

DO'S & DON'TS IN MOROCCO

General directions for making a good impression

- Business cards are given without formal ritual.
- Have one side of your business card translated into French or Arabic.
- Who you know is more important than what you know, so it is important to network and cultivate a number of contacts who may then assist you in working your way through the bureaucracy.
- It is best to avoid scheduling meetings during Ramadan since Muslims cannot eat or drink during the day.
- In general Moroccans have an open-door policy, even during meetings. There could be frequent interruptions. Others may even wander into the room and start a different discussion. You may join in, but don't try to bring the topic back to the original discussion until the new person entering has left.
- Companies are hierarchical. The highest-ranking person makes decisions, but only after obtaining a group consensus.
- Expect a fair amount of haggling. Moroccans seldom see an offer as final.
- Decisions are made slowly. Do not try to rush the process, as it would be interpreted as an insult.
- Never try to schedule meetings on Friday between 11:15 a.m. and 3 p.m. since most companies close for prayers.
- Men should wear dark coloured conservative business suits to the initial meeting. It's considered polite to stay humble when you are given a compliment.



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.