The International Business Etiquette Internet Sourcebook
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Introduction

Doing business with international clients requires more than just financial acumen. A lack of knowledge about a customer’s culture can lead to misunderstanding, frustration and potential embarrassment. Savvy Canadian exporters will include research on their clients’ culture and regional etiquette when preparing to export. The building of successful business relationships is a vital part of any international venture, and such relationships rely heavily on an understanding of each partner’s expectations and intentions.

Each culture has its own idiosyncrasies when it comes to social business relations. As a representative of your company, you want to ensure that you make the best impression on potential clients - and that means having at least a basic familiarity with the customs and practices of the region. This Internet Sourcebook is intended to point you in the right direction for creating lasting partnerships with international clients. The web sites listed provide guidelines for etiquette in both general and business situations.

An additional internet resource not included in this booklet is the Usenet Newsgroups or “discussion groups.” There are newsgroups on nearly every culture imaginable - far too many to list in this booklet. These are internet forums where interested persons can discuss the culture and politics of a particular country or region. They are also an excellent resource for first-hand information on a culture. If you have a specific question or would like tips from people who are familiar with a particular culture, this is the ideal place to find information. Most cultural newsgroups follow the format “soc.culture.xxx,” where “xxx” would be the name of the country or region. For example, if you are looking for information on the Chinese culture, you would search the newsgroup under soc.culture.china. An extensive listing of newsgroups can be found at the Usenet Info Center Launch Pad at http://metalab.unc.edu/usenet-i/.

The electronic version of this publication can be found on the Agriculture and Agri-Food Canada, B.C. Regional Office web site at http://atn-riae.agr.ca/region/british_columbia_e.htm. Agriculture and Agri-Food Canada welcomes any feedback and comments on this publication. Please send your suggestions to atsbc@agr.gc.ca or call 604-666-6344.
Africa and the Middle East

South Africa

Tips for Business Travellers – South Africa
Local customs and etiquette for conducting business in South Africa. Includes information on language, currency exchange rate, weather, driving conditions and safety tips.

Canadian High Commission in South Africa
Practical tips for doing business in South Africa. Links to High Commissioner’s Newsletter, Canada-South Africa Relations and Business Development, Trade and Investment.
http://www.dfait-maeci.gc.ca/southafrica/

Business Culture Guide to South Africa
Links to the African culture with regards to making business appointments, dress code, conducting business conversations, negotiations and general information about South Africa.
http://www.executiveplanet.com/business-etiquette/South+Africa.html

Iran

Tips for Business Travellers – Iran
Local customs and etiquette for conducting business in Iran. Includes information on language, tipping and do’s and don’ts.

Israel

Tips for Business Travellers – Israel
Information on business hours, statutory holidays and advice on conducting business in Israel. Also includes links to Bank of Israel currency conversion table and facts and figures about Israel.

Business Culture Guide to Israel
Links to the Israeli culture with regards to making business appointments, dress code, conducting business conversations, negotiations as well as general information about Israel.
http://www.executiveplanet.com/business-etiquette/Israel.html
Lebanon

Tips for Business Travellers – Lebanon
Information on language, business hours, currency and tipping in Lebanon. Also includes advice on doing business in Lebanon and how to succeed in the Lebanese market.

Middle East

Middle East Business Etiquette and Manners
Includes links to business etiquette and customs of Egypt, Saudi Arabia, Turkey and the United Arab Emirates.
http://www.cyborlink.com/besite/mideast.htm

Asia and ASEAN

China and Hong Kong

Business Customs and Etiquette – Hong Kong
Information on business etiquette and customs in Hong Kong including meetings, socializing and superstitions. Links to more information on the Hong Kong Tourism Board web site.

China Including Hong Kong: A Guide for Canadian Visitors
A guide for Canadian visitors to China including Hong Kong. Includes travel, time, language, currency and credit cards, food and drink, health care, communications, politics and the Canadian Consular services.

