



# **Doing business in Europe**

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# Introduction

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- Nobody actually wants to cause offence but, as business becomes ever more international, it is increasingly easy to get it wrong.



# FEW UNIVERSAL RULES

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- Respect your opponents
- Be a good listener
- Never reveal essential
- Information in the first meeting
- Be humble but assertive
- Foundation for all relationships is trust
- Negotiators must avoid confrontations
- Good timing is the key

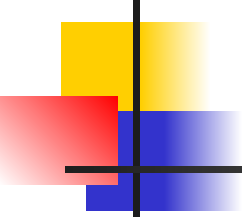


# BUSINESS ETIQUETTE AND CULTURE IN EUROPE

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- Communication
- Giving gifts and complements
- Meaning of time
- Handshaking
- Dining
- Formality

# COMMUNICATION

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- In **France** and **Germany**, **written communication** is desired. **French** lay great emphasis on **grammatically correct communication**;
  - **Germans** expect the business communication to be **precise**.
  - Typical business interactions are more effective if you consider some cultural differences such as **titles and introductions, language differences, differences in organizational structure and philosophy**.

# GIVING GIFTS AND COMPLIMENTS

- Across Europe, business gifts
  - should not be too personal and
  - should be **wrapped professionally.**
- In Europe particularly, giving **compliments** is a **perfectly acceptable.**
  - Compliments can be **very simple**-admiring someone's **taste in office furnishings** or complimenting someone on their **proficiency** with the computer or complimenting their analysis of a situation.

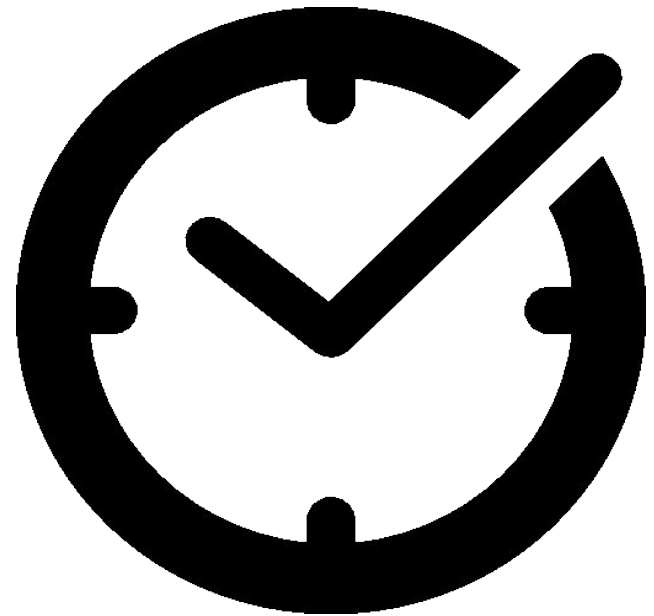




# Meaning of time

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- Be **Punctual** and Use Your Time **Wisely**
- Be **on schedule** in **Scandinavia, Germany and Austria**
- In the **UK, be early**
- **Italians** or **Spanish** are generally **more relaxed**



# Handshaking

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- **Handshaking** is almost as popular in other countries – including Germany, Belgium and Italy. But Northern Europeans, such as the British and Scandinavians, are not quite fond of physical demonstrations of friendliness.







# Dinning

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- In **France** it is not good manners to rise a tricky questions of business over the main course. Business has its place: after the cheese course.
- In **Italy** you can offer to pay, but next polite thing to do – let your host pick up the bill.



# Formality

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- To the **Germans**, titles are important. Forgetting that someone should be called *Herr Doktor* or *Frau Direktorin* might cause serious offence.
- In **Italy** the question of the title is further confused by the fact that everyone with a university degree can be called *Dottore* - and engineers, lawyers and architects may also expect to be called by their professional titles.



# Conclusion

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- **With a little bit of advance preparation, openness to new experiences and a willingness to behave with the utmost in formality, respect and professional decorum, you will definitely increase your chances of success in your business relationships in Europe**
- **Good manners are admired : they can also make or break the deal.**