

Taiwan Business environment through the eyes of a Dutch resident

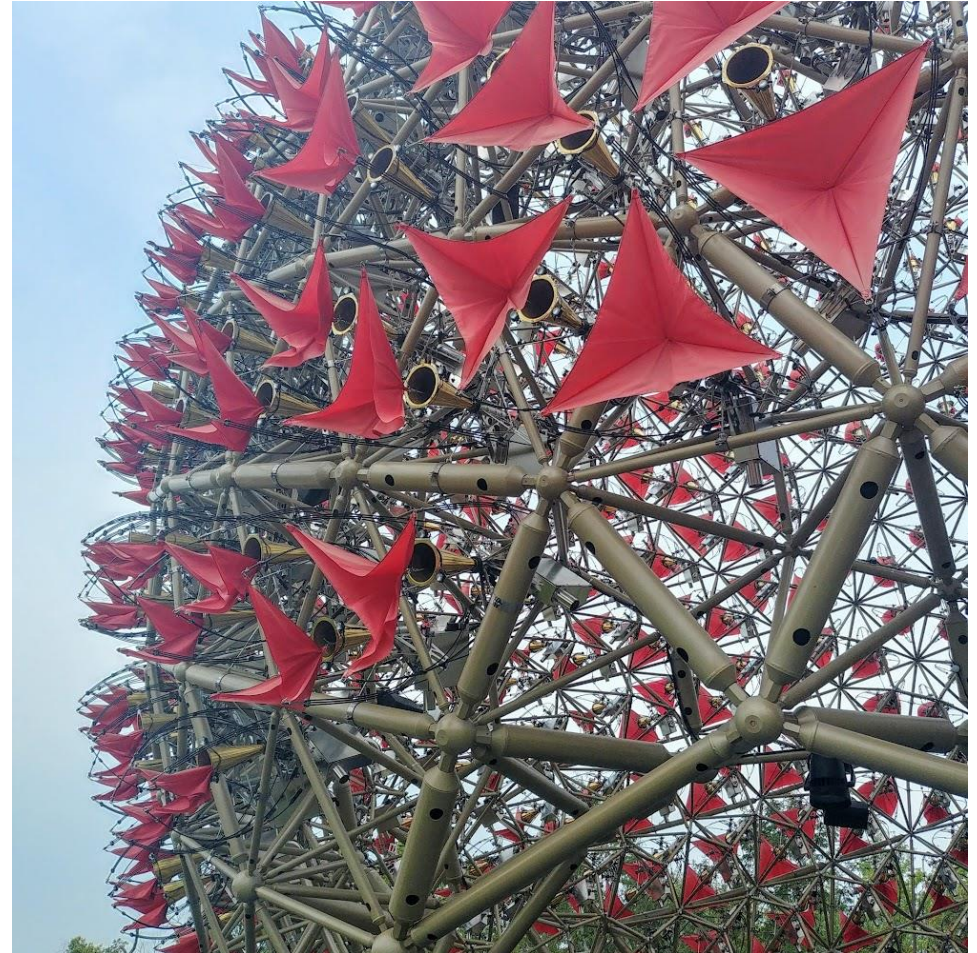
Koert R. Stijne MA RA



Wanhua District

Topics

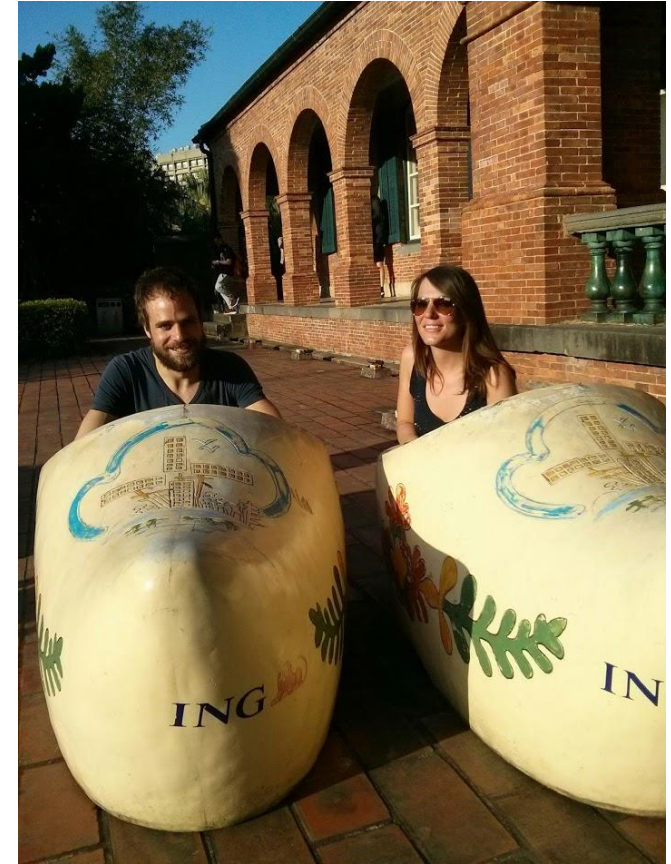
- Continuing the Relationship
- Cultural Angle
- Business Interaction
- Advice Dutch Businessmen
- European Chamber of Commerce
- Questions?



