



## Do's & Don'ts in the United Arab Emirates

- ▶ The Emirates consists of seven separate states which are all slightly different in feel and approach. If you are doing business outside the main centres of Dubai and Abu Dhabi, make sure you do some additional research.
- ▶ Meetings are arranged for by a local sponsor, an experienced contact person who can introduce you to Emirati officials and potential business partners
- ▶ Try not to arrange too many meetings on the same day as lack of punctuality, the unstructured nature of meetings and heavy traffic can make it difficult to pack lots of commitments into one time slot.
- ▶ Provide plenty of praise and compliments towards your host, the organization and the Emirates.
- ▶ Don't take 'yes' to mean 'yes' every time. It could be being used as a delaying tactic.
- ▶ A lavish dinner is a symbol of Arab hospitality and extremely important in relation building; it can be taken as a positive step but could also be polite way of letting you down gently.
- ▶ Try to maintain strong levels of eye contact (same sex) as strong eye contact denotes sincerity and trustworthiness.
- ▶ Emotional discourse denotes interest and engagement. Don't mistake loudness and emotion for hostility or anger
- ▶ Respect the local dress code (cover shoulders, upper arms and knees), but don't wear any local clothing
- ▶ Avoid pointing the soles of your shoes at your counterparties as this could be seen as rude. It is also best to pass any documents, refreshments etc. with your right hand.

***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.***

