



Do's & Don'ts in Romania

- ▶ Be on time for meetings and take your time in establishing personal relationships with potential business partners
- ▶ Romanians greet each other extensively and every time they meet (sometimes more times a day) by shaking hands and when friends by kissing on the cheek; when meeting a woman wait for her to extend her hand first
- ▶ Romanian names often have extensions like "escu"(meaning "son of"; Ionescu = son of Ion) or "eanu" (meaning "from a certain place"; Constantineanu = from Constantin)
- ▶ Uphold your status as important business person by staying in internationally prestigious hotels; cheaper hotels will degrade your position
- ▶ Be sensitive to good manners when meeting with Romanian elite; they are often educated in Paris and have adopted certain etiquette
- ▶ At the start of negotiations you need to delineate the limits of what your business partner can and cannot do (considering his position/responsibilities)
- ▶ Be very patient with regard to bureaucracy and paperwork, such as licenses
- ▶ Be lenient when conversations take an unexpected turn; tolerance and humor will be of more help than trying to stick to your position
- ▶ Be prepared for business lunches; they take at least two hours and include alcohol
- ▶ Gift giving is important; gifts from your home country are a good choice, as are "give aways" such as pens and lighters (with a small company logo) . During singing ceremonies or holidays, more substantial gifts are appropriate.

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.

