

DO'S & DON'TS IN TÜRKIYE

General directions for making a good impression

- ➊ Refer to Türkiye as the official name of the country, not Turkey.
- ➋ Seniority is highly important; always greet the eldest person first (especially in a family-owned business).
- ➌ Take your time for plenty of small talk before getting down to business and make positive remarks about your stay in Türkiye.
- ➍ Be patient during negotiations; they can move slow and encompassing.
- ➎ Don't signal "no" by shaking your head from side to side because it means that you didn't understand; a Turkish "no" is indicated by raising the eyebrows and may be accompanied by the sound tsk and/ or looking up.
- ➏ Building trust is key to successful negotiations; develop personal relationships with your business partners by enjoying many meals together.
- ➐ Turkish hospitality is legendary; if you do want to host a dinner, make sure to send a written invitation to your guests.
- ➑ The modern mode of address is to use the surname, preceded by "Bay" for men and "Bayam" for women (e.g. Mr. Cengiz Dagci is Bay Dagci, and Mrs. Gülze Aktaray is Bayam Aktaray). Use professional titles if possible, e.g. "Avukat" for men or "Avukat Bayam" for women.
- ➒ Business dress is usually quite conservative (expect for Istanbul) and always wear clean socks in good repair (in case of entering houses or mosques).
- ➓ Always bring gifts when invited to a private home; gifts are often left near the door or presented with excuses regarding the worthiness of the gift.



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.