

Business Etiquette



www.tikzn.co.za



**Trade &
Investment
KwaZulu-Natal**
YOUR KNOWLEDGE PARTNER IN BUSINESS





Contents

Royal Protocol	3
Presidential Protocol	7
Provincial Government Protocol	8
Official Forms of Address	9
Introducing South Africa's National Symbols	13
National Anthem of the Republic of South Africa	20
Introducing KwaZulu-Natal's Provincial Symbol	22
Protocol for Other Countries	23
Trade & Investment KwaZulu-Natal Services	51

Royal Protocol



His Majesty, King Goodwill Zwelithini KaBhekuzulu is the Reigning King of the Zulu Nation in South Africa.

Arrival:

On arrival, His Majesty should be met at the door of a venue by the host, accompanied by one or two people.

- In welcoming His Majesty, one should not extend one's hand first. His Majesty will extend his hand;
- His Majesty may not be touched or hugged;
- At the time of His Majesty's arrival at an event / function, all guests should already be seated;
- A Praise Singer will announce the arrival of His Majesty, his entourage and hosts. His Majesty walks in front, flanked by his host and security. The Praise Singer will walk about one metre ahead of the King. Guests stand when His Majesty enters the venue;
- Once His Majesty has taken his seat, all the women present may be seated. Men remain standing until the Praise Singer hails the King;
- It should be noted that His Majesty, the King is the last (with the exception of the State President) to be ushered into a venue and is to be the first to leave. This, therefore, requires the provision of a **'holding area'** to allow for the smooth observance of this protocol, especially if a meal is involved;
- Guests should not walk in, out or around a venue while the Praise Singer recites.

Seating:

- His Majesty will always be seated on the right side of the host;
- Should a Queen be attending a function / event with His Majesty, she is to be seated beside him on his right side.

Addressing the King:

- His Majesty, the King may be addressed as follows:
 - His Majesty, the King;
 - His Majesty;
 - Isilo;
 - Ingonyama;
 - Hlangalomhlabathi;
 - Isilo Samabandla;
- It is forbidden to refer to His Majesty, the King, by his first name or names;
- The term 'Royal Highness' is commonly used when referring to the Queens and other members of the Royal Family.

Hail the King:

- The sequence involved in terms of hailing the King is as follows:
Wena Wendlovu!
Wena Wendlovu!
Bayende!
- The Praise Singer will lead the sequence and the audience repeats the same sequence;
- It is not necessary for every speaker to hail the King using this sequence; one may address the King as His Majesty, or through the usage of one of the following terms; His Majesty, the King, Isilo, Ingonyama, Hlangalomhlabathi, or Isilo Samabadla;
- One should address the Queens as 'Her Royal Highness' or 'Ndlunkulu';

Royal Protocol (continued)



- One should refer to the 'Queens', 'Queen' or, in Zulu 'Ndlunkulu', and not 'the King's wife';
- The Praise Singer is referred to as 'Iyosi' and not 'Imbongi'; this is in respect for one of the King's first names.

Decoration / Seating:

When decorating a venue or compiling a seating plan, the following should be observed:

- Black cloth draping may not be used;
- The royal colours comprise Royal Blue and Royal Maroon;
- Guests seated closest to the King within a venue may not be positioned such that their backs are to His Majesty.

The King's Role in Proceedings / Programme:

- An especially selected individual invites His Majesty to the podium, after having briefly presented the King to the audience / guests;
- The King should be invited to deliver his address towards the end of the programme. No other speakers should follow His Majesty once he has spoken, with the exception of the individual tasked with delivering a Vote of Thanks, or the making of announcements.

Eating:

- No photographs may be taken while the King is eating;
- The King should not be disturbed during the course of a meal;
- Guests sharing the King's table should not move from their seats while His Majesty is eating;
- Guests sharing the King's table may not leave the venue until after His Majesty has departed.

General Contact:

- It is not permitted to touch or hug His Majesty;
- The seats adjacent His Majesty within a venue must always be occupied. Should the Host move to the podium, the next person should move into the vacated seat nearest the King;
- The Host will communicate any programme / procedural changes / amendments to the designated official and not to His Majesty, the King;
- His Majesty may not be asked any questions about his children or the Queens.

Interviews:

- It is not generally permitted to conduct interviews with His Majesty, the King;
- The King's address will be made available to members of the media who may not be able to record His Majesty while he addresses the audience.

Presidential Protocol



The Head of State of the Republic of South Africa is Addressed as the President:

His Excellency, President (Name)

Addressing the President verbally and in writing:

- Mr President;
- Honourable President (name);
- The Honourable President of the Republic of South Africa (Name);
- His Excellency, President (name).

General Protocol:

- Any requests to meet the President or invite him to be guest of honour at an event / function / ceremony must be made in writing and addressed to his Private Secretary. He / she will, thereafter, conduct all the necessary consultation work and advise as to the President's availability and provide comprehensive protocol requirements;
- The President's Protocol Office will contact the individual requesting the meeting / extending an invitation to the President;
- Should the President attend an event / function / ceremony, the Master of Ceremonies or Programme Director should announce the fact that the Honourable President of the Republic of South Africa, (name) has arrived and is about to enter the venue. All guests present should rise and only once the President has been seated, should they resume their own seats;
- If one is the Host, the President should be shown to his seat. Once the President is seated, one may then take one's seat beside him;
- Upon meeting the President, one should take the President's right hand.



The First Citizen of the Province is addressed as the Premier.

Addressing the Premier, MEC's and Ministers:

- Within the confines of Parliament, the Premier, MEC's and Ministers are addressed as 'The Honourable,' followed by their full names;
- Outside Parliament, the Premier, MEC's and Ministers may be addressed using their respective titles and designations, such as 'Dr Zweli Mkhize, Premier of KwaZulu-Natal.'

