



Do's & Don'ts in Nigeria

- ▶ Agreeing with people is considered to be a sign of respect. Nigerians generally say "yes" to a request because their respect for you does not allow them to say "no"
- ▶ Among traditional Nigerian business people, an appointment is rarely private. Try not to be irritated if your meeting is interrupted by phone calls and/or visits from your client's friends and family
- ▶ Handshaking is very important and it is usual to exchange long, lingering handshakes with everybody you meet. Do not be in a rush to have your hand released — just relax
- ▶ Show respect by use of titles and honorifics. People will often be addressed as Uncle, Auntie, Chief, Mazi, Doctor etc. rather than by the use of first names
- ▶ Nigerians tend to stand close to each other while speaking. If you are uncomfortable conversing at this distance, try to refrain from backing up
- ▶ Most local companies will be very hierarchical. Try to get to know the hierarchy of the company at an early stage
- ▶ Nigerians are good bargainers, and you should expect to bargain and compromise in the marketplace and at the negotiating table
- ▶ Providing a tip or "dash" for services, including the processing of official documents, is normal
- ▶ Don't eat everything on your plate; leaving some food is a signal that you're satisfied. If you clean your plate, you're indicating that you want more food
- ▶ Expect to be asked questions about family, hobbies and other interests within business meetings

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.

