



## Do's & Don'ts in Vietnam

- ▶ Seniority is highly respected; the oldest person should be greeted first
- ▶ Vietnamese negotiate always and about everything; manage the game and don't give in too soon
- ▶ Make sure you are being personally introduced to new business contacts on the right level
- ▶ Invest adequate time in developing new business relations and to get to know each other
- ▶ Try to listen to what your business partner is really telling you; Vietnamese don't say 'no' in a direct way
- ▶ Never lose your patience or temper; don't show any negative emotions
- ▶ The Vietnamese 'tram van tram' means 100% indicating that you're being challenged to drain your drink.....
- ▶ Take superstitious beliefs of your business partner seriously; don't make any jokes about it
- ▶ Address your business partner with his third or last name and add professional or government titles if possible (e.g. Ngyen Van Tran would be Mr. Tran or Professor Tran)
- ▶ The foot is considered unclean; do not show the soles of your feet and don't touch anything else with your feet but the ground

***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.***

