



ERASMUS von Rotterdam



What We Will Learn
Today



Prejudices
Between Different Cultures



Germans





Italians



0:07.00



It takes 7 seconds to build a prejudice based on
someone's appearance.





Labels are for clothes and cans, not for people





Smartphones and their impact
on communication



The history of
Manners





German Business Etiquette

Business meeting preparation



- Prepare an agenda
- Send the agenda beforehand
- Prepare meticulously with reports
- Begin and end the meeting on time
- Punctuality for all business aspects
- Business cards
- Gifts are rarely given



German Business Etiquette

Presentation



- Lead position of higher ranking
- Firm hand shake
- Formality
- Respect for gender
- Use surnames and titles:
Herr Professor Beckmann.
- No first names
- Extended eye contact
- No small talk



German Business Etiquette

Dress code

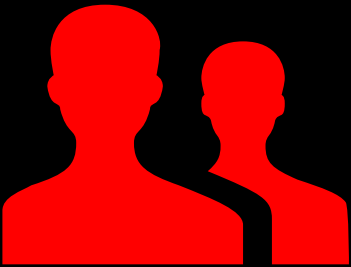


- Conservative business dress
- Dark suits for men and women. Ties and white or neutral shirts and blouses
- Become more casual following your German partner
- For women, no flashy jeweleries
- Limited use of perfumes and make-up



German Business Etiquette

Negotiation



- Don't talk about personal matters
- Directness is appreciated
- Problems need to be addressed properly
- Germans are tough negotiators
- Business is serious, no humour *please*
- Better no compliments
- Doors are usually kept closed

German Business Etiquette



The creation of business relations with Germans take a **long time**. Projects are planned years in advance. This slowness prevents Germans from changing their business partners quickly.

Germans are **risk averse** and have a strong need for social and personal orders or rules. They don't tolerate deviant behaviours or **exceptions**.

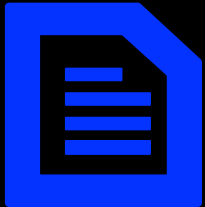
Business and **private matters** are strongly separated.

Once a **decision** is made, it cannot be changed.



Italian Business Etiquette

Business meeting preparation



- No agendas are sent beforehand
- Punctuality for all business aspects
- Business cards
- Seasons gifts are quite common
- Consider also the time for a business lunch («colazione»)

Italian Business Etiquette

Presentation



- Guests will often be introduced first
- Women are greeted after higher ranking
- Small talk
- Firm hand shake
- Women may kiss each or be kissed on the cheek. But not at the first meeting.
- Use titles, always
- No first names at the beginning
- Extended eye contact



Italian Business Etiquette

Dress code

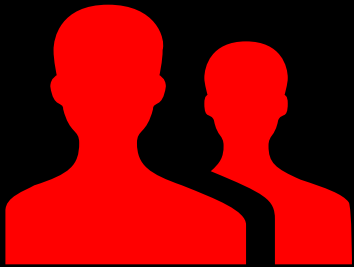


- Conservative business dress
- Men are dressed in well cut suits and ties
- Women are dressed elegantly
- Make up or flashy jeweleries for women are quite common
- Visitors should spend some time in their personal appearance
- Refined clothes and shoes are extremely important



Italian Business Etiquette

Negotiation



- Being introduced by a common acquaintance helps
- Personal matters may come up
- Directness can be considered rude
- Italians, when familiar with each other, like to joke
- Compliments are appreciated
- The more important the contract, the slower the negotiation
- Sudden change or demand at the end of a meeting (game-breaker)
- Italians do not send meeting minutes

Italian Business Etiquette



The creation of business relations with Italians take **less time**, compared to Germans. They do not plan for years ahead.

Contract negotiations are more easily done, but a **formal contract** will take a much longer time than expected because business meetings are less planned and followed up.

Decisions once made, are changed much more easily.

Italians regard **improvisation** not as a defect but a strength. An expression of their creativeness.



