

Italian business culture



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Land area: 113,521 sq mi (294,019 sq km); total area: 116,305 sq mi (301,230 sq km)

Population: 61,680,122 (growth rate: 0.3%); birth rate: 8.84/1000; infant mortality rate: 3.31/1000; life expectancy: 82.03

Capital and largest city: Rome, 3.298 million

Other large cities: Milan 2.909 million; Naples 2.373 million; Turin 1.613 million; Palermo 915,000; Bergamo 784,000

Monetary unit: Euro (formerly lira)

Languages: Italian (official), German (parts of Trentino-Alto Adige region are predominantly German-speaking), French (small French-speaking minority in Valle d'Aosta region), Slovene (Slovene-speaking minority in the Trieste-Gorizia area)

Allow your Italian partner to make a “bella figura” (good impression) on you, by letting him/her show his/her qualities and successes by expressing appreciation for the hospitality offered.



Dottor^a, Avvocato,
Ingegnere, Architetto



Dottore, Avvocato,
Ingegnere, Architetto



Dress “formally” to make a serious, no-nonsense impression. Italians give importance to visual appearances and are accustomed to very high quality clothing and accessories.





Accept your partner's invitations for lunch or dinner as a way to develop your relationship and to gain trust.

Be patient. Before tackling the details of your business idea, be sure that a reciprocal climate of trust is established between you and your business partner. Also, be prepared for extensive discussion before final decisions are reached. Avoid showing your impatience to wrap up the negotiation: the more important the contract, the more time is required to secure a response from your Italian partner.



Thank you



for listening

Source of information

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