



NEGOTIATING INTERNATIONAL BUSINESS with Ukraine

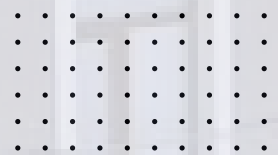


COMMUNICATION

The country's official language is Ukrainian.

Keep physical contact to a minimum.

Eye contact.



HOW TO ADDRESS A PERSON CORRECTLY?

father

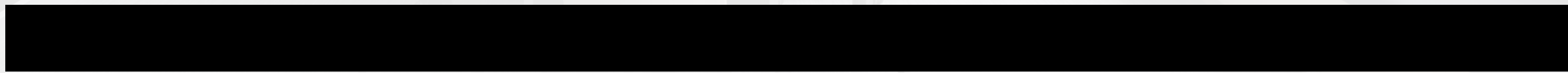


Kuchma Konstantyn ...

his son



Kuchma Bogdan Konstantynovych



HOW TO ADDRESS A PERSON CORRECTLY?

Two ways how to address in Ukrainian:

In formal situations, the order may revert to first name and father's name (Bogdan Konstantynovych)

If a person has an academic or professional title, always use it instead, followed by the last name.

(Profesor Kuchma)

MEETINGS

Schedule meetings in 2/3 weeks advance.

Be punctual.

Presentations should be short and concise.

Balance of politeness and firmness throughout the negotiations.

OTHER IMPORTANT THINGS TO KNOW

A background graphic featuring a network diagram. It consists of several colorful pushpins (blue, green, yellow, orange, purple, and teal) arranged in a circular pattern, connected by thin, light-colored lines. The pins are of various colors and are positioned at the vertices of a network of lines, creating a web-like structure. The overall aesthetic is clean and modern, with a light blue and white background.

Make sure shoes and suit are in good condition.
Business gifts are usually well-received. It is ok if they carry your company logo.

**THANK YOU FOR YOUR
ATTENTION**

