

Irish business culture



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Business communication

1. Face-to-face communication



“Good morning”

“Hello”

“How are you?”

Business Cards

When business cards are handed out, you should present your card first to the secretary and then after the meeting, to the individuals you were meeting.



“Safe” Topics

Weather

Religion

Transport

Sport

Politics

Language Matters

English, their second official language, is the language most commonly used and business meetings in Ireland are usually conducted in English.



Business relationship

Business relationships in Ireland are similar to those of other Western European countries, normally formalized in writing, and depending on what has been agreed, signed by both parties as confirmation of the agreement.



Making contact



Personal titles

- ▶ If an Irish counterpart addresses you by your title and last name, you should do the same.
- ▶ In Ireland terms like “sir” and “madam” are very seldom used.
- ▶ The Irish do not draw overt attention to academic qualifications or personal achievements.
- ▶ Irish people believe that respect and the esteem of others must be earned.



Thanks For Your Attendance

