

DO'S & DON'TS IN NIGERIA

General directions for making a good impression

- ➊ Agreeing with people is a sign of respect. Nigerians generally say "yes" to a request because their respect for you does not allow them to say "no".
- ➋ Among traditional Nigerian business people, an appointment is rarely private. Don't get annoyed if your meeting is interrupted by phone calls and/or visits from your client's friends and family.
- ➌ Handshaking is very important and it is usual to exchange long, lingering but not too strong handshakes with everybody you meet. Do not be in a rush to have your hand released - just relax.
- ➍ Show respect by use of titles and honorifics. People will often be addressed as Uncle, Auntie, Chief, Mazi, Doctor etc. rather than by the use of first names.
- ➎ Nigerians tend to stand close to each other while speaking. If you are uncomfortable conversing at this distance, try to refrain from backing up.
- ➏ Most local companies will be very hierarchical. Try to get to know the hierarchy of the company at an early stage.
- ➐ Nigerians are good bargainers, and you should expect to bargain and compromise in the marketplace and at the negotiating table.
- ➑ Providing a tip or "dash" for services, including the processing of official documents, is normal.
- ➒ Do not eat everything on your plate; leaving some food is a signal that you have had enough. If you clean your plate, you are indicating that you want more food.



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.