Addressing Members of Parliament:

Within the Province of KwaZulu-Natal, MP's are referred to as Members of Provincial Legislature.

Official Forms of Address



There is a difference between written and verbal forms of address.

When an envelope is addressed to a person in office, the spouse is not included.

With effect from 1 June 1985, a decision was taken by Cabinet that no person in office should bear the title 'Honourable', with the exception of judges, who are addressed as 'Your Honourable.' The term 'Honourable' is only used for judicial leaders, as well as by the Members of Parliament whilst in session.

The term 'Your Excellency' may be used for Foreign Ministers / Ambassadors.

The term 'Your Worship' is used for Executive Mayors.



Official Forms of Address (continued)

Written and Verbal Forms of Address

National Level			
Office	On Envelope	Written	Verbal*
President	The President Mr/Mrs/Miss/Ms (Name)	Dear Mr/Madam President or Dear Mr/Mrs/Miss/ Ms (Name)	Mr/Madam President
Executive Deputy President	The Executive Deputy President Mr/Mrs/ Miss/Ms (Name)	Dear Mr/Madam Deputy President or Dear Mr/Mrs/Miss/ Ms (Names)	Mr/Madam Deputy President
Chief Justice	The Honourable Mr/Mrs/Miss/Ms Justice (Surname only)	Dear Mr/Mrs/Miss/ Ms Chief Justice or Dear Sir/Madam	Outside Court: Judge/Sir/Madam In Court: My Lord/My Lady or His Lordship/Her Ladyship
President of the Constitutional Court	The Honourable Mr/ Mrs/Miss/Ms Justice (Surname only)	Dear Mr/Madam President of the Constitutional Court or Dear Mr/Mrs/ Miss/Ms Justice (Name) or Dear Sir/Madam	Judge/Sir/Madam
Former Presidents	Mr/Mrs/Miss/Ms (Name)	Dear Mr/Mrs/Miss/ Ms (Name)	Mr/Mrs/Miss/Ms (Name) or Sir/Madam
Cabinet Ministers	Mr/Mrs/Miss Ms (Name), MP, Minister of (Dept)	Dear Sir/Madam Speaker or Dear Sir/Madam	Mr/Madam Minister, thereafter use the term: Sir/Madam
Speaker of Parliament	Mr/Mrs/Miss/Ms (Name), MP, Speaker of Parliament	Dear Mr/Madam Speaker or Dear Sir/Madam	Mr/Madam Speaker thereafter use the term: Sir/Madam

*Terminology refers to discussion and not introduction.

Official Forms of Address (continued)



National Level			
Office	On Envelope	Written	Verbal*
Foreign Heads of Missions	His/Her Excellency, Mr/Mrs/Miss/Ms (Name) Ambassador/High Commissioner	Your Excellency or Dear Mr/Madam Ambassador/High Commissioner	Your Excellency or Mr/Madam Ambassador/High Commissioner or Sir/Madam
Chargé d'affaires	The Chargé d'affaires (Name) e.t/a i Embassy of (Country)	Dear Mr/Madam Chargé d'affaires or Dear Sir/Madam or Dear Mr/Mrs (Name)	Mr/Madam Chargé d'affaires, thereafter use the term: Sir/Madam
Heads of other Permanent Diplomatic Missions	Mr/Mrs/Miss/Ms (Name), Permanent Representative of (Country) or Interest of (Country)	Dear Mr/Mrs/Miss/Ms (Name)	Sir/Madam
Chief Whip	Mr/Mrs/Miss/Ms (Name), MP Chief Whip: National Assembly	Dear Mr/Madam Chief Whip or Dear Mr/Mrs/Miss/Ms (Name) or Dear Sir/Madam	Mr/Madam Chief Whip, thereafter use the term: Mr/Madam or Sir/Madam
Chief of the South African Defense Force	General/Admiral (Name), Chief of the South African Defense	Dear General/Admiral (Name)	General/Admiral
Judge of Appeal	The Honourable Mr/Mrs/Miss/Ms Justice (Surname)	Dear Sir/Madam or Dear Judge	Outside Court: Judge/Sir/Madam In Court: My Lord/My Lady or His Lordship/Her Ladyship
Judge	The Honourable Mr/Mrs/Miss/Ms Justice (Surname only)	Dear Sir/Madam or Dear Judge	Outside Court: Judge/Sir/Madam In Court: My Lord/My Lady or His Lordship/Her Ladyship

*Terminology refers to discussion and not introduction.



Official Forms of Address

Written and Verbal Forms of Address

National Level			
Office	On Envelope	Written	Verbal*
Members of Parliament	Mr/Mrs/Miss/Ms (Name), MP	Dear Mr/Mrs/Miss/ Ms (Name), MP	Sir/Madam
Heads of Government Departments and Institutions	Mr/Mrs/Miss/Ms (Name), (Official Designation)	Dear Sir/Madam or Dear Mr/Mrs/Miss/ Ms (Name)	Sir/Madam or Mr/Mrs/Miss/Ms (Name)
PROVINCIAL LEVEL			
Members of the Executive Council (MEC)	Mr/Mrs/Miss/Ms (Name), MEC of (Department)	Dear Sir/Madam or Dear Mr/Mrs/Miss/ Ms (Name)	Sir/Madam or Mr/Mrs/Miss/Ms (Name)
Speaker of Provincial Legislature	Mr/Madam (Name), MP or Speaker of Provincial Legislature	Dear Mr/Mrs/Miss/ Ms (Name)	Mr/Madam Speaker, thereafter use the term Sir/Madam
Members of Legislature	Mr/Mrs/Miss/Ms (Name), Member of Legislature	Dear Mr/Mrs/Miss/ Ms (Name)	Sir/Madam
LOCAL GOVERNMENT LEVEL			
Executive Mayor	His/Her Worship, the Mayor of (City) or Councillor/Alderman (Name) or Councillor/Alderman, Mr/ Mrs/Miss/Ms (Name)	Dear Mr/Madam Mayor or Dear Councillor/ Alderman	Mr/Madam Mayor, thereafter use the term: Sir/Madam or Councillor or Mayor/Alderman
Councillors	Councillor (Name)	Dear Councillor (Name)	Sir/Madam
Municipal Manager	Mr/Mrs/Miss/Ms (Name)	Dear Sir/Madam	Sir/Madam

*Terminology refers to discussion and not introduction.

