



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:



1. The emphasis is on the **ritual of gift-giving**, rather than on the gift itself: that's why you may receive a gift that seems too **modest**, such as a fruit. Actually, most of these apparently humble offerings are luxury items...



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.



4. 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