

Cultural Etiquette Part Two Reference File

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- www.executiveplanet.com
- <http://ezinearticle.com/?How-to-Practice-Business-Etiquette>
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- www.executiveplanet.com/index.php?title=Mexico: Public Behaviour

Cultural Etiquette Part 2—Power Point Script

Slide 1- Cultural Etiquette Part Two

PowerPoint presentation is a teaching aid for both the business and marketing teacher.

Slide 2- Use of Modules

Cornell Notes and Mind Map examples, forms and Action Plan are provided for instructors as teaching aids.

Slide 3- Objectives

The **objectives** of this presentation are to provide teachers with information about practicing proper international business etiquette through interesting, relevant examples in four specific countries. The topic areas selected for comparison and contrast are introductions, types of decision making, business meeting etiquette, dining, and business interests with the United States.

Additional objectives include providing an alternative teaching aid to supplement current classroom textbooks and to provide a list of current internet resources for information about international business etiquette.

Slide 4- Business Etiquette

What is etiquette? According to Merriam Webster “etiquette is the personal conduct or procedure prescribed by authorities to be observed in social or official life.” An example of bad business etiquette would be for a salesperson to arrive late to his meeting.

What is the accepted standard?

One cannot assume that the accepted standards of appropriateness will remain the same in other countries as in one’s own country. Socially acceptable behavior varies greatly from country to country - each rich with their own traditions and

culture. A key to business success is to be well versed in International Business Etiquette. Customers often expect that you will make efforts to know their traditions, customs, and religious practices.

After conducting a little research about the country you will visit, you can become familiar with the acceptable business practices and daily customs.

Slide 5- First impressions are lasting impressions. Making a good first impression can set the tone for the rest of a meeting. If you have arrived late and are unprepared, your proposal may not be given serious attention.

- The client's name is the number one piece of information you must get right. Practice before you go. Do a little research on how to pronounce the name. Everyone appreciates hearing their name pronounced correctly.
- When traveling abroad, show an interest in the language of the people you are visiting. Many culture groups appreciate the effort made to learn a simple toast or simple everyday phrases. If you have made a mistake, just apologize and say that you're a novice in speaking the language.
- Another courtesy is having your business cards translated into your client's language. When you present the card, make sure the translated side is facing up.

Slide 6- First Impressions (continued)

- Be sure to do your homework before attending your meeting. You should not assume that common sense applies everywhere.
- Common sense is culture driven. What is common in your culture maybe offensive in another.
- An example of misunderstanding might occur because of a differing personal comfort zone. For instance, in American culture it is perfectly acceptable to firmly shake hands. In Mexico, a firm handshake is also accepted. However, when you have become a close acquaintance and trusted business partner, you may also receive a bear hug and a slap on the

back. American men may be uncomfortable with the personal closeness of a bear hug. In fact the “normal” reaction for American culture might be to push away or refuse to hug. But in Mexico, an offense may be taken with such a refusal. It is a tradition of trust and acceptance.

Slide7- When visiting **Finland**, one will find that the Finnish people are very open and welcoming to newcomers. It is also necessary to understand a little more of their daily habits. They are straight forward, reserved, and often very minimalistic. They may express few emotional reactions.

Slide 8- Both men and women prefer to look people in the eye and give a firm handshake.

- The Finnish people are relaxed and use titles like Dr., or professor, tec. To acknowledge seniority. Normally, Mr. or Mrs. would be fine for addressing clients.
- Exchanging business cards is a fairly brief process. There is no set tradition.
- Although English is perfectly acceptable, it is a nice gesture to print Finnish on the reverse side of your business card. It should be presented to everyone attending the meeting.

Slide 9- Types of Decision Making

Before looking at meeting etiquette, let’s consider that there are **Two Basic Types** of decision makers.

As you talk to your client, it is important to know how they will make decisions. Understanding this information will help you plan your proposal.

- The **two types** of decision making processes are **factual and subjective**.
- **Factual**-Factual decision makers **get down to business** quickly with little small talk. They appreciate **logical, detailed** presentations.

