



Do's & Don'ts in Thailand

- ▶ At introductions or greetings Thai men say Sawatdee-krap and women Sawatdee-kah
- ▶ Thai offer a Wai as a way of greeting, saying thanks or apologize. It is polite to return the same gesture. Should a Thai chooses to shake hands, just follow his/her lead
- ▶ 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) Surnames are only in use since 50 years and have special meanings or refer to royalty or region of birth, e.g. Khun Anong na Changmai of Yingluck Shinawatra ('does good')
- ▶ Upon introducing people to Thai, start with the person who is lowest in hierarchy
- ▶ It is allowed to touch persons of the same gender but don't touch the other sex
- ▶ It is considered polite to arrive a bit early
- ▶ 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. And don't cross your legs in front of a higher ranking or older person
- ▶ Don't gesture too much with your hands; Thai may think you are angry
- ▶ A Thai smile is not a sign of agreement but a way to create harmony

***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.***

