



## The Dos and Don'ts of Corporate Gifts in UAE

When it comes to showing appreciation to clients, employees, or business partners in the UAE, corporate gifts are a common and effective way to strengthen relationships. However, there are certain dos and don'ts to keep in mind when selecting and giving corporate gifts in the UAE.



### Dos of [Corporate Gifts in UAE](#):

- 1. Consider the Recipient's Cultural Background:** It's important to take into account the cultural background of the recipient when selecting a corporate gift. In the UAE, it's best to opt for gifts that are both practical and luxurious, such as high-quality branded items or gourmet gift baskets.
- 2. Personalize the Gift:** Adding a personal touch to your corporate gift, such as customizing it with the recipient's name or company logo, can make

a lasting impression. It shows that you have taken the time to select a thoughtful gift specifically for them.

**3. Follow Gift-Giving Etiquette:** In the UAE, it's customary to present a gift with your right hand or with both hands, as using the left hand is considered disrespectful. Additionally, gifts should be wrapped elegantly and presented with humility.

**4. Align the Gift with Company Values:** Choose a corporate gift that reflects your company's values and ethos. For example, if your company values sustainability, consider gifting eco-friendly products or items made from recycled materials.

### **Don'ts of Corporate Gifts in UAE:**

**1. Avoid Alcohol:** In the UAE, alcohol is a sensitive topic, and it's best to avoid giving alcoholic beverages as corporate gifts. Opt for non-alcoholic alternatives, such as gourmet coffee or tea gift sets, instead.

**2. Don't Choose Offensive Gifts:** Be mindful of cultural sensitivities and avoid giving gifts that may be considered offensive or inappropriate. It's important to do research on the recipient's cultural norms and preferences before selecting a gift.

**3. Don't Overspend:** While it's important to choose a high-quality gift, overspending on corporate gifts can be perceived as excessive or ostentatious. It's best to strike a balance between quality and appropriateness when selecting a corporate gift.

**4. Avoid Generic Gifts:** A generic gift may come across as insincere or thoughtless. Take the time to consider the recipient's interests, hobbies, or preferences when selecting a corporate gift to make it more meaningful and memorable.

In conclusion, corporate gifts can be a powerful tool for building and maintaining relationships in the UAE. By following these dos and don'ts of corporate gifting, you can ensure that your gifts are well-received and appreciated by the recipients. Visit TFS Gifts for a wide selection of luxury corporate gifts in the UAE.

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