

September 2020



Business etikette Asia

-en mini guide

Japan



- Aller først bør du være klar over at du kommer til å bli tilgitt mange synder fordi du er en *gaijin* (utlending), og derfor ikke vet bedre. Og du blir dobbelt tilgitt hvis du viser oppriktig interesse for landet.
- Lær deg noen japanske fraser før du drar, for eksempel takk, god morgen og jeg forstår ikke. Et veldig nyttig ord er *sumimasen*, som både kan bety unnskyld, eller at du er lei deg, som benyttes for de minste irritasjonsmomenter, for eksempel hvis du skal tilkalle en servitørs oppmerksomhet eller du støter borti noen på gaten.
- Når du snakker med en japaner kan vedkommende si “*hai, hai*” “*eeh*” eller “*ah so desuka?*”. Det kan høres ut som en aksept, men betyr bare at personen lytter.
- Vær klar over at japanere ikke liker å si “*nei*”. I stedet vender de noen ganger hodet til siden og sier “Kanskje, jeg er ikke sikker.” Det betyr ikke kanskje!

VISITTKORT

- Hvis du er i Japan for å gjøre forretninger bør du ha visittkort, et *meishi*, som overrekkes i forbindelse med introduksjoner. Få gjerne laget et kort med japansk/engelsk på hver side. Hold kortet i med begge hender, pass på at navnet ditt vender riktig vei til mottakeren, og bukk høflig. Du får et kort tilbake på samme måte. Du skal behandle kortet med respekt. Se på det, og plasser det gjerne foran deg på bordet hvis du får kortet i forbindelse med et møte
- Ta med flere visittkort enn du tror du trenger! Og invester i en kortholder.
- Korrekt tiltalemåte er også viktig. Hvis vedkommendes navn er skrevet i korrekt japansk rekkefølge står familienavnet først, deretter fornavnet. Med mindre du kjenner noen veldig godt bør du bruke etternavnet sammen med høflighetsfrasen *-san*. En pike kan tiltales med fornavn etterfulgt av *-chan*, og en gutt med *-kun*. En lærer eller doktor tiltales som *Sensei*.

Japan continued



GAVER

- Å gi og motta gaver i Japan er et ritual. Hvis du gir en pengegave bør pengene ligge i en pengekonvolutt, som du kan kjøpe i papirforretninger og kiosker. Gi bare ubrukte sedler. Uansett hvor kostbar eller flott en japansk gave er, blir den gjerne overrakt med ordene "Jeg er redd for at den ikke er spesielt fin." Da bør du selvsagt ydmykt avvise påstanden. Gaver er som regel vakkert innpakket, og det å sprette dem opp ses på som uhøflig. Japanere åpner gjerne ikke gaver med en gang, men bruker tid på å beundre pakken og øyeblikket, og på et litt senere tidspunkt spørre om de kan åpne den. Bli ikke for begeistret, ved å svare "Selvfølgelig!" Vær ydmyk.
- Gaver som gis i møtesituasjoner og ved besøk til bedrifter kan gjerne være en gave som kan deles og spises i kontorfellesskapet. Twist og melkesjokoladehjerter pleier å være populært.
- En god vertskaps gave er blomster, men ikke gi en stor bukett. Det betraktes som uestetisk, upassende og sløseri. Gi tre eller maksimalt syv blomster, kanskje en eller to av dem fortsatt i knopp og en eller to grønne stilker.
- Gi aldri fire blomster, eller fire av noe som helst. Fire og ni er ulykkestall i Japan.
- Vær forsiktig med å beundre andres eiendeler for åpenlyst.



Japan continued

- **DON'T Tip**
- **DO Mute Your Phone in public places**
- **DON'T Have Loud Conversations**
- **DO Use the Towel, but Not on Your Face**
- **DON'T Blow Your Nose**
- In Japan, money is rarely passed directly from hand to hand. This means that when you purchase an item or service, you won't hand money directly to the cashier. Instead, you'll place your payment (whether cash or credit) on the small tray provided. If change is due, your change will be placed here for you as well.
- When traveling through Japan, you'll find yourself having to take off your shoes often. For this reason, one of our top basic packing tips for a trip to Japan is to bring shoes that slip on and off easily. (Bring neat socks, too – they'll be on display often!)



Kina

- I Kina er familiens navn satt først, og etterfulgt av fornavn (Xing Ming: Xing er etternavn og Ming er fornavn).
- organisasjoner er veldig hierarkiske. Det er viktig å snakke med lederen for å være sikker på at du ikke bare stanger hodet i veggen. I møter er det som regel lederen som tar seg av mesteparten av pratingen. Dette er tradisjonelt, og ikke nødvendigvis tilfellet i en mer moderne setting/organisasjon.
- Business er fremdeles veldig relasjonelt i Kina. Formelle institusjoner, som kontrakter og domstoler, kan ikke alltid stoles på, og derfor vil uformelle institusjoner være viktige. Det å ha med seg noen med lokalkunnskap som du har tillit til er avgjørende
- Forretningsfolk som reiser i Kina bør bruke tjenestene til en mellommann tilkobling for å møte nye kontakter, og tilfeldige reisende bør også oppsøke introduksjoner gjennom mellommenn, hvis mulig. I alle tilfeller, når introduksjoner er gjort, de er vanligvis formell, og starter med den mest senior person til stede. Folk bli stående for introduksjoner, og de kan håndhvilse kort, men de vil ikke engasjere seg i andre fysisk kontakt eller uttrykke følelser.
- Det er viktig å uttrykke takk for utførte tjenester og gaver i kinesisk etikette, og for å være beskjedne når det blir takket.
- "Small talk" betraktes som særlig viktig i begynnelsen av et møte.



