

# DO'S & DON'TS IN CZECH REPUBLIC

## General directions for making a good impression

- Punctuality is important in business and meetings; plan well ahead.
- Address your business partner with pan (Mr.), pani (Ms.), plus their surname.
- Add professional titles if possible; address your partner with pan or pani plus their title (pan professor).
- Expect decision making to be slow due to a focus on details and hierarchy.
- Do not jump to business right away; take some time for small talk and formalities.
- Meetings take place in the office or recently also during business lunches, but these could also be offered in the company canteen.
- Czech appreciate a calm demeanor, keep it low-key.
- In negotiations, Czech people like to look for creative solutions together.
- Czech people tend to view life and judge deals from an almost ideological perspective, with freedom and equality as basic principles.
- Beer and breweries are a welcome subject in any conversation; Czechs are very proud of their beer history.
- Gifts are not necessary in business relations; if you do, gifts should be modest but good (such as quality pens, imported liquor or flowers for ladies).

*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).*