

DO'S & DON'TS IN THAILAND

General directions for making a good impression

- Show respect to the Thai Royal Family. Making jokes or negative comments about the monarchy is offensive and can also lead to legal consequences.
- Thai offer a Wai as a traditional way of greeting, saying thanks or apologize. Press your palms together in front of your chest and slightly bow your head. It's a polite way to show respect, particularly to elders and monks.
- Thai often use their first names only. The surname is put after the first name. Men and women are being called Khun in front of their names unless they have a special title. E.g. Khun Anong (first name female) of Khun Anurak (surname male).
- Thailand is often called the "Land of Smiles." Stay calm and keep smiling, even in stressful situations, to navigate daily interactions smoothly.
- Upon introducing people to Thai, start with the person who is eldest and/or superior in ranking.
- When visiting temples or sacred sites, ensure you dress appropriately. This typically means covering your shoulders and knees.
- Never touch a Thai head or reach above a person's head. The head is considered sacred.
- Never point your foot or toe onto objects or move them with your feet.
- Don't gesture too much with your hands; Thai may think you are angry.

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 specific cultural advice. Contact us at info@culture-inc.com.