

Comparative overview of Turkmen and Belarusian Cultures  
“Business Rituals”

# A comparative overview of Turkmen and Belarusian Cultures “Business Rituals”

# TURKMENISTAN

- THE FACTS
- NAME: Turkmenistan
- LOCATION: Asia
- GOVERNMENT: Republic
- OFFICIAL LANGUAGE: Turkmen 72%, Russian 12%, Uzbek 9%, other 7%.
- MAJOR RELIGION(S): Muslim 89%, Eastern Orthodox 9%, unknown 2%.
- MAJOR ETHNIC GROUPS: Turkmen 85%, Uzbek 5%, Russian 4%, other 6%.

BASICS:

Greetings: Men to men



# Women greeting Women





# Greetings between Men greeting Women



# COMMUNICATION STYLE



# PERSONAL SPACE & TOUCHING





# EYE CONTACT

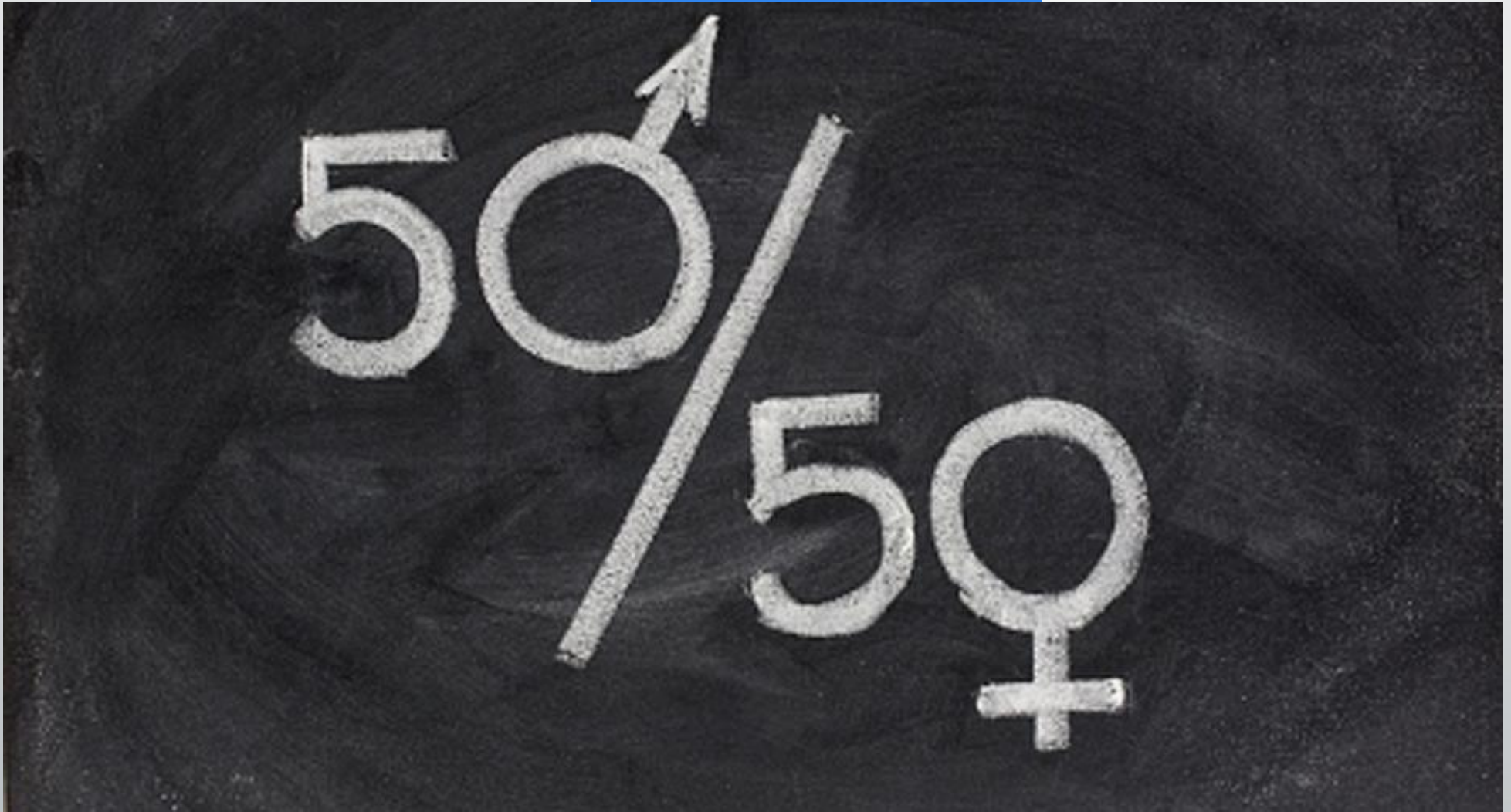




# VIEWS OF TIME



# GENDER ISSUES



# GESTURES



# TABOOS

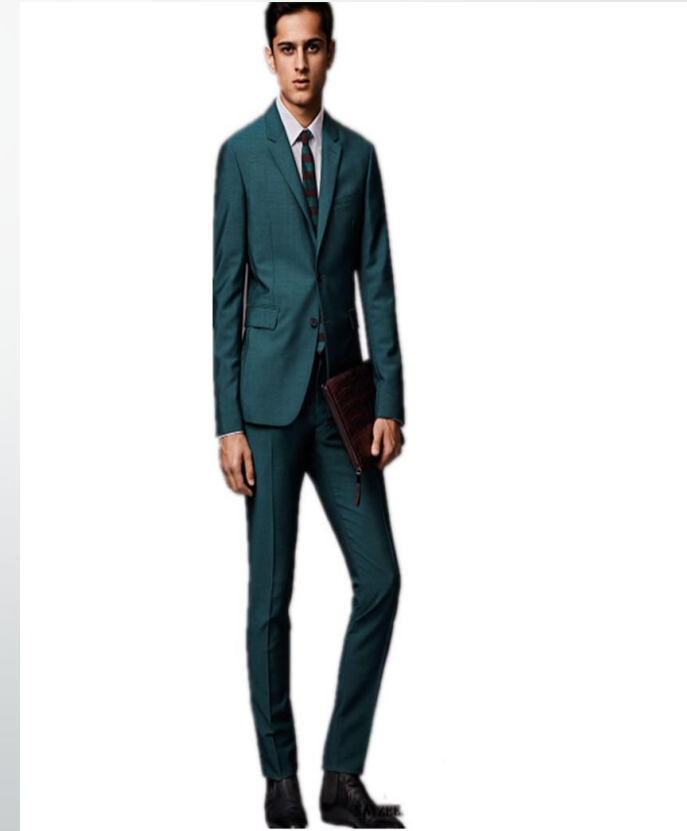
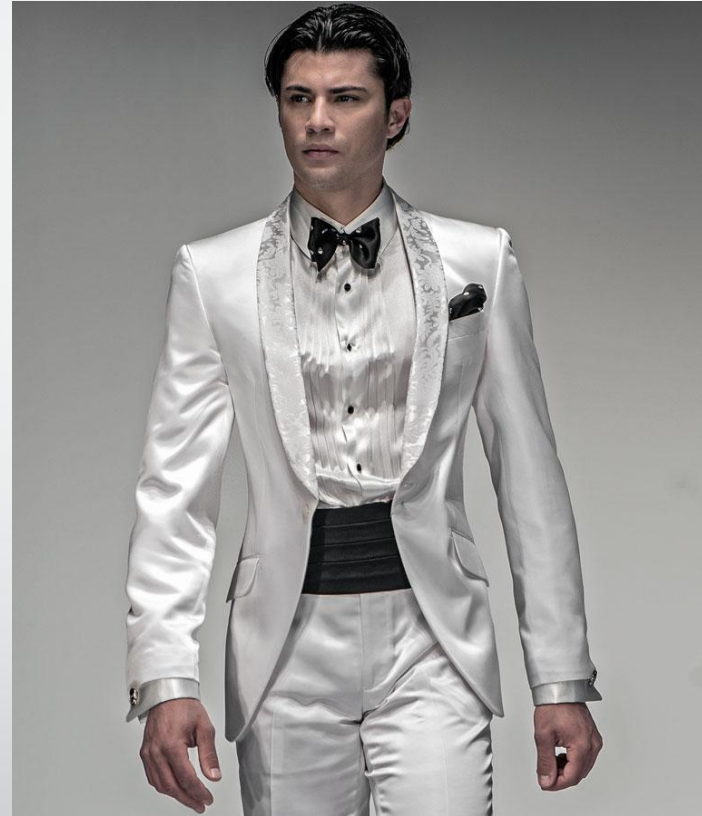
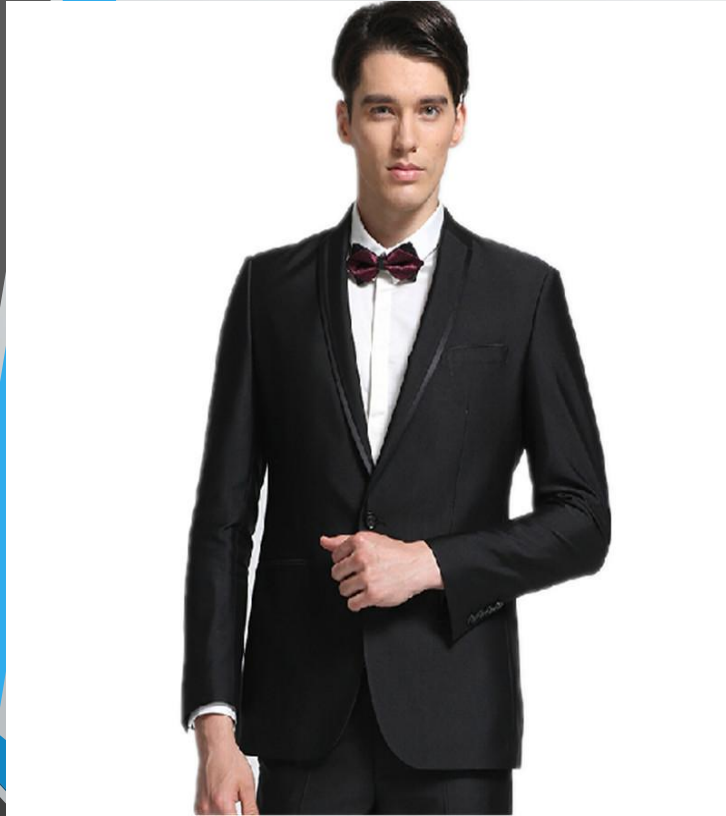




