



Business course, level A2

Marija Pejatović

## Working in other cultures

Svaka zemlja ima svoj poslovni bonton ili *business etiquette* i običaje. Kako bi izbegao nesporazume i zaslužio poštovanje saradnika, evo nekoliko korisnih saveta i sugestija. Pre svega uvek istraži zemlju sa kojom ćeš poslovati, pronadi neke ljude koji žive tamo ili koji su saradivali sa nekom kompanijom u toj zemlji. Poslovni bonton se najčešće odnosi na kašnjenje, snagu stiska ruke prilikom rukovanja, vremena koje treba da iskoristiš za upoznavanje pre nego što krenete priču o poslu. Ove, na izgled sitnice, mogu da unaprede ili unište poslovni odnos.

Ukoliko se pitaš šta su to poslovni međunarodni običaji, to su gestovi, ponašanja i pravila komunikacije u raznim zemljama. Dok se na primer Amerikanci rukuju u znak pozdrava, u nekim zemljama ljudi se pozdravljaju naklonom ili tzv. vazdušnim poljupcima (znate ono kao ljube se, a u suštini ne dodiruju se uopšte međusobno). Negde se očekuje čvrst stisak ruke, a negde drugde lagani, pa hajde da prođemo kroz neke zemlje i njihove običaje.

*In South Korea, you should be ready to sing karaoke if you join your colleagues for dinner.*

*In France, you should apologize for not speaking French. However, try to learn a few phrases, it might be useful. Business lunch can last for two hours, so plan your time well.*

*In Germany, you should be direct and remain serious, as humour is not appreciated in business.*

*In Italy, doing business is personal, so if you want to be successful, first you should develop a relationship with a partner and then move on to doing business.*

*In Australia, you ought to be punctual. Otherwise, you could be perceived as rude or unorganized by your hosts.*

*In Russia, you should not get upset when your hosts are late and don't apologize as this is the way they test your patience. So, be prepared to wait patiently if you want to have the work done.*

*In China, you should bring a small gift to a business meeting. However, it is their custom to refuse it up to three times before accepting. So, keep offering until it is taken!*

*In Japan, they highly value business cards! But you should give it with both hands, Japanese side up. Also when receiving one, use both hands and thank the giver. Don't exchange cards during the meeting as it shows disrespect.*

*In Brazil, forget about your personal space as people stand extremely close and use physical contact much more than the rest of the world. You should not back away as it is disrespectful and it may lead to losing the job opportunity.*



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*In the United Arab Emirates, you should only use your right hand for eating, passing documents or shaking hands. Using the left hand is a serious insult.*

*In Spain, deadlines are not fixed, so you should schedule potential delays into timelines.*

*In Finland, you may be asked to attend a meeting in a sauna. It is their way to show hospitality and you should accept it.*

*In Belgium, be ready to air kiss once the relationship is established. The protocol is 3 air kisses starting from the right cheek, left and then right again. Avoiding the air kisses or doing it wrongly means showing disrespect.*

*In the United Kingdom, you should pay attention to a special sign – if they tap their nose, it means something is private and confidential and should not be talked about in front of others.*

Ovo je bio kraći pregled poslovnog bontona u nekoliko zemlja, ali te još jednom podsećam da je za uspeh posla važan i način komuniciranja, te se obavezno pripremi pre nego odeš na sastanak sa ino-partnerima.