



## It's News To You!

### International Tips on Business Card Etiquette

1. For business meetings in non-English speaking countries, it's very significant to have a two-sided version of your business card printed—English on one side, local language on the other. This makes an immediate statement about your awareness of global culture. Hand over your card with the local language side up and facing the other person. However, be very careful to obtain a professional translation!
2. In *some* cultures, it's customary to include relevant educational credentials (especially postgraduate degrees) along with your job title; check first.
3. In many countries, handling of business cards is more formal than in the United States (Japan and Korea being well-known examples). When foreign counterparts give you their card, thank them, study it for a moment, and keep it in your hands or on the table during the meeting. It may be considered rude or dismissive to quickly tuck a card into your pocket, day planner or wallet. In many Asian cultures, it's good etiquette to present and



## Travel Tips

### International Business Traveler's Bookshelf

- "Kiss, Bow or Shake Hands: How to Do Business in Sixty Countries," "The International Traveler's Guide To Doing Business in...", Latin America, European Union editions (Above titles by Terri Morrison, Wayne A. Conaway, et al)
- "International Business Etiquette," Latin America, Asia & Pacific Rim, Europe editions (Ann Marie Sabath)
- "Do's and Taboos Around the World for Women in Business," (Roger E. Axtell, Tami Briggs Margaret Corcoran, Mary Beth Lamb)

\* Remember, ASIST offers culture and language training!

receive business cards with both hands. Tossing or sliding a card across the table may be interpreted as a lack of manners or even disrespect. Likewise, avoid writing your notes or comments on someone's business card.

4. Unless they directly report to you within your own organization, do NOT point out typos or English grammatical errors on others' business cards.
5. It is ALWAYS preferable to offer cards at the beginning, rather than the end of meetings. Like you, your counterparts may have difficulty remembering or correctly pronouncing foreign names.
6. Unless the number of participants is extremely large, personally hand a card to everyone present. From an outside cultural perspective, it may not always be obvious to you who the ranking officers or decision makers are, but when possible present cards first to the highest ranking individual(s).



## Coffee Break

- We have enough youth. How about a fountain of smart?



## Say What?

Creative translation attempts from around the world...

"The lift is being fixed for the day. During that time we regret that you will be unbearable."  
 (From a Bucharest hotel lobby)

"Ladies are requested not to have children in the bar."  
 (Inside a Swedish lounge)



## International Recipes

### Tuna with Rémoulade Sauce (France: Provence)

Ingredients (for 4 people):

- Tuna steak(s) or swordfish, about 1.5 pounds
- Marinade: 2 tbsp dry white wine, juice of 1/2 lemon, 2 tsp olive oil, pinch Herbes de Provence
- Rémoulade: pinch each of coarse sea salt and ground pepper, 1 large clove garlic, 1 tbsp chopped shallots, 1 tbsp chopped flat-leaved parsley, 1 tbsp capers (rinse to remove salt), 1 anchovy (rinse to remove salt), 3 hard-boiled egg yolks, 1 raw egg yolk, 1/2 cup olive oil, 1 tsp fresh lemon juice

Whisk together marinade ingredients; pour over the fish in shallow bowl. Marinate 1-2 hours, turning 2-3 times.

In mortar, pound salt, pepper,

garlic, shallot and parsley into a smooth paste. Add capers and anchovy, pound again. Add, pound and stir hard-boiled egg yolks. Add raw yolk; mix thoroughly.

While stirring vigorously and constantly with the pestle or whisk, slowly drizzle in olive oil, until sauce emulsifies to a thick, mayonnaise-like consistency. Stir in lemon juice; adjust salt to taste.

Prepare charcoal grill (or heat a waffle-bottomed grill pan). Drain fish, pat dry. Rub both sides with olive oil; sprinkle with coarse salt and freshly ground pepper. Coat grill or pan thoroughly with olive oil. Grill fish about 6 min. per side, turning once with a large spatula. (Do not overcook!) Serve at once, with rémoulade sauce on the side.



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