



Company Name

To: All Managers C____ L____ A____
From: Student Name S____ Sa____ Sb____
Date: June 17, 2020
Subject: Proper business etiquette in Paris, France

Dear Managers,

Congratulations on your new job in France. The purpose of this memo is to discuss proper business etiquette that we must follow when meeting at our new branch in Paris, France. Please read this memo to understand the steps we must take before and during business meetings when in Paris, France.

According to Geert Hofstede's cultural values, America and Europe have multiple values that differ from one another, specifically uncertainty avoidance and long-term orientation. Uncertainty avoidance in France has a high score, which means that they do not like to take risks. France is also somewhat high on long-term orientation, which means they are adaptable, and like to save and invest.

Before the meeting and when greeting others, please keep in mind the following:

- Greet others with an "air kiss" on two cheeks, first on the left, then on the right
- Greet saying Monsieur for men and Madame for ladies, followed by their family name
- Have business cards printed out in both English and French
- Initiation of the handshake should be left to the highest-ranking individual

During the meeting, recall the following business etiquette:

- Expect to have blunt and straight to the point probing questions
- State the agenda and restate the purpose in the beginning
- Clarify yourself if there is a disagreement to earn their respect

The French people value our effort to understand their culture and language. For this reason, at the end of the meeting, make sure to only socialize about your appreciation of French culture. Thank you for representing our company and understanding why these actions are necessary to ensure proper business etiquette while overseas. If you have any questions or concerns, please feel free to contact me at 555-555-1212.

Sincerely,

Student Name

To: All Managers

C___ L___ A___

From:

S___ Sa___ Sb___

Date: June 17, 2020

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Dear Managers,

Congratulations on your new job in France. The purpose of this memo is to discuss proper business etiquette that we must follow when meeting at our new branch in Paris, France. Please read this memo to understand the steps we must take before and during business meetings when in Paris, France.

According to Geert Hofstede's cultural values, America and Europe have multiple values that differ from one another, specifically uncertainty avoidance and long-term orientation. Uncertainty avoidance in France has a high score, which means that they do not like to take risks, ~~whereas America who has a low score, does not mind taking risks.~~ France is also somewhat high on long-term orientation, which means they are adaptable, and like to save and invest. ~~America on the other hand, generally does not like change or to save money.~~

Before the meeting and when greeting others, please keep in mind the following:

- Greet with an "air kiss" on two cheeks, first on the left, then on the right ~~Be punctual~~
- Greet them by Monsieur for men and Madame for ladies, followed by their family name
- Have business cards printed out in both English and French
- Initiation of the handshake should be left to the highest-ranking individual ~~Dress conservatively~~

During the meeting, recall the following business etiquette while in France:

- Topics that show your appreciation of French culture are welcome ~~Stay focused on business and avoid any off-topic discussions~~
- In the beginning of the meeting, state the agenda and restate the purpose
- If any disagreements take place, make sure to clarify yourself, you will earn their respect

~~At the end of the meeting, make sure to keep from socializing. This takes time, as~~ French people value our effort to understand their culture and language. For this reason, at the end of the meeting, make sure to only socialize about your appreciation of French culture.

Thank you for ~~representing our company~~ ~~reading this memo~~ and understanding why these actions are necessary to ensure proper business etiquette while overseas. These tips are for our trip to France on the 27th of July, and any trip following. If you have any questions or concerns, please feel free to contact me at



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Country Comparison. (n.d.). Retrieved from <https://www.hofstedeinsights.com/countrycomparison/france,the-usa/>

Meeting etiquette. (2013, October 22). Retrieved from <https://businessculture.org/westerneurope/business-culture-in-france/meeting-etiquette-in-france/>

The Ultimate Guide to French Business Etiquette. (2020, June 20). Retrieved from <https://www.talkinfrench.com/french-business-etiquette/#tab-con-9>