Introducing South Africa's National Symbols



National Coat of Arms

South Africa's coat of arms, or state emblem, is the highest visual symbol of the state.

- Its central image is a **Secretary Bird** with uplifted wings, with the sun rising above it;
- Below the bird, is the **Protea**, an indigenous South African flower, representing the aesthetic harmony of all the cultures and the country flowering as a nation;
- The **ears of wheat** are emblems symbolising the fertility of the land;
- The **tusks of the African elephant** symbolise wisdom, steadfastness and strength;
- At the centre stands a **shield** signifying the protection afforded to South Africans, above which are positioned a **spear** and **knobkierie**, representing the defense of peace, rather than a posture of war;
- Within the shield are images of the **Khoi-San people**, the first inhabitants of the land. The figures are derived from images on the Linton Stone, a world-famous example of South African rock art.

The motto of the coat of arms - **!ke e:/xarra//ke** – is in the Khoi-San language of the /Xam people and means “**diverse people unite,**” or “**people who are different joining together.**”



Introducing South Africa's National Symbols (continued)



The National Flag

The National Flag of the Republic of South Africa was:

- Adopted on Freedom Day, 27 April 1994;
- First flown on 10 May 1994 – the day Nelson Mandela was inaugurated as President.

The colours represent different meanings for different people and therefore no universal symbolism should be attached to any of the colours.

The central design of the flag, beginning at the flag-pole, adopts a 'V' form and flows into a single horizontal band and to the outer edge and may be interpreted as the convergence of diverse elements within South African society, taking the road ahead in unity.

Introducing South Africa's National Symbols (continued)



How to Fly the Flag:

When the National Flag is displayed vertically against a wall, the red band should be to the left of the observer with the hoist or the cord seam at the top.



When it is displayed horizontally, the hoist should be to the left of the observer and the red band at the top.



When the National Flag is displayed beside or behind a speaker at a meeting or function, it must be placed to the speaker's right (it must always be to the left of the viewing audience).

When placed somewhere within a venue, it should be to the right of the audience as the audience faces the speaker.



Introducing South Africa's National Symbols (continued)

When the National Flag is Displayed Together with:

- Any other flags – it must be hoisted first and lowered last;
- The national flags of other countries – all the flags should be of approximately equal size and must be flown at an equal height. The National Flag of the Republic of South Africa must be on the right side of the building or platform (that is to say, on the left side from the observers point-of-view);
- Any other flags – not being other national flags, on separate flagstaffs, the National Flag must be in the middle or on the left side from the observer's point-of-view, or at the highest point of the group;
- Any other flags on the same flagstaff – the National Flag must be at the top;
- Any other flag on crossed staffs – the National Flag must be to the observer's left and its staff must be in front of the staff of the other flag;
- Another flag or flags in procession – the National Flag must be on the marching right (that is to say, on the left side from the observer's point-of-view). In the case of a row of flags, the National Flag must be in the middle or on the left side from the observer's point-of-view, or at the highest point of the group.

Introducing South Africa's National Symbols (continued)



National Order

National Orders are the highest awards that a country, through its President, may bestow on its citizens and eminent foreign nationals. In making such awards, the President is assisted by the Director-General in the Presidency, who is the Chancellor of National Orders. National Orders include:

- **Order of Mapungubwe** – awarded for excellence and exceptional achievement;
- **Order of the Baobab** – awarded for distinguished in business and the economy, science, medicine, technological innovation and community service;
- **Order of the Companions of OR Tambo** – awarded to Heads of State and other dignitaries for promoting peace, co-operation and friendship towards South Africa;
- **Order of Luthuli** – awarded to South Africans who have made a meaningful contribution to the struggle for democracy, human rights, nation-building, justice and peace, and conflict resolution;
- **Order of Ikhamanga** – awarded for excellence in arts, culture, literature, music, journalism and sport;
- **Order of the Mendi Decoration for Bravery** – awarded to South African citizens who have performed extraordinary acts of bravery.



Introducing South Africa's National Symbols (continued)



National Animal

South Africa's national animal is the Springbok. The Springbok (*Antidorcas marsupialis*) derives its common name from its characteristic jumping display, or "pronk" in Afrikaans. The species has adapted to dry, barren areas and open grass plains.



National Bird

The national bird of South Africa is the Blue Crane (*Anthropoides paradisica*), the distribution of which is almost entirely restricted to the country. Standing about a metre tall, the bird is a light blue-grey, with a long neck supporting a rather bulbous head, long legs and elegant wing plumage which sweeps to the ground. Although usually quiet, the Blue Crane emits a distinctive high-pitched and rattling croak which is audible from some distance.



National Flower

The Giant, or King Protea (*Protea cynaroides*) is South Africa's national flower and is the largest of the Proteas, which make up an important part of the Cape Floral Region, a major global bio-diversity hotspot and a UNESCO World Heritage Site.

