

## DO'S & DON'TS IN BRASIL

### General directions for making a good impression

- Present all documentation in Portuguese and English.
- Brazilians have a very diverse cultural background; check your business partner's.
- Time is stretchable; be very patient. Try to make appointments between 10 and 12 am so that your business runs into lunch; a good meal is key to building a relationship.
- Hire an appropriate Brazilian contact to arrange meeting the right people or take care of formalities ('despechante').
- Don't change the project team members during the negotiations; that may undermine the entire contract.
- Be flexible during the talks; all aspects of the deal may come up at any time.
- Present yourself as a valuable business partner with regard to choice of hotel and dress code.
- Greetings can be effusive; Brazilians may keep physical contact during communications.
- The 'okay' gesture (a circle of first finger and thumb) is a vulgar expression in Brasil and totally unacceptable.
- Gifts are not required at the first meeting; lunch or dinner is more appropriate. When invited to the family home, don't forget the children.

*These do's and don'ts help to make a first good 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 cultural advice. Contact us at [info@culture-inc.com](mailto:info@culture-inc.com).*