



Do's & Don'ts in Belgium

- ▶ Understand the regional background of your business partner (French, Flemish, German or even Brussels)
 - ▶ Be modest with regard to your knowledge and accomplishments; don't brag
- Trust is the foundation of a Belgian business relationship
- ▶ Upon entry or leaving a business room, shake hands with all present
 - ▶ Belgians attach importance to privacy in the office space; doors are usually closed
 - ▶ Make sure to keep any promises you made and keep yourself available at all times
 - ▶ It's important to respond immediately to any request from your business partner
 - ▶ A well-illustrated visual presentation, including graphics, is well appreciated
 - ▶ Don't keep your hands into your pockets during a conversation; this is inappropriate
 - ▶ Pointing with your finger is also considered ill-mannered
 - ▶ Gifts are appreciated, but refrain from printing you company logo on them.

***These do's and don'ts assist you in making a good first 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 advice and workshops.***

