



# A Different Chinese

*See The Chinese.*

*Hear The Chinese!*

**By CQ**

*Chinese May Not Know All, Others Must Know !*

*Peep into the business and human behaviour of Chinese people from 9 different countries in today's flattened world by an international marketer and traveller.*

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*See The Chinese. Hear The Chinese!*

*Or,*

*Chinese May Not Know All, Others Must Know !*



***A peep into the business behaviour and humanity of  
Chinese people from 9 different countries in the flattened world by  
an international marketer and traveller.***



**Strategic Information and Research Development Centre, 2007**

# **A Different Chinese**

By CQ

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## ***Foreword***

By : Yang Berhormat Ir. Dr. Wee Ka Siong  
(Member of Parliament Malaysia and Secretary General of  
Malaysia Chinese Association)



In the era of Globalization today, man's mobility is borderless. One has to equip him or herself with vast knowledge and skill in order to cope with such speedy change. In spite of technological skills, it is believed that human skills are another area that should be focused on. Having no borders means that man should learn more about historical and cultural differences whenever and wherever they decide to move to realize their global act.

CQ has shared his global findings and experience in the book of "A Different Chinese". The globe is wide yet narrow when it comes to Globalization. Wide in terms of geography, narrow when we know and understand the background of the nation that we wish to know.

CQ demonstrated his observational skills learnt from his international marketing activities. He narrowed the scope to analyse the race that he is very familiar with ie. the Chinese. Being Chinese himself, CQ sees that the Chinese have a lot to share. Globalization as well as the fast emergence of China has brought the attention of the world to understand this country as well as its people. Not limited to this, CQ has even gone to the extent to "see" Chinese residing in other countries like South East Asian countries. This is the area with the largest population of overseas Chinese.

Being the leader of the Chinese youth in Malaysia myself, Malaysia has the highest Chinese population and has the highest level of cultural and linguistic preservation amongst the international Chinese community. I share the common view of CQ as “The world is interested to know about the Chinese” as the current phenomena.

CQ makes sharing his view of the Chinese he encountered very interesting. From business interaction, a personal touch, sight seeing and even food culture, he has sliced it out piece by piece. CQ definitely is an eater and so am I. The culinary experience in each country like China’s Peking Roast Duck – Looks Surpasses Substance.

The chapter of Chinese through special characteristics has summarized the characteristics of the 9 country’s people have inspired me regarding the difference amongst Chinese whose appearance may look alike. If as a Chinese myself, I am inspired by the difference, I believe foreigners will definitely benefit from this piece of work in understanding the Chinese.

**Yang Berhormat Ir. Dr. Wee Ka Siong,**

Member of Parliament Malaysia ( Constituency : Ayer Hitam, Johor)

& Secretary General Of MCA ( Malaysia Chinese Association) National Youth

## *Foreword*

By : Mr. Lee Teck Meng,  
MBA (Secretary-General SMI Association Of Malaysia)



Small & Medium Industries (SMI) Association of Malaysia has been promoting the important necessity of export business for its members since 1997. Throughout 10 years of the SMI Association's persistent efforts, we have seen SMI & SME (Enterprise) realize and increase their export business segment. However, many are just too reliant on middle men to develop their overseas business where they lack market understanding and brand building abilities.

As the Secretary General of the organization and given the continuous task to assist the members in particular and SMI & SME businesses in general, I have found that Malaysian entrepreneurs are too conservative and not proactive in reacting to changes in the market environment.

The time has come for us to go nearer to the market place ie. the customer or consumer; only that will realize their needs and provide the best services and solutions.

CQ is an international marketer who has a lot to share – not only from the hard business practices of each country that he has experienced but also in learning about human nature, which is an essential part of this book.

I strongly recommend Malaysia SMI's & SME's to share these experiences,

be inspired by this book and act immediately by becoming more efficient and effective when going abroad to promote your products or services.

This book would help and facilitate your learning which may shorten or minimize any possible mistakes you might make when you deal with the people from countries mentioned in the book.

**Mr. Lee Teck Meng**

## *Acknowledgement*

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For a Malaysian and sales professional with “a word or two” linguistic ability, writing a book has proved to be more difficult than closing a million dollars deal in business.

In order to first test the ‘hidden thought’ of my intention to write a book, I asked my family members casually; and as expected, everyone looked at me shockingly, as though they were saying, “Based on your.....can you really do it?” I replied with a smile, “I always tell you about the funny incidents that happened during my business trips, so why don’t I write them down so more people can share them!” Fortunately at last, I received their encouragement.

I would like to take this opportunity to thank my parents Soo Heng & Chu Way, my wife Jolene’s relentless support and care, my son Zhiyi’s sharing words, “Daddy, I am also writing a book...ABCD...” and my youngest daughter Zhi’en’s big and round eyes as if she is observing too, as well as the two teachers by profession from our family who have better Mandarin command than myself - my aunt Choon Lan and my brother Chien for their support and blessings.

