

KnowledgeCorp

Sample International Etiquette





What is “etiquette”?



Etiquette is...

Ethical and socially acceptable behavior regarding professional practice or action among the members of a profession in their dealings with each other.



But etiquette isn't recognized as one uniform set of standards around the globe...

For example, a hand gesture in one country may have the exact opposite meaning in another culture!



Why are global etiquette and cultural differences important to us?



As global business continues to expand, the critical element of a successful business outcome may be the appreciation and respect for cultural differences. You will need to utilize your knowledge of cultural diversity and intercultural communication during your international travels and overseas assignments.



Focus on Regions



France

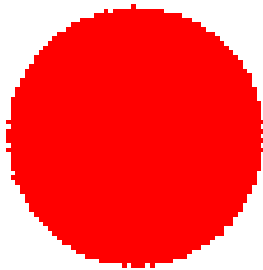
Brazil



India



Japan



Japan





Appearance

- It is important to “Dress to Impress”
- Men should wear dark conservative attire/business suits
- Women should dress conservatively, minimal accessories



Behavior Do's and Don'ts

- Do Avoid the “OK” sign
- Don't point
- Don't blow your nose in public
- Don't pour your own drink
- Don't come to an event fashionably late when invited
- Don't touch someone of the opposite sex in public



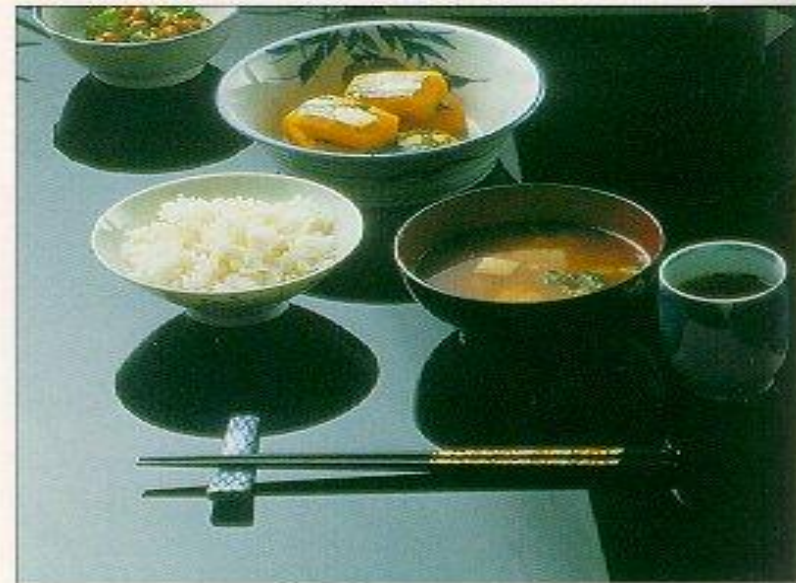
Communication

- Customary meeting is a bow
- May receive handshake
- Must complete *meishi* exchange process before business meeting can start
- Smiles can express either joy or pleasure, be careful!
- Allow host to sit in silence if need be
- The Japanese prefer not to use the word “no”
- Everybody is referred as ‘san’ and the very superior as ‘sama’



Eating and Dining Etiquette

- In Japan if you leave your plate empty it means you want more food. When finished then leave some food on the plate.
- There is no American way like “help yourself.” Do not eat until the host offers food.
- Eating and drinking while walking down the street is considered impolite to others.
- Do not give tips in restaurants.
- It is normal to make slurping noises when drinking or eating noodles. It shows that you enjoy the food





Body Language Etiquette

- Japanese people prefer not to stand close to others.
- Do not take a smile as being a signal of happiness, the Japanese smile when mad, embarrassed, sad or disappointed.
- While sitting, don't show the bottom of your shoes.
- It is considered rude to stare at someone.
Eye contact isn't polite.
- When visiting someone, sit towards the edge to show proper respect.
Leaning back means closeness





Gift Giving Etiquette

Do not give ANYONE a gift unless you have one for everyone.

The idea of gift giving on birthdays and holidays like Christmas and Chanukah isn't very common yet.

To give and to receive a present, you must use two hands and do a formal bow.

When returning from a trip it's customary to bring back souvenirs. The giving of

gifts is more important than what the gift actually is.

