

The Ultimate Guide to Gifting Globally



Introduction

Giving gifts stretches across cultures and ranks among one of the oldest human traditions along with storytelling, rituals, and complaining about the weather.

In Ancient Egypt, gifts were given to Pharaohs who had recently built pyramids and in the Middle Ages, it was customary for vassals to give gifts to their liege lords as a declaration of their allegiance.

These practices later translated into gifting in business relationships as well. Business partners would exchange gifts before and after a new sale as a sign of appreciation, respect, or to celebrate the new business relationship. Alyce is proud to help companies carry on this rich tradition in the modern business context.

Gifting helps break through the digital noise that we're inundated with daily.

It allows us to build real, meaningful connections with our business contacts. Merely sending business swag or a gift basket isn't enough.

By using a combination of personal gifts, direct mail, swag, and branded kits, you forge a stronger connection to show the recipient that you care about them as a person — not just a record in your database.

Whether you're looking to convert more leads, cherish existing customers, or recruit today's top talent, Alyce is a smart choice.

You'll have everything you need to deliver thoughtful, personal gifts to people wherever they are in the world.

Appropriate gifts and common gifting practices vary from one country to another, as do the standards, laws, or regulations that might apply to gifting in a certain jurisdiction. A common question we get is how to ensure that any gifts given to someone in another country are appropriate and comply with local laws.

This guidebook will provide an overview of common gifting practices found worldwide, and sensible guidelines to operate well within a market's expectations and legal framework.



Potential complications with gifting

Many organizations, especially government agencies and state-owned entities (but also many private entities), have specific procurement policies or may be subject to local laws related to gift-giving.

We prepared this guide to provide you with an overview of best practices and point out potential risks to avoid in the markets Alyce serves.

Each country in this guide has some variation in legal requirements, many of which stem from local anti-corruption measures.

- In all circumstances, gifts should be provided for legitimate business purposes, not to induce improper behavior or as an improper quid pro quo.
- Exercise caution when giving a gift to a public official. They may not be able to accept them under local laws or rules, and it creates heightened risks under local laws.
- For all business partners, but especially public officials, it's best to opt for modest, appropriate gifts that don't appear too extravagant and do not exceed local law limits in their country.

Tips for international gifting

We worked with law firms across the globe to develop these guidelines and ensure they are consistent with local law and best practices. A special thank you to Latham & Watkins LLP for their contributions. While this guide benefits from input from our legal experts worldwide, it should not be considered legal advice.

While this document is designed to be a comprehensive guide to gifting standards and laws, especially in the specific markets we have highlighted, it can't address every possible scenario – and both gifting practices and local laws may be subject to change.

If you have questions, we encourage you to seek further guidance from counsel in the relevant jurisdiction – or reach out to your contact at Alyce to help you navigate any questions or concerns.

Sales and marketing teams from established organizations with a global presence rely on Alyce to gift thoughtfully, and we hope this guidebook helps you, too. Together, we help brands master outbound marketing with a scalable and sensible gifting program that helps team members build relationships while staying in line with local laws and gifting practices.

TABLE OF CONTENTS

- **Australia**
- **Brazil**
- **Canada**
- **China**
- **France**
- **Germany**
- **India**
- **Ireland**
- **Israel**
- **Italy**
- **Japan**
- **Mexico**
- **New Zealand**
- **Spain**
- **United Kingdom**
- **United States**
- **Gifting Checklist**



AUSTRALIA

Gift-giving culture in Australia

Gift-giving in Australia tends to be casual and relaxed, and gifts are not typically expected. If they're given in the course of doing business, gifts are often viewed as a way to promote goodwill and demonstrate gratitude, as well as to celebrate good business relationships and signal a desire to continue working together in the future.

Thoughtfulness counts for more than the actual cost of the gift. This philosophy goes perfectly with how we think about Alyce, where personal is always better.

Donations are always welcome. Gift recipients can choose to exchange their gift in favor of a donation to a charity of their choice through **the Donation Gifting feature in the Alyce platform.**



FUN FACT!

In Australia, gift cards or gift certificates are called "gift vouchers," and gift baskets are called "gift hampers."

