



*Present*

# Engaging International Attendees

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## Customs, Cultures and Business Practices for the Top 5 Types of International Attendees

**Participant Learning Objectives:**

*By the end of this session,  
we will...*

1. Identify the top 5 countries projected to attend Pittcon.
2. The US government and available resources.
3. Cultural tips and communicating/interacting with attendees from the top 5 countries.

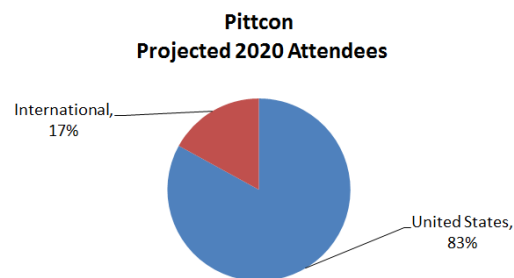
## What is YOUR international knowledge level?

True/False:

- \_\_\_\_\_ US International Trade Administration is there to help export US equipment, products and services.
- \_\_\_\_\_ WeChat is a social media platform that's a combination of Facebook, Instagram, Twitter, Websites, Open Table, and Apple Pay.
- \_\_\_\_\_ China is one time zone.
- \_\_\_\_\_ If you cut up anything small enough, it tastes like chicken.
- \_\_\_\_\_ British colleagues don't mind being called Aussies or Kiwis.

## Top 5 Countries Attending Pittcon

1. Canada
2. China
3. Japan
4. Mexico
5. United Kingdom



## The US Government

The US Government is a resource with overseas sales.

- The role of the US Department of Commerce's International Trade Administration (USDOC-ITA)
  - Commercial Officers vs Foreign Service Nationals
- Tons of free reports, materials and resources on [www.export.gov](http://www.export.gov)
- The CIA website is a great resource!



## **Cultural Tips: Mexico, China and Japan**

- Yes does not always mean YES, but no usually means NO.
- Negotiating is a national sport (it is!).
- People address each other more formally.
- \_\_\_\_\_ are always used.
- The concept of “Face”.
- Relationships, Relationships, Relationships.
- Do not expect to have a handshake deal.
- If someone has an interpreter with them, look at the buyer, not the interpreter when you are speaking.
- Do expect questions about the longevity of your business.
- Do expect \_\_\_\_\_ questions.
- During business meals, plan on talking about anything BUT business.
- Fútbol reigns supreme. Gridiron (US Football) does not.
- They are all on the metric system.

## **Communicating & Interacting with Attendees from China**

### Basic Facts:

- China is one time zone.
- China is not all of Asia.
- The Government is very involved in day-to-day business.
- LinkedIn is used in China. \_\_\_\_\_, Facebook, Instagram are all blocked.
- There are provinces. Sometimes government rules require the Province be used in the name of the Company.
- Most people are only children. They don't have cousins, aunts & uncles.

## Communicating & Interacting with Attendees from China (continued)

### Making a Positive First Impression

- Hand your business card to the buyer with both hands.
- Make sure you try and pronounce the name of the person or people.
- If you shake hands, make it a soft shake, not a firm handshake.

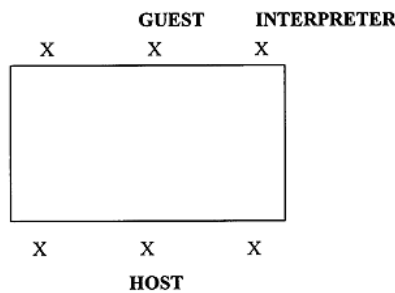


### Interpersonal Communication Practices

- Decisions are made from the top down.

### Business Customs & Practices

- Everything in China is done in WeChat.
  - WeChat is the largest social media platform you've never heard of!
- Meetings are for discussing \_\_\_\_\_, not making decisions.
- If the client does not respond, it may be that they do not have an answer, instead of not interested.
- If you are in a meeting, place everyone's card in a circle in front of you so you can address everyone by name.
- Seating counts! Center is top person and goes hierarchical from there on to the end of the table



## **Communicating & Interacting with Attendees from Japan**

### Cultural Differences

- This is a very formal culture.
- Always use titles with last names unless told otherwise.
- This includes emails! (Mr./Ms. +Last name + “-san”).

### Making a Positive First Impression

- A bow if someone is older than you, or in a higher position (title).
- A limp handshake is acceptable.

### Interpersonal Communication Practices

- \_\_\_\_\_ is fine.

### Business Customs & Practices

- More direct than the Chinese, but not by much.

## **Communicating & Interacting with Attendees from Mexico**

### Cultural Differences

- Buyers may know English but choose to use an interpreter so they are not embarrassed making mistakes.
- Business people are usually very well educated, well dressed.
- Nepotism is real.

### Making a Positive First Impression

- Medium/firm handshake.
- An “abrazos” (hug between men) when you know someone.
- One kiss on the cheek for women you know.

## **Communicating & Interacting with Attendees from Mexico (continued)**

### Interpersonal Communication Practices

- Will not answer emails/calls if they don't have an answer.
- Who you know matters.
- Unfailingly charming and \_\_\_\_\_.

### Business Customs & Practices

- Top down decision making.
- The topic of any meeting is to schedule the next meeting.

## **Communicating & Interacting with Attendees from Canada**

### Cultural Differences

- Canada is NOT a US State.
- Eastern Canada is different than the West.
- They have a Parliamentary Government System.
- They have 10 Provinces, and 10 Territories - not States.
- Canada has 2 official languages: English & French.
- Canadians like hockey more than US football.
- They use the metric system.

### Making a Positive First Impression

- Be friendly. \_\_\_\_\_. Canadians are known for being friendly!
- Firm Handshake.

## **Communicating & Interacting with Attendees from Canada (continued)**

### Interpersonal Communication Practices

- Canadians tend to speak a bit \_\_\_\_\_ than those in the US (particularly if you're from the East Coast).

### Business Customs & Practices

- Not particularly different than the U.S.

## **Communicating & Interacting with Attendees from United Kingdom**

### Cultural Differences

- A British accent is not Australian, Kiwi (New Zealand) or South African.
- The UK includes England, Ireland, Northern Ireland and Scotland.
- Brits are more reserved.
- Parliamentary Government + The Royals.

### Making a Positive First Impression

- \_\_\_\_\_ handshake.
- Don't come on strong.

### Interpersonal Communication Practices

- While we all speak English, not all words mean the same things!
- Never use the word "fanny". NEVER.
- Be a bit more \_\_\_\_\_ on emails until you get to know the client.

### Business Customs & Practices

- Brexit just happened and they are all freaking out. One thing is paramount: their relationship with the US marketplace.
- The Brits don't care for \_\_\_\_\_ but will use sarcasm and humor to make a point.
- It's quite common to go to happy hour after work with co-workers and clients.
- People take vacation. Some in July, others in August. For the month. The whole month.

## Final Thoughts

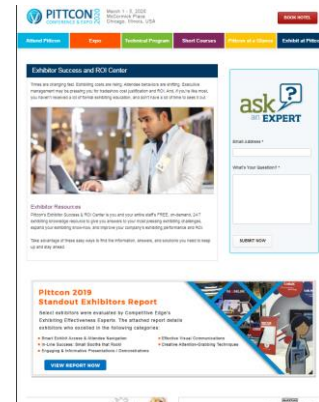
- You will be asked for a \_\_\_\_\_. If you do so once, be prepared to always give it.
- If someone asks you to make an invoice a certain way, Congratulations! They are trying to pay you!!!
- Our friends from other countries want to do business with us. It's just a matter of clear communication!

### What were the three most important ideas you learned in this webinar?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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