

# lingua business

## The Business of Etiquette

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The Asian culture has influenced the world in how we give and receive, use and keep business cards. They believe it is an extension of introducing yourself on paper. So whether you are traveling the world, or simply conducting business in your own hometown, this ritual of Asian business card exchanges is now considered an international business protocol.

### Presenting a Card

The Asians believe it is a representation of who you are and you are that business card. Be sure to present your card in clean pristine condition, no different than you would your own body. Always present your card in your right hand, or with both hands, facing the person to whom you are giving it. It is not appropriate to pass out cards as though you were dealing in a poker game. Never give a card in your left hand. It is considered a total insult in Muslim and other countries. So again, always present it in your right hand or with both hands. By presenting your card with both hands, it is the highest form of respect.

### Receiving a Card

Always receive a card in the same manner you presented it, either in the right hand or with both hands. Take time to study the card. This is your golden opportunity to help remember the person long after meeting. Ask the person a question or make a nice comment about the card.

It's natural you may want to make notes on a card, especially when the person asks you to please send them a brochure, but be sensitive especially while still in front of the person, never to write on the face of the card. The Japanese believe it's like writing on the person's face. Instead, write any notes on a separate note pad.

Remember never to take a card and immediately put it away. And gentleman, do not pull your back pocket wallet out, place that card in the wallet, return it to your back hip pocket, and then sit on it! It's like sitting on a person's face.

### Keeping Cards

Always keep cards in a separate card carrying case. No more rubber bands or paper clips, which always dent them terribly. Keep the case in a purse or pocket that is located on the upper part of your body. And again, never place them in a back hip or pants pocket. Never ask a person for another card because you lost it. It is perceived as though you have lost their face. So do get those cards filed or entered into your database right away for safe keeping. So there you have it... a few simple tips on how to exchange business cards anywhere in the world.