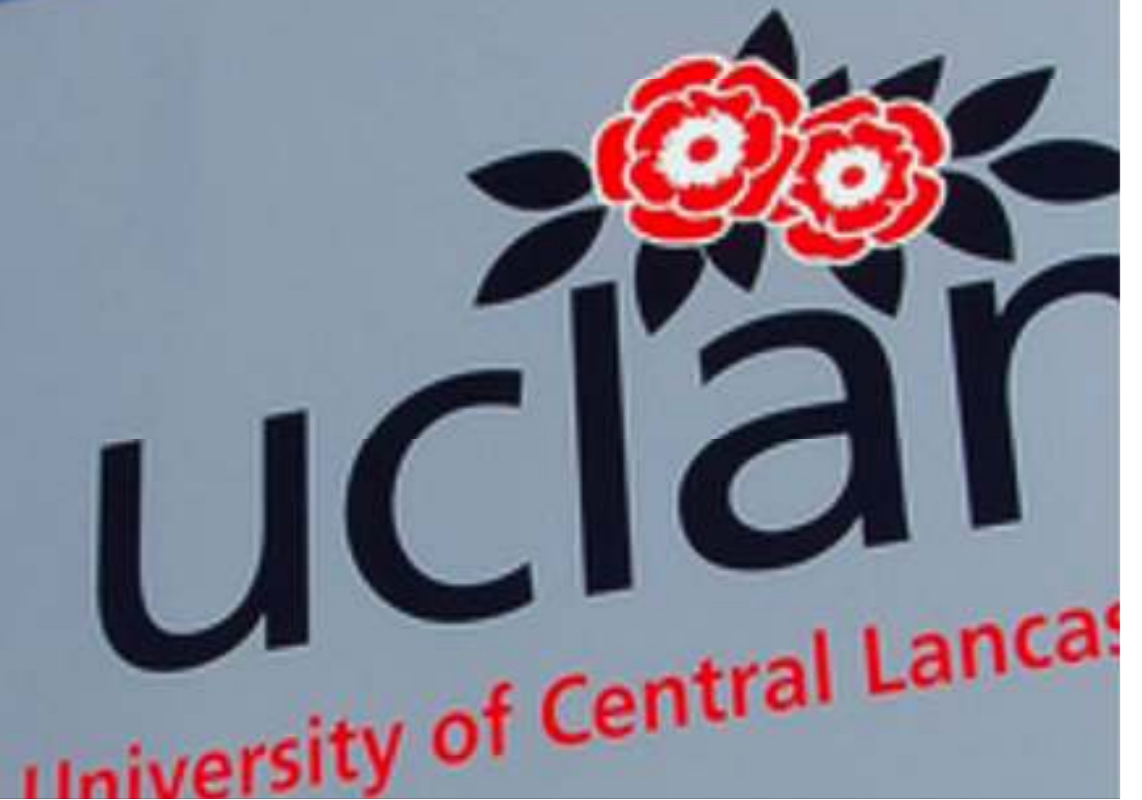


Doing Business the Italian Way

Italian Business & Culture Etiquette



Contents

- Italy at a glance
- Italian Business Culture
- Doing Business with Italians
- Italian Business Phrases

Italy at a glance



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Italy at a glance: some facts

- Capital: Rome
- Population: about 61 million
- Official language: Italian
- Currency: Euro
- Time zone: Mainland: GMT +1
- Catholicism

Italy at a glance: some facts

- 98% Italian
- Northern Italy (commerce)
- Southern Italy (agriculture)
- Proud of heritage
- Regionalism



Italy at a glance: Industries

- Fashion and Design
- Art
- Culture
- Food and Drink
- Travel and Tourism
- Automobile



Beyond Stereotypes



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Beyond Stereotypes

- Disorganised
- Laid-back
- Sexist
- Corrupt/mafioso

Beyond Stereotypes

- Contradictions (politics, economy, bureaucracy)
- The art of getting by
- North VS South
- When they are good at something, Italians are very good at it

