

# New Zealand



## Introduction

New Zealand has a population of slightly less than 4 million people with most living in the key cities. The large majority of the population (89%) has a European heritage, primarily English. Therefore, English is the predominant language and Christianity the largest religion. The Maori, a Polynesian people who were the earliest inhabitants of New Zealand make up the remaining population. There is little racial tension between the Maori and the predominately European/English people. Though Maori and Europeans freely intermarry and have similar ways of life, each maintains its identity, so social and cultural aspects remain distinct for each group.

The standard of living is high, and their literacy rate is 100%. The state provides extensive social services for the welfare of its citizens, and has one of the most comprehensive health care programs in the world. Adding to their quality of life is the nation's geographic location and size. No one is greater than 75 miles from the ocean and the climate that encourages outdoor activities. This nation actively participates in hiking, fishing, sailing, and competitive sports.

Although New Zealand is often mentioned in the same sentence with Australia, New Zealanders do not appreciate this mutual reference, as they are an independent nation.

## Fun Fact

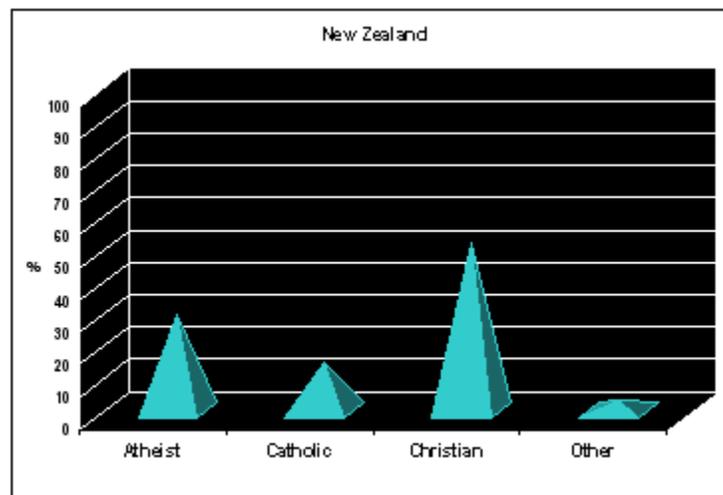
This country was very forward thinking. Not only did these people believe in individualism, they created the environment for it to thrive. They also understood their obligation to the people who worked to establish and maintain the society. In 1893, this British Commonwealth gave women the right to vote, and in 1898, established an old-age pension, the first Commonwealth member to do so. If you are walking down the street and see two people *pressing noses*, they are Maoris using their traditional greeting. The Maoris are also highly regarded for their tattooing art.

# Geert Hofstede Analysis New Zealand

[Click Here for Geert Hofstede country scores](#)

The Geert Hofstede analysis for New Zealand demonstrates that similar to other English speaking countries with Western European heritage (see Great Britain, Canada United States, and Australia), New Zealanders have a very high individualism ranking. Power distance is low indicating their approachability and open communication style. They do expect their personal privacy to be respected. [More Details](#)

## Religion in New Zealand



\* WORLD FACTBOOK 2002

## Appearance

- When conducting business in New Zealand, you want to dress conservatively and tending toward a more formal look.
- Men should wear darker colored suits with a conservative tie. To maintain formality, a white shirt would be worn.
- Women should wear a suit, a dress, or skirt and blouse with a jacket. The wardrobe should

incorporate classic styles and colors (navy and gray).

- Umbrellas and raincoats are necessary most of the year because of the climate and rainfall. The climate is temperate, not tropical. A medium weight wool gabardine would be a good choice of fabric for your basic wardrobe.
- When not involved in business meetings and activities, your wardrobe may be casual. To maintain a professional, though casual look, keep your clothing classic in neutral colors (navy, gray, camel, ivory, and white). Make sure your casual shoes are properly maintained.
- Do not use the "V for victory" sign while in this country.

## Behavior

- Always be on time or early for all appointments. Punctuality is part of the culture. "Fashionably late" is not an option in this country as most social events start on time.
- Maintain a reserved, formal demeanor, especially when first meeting someone. Take your lead to become more relaxed by following the behavior of your New Zealand hosts.
- Normal business hours are Monday – Friday 8:30am-5:00pm and Saturday 9:00am-12:30pm.
- Talking is minimal while you are eating a meal. The conversation will occur before and after your meal. Dinners are reserved for social interactions only, therefore not business is discussed at these occasions. Lunch is used for business conversations.
- Boisterous behavior is always inappropriate, even when you are drinking. Pace yourself to maintain the proper reserved and polite behavior.
- Afternoon tea is between 3:00 - 4:00pm.
- Tea is between 6:00 - 8:00pm, and an evening meal is served.
- Supper is a snack served much later in the evening,
- A tip may be refused, as tipping is rare.
- Entertaining is frequently done in a person's home. A small thank you gift of flowers, chocolate, or whiskey may be taken to the host and/or hostess.

- Cover your mouth if you must yawn, and do not chew gum or toothpicks in public.
- Ask permission before you attempt to photograph someone.

## Communications

- The official language is English.
- When meeting someone, and when leaving, use a firm handshake with good eye contact. Good eye contact means looking into the other person's eyes when shaking hands, not looking down at your hand. The eye contact is maintained during the handshake. You are not staring at the other person, but showing genuine interest in meeting or seeing the person.
- Men generally wait for a woman to be the first to extend her hand for a handshake. Women do shake other women's hands. Use your same firm handshake with good eye contact.
- When you are meeting someone, say "How do you do?" A more relaxed greeting, such as "Hello", is reserved for the meetings after you've had the opportunity to get to know the person.
- The people are reserved, but always very warm and polite when you meet them.
- Address a person using his/her title, or Mr., Mrs., Miss plus the full name.
- Honesty is the best policy. Don't hype your product or service, and don't be a braggart.
- Do not allow your voice to get loud. Maintain a reserved manner.
- Politics, sports, and weather are good conversational topics, and may be hotly debated. In order to be a good conversationalist, stay current and informed on critical topics. One in particular is New Zealand's "nuclear free" zone.
- Avoid confusing or comparing New Zealand with Australia, as they are two distinct countries. If you are not familiar with New Zealand, spend time before your trip to learn about the history and culture.