Differences of Italian & German
Business Culture

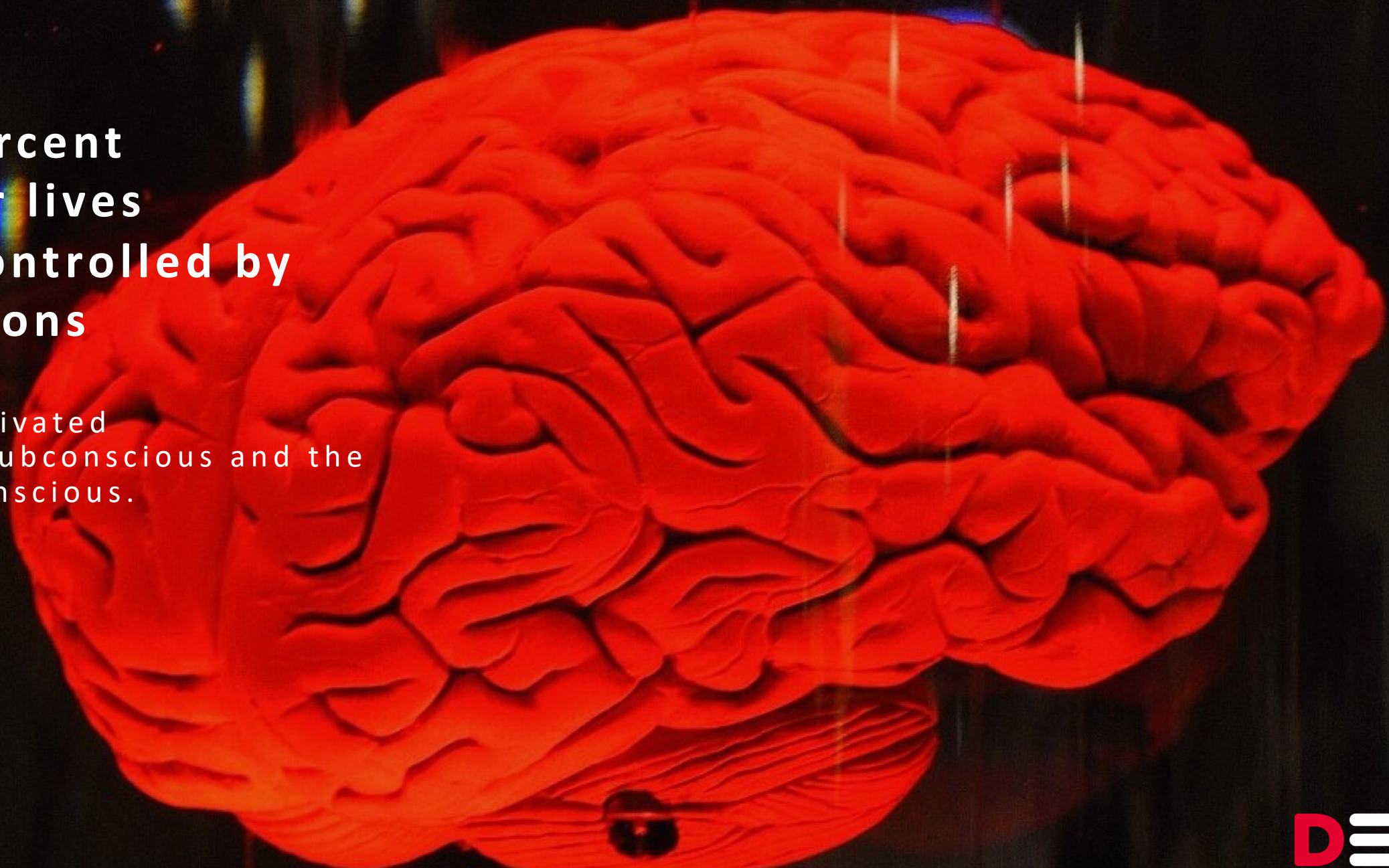


Body language is an international, **cross-border** language.



**90 percent
of our lives
are controlled by
emotions**

and motivated
by the subconscious and the
semi-conscious.





83 Percent of the information we capture and absorb comes through **sight**.





Can you **fake** body language?






Women are better
Non-verbal readers



Every nation has its own **body language** and **gestures**.





The art of
Handshaking

A professional business meeting scene. In the foreground, a man in a dark suit and red tie is shaking hands with another man whose back is to the camera. A woman in a black blazer with white trim and a white shirt stands between them, smiling. In the background, other business professionals are visible, including a man in a suit holding a folder and a woman in a pink top. The setting appears to be a modern office or conference room with large windows.

**Making an
Introduction**




Italians &
Gestures





Italian German **Business Etiquette**

