

# Isolation Shouldn't Affect Communication - How to Strengthen Chinese Relationships During Coronavirus



One of the unintended side effects of businesses having to manage their finances more carefully due to the impacts of the Coronavirus is they have dramatically reduced communication with important stakeholders.

While this is understandable, in the long-term it can prove costly.

It's crucial, especially now, to maintain contact with your Chinese partners and friends. While we adjust to life in isolation, it's important to keep the lines of communication open so you don't lose touch and get forgotten.

Some of our colleagues and clients in fact have been asking us about the best action to take for their Chinese friends and stakeholders during this coronavirus epidemic, so that they can, indeed, remain in contact not make any communication errors, and build a stronger relationship for the future.

Relationships with Chinese are vital to successful business and in times of crisis the opportunity is there to step up – it can make a big difference to your business when things turn around.



We'd like to share with you our thoughts on managing your Chinese communications at this time. We are happy to share ideas and answer any questions you may have.

1. Empathy is a key emotion. Think about those in your Chinese world and how they have been affected. It might be students who can't get back to their classes; tourists who had bookings with you; suppliers whose work has been disrupted; your customers who can't receive your produce at the moment. It is important to show your empathy and to alleviate their anxiety. So, first of all think about all the impacted parties and stakeholders you need to keep in contact with.
2. Send out positive messages of support to them; for example MSO (Melbourne Symphony Orchestra) filmed a video and played part of Beethoven's 9th Symphony, Ode to Joy with key leaders speaking messages from the heart and the entire orchestra chanting 'Stay with China' in Chinese. You don't have to have an orchestra, kind emails to your contacts asking after them and their families will be greatly appreciated (see below for suggested messages). Don't stop at one message, keep in touch.

3. Thank them for their concern about you and Australia broadly. There are many examples of Chinese generosity and help sourcing medical supplies now that China has come out the other side of this virus.
4. If you are a retailer or brand with many customers, messages on social media are likely to reach them. Helpful information about how and where to continue to get supplies, e-commerce options if available, and advising about closures/reopening as well as showing solidarity and understanding are all recommended.
5. Make an offer to help. Universities are getting teaching online and offering cash payments to help students get back to study soon alleviating some of the extra expenses; tourist sites or hotels might think about some sort of special offer to encourage the booking to be remade.
6. Show your audience how you contributed when China was in need. For example some businesses and organisations put together emergency supplies and got them on a plane up to affected areas – it helps to show your positive actions on social media and your website.
7. Your local Chinese community is suffering too. Many restaurants and businesses have closed – make it a show of support to talk to them or order takeaway. Show them you care.
8. Be ready to go to China as soon as practicable after the crisis. Dine together, enquire about family, and take some health-related gifts for families especially. Don't make it just about business but a time to enjoy their company and to share experiences.
9. We also think about China and remember its loss of life, the courage and tireless efforts of health workers, the loss of business and economic impact. Goodwill messages for the country and its people will be well received. Thank them and China for their concern over our bushfires and for their help fighting the virus – such messages are deeply appreciated.
10. Chinese New Year was lost not just for Australian tourism and retail operators. Think about the millions of Chinese who lost their special holiday – their big festival – they will be feeling this acutely. This could be an opportunity to encourage them back to your hotel, site, store, program, etc and the next best window will be during the Moon Festival in October (1-8). Think about tailoring offers to help them and encourage them to rebook.

**Remember: it is not about you. Focus on your Chinese friends and customers; your generosity will be warmly received.**

We have also been touched by many expressions of concern for our team and our work. Thank you!

For any feedback, ideas and questions, please contact us on 1300 792 446 or [info@chincommunications.com.au](mailto:info@chincommunications.com.au)

## Suggested messages (Chinese versions follow)

### Option 1: To personal friend/s

Dear \_\_\_\_ (name of the receiver)

Greetings.

First of all, I am sending you my greetings from Australia. I know that China is still suffering from a serious epidemic and facing great difficulties. It must be very hard for you and your family. I am very concerned about you and your family. I would like to express my deepest sympathy and best wishes to you. Please let me know if there is anything I can do to help.

I hope the epidemic will end soon. I wish you and your family safety and health. I look forward to seeing you soon.

Yours sincerely

亲爱的\_\_\_\_ (name of the receiver)

您好吗？

首先，我向您送上来自澳大利亚的问候。我知道中国仍然在遭受严重的疫情，面临巨大的困难，对您和家人来说，这一定非常不容易。我心里非常牵挂您和家人，在此向您表示我最深切的慰问，并送上我最美好的祝愿。如果有我能帮忙的地方，请一定告诉我。

希望疫情早日结束，祝愿您和家人平安、健康，期待早日再见。

此致

健康

XXX (Your name)

DDD (date)

## Option 2: To business associates in China

Dear \_\_\_\_ (name of receiver)

At a time when China is facing serious challenges, we have been thinking about you and your colleagues. I hope you are all well and your business returns to normal soon. We in Australia are also facing this epidemic and we appreciate all that China is doing to assist us and the world to overcome it.

At this difficult time, do look after yourselves. Please let me know if there is anything I can do to help.