- **Subjective**- Subjective decision makers often **rely on feeling or traditions** to make decisions. Often a **trust relationship** must be formed before negotiations take place.

Slide 10- Finland Decision Making

When comparing Finland, Mexico, Italy, and India, you can see examples of cultures that use either a factual or a subjective decision making process.

Finland is the one country on our comparison slide that **uses a factual decision making process**.

- They prefer a **PowerPoint** format.
- They usually do not deviate from **company policy**. Things are usually done by the book. However, they are open to new **practical ideas**.
- The meetings have a **swift pace**.

Slide 11- Finland Business Meeting Etiquette

- In Finland, it is expected that **everyone should be on time**.
- Meetings **begin** promptly and **end** exactly **when** they're **scheduled**. Often meetings are scheduled closely together.
- When beginning the meeting, business cards should be handed out to everyone.
- There is very **little small talk** before getting down to business.

There is definitely a **sense of efficiency** in Finnish meetings. PowerPoint presentations are used often. It is assumed that they will be thorough and complete. Also, presenters should **anticipate any possible questions** and address them in the proposal.

Slide 12- Dining Styles

American vs. Continental Dining

The **differences** in American and Continental dining **mostly refer** to the differing **use of the fork and knife**.

American style defined- One cuts the food by holding the knife in the right hand and the fork in the left hand with the fork tines piercing the food to secure it on the plate. Cut a few bite size pieces, and then lay your knife across the top edge of your plate with the sharp blade facing the inside of the plate. Change your fork from your left hand to your right hand to eat, fork tines facing up.

European style defined- Continental style is the same except in that you cut your meat by holding your knife with your right hand while securing your food with your fork in your left hand. The difference is that your fork remains in your left hand, tines facing down and the knife in your right. Simply eat the cut pieces of food by picking them up with the fork which is still in your left hand.

Slide 13- Finnish Dining

Dining Out

- When eating out in Finland, **do not leave a tip**. It is actually an **insult**. Cab drivers, waiters, etc., do not expect a tip. It is felt that working for a tip **implies** that you have to **buy good service**.

A Host's Home

- The Finnish people start to show their warm hospitality when entertaining at home. Upon visiting a Finnish home, you should always bring a hostess **gift**. Good gifts include flowers in odd numbers (tulips are a favorite), wine, and chocolates. Do not give white or yellow flowers. They are for funerals only.
- If someone invites you to their home, **offer to help prepare** the meal and **offer to help clean up**. If it is possible, ask if you can bring a dish to **contribute to the meal**.

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- At the table, **use utensils for everything**. There are a few exceptions-bread and shrimp.
- It's considered "good" to **take second helpings**. However, you should **finish all the food** on your plate. They do not like to see food wasted.
- Dinner usually begins with a toast of "hyvaa rvo'ka'ha'lva" which is Finnish for "bon appétit!"
- The meal concludes with coffee, drinks, and possibly smoking if the host has suggested or allowed this earlier.

The guest of honor is expected to make some type of speech or toast thanking the host for the meal.

Slide 14- Business Interests - Finland

In our modern times, the world seems to have become a smaller place. It is possible to conduct business almost anywhere and with anyone. Opportunities for trade are endless. The new challenge is to understand your international client and be knowledgeable about the opportunities available. America has many business interests related to exports and imports in Finland, Mexico, Italy, and India.

In Finland you can find one of the most recognized companies in **mobile communication - Nokia-Siemens**. It has been said that the mobile revolution started in Finland. Nokia-Siemens has the **most significant impact on Finland's economy**. Besides mobile phones, high technology has also been important.

Exports

At one time Finland's main economic source of growth was its **wood, pulp, and paper industry**. It still accounts for a large percentage of Finnish exports.

Finland is also well known for its **biotechnology industry** which ranks seventh in Europe.

- Some of the **main areas of focus are pharmaceuticals, diagnostics, and industrial enzymes**. There are many opportunities for U.S. venture capital companies to engage with Finnish biotechnology companies.

