



## Do's & Don'ts in South Africa

- ▶ Adjust your introduction to the racial background of your business partner; white South-Africans can get down to business fairly quick where others may require more time for a personal acquaintance
- ▶ In negotiations white South-Africans will be content with a win-win outcome, whereas Chinese and Indian groups will maximize their shares
- ▶ Do not pressure white South-Africans into a deal; they can be quite sensitive to the idea of being forced or exploited by foreigners
- ▶ Do not comment on the political and/or social situation unless you are asked for it and you can put forward well-thought comments
- ▶ When your are being invited to a home 'braai', make sure to bring a small attention such as wine or desserts
- ▶ Do not give any presents to business partner with whom you have not yet developed a personal relationship; otherwise, it may be regarded as bribing

Do not compliment white South-Africans on the results of physical labor (such as cooking), since this is still mostly done by black South-Africans

- ▶ Business women should not feel insulted or intimidated too soon by remarks of conservative white or black South-Africans; they are not really used to dealing with women in business
- ▶ Do not show the soles of your foot and avoid the use of your left hand; both are regarded to many South-Africans as unclean
- ▶ Business dress in South-Africa is quite informal; in official meetings and first introductions a coat and tie are customary

***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.***

