



Czech Republic



Country Overview:

Location: Central Europe, between Germany, Poland, Slovakia, and Austria

Size: 78,867 sq km

Population: 10,162,921 (July 2013 est.)

Capital: Prague

Exports-commodities: machinery and transport equipment, raw materials and fuel, chemicals

Currency: Koruny (CZK)

Ethnic groups: Czech 63.7%, Moravian 4.9%, Slovak 1.4%, other 30%

Religion: Roman Catholic 10.3%, Protestant (includes Czech Brethren and Hussite) 0.8%, other and unspecified 54.6%, none 34.2%

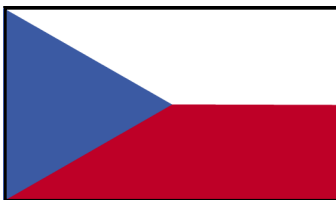
Government type: parliamentary democracy

Chief of State: President Milos ZEMAN (since 8 March 2013)

Head of Government: Prime Minister Petr NECAS (since 28 June 2010)

Language: Czech 95.4%, Slovak 1.6%, other 3%

The Czech Republic is the 45th largest economy in the world.



The Czech Republic / Česká Republika

Meetings and Negotiations

-Initial greetings are **formal** and reserved.

-Most greetings include a handshake, direct eye contact, and the appropriate greeting for the time of day.

-**Wait** to be invited before using someone's first name or an informal greeting, as these are all signs of friendship.

-Initial meetings are scheduled to get to know each other and to see if your Czech associates believe that you are **trustworthy**.

-The first meeting may be with a gatekeeper rather than the actual decision maker.

-Expect some small talk and getting-to-know-you conversation before business is discussed.

- Maintain **direct eye contact** while speaking.

Business Attire

- **Men:** Conservative and stylish suits are the norm. White and/or blue shirts with conservative ties are most common.

-**Women:** Stylish yet conservative business suits or dresses/pants and blouses are most common in corporate settings.

-Being well-groomed and having clothes that are **nicely pressed** is appreciated.

Behavior

-There tends to be little to no touching during conversation in business and formal settings.

-**Punctuality** for meetings is taken extremely seriously. It is a good idea to arrive early for the first meeting.

-Business is conducted **slowly**. You will have to be **patient** and not appear ruffled by the strict adherence to protocol.

-Raising the forefinger means "beware!" or "watchout!". When

asking for a attention or a word, Czechs will raise their hands.

Gift Giving

-In general, you should be **cautious** about giving flowers, since people over the age of 35 often see flowers as having a **romantic** connotation.

-It is polite in Czech custom to **refuse** a gift several times before accepting.

-If you give flowers, give an odd number, but **not 13**, which is considered unlucky.

Appropriate Gifts: Liquor, such as Scotch, Bourbon or Cognac are common. Lighters and office accessories, such as pens and calculators, are popular business gifts in the Czech Republic.

Gifts to Avoid: Anything too expensive or flashy; **calla lilies** as they are used at funerals

Business Tips continued

Conversation

-Czechs are both **formal** and somewhat indirect in their communication.

-They try not to purposely offend and will often go out of their way to protect someone's feelings.

-Czechs are non-confrontational

and often take an indirect approach to business dealings.

-If they **lower their eyes** and become silent they are **uncomfortable** with something you have said.

-Avoid high pressure sales tactics.

-Czechs generally **offer what they expect** to get and do not

often give any counter-offers.

-Have charts and figures to back up your claims.

Topics to Discuss: sports, especially soccer and hockey

Topics to Avoid: comparing Czechs to Slovaks, politics, religion (since most Czechs are atheist or agnostic)

