

DO'S & DON'TS IN BELGIUM

General directions for making a good impression

- Understand the regional background of your business partner (French, Flemish, German or even Brussels).
- Be modest with regard to your knowledge and accomplishments; don't brag.
- Trustworthiness is the foundation of a Belgian business relationship, and results from networks, authority and personal loyalty.
- Upon entry or leaving a business room, shake hands with all present.
- Belgians attach importance to privacy in the office space; doors are usually closed.
- Make sure to keep any promises you made and keep yourself available at all times.
- A well-illustrated visual presentation, including graphics, is highly appreciated.
- Don't keep your hands into your pockets during a conversation since this comes across as ill-mannered.
- Pointing with your finger is also considered ill-mannered.
- Gifts are appreciated, but refrain from printing your company logo on them.

These do's and don'ts help to make a first good impression when meeting business partners. However, for a successful business outcome, a tailored cross-cultural approach is key. We gladly provide you with more country and industry specific cultural advice. Contact us at info@culture-inc.com.