

**Su:** Hello, Mr. Florenzo and Mr. Ezio. Welcome to China. Please come in to our office so we can begin our meeting.

**Florenzo:** Hello, Mr. Su. It is good to see you. Thank you for inviting us. I am quite amazed with the nice office you have here.

***Narrator:** Mr. Ezio, did not sit down. He started walking around the office. He looked at the paintings, and touched some oriental vases.*

**Ezio:** That's right Mr. Florenzo, these images are nice. They are such a beauty! How long have you had this company? It seems that you have such a long tradition.

**Ming:** As you can see, we have been doing this business for over 15 years. We took over our father's and mother's business. ..

***Narrator:** Su and Ming explained their company's history for 15 minutes. They are already ready to discuss the agenda, however.*

**Florenzo:** That is such a nice history! As you can see our company's history is very much the same. We also took over our father's company!

***Narrator:** Then Florenzo discussed their history for another 15 minutes. Finally, Su said:*

**Su:** Shall we begin our agenda?

***Narrator:** Ezio, was quite surprised as he still wanted to add something to the story. But being a respectful person, he said ...*

**Ezio:** As we mentioned in our emails, we are interested in buying some scarves from your company. Please show us the quality of the scarves you have in different workmanship.

***Narrator:** Su and Ming were now quite happy to discuss all of this for over an hour. Florenzo and Ezio asked every question they could from the pricing, printing, design, and delivery. However, they did not expect what they would say at the end. ..*

**Florenzo:** Thank you for answering all our questions, we appreciate your time and effort bringing us here so we can discuss these things. We will get back to you in 2 months as we must go back to Italy first and discuss this with our bosses and

check our options and alternatives. I can assure you that your company looks promising. Don't worry, I can see that you have 75% chance of getting this deal!

**Ming:** I am surprised, I thought you are already the bosses as you took over your father's company?

**Ezio:** That's right, we took over his company but he still makes the decisions...

- 1. Did the first business meeting go well? Why or why not?*
- 2. What was Florenzo and Ezio's professional demeanour?*
- 3. What shocked Su and Ming? What were they expecting to happen in this meeting?*
- 4. Name some traits that describe the Italian business culture.*
- 5. Now answer these same questions about your culture and point out the differences between your business culture and the Italian business culture.*