Introducing South Africa's National Symbols (continued)



National Fish

South Africa's national fish is the Galjoen (*Dichatius capensis*), selected because of its endemism – it is found along the coast from Namibia to Durban, and nowhere else in the world – fighting qualities, abundance and popularity. It keeps to mostly shallow water, is often found in rough surf and is known to anglers as a game fighter. Close to rocks, the colour of the Galjoen is almost completely black, while in sandy areas, the colour is silver-bronze.



National Tree

The Real Yellowwood (*Podocarpus latifolius*) is South Africa's national tree. The Yellowwood family is ancient, having grown in this part of African for more than 100 million years. In forests, these trees are able to grow up to 40m in height, with the base of the trunk sometimes up to 3m in diameter. However, trees growing in unsheltered areas, such as on mountain slopes, are often short, bushy and gnarled. The bark of the Real Yellowwood is khaki-coloured to grey when old, is deeply split and peels off in strips. The crown is relatively small in relation to the height of the tree and is often covered in grey lichen.



National Anthem of the Republic of South Africa

The official version of South Africa's national anthem combines Nkosi Sikelel' iAfrika and Die Stem / The Call of South Africa, the words of which are as following (with an English translation provided in brackets).

National Anthem of the Republic of South Africa



Nkosi Sikelel' iAfrika

Maluphakanyisw' uphondo Lwayo,
Yizwa imithandazo yethu,
Nkosi sikelela, thina lusapho lwayo

(God bless Africa)
(Raise high Her glory)
(Hear our Prayers)
(God bless us, we her children)

Morena boloka setjhaba sa heso
O fedise dintwa le matshwenyeho,
O se boloke, O se boloke setjhaba sa heso,
Setjhaba sa South Afrika – South Afrika.

(God protect our nation)
(End all our wars and tribulations)
(Protect us, protect our nation)
(Our nation South Africa – South Africa)

Uit die blou van onse hemel,
Uit die diepte van one see,
Oor ons ewige gebergtes,
Waar die kranse antwoord gee,

(Ringing out from our blue heavens)
(From the depth of our seas)
(Over our everlasting mountains)
(Where the echoing crags resound)

Sounds the call to come together,
And united we shall stand.
Let us live and strive for freedom,
In South Africa our land.



Introducing KwaZulu-Natal's Provincial Symbol



KwaZulu-Natal
Coat of Arms

KwaZulu-Natal's Coat of Arms

- The arms were adopted in 2004;
- The zig-zag division of the shield refers to the **Drakensburg mountains**, which are green in summer and snow-capped in winter;
- The white star refers to the birth of Christ and thereby to **Natal (which means birth)**, the name given to the region in 1479 by Vasco da Gama;
- The strelitzia flower has been the symbol for the province for a long time and **represents the beauty** of the province;
- The shield is covered by a **traditional Zulu beehive-style hut**, still used in rural areas;
- The assegai and knobkerrie are **traditional symbols of authority** and are placed behind the shield;
- The shield itself is the **traditional Zulu shield**, also seen in the arms of the former homeland, KwaZulu;
- The lion is the **traditional African symbol for kings and rulers**;
- The wildebeest is taken from the **old coat of arms of Natal**.

The motto *Masisukume Sakhe* means 'Let us rise and build.'



www.tikzn.co.za



PROTOCOL FOR OTHER COUNTRIES

The following provides a guide to protocol to be followed when visiting other countries around the world.



Brazil



Language: Portuguese

Currency: Real (BRL)

International Dialing Code: +55

Time Difference: -3 hours GMT

Greeting: Hello – ‘Bom dia’ (pronounced ‘Bone dee’ ah’)

Goodbye – ‘Tchau’ (pronounced ‘Chow’)

Dealing with a Business Counterpart:

- Communication is generally informal and does not rely on strict rules of protocol. Anyone who feels they have something to say will usually offer their opinion;
- Men shake hands when greeting one another, while maintaining steady eye contact;
- Women generally kiss each other on each cheek, starting with the left and moving to the right;
- Business cards are exchanged during introductions at a meeting;
- It is advisable, although not a requirement, to have on one side of a business card translated into Portuguese.



United States of America

Language: English

Currency: US Dollar (\$)

International Dialing Code: +1

Time Difference: -4 hours GMT (New York) and -7 hours GMT (Los Angeles)

Greeting: Hello – ‘Hello’ is quite acceptable
Goodbye – ‘Goodbye’

Dealing with a Business Counterpart:

- Greeting and communication is generally informal and casual. It is important to smile;
- The use of first names is common;
- It is important to ensure that all parties are introduced to one another;
- Men shake hands as the common form of greeting;
- When meeting a woman in business, shake hands, as one would with a male business counterpart;
- Business cards may be exchanged without formal ritual;
- As regards to dress, people in the east of the country tend to dress somewhat formally, while people from the west of the country are known for being fairly informal in their dress.



Belgium

Language: French, Dutch and German
(official languages of Belgium)

Currency: Euro (€)

International Dialing Code: +32

Time Difference: +1 hour GMT

Greeting: Hello – ‘Bonjour’ (pronounced ‘Bon jor’) for French, ‘Goedendag’ (pronounced ‘Gootin taag’) for Dutch ‘Guten Tag’ (pronounced ‘Gootan taag’) for German

Dealing with a Business Counterpart:

- Greeting entails a degree of formality. A brief handshake is the common greeting amongst people meeting for the first time and this applied to both men and women;
- Initial meetings may be conducted on a more social than business footing, as the Belgians prefer to conduct business with people they know;
- Belgians are excellent linguists and many are particularly fluent in English and therefore comfortable in conducting such meetings in that language;
- Business cards should be exchanged at the time of introductions being made, but without formal ritual.



