

DO'S & DON'TS IN ROMANIA

General directions for making a good impression

- Be on time for meetings and take your time in establishing personal relations with potential business partners.
- Romanians greet each other extensively and every time they meet (sometimes more times a day) by shaking hands and when friends by kissing on the cheek; when meeting a woman wait for her to extend her hand first.
- Romanian names often have extensions like "escu" (meaning "son of"; Ionescu = son of Ion) or "eanu" (meaning "from a certain place"; Constantineanu = from Constantin).
- Uphold your status as important business person by staying in internationally prestigious hotels; cheaper hotels will degrade your position.
- Be sensitive to good manners when meeting with Romanian elite; they are often educated in Paris and have adopted certain etiquette.
- At the start of negotiations, you need to delineate the limits of what your business partner can and cannot do (considering his position/responsibilities).
- Be very patient with regard to bureaucracy and paperwork, such as licenses.
- Be lenient when conversations take an unexpected turn; tolerance and humor will be of more help than trying to stick to your position.
- Be prepared for business lunches; they take at least two hours and include alcohol.
- Gift giving is important; gifts from your home country are a good choice, as are "give aways" such as pens and lighters (with a small company logo). During



singing ceremonies or holidays, more substantial gifts are appropriate.

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.