Yours sincerely

尊敬的\_\_\_\_ (name of receiver)

正值中国面临挑战的严峻时刻，我们一直在挂念您和贵公司的各位同事，希望你们各位一切都好，业务能够尽快恢复正常。澳大利亚也在面临新冠疫情，我们感谢中国为帮助澳大利亚和全世界战胜疫情所做的一切。

在这个艰难的时刻，请各位注意健康。如果有我能帮忙的地方，请一定告诉我。

此致  
健康

XXX (Your name)

DDD (date)

### Option 3: To business associates in China

Dear \_\_\_\_ (name of receiver)

Hope this email finds you well. Have already returned to work? Are all colleagues in good health? Has the company's business got back to normal?

I hope everything will return to normal soon. Australia is also facing this epidemic and grateful for the guidance and support that China is providing. I hope your business resumes work as soon as possible and is even more prosperous.

I hope we can work together more in the future.

With best wishes

尊敬的\_\_\_\_ (name of receiver)

最近还好吗？想来你们已经复工了吧？各位同事身体都好吗？公司业务都恢复了吧？

希望一切都会很快回归正轨。澳大利亚也在面临新冠疫情，我们感谢中国所提供的指导和支持。祝贵公司业务能够尽快恢复，并且有更多发展。

希望我们能有更多的合作。

此致

健康

XXX (Your name)

DDD (date)

#### Option 4: A message to follow up once they are getting back to work

Dear \_\_\_\_ (name of the receiver)

Hope this email finds you well. I believe you have already returned to work. Is your family in good health? I am very concerned for you. Australia is also facing the epidemic and learning from China.

I hope everything will soon return to normal. I wish you and your family peace and health. I look forward to seeing you soon.

Sincerely yours,

亲爱的\_\_\_\_(name of the receiver)

最近还好吗？想来你们已经复工了吧？家里人身体都好吗？非常挂念你们。澳大利亚也在面临这一疫情，同时也在向中国学习。

希望一切都会很快恢复正常，祝愿您和家人平安、健康，期待早日再见。

此致

健康

XXX (Your name)

DDD (date)

## Option 5: To suppliers in China

Dear \_\_\_\_\_ (name of receiver)

Hope this emails finds you well. Have you returned to work and how is your production going? I hope all your staff are safe and well. We are facing the same challenges as China faced and we thank you and your country for your guidance and support at this time. We now need to resume supply as soon as possible so that we too can keep our work going. I would value an update about our order as soon as you can.

I look forward to continuing to work together.

尊敬的\_\_\_\_\_ (name of receiver)

见信问安，希望你一切都好。你们已经复工了吗？生产进展如何？希望贵公司员工全都平安健康。我们正面临着与中国一样的挑战，我们感谢你们和中国此时给予我们的指导和支持。我们现在需要尽快恢复供货，以便我们的工作也能继续下去。希望你能尽快就订单的情况做个最新说明，非常感谢。

期待继续合作。

XXX (Your name)

DDD (date)

## Option 6: To buyers in China

Dear \_\_\_\_ (name of receiver)

Hope this email finds you well. Have you returned to work? I hope you and your staff are safe and well. We are facing the same challenges as China faced and we thank you and your country for your guidance and support at this time. Our production and logistics are also being impacted by the coronavirus and I regret to say that your order will be delayed. I hope you can understand and we will be trying our best to get back to normal soon. In the meantime, I would be happy to have a zoom or phone meeting to discuss how we can best work together and what else I can do to help you.

Yours sincerely

尊敬的\_\_\_\_ (name of receiver)

见信问安，希望您一切都好。你们已经复工了吗？生产进展如何？希望贵公司员工全都平安健康。我们正面临着与中国一样的挑战。我们感谢你们和中国此时给予我们的指导和支持。我们的生产和物流也受到新冠病毒的影响，很遗憾，您的订单将会延迟；希望您能理解，我们会尽力尽快恢复正常。同时，我很乐意通过 zoom 或电话开一次会，讨论我们如何才能最好地合作，讨论如何才能更好地帮助贵公司。

期待继续合作。

XXX (Your name)

DDD (date)

## Option 7 – Meeting request

Dear \_\_\_\_ (name of receiver)

I hope this email finds you well and getting back to work. We are facing the epidemic challenge in Australia now and grateful for the help that China is providing to our country. We would value the opportunity to meet with you, but as that is not possible at the moment, could we have a phone call or a zoom meeting to keep our business plans progressing. We can arrange to have a Mandarin interpreter assist with the call.

I wish you and your family good health and successful business.

Sincerely yours,

尊敬的\_\_\_\_(name of the receiver)

最近还好吗？想来你们已经复工了吧？澳大利亚也在面临这一疫情的挑战，感谢中国对澳大利亚的帮助。我们很重视与您会面的机会，但目前却不可能做到，我们能否打个电话或通过 zoom 举行一次会议，确保我们的业务计划能够继续推进。打电话时，我们可以安排一名普通话翻译协助我们。

祝您和家人身体健康，生意兴隆。

此致

健康

XXX (Your name)

DDD (date)