

Course: Business English

Level 2

Day №25

Socializing

Which of these are good places to meet business associates socially?



Which have you been to recently?

Zheng Yilun is a new Sales and Marketing Representative for a business magazine in Singapore.

- Should Zheng Yilun join AmCham?
- Which events at AmCham should he attend to meet new customers?

1 What is AmCham?

AmCham (The American Chamber of Commerce) is a non-profit association representing the interests of US investors in Singapore. It offers the opportunity to interact with over 1,300 key personnel from manufacturing to financial, business, and professional services. AmCham coordinates a regular program of events, including breakfasts, luncheons, and cocktail functions for members to hear prominent speakers, as well as seminars and panel discussions on subjects of particular interest.

2 Networking functions – social gatherings

There are many social events that the chamber offers to members. Besides the unique networking opportunities, our social gatherings are held in the best venues in Singapore; recently, single nation business groups met at the Compass Rose restaurant on the 70th level of the Westin Stamford Hotel for the Financial Services Network Night.

3 Networking functions – seminars

Our evening seminars provide a relaxed, informative way to end the workday. The seminars cater to the personal development of our members rather than focusing on the business element. In addition to the seminars, we also arrange Network Nights with other chambers of commerce in Singapore. By doing so, we hope to strengthen ties between business leaders of different nationalities and between the different chambers.

4 Who can join?

Our organization is open to companies and individuals of all nationalities. We do not cater only to American companies or individuals; in fact over 48% of our members are non-American, and Singaporeans account for just under 25% of our members. The diversity of our organization is well reflected by the diversity of our members. We have members from 42 different countries.

If you're working in a marketing department, which events would you attend to meet new clients?



- parties
- restaurants
- conferences
- business associations

Are there organizations in Korea similar to Am Cham?

What are the expressions you use to introduce yourself?



How about when you want to introduce someone?

Part A: Listening

WOMAN: Come over here, Zheng. There's someone you should meet.

ZHENG: Uh huh.

WOMAN: George, can I introduce you to Zheng Yilun? He's a new member. Zheng, this is George Farley. He imports precious stones for a company called Gems Import. Zheng has just arrived from Singapore to market Financial Review magazine in Asia.

GEORGE: Really? Good to meet you Zheng. So what is Financial Review doing here in Singapore?

ZHENG: Actually, we're producing an Asian edition. We've had an office here for six months now and we're about to go into production.

GEORGE: And your job is to get sales under way?



ZHENG: Something like that, I guess. That's why I'm here...at AmCham I mean. To try to make contact with some people in the banking and finance sector.

GEORGE: Ah, well... do you play badminton?

ZHENG: Huh? Uh...well...I used to...in college, but...

GEORGE: Good, good. Lot's of banking people are in the badminton ladder.

ZHENG: Ah...

GEORGE: You know, like a league. You should join the ladder. Sure way to meet banking people!

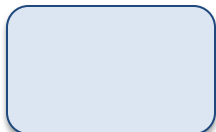
ZHENG: Excellent. Thanks or the tip. Who should I talk to about this badminton ladder?

GEORGE: Um... let's see. Ah Felicity Wang should know... where is she?...Ah, there she is. Come on, I'll introduce you...

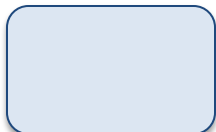




- 1 Who does Zheng Yilun work for?
- a. financial review magazine
 - b. AmCham
 - c. Gems import company



- 2 Why did he go to AmCham's networking function?
- a. to sell magazines
 - b. to meet people
 - c. to play badminton



- 3 How can he meet people from the banking sector?
- a. by joining the badminton ladder
 - b. having an office for six months
 - c. by going to college

Language focus

Look at this version of the conversation between Zheng and George. Zheng has been introduced to George. With a partner, put the sentences into the boxes.

- ☐ ☐ 1 Thanks for the tip. Who should I talk to about joining the badminton ladder?
- ☐ ☐ 2 I work for Financial Review magazine. We're producing an Asian edition.
- ☐ ☐ 3 That's right. I joined AmCham to meet people in banking and finance.
- ☐ ☐ 4 Good to meet you Zheng. So what do you do?
- ☐ ☐ 5 You should join the badminton ladder. Lots of banking people play badminton.
- ☐ ☐ 6 And you are the sales manager?
- ☐ ☐ 7 Felicity Wang. Come on, I'll introduce you.

Communication Activity

Situation 1

You are attending an AmCham meeting for the first time. You are the Business Development Officer for a company which imports foreign chocolates.

Situation 2

You are a British Chamber of Commerce meeting. You are a restaurant owner. On the other side of the room you can see a customer, Warren McCarthy, who works for a publishing company. You heard that his company will be moving to a new, bigger office soon. You have invited Warren to a private dinner at your restaurant next Thursday evening. Offer to introduce to Student A.

***Thank you for
today!***

***I'm looking forward to
seeing you again!***