



Do's & Don'ts in Taiwan

- ▶ It's considered polite to stay humble when you are given a compliment
- ▶ It's not common practice in Taiwan to shake hands with women. Wait for a Taiwanese woman to initiate the handshake (when she doesn't just nod your head) and initiate the handshake yourself when you are a Western woman
- ▶ You are expected to be on time even when your Taiwanese counterpart tends to be late
- ▶ Make sure you use the correct Chinese characters on your business card for Taiwan
- ▶ Be honest when negotiating and don't exaggerate. You don't want to risk a breach of trust
- ▶ The Taiwanese almost always attend meetings as a group. At the negotiation table, the person highest in hierarchy sits in the middle. The person on his/her left is second in command, the one on the right is third in command, the second person on the left comes next etc.
- ▶ Pointing your finger is considered offensive in Taiwan. Using your whole hand to point isn't
- ▶ Make sure your foot never touches anybody. It's considered to be highly offensive
- ▶ Avoid giving clocks, umbrella's and handkerchiefs and all flowers. There is too much negative symbolism connected with these gifts
- ▶ Be careful when complimenting on someone's tie or artifacts in someone's office. They will feel obliged to give their possessions to

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.

