

DO'S & DON'TS IN GERMANY

General directions for making a good impression

- ⊖ Don't address German business contacts by their first name unless they specifically allow you to do so. Use titles such as 'Herr', 'Frau' or 'Direktor'.
- ⊖ Be careful not to praise Germans in their work, it can be seen as patronizing.
- ⊖ Always be or deliver on time; Germans insist on timeliness ("pünktlichkeit").
- ⊖ Germans like to do business with trustworthy and professional people, but focus on contracts over relationships in business.
- ⊖ Be complete in your information sharing and prepared for specific questions.
- ⊖ Don't exaggerate or appear too enthusiastic; Germans may perceive it to be artificial.
- ⊖ Germans are convinced when you give them objective information and facts.
- ⊖ Schedule your appointments well in advance, and always respect time agreements.
- ⊖ Business gifts are given after negotiations have been completed successfully.
- ⊖ During meals it's not polite to discuss business; before and after the meal it's allowed.

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.