

## DO'S & DON'TS IN THE UAE

### General directions for making a good impression

- The Emirates consists of seven separate states which are all slightly different in feel and approach. If you are doing business outside the main centers of Dubai and Abu Dhabi, make sure you do some additional research.
- Meetings are arranged for by a local sponsor, an experienced contact person who can introduce you to Emirati officials and potential business partners.
- Try not to arrange too many meetings on the same day as lack of punctuality, the unstructured nature of meetings and heavy traffic can make it difficult to pack too many commitments in one time slot.
- Provide plenty of praise and compliments towards your host, the organization and the Emirates.
- Don't take 'yes' to mean 'yes' every time. It could be used as a delaying tactic.
- A lavish dinner is a symbol of Arab hospitality and extremely important in relation building; it can be taken as a positive step but could also be a polite way of letting you down gently.
- Refrain from drinking alcohol in the presence of Emirati contacts.
- Try to maintain strong levels of eye contact (same gender) as a sign of sincerity and trustworthiness.
- Respect the local dress code (cover shoulders, upper arms and knees), and non-Emirati better refrain from wearing local dresses (Dishdasha or Thawb) in business settings.
- Avoid pointing the soles of your shoes at your host as this could be seen as rude.



*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).*