



Do's & Don'ts in Marokko

- ▶ Business cards are given without formal ritual
- ▶ Have one side of your business card translated into French or Arabic
- ▶ Who you know is more important than what you know, so it is important to network and cultivate a number of contacts who may then assist you in working your way through the bureaucracy
- ▶ It is best to avoid scheduling meetings during Ramadan since Muslims cannot eat or drink during the day
- ▶ In general Moroccans have an open-door policy, even during meetings. There could be frequent interruptions. Others may even wander into the room and start a different discussion. You may join in, but don't try to bring the topic back to the original discussion until the new person entering has left.
- ▶ Companies are hierarchical. The highest-ranking person makes decisions, but only after obtaining a group consensus
- ▶ Expect a fair amount of haggling. Moroccans seldom see an offer as final
- ▶ Decisions are made slowly. Do not try to rush the process, as it would be interpreted as an insult.
- ▶ Never try to schedule meetings on Friday between 11:15 a.m. and 3 p.m. since most companies close for prayers
- ▶ Men should wear dark coloured conservative business suits to the initial meeting. It's considered polite to stay humble when you are given a compliment

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.