France

Language: French

Currency: Euro (€)

International Dialing Code: +33

Time Difference: +1 hour GMT

Greeting: Hello – ‘Bonjour’ (pronounced ‘bon jor’), together with the title ‘Monsieur’ (male) or ‘Madame’ (female)

Goodbye – ‘au revoir’ (pronounced ‘ahr ahv-wah’)

Dealing with a Business Counterpart:

- A firm handshake is the common form of business greeting and applies to both men and women;
- French business etiquette requires a degree of formality and courtesy is emphasised;
- Meetings are held to discuss issues, not for decision-making;
- In business, the French may appear extremely direct. This is because they are unafraid of asking probing questions;
- Should one be unable to speak French, it would be a good idea to immediately apologise for not knowing the language as this could we assist in developing a business relationship. However, learning a few key phrases in French would be advisable as this demonstrates an interest in forming a long-term relationship;
- Business cards should be exchanged immediately after initial introductions, but without formal ritual.



Germany



Language: German

Currency: Euro (€)

International Dialing Code: +49

Time Difference: +1 hour GMT

Greeting: Hello – ‘Guten Tag’ (pronounced: ‘Gootan taag’)

Goodbye – ‘Auf wiedersehen’ (pronounced ‘Aauff veedeerzeahen’)

Dealing with a Business Counterpart:

- Greetings are formal;
- A quick, firm handshake is the traditional greeting for both men and women;
- People’s titles are very important and denote respect. One should use a person’s title and surname until invited to use their first name;
- One should use the title ‘Herr’ (male) or ‘Frau’ (female) as well as any other title, such as Doctor, together with the individual’s surname;
- Personal relationships are not critical in order to conduct business in Germany;
- Meetings must be conducted by adhering to strict agendas, inclusive of start and finish times. This process must be treated with the formality it rightly deserves, remembering that Germany is heavily regulated and is quite bureaucratic;
- Be patient and do not appear ruffled by such strict adherence to business protocol. Germans are detail-orientated and strive to understand every facet and every innuendo before coming to an agreement;
- Business women should wear either business suits or generally conservative dress;
- Business cards are generally exchanged during introductions at a meeting, but without formal ceremony.



Netherlands

Language: Dutch

Currency: Euro (€)

International Dialing Code: +31

Time Difference: +1 hour GMT

Greeting: Hello – ‘Goedendag’ (pronounced ‘Gootin taag’)

Goodbye – ‘Tot ziens’ (pronounced ‘Tot zeens’)

Dealing with a Business Counterpart:

- The quick, firm handshake is the generally accepted form of greeting for both men and women. The handshake should be accompanied by a smile and the repetition of one’s name;
- Apart from the handshake, the Dutch do not encourage physical contact when doing business and prefer adherence to appropriate levels of personal space. They do not generally demonstrate emotion or use exaggerated hand gestures;
- The Dutch are extremely direct in their communication and may appear blunt, this is not intended to be offensive in any way;
- Business cards are exchanged formally at the time of introductions.



Sweden



Language: Swedish

Currency: Krona (SEK)

International Dialing Code: +46

Time Difference: +1 hour GMT

Greeting: Hello – ‘God dag’ (formal) (pronounced ‘God dag’) or ‘Hej’ (informal) (pronounced ‘hey’) Goodbye – ‘Hej då’ (pronounced ‘hey daw’)

Dealing with a Business Counterpart:

- One should address one’s hosts by either their professional title or their honorific title, together with their surname, using ‘Herr’ (male) or ‘Fru’ (female);
- A firm handshake is the common form of greeting and applies to both men and women;
- Personal space is important in Sweden and, as such, it is recommended that one maintains an awareness of the personal space of others at all times and that such space is not invaded. Apart from an introductory handshake, any other unnecessary touching should be avoided;
- As no particular protocol exists for the exchange of business cards in Sweden, such exchange should be initiated immediately after the completion of introductions;
- Punctuality is critical and regarded as being an absolute essential in all business dealings. Being late reflects badly on one and will be regarded as an act of discourtesy.



India



Language: Predominantly Hindu, Tamil, Gujarati and Telegu

Currency: Rupee

International Dialing Code: +91

Time Difference: +5.5 hours GMT

Greeting: Hello – Hindi - ‘Namaste’ (pronounced ‘Naa maa steh’) Tamil- ‘Vanakkam’ (pronounced ‘Vaa naa kum’) Gujarati – ‘Namaste’ (pronounced ‘Naa maa steh’) or ‘Namaskar’ (pronounced ‘Naa maa scar’) Teugu – ‘Namaskaram’ (pronounced ‘Naa maa scar rum’) Goodbye – Hindi – ‘Namaste’ (pronounced ‘Naa maa steh’) Tamil – ‘Vanakkam’ (pronounced ‘Vaa naa kum’) Gujarati – ‘Namaste’ (pronounced ‘Naa maa steh’) or ‘Namaskar’ (pronounced ‘Naa maa scar’) Telugu – ‘Namaskaram’ (pronounced ‘Naa maa scar rum’)

Dealing with a Business Counterpart:

- Indians generally prefer to have long-standing personal relationships in place prior to doing business, although a third- party introduction will provide one with immediate credibility;
- While it is accepted and expected that foreigners shake hands upon meeting, the traditional form of greeting comprises pressing one’s hands together, with the fingers pointing towards the sky, in front of one’s chest and politely using the relevant form of saying ‘hello’ for the particular region (see above), while maintaining eye contact with the individual;
- Such greetings apply to both men and women;



India (continued)

- Business attire is generally conservative;
- Indians are non-confrontational. Therefore, if one loses one's temper, this is regarded as a loss of face and indicates that the individual is unworthy of respect and trust;
- Business cards should be exchanged after the initial handshake and greeting. If one is a graduate or has received any form of honour, this should be reflected on the business cards as this is revered;
- It is important that one uses one's right hand to both present and receive business cards.