Gift Hamper





AUSTRALIA

Great gift ideas

- Environmentally friendly/reusable gifts **(e.g., reusable coffee cups or water bottles)**
- Craft beer
- Chocolate
- Wine and spirits
- Meat
- Flowers
- Gifts tied to the person's hobbies
- A craft from your home region

Gifts to avoid

- Perishable foods or imported items **(they could be confiscated by Australian customs).**
- Refrain from gifting around **Remembrance** and **Anzac Days**





AUSTRALIA

Gift-giving occasions

In addition to common holidays and events like New Years, Easter, and Christmas, the following occasions may be appropriate to send a gift to a person:

- **Australia Day** (January 26)
- **Mother's Day** (2nd Sunday in May)
- **National Sorry Day** (May 26)
- **Queen's Birthday** (June 2nd Monday)
- **Father's Day** (1st Sunday in September)
- **Halloween** (October 31)
- **Boxing Day** (December 26)

Legal requirements

Gifts to public officials from private organizations or businesses must be below **AUD 300 (\$214)**.





BRAZIL

Gift-giving culture in Brazil

The practice of gift-giving plays an important role in business and personal relationships.

It's especially important to emphasize thoughtfulness, generosity, and good intentions through the gift chosen.

It's polite, if not mandatory, to give gifts in certain situations such as birthdays or an invitation to dinner.

Gift-giving occasions

In addition to common holidays and events like birthdays, weddings, Christmas, Easter, and New Year's, the following are holidays on which it may be appropriate to exchange modest gifts in Brazil, especially small food items:

- **Valentine's Day** (June 12)
- **Ash Wednesday / Carnival** (44 days prior to Easter)
- **Mother's Day** (2nd Sunday in May)
- **Father's Day** (2nd Sunday in August)
- **Independence Day** (September 7)





BRAZIL

Great gift ideas

- Coffee
- Chocolates or other candy
- Alcohol
- Plants or flowers to celebrate an event or milestone
- Any gifts in the national colors (**yellow, green, and blue**)
- A football-themed gift
- Gifts that the recipient's entire family, including children, can enjoy

Gifts to avoid

- Sharp objects
- Expensive, luxury items
- Gifts in black or purple
- Handkerchiefs
- Personal items such as wallets, neckties, or sunglasses

Legal requirements

- Public officials should not receive gifts of more than **100 Brazilian reais (\$20)**.
- Some government agencies **prohibit their officials from accepting alcohol**.





CANADA

Gifting culture in Canada

Canadians have a reputation for being a relaxed culture overall. This holds true when it comes to gifting as there are really no strict gifting customs in Canada.

Nevertheless, each province does have its own subculture, characteristics, and to some extent, traditions. A Quebecois may react differently to certain gifts versus someone from Alberta. Be aware of these differences while considering your gift and the occasion for sending it.

The one thing that goes a long way with gifting in Canada is thoughtfulness.

The value and nature of a gift should be reasonable and appropriate in light of the relationship and context in which it is given. Otherwise, you run the risk of causing discomfort or embarrassment on the behalf of the recipient.





CANADA



Great gift ideas

- Handwritten thank-you notes
- Thoughtful gift that reflects a personal interest **(e.g., theatre or opera tickets)**
- Inscribed gifts (e.g., a book)

Gifts to avoid

- Anything with the **Canadian flag or a maple leaf on it**
- Gifts with religious or lifestyle connotations
- Red-colored flowers
- Overly expensive or extravagant gifts



Thank
you!



CANADA

Gift-giving occasions

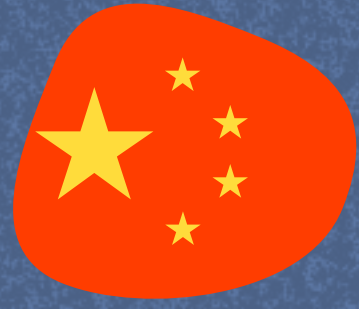
In Canada, the end of the year holiday season is a common time to send and receive gifts. This includes occasions such as Christmas, Hanukkah, or Kwanzaa. In addition to major life events, such as birthdays, weddings, and housewarmings, the following holidays may be occasions to exchange modest gifts with colleagues:

- **New Year's Day** (January 1)
- **Easter** (March/April)
- **Victoria Day** (The Monday preceding May 24)
- **Mother's Day** (2nd Sunday in May)
- **Father's Day** (3rd Sunday in June)
- **Canada Day** (July 1)
- **Thanksgiving** (2nd Monday in October)
- **Christmas Eve / Christmas Day** (December 24-25)
- **Boxing Day** (December 26)

Legal requirements

- Many public officials are **prohibited from receiving gifts.**
- Most companies will have their own internal gifting policies in place as any gifts for an employee **over \$500 CAD (\$387) is taxable.**





CHINA

Gift-giving culture in China

Gift-giving and business in China have a tumultuous history.

