



## Do's & Don'ts in The Netherlands

- ▶ Plan your meeting well in advance; Dutch are ruled by their agenda's
- ▶ Get down to business fairly soon; too much small talk may be viewed as lack of competence
- ▶ Expect decision making to be slow due the need for consensus; all involved may voice their opinions first
- ▶ Dutch tend to be very direct and honest in their communication, but they do not tell you everything
- ▶ Dutch do not use many words which may make their messages rather blunt; don't take their comments too literal
- ▶ Agreements and promises should be kept at all times
- ▶ Do not act superior and show off your wealth or status; Dutch will hold this for arrogance
- ▶ Meetings often start with drinking coffee which offers a good moment for small-talk
- ▶ Pay attention to using the right titles and names in written communication; addressing a Dutch person wrongly makes him/her look as not important enough
- ▶ Private life and work are separate; don't be insulted when you are not invited after working hours

***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.***