United Arab Emirates

Language: Arabic

Currency: Riyal

International Dialing Code: +971

Time Difference: +3 hours GMT

Greeting: Hello – ‘Salam’ (pronounced ‘Saa-laam’). The same word applies to both hello and goodbye and means ‘Peace’.

Dealing with a Business Counterpart:

- Men shake hands when greeting one another;
- Men and women do not greet one another in public;
- Business women should ensure that their collarbones and knees are covered and that their clothes are not close or form-fitting;
- It is important that one arrives for a meeting punctually, although it should be remembered that it is an accepted custom to keep foreigners waiting;
- Business meetings will only begin following prolonged enquiries about one’s health, family and the like. It is important to note that one should never enquire about a Saudi’s wife;
- Business cards should be exchanged with everybody one meets.



China

Language: Mandarin

Currency: Renminbi (RMB or CNY) means 'People's currency' in Chinese language

International Dialing Code: +86

Time Difference: +8 hours GMT

Greeting: Hello – 'Ni Hao' (pronounced 'Nee Ha-oh')
Goodbye – 'Zai jian' (pronounced 'Dzai jee-en' – sounds like the capital letters GN)

Dealing with a Business Counterpart:

- Titles are very important and it is best to address people directly, using their professional title, or Mr/Mrs/Miss;
- Handshakes are expected upon both meeting and leaving an individual. Handshakes should be accompanied by a nod of the head;
- When meeting a women in business, shake hands as one would with a male business counterpart;
- Always allow the Chinese to depart from a meeting first;
- Business cards should be both presented and received using both hands. Business cards should be examined carefully, so to show interest. Never write on or fold a business card that has been presented.



Japan

Language: Japanese

Currency: Yen

International Dialing Code: +81

Time Difference: +9 hours (GMT)

Greetings: Hello – ‘Kon nitaha’ (pronounced ‘KoNnitiwa’)

Goodbye – ‘Sayounara’ (pronounced ‘Sayo nara’)

Dealing with a Business Counterpart:

- Greetings in Japan are very formal and ritualised for both men and women;
- Women should dress conservatively;
- Be aware that open displays of affection are frowned upon;
- One should wait to be introduced, as it may be regarded as impolite to introduce oneself, even at a large gathering;
- While it is accepted and expected that foreigners shake hands on meeting, the traditional form of greeting is to bow;
- Business cards should be exchanged with all parties and this is undertaken with great ceremony. It is important to invest in quality business cards and to ensure that they are maintained in pristine condition prior to presentation;
- Business cards are presented and received using both hands and with a slight bow. It is important to treat each business card you receive with respect, as one would the individual presenting the business card.



Australia

Language: English

Currency: Australian Dollar (AUD)

International Dialing Code: +61

Time Difference: +10 hours GMT

Greeting: Hello – ‘Hello’ or ‘How are you?’

Goodbye – ‘Goodbye’

Dealing with a Business Counterpart:

- Australians are fairly informal. Accordingly, greetings are generally casual and relaxed for both men and women;
- Men and women shake hands when greeting one another. It is important to smile;
- Australians prefer the use of first names, inclusive of initial meeting;
- Australians are very matter-of-fact as regards business and do not expect the development of long-standing personal relationships before they do business with other parties;
- Australians are very direct in the way they communicate and may use ‘colourful’ language, which might be deemed unacceptable elsewhere;
- Business cards should be exchanged upon initial introduction, but without any formal ritual. Should one not receive a business card, this is not intended as a slight, the individual simply may not have such materials.



Angola

Language: Portuguese

Currency: Kwanza (AOA)

International Dialing Code: +244

Time Difference: +1 hour GMT

Greeting: Hello – ‘Olah’ (pronounced ‘Oh-la’)

Goodbye – ‘Adeus’ (pronounced ‘Ah-dew’) or ‘Tchau’ (pronounced ‘Chow’)

Dealing with a Business Counterpart:

- Communication is generally quite formal and courteous;
- Shaking hands is the accepted form of introduction and applies to both men and women;
- Initial meetings are generally utilised to become better acquainted and business may not, at first, be discussed. Angolans prefer to conduct business with people they know and trust. Therefore, the first meeting often determines if one is the type of person with whom they would consider doing business. This is an important part of business practice and should not be rushed;
- Meetings are not always conducted in private, as in many other cultures. In fact, it may appear that several meetings may be under way simultaneously in the same venue;
- Meeting agendas do not form part of the business culture. If provided, such a document generally provides a point of departure for discussion, rather than a detailed indicator of matters to be discussed. One should not attempt to adhere rigidly to an agenda unless dealing with the country's petroleum industry;



Angola (continued)

- The ambience surrounding meetings is one of formality. One should not remove one's suit jacket unless invited to do so. A strong Portuguese influence remains prevalent in Luanda and adhering to the formal meeting approach demonstrates respect for the people with whom one is meeting;
- Business cards may be exchanged without formal ritual, although one should be aware that not all Angolan business people have such cards. They do, however, expect business visitors to have business cards and these should be presented in such a way that they are immediately readable to the recipient.



Democratic Republic of Congo

Language: French (official), Lingala (a lingua franca trade language), Kingwana (a dialect of Kiswahili or Swahili), Kikongo, Tshiluba

Currency: Congolese Franc (CDF)

International Dialing Code: +263

Time Difference: +1 hour GMT

Greeting: Hello – ‘Bon Jour’ (French) (pronounced ‘Bon Jor’) Hello – ‘Jambo’ (Swahili) (pronounced ‘JAM-bo’) Goodbye – ‘Au revoir’ (French) (pronounced ‘ahr ahv-wah’) Goodbye – ‘Kwa heri’ (Swahili)

Dealing with a Business Counterpart:

- Shaking hands is the most appropriate form of greeting and applies to both men and women. However, one should wait for a woman to extend her hand before extending one’s own hand prior to shaking hands;
- Establishing a friendship is essential before establishing a business relationship;
- Jeans are not an acceptable form of business apparel. Foreign women should wear dresses;
- The provision of a business-related gift is generally considered as acceptable;
- The exchange of business cards should occur after introductions, but without any formal ritual.