Another **Finnish specialty** is the building of icebreakers, luxury liners, and other types of ships.

- In fact, every fourth cruise ship made is built in Finland. Finland is known worldwide for its ship making.

Imports

Finland has limited resources due to its climate.

- A **number one import is food**.
- They also import petroleum and petroleum products, chemicals, transport equipment, iron and steel, textile yarn and fabrics, grain, cars, electric equipment, and components.

Slide 15- India

When one travels to **India**, one will find the Indian people to be extremely hospitable, family oriented, and focused on trust relationships. Their culture is also rich with customs and religious beliefs. It is important to educate yourself about some of the pertinent practices before going to India.

Slide 16- India Introductions

- For example, handshakes are often exchanged upon greetings. However, **handshakes** must be between the **same genders**. Male and females must not shake hands or touch.
- The **traditional greeting** in India is to place the palms of your hands together, as if praying, in front of you. Then, give a slight bow with the greeting “**Namaste.**”
- Titles are extremely important. Be sure to include them on your business cards and **use appropriate titles** in greeting others.

There is another **important religious custom** to be aware of when exchanging business cards. You must **give the card with your right hand**. **The left hand is considered unclean.**

Slide 17- India Decision Making

In India many businessmen use the **subjective/inductive decision making process**. Relationships and feelings play a large role in the decision process. The inductive approach relies on knowing a person/situation in an overall sense. It is to know the personal, social, and historical context of people and events. You may be asked many questions that seem unrelated to business—maybe even a little bit personal.

- Hospitality is extremely important in India. Meetings often start with tea, coffee, and a snack.
- Building a trust relationship is the basis for negotiation in India.
- They are cautious of new ideas.

Slide 18- India Business Meeting Etiquette

- You should plan to **be on time**. Indians are impressed by promptness.

- **Accept hospitality.** Meetings will begin with tea/coffee and maybe a snack. **Do not accept the first few offers.** Protocol dictates that you must not appear impatient or greedy.
- **Engage in small talk.** Talk about things unrelated to business. You can discuss your traveling, your family, etc. Small talk precedes any business issues.
- **Business cards are vitally important.** They are exchanged in business and social settings. Status and titles are very important and should be noted on your card.
- Indians are very **non-confrontational**. In fact, they may say or agree to what they think you want to hear. It is important to **look for non-verbal clues** that let you know their disagreement. Perhaps they will not give a specific date or be reluctant to work out other details.

Slide 19- India Dining

Dining out

The time to **conduct business** over a meal in India is **lunch**. Business meals are usually arranged at fine restaurants or in five-star hotels.

- It is proper to **tip 10-15%** in India.

A Host's Home

- Indians often entertain in their home, restaurants, or private clubs. At a host's home **arrive fifteen to thirty minutes late**.
- It is the custom to **remove your shoes** before entering the home.
- Wait to be seated.
- Politely **turn down the first offer** of food. You will be asked several times. It is part of Indian custom.
- Much of Indian food is eaten with the fingers. When utensils are used it would be a tablespoon and a fork.

- **Use your right hand to eat.** Your left hand is considered unclean.
- It is also customary to **leave food on your plate. Finishing your food means you did not receive enough.**

Do not thank the host for the food. **Thanks are considered a form of payment.** This would offend the host.

Slide 20- Indian Business Interests

India is a country with many opportunities. **More U.S. businesses are considering partnering and trading with India.** One reason could be the increased pro-American environment. India is ready and eager to work with American businesses.

Exports

India is the **world's fourth agricultural power.** The number of livestock is the greatest in the world. India is the forerunner in the amount of milk, fruit, vegetables, rice, tea, cotton and sugar that are produced in the world. India has a rich natural resource of coal. They rank highly in the **chemical industry** and **telecommunications is ever growing.**

- The U.S. is one of India's top three export and import partners.
- Exported items include jewelry, jewels, cut diamonds (nearly 80% of diamonds sold in the world are cut in India), cotton clothes and fabrics, organic chemicals and textile floor coverings (like rugs). **Items imported** from the U.S. are whole civilian aircraft, petroleum products, computer accessories, telecommunications equipment, and medical equipment.