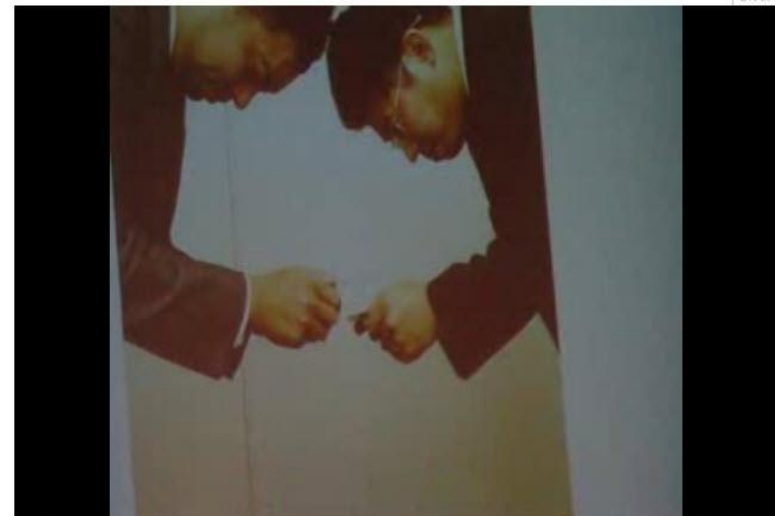




Business Etiquette

- Do not dress casually. Dressing appropriately is required when meeting for any sort of business.
- If you are invited out for dinner, your host will pay, but make an attempt even if it's insincere to try and pay. Your host will refuse, it just seems proper to try and ask anyways.
- If you are in a work/business meeting, taking notes is very appreciated and use only blue or black pen, NEVER red, because it is bad luck.
- Wait for the boss to sit down and then sit;
- it's the same when leaving. A person with higher status sits closer to the boss.
- Usually drinks are handed out at the start of the meeting. They will be handed out in order of rank.

Rakugo in English - "Business Card Manners"





Greeting Etiquette

- When you first meet someone say “Hajime-mashite” which basically means to begin a new acquaintance.
- People shake hands while meeting. The handshake is quick, and has no eye contact.
- Depending on whoever is a higher status, the other must bow longer and lower.
- Bowing is most common
- Do NOT ever walk away when someone is greeting you.





General Etiquette

- The Japanese will refuse help from ANYONE even if it is needed. Usually you just ask until the third time when they will either accept or politely refuse.
- Blowing your nose in front of someone is rude, leave the room or at least turn around. Use a tissue, not a handkerchief.
- When a guest leaves it is considered proper to walk them to the door.
- NEVER be late for anything.
- “Ladies first” is not used in Japan.





- There are two purposes to taking a bath: cleaning your body and relaxing your body.
- The first step is cleaning your body and this is done outside of the bath tub.
- Bathers sit on stools and wash their bodies using an attached shower head and hose.
- Rinse off all soap and shampoo,
- step into the bath tub for a nice,
- relaxing soak.





Japanese Bathing

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- The first step is cleaning your body and this is done outside of the bath tub.
- Bathers sit on stools and wash their bodies using an attached shower head and hose. Once finished rinse off all soap and shampoo and step into the bath tub for a nice relaxing soak.
- You can go in and out of the bath as many times as you like.
- Many people are used to taking showers in the morning to clean their bodies, it is a wonderful feeling to soak in a nice hot bath and relax your muscles at the end of the day.



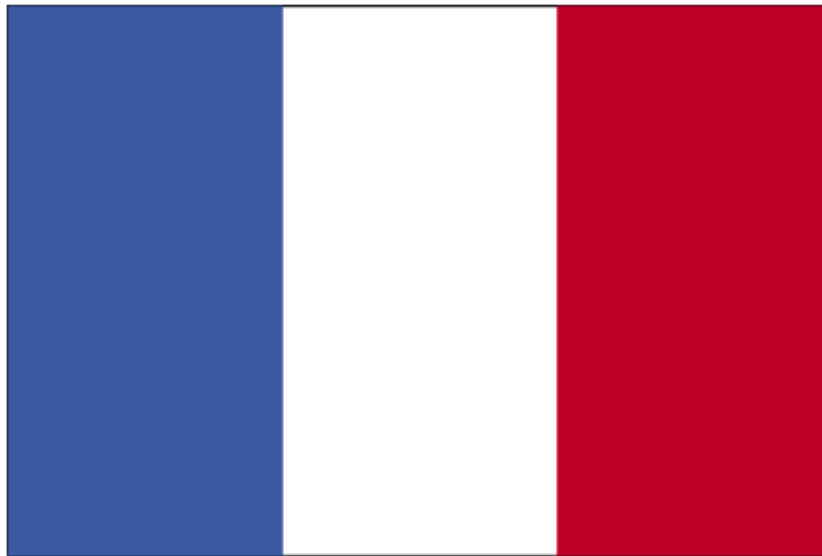
Bathing Etiquette

- **Changing room**-Take off all your clothes and put them away together with your drying towel.
- **Washing your body**-When you leave the changing room and go into the bathing area, go straight toward the area with the row of stools, mirrors, shower heads, and water taps. Sit on one of the stools to clean your body with soap.
- **Washing towel**-Bathers in public baths and hot spring baths are naked; swimsuits are not allowed. Instead, bathers bring small towels that are used to cover their private areas when outside of the baths. When inside the bath, you should keep these towels out of the water.
- **Enjoying the Bath**-Avoid horseplay and making loud noises in public or hot spring baths, as the atmosphere is suppose to be one for relaxation and quiet conversation.





