

# Business etiquette of Kazakhstan

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# Plan:



## 01 INTRODUCTION

What is business  
etiquette

## 02 MAIN PART

a) Business etiquette of  
Kazakhstan

## 03 CONCLUSION



Ethics is a system of moral and ethical norms accepted in society. Etiquette is a set of specific rules and laws of behavior adopted in society.

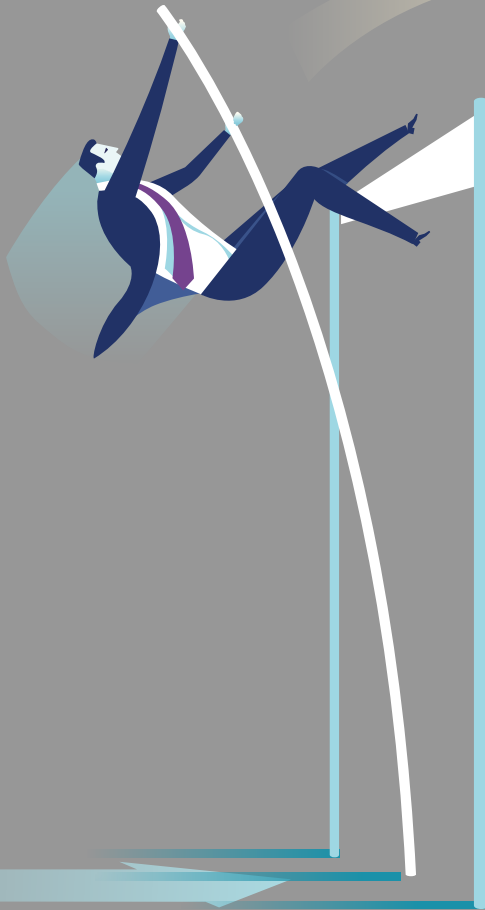
—SOMEONE FAMOUS

When doing business in Kazakhstan, it is important to understand that a strict social structure is being followed. Someone higher in the hierarchy of a company should never publicly contradict or criticize someone of a lower rank.

Business meetings in Kazakhstan are usually held at a T-shaped table, headed by high-ranking professionals, and the rest of the seats in descending order are taken by those who are lower in rank.



# KAZAKH BUSINESS ETIQUETTE



Wait for the most senior Kazakhstani to start the meeting and introduce your team before introducing yourself.



Address meeting participants using their academic or professional title and surname. Don't use uninvited names.



Expect to spend more time than you expect. Kazakh business meetings usually have a start time but not an end time, and the conversation can usually take a long time.



Shake hands with everyone in the room before leaving the meeting.



Know in advance the ranking hierarchy of attendees in the meeting, as this determines the order in which attendees are allowed to speak.

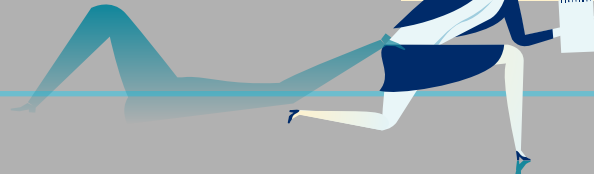
# KAZAKH BUSINESS ETIQUETTE

Kazakhs prefer to speak not directly, but metaphorically, in hints, to some extent in general, it is considered good form. Kazakhs in business communicate diplomatically, restrained, delicately.

It is not customary in Kazakhstan to criticize people of the older generation, to argue with them. The rigid system of hierarchy does not allow this. Kazakhs tend to plan business meetings with people of the same rank.

Business negotiations, as a rule, take place at the table in the shape of the letter T. It is customary to place people close in position opposite each other, and the boss at the head of the table.

Business etiquette in Kazakhstan implies the exchange of business cards when meeting someone, as they help to get to know and remember a person better. Usually business cards are printed in two languages: Russian and English.



# KAZAKH SPEECH ETIQUETTE

**01**

The main greeting formula for men is “Assalaumaleikum!”, It is customary to answer this greeting: “Uagaleykumassalam!”. The phrases are literally translated from the Arabic language as: "Peace to you!" - "I wish you the same!"

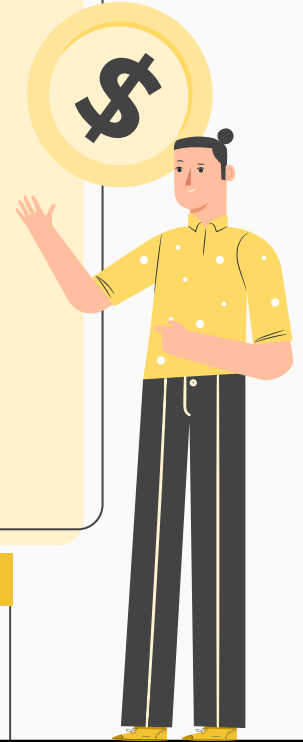
**02**

There are words that emphasize the respectful attitude of one person to another. The word "karyndas" is an example of a man's polite address to a young girl. "Khanym" is a respectful address to an adult woman.



## CONCLUSION

The features of the national Kazakh character are: endurance, persistence, the ability to endure great difficulties; the ability to quickly adapt to constantly changing conditions, a sense of common belonging, solidarity, a negative attitude towards conflicts. Kazakhs are also hospitable, reliable and sociable. They are quite selective in relation to those around them, depending on their social status, ancestry and faith. For the most part, Kazakhs are conscientious, resistant to suffering people, unpretentious and unpretentious. They are characterized by respect, gentleness, compassion for the grief of others.





# THANKS

Does anyone have any questions?

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