Slide 21- Italy

When traveling to Italy, be ready to make the **ultimate good first impression.** Italians love class, fine wine, good goods, and culture.

Slide 22- Italian Introductions

- You are often assessed by your “**bella figura**” within minutes of your first meeting. **Appearance counts.** Your style of dress communicates your social standing, educational level, and fashion sense.
- An even more important part of “**bella figura**” is the ability to project **poise and confidence.**
- It is important to **maintain direct eye contact.** If you do not, your Italian counterpart may feel that you are hiding something.
- The **handshake** in Italy may **include grasping the forearm.**
- **Business cards** should contain **vital information** and titles to **reflect status.** They should be **exchanged only once** with someone at the first meeting.
- **Cards** should be **translated into Italian.**

Business cards should not be exchanged in social settings. Italians usually carry a slightly larger social calling card.

Slide 23- Italian Decision Making

Italy is another country that uses the **subjective decision making process.**

- In Italy **first impressions count.** In meetings, **you must come across as confident and well rounded.**
- **Decisions** are often **made** according to the **needs of each situation.** Sometimes, a decision is made according to **what was done in the past.** Italians are very **open to new ideas.** They may discuss quite a lot. However, a decision may not be reached.

Slide 24- Italian Business Meeting Etiquette

In Italy your “**bella figura**” is **all about looking and being your best.**

- It’s considered virtuous to **be on time.**
- Also, one must **honor all verbal agreements.** Failure to do so might result in a failed business venture.

- **Business cards** should contain all worthy titles and be pleasing to the eye. They should be **given to everyone after formal introductions** have taken place.
- **Hierarchy** is important in Italy. Italians respect **power and age**. It's important to remember your "bella figura" in Italy. Decisions are often based on how you present yourself rather than actual facts or objectives.
- In spite of working on making a good impression, **meetings are** actually informal.
- You should not be surprised by **constant interruptions and frequent debates**.

Slide 25- Italian Dining Etiquette

- In Italy **lunch is the main meal of the day**. It could be held at a restaurant or home.
- **Tipping**, at least 10% is **expected** and often included on the bill. For good service you can leave an extra 5% on the table.
- **Lunch** is often served in **several courses**.
- **Dining is taken seriously**. It's time to **mind your manners**. Be sure to keep your hands above the table and your elbows off the table. One does not cut lettuce in your salad or twirl pasta in a spoon. Rather lettuce is folded onto your fork and pasta is managed with your fork and knife.
- It is best to start with small portions to **pace your eating**. It is **good to take seconds**. **Do leave a little food on your plate**.
- **Fine wine** is well **appreciated** in Italy; **drunkenness is not**. Wine should be sipped. Leave your glass almost full if you wish to have no refills.
- Italians do not use bread plates. They **place the bread directly on the table** beside their plate.
- Be **careful about adding salt, pepper, ketchup**, etc. to your meal. The cook can become offended that his recipe has been found lacking taste.

- **Dinner is a light meal-usually very simple.** It is served late between **9-10 p.m.** If it is the main meal of the day it can last past midnight.

Slide 26- Italian Business Interests

In the **past**, Italy has been thought of as an **agricultural based economy**. Still today, it is the largest European producer of rice, fruit, and vegetables, and the second largest maker and exporter of wine. However, Italy has **also become the world's fifth largest industrial economy**. Manufactured goods makes up a major part of it exports. Major industries include precision machinery, cars, chemicals, pharmaceuticals, electric goods and fashion and clothing.

The **U.S.** is **one of Italy's top three export partners**. Imports from the United States include precious metals, medical equipment, civilian aircraft parts, pulpwood, semiconductors, coal, and chemicals.

Slide 27- Mexico

When visiting Mexico, you are sure to **encounter the warm friendly nature of the people**, enjoy their traditions and their celebrations. Relationships, family time, loyalty, trust are all interwoven into the way they conduct business. It will be important to take time and patience to know your clients and form a strong rapport.

