



## Do's & Don'ts in Finland

- ▶ Punctuality is extremely important; being late is insulting and shows a lack of interest
- ▶ The Finnish language is quite unique in Europe; English and Swedish are common business languages
- ▶ Finns can be tough negotiators; you need to be firm and well-prepared
- ▶ Silence breaks during conversations are common; don't interrupt too soon
- ▶ Alcohol is no longer part of an average business lunch, but after hours drinking habits are still quite strong
- ▶ During a meal you will be seated right from the host; prepare a short thank you speech at the end of the meal
- ▶ The Finnish sauna still serves as a good business incubator; always accept an invitation from your business partner
- ▶ Except for handshakes, physical contact should be avoided
- ▶ Closed arms in front of your chest can be taken for arrogance and closed-mindedness
- ▶ Be careful with giving gifts as they can be viewed as breaching one's integrity

***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.***

