

Checklist for international communication

Have you researched the culture of the new export market? Notes:	YES	NO
Are you aware of their meeting etiquette and communication style?	YES	NO
a Will they expect a formal, direct, indirect or reserved approach?	YES	NO
b Are hand gestures common in their culture and are there any which could be deemed offensive?	YES	NO
b Do you know what silence represents in their verbal communication?	YES	NO
c Is it acceptable to interrupt a conversation? <i>(A sign of interest or disrespect?)</i>	YES	NO
d Is it acceptable to take telephone calls during a meeting?	YES	NO

Do you know their expectations on age and gender behaviour?	YES	NO
a Is physical contact between males and females acceptable? <i>(ie: handshaking)</i>	YES	NO
b Will a strict code of dress be expected? <i>(ie: formal dress for men, suit and tie etc, or covered arms, legs and/or face for females)</i>	YES	NO
c Is there any formal address expectation in respect to age or gender? <i>(Sir, Mr, Ms, Mrs etc)</i>	YES	NO
d Is it acceptable for younger or junior associates to participate freely during a meeting or negotiation?	YES	NO

Do you know their expectations in regards to exchange of gifts?	YES	NO
a Is it rude to turn down refreshments?	YES	NO
b Should you provide a gift at initial meeting?	YES	NO

c	Are there any gift items that could cause offence?	YES	NO
d	Should the gift be wrapped?	YES	NO
e	Is there any type of style or colour of wrapping paper to avoid?	YES	NO
e	If they refuse the gift should you insist? <i>(In some cultures they will decline three times before acceptance)</i>	YES	NO