



Die Bedeutung des Interkulturellen Verhaltens

Etiquette when dealing with foreign customers



The international guest or customer

Behavioural differences between us and other cultures



Topics

Etiquette in Europe

- Historical review
- Meeting people
- Body language
- Nobody is perfect
- Introductions, first-name terms, titles
- Table manners and faux pas
- In a professional environment
- Clothing



Contents

- Conversation
- Table manners
- Smoking
- Other cultures
 - Chinese
 - Japanese
 - Indians
 - Moslems
 - Jews



Etiquette in Europe

- Meeting people

You never get a second chance to
make a first impression!



Etiquette in Europe

- Meeting people
 - Distance (in our culture)
 - Intimate up to 0.50 meter
 - Private 0.50 to 1.00 meter
 - Social 1.00 to 2.00 meter
 - Public from 2.00 meter



Etiquette in Europe

- Introduction
 - Ladies are introduced to gentlemen
 - Young people are introduced to their elders
 - Down the hierarchical levels
 - You didn't catch a name? Ask again politely
- First-name terms
 - "Ladies before age" or hierarchical level



Etiquette in Europe

- Clothing
 - Helping people into their coats
 - He helps her – nowadays, she helps him, too
 - He helps her out of her coat, then takes his coat off
 - He puts his coat on first, then he helps her



Etiquette in Europe

- Clothing

Evening suit Dinner jacket Short evening dress

Tails Black tie, white tie Long evening dress

Morning dress, cutaway frock coat Suit, short dress

Ladies: Always wear stockings!

Men: Facial hair is frowned upon in conservative circles
as are ear-rings



Smoking

- Mutual tolerance
- Always ask first
- Never smoke when others are still eating
- Never smoke between courses
- Never smoke in an elevator
- Never smoke in other people's car



Other cultures

- Chinese....
 - Smalltalk is very important before business meetings
 - Never express a personal opinion
 - Never like to say NO
 - Have to be able to save their face
 - Never blow the nose at the table
 - Ceremonially exchange business cards
 - Never talk about Tibet or human rights – these topics are taboo!



Other cultures

- Chinese....
 - Eat rice at main meals – up to 3 times a day

 - Common features
 - Toasting = Sign of friendship

 - Cannot tolerate most dairy products
 - Can eat almost anything else
 - Never scrape their plates clean



Other cultures

- Japanese....
 - Smalltalk is very important before business meetings
 - Never express a personal opinion
 - Never like to say NO
 - Pay strict attention to hierarchies
 - Never make individual decisions
 - A round of golf can get you a long



Other cultures

- Japanese....
 - Are very oriented towards details
 - Like to exchange business cards ceremonially
 - Warning! Never imitate their bowing procedures
 - Never talk about Korea and China – the topic is taboo!
 - Never understand Western jokes



Other cultures

- Japanese....
 - Like to eat a lot of small portions
 - Often order the entire menu in Japan
 - Like to eat fish
 - Don't like heavy sauce
 - Never serve from chopsticks to chopsticks
 - Never stick their chopsticks into the rice



Other cultures

- Indians (Hindus, Moslems, Christians, Buddhists, Sikhs)..
 - Major differences in religious observance
 - No physical contact between the sexes in religious circles
 - Allow women to make the first step when shaking hands
 - Never allow guest(s) to pay or share a bill



Other cultures

- Indians...
 - Eat almost everything except beef and veal
 - Are very often vegetarian
 - Moslems follow their guidelines
 - Do not serve tea with a meal
 - Many of them do not drink alcohol



Other cultures

- Moslems...
 - Major differences in religious observance
 - No physical contact between the sexes in religious circles
 - Women guests should not choose too sexy clothes
 - Avoid kisses in the presence of religious Moslems
 - 5 times for prayer each day (3 – 5 minutes)
 - Do not eat or drink during Ramadan between sunrise and sunset



Other cultures

- Moslems...
 - Tea ritual is very important
 - Do not talk about business until tea is served
 - Interrupting a conversation is very impolite
 - Religious jokes are taboo!
 - Allow women to make the first step when shaking hands
 - Eat only ritually slaughtered meat
 - Eat no pork or related products
 - Often do not drink alcohol



Other cultures

- Jews...
 - Major differences in religious observance
 - No physical contact between the sexes in religious circles
 - Women guests should not choose too sexy clothes
 - 2 times for prayer (morning, evening) and silent prayer after eating
 - Allow women to make the first step when shaking hands
 - Eat only ritually slaughtered meat
 - Eat no pork or related products
 - Eat kosher meals (possible drink kosher wine)
 - May be vegetarians



Less is often more

- We have bigger houses and smaller families, more comfort and less time
- We have more diplomas but fewer emotions, more skills and less judgment, more experts and more problems, but are less happy
- We talk much more, love much less and lie much more often
- We have learned to earn an living but not to live our lives
- We have extended our lives by years but nor our years by our lives
- We have bigger buildings but less temperament, wider highways but narrower points of view
- We spend more but have less
- We buy more and enjoy less



Less is often more

- We have got as far as the Moon but not yet reached our neighbour
- We have more room in outer space but less room for our emotions
- We have made bigger but not better things
- We write more but learn less
- We have learnt to hurry but not to wait
- We have higher incomes and lower morals
- We have more acquaintances and fewer friends