personal english



Business Capsule #26

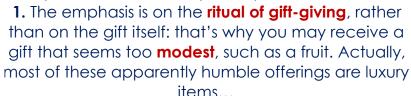
Japanese Business Culture: Gift-Giving



On your latest business trip to Japan your customer offered you a nicely wrapped... mango! An unusual gift that puzzled you – to say the least. As much of weird offerings as they may look to Western businessmen, **fruits** are pretty common **business gifts** in Japan, and they are part of a highly codified **gift-giving etiquette**.

Here are a few basic rules you may want to bear in mind during your next business trip to Japan:







2. Gifts are presented with both hands at the end of the meeting, without ostentation, and are meant to be opened in private.





3. When offering a gift, say **tsumanarai mon** ('an uninteresting thing') to mean that your relationship with that person matters more than a trivial object such as a gift.



 Upon receiving a gift, politely refuse it at least once or twice before accepting it, as a sign of modesty.

Click on the Pictures for Three **VIDEOS** on Luxury Fruits and Gift-Giving Etiquette in Japan