Ghana



Language: As with many former colonies in Africa, the official language of Ghana is the colonial language, English and business is conducted in English. Hausa is widely used by Muslims in Ghana together with Ga and Twi.

Currency: Cedi (GHC)

International Dialing Code: +233

Time Difference: GMT

Greeting: Hello – ‘Hello’ (English) Hello – ‘Sannu’ (Hausa) (pronounced ‘San-noo’), but polite greeting is ‘Salama alaikum’ (pronounced ‘Saa-laa-ma-lay-koom’) Hello – ‘Meeng-gah-bou’ (Ga) (pronounced as such) Hello – ‘Ete-sen’ (Twi) (pronounced ‘Et-sen’) Goodbye – ‘Goodbye’ (English) Goodbye – ‘Salama alaikum’ (Hausa) (pronounced ‘Saa-laa-ma-lay-koom’) Goodbye – ‘bye bye’ (Ga) Goodbye – ‘Mah kow’ (Twi) (pronounced as such)

Dealing with a Business Counterpart:

- Generally men shake hands when greeting one another;
- Hierarchy is respected. Therefore the most senior person present will be greeted first. He or she may be the spokesperson for a group of may deputise key stakeholders to speak;
- It is important to maintain a polite and somewhat reserved demeanor during meetings;



Ghana (continued)

- Initial meetings are generally exploratory in nature, a means of finding out about one another and whether a personality fit will allow for future, more business-specific meetings. One should therefore expect to spend a good deal of time in building relationships. One should not be surprised if, initially, business matters are not greatly discussed;
- Ghanaians have a keen sense of humour and enjoy telling jokes. However, until one has an understanding of this sense of humour, one should refrain from joke telling. If 'teased' by a Ghanaian, one should accept this good naturedly as, for the most part, this indicates their becoming more relaxed with the individual concerned.



Kenya

Language: KiSwahili and English

Currency: Shilling (KES)

International Dialing Code: +254

Time Difference: +3 hours GMT

Greeting: Hello – ‘Jambo’ (pronounced ‘Jam-bo’)

Goodbye – ‘Kwaheri’ (pronounced ‘Kwa heri’)

Dealing with a Business Counterpart:

- A handshake is the most common form of business greeting;
- When being introduced to an individual initially, the handshake is short, while handshakes among people with established personal relationships are longer;
- Men should wait for a woman to extend their hand before and then proffering one’s own hand to shake hands;
- Business relationships are important in Kenya;
- Meetings seldom have scheduled end times because it is more important to finish a meeting in a manner satisfactory to all concerned;
- Business cards may be exchanged at the time of introduction and occurs without formal ritual. It is, however, important to present and receive such cards by using both hands.



Mozambique

Language: Portuguese

Currency: Metical (MZM)

International Dialing Code: +258

Time Difference: +2 hours GMT

Greeting: Hello – ‘Bom dias’ or ‘Bons dias’

Goodbye – ‘Adeus’ (pronounced ‘Ah-dew’) or ‘Tchau’ (pronounced ‘Chow’)

Dealing with a Business Counterpart:

- A handshake, using the right hand, is the most common form of greeting between men. A handshake or nod of acknowledgement is common in terms of being introduced to a woman. In rural areas the nod is more commonly used, while in urban areas the handshake tends to take precedence;
- One should always ensure that one greets the most senior individual(s) first;
- It is important, as a visitor, to be punctual, although business meetings rarely begin on time;
- It should be noted that small-talk will always precede formal business discussions. It is considered appropriate for discussion about one’s health, family and the like, before embarking on business discussions;
- Business discussions should be initiated by the individual who called / arranged the meeting. The meeting will usually be formally closed by the most senior individual present;



Mozambique (continued)

- The use of titles and surname of the individuals present is considered important, especially when dealing with members of Government. This formal approach should be maintained, using the prefix title O Senhor (Mr) and A Senhora (Mrs/Ms) until invited to use people's first names;
- Although there is not set protocol with regard to the presenting and receiving of business cards, it is considered advisable to always present and receive such cards with the right hand.



Nigeria

Language: English (official), Hausa, Yoruba, Igbo (Ibo), Fulani

Currency: Naira (NGN)

International Dialing Code: +234

Time Difference: +1 hour GMT

Greeting: Hello – ‘Hello’ (English) Hello – ‘Sannu’ (Hausa) (pronounced ‘San-noo’), polite greeting is ‘Salama alaikum’ (pronounced ‘Saa-laa-ma-lay-koom’) Hello – ‘Bah-oh’ (Yoruba) (pronounced ‘Bar-O’) Hello – ‘Ee-bow-lah-chee’ (Igbo) (pronounced ‘Ee-bow-la-chee’) (South Eastern Nigeria) Goodbye – ‘Goodbye’ (English) Goodbye – ‘Salama alaikum’ (Hausa) (pronounced ‘Saa-laa-ma-lay-koom’) Goodbye – ‘Oh dah-boh’ (Yoruba) (pronounced ‘O-da-bo’) Goodbye – ‘Kay may see ah’ (Igbo) (pronounced ‘K-may-see-aa’) (South Eastern Nigeria)

Dealing with a Business Counterpart:

- One should wait for a woman to extend her hand before extending one’s own hand to shake hands;
- It is important to remember that it is common practice to shake hands at the beginning and the end of meetings;
- Nigerians prefer to develop personal relationships prior to conducting business;
- It is recommended that a polite, somewhat reserved manner be maintained until the person/people one is meeting drops some of his/their levels of formality;
- Business cards should be exchanged following the introduction; but without formal ritual;



Nigeria (continued)

- Business cards should be presented and received with two hands, or the right hand, but never with the left;
- It is a good idea to include any advanced university degree information on one's business card.



