

A new business start-up in China – now what?

When **expanding** production to new countries, companies **invariably encounter** challenges. The most obvious are **linguistic barriers**. But other issues also come to the **forefront** that command attention: competences, **capabilities** and the whole way of working ought to be the same everywhere.

Does everyone have access to the same knowledge? Where is the knowledge stored? A related **thorny** issue is the quiet, so-called **tacit** knowledge that is **obtained** outside of standard procedure books. Many of your workers **likely** have excellent practical know-how they have learned from hours of on the job experience. How can these lessons learned be shared?

An important starting point is knowledge scanning and mapping. You have to define your strategic core knowledge and decide how and where to **deploy** it. Then, you have to ensure that everyone has the same instructions and all parties have **internalized** the quality requirements of your company.

Translating standard operating procedures and work instructions from your home language to the new language is just the tip of the iceberg. **Equally** important is setting up effective training that allows workers to see – and experience – your ways of working. Getting to a point where you are on the same page means you must find ways to coach and monitor the progress.

An **isolated** factory might serve your company well – or could lead to disaster that **ruins** client relationships and destroys your **reputation**. How you go about transferring knowledge is an issue often **underestimated** but **vital** to your long-term success.

Glossary

capability	kyky
deploy	käyttää hyväksi
encounter	kohdata
equally	yhtä
expand	laajentaa
forefront	etuala
internalize	sisäistää
invariably	poikkeuksetta
isolated	eristyksissä oleva, kaukainen
likely	todennäköisesti
linguistic barrier	kielimuuri
obtain	saada, hankkia
reputation	maine
ruin	turmella, tuhota
tacit	hiljainen, sanaton
thorny	hankala, kiusallinen
underestimate	aliarvioida
vital	elintärkeä

When transferring production to another country, companies must deal with language issues, cultural barriers and unifying processes. AAC Solutions support knowledge transfer in all these areas through effective localized learning tools, documentation and on-site training.