



## Do's and Don'ts in Georgia

- ▶ When meeting someone for the first time, shake hands while saying "gamarjoba" ("hello"). Once a relationship warms up some, but not all, Georgians will quickly move to a kiss on the cheek
- ▶ People's feelings take precedence over facts. It is important to appreciate that you may not tell the whole truth if there is bad news. Similarly you should be sensitive when communicating sensitive information
- ▶ When addressing people only close friends or family will usually use first names
- ▶ At the beginning of meetings introductions are the norm. These are generally made in order of seniority although women are often introduced first. Be prepared to give an overview of your background, experience and general purpose for your visit
- ▶ A first meeting is often more about seeing if doing business together is possible. Don't expect any contracts to be signed on a first meeting. Time and patience are needed
- ▶ In most cases decisions are made at the top of a company. Unless you are meeting with the boss or owner bear in mind that all your meeting will achieve is getting across the key points that will then be passed upwards to the decision maker
- ▶ Gifts do not need to be expensive, it's more about the thought and intent behind the gift. They don't need to be wrapped elaborately either
- ▶ Shake hands with everybody upon arriving and leaving
- ▶ When dining try all the dishes if you can and always finish your plate
- ▶ Although Georgia has a relationship oriented culture they can also be fairly direct

***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.***