Taichung – International Flower Exhibition

Cultural Angle

- Common ground is not hard to find. Both parties are in it for business. Do not over-emphasize cultural differences
- Concentrate on differences in doing business
- Avoid stereotyping
- Learn who you are dealing with. The initial contacts after a positive reaction to a sales pitch is all about building up a relationship. It is about reliability, professionalism, financial soundness, and prospects for a continuous relationship. This will take some time.



Tamsui – Fort San Domingo

Business Interaction

A few pointers when interacting:

- Do not be too jovial. Quips at the expense of the other are not appreciated
- Be generous with compliments, which usually will be denied, and be modest about your own accomplishments
- When accepting an invitation, realize that the role of host is an honour. Appreciate this and accept you are a guest. Dress appropriately

These are virtues which can be traced back to Confucianism with its definitions and rites. Do justice to your position and act your role



Advice Dutch Businessmen

Some answers on doing business in Taiwan put to Dutch businessmen with their own business in Taiwan (uncensored)

- 2 -3 meetings are not nearly enough to establish a relationship
- There will be multiple people involved in negotiations. Have backup
- Decisions are ultimately made at the top. Talk to the boss! Also when dealing with large companies
- A contract does not necessarily end negotiations. Prepare ahead where you can be flexible



Taipei - Zhongzheng District

Continuing the relationship

Some advice from my side:

- Will require a resident liaison to act on your behalf when necessary. Buy into a network
- Do not be overly focussed on price. A well functioning relationship is a risk control instrument
- Allow everyone their share
- Continuing the relationship

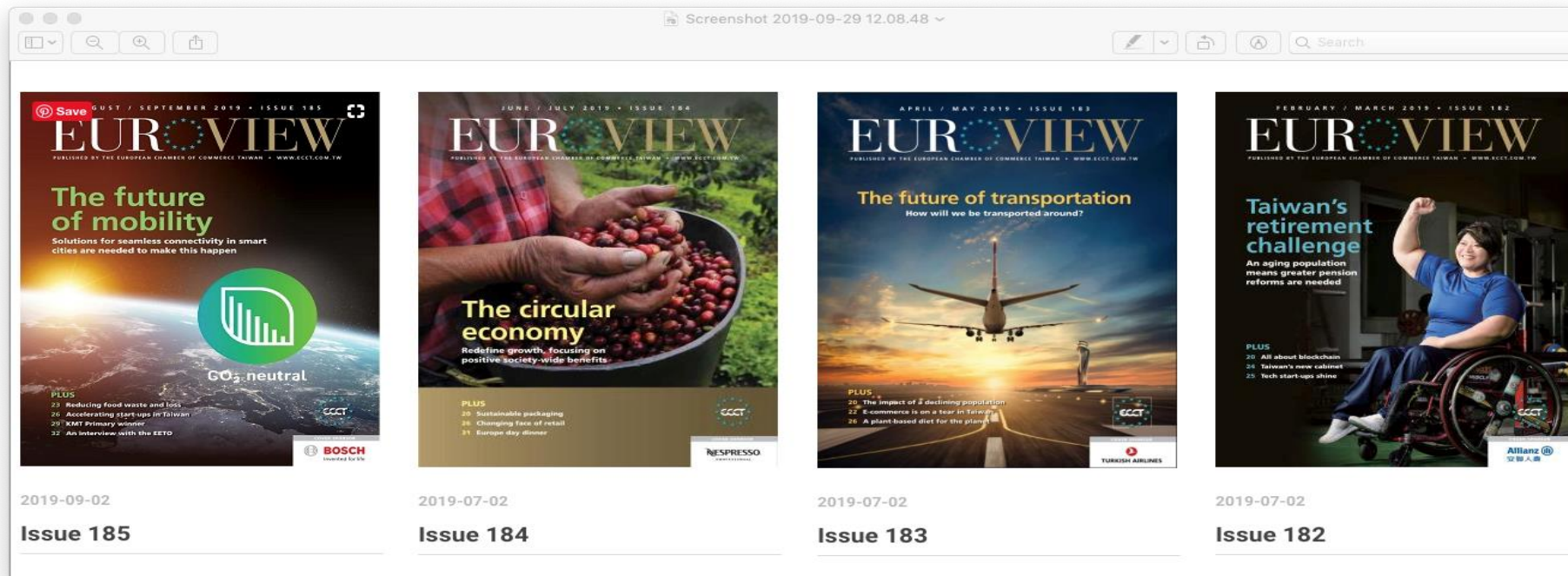


Taipei - Xinji District

European Chamber of Commerce

Focus on Europe -> Taiwan <https://www.ecct.com.tw/>

Latest news, Position Papers, Bi-monthly magazine 'Focus on Europe'.



Questions ?



Taipei – Shilin night market