

Cross-Culture Cafe

# ITALIAN BUSINESS ETIQUETTE

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READ



CONNECT



AUDIO



WATCH



DISCUSS



APPLY

# CONNECT



WHAT 10 WORDS WOULD YOU USE TO DESCRIBE ITALY/ITALIANS?

COMPARE YOUR ANSWERS WITH THE TOP TEN STEREOTYPES OF ITALIANS.

spaghetti

family

romantic

body  
language

cappuccino

Ferrari

football

fashionable

mafia

chaotic

Do you have the same 'stereotypes' of Italy?

# AFTER THIS TRAINING, YOU WILL...



be more aware of cultural differences between Italy and your own country;



be better prepared for business travels and meetings with Italian business partners.



use vocabulary to describe (Italian) culture;



# VOCABULARY



MATCH THE VOCABULARY TO THE CORRECT DEFINITIONS.

demeanour

compassion

elegance

loyalty

loyalty

faithful adherence to a sovereign, government, leader, cause

elegance

the quality of being graceful and stylish in appearance or manner;  
style

compassion

a feeling of sympathy and sorrow for another who is stricken by  
misfortune, accompanied by a strong desire to help the suffering.

demeanour

conduct; behavior; appearance



## AUDIO



LISTEN TO THE AUDIO ON BUSINESS ETIQUETTE IN ITALY.  
ANSWER THE FOLLOWING QUESTIONS:

- Did the first business meeting go well? Why or why not?
- What was Florenzo and Ezio's professional demeanor?
- What shocked Su and Ming? What were they expecting to happen in this meeting?
- Name some traits that describe the Italian business culture.

Now answer these same questions about your culture and point out the differences between your business culture and Italian business culture.



READ



## ITALIAN CULTURE

READ THE FOLLOWING SHORT ARTICLES ON ITALIAN CULTURE AND SOCIETY AND MATCH THE HEADINGS TO THE PARAGRAPHS. EXPLAIN THE UNDERLINED PHRASES.

Business meetings

Business negotiations

Business Culture

Time

A third party introduction will go a long way in providing an initial platform from which to work.

Italians are intuitive. Therefore, make an effort to ensure that your Italian colleagues like and trust you. Networking can be an almost full-time occupation in Italy and personal contacts allow people to get ahead.

They also tend to be wordy, eloquent, emotional, and demonstrative, often using facial and hand gestures to prove their point.

Business Culture

Appointments are mandatory and should be made in writing 2 to 3 weeks in advance. The goal of the initial meeting is to develop a sense of respect and trust with your Italian business colleagues.

Although written agendas are frequently provided, they may not be followed. They serve as a jumping off point for further discussions.

Decisions are not reached in meetings. Meetings are meant for a free flow of ideas and to let everyone have their say.

Business meetings



# CONNECT



## ADVICE ON CULTURAL ETIQUETTE IN ITALY

MATCH THE PHRASES ON THE LEFT TO THE SENTENCE ENDINGS ON THE RIGHT.

1. Women generally extend ...

before a business meeting commences. 3

2. Italian business people prefer...

their hand for greeting before the male. 1

3. Entertain a few minutes of small talk ...

when people look them in their eyes when communicating. 2

4. A belief in status and hierarchy is ...

essential in all aspects of Italian society. 4

