

4. Do not push your position too hard. Korean businessmen are considered internationally to be tough negotiators. Be prepared to be patient, but firm, and as dignified as possible at the negotiating table. Negotiating style is particularly important. Argumentative and adversarial exchanges are distasteful to Koreans. They may appear to acquiesce on a point simply to permit discussion to continue in a more harmonious manner. This acquiescence may be mistakenly interpreted as meaning agreement has been reached when, in fact, it has only been done to clear the air. A team approach may often be used to handle negotiations. Allow sufficient time for your Korean counterparts to come to a decision. Their decisions are usually made collectively and often require more time than you may expect.
5. Build personal relationships. Legal documents are not as important as personal relationships in Korea. Koreans do not like detailed contracts. They prefer and often insist that contracts be left flexible enough so that adjustments can be made to fit changing circumstances. Therefore, it is very important to develop and foster good relations with your Korean counterpart based on mutual trust and benefit in addition to the business contract. To a Korean businessman, the importance of a contract is not so much what is stipulated, but rather who signed it and the fact that it exists.
6. Entertain and be entertained. Perhaps as much business is transacted in the informal setting of dinner as in the company conference room. Business representatives should never regard formal entertainment as a waste of time. Without question, your Korean counterpart will invite you for some informal entertainment; accept the offer and be sure to reciprocate. Do not be surprised at the degree a normally serious, conservative Korean executive may "unwind" in such an informal situation. You too should take this opportunity to enjoy the occasion as much as possible. To the Korean businessman, your social relationship is directly related to the conduct of business. The rapport established at these occasions will contribute greatly to the overall success of your firm in Korea.

Commercial Language: Although Korean is the language of the country, many Koreans speak and understand English. Many business firms are able to correspond in English.