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TIPS FOR SUCCEEDING ON YOUR ASIAN BUSINESS TRIP



USEFUL TIPS TO
HELP YOU
SUCCEED IN
DEALING AND
COOPERATING
WITH YOUR
COUNTERPARTS
IN ASIA

Social Tips

- Bring a large supply of business cards and advertising material. You may meet many more people than expect. Asians view the exchange of business cards in particularly as a very necessary opening ritual.
- Try to speak more slowly and distinctly but not so slow or distinct as to offend. Keep in mind that many Asians have been educated in the U.S. and that the standard of English in Hong Kong or Singapore can be very high. Avoid buzzwords and explain concepts thoroughly.
- If there is any question about the comprehension of English by the people you are meeting, always use your own translator or interpreter. Do not rely on the other organizations translator or interpreter. They work for the other side and are more likely to protect their business interest and to focus on their interests not yours. Also, meet with your interpreter prior to the meeting and make sure they understand you and your company.
- Keep in mind that in most of Asia that dates are shown in day/month/year format, ex. 5/12/99 means December 5, 1999. To avoid confusion, you may want to use the full date in correspondence.
- If an Asian person gives you a compliment, be polite and deny it. Modesty is considered a blessing in Asia even more so than in other regions.
- Do not try too hard to "go Asian". Be respectful of local culture but don't expect that you have to know everything. Most Asian will make allowances for foreigners.
- Try to learn a few words of the local language. This show's to all your interest in the country and its culture and is considered another demonstration of your cultural sensitivity and good breeding.
- Bring basic medications you use frequently. Also cold and anti-diarrhea medicine as travel seems to induce these illnesses more frequently.
- Generally throughout Asia, it is better to drink bottled water, especially bottled mineral water. Air travel, adjusting to a different time schedule and sometimes higher temperatures and humidity make drinking lots of bottled water always a good recommendation.

Vietnam

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