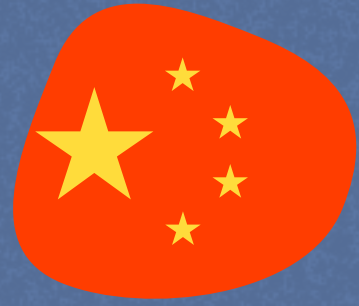
While it was once a very common business practice, it was subsequently outlawed. While these restrictions have since eased, business negotiations should be concluded before any gifts are exchanged. This way, any gifts given are considered a gesture of friendship.

Keep in mind that your gift's color and number representation should be carefully considered. Many carry a deep symbolism in Chinese culture.

Don't be surprised if a recipient in China politely refuses your gift at first. It's common for the recipient to initially decline the generosity.

It's expected that you will offer again until the gift is accepted. If your gift genuinely is too extravagant or expensive, the recipient may need to decline.





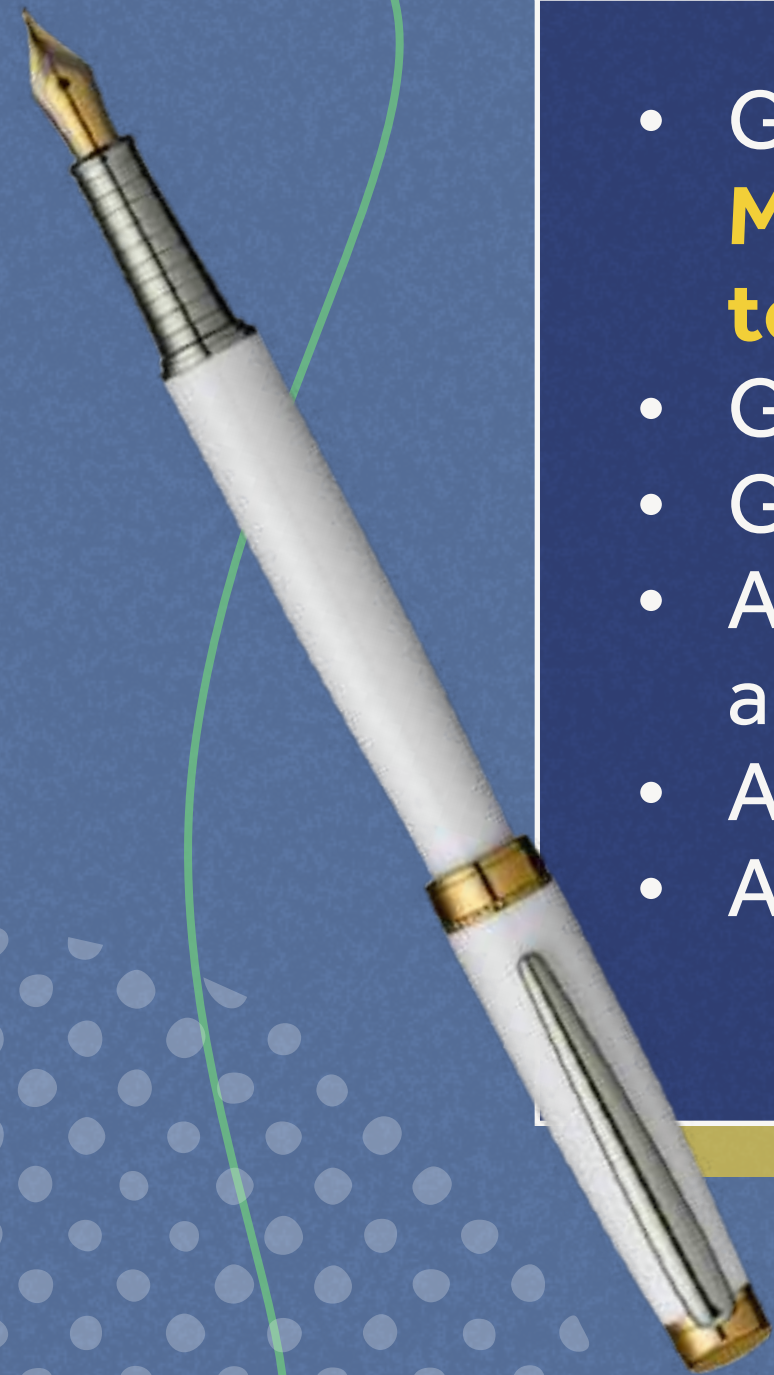
CHINA

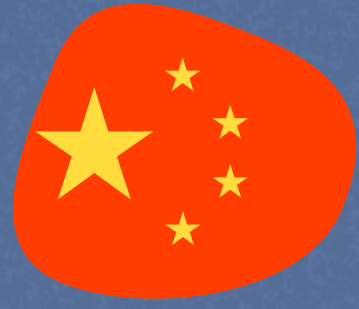
Great gift ideas

- Gifts in sets of eight (**eight in both Mandarin and Cantonese sounds similar to the phrase "prosper"**)
- Gifts in pairs
- Gifts in red
- A gift that represents where you are from or an item which isn't accessible in China
- A fine pen
- A small basket of apples