# LAW & ORDER



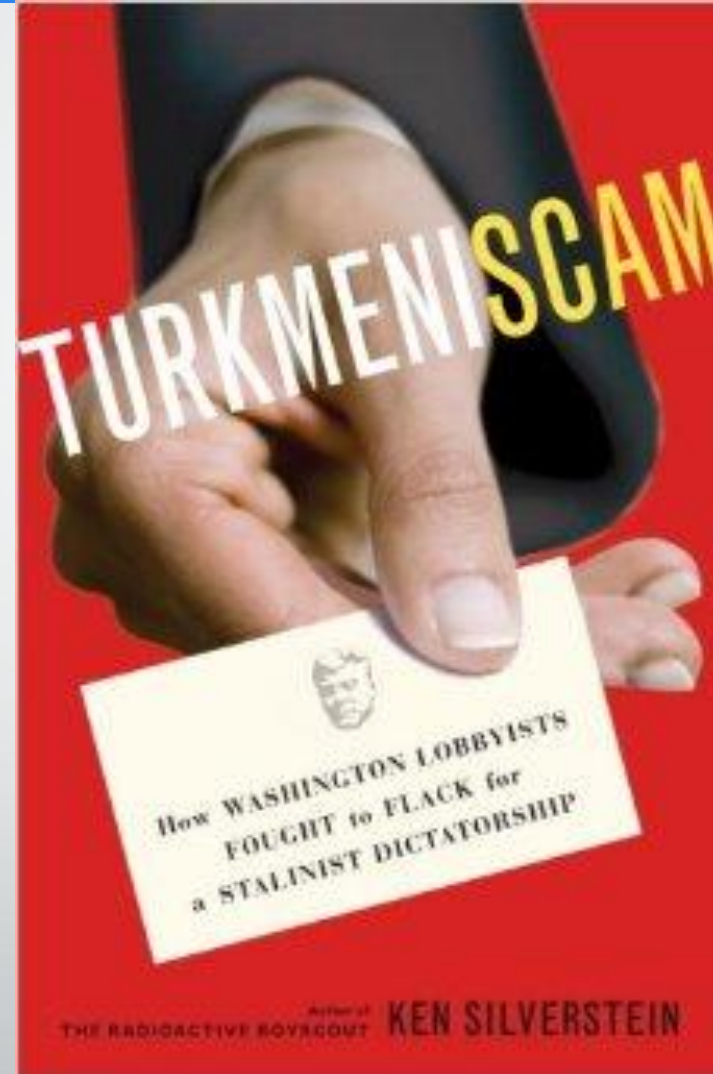
# BUSINESS: DRESS For Men



# For Women



# TITLES & BUSINESS CARDS





# MEETINGS



# NEGOTIATIONS



# GIFT GIVING



# BELARUS

- THE FACTS
- NAME: Belarus
- LOCATION: Europe
- GOVERNMENT: Republic
- OFFICIAL LANGUAGE: Belarusian. Russian
- MAJOR RELIGION(S): Eastern Orthodox 80%, other (including Roman Catholic, Protestant, Jewish, and Muslim) 20%
- MAJOR ETHNIC GROUPS: Belarusian 81.2%, Russian 11.4%, Polish 3.9%, Ukrainian 2.4%, other 1.1%.



# BASICS: GREETINGS

## MEN TO MEN



# Woman greeting Woman



# Man greeting Woman

- This depends on the relationship between the man and the woman. If they do not know each other, basically they do not touch. A handshake is possible but may be seen as strange by the woman.