Uganda



Language: English (official national language), Ganda or Luganda (the most widely used of the Niger-Congo languages), other Niger-Congo languages, Nilo-Saharan languages, Swahili and Arabic

Currency: Shilling (UGX)

International Dialing Code: +256

Time Difference: +3 hours GMT

Greeting: Hello – ‘Hello’ (English) Hello – ‘Jambo’ (Swahili) (pronounced ‘JAM-bo’) Goodbye – ‘Goodbye’ (English) Goodbye – ‘Kwaheri’ (Swahili) (pronounced ‘Kwa Heri’)

Dealing with a Business Counterpart:

- A handshake is considered an appropriate form of greeting in most situations for men. In addition, a handshake is also appropriate for greeting a woman, but one should wait for the woman to extend her hand before one extends one’s own hand to conduct the handshake;
- The use of titles and surnames is considered to be important, and one should wait to be invited to use an individual’s first name. However, surnames can be somewhat complicated as most people have a traditional tribal name, which they tend to refer to first, while their first name is referred to second. In addition, many people are referred to by their business title, such as Mr Bursar, Mr Headmaster and the like;
- Although there is no specific protocol surrounding the presenting or receiving of business cards, it is considered advisable to always treat cards received with respect.



Zambia



Language: English (official), major vernaculars include Bemba, Kaonda, Lozi, Lunda, Luvale, Nyanja, Tonga and some 70 other indigenous languages.

Currency: Zambian Kwacha (ZMK)

International Dialing Code: +260

Time Difference: +2 hours GMT

Greeting: Hello – ‘Hello’ (English) Hello – ‘Muli shani’ (Bemba)
Goodbye – ‘Goodbye’ (English) Goodbye – ‘Shalapo’ (Bemba)
(pronounced ‘Sha-lapo’)

Dealing with a Business Counterpart:

- A warm handshake, using the right hand, is common amongst men when meeting. There is little to no physical contact thereafter and in many cases men and women will greet one another by standing some distance apart and clasping their own hands in front of their chests;
- It is important that one greet the most senior individual(s) present first;
- Formal introductions are made at the beginning of the meeting, followed by the selection of an individual to lead discussions;
- Visitors should ensure that they arrive punctually for meetings, although such meetings may not necessarily begin on time;



Zambia (continued)

- Small-talk will almost always precede formal business discussions at a meeting. It is considered appropriate for discussions about one's health, family and the like, before embarking on business discussions. A 'get-to-the-point' approach is considered rude and should be avoided. Setting a friendly tone will be more beneficial than trying to be overtly direct;
- The use of titles and surnames, especially when dealing with members of Government, is regarded as important. Indeed one should wait to be invited to use an individual's first name;
- Business cards should be exchanged at the time of introductions, with such cards being presented using the right hand, while holding the forearm with one's left hand.



Zimbabwe



Language: English, Shona and Ndebele

Currency: Zimbabwean Dollar (ZIM Dollar)

International Dialing Code: +263

Time Difference: +2 hours GMT

Greetings: Hello – ‘Hello’ (English) Hello – ‘Mhoroi’ (Shona) (pronounced ‘Mo-roy’) Hello – ‘Sawubona’ (Ndebele) (pronounced ‘Saw-bona’)

Goodbye – ‘Goodbye’ (English) Goodbye – ‘Chisarai zvakanaka’ (Shona) Goodbye – ‘Lisale kuhle’ (Ndebele)

Dealing with a Business Counterpart:

- Shaking hands is the most common form of greeting and applies to both men and women;
- The ambience within business meetings is generally quite informal and certainly less formal than would be the case in European countries;
- Punctuality in terms of business meetings is important and demonstrates professionalism, so leaves a good impression;
- Having arrived for a meeting, it is customary to greet whoever may be closest to you or whoever you meet first;
- One should address people by their title and surname, avoiding the use of first names until invited to do so;
- One should always allow the host to initiate and terminate business discussions;
- Business cards may be exchanged at the time of introductions. It ought to be remembered that business cards should be presented and received using the right hand only. In some instances both hands are used for this task.



Trade & Investment KwaZulu-Natal Services

- Project appraisal and profiling;
- Agreement brokering;
- Site identification and evaluation;
- Sector economic data provisioning;
- Business permits (under the auspices of the Department Trade and Industry);
- Facilitation and capital raising;
- Business retention and aftercare services;
- Inward and outward investment promotion missions;
- Export development
 - Capacity-building;
 - Market intelligence;
- Export promotion.



Notes



Notes



Notes



Notes



Durban Office

- 🏠 Trade & Investment House
Kingsmead Office Park
Kingsmead Boulevard
Durban, 4001, South Africa
- ✉ PO Box 4245, Durban, 4000
- 📞 +27 (0) 31 368 9600
- 📠 +27 (0) 31 368 5888
- @ info@tikzn.co.za
- 🌐 www.tikzn.co.za

Gauteng Office

- 🏠 99 George Storrar Avenue
Groenkloof, Pretoria
- 📞 +27 (0) 12 346 4386/6763
- 📠 +27 (0) 86 501 0848/1788
- @ info@tikzn.co.za
- 🌐 www.tikzn.co.za