Doing Business with Italians



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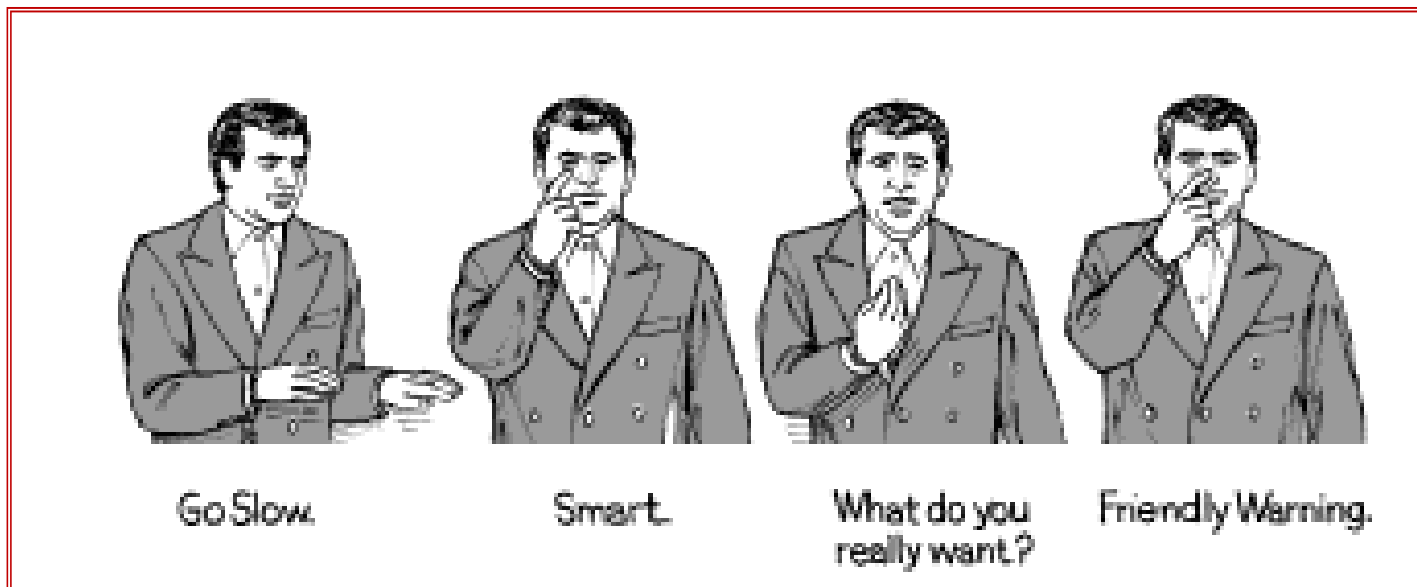
Italian Business Culture

- Work to live
- Hierarchy
- Autocratic CEO and no delegation
- Younger members as apprentices
- Formality

Italian Business Culture

- Making connections
- Personal relationships
- Research is crucial
- Deadlines
- Dress code

Italian Communication Styles



Ten Golden Rules

1. Learn Italian
2. Build personal relationship to gain trust
3. Find a go-between
4. Embark on a fact-finding mission
5. Be flexible and patient

Ten Golden Rules

6. Do not confuse style with informality
7. Self-control and certainty
8. Appreciate creativity and inventiveness
9. Do not jump to conclusions
10. Discover what Italians really want

Working and Opening Hours

- Forty-hour week (Mon-Fri)
- Normal working day: 8 h - lunch break
- Office hours: 9am-1pm 3-6pm or “orario non-stop”
- Shops: 9am-1pm; 4-8pm (Mon-Sat)
- Banks: 8am-1pm; 3-4pm (Mon-Fri); 9am-1pm (Sat)

Italian Business Phrases

- Buongiorno / Buon pomeriggio / Buona sera
- Mi chiamo (+ name and surname)
- Sono il Signor / Sono la Signora / Sono il Dottor / Sono la Dottoressa (+ surname)
- Questo è il mio biglietto da visita

Italian Business Phrases

- Piacere
- Come sta? (f.) / Come stai? (inf.) / Come va?
- Sto bene / male

Italian Business Phrases

- Scusi (f.) / Scusa (inf.)
- Parlo solo inglese. / Non parlo italiano.
- Parlo un po' di italiano.
- Mi dispiace, non capisco.
- Può ripetere, per favore?

Italian Business Phrases

- Grazie (mille)
- Prego
- Non c'è di che
- Di niente/nulla

Phrases: and finally...

- Arrivederci
- A presto

Ready to practice?



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Thank you for your attention



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ANY
QUESTIONS?

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Further Resources

- Business Italian Glossary (English-Italian-English), Peter Collins Publishing
- Doing Business in Italy, BBC Books
- Absolute Beginners' Business Italian, Hodder & Stoughton
- Passport Italy: your pocket guide to Italian Business, Customs and Etiquette, World Trade Press
- Guardian Business and Politics guides
- <http://www.italchamind.eu/EN/>

Fourth Survey of Italian Investments in the UK

Italy – A Guide for Businessmen and Investors

Italy-UK Partnership

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