

## DO'S & DON'TS IN FRANCE

### General directions for making a good impression

- French are very proud of their language; try to use French as much as possible but apologize for improper use in advance.
- Listen carefully to your conversation partner, but you don't have to respond to every statement. Conversation is about exchanging ideas.
- During negotiations, make sure that you are not placed in a demandeur position.
- Develop high-level personal relations within organizations.
- Education and descent are important; acknowledge any titles and scientific background of persons and products.
- Don't act too casual in business; pay respect to good manners and taste!
- Arrange for business lunches in French restaurants and familiarize yourself with table manners.
- Always shake hands when meeting someone, as well as when leaving; kissing or touching cheeks is more appropriate in social settings.
- The North American 'ok' sign (a circle between thumb and finger) could also mean 'zero' in France; the 'thumbs-up' sign means okay.
- Gifts with your company logo or wines are best avoided; instead, give good books (biography) or music (classical).

*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).*