Gifts to avoid

- Gifts in sets of **single, odd numbers, or fours**
- Most clothing items, including shoes, neckties, straw sandals, and handkerchiefs
- Avoid gifts that **are white, blue, or black**
- Sharp items (e.g., scissors) **could indicate the severing of the relationship**
- Pears
- Umbrellas, clocks, or watches
- Flowers





CHINA

Gift-giving occasions

There are numerous national holidays throughout the calendar year in China that are often tied with gift-giving, including but not limited to:

- **Chinese New Year** (date varies; takes place in the twelfth month of the Chinese calendar)
- **Spring Festival / Golden Week** (January 29)
- **Qing Ming Jie** (April 5, or 15th day of the Spring Equinox)
- **Labor Day** (May 1)
- **Dragon Boat Festival** (May 28)
- **National Golden Week** (October 1)
- **Mid-Autumn Festival** (October 4)

Legal requirements

Your gift should be below the value of **RMB 200 (\$30)**.





FRANCE

Gifting culture in France

When gifting to a person in France, the focus should be on modest and thoughtful gifts on traditional holidays or occasions (birthdays or weddings). You shouldn't worry about providing gifts at the first meeting. Small items branded with corporate logos are less effective than those that reflect the interests and personality of the recipient.

Thank-you notes are an important part of the gifting culture in France (especially if they're handwritten).

A personal video in a gift message helps deliver the sincerity of a written note.





FRANCE

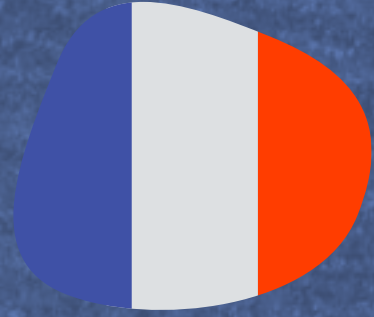
Great gift ideas

- Focus on thoughtful, high-quality items
- Flowers **(in any color except for white)** in an odd numbered bouquet
- Gifts in red
- Quality chocolate, liqueur, or wine
- Items representative of your home region
- Thoughtful items related to the recipient

Gifts to avoid

- White chrysanthemums or lilies
- Red carnations or roses
- Yellow flowers
- Any bouquet with **13 flowers**
- Small, corporate branded items





FRANCE

Gift-giving occasions

In addition to major life events, such as birthdays, weddings, engagements, and housewarmings, the following holidays may be occasions to exchange modest gifts in France:

- **Epiphany** (January 6)
- **Easter**
- **Mother's Day** (last Sunday in May)
- **Labor Day** (May 1)
- **Father's Day** (3rd Sunday in June)
- **Christmas Eve / Christmas Day** (December 24-25)

Legal requirements

Companies within specific sectors are prohibited from receiving any gifts worth more than **EUR 30 (\$32) and related to their field (e.g., books).**

Many in France prefer to send New Year's greeting cards (rather than Christmas cards) and that practice may extend throughout the month of January (but no later). Consider whether sending New Year's gifts might set you apart from the crowded Christmas gift wave.





GERMANY

Gifting culture in Germany

In Germany, business culture and gifting practices exist throughout the country. For instance, southern Germany has a reputation for being less formal and more relaxed than its northern region. This is something you'll want to be aware of while considering your gift and the occasion for sending it.

In general, it's common practice to give a modest item to express appreciation or goodwill. It's not uncommon in Germany for gifts to be accompanied by a personalized or handwritten card.

A personal video sent through Alyce is ideal to complement your gift.





GERMANY

Great gift ideas

- Fine scarves
- Flowers **(in bouquets of even numbers)**
- Chocolates or other sweets
- Items representative of your home country
- Renewable energy and sustainably sourced products
- A good bottle of wine or champagne
- Spirits from a known high-quality brand

Gifts to avoid

- Birthday gifts sent before their actual birthday
- Lavish and expensive gifts
- Perfume, jewelry, clothing, or toiletries may be viewed as too personal
- Sharp items **(e.g., scissors)**
- Red roses, carnations, lilies, chrysanthemums, and purple heather





