



Do's & Don'ts in Brazil

- ▶ Present all documentation in Portuguese and English
- ▶ Brazilians have a very diverse cultural background; check your business partner's.
- ▶ Time is stretchable; be very patient. Try to make appointments between 10 and 12 am so that your business runs into lunch; a good meal is key to building a relationship
- ▶ Hire an appropriate Brazilian contact to arrange meeting the right people ('despechante')
- ▶ Don't change the project team members during the negotiations; that may undermine the entire contract
- ▶ Be flexible during the talks; all aspects of the deal may come up at any time
- ▶ Present yourself as a valuable business partner with regard to hotel and dress code
- ▶ Greetings can be effusive; Brazilians may keep physical contact during communications
- ▶ The 'okay' gesture (a circle of first finger and thumb) is totally unacceptable and considered vulgar in Brazil.
- ▶ Gifts are not required at the first meeting; lunch or dinner is more appropriate. When invited to the family home, don't forget the children.

***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.***