# COMMUNICATION STYLE

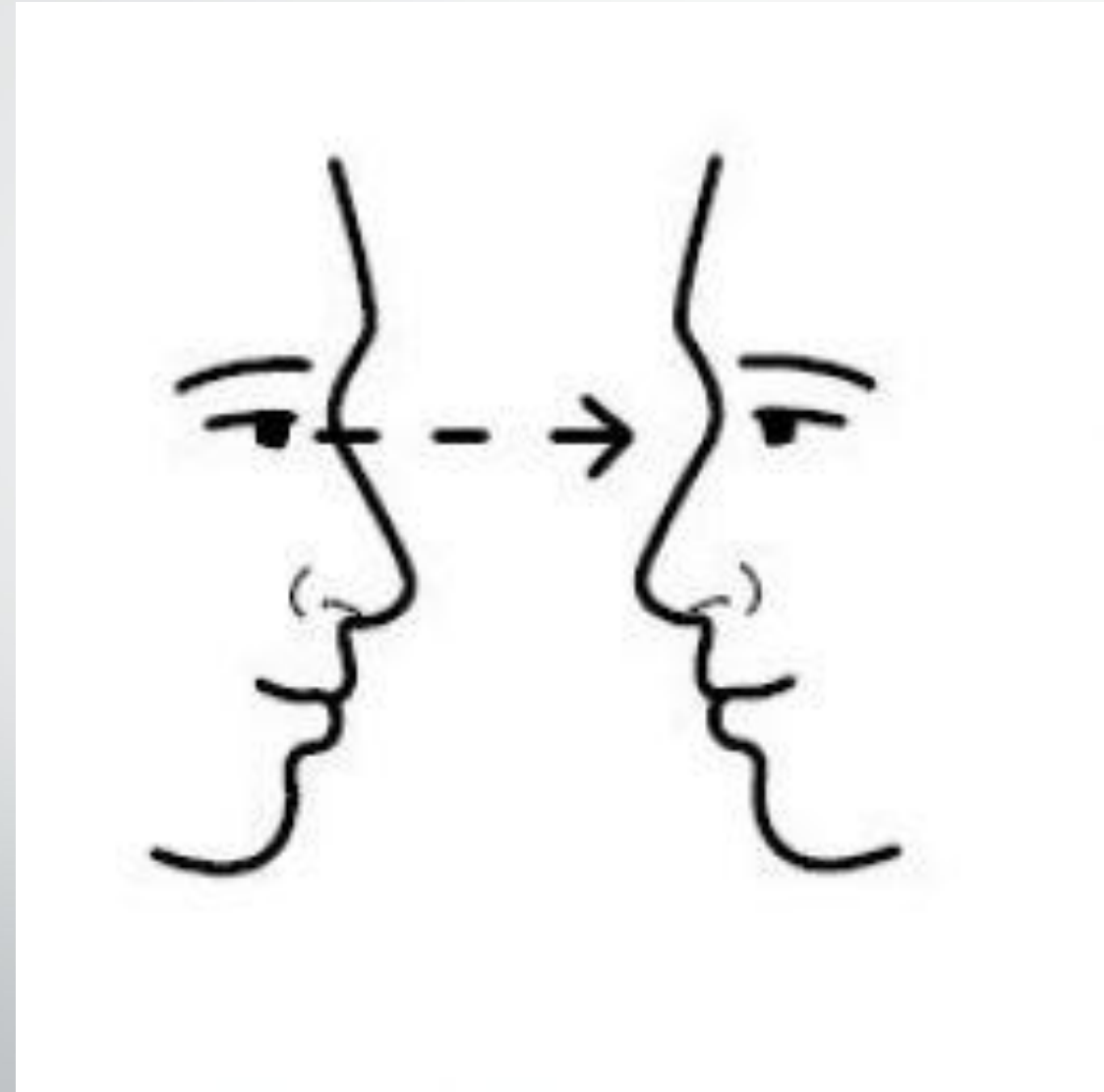




# PERSONAL SPACE & TOUCHING



# EYE CONTACT



# VIEWS OF TIME

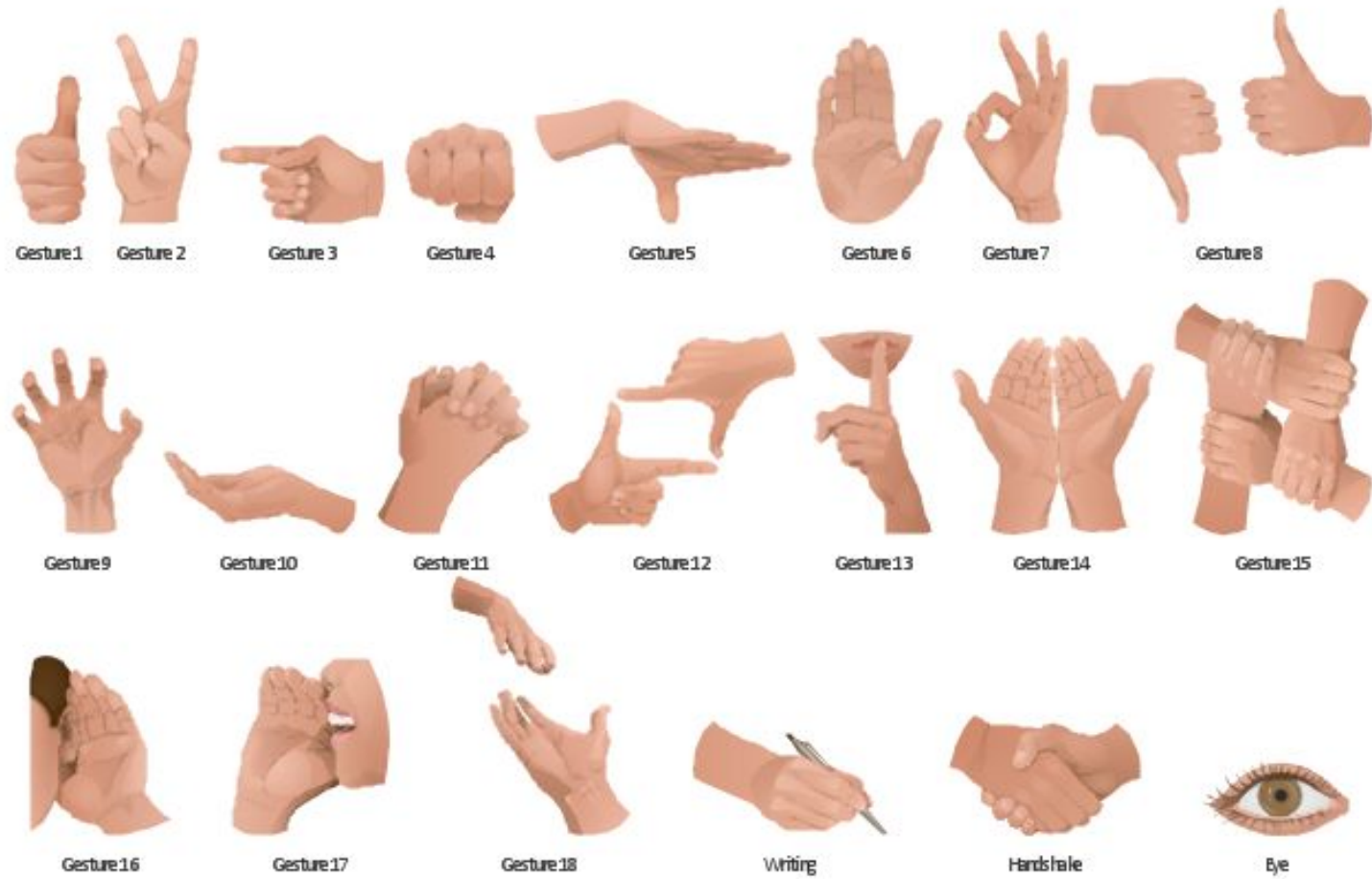


# GENDER ISSUES





# GESTURES



## LAW & ORDER

- 18 is the legal drinking age.
- Young people do drink and at 14 years of age it is not uncommon for there to be smoking and drinking.
- There are strong penalties for drug abuse (marijuana and heavier narcotics) for those over 16, possibly prison, but for those younger, there are only fines and they are sent home.

# Business Dress



## TITLES & BUSINESS CARDS

- When it comes to titles there is something called "Imya Otchestvo" which is basically that one's middle name is a variation of their father's first (given) name. For men, the ending would be –ovich for a man or -yevna for a woman. (Sergeiyevich if his father's name was Sergei, or maybe Alexyeivna if her father's name was Alexei.)
- The Otchiestva is used in place of Mr. or Mrs. in all respectful social interactions-even if people have known each other for years, they will call each other by their first name and Otchistva. If you were to meet the president, you would not call him Mr. Lukashenko, but rather you would greet him by saying, exactly, Zdrastvuitye Alexander Gregorivich.
- There is no specific protocol surrounding the giving and receiving of business cards.



# MEETINGS



# NEGOTIATIONS



# GIFT GIVING

- Gifts usually mean corruption so it is best to avoid any gifts at initial meetings.



Thank you!