GERMANY

Gift-giving occasions

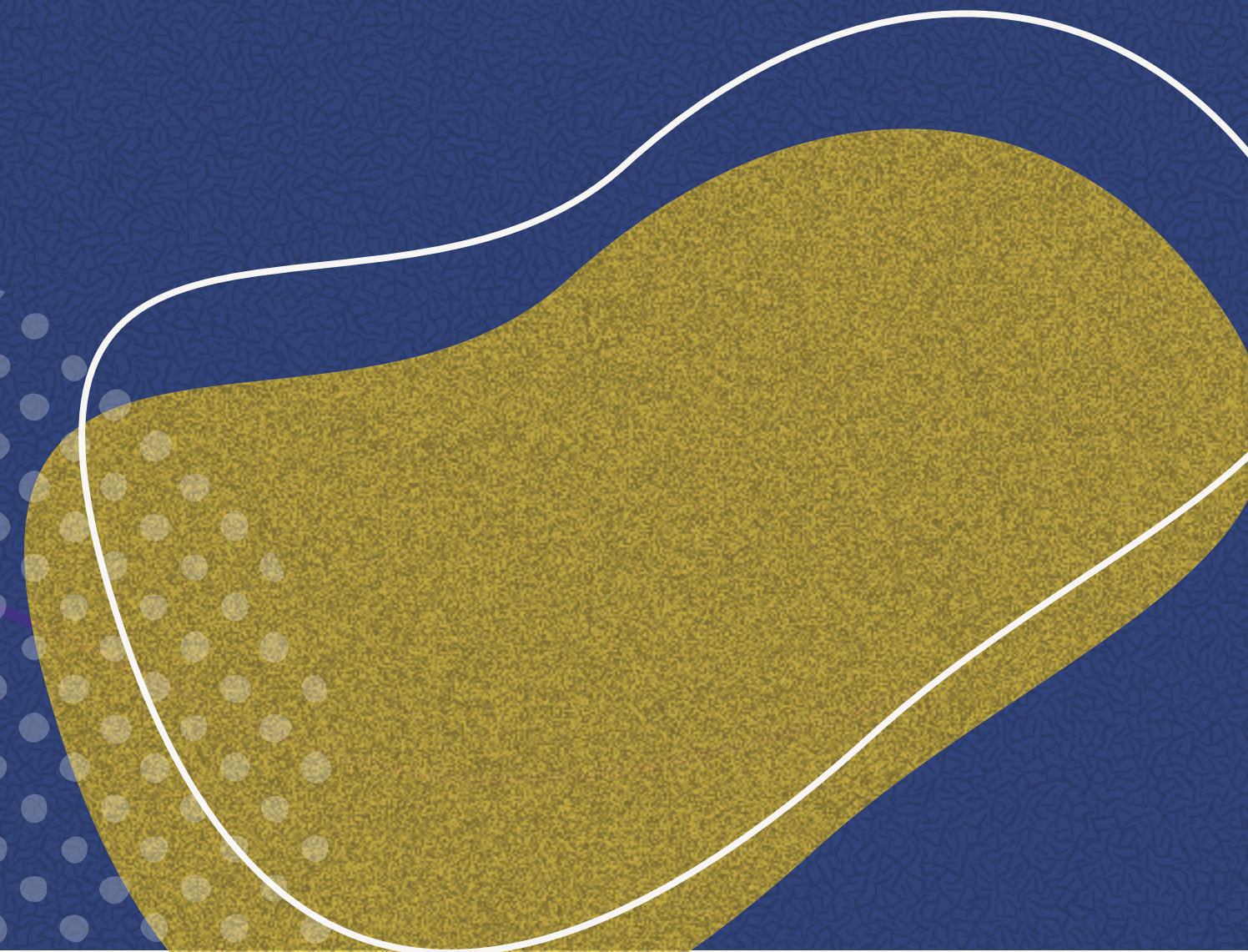
The most common occasion for exchanging business gifts in Germany is Christmas. Additional (but much less common) occasions for exchanging gifts include birthdays, births of children, weddings, or housewarmings.

Germany also celebrates the following holidays, where a modest gift may be appropriate if a business meeting occurs around the same time:

- **Easter** (April; similar to the United States)
- **St. Nicholas Day** (December 6; the beginning of the Christmas season)
- **Christmas** (December 25)

Legal requirements

- Government officials in Germany **are generally prohibited from accepting gifts.**
- Gifts and invitations **with a total value of up to EUR 60 (\$63)** are considered adequate.
- Certain sectors, **including healthcare,** are subject to additional restrictions.



