

tors. And remember that when the Koreans say "yes" they may only mean "I heard you" and not agreement with what you have said.

For Koreans, human relationships and informal understandings with trusted partners are more important than formal contracts. Contracts are seen to be significant because of who signed them and the fact of their existence, but they should also be flexible enough to fit changing circumstances. And give Koreans time to come to a decision.

When dealing with Koreans, the giving of small gifts is accepted and recommended. They also like to entertain and you should participate and reciprocate if invited to do so. Going out for drinks with your hosts or attending parties are two common forms of entertainment. Recently, taking part in a golf game has become increasingly popular within the business community.

Contacts:

The long-standing Canadian-Korean trade relationship can serve as a basis for developing investment relationships. In addition to Canada's diplomatic post in Korea, other points of contact include the Canada-Korea Business Council, a private-sector body dedicated to expanding commercial linkages between the two countries.

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