

DO'S & DON'TS IN MEXICO

General directions for making a good impression

- Family is all important in Mexico and will always prevail over business interests.
- Personal friendships are key to doing business in Mexico (personalismo); take good care of your relations and don't replace any contact person just like that.
- Be courteous and diplomatic in your communication, just as the Mexicans; don't confuse this approach with agreement on content.
- Business appointments can best be made for breakfast (between 8 and 10 am) and lunch (the main meal).
- Be on time for appointments but expect delays; for social events at private homes you should arrive at least half an hour to one hour late!
- Presentations should focus on common goals and mutual advantages; an emotional appeal is more effective than rational arguments (and use images).
- Don't compromise too soon in negotiations; this will be interpreted as a sign of weakness.
- Mexicans are warm and friendly and like close personal distance and the touching of shoulders or arms; do not back away and be prepared to hug (between men).
- Do not look your conversation partner directly into the eyes; this can be intimidating.
- Mexicans are sensitive to status; make sure your delegation leader is high level and make use of some decorum (such as first-class hotels and restaurants, clothing etc.).



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.