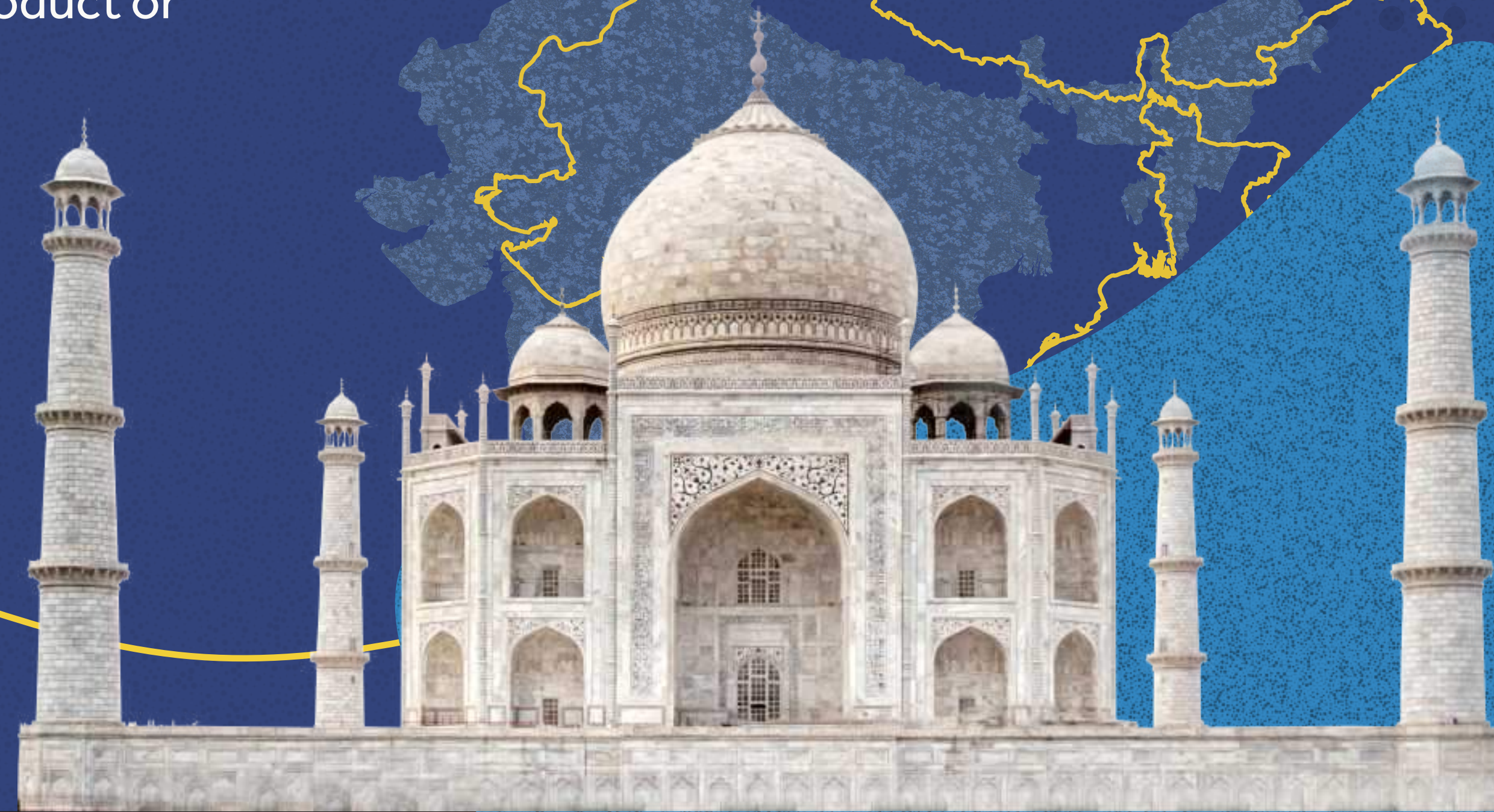


INDIA

Gifting culture in India

It's uncommon to give a gift at the start of a business relationship in India. **The longer a business relationship progresses, the more common the act of gift-giving becomes.**

Times that are appropriate include the closure of significant deals, the conclusion of successful negotiations, and key product or project launches.





INDIA



Great gift ideas

- Flowers
- Chocolates or similar treats
- Souvenir or gourmet food from your home region
- Gifts in green, red, and yellow

Gifts to avoid

- Gifts in black or white
- White flowers (**especially frangipanis**)
- Jewelry
- Alcohol, meat, or other animal-based products





INDIA

Gift-giving occasions

Major life events are appropriate occasions for gift-giving in India, including weddings, birthdays, and housewarmings. In addition to the holiday season (Christmas and New Year's), significant local holidays may include:

- **Holi, the Festival of Colors** (usually in March)
- **Diwali, the Festival of Lights** (usually for five days in November, and, though not expected, may be an occasion to gift small sweets or other items)
- **Eid and Ramadan** (may be an occasion to gift small sweets or other items to Muslim business partners and/or clients in India)

Other significant local holidays according to the state/region in which business partners/clients are based – such as **Ganesh Chaturthi in Maharashtra, Pongal in Tamil Nadu, etc.**

Legal requirements

- **Private companies often have their own rules** in place that encourage or mandate their employees to decline any gifts to avoid the appearance of corruption.
- Beware of any government ties at your recipient's organizations. **India's stringent anti-corruption laws may apply to companies you may not expect as the government often contracts with private entities.**
- Certain government officials are only permitted to accept gifts **up to 5,000 rupees (\$65)** without requesting approval from the state.





