

DO'S & DON'TS

General directions for making a good impression

DO'S & DON'TS SOUTH AFRICA

- You are expected to greet everyone in the room individually – even if the group is large.
- Adjust your introduction to the ethnic background of your business partner; South-Africa has a multicultural mix of people. E.g. white South-Africans can get down to business quickly where others may require more time for a personal acquaintance.
- Arrive at meetings five to ten minutes in advance but allow some more time for the meeting to end.
- During discussions, give your full attention to the person speaking and listen courteously. Respect is paramount.
- Do not comment on the political and/or social situation unless you are asked for it and you can put forward well-thought comments.
- Be pragmatic and patient in doing business; don't push things and maintain a relaxed attitude.
- When you are being invited to a home 'braai', make sure to bring a small attention such as wine or desserts.
- Do not give any presents to business partners with whom you have not yet developed a personal relationship, since this may be regarded as bribing.
- Do not show the soles of your feet and avoid the use of your left hand; both are regarded to many South-Africans as unclean.
- Business dress in South-Africa can be quite conservative or formal; in official meetings and first introductions a coat and tie are customary.

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.