

# South Africa



## Introduction

South Africa has a population of approximately 40 million people. Three-quarters of its population is black (African) and approximately 15% is white (European). The rest is a mixture of white, Malayan and blacks whose ancestors were of Asian descent. There are six major ethnic groups in South Africa: Afrikaner, Coloured/Cape Malay, Bantu, English, Chinese and Indian. There are 11 official languages in South Africa. Most South Africans speak English and Afrikaans, which is derived from their Dutch heritage.

South Africa has a democratic government. Nelson Mandela, the current president of South Africa spent 27 years in prison for the formation of Operation Mayjibuye, a revolutionary plan. South Africa is considered the industrial giant of Africa. It is a substantial resource for minerals including gold, silver, copper and diamonds.

## Fun Fact

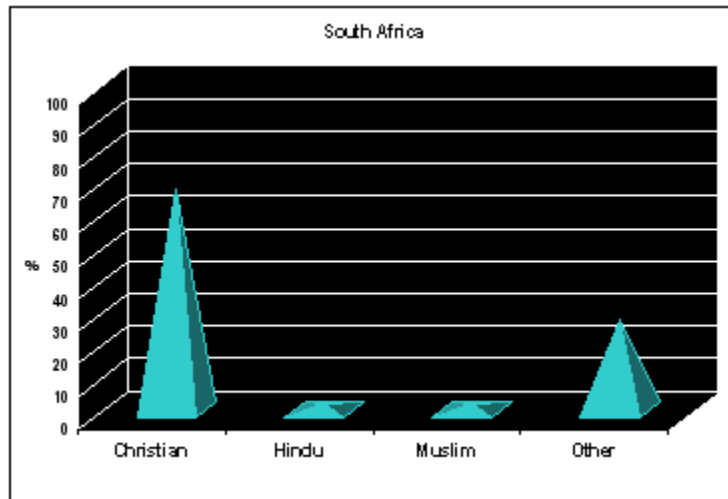
South Africans love success stories. They admire Americans because we live what they believe is the "American Dream."

# Geert Hofstede Analysis South Africa

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

The Geert Hofstede analysis for South Africa illustrates their emphasis on Individualism. South Africans ranked extremely high in all categories of the Hofstede model. However, there is no ranking for Long-term Orientation. Being the Individualist that the South Africans are, they shy away from Long-term relationships. [More Details](#)

## Religion in South Africa



\* WORLD FACTBOOK 2002

## Appearance

- South Africans of Urban cultures generally wear western dress.
- Dress well in public, it will be expected by your South African host.
- African women wear a sari.

## Behavior

- Gift giving is not the norm in business.
- Do not present gifts with the left hand.
- Use either both hands or the right hand when giving and presenting gifts.
- Gifts will be opened upon receipt.
- Business meetings can be held over lunch or dinner in a good restaurant.
- Meals at the home of a white South African will include a barbecue by the pool--called a braaivleis (Afrikaans for roasted meat) or braai.

## Communications

- The handshake is the most common greeting. There are a variety of handshakes between ethnic groups.
- Use titles and surnames to address people.
- Appointments should be made starting at 9 a.m.
- Do not rush deals. South Africans are very casual in their business dealings.
- Business cards have no formal exchange protocol.
- South Africans prefer a "win-win" situation.