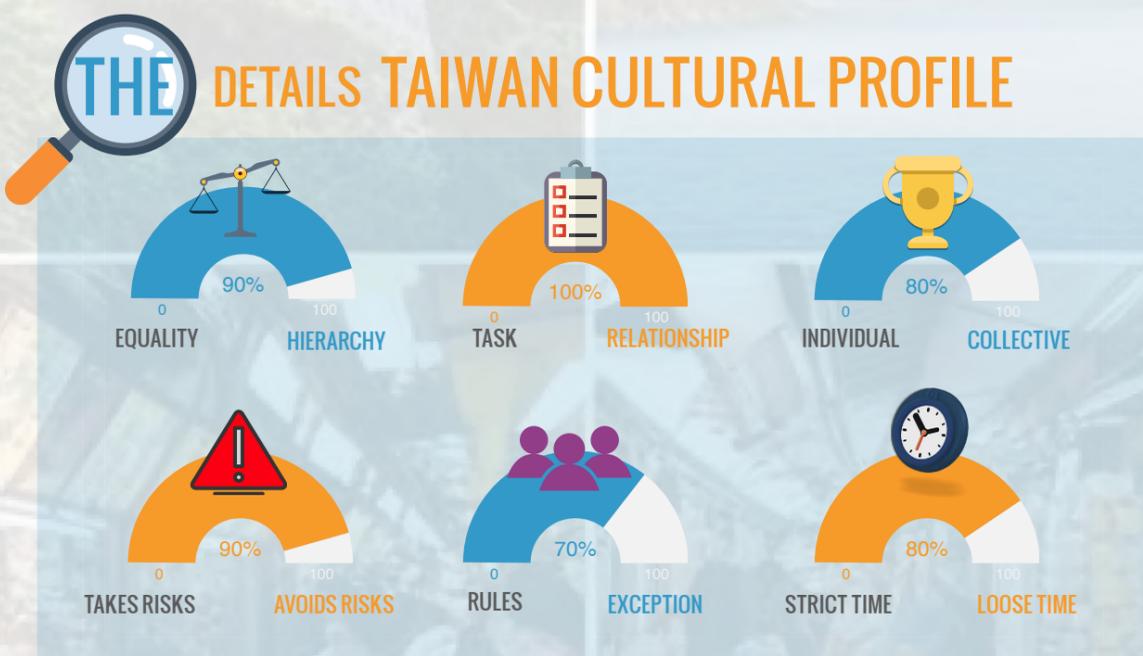




Welcoming the Lunar New Year

Gong Hei Fat Choi!

THE DETAILS TAIWAN CULTURAL PROFILE



CULTURAL DIMENSIONS

Indirect and High Context

In Taiwan, the message is often implied or suggested- this is to prevent "loss of face" or potential impact to the relationship. "Yes" and "maybe" have multiple meanings (including "no") and definitive responses are rarely given in Taiwanese culture. Background information is assumed depending on the nature of the relationship and is part of the communication. Additionally, paralinguistic cues such as facial expressions, body movements, gestures, and pauses are helpful in decoding the message. Modesty and humility are a virtue, and understating oneself is common.

Formal and Emotionally Restrained

Taiwanese prefer formal recognition of space, particularly with the elderly, who are treated with reverence. Sensitivity to hierarchy and face-saving tends to be very important and familiarity is avoided until there is a strong relationship. Typically, there is minimal physical contact in public, particularly with the older generation. Emotional displays are also avoided as it can be interpreted as a loss of self-control and disrespect. Polite nods are common when greeting someone. The younger generation uses handshakes more frequently. In general, gestures are not often used due to a restrained style.

Group Orientation and Cooperation

In Taiwan, identity is often shaped by community, with family and friends serving as core pillars of cultural values. Taiwanese culture, deeply influenced by Confucianism, emphasizes interpersonal relationships, ethics, education, and family. These values have contributed to the nation's stable society, economic growth, and harmonious lifestyle. Harmony and face-saving are very important and there is a big focus on group stability. The Taiwanese sense of self tends to be embedded in plural pronouns and personal opinions are superseded by those of the group. However, younger generations (Millennials, Gen Z, and even some Gen X) tend to be more individualistic, direct in voicing their ideas and entrepreneurial.

Relationship Orientation

Taiwanese believe that relationships are necessary for all social and business interactions and see them as a key to success. Personal contact is the single most important factor in good customer relations and there is a strong preference for in-person meetings and collaboration. Time and energy must be spent on building **guanxi** (relationships and reciprocation) and trust. Enquiring about your colleagues' interests, socializing, or engaging in sports activities shows one's commitment to a long-lasting relationship.

Hierarchy

Taiwanese typically observe patterns of rank and status which define roles and reduce uncertainty. Age, experience, and good manners are respected. Boasting and self-promotion are considered unrefined, whereas more subtle ways of making one's credentials and achievements known are better accepted. Education is highly valued as a tool for personal advancement and building a career. Many younger Taiwanese pursue education in Western countries and exhibit individual initiative and less preference for authoritative management.

Tolerance for Ambiguity and Preference for Exceptions

Generally, people in Taiwan tend to be comfortable with ambiguous situations, although managerial guidance may be expected. Change is tolerated when introduced at a steady pace, with a long-term strategy in mind. There is also a preference for loose application of the rules as certain situations may require creative ways around them based on hierarchy, previously established relationships, and other contextual cues.

Lunar New Year 2025 Year of the Snake



- Lantern Festival lights up the New Year: the Lantern Festival ends Taiwan's Lunar New Year celebrations, with sky lanterns released in places like Pingxi. During the Year of the Snake, lanterns often feature snake designs, symbolizing wisdom and transformation.
- The snake represents wisdom and prosperity: people born in the Year of the Snake are seen as wise and strategic, with the snake symbolizing prosperity and an auspicious year for career and financial growth.
- The color red: during Lunar New Year, red symbolizes luck, prosperity, and vitality, believed to ward off evil and attract positive energy. People wear red and decorate their homes with it to celebrate.
- "Fu" (福) Is flipped for good fortune: in Taiwan, the character 福 (fú) meaning "blessing," is often displayed upside down during Lunar New Year, symbolizing that good fortune has "arrived."



BE AWARE!



Taiwanese place a high importance on building strong relationships and may ask personal questions to show their interest and care. Reciprocate in turn inquiring about their families and interests.