IRELAND

Gifting culture in Ireland

In Ireland, a modest and thoughtful gift – typically given at the conclusion of a successful project – would be appreciated as a sign of goodwill.

Some recipients may initially refuse a gift out of polite custom, but a gentle insistence is fine.

Thoughtfulness is considered more important than the cost.

Golf is popular among many Irish businessmen and women, so golf accessories would make for a thoughtful and appropriate gift.

Alyce lets you create a curated marketplace to offer golf-themed items to excite recipients.





IRELAND

Great gift ideas

- Flowers
- Chocolates or other treats
- Fine cheeses
- Quality wines
- An illustrated book from your home region
- A canned or bottled preserved food product
unique to your home region

Gifts to avoid

- Lilies
- Any **red, yellow, or white flowers**





IRELAND

Gift-giving occasions

A gift for a colleague's birthday, engagement, wedding, the birth of a child, or housewarming, is a thoughtful gesture, as long as it's not too extravagant. Other occasions or events to present a gift throughout the year in Ireland may include:

- **New Year's Eve**
- **St. Patrick's Day** (March 17)
- **Easter**
- **Beltane** (or May Day, the first Monday in May; a Celtic festival celebrating the arrival of summer)
- **Christmas**

Legal requirements

Any gifts given to public officials or their family members must be valued at less than **EUR 650 (\$684)**.





ISRAEL

Gifting culture in Israel

It's particularly important in Israel to avoid gifts that may seem unnecessarily extravagant. Such gifts may make recipients feel uncomfortable with the business relationship.

As the country is a diverse mix of many communities with significant cultural differences, what may be appropriate for the general population may not be a good fit for everyone. **In particular, be aware of the variety of religious observances in Israel, especially if your gift is a food item.**

For example, a recipient who is an observant Orthodox Jew will likely keep kosher, and a Muslim recipient is unlikely to appreciate items that include pork or other animal products.

There has been an increased focus on minimizing even the appearance of bribery, so many business recipients may be particularly sensitive to their organization's gift limits.





ISRAEL



Great gift ideas

- Flowers
- Chocolate and other candy
- Quality honey
- Fruit, dates, tea, or coffee
- Business swag with the company logo
- Books
- Cards with a personal note



Gifts to avoid

- Gifts that may appear lavish or expensive
- Any edible gifts for Muslim recipients not deemed halal
 - **Food not prepared by a Muslim**
 - **All products from pork, carrion and blood are forbidden**
 - **Any alcohol**
- Any edible gifts for Jewish recipients that aren't kosher; **only certain animal products are permitted**
- Food or drink **processed in environments with meat or other non-kosher foods**

Alyce offers recipients the choice to **accept, exchange, donate to a charity, or respectfully decline** a gift.





ISRAEL

Gift-giving occasions

There are a variety of religious beliefs that coexist in Israel, and it's respectful to keep in mind your colleagues' respective holy days and religious observances.

This also extends to which day they may keep the Sabbath and whether their beliefs restrict their diet in any way.

Events or occasions to keep in mind may include:

- **Passover** (March/April)
- **Hanukkah** (Gifts are **not** typically exchanged for Hanukkah in Israel)
- **Rosh Hashanah** (September)
- **Ramadan** (be mindful of **fasting practices** during this month)
- **Eid al-Fitr**

Among these, it's most common for companies to give their employees and major clients a gift before Rosh Hashanah and Passover. Finally, though baby gifts are common, it's only appropriate to give such a gift after the baby is already born, not before.

Legal requirements

- Government officials are subject to **wide-ranging restrictions at every level.**
- Non-government organizations **face added scrutiny around business gifts and hospitality**, and may have their own policies.





ITALY

Gifting culture in Italy

Within Italian business culture, gifts to signify appreciation and goodwill are welcome. **In Italy, quality and brand recognition are held in high regard.** However, it's important to balance those qualities with a modest dollar amount and ensure your gift isn't too extravagant.

Ensure the value of the gift isn't shared with the recipient; it's considered impolite.

