

DO'S & DON'TS IN ITALY

General directions for making a good impression

- Plan appointments by email and confirm them by phone; plan them between 11AM and 13AM or after 3PM.
- Let yourself be introduced to a new relation by someone they already know and trust.
- Get a feel for elegance and style and familiarize yourself with formalities and etiquette when dealing with Italians. Dresscode is conservative and chic.
- Italian decision-making is not very transparent. You need to understand the internal hierarchy and decision-making within the company of your Italian business partner.
- Expect slow decision making due to bureaucracy, unclear rules and regulations.
- Stay calm during negotiations; don't jump to conclusions because of last minute changes.
- Don't get down to business too soon; conversational topics are food & drinks, sports and art.
- Italians often have white business cards with black syllables; the less information is stated on the card the more important the person is.
- Never inquire about a person's professional background at an informal, social event.
- Don't drink cappuchino after lunch or dinner, only espresso's (or grappa 😊).

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.