China Etiquette
Information on language, introductions, business relationships, business attire, currency, telecommunications and general etiquette.
http://www2.gol.com/users/coynerhm/china_etiquette.htm

Nonverbal Communication: Chinese Emotion and Gesture
How to communicate nonverbally using Chinese emotions and gestures.
http://www.ling.gu.se/~biljana/gestures2.html

Oregon International Trade – Business and Travel Etiquette in China
Greetings, etiquette for business meetings, social events and gift giving. General rules of thumb and Chinese expressions.
http://www.econ.state.or.us/oregontrade/chinabt.htm
India

Indian Etiquette
Information on language, business attire, introductions, business hours, money, gifts, postal service and telecommunications.
http://www2.gol.com/users/coynerhm/india_etiquette.htm

Business Culture Guide to India
Links to the Indian culture with regards to making business appointments, dress code, conducting business conversations, negotiations as well as information about India.
http://www.executiveplanet.com/business-etiquette/India.html

Indonesia

Tips for Business Travellers – Indonesia
Local customs and etiquette for conducting business in Indonesia including a section on Canada-Indonesia relations.

Indonesian Etiquette
Information on language, introductions, business attire, business hours, currency, postal service, telecommunications and general business and personal etiquette.
http://www2.gol.com/users/coynerhm/indonesian_etiquette.htm

Japan

Tips for Business Travellers – Japan
Local customs and etiquette for conducting business in Japan including advice on doing business in Japan and how to be successful in the Japanese market.

Japanese Etiquette
Basic rules of personal and business etiquette.
http://www.japan-guide.com/e/e622.html

Doing Business in Japan
Extensive information on developing good business practices and relationships with business people in Japan.
http://www.jetro.go.jp/it/e/pub/doing1999/index.html

Oregon International Trade – Business and Travel Etiquette in Japan
Information on business customs, communications, business meetings, social events and business card do’s and don’ts.
http://www.econ.state.or.us/oregontrade/japanbt.htm
Korea

South Korean Etiquette
Information on language spoken in businesses, appropriate business attire, introductions, postal services, telecommunications, business hours and general etiquette.
http://www2.gol.com/users/coynerhm/south_korea_etiquette.htm

Oregon International Trade – Business and Travel Etiquette in Korea
Information on business customs, communications, business meetings, social events and business card do’s and don’ts.
http://www.econ.state.or.us/oregontrade/skoreanbt.htm

Malaysia

Malaysian Etiquette
Information on language, business attire, introductions when conducting business, currency, telecommunications, working times and general etiquette.
http://www2.gol.com/users/coynerhm/malaysia_etiquette.htm

Business Culture Guide to Malaysia
Links to the Malaysian culture with regards to making business appointments, dress code, conducting business conversations, negotiations as well as general information about Malaysia.
http://www.executiveplanet.com/business-etiquette/Malaysia.html

Philippines

Oregon International Trade – Business and Travel Etiquette in the Philippines
Business and social etiquette tips including greetings, business meetings and social events with a list of Filipino expressions.
http://www.econ.state.or.us/oregontrade/philippinesbt.htm

Singapore

Tips for Business Travellers – Singapore
Local customs and etiquette for conducting business in Singapore including advice on doing business.

Singaporean Etiquette
General rules for personal and business etiquette.
http://www2.gol.com/users/coynerhm/singaporan_etiquette.htm
Taiwan

Oregon International Trade – Business and Travel Etiquette in Taiwan
Business and social etiquette tips including greetings, business meetings and social events. General rules of thumb and a list of Chinese expressions.
http://www.econ.state.or.us/oregontrade/taiwanbt.htm

Business Culture Guide to Taiwan
Links to the Taiwanese culture and tradition including making appointments, welcome topics of conversation, addressing others with respect and acceptable public behaviour.
http://www.executiveplanet.com/business-etiquette/Taiwan.html

Thailand

Thai Etiquette
Information on language, business attire, introductions, business hours, currency, telecommunications and general etiquette.
http://www2.gol.com/users/coynerhm/thai_etiquette.htm

Vietnam

Vietnamese Etiquette
Information on language, business attire, introductions when conducting business, currency, telecommunications and general etiquette.
http://www2.gol.com/users/coynerhm/vietnam_etiquette.htm

Tips for Business Travellers – Vietnam
Local customs and etiquette for conducting business in Vietnam including advice on doing business.

