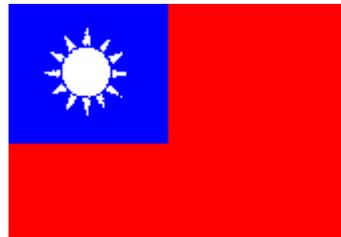


Taiwan



Introduction

The Taiwanese migrated to Mainland China starting in AD 500. Taiwan has a population of approximately 20.5 million. The official language is Mandarin Chinese. Most businessmen speak and understand English. It is governed by a multiparty republican system. Taiwan is often referred to as Nationalist China. Although the Taiwanese practice a variety of religions the culture is strongly influenced by Confucianism.

Fun Fact

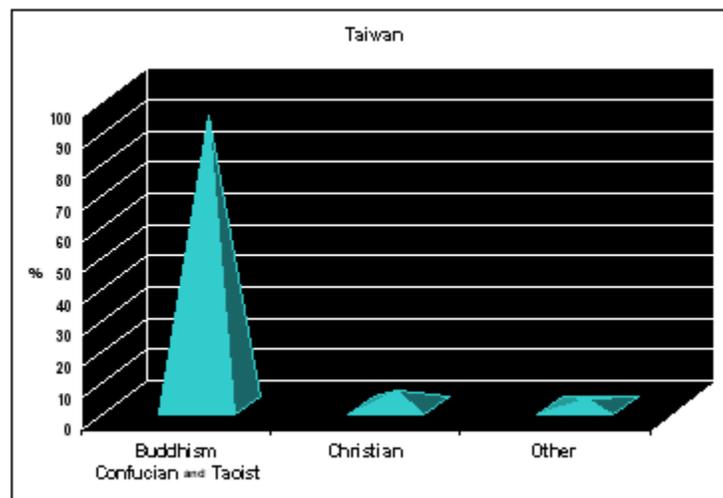
Taiwan has a very young population. Almost 55 percent of the population are under thirty.

Geert Hofstede Analysis Taiwan

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

The Geert Hofstede analysis for Taiwan is almost identical to the model for China. Long-term Orientation is the highest-ranking factor. As with other Asian countries, relationships are a primary part of the culture. Individualism is the lowest ranking. Like the Chinese, the Taiwanese are a collectivist society. [More Details](#)

Religion in Taiwan



* WORLD FACTBOOK 2002

Appearance

- Conservative dress for men is changing rapidly to a more open style, due largely in part to the younger staff.
- Women should dress conservatively as well with a simple skirt and blouse.
- Casual activities should reflect a modest dress.
- Appearance should be neat and clean.
- Winking is inappropriate in any situation.
- Do not touch another person's shoulders.

- Do not touch anyone's head particularly the head of someone's child. Children are held in very high regard in Taiwan.

- Do not touch or point at anything with your feet, they are considered dirty.

Behavior

- Business relationships are based on respect.

- Meet face-to-face if possible.

- Elders make the decisions.

- Always include a senior executive in meetings.

- Women are rare in business in Taiwan but this is changing rapidly.

- Candor is not appreciated.

- Divide topics into segments for presentations.

- Direct presentations to the senior ranking individual.

- Have all new products registered and or patented to avoid copying.

- Translate all written documents.

- Subtlety is key.

- Modify tone and volume as not to appear loud.

- Do not visit a home without an invitation.

- Do not discard food from your mouth back into your bowl.

- Good topics during dinner include art, family, and Chinese sightseeing.

- Gift giving is common practice in business.

- Good choices are items with your company logo on them for your first visit to Taiwan.

- Give and receive gifts with both hands.
- Gifts will not be opened in your presence.
- Food is a good gift.
- Avoid giving knives, scissors or cutting tools as they symbolize the cutting off of friendships.

Communications

- A nod of your head is an appropriate greeting.
- Handshakes are for casual meetings and introductions.
- Bowing slightly is a good way to show respect with your hands to your sides and your feet together - More Japanese than Chinese.
- Women rarely shake hands but this is changing
- Business is becoming more westernized and men now shake hands.
- "Have you eaten?" is a standard greeting. It is more of a rhetorical question.
- Always wait for introductions.
- Punctuality is of great importance in Taiwan.