

# Business rules

---

Would you like to open your new company in Spain, Germany or Netherlands? Great idea but before you start meeting people and organising some events, please learn about basic business differences and get familiar with other behaviours rules from other countries ☺

If you are doing business in Spain, Germany or Netherlands here is a small guide that you always have to remember!

## 1. SPAIN



- **Greetings:**  
When meeting people at a business setting, you should shake hands with everyone in the room when you arrive and when you're saying goodbye. In friendly settings, men hug or pat each other on the back and women kiss both cheeks with other women and with men.
- **Corporate Culture:**  
Punctuality isn't taken too seriously but you're expected to arrive on time. If you're running late, call and explain that you're running late.
- **Business attire:**  
Dress conservatively and elegantly. Men should wear suits and use a tie; Women usually wear dresses or a blouse with a work skirt.  
Shoes are very important so make sure yours are polished.
- **Other helpful tips:**  
It isn't considered rude to interrupt when speaking, so if you're interrupted, don't get offended.  
The Spaniards take their time so patience is key.

## 2. GERMANY



- **Greetings:**  
Like in France, when meeting people at a business setting, you should shake hands with everyone in the room when you arrive. Also shake hands with everyone when you're saying goodbye. Introduce yourself by your name and last name. Do not use your title.
- **Corporate Culture:**  
In Germany, it's important to arrive not a minute late for anything. First meetings are meant to establish a face to face relationship and gain trust. Decisions are made only after executives thoroughly analyse all the facts. Everything is done "by the book" and everything gets documented.
- **Business attire:**  
Dress conservatively in neutral colours and portray a polished look. Men should wear conservative suits and use a tie; Women can wear a skirt suit, a pant suit, or a conservative dress. Keep your blazer on at all times in a professional setting.
- **Other helpful tips:**  
Business is not discussed over lunch so don't initiate the conversation. The conversation should only happen if your German counterpart starts it. A thumbs up is actually the sign for "one" in Germany.