Miscellaneous/General Asia

Asian Business Etiquette
A web site that will link you to information on general business etiquette for different countries in Asia.
http://www2.gol.com/users/coynerhm/etiquette1.htm

Business Card Etiquette
Do's and don’ts for business card etiquette in China, Japan and Korea.
http://ciber.msu.edu/busres/channel/businesscard.htm
Europe

Austria

Tips for Business Travellers – Austria
Information on language, currency and links to accommodations in Austria. Also include advice on doing business in Austria and how to succeed in the Austrian market.

Belgium

Belgium
Information pertaining to business customs and etiquette in Belgium.
http://www.exporthotline.com/upload/1149B84E-B538-492F-B8CE-9EBC663EECBE.pdf

Czech Republic

Tips for Business Travellers – Czech Republic
Local customs and etiquette for conducting business in the Czech Republic.

Finland

An Internet Guide to Finnish Customs and Manners
Direct links to Finnish customs and manners including religion, gender, languages, names and titles, greetings, eating and social etiquette.
http://virtual.finland.fi/finfo/english/guide.html

France

Tips for Business Travellers – France
Local customs and etiquette for conducting business in France including business travel, business culture, trade regulations and marketing a product to the French market.

Oregon International Trade – Business and Travel Etiquette in France
Information on business customs, language and courtesies.
http://www.econ.state.or.us/oregontrade/francebt.htm
Germany

25 Etiquette Tips for Business Professionals in Germany
Extensive links to business and social etiquette including business dinners, greetings and giving presentations in Germany.
http://www.businessgerman.com/business-knigge/home.html

Greece

Tips for Business Travellers – Greece
Local customs and etiquette for conducting business in Greece including language, currency, punctuality and best practices for Canadian firms.

Italy

Italy – Business and Social Etiquette
Information pertaining to business and social etiquette including business meetings, dress code and table manners at an Italian restaurant.
http://www.crazycolour.com/os/italy_02.shtml

Tips for Business Travellers – Italy
Local customs and etiquette for conducting business in Italy including useful links for discovering the country.

Russia

Traveller’s Essentials
Links to entry Visas and customs regulations, words in Russian, personal safety, local traditions, national holidays and useful contact information in Russia.
http://www.moscow-guide.ru/general/index.htm

Russian/American Cultural Contrasts
Detailed information on geography and culture, characteristics, state and society, personal encounters and negotiations.
http://www.goehner.com/russinfo.htm

Spain

Tips for Business Travellers – Spain
Local customs and etiquette for conducting business in Spain including useful links to information regarding business travel.
Business Culture Guide to Spain
Links to the Spanish culture with regards to making business appointments, dress code, conducting business conversations, negotiations as well as general information about Spain.

Sweden

Tips for Business Travellers – Sweden
Local customs and etiquette for conducting business in Sweden including tips on succeeding in the Swedish market.

United Kingdom

Oregon International Trade – Business and Travel Etiquette in the United Kingdom
Information on introductions, social events and business meetings.
http://www.econ.state.or.us/oregontrade/ukbt.htm

Miscellaneous/General Europe

Business Europe
Trade bulletin board, list of conferences and a trade fair database. Direct link to over 18,000 listings of companies worldwide including management information, charts and 10 years of financial data.
http://www.businesseurope.com

Latin, South and Central America

Argentina

Oregon International Trade – Business and Travel Etiquette in Argentina
General information on business customs, currency, language and time.
http://www.econ.state.or.us/oregontrade/argentinabt.htm

Business Etiquette
Information on business etiquette including business attire, greetings, meetings, business meals and entertainment, gift giving and gestures in Argentina.
http://www.invertir.com/argentina/c13-177.html
Brazil

**Business Culture Guide to Brazil**
Links to making appointments, guidelines for business dress, welcome topics of conversation and acceptable public conduct in Brazil.
http://www.executiveplanet.com/business-etiquette/Brazil.html

