

## DO'S & DON'TS IN RUSSIA

### General directions for making a good impression

- Be punctual but don't be surprised if your business partner shows up half an hour late.
- Offer your favors to people you have to work with; they will owe you later in return.
- Take care of a good supply of cold and warm drinks and snacks during a meeting.
- Be very clear and specific in communicating with local employees; authority and instructions are accepted management tools.
- Provide room for flexible solutions for any problem and be prepared to let go of adopted plans; Russians are great improvisors.
- Make sure that you include so-called "give-aways" in negotiating in order to give your Russian partner a "winning mood".
- Present as many facts and figures and technical details as possible.
- Hire your own legal expertise on Russian law and regulations and try to include foreign arbitration in your deal.
- Bad manners include: whispering indoors, talking and laughing too loud in public, wearing your coat and heavy boots when entering a public building.
- The western 'okay' sign (thumb and finger touching in a circle) has a vulgar meaning in Russia.

*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](mailto:info@culture-inc.com).*