



Doing Business with the Germans

PUNCTUALITY

Do not turn up late for an appointment : Germans are **extremely punctual**, and even a few minutes delay can offend. If you are going to be even slightly late, **call** ahead. Show up **five to ten minutes earlier** for important appointments.



Frankfurt, Germany

a.k.a. Mainhattan because of its resemblance with the NY skyline.

There are two golden rules to bear in mind when dealing with German business partners: **PUNCTUALITY** and **SOBRIETY**.

SOBRIETY

Germans are not favorably impressed by ostentatious outfits: business dress code in Germany is based on **understatement, formality** and **conservativeness**. Women are recommended to refrain from wearing heavy make-up and showy jewelry.