



## Do's and Don'ts in Germany

- ▶ Don't address German business contacts by their first name unless they specifically allow you to do so
- ▶ Be careful not to praise German people, it can be seen as patronizing
- ▶ Always be on time; the Germans insist on timeliness ("pünktlichkeit")
- ▶ Germans are friendly but they do focus on contracts and not on relationships in business
- ▶ Don't be too loud and enthusiastic; Germans perceive it to be artificial
- ▶ Germans are convinced when you give them objective facts
- ▶ Germans like to schedule their appointments about a week ahead
- ▶ Quality is of the utmost importance to Germans
- ▶ Business gifts are given after negotiations have been completed successfully
- ▶ During meals it's not polite to discuss business; before and after the meal it's allowed

*Deze do's en dont's helpen u een eerste goede indruk te maken op uw gesprekspartners.  
Voor een succesvol zakelijk vervolg is een gerichte interculturele aanpak nodig.  
Wij helpen u graag verder met land- en bedrijfsspecifieke workshops en advies.*