India

- Indians of all ethnic groups disapprove of public displays of affection between men and women.
- Most Hindus avoid public contact between men and women.
- Other religions such as Sikhs and Christians, will also avoid public contact between the sexes.
- In larger cities, men and Westernized Indian women may offer to shake hands with foreign men and sometimes with foreign women.
- Never keep your purse or wallet in your back pocket.
- Standing tall with your hands on your hips is perceived as aggressive.
- Pointing with your finger is considered bad manners and rude.
- Whistling in public is very bad etiquette and is not acceptable.
- Never point your feet at another person as feet are considered unclean.
- Stand up when an elder or a guest enters the room and don't sit until you've offered them a seat.
- Offer a glass of water (and preferably a cup of tea) to anyone who steps into your home/office.



India continued

- Do not comment on personal appearances or clothes in a negative way; if you cannot say something complimentary, do not say anything at all.
- Touching - Public physical contact between men and women is far less acceptable in India than in other parts of the world.
- Some Indians - particularly those who live in the larger cities and have traveled - understand that Western men and women may shake hands (or even kiss) as expressions of social friendship, but you should be cautious of casually touching an Indian woman, especially in small towns and villages. Even the slightest touch can have a sexual connotation.
- Traditionally, Indian people use the left hand as part of their toilet routine. Consequently, the left hand is considered unclean, and you should only offer your right hand when greeting someone.
- Don't touch a religious object with your feet or left hand.



India continued

- ***Business Etiquette***

When confronted with bureaucracy and IST (Indian "Stretchable" Time), maintain your cool. Schedules are bound to go awry and government offices are notoriously inefficient, so there's simply no point in losing your temper.

- ***Appointments Etiquette***

Indian etiquette can be seen as a bit erratic when it comes to keeping appointments. But that would only be on Western etiquette standards. However, the Indian people do appreciate punctuality and keeping one's commitments. However, many visitors to India find it very disconcerting that often the Indian people themselves are quite casual in keeping their time commitments.

- ***Business Card Etiquette***

Presenting and exchanging business cards are a necessary part of Indian etiquette when doing business in India. You must bring plenty since people exchange business cards even in non-business situations.

- ***Dress Etiquette***

Indian dress etiquette for women: your attire will often signal your status, and casual dress will make it more difficult for you to elicit respect. Loose, cool clothing that covers up as much as possible. Exposed flesh suggests that you're too poor to dress properly, or that you're shameless about flaunting your body.

Tight clothes are also considered shameless in Indian etiquette and culture; the more you can disguise your shape, the better.



Korea

- ***Hand Shakes***

Koreans differentiate between using two hands for a handshake vs. one hand. One hand can be used by someone of higher rank to someone of lower rank, but not vice versa! To be on the safe side, it's best to show your manners by shaking a person's hand with two hands the first time you meet him or her. The same applies for receiving something that someone is giving you. If you want to show that you learn Korean customs fast, make sure that you accept items with both hands. That simple act will go a long way. Likewise, if someone bows when shaking your hand it's polite to bow in return. It's definitely safe to bow to someone who is older or of higher rank to you, regardless of whether they offer the gesture first.

- ***Proper Pouring***

In Korea, drinking is often a part of the culture and you should never pour your own alcohol. You'll be pouring someone else's alcohol, and they'll return the favor to you. It's also important not to use just one hand when you pour for someone else, but both hands!

- ***Name Calling***

Ask the person how he or she would like to be called. Often times that person will give you a version of his/her Korean name or his/her English name, allowing you to comfortably sidestep the complex name and title rules that Koreans live by.

- ***Business Card Handling***

When you first receive the card, take it with two hands. Look at it for a short time (5 – 15 seconds) to read it over and show that you are putting effort into reading the card. Put the card in front of you if you are sitting down, and don't make any marks on the card in front of that person



Korea continued

- Small gifts are an accepted and recommended practice, must be given with both hands and respect ranks and hierarchies if done in public.
- Modesty and humility are important in Korean culture and therefore it is best to avoid over-selling yourself or your company' previous business achievements.
- The decision- making process in Korea is done collectively and up through the hierarchy and therefore does take more time than you may be used to. Try to be patient, and even if you're not feeling patient, try not to show it.
- **Hurry Up culture: PpalriPpalri – Quickly Quickly:** There is a strong demand when you work with a Korean company: Speed. Once decided or indicated, everybody would see the outcome very soon. It is very important that work speed for collaboration is controlled. Quick email reply is the daily challenge for many Norwegian companies even if they should say that we will come back to you soon. At least, Korean side would know whether you are aware of their email or not and expect your feedback coming shortly. So, please, specify your expected time of reply specifically if you cannot reply it in 1~2 days. If you're engaged in a joint development project with a Korean company, meeting development speed is the most challenging. Thus, you need to be prepared for expected development in advance, including testing result, possible modification, etc.

