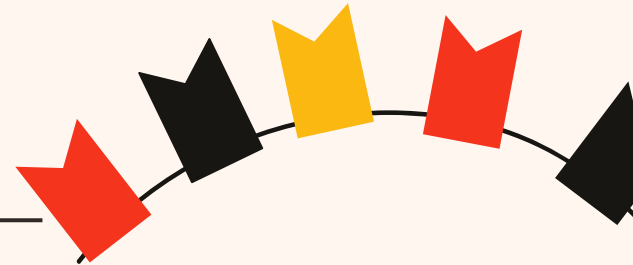


GERMANY

Group 2

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Team Members

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David



Daniel



Feron



Rui En




Nevin





Content

1. Background
2. Culture
 - a. Greetings
 - b. Time punctuality
 - c. Food ethics
 - d. Dress Code
 - e. Gift Giving
 - f. Dos and Don'ts
3. Conflict Management

4. Negotiation Styles
 5. Conclusion
 6. Quiz
 7. Q&A
- 

About Germany

Background:

As Europe's largest economy and second most-populous nation, Germany is a key member of the continent's economic, political, and defense organizations.

Traditional Costume:

Dirndl

Traditional Event:

Oktoberfest (September 17)

Ethnic groups:

- German 85.4%
- Turkish 1.8%
- Ukrainian 1.4%



Figure 1.0,2.0 : *Travel*. (A guide to Berlin, Germany's most creative city, 2024)

Figure 3.0 : *Overview of the Folk Costumes of Germany*. (n.d.-b).

Figure 4.0 : *Flag of Germany*. Seek Flag. (Flag, S., 2022)

Greetings

- Firm handshakes with direct eye contacts.
 - Both hands must be visible
- Greet the other person with
 - 'Guten tag' (Good day) or 'Hallo'
 - Titles: 'Sir' or 'Ma'am'
- Business cards
 - Right hand
 - Take a moment to examine



Figure 5.0 *The Art of the Handshake: Mastering the Power of Personal Connection in Business.* (Sodnik, V., 2023)



Figure 6.0 *Data Privacy, By Ref Sharing and the End of Business Cards* (Maybe). (Cagle, K, 2019)

Time Punctuality

- 'Five minutes before the time is the German punctuality'.
 - 5 to 10 minutes early
- On time = Respect
- Few minutes delay = Rude

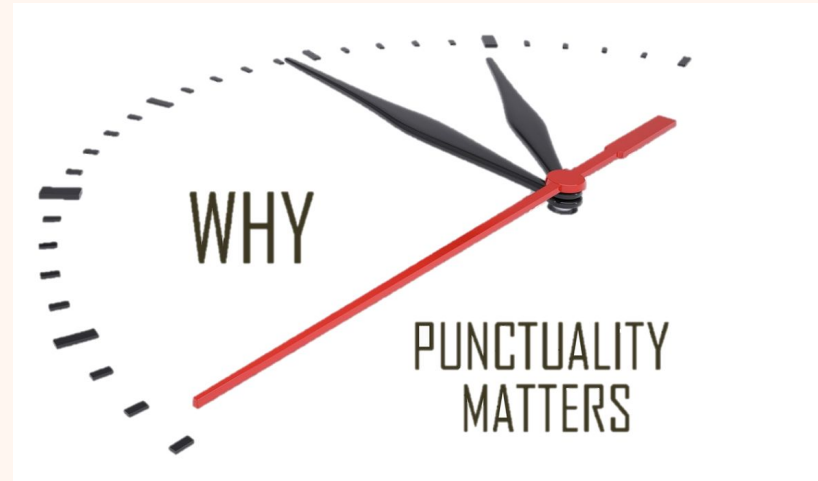


Figure 7.0 *Showing up on time, every time...!!* (S, A. K., 2023)

Food Ethics

- Be on time for business meals
- Wait to be seated by the host of the table
- Keep your hands visible on table
- The person who invites pay
 - Rude to argue over bill



Figure 8.0 Seraser Fine Dining Restaurant. (*Dining Etiquette You Need to Know*,2020)

Dress Code

- **Formal Attire**

- Dark-Colored formal
- Men: Dark suit and ties
- Women: Simple trousers or skirt suits.

- **Details**

- Shoes, hair, and accessories should be well-maintained.
- Avoid heavy makeup and flashy styles.

- **Casual Attire**

- Only common in rising young enterprises like tech start-ups.



Figure 9.0, SuitSupply. (*Black-Tie Attire Decoded* | SUITSUPPLY Germany., 2024)



Figure 10.0 Old Heels. Pinterest.
(Del Rey, V., 2013)

Gift Giving



Figure 11.0 Gift giving - German business etiquette, manners, customs in Germany, (Treffpunkt-Online, S., 2024)

- **Timing and Occasion**
 - Not typical during initial meetings
 - Suitable when celebrating significant milestones
- **Giving Etiquette**
 - Gifts are not expected and should not be seen as bribes
 - Give the gift at the end of a meeting or visit
- **Types of Gifts**
 - Emphasize quality over quantity
 - Local cultural gifts are appreciated

Don'ts in Germany

- Avoid Being Late
- Don't Interrupt someone while they are speaking
- Don't Be Overly Emotional
- Avoid Last-Minute Changes
- Avoid Loud and Boisterous Behavior
- Avoid Small Talk
- Joking Around
- Wasting time



Figure 12.0 Redirect Notice. (n.d.)

Sources:

<https://cibtvistas.com/blog/business-etiquette-germany#:~:text=Things%20to%20avoid%20when%20doing%20business%20in%20Germany.-Small%20talk%3A%20Small&text=Joking%20around%3A%20Keep%20humor%20and,honest%2C%20and%20straightforward%20business%20dealings>

Conflict Management

- Germany: **Low-context culture**
 - Direct and straightforward communication.
- Discuss issue until decisions is made.
- Long term focus
- Willing to take time
- Aim to achieve satisfactory result for both sides.



Figure 13.0 Direct Communication – Rude or Effective? (Wilson, R., 2018)



Filmed and edited by Group 2

Negotiation Styles - Collaborating

- **Collaborating**
 - Find a mutually beneficial solution.
 - Combining workday approach with regular feedback.
 - **Win-win outcome**
- Might take some time



Figure 14.0 What is collaboration? Why it's important, examples and tips (Moseley, C, 2024)



Figure 15.0 Collaboration. (Kumar, P. , 2024)



Figure 16.0Takeda readsies \$30.85bn loans for Shire buy. GlobalCapital. (Turner, M., 2018)



Conclusion

Figure 17.0 Flag of Germany. Seek Flag. (Flag, S., 2022)

QUIZ!

1. What is the name of the traditional costume that German people wear?
2. Among the 5 different negotiation style, which did we use?
 - A. Avoiding
 - B. Accommodating
 - C. Competing
 - D. Collaborating
 - E. Compromising
3. Being punctual is very important to German people? (T/F)



Figure 18.0 Adobe Stock. (Quiz time concept. Light bulb creative idea with quiz time writing on chalkboard Stock Photo. (n.d.).



Q&A

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THANK YOU!