

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	förmåga, färdighet
come to the forefront	bli (hög)aktuell
core knowledge	kärnkunnande
deploy	här: utnyttja
encounter	råka ut för, stöta på
expand	utvidga
invariably	undantagslöst, oundvikligen
isolated	avskild, isolerad
obtain	få, skaffa sig
obvious	uppenbar
ought	borde
ruin	förstöra
tacit knowledge	tyst kunskap
the tip of the iceberg	toppen på isberget
thorny issue	knivig fråga
vital	väsentlig, avgörande

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.