Etiquette in France





Why Talk About France?

- The English word “etiquette” comes from the French word “*étiquette*” meaning social etiquette or professional protocol...
- France is the largest Western European country, thus Americans partake in many business deals with the French.



French Heritage and Culture

- France is known as a world center for culture.
- The French are very proud of their long history and of their roles in world affairs.
- The French go to great lengths to protect and maintain their culture.
- For example, the Académie Française was established in the 1600's to be the official authority of the French language.



French Language

- French is the official language
- If you don't speak French, it is very important that you apologize for your lack of knowledge.
- However, most individuals in business do speak English.



Communication

- The French appreciate conversation as an art form.
- They frequently interrupt each other, not to be rude, but because argument is considered entertaining.
- They complain that Americans often “lecture” rather than “converse”.
- As an American, you should be sensitive of the volume of your voice (don’t be too loud!)
- French eye contact is frequent and intense, don’t be intimidated!



Appearance

- The French are very conscientious of their appearance.
- One should dress in well-tailored conservative attire
- Dark colors or patterned fabrics are preferred. Bright colors and glitzy jewelry should be avoided.
- French men do not loosen their ties or take off their jackets.
Such behavior is considered unprofessional.



Other Important French Cultural Trends

- Punctuality is treated casually
- French meals are to be enjoyed, not rushed through. Expect for a lunch or dinner to last anywhere from two to three hours!
- Handshakes are brief and are accompanied by distinct eye contact, yet they aren't as firm as we're used to. Always shake upon meeting and leaving.
- Education is very highly valued in France
- Gift giving in a business meeting is up to the foreigner's discretion, however suggested gifts are books and music, as they demonstrate interest in intellectual pursuits.



Brazil





Appearance

- Brazilians pride themselves on their attire
- 3-piece suits means “executive” whereas 2-piece suits are associated with office workers
- Women are to dress conservative
- Elegant and feminine suits and dresses
- ALWAYS have a manicured nails
- Avoid wearing the combination of green and yellow in any fashion (colors of the Brazilian flag)



Greeting

- Men shake hands and keep eye contact
- Friends will give hugs or slap each others backs
- Women kiss each other on the cheeks, starting from left and alternate
- If a woman wishes to shake hands with a man, she must extend her hand first

Behaviour

- The “OK” symbol is a RUDE gesture and should never be used
- To express appreciation, one may pinch their earlobe with thumb and forefinger
- To say good luck, one uses the gesture “The Fig”



Gift Giving

- Gifts are not required at the first business meeting
- Instead, buy lunch or dinner
- Never give purple flowers for they are used extensively at funerals
- Gifts are opened when received

Dining

- Midday is the main time for a meal unless it is a formal entertainment
- If it is a dinner invitation, arrive 30 minutes late
- If it is a large party, arrive 1 hour late
- “Dress to impress”; casual clothing is considered more formal in Brazil than in other countries