To Yang Berhormat Dr. Wee Ka Siong, the Member Of Parliament of Ayer Hitam, I must express my deep appreciation and thanks to his willingness to



spare his very limited time to write the Foreword for this book. Being a very popular national young leader, he is famous for his endless help to the Chinese community in education matters. He is vocal in politics for the truth. Again, with decades of friendship, he has no hesitance in agreeing to my request to write some words. This is a great encouragement! Thanks Ka Siong !

Mr. Lee Teck Meng is my old friend of 10 years and is also the Secretary General for the SMI Association of Malaysia; I am thankful to him for what he has done for this book, and for his persistent efforts in promoting this book as recommended reading for the association; I am grateful to have received his trust and care.

Lastly, if there are any mistakes in this book, please accept the sincere apologies of a typical linguist with “A Word Or Two” from Malaysia!

## Preface



I grew up in the days when my grandfather was in the grassroots kind of coffee shop cum restaurant business that was quite similar to the ambience of the famous 'Dragon Inn.' (龙门客栈) 。 It was in this kind of environment that I was first exposed to the human affairs in communicating, interacting with people, and slowly understanding basic human nature. During that era, the constant fighting incidents of the Chinese secret societies (gangsters) were very prevalent. Such gang fighting was not at all uncommon.

Soon after, led by our instinctive feelings, we were able to understand and differentiate the friendly ones and the not-so-friendly ones at the first encounter, and more or less predict what may happen next. Thirty years of changes in family affairs can indeed elevate one's senses towards the people around you, and to better understand the differences.

The elderly always advise: we must learn to attend to matters in a more discrete manner; it is only with this attitude that you will begin to see or assess people in a clearer perspective!

I studied in a college in Kuala Lumpur, and those days allowed me to meet many students from all parts of the country. With various states' food

delights and dialects, these differences even led us into heated arguments. It is then that I realized the differences in our daily walk of life could even happen within the same nation but from different part of the country; what more if in a multi racial community like Malaysia.

Studying abroad in Australia, I was in a foreign country looking at foreign people. There, I met students from all parts of the world. Outside of the campus, I was a part time restaurant waiter and occasionally, I would be putting out a mat on the ground of the so called Sunday Market, and began selling used things; it was a perfect opportunity for me to mingle with the colourful locals from all walks of life.

The first full time job in life was with one Japanese company. This company at that time was one of the world's largest business corporations. It provided me opportunities to travel around the region, learning the tricks of the trade from various businessmen, and allowed me to better understand the ways of the Japanese.

But soon, the moment of parting arrived, and I accepted another job working in the manufacturing base company. From then onwards, I would travel to different countries every month, witnessing even more people to conduct my selling task. From the Far East to Southeast Asia, and West Asia, I have witnessed and tasted many cultures and cuisines; and the airport was a frequent stop. I have observed how the new airports replace the old ones in various parts of Japan, Malaysia, Hong Kong, China, Vietnam, and Thailand.

My frequent travelling for business and brief stays in Shanghai, China gave me the opportunity to meet various people and the chance of noticing the changes in the region. China and Vietnam have now entered into the WTO, Southeast Asia's AFTA has been formed, India and Russia are emerging as new economic powerhouses; the globalisation trend has urged its people to develop and face new ideas and challenges.

Because of such changes, I myself as a Malaysian am fortunate enough to witness and experience such swift progression and by travelling amidst the international scenes, I understand the rapid changes that are taking place and am very much concerned for Malaysia and the development of globalization. It is with this notion in mind that I decided to gather all my courage and use the most common and simple way to analyze Chinese people from various countries in terms of their backgrounds, mentality and so on, with a view to instigating interest, and furthermore to place Malaysians at the centre stage for comparison and competitiveness. Let us look at how or where we stand in the "Global Stage." I hope my humble views may become an inspiration for the future survival of Malaysia and allow foreigners to understand us Asians in general and Chinese people in particular.

This book uses a light, sarcastic and realistic approach, utilizing the self-invented method of "WESET." It illustrates the special characteristics of Chinese from various countries, some with criticisms, some with praises, some with ridicule, some hitting the straight notes, highlighting the awareness and invisible hand of "Chinese Economic Power" in the region as well as in the flattened world.

