



THE REFINERY DIALOGUES  
UNLOCK ANCIENT WISDOM  
FOR MODERN NEGOTIATION WITH JB DÉAL

We are delighted to invite you to an exclusive The Refinery Dialogue featuring **Jean Baptiste (JB) Déal**, founder of the Déal Negotiation Institute and a leading authority on cross-cultural negotiation.

In this session, JB will explore how ancient wisdom continues to shape modern business strategy. Drawing from Chinese idioms such as the 36 Stratagems and European fables from La Fontaine and Aesop, he will present two foundational negotiation strategies:

- **Asia:** “Fool the Emperor to Cross the Sea” – a subtle tactic widely used in Chinese business culture, essential for Western professionals operating in Asia.
- **Europe:** “The Ant and the Grasshopper” – a strategic lens on preparation and discipline, highly relevant for Asian professionals engaging in European markets.

These timeless strategies offer more than cultural insight—they provide practical tools for clarity, control, and influence in global negotiations.

JB’s perspective is shaped by over 20 years of experience across Asia and Europe, fluency in Mandarin, French, and English, and academic training at Harvard, HKUST, and Beijing Language and Culture University. His upcoming book, *Winning with Ancient Wisdom: Negotiation Strategies From Asia and Europe* (Q3–4 2025), will be previewed during the session.

This dialogue is designed for senior leaders navigating international ventures and complex stakeholder environments. We encourage you to join us for what promises to be a thought-provoking and highly actionable conversation.

THURSDAY. 25<sup>TH</sup> SEPTEMBER 2025

BAR & LOUNGES

6:15PM – 8:00PM

FEES : COMPLIMENTARY  
LANGUAGE : ENGLISH  
FORMAT : DYNAMIC AND INTERACTIVE DISCUSSION & Q&A SESSION

- Remarks:
- Members are eligible to up to 3 guests.
  - Seats will be allocated on a first come first served basis.
  - E-mail confirmation will be sent to successful enrolments.
  - Welcome drink will be served starting from 6:15PM. The workshop will commence promptly at 6:30PM.

CLICK HERE TO BOOK



**About the Speaker**  
Jean Baptiste Déal is the founder of the Déal Negotiation Institute, with over 20 years of experience navigating cross-cultural business environments, particularly across Asia and Europe. He is fluent in Mandarin, French and English, and has studied at leading institutions including Harvard and HKUST. Jean Baptiste is also the author of *Winning With Ancient Wisdom: Negotiation Strategies From Asia and Europe*, a book scheduled for publication in 2025.

**Déal**  
Negotiation Institute

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