

## 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.







Dottoressa, Avvocato, Ingegnere, Architetto



Dottore, Avvocato, Ingegnere, Architetto

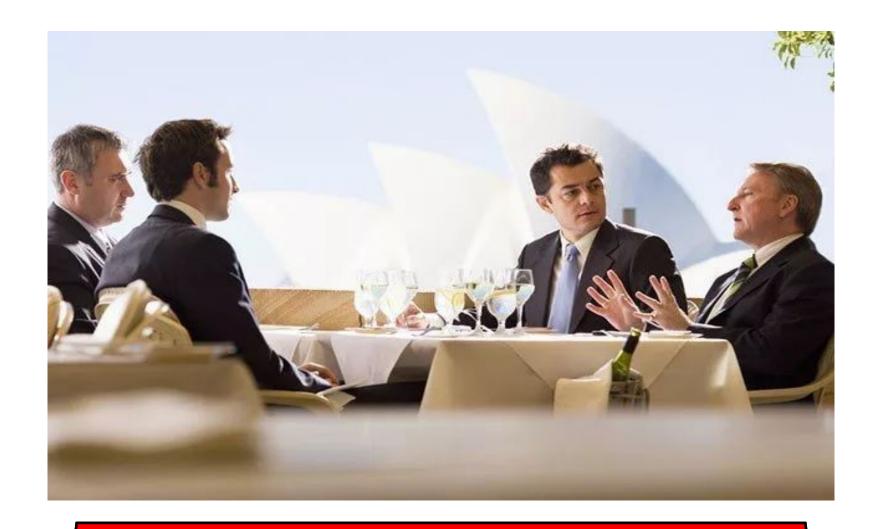






Dress "formally" to make a serious, no-nonsense impression. Italians give importance to visual appearances and are accustomed to very high quality clothing and accessories.





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





## **Source of information**

http://www.expatica.com/hr/story/italy-11484.html http://www.read-write-now.org/UserDir/Documents/Cultural%20Etiquette.pdf http://www.livinginitaly.com/business.htm http://globaledge.msu.edu/countries/italy/culture www.kwintessential.co.uk/resources/global-etiquette/italy-country-profile.html http://www.ehow.com/about 7218912 business-meeting-etiquette-italy.html http://www.lifeinitaly.com/potpourri/business2.asp http://www.alitours.com/Italy-whattowear.html http://www.giftypedia.com/Italy Gift Giving Customs http://howtoitaly.typepad.com/howtoitaly/2007/03/i just want to .html http://www.executiveplanet.com/index.php?title=Italy: First Name or Title%3F http://www.communicaid.com/access/pdf/library/culture/doing-business-in/Doing%20Bu siness%20in%20Italy.pdf http://www.worldbusinessculture.com/Italian-Business-Communication-Style.html http://www.expatfocus.com/expatriate-italy-business-culture http://students.depaul.edu/~jborger/#Business