Приложение 1

Appendix 1

Reading

**Japan**

The Japanese have perhaps the strictest rules of social and business behaviour. When you meet someone in Japan it’s normal to bow. You should not expect the Japanese to shake hands, but it’s OK with people who work in international companies. It’s not a good idea to hug people.

The Japanese prefer not to work while eating. Lunch is a time to relax and get to know one another, they never drink at lunchtime. They always use their chopsticks with right hands. People place them on the side of a dish after they have started eating, not on the table and never leave them standing in the rice bowl—it’s bad luck.

Japanese business card should state a person’s name, company and position in English and (on the back) in Japanese. People should exchange business cards immediately on meeting because it is essential to establish everyone’s status and position. Businessmen give and receive cards with both hands, they treat other people’s cards with respect, look at them carefully before putting them away, never write or make notes on them.

During the talks in Japan people should have all documents in English and Japanese. If some people don’t speak English you will need an interpreter. If there is silence during the meeting, don’t worry—this is thinking time. People always take notes during the talks, write to thank their hosts and confirm any decision. They are very punctual and never late, strictly observing the dates.

Japanese businessmen wear a blue or grey suit, a white or blue shirt and dark tie. Businesswomen should also wear a suit and use only a little jewellery and make-up. They never wear casual dress.

**Brazil**

The Brazilians don’t have the strict rules of social and business behaviour. Business etiquette is rather simple and informal.

When you meet people in Brazil you should shake hands and even kiss and hug people to show that they are your good friends. There is a saying in Brazil, “there is everything for friends, and there is a law for enemies”. People don’t bow when they meet each other.

The Brazilians like to discuss business matters while eating. It’s a normal thing to do business during lunch; they may drink some alcohol but not much. They shouldn’t leave any food on their plate. It’s impolite.

Brazilian business cards should state a person’s name, company and position in both the Portuguese and English languages. But they are not treated carefully. Only a few businessmen have such cards. They may not pay attention to them and even throw them away without looking at them. To attract people’s attention to the cards, they should contain some curious or extraordinary information.

It’s an ordinary thing in Brazil to have a friendly talk during negotiations. It’s better to have the talks in Portuguese or to hire an interpreter. The Brazilians never take notes, or write to confirm any decision. They usually have oral treaties but always try to observe them. As a rule if you agree on anything, you should follow the agreement.

The Brazilians are not punctual; they never observe time or any regulations. Being late for an hour is a normal thing. And you shouldn’t expect them change their habits.

Brazilian businessmen usually wear casual clothes. The climate dictates its rules, and it’s a rare thing when they put on suits or ties, but they can wear T-shirts and shorts even for official meetings. When it’s too hot the Brazilians pack several changes of clothes.

**Egypt**

The rules of social and business behaviour are rather demanding and strict.

When you meet someone in Egypt you should shake hands and kiss each other. A woman can kiss a woman, and a man can kiss a man, but men can never kiss women or other way round. Men stand much closer to each other then in Europe and you should never point your finger at a man or touch a woman in public.

The Egyptians can work while eating. But usually while doing business they only have tea or coffee, and never drink alcohol. They eat out late in the evening when they are free to relax. You should leave some meal on your plate to show that your host is very generous.

It is essential in Egypt to exchange business cards to establish each other status. They should be written in both the English and Egyptian languages. People treat other people’s cards with respect, they never throw them away, write or makes notes on them.

During the talks with the Egyptians both the English and Egyptian languages are possible. But people may need an interpreter. Talks can take a lot of time and efforts. Foreigners should be able to make a presentation of their ideas. Before talks people can have a friendly conversation. But they never talk about women or love affairs.

The Egyptians are not very punctual, but they can be late for 5-15 minutes not longer. Delays in all business affairs can be endless. Don’t complain or be irritated, it’s a usual thing with Egyptian business. A working week lasts from Sunday to Thursday. Friday and Saturday are days off.

Egyptian businessmen wear official suits of dark colours and ties. Women should wear elegant dresses and skirts and better not wear trousers. When it’s hot men can take off suits, but not ties.