



Do's & Don'ts in Mexico

- ▶ Family is all important in Mexico; their interests will always prevail over business interests
- ▶ Personal friendships are key to doing business in Mexico (personalismo); take good care of your relations and don't replace any contact person just like that
- ▶ Be courteous and diplomatic in your communication, just as the Mexicans; don't confuse this approach with agreement on content
- ▶ Business appointments can best be made for breakfast (between 8 and 10 am) and lunch (the main meal)
- ▶ Be on time for appointments but expect delays; at social events at private homes you should arrive at least half an hour to one hour late!
- ▶ Presentations should focus on common goals and mutual advantages; an emotional appeal is more effective than rational arguments (and use images)
- ▶ Don't compromise too soon in negotiations; this will be interpreted as a sign of weakness
- ▶ Mexicans are warm and friendly and like close personal distance and the touching of shoulders or arms; do not back away and be prepared to hug (between men)
- ▶ Do not look your conversation partner directly into the eyes; this can be intimidating
- ▶ Mexicans are sensitive to status; make sure your delegation leader is high level and make use of some decorum (such as first class hotels and restaurants, clothing etc)

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.

