

DO'S & DON'TS IN TAIWAN

General directions for making a good impression

- ☉ It's considered polite to stay humble when you are given a compliment.
- ☉ It's not common practice in Taiwan to shake hands with women. Wait for a Taiwanese woman to initiate the handshake (when she doesn't just nod your head) and initiate the handshake yourself when you are a Western woman.
- ☉ Always be on time even when your Taiwanese counterparts tend to arrive late.
- ☉ Make sure you use the correct (classic) Chinese characters on your business card.
- ☉ Be honest when negotiating and don't exaggerate as this could risk a breach of trust.
- ☉ Respect the seating arrangement at the negotiation table: the person highest in hierarchy sits in the middle. The person on his/her left is second in command, the one on the right is third in command, the second person on the left comes next etc. Seat your delegation in the same order.
- ☉ Pointing your finger is considered offensive, using your whole hand to point isn't.
- ☉ Make sure your foot never touches anybody. It's considered to be offensive.
- ☉ Avoid giving clocks, umbrellas and handkerchiefs and all flowers. There is too much negative symbolism connected with these gifts.
- ☉ Be careful when complimenting on someone's tie or artefacts in someone's office. They may feel obliged to give their possessions to you.

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.