



## Do's & Don'ts in Portugal

- ▶ Greet with a firm handshake, a smile and a lot of enthusiasm. When a woman offers, kiss her cheek.
- ▶ Exchange business cards at the end of the meeting, never at the beginning.
- ▶ Be informal at the first encounter, but refrain from asking personal questions. Portuguese are very proud of their culture, so compliment the country or their food e.g.
- ▶ Portuguese value a trusting relationship as much as a signed contract.
- ▶ Don't be too punctual. Portuguese don't consider time as a strict fact. It's actually rude to be on time, arrive 5 to 20 minutes late.
- ▶ It's common to receive gifts from your host, normally already unwrapped. Show your appreciation, and in addition send a thank you note after the meeting.
- ▶ Meeting people face-to-face is vital for success. E-mail communication is seen as impersonal and normally they do not respond to this (or barely).
- ▶ Send a follow up letter after a business meeting with the minutes including the key points and commitments to ensure an effective next meeting. Follow up with an other phone call to personalize the message.
- ▶ Doing business in Portugal is time consuming, don't rush it. For example a business lunch could take all afternoon.
- ▶ Show your affection, for example by touching someone's hand or arm.

***These do's and don'ts assist you in making a good first 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 advice and workshops.***

