

China's Guanxi Paradigm Passé: Sophisticated Public Relations Strategies Needed To Succeed in the Modern China

Beijing, Thursday, 24 March 2005- AC Capital managing director Alistair Nicholas told a conference on government relations in China that the "old guanxi paradigm of personal connections was no longer sufficient to guarantee a company's success in the market."

A leading China expert, Nicholas, said that China's "communications paradigm had shifted" from "one of personal relationships (guanxi) to one based on institutional relationships that required more sophisticated public relations strategies than merely wining and dining government officials."

Nicholas was speaking at the Second Annual Government Relationship Management Conference, organized by the Ministry of Commerce (MOFCOM) and Avail Corporation.

During the conference, Nicholas highlighted that government relations programs in China, as in the West, now needed to be integrated with well thought-out, strategic public relations programs.

"The days of using old school friends and relatives to lobby government officials are long gone as today's better educated and more professional bureaucrats need to ensure open and transparent decision-making systems and processes", Nicholas said.

"The Government's need to demonstrate fairness and equity in the decision-making process means officials need reference to independent third party advocates. Only PR methodologies can deliver that", Nicholas concluded.

In his presentation Nicholas demonstrated how media relations could be used to underpin a strong government relations campaign in China. Case studies presented by Nicholas profiled companies that successfully leveraged PR programs to succeed in strong government relationships in the market.

Nicholas' presentation is available upon request.

AC Capital Strategic Public Relations (www.accapitalpr.com) is a Beijing-headquartered public relations agency founded in 2003 in order to provide clients the unique combination of international experience and boutique agency focus and dedicated attention. AC Capital's clients include Global Fortune 500 companies and foreign government agencies operating in China.

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