

# BUSINESS ETIQUETTE

## **WHAT'S IN A NAME?**

It's important to be aware of different naming traditions when addressing business associates. Chinese place their last names ahead of their first, whereas Indians and Malays use their first name followed by son of or daughter of the father's first name.

Upon meeting a business associate for the first time, a visitor should take the card in both hands and study it, to show respect for his or her position.

Handshakes are growing in acceptance, but are not common, and generally are weaker than the firm handshakes common in the West.

Gift-giving is not necessary, as it may be considered a bribe. However, gifts to a group are acceptable.

Western visitors sometimes confront unusual foods. "Remember that Muslims don't consume alcohol or pork, Hindus don't eat beef, and the Chinese eat almost anything," observed a British journalist based in Singapore.