

Why Huawei is different core values that matter

Story by



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[Biography](#)

Newcomers of 30 nationalities gathered recently for Huawei's three-day New Employees Orientation Programme (NEOP) at Western European headquarters in Düsseldorf, Germany.

Each time we start a new adventure in our lives, there is excitement. As in an unwritten book, a fresh chapter lies ahead of us, with so many opportunities and challenges.

With a workforce of around 180 000, Huawei welcomes many newcomers each month. Operating in 170 countries around the world, Huawei people are indeed an international bunch. Huawei's EU Brussels office is a case in point: in our small team, we use languages as diverse as English, Chinese, French, Arabic, Italian, Dutch, German or Polish on an everyday basis.

So yes, Huawei is an international, truly global, company. But what about the values of Huawei? To give newcomers a solid introduction, Huawei has a great three-day New Employees Orientation Programme (NEOP). It was my honour and privilege to attend NEOP recently – and it left me with lasting impressions!

Together with a bunch of great colleagues representing some 30 nationalities, we regrouped at Huawei's West Europe HQ in Düsseldorf, Germany. Very soon, we discovered that it takes more effort to work together in international teams, but that teams with members from different backgrounds outperform those who lay back in the perceived cosiness of their "uni-cultural" world.

Embracing cultural differences

A key to working well in international teams is to be aware of cultural differences – and to embrace them. We formed five teams. Each one worked out the perceived Top 10 values of China, Germany, Italy, Spain and Tunisia, and then checked them against what the other teams thought. Many prejudices were shattered!

Each newcomer found a welcome letter by Huawei founder Ren Zhengfei on her/his desk. In it we read that: "Our corporate culture aims to be open and inclusive, and incorporate the best cultural elements and management practices from around the globe. If we become closed-off, proud, and dismissive of other cultures, Huawei is destined to fail. As a global company, we never favour one country over another. If you are assigned overseas, you must abide by the laws of the host country as well as represent Huawei and its core values."

So, what are the Huawei core values? They are: customer centricity, dedication, continuous improvement, openness & initiative, integrity and teamwork. As Ren Zhengfei puts it: "The essence of Huawei's culture can be described with one word: integrity. As our most valuable intangible asset, integrity is the key to our survival and the source of individual and corporate growth."

Find out more about the [Huawei core values](#)