Chile

**Chile Business Etiquette and Manners**
Links to the Chilean culture including appearance, behaviour and communications.
http://www.cyborlink.com/besite/chile.htm

Colombia

**Business Culture Guide to Colombia**
Information on making appointments, welcome topics of conversation, entertaining for business success and acceptable public behaviour in Colombia.
http://www.executiveplanet.com/business-etiquette/Colombia.html

Costa Rica

**Tips for Business Travellers – Costa Rica**
Local customs and etiquette for conducting business in Costa Rica.

Cuba

**Tips for Business Travellers – Cuba**
Local customs and etiquette for conducting business in Cuba including advice on doing business and how to be successful in the Cuban market.

Dominican Republic

**Tips for Business Travellers – Dominican Republic**
Local customs and etiquette for conducting business in the Dominican Republic including business hours, major business holidays and advice on doing business.
Panama

Panamanian Business Etiquette and Manners
Business and social etiquette listed including appearance, behaviour, communications and Panama resources.
http://www.cyborlink.com/besite/panama.htm

Peru

Business Culture Guide to Peru
Links to tips on making appointments, addressing others with respect, welcome topics of conversation and acceptable public behaviour in Peru. Also contains links to general information about the country.
http://www.executeciveplanet.com/business-etiquette/Peru.html

Venezuela

Tips for Business Travellers – Venezuela
Local customs and etiquette for conducting business in Venezuela including advice on doing business and how to be successful in the Venezuelan market.

Venezuela Business Etiquette and Manners
Business and social etiquette listed including appearance, behaviour, communications and Venezuela resources.
http://www.cyborlink.com/besite/venezuela.htm

Mexico

Mexico ¿Qué pasa?: A Guide for Canadian Visitors
Mexican culture, customs, necessary travel documents and information on working and doing business in Mexico.

Making it in Mexico – Business Customs and Practices
Tips on social customs and business etiquette.

Miscellaneous/General Latin America

Latin America Business Etiquette and Manners
Business and social etiquette listed for Latin American countries.
http://www.cyborlink.com/besite/latin_america.htm
The United States

Manners Mom Never Taught You
Tips on social behaviour for today’s business environment.
http://www.etiquetteintl.com/Articles/MannersMomNeverTaughtYou.aspx

Introductions
Examples of greetings/introductions for today’s business and social
environment.
http://www.etiquetteintl.com/Articles/Introductions.aspx

USA Bound: Advice for Canadian Travellers
General information on working in the United States including important
contact information.

miscellaneous/general

The Canadian Trade Commissioner Service
Provides tips for business travellers on various countries and regions around
the world.

The Canadian Foreign Service Institute
Links provided to intercultural learning, language training and professional
development.
http://www.cfsi-icse.gc.ca/

Consular Affairs
Assistance provided to Canadian travellers to prepare them for foreign travel.
Links to services provided abroad.

Her Own Way: Advice for the Woman Traveller
Helpful hints for women travellers including accommodation, dress sense,
business and personal etiquette.

Foreign Destinations
Travel information and weekly bulletins as well as information about Canadian
government offices abroad and foreign government offices in Canada.
E-thologies (Centre for Intercultural Learning at the Canadian Foreign Service Institute)
Provides country specific information organized around the social, political, economic, environmental and cultural context of a country.
http://www.e-thologies.com/default.asp

International Business Customs, International Business Protocol and Business Practices
Information on international business practices, business protocol, etiquette, cross-cultural communication, negotiating tactics and country-specific data.
http://www.worldbiz.com/

Business Culture Worldwide
Links to worldwide business reports, pre-departure reports, training and consulting, executive reports, business database and global management information.
http://www.businessculture.com/

Malkam Consultants Ltd. (Specialists in Cross-Cultural Communications)
Variety of links on how to communicate with people from different cultures, integrate diversity awareness into the workplace and improve overseas effectiveness of business teams.
http://www.malkam.com

Executive Planet
Links to business cultures of various countries around the world.
http://www.executiveplanet.com/

Etiquette Handbook: Country Customs
Business and travel etiquette for selected countries.
http://www.crazycolour.com/os/hb03-01.shtml
Notes