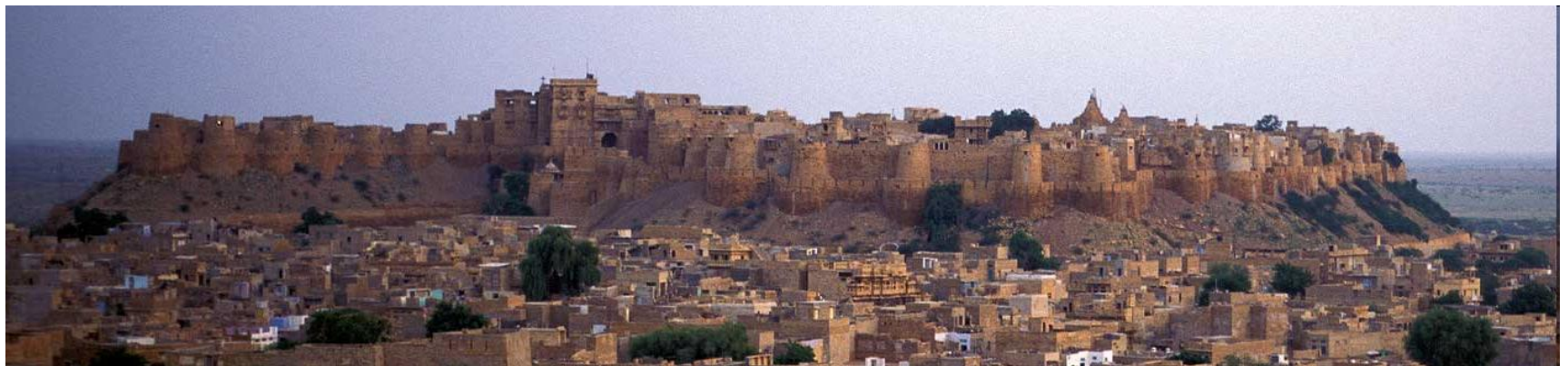


Business Etiquette

- Never start into business discussion before the host does; meetings begin with casual chat
- One may talk about soccer, family, or children
- Don't bring up the topics Argentina, politics, poverty, religion, or the Rain Forest
- Prefer face-to-face meetings
- Communication is informal
- It is acceptable to interrupt someone who is speaking
- Never rush the relationship-building time
- Expect a great time reviewing details
- Use local lawyers and accountants
- Business meeting may be scheduled at last minute but try to schedule 2-3 weeks in advance
- In Sao Paulo and Brasilia, arrive on time for meetings
- In Rio de Janeiro and some other cities, it is acceptable to arrive a few minutes late
- Don't appear impatient if kept waiting



India





Appearance

- Formal Business
 - Men – suit and tie (jacket can be removed in the summer)
 - Women – conservative dresses or pantsuits
- Casual Business
 - Men – short-sleeved shirts and long pants (shorts only when exercising)
 - Women – must keep upper arms, chest, back, and legs covered at all times
- Use of leather products may be offensive



Behavior

- Never touch someone else's head. The head is considered the seat of the soul.
- Be careful with your feet. Feet are considered unclean. Never point your feet at a person. If your shoes or feet touch another person, apologize
-
- If you receive a wrapped gift, set it aside until the giver leaves. Gifts are not opened in the presence of the giver.
- Business lunches are more popular than dinners. Keep in mind, Hindus do not eat beef and Muslims do not eat pork.



Communications

- The official languages are English and Hindi. English is widely used in business, politics and education.
- The word "no" is considered particularly harsh in India. Refusing a request in a more evasive manner is both common and polite.
- Never directly refuse an invitation. Instead, use non-verbal cues and indirect communication to voice your disagreement.



Indian Working Practices

- Indians appreciate punctuality but may not reciprocate it. Try to be flexible.
- Make business appointments in the late morning or early afternoon, ideally between the hours of 11am and 4pm.
- Deadlines should not be rushed! Making decisions is often a slow and thoughtful process in Indian culture. Showing impatience is seen as rude and disrespectful.



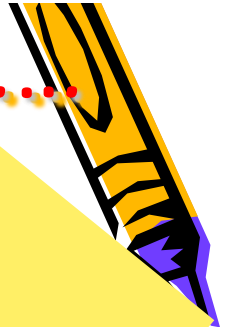
Do's and Don'ts

- **Do** wait for a female business colleague to initiate the greeting. Indian men do not generally shake hands with women out of respect.
- **Do** use titles whenever possible, such as “Professor” or “Doctor”. If the person doesn’t have an official title, use “Mr.”, “Mrs.”, or “Miss” and their last name.
- **Don’t** refuse any food or drink offered to you during business meetings.



Let's see how much you know.....

QUIZ TIME!





1. In all but one of the following countries it is expected that you bring a gift to a business meeting.
In which country is it NOT expected?

- China
- Japan
- Czech Republic
- Denmark
- Bolivia





2. In Saudi Arabia, which is considered a popular gesture of friendship between men?

- holding hands while walking
- a handshake
- winking
- a high-five
- a hug or kiss on the cheek





3. In Great Britain, tapping your nose indicates that something is:

- confidential
- smelly
- inappropriate
- very important
- incredibly boring





4. Which of the following is/are associated with death and should not be given as gifts in the Chinese culture?

- clocks
- straw sandals
- a handkerchief
- a stork or a crane
- all of the above





5. When treating a client to a business meal in Japan, the most appropriate tipping strategy would be:

- 15% tip
- the more the better
- 20% tip
- no tip at all
- 50% tip





6. When doing business in Iran, a woman should cover their:

- Mouth
- Feet
- Eyes
- Arms and Legs
- Arms, Legs and Hair







Merci!

Arigato!

THANK YOU!

¡Gracias!

Dhanyavaad!