

# Cultural Specifics – Czech Republic, China, Colombia

## International Business Negotiation and Protocol

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Colombia

Prague University of Economics and Business



FACULTY  
OF INTERNATIONAL  
RELATIONS

What means signing a contract?

What are the pros and cons of having an interpreter?

How to gain respect?

How to motivate and lead?

Who is the decision maker?

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How much time do we need to gain trust?

# Practical Outcomes

- **Contracts**
- **Timing** – how much time do you need to create a relationship, win trust, close a deal?
- **The role of a superior** – influence, last word  
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- **Evaluation, motivation** – values and traditions

- **Company representation**– individuals, teams
- **Social status**
- **Interpreter**
- **Decision process**

## Specifics of Business Negotiation Behavior

- **Creating a contact**
- **Business negotiation**
- **Formal x Informal contact**
- **Language barrier**
- **The speed of negotiation**
- **Ice breakers,,,,,**

## Other cultural specifics

- Eating habits – sandwich vs. long-lunch
- Drinking habits – wine, beer or non-alcoholic drink for business lunch

# Who Am I and Who Are You?

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Does it matter?

YES !!!



# Have you come prepared?

**Location:**

**Capital city:**

**Population:**

**Official language:**

**Government:**

**Religion:**

# How to succeed?

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# Communication and Feedback

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# Cultural Stereotyping

# Prejudices x Stereotypes

# Cultural Shock

# China

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# Colombia

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# Thank You for Your attention