



## Do's & Don'ts in France

- ▶ French are very proud of their language; try to use French as much as possible but apologize for improper use in advance
- ▶ Listen carefully to your conversation partner, but you don't have to respond to every statement. Conversation is about exchanging ideas.
- ▶ During negotiations, make sure that you are not placed in a demandeur position
- ▶ Develop high-level personal relations within organizations
- ▶ Education and descent are important; acknowledge any titles and scientific background of persons and products
- ▶ Don't act too casual in business; pay respect to good manners and taste!
- ▶ Arrange for business lunches in French restaurants and familiarize yourself with table manners
- ▶ Always shake hands when meeting someone, as well as when leaving; kissing or touching cheeks is more appropriate in social settings
- ▶ The North American 'ok' sign (a circle between thumb and finger) means 'zero' in France; the 'thumbs-up' sign means okay
- ▶ Gifts with you company logo or wines are best avoided; instead, give good books (biography) or music (classical)

***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.***