Thailand



Meeting Etiquette

- If you are with a Thai friend or host, wait for them to introduce you.
- Thais typically use first names, with the all-purpose title Khun in front of them. Often nicknames are used among friends. Last names are never used to address people
- To perform the typical Thai greeting, called the Wai, press your palms together at about the level of your chest, and bow slightly. Most people engaged in international business are used to handshakes, but never squeeze people hands very hard
- When someone offers you a Wai in greeting, it is considered rude not to return it. However, you are not expected to return the Wai to children, waiters, doormen, guards or street vendors.

Gift Giving Etiquette

- Don't wrap a gift in black. This is the colour used at funerals, and are associated with mourning. Red is an auspicious colour for gifts among Thai Chinese.
- It is not common for Thais to open a gift in front of the giver.
- Fruit, flowers, candy or chocolates or small souvenirs from Norway are always safe choices. You may also give books, liquors, or stationary. Use your best judgment about what your host would find appropriate or useful. Never give knives or sharp objects
- If you are invited to someone's home, bringing a gift is not mandatory. However, a small token of gratitude is always appreciated.

Business Etiquette

- Try to make appointments at least a month in advance. Punctuality is especially important in business settings, so arrive a few minutes early to any appointment or meeting.
- Men should wear dark coloured business suits. For women, conservative suits, blouses, or business dresses are appropriate.
- Business cards are an important part of business etiquette. If you are given a card, accept it with your right hand, look at it for a few seconds, and place it neatly in your wallet.
- If you are handing out your business card, offer it to the person with the highest social status first. Never "slide" a business card across the table.
- Always show respect, humility and good humour, and avoid any displays of negative emotions.
- Never point at people and never point at anything using your feet

Indonesia



- Shake hands when meeting people, note that women will extend their hands if they want to shake hands.
- It is a custom to introduce yourself to the eldest member or to those with highest position within the member of the group. When addressing senior management in Indonesian companies, you should call them “Pak” for male and “Ibu” for female.
- Business cards are exchanged immediately after introductions and should be presented with both hands.
- Avoid using left hand as considered unclean, to pass or receive anything, including business cards and gifts.
- Clothing – a shirt and tie are acceptable for most business meetings and it can be replaced by Batik shirt. Muslim customs, especially those concerning female clothes should be observed. For women, dress or blazer with skirt or pants are acceptable. There are also Batik dress for ladies that can be wear for meetings.
- Standing with your hands on your hips or with your arms folded is regarded as aggressive and rude.
- Meetings may not necessarily start on time and guests may arrive late due to traffic conditions (jam karet=rubber time).
- When presented with tea or coffee, always wait for your host to drink first. If the host start drinking himself, then this can be taken as normal invitation.
- Companies might not respond to emails promptly, particularly if the sender is not well known to them.
- Courtesies are also important and displays of rudeness or impatience considered embarrassing.
- Business dealings tend to be slow. Patience is important to succeed business in Indonesia.
- Be friendly as Indonesian place great emphasis on personal relationships and never loose your temper.
- At the end of a meeting, saying thank you in Bahasa Indonesia will certainly help the relationship (Terima Kasih means Thank you)
- Literature can be in English, but prices quoted should be in US dollars.
- Be prepared for personal questions.



Singapore

- Singapore er en internasjonal by med stor etnisk, religiøs og kulturell diversitet. Om noen gjør ting litt annerledes enn det man selv er vant med, så er det ingen som tar seg nær av det – innenfor rimelighetens grenser naturligvis
- **Meeting, Greeting and Body Language**
When beginning a business meeting or social occasion, one should always shake hands with each individual present, both when arriving and when leaving, and do so in a firm manner. Additionally, many people in Singapore will bow slightly when shaking hands, making it appropriate to give a small bow in return. As a general rule, avoid touching a person's head, or their child's head, as it is considered sacred.
- **Corporate Culture**
Being punctual in many countries is an important part of corporate culture, but in Singapore punctuality is taken to an even higher level and being on time to meetings or notifying others of any expected delay is key. Business meetings should be to the point and include direct discussion when handling any issues or priorities of money.
- Discussing religion or politics is considered offensive, as is raising your voice or losing your temper.
- If using a laptop or tablet, do not connect to an unauthorised Wi-Fi network. This is considered a crime.
- Don't tip – this is not a cultural practice, and only a few restaurants even include a service charge.

If you only remember one thing, the golden rule is to simply be respectful. As long as you mind your surroundings and always act with respect, you'll do great!





Tusen takk!
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