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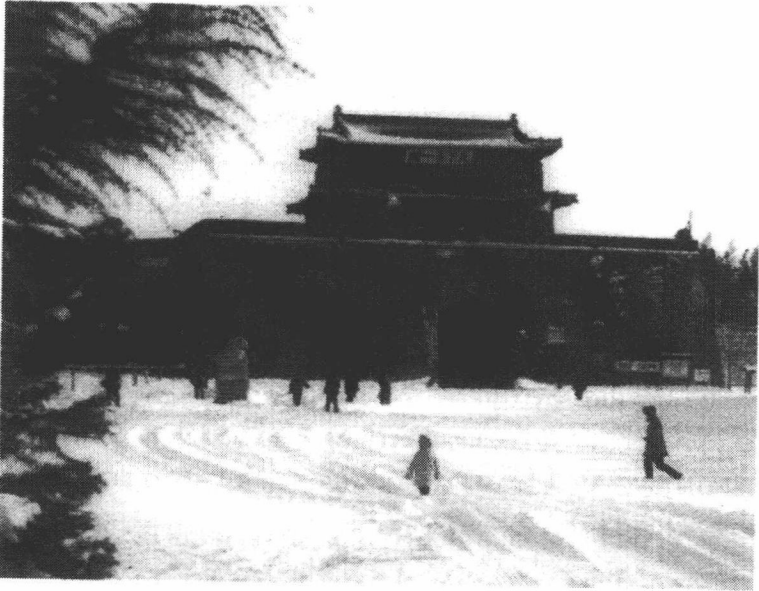
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# *Chinese Through The Looking Glass*

## China



- \* Peking Roast Duck – Looks Surpasses Substance
- \* Crispy roasted duck is the renowned delicacy of Chinese cuisine. Its crispy roasted duck skin has become the favourite for many curious customers and experts alike, parallel to today's skyscrapers and hardware facilities in China, where sometimes looks surpasses substance.

An awakened giant with over 5,000 years of history, home to *Sun-Tzu's Art of War* and 50 years of socialism, China's rapid growth has captured the world's attention. China's 50 years of socialism and the development of overseas Chinese during this period share a tremendous difference. With the burden of over 5,000 years of history and culture, the Chinese are divided into different groups that have each become movers behind closed doors. At the same time, due to the influence of various immigrant countries and their cultures, many overseas Chinese have developed a different set of Chinese values.

Ever since the reformation and opening up of China, the world has been intrigued; the awakened giant stunned people from all around the world. From the opening of household (个体户) small scale businesses to today's enterprise ventures, China and its population of 1.3 billion has changed swiftly, growing its world market influence and entering an era of technological advances in the league of the mighty USA and former Soviet Union.

China's so-called 4<sup>th</sup> generation country leadership, i.e. Mr. Hu Jing Dao, has brought new inspiration and energy to the awakening dragon in the beginning of the 21<sup>st</sup> century. His determination in creating more transparency in his administration by battling the country's corruption has attracted a different kind of global attention recently. His decision to dismiss corrupt "Shanghai Tribe" Mr. Chen Liang Yu who is allied to his predecessor Mr. Zhang Zhi Ming has caught everyone in surprise.

In the early 1990s, China's market had already begun to venture out to source supplies from the international market. However, Taiwanese owned factories in China were the pioneer in procuring material from overseas, and only by the mid 90s, Hong Kong owned factories emerged and became the main purchasers from overseas after the Taiwanese. What followed were the mainland Chinese held enterprises only began purchase supplies from abroad in early 2000.



Our company's large scale plan was to tap into and develop the newly opened Chinese markets, and so we formulated a comprehensive sales and marketing plan. Logistics management was one of the first starting points for the project. Hence, a research team from our company chose and decided to visit the new port at *Shenzhen Shekou (Southern China)*. It offered me a very lasting impression indeed; although it was very much empty during that time, I had sensed that this particular wharf will soon become a bustling marketplace.

The *Shekou port* is approximately 45 minutes away from the Shenzhen city and Hong Kong is just right opposite the shore. According to a saying, *Shekou* was the place where Chinese people swam across to Hong Kong for freedom. One's swimming skills must be pretty good in order to swim across the distance between the shore of Hong Kong and *Shekou*.

Our first visit was the shipping and forwarding company which was situated next to the Shekou port. The person in charge of that company was a very friendly and enthusiastic young manager. He arranged for us to meet the port manager and to learn the operational details of the port. Our host showed us great hospitality and held on to network with us to try and capture the golden business opportunity talk.

The meeting was held in a modern 150 sqm meeting hall. A long table was arranged neatly in the hall, together with well arranged high-backed rest chairs. There were white sheets of papers and pencils on the table, the China's five star red flag and Malaysia's crescent, stars and striped flag were placed on two edges of the tables. Furthermore, the four walls in the meeting halls were decorated with pictures of the enterprise's activities and portraits. The entire ambience portrayed an organized and well managed impression.

There was a welcome sign by the staircase with firm bold words printed – “*Shenzhen Shekou Port Welcomes The Arrival of Malaysian X Company!*”