

DO'S & DON'TS IN VIETNAM

General directions for making a good impression

- Seniority is highly respected; the oldest person should be greeted first.
- Vietnamese negotiate always and about everything; manage the game and don't give in too soon.
- Make sure you are being personally introduced to new business contacts on the right level.
- Invest adequate time in developing new business relations and to get to know each other.
- Try to listen to what your business partner is really telling you; Vietnamese don't say 'no' in a direct way.
- Never lose your patience or temper; don't show any negative emotions.
- The Vietnamese 'tram van tram' means 100% indicating that you're being challenged to drain your drink.....
- Take superstitious beliefs of your business partner seriously; don't make any jokes about it.
- Address your business partner with his third or last name and add professional or government titles if possible (e.g. Ngyen Van Tran would be Mr. Tran or Professor Tran).
- The foot is considered unclean; do not show the soles of your feet and don't touch anything else with your feet but the ground.

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.