



Do's & Don'ts in Italy

- ▶ Plan appointments by email and confirm them by phone; plan them between 11 am and after 3 pm
- ▶ Let yourself be introduced to a new relation by someone they already know and trust
- ▶ Get a feel for elegance and style and familiarize yourself with formalities and etiquette when dealing with Italians
- ▶ Italian decision-making is not very transparent. You need to understand the internal hierarchy and decision-making within the company of your Italian business partner
- ▶ Expect slow decision making due to bureaucracy, unclear rules and regulations
- ▶ Stay calm during negotiations; don't jump to conclusions because last minute changes
- ▶ Don't get down to business too soon; conversational topics are food & drinks, sports and art
- ▶ Italians often have white business cards with black syllables; the less information is stated on the card the more important the person is
- ▶ Never inquire about a person's professional background at an informal, social event
- ▶ Italians pay great attention to giving the appropriate gifts and pay attention to personal preference. Don't give presents such as knives, handkerchiefs and chrysanthemum flowers (they are all related to grief)

***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.***

