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## KEY BUSINESS MANNERS IMPORTANT FOR ASIA

*Our carefully chosen navigator through the subtle but important details that define the Asian business etiquette.*

1



### Stick to being formal

Use the formal titles of the people you are talking to – e.g. Director or Mayor, rather than Mr. or Mrs. Wait for a sign to become informal in your address.

2



### Mind your body language

To demonstrate your self-control, remain calm and behave formally – this shows them that you're worthy of their respect. In most Asian countries, you'll need to take facial expressions and body language into account in order to grasp the true meaning of what's being communicated.

3



### Arrive early – stay late

Asian people like to take their guests sightseeing. They'd probably want to show you a local restaurant or a club, and it's polite to make enough time to spend with them informally, too.

4



### Small talk, big talk

Begin with small talk about your business counterpart's country, as well as their customs, history, and current popular sports figures. Sensitive subjects are politics, Royal family, or religious matters; these topics should be avoided as discussing them can cause conflicts.

5



### Her Majesty the Business card

Carefully study the etiquette in each country. For example: in Korea, Japan, and China, you should give the business card with two hands rather than one, all while bowing a little.