



TropLinks International Symposium

Cultural Awareness and Business Etiquette in PNG

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About Myself

- Born in Hanuabada village, Port Moresby
- Educated at Hagara Primary School, Badihagwa High School and Kerevat Senior High School
- Diploma in Journalism, University of Papua New Guinea
- Diploma in Community Services Management (TAFE), Certificate IV in Training and Assessment (TAFE), Certificate in Innovative Leadership (RMIT University)



A Country of Many Cultures

- Enormous cultural and social diversity
- Different approaches needed for different cultural groups
- Cultural assumptions can be bad for business
- Cultural awareness can be a valuable business tool
- A different culture or society is not something to be afraid of.





Communicating PNG-style

- More than 800 spoken languages: make sure you are speaking the right one
- Stick to English if necessary: it's an official language
- Be careful about your body language
- Gestures can be misinterpreted
- Different greeting protocols for different societies, for males and females, for senior elders and ordinary villagers





Communicating PNG-style

- Cultural knowledge is vital - sound knowledge of customs and environment
- Social expectations - do I speak to women and children? Do I give gifts?
- Representations - who are the spokespersons? How do I identify individual landowners? Do they exist?
- Can I haggle and be bold and upfront or do I adopt a more subtle, less aggressive approach?





Some Challenges

- The wantok system can have a big impact on your business
- It is important to understand how tribal, clan and family relationships work
- Law and order is an issue in village and town alike. But by and large people will look after you
- Engage with people and their culture
- Land ownership - 97% customary land, 3% state-owned land
- People and expectations - balancing business needs with your staff's family and cultural duties





Doing business in PNG

- Knowing and valuing the people and their culture can be a very valuable business asset
- Getting to know a culture depends on respect and the ability to listen
- Adhere to proper process and have realistic expectations





QUESTIONS?





Thank you!

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