Slide 28- Mexican Introductions

- In Mexico one may use a **firm handshake** to greet others. **Women** often **grasp each other's forearm** and give a **little pat on the shoulder**.
- There is **another Mexican greeting** reserved for trusted family, friends, and close acquaintances. It's called an **abrazo**. An abrazo is a hand shake, followed by a hearty slap on the back a few times, and a bear hug.

- **If you receive an abrazo**, you should **be honored** that you are now familiar enough to be trusted and well accepted.
- **To push away** or refuse an abrazo would be **offensive**.
- Although **Mexican men** usually make **infrequent eye contact**, they are **used to close physical distance and contact**. Many visitors may be uncomfortable with how close people may stand and how much contact is shared—like patting shoulders, backslapping, etc.
- It's important in Mexico to have your **business cards** printed in **Spanish**. Also, determine if it is necessary to have a **translator**.

Slide 29- Mexican Decision Making

In Mexico the subjective method of decision making is used.

- Often the **senior partner** makes the **final decision**. The business system is often based on **hierarchy**.
- Meetings have a **slow pace**.
- One reason for the slow pace of business is that a **trust relationship** must be formed before decisions/negotiations begin.
- Rather than follow a general policy, **decisions** tend to be made on a **case-by-case basis**. Each individual situation merits its own consideration.

Slide 30- Mexican Business Meeting Etiquette

- Mexicans do expect most foreigners to be on time. However, they may actually be up to **thirty minutes late**. This is **not unusual**.
- **Business cards** are important to **establish rank and educational level**. In Mexico, the senior manager of the group usually makes decisions. It's important to note your own status.
- **Hospitality** is an important part of Mexican culture. At the start of a meeting **a drink, often coffee, will be offered**. To **refuse this offer** would be an **insult**.

- Before starting business meetings there will be several minutes of **small talk**. Relationships are vital to Mexican business. Often the first few meetings with a client will accomplish little business. A bond of trust must be formed.
- Businessmen in Mexico have a **non confrontational style**. They will not say “no” to a request. Often they may say, I’ll try or even yes.

Slide 31- Mexican Dining Etiquette

- In Mexico, **breakfast** is the **main meal to conduct business**. You can bring out the charts and computers. Deals can be closed over breakfast.
- **Lunch**, on the other hand is a time to **strengthen business relationships**. Business may be discussed but very little will be agreed upon. Charts and papers should stay in the briefcase.
- It is customary to **tip 10-15%** in Mexico. **Splitting the check is frowned upon**. It is expected that the one doing the selling pays.
- **Dinner** is usually reserved for **family time** in Mexico.
- Having a **business dinner** at a host’s home would be a **rare privilege**. The purpose for such a meeting would be to grow a close relationship with the client. It would be **purely social**.

Slide 32- Mexican Business Interests

Mexico has been described as a **trade dependent country**. It’s highly dependent on the **United States-its biggest trade partner**. Trade with the United States accounts for **80% of Mexican foreign trade**.

- Mexico is one of the world’s biggest **suppliers of coffee, sugar, corn, and oranges**. In the **winter months**, the **U.S.** often **buys fruits and vegetables** from Mexico. They also are the main suppliers of various chilies and peppers. Mexico exports several minerals such as silver, fluorite, zinc, and

mercury. It is also the **5th largest oil producing country in the world.**
Mexico relies on raising livestock and fishing for economic gain as well.

- **Major imports to Mexico** from the U.S. include metal working machines, steel mill products, agricultural machinery, electrical equipment, car parts for assembly, repair parts for motor vehicles, aircraft and aircraft parts.

Slide 33

Etiquette accomplishes many tasks. It allows us to show respect and deference for others and their customs and it allows us to build good interpersonal relations. These are the guidelines that allow communications, transactions, and business to take place smoothly.

Slide 34

As we live and grow and continue to do business in a **global marketplace**, we have no choice but to prepare ourselves to understand and appreciate the differences in etiquette, approach and style in business.

Slide 35

Check the UNT website for a reference file for the entire web resources used in creating this presentation.