With Alyce, recipients don't see the price (except for a gift card or donation) so they can pick the gift that fits your budget.





ITALY

Great gift ideas

- Unique, quality gifts representative of your home region
- Flowers **(in odd numbers)**
- Chocolates or baked goods
- Quality wine or liquor

Gifts to avoid

- Inexpensive company-branded items
- Gifts in black
- **17 is considered an unlucky number**
- Chrysanthemums, red roses, or any bouquet with 17 flowers
- Brooches and handkerchiefs
- Cutlery or other sharp items





ITALY

Gift-giving occasions

In addition to significant life events (birthdays, weddings, engagements, housewarmings), the following are holidays on which it may be appreciated to exchange gifts:

- **Epiphany** (January 6; more commonly a day for gifting to children)
- **Father's Day** (March)
- **Woman's Day** (March 8)
- **Easter** (gift baskets of food items are popular)
- **Mother's Day** (May)
- **Christmas** (gift baskets of food items are popular on this date too; note that Christmas gift-giving generally occurs from December 10th but not after December 25th)

Legal requirements

- Public employees generally restrict acceptable gifts to a **maximum value of EUR 150 (\$158)**.
- Many large companies operating in Italy **have implemented stringent internal policies around accepting gifts**.





JAPAN

Gifting culture in Japan

Japanese culture includes a significant gifting component, rich in ritual and historic tradition. Often, the value of the gift is less important than the care and thoughtfulness that went into its selection and presentation.

Unlike several other markets addressed in this guide, it's common in Japan to provide a gift alongside the first important business meeting — typically at the end of the meeting.

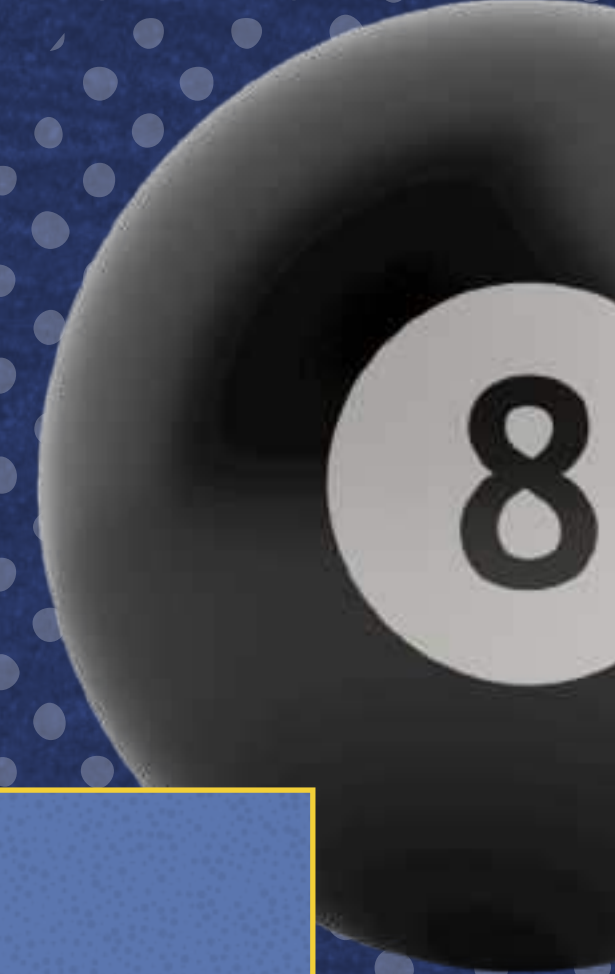
It can be considered impolite to present a gift to only one member of a group, so consider other team members before giving a gift to just one of your business contacts in Japan. As more stakeholders join the conversation, send a personal gift to them in minutes with Alyce.

Alyce also lets recipients schedule a meeting after receiving a gift.





JAPAN



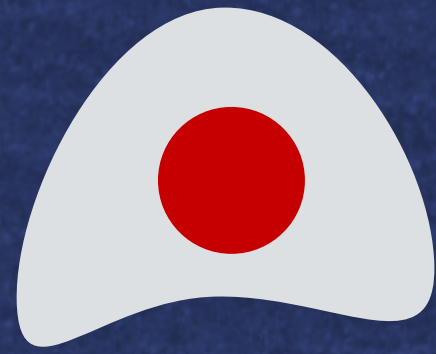
Great gift ideas

- A modest, unique item given with the recipient's tastes and interests in mind
- Gifts **in pairs or that include the number 8**
- Flowers (though see exceptions)
- Sweets or baked goods
- Fresh fruit, gourmet or specialty food items
- Items from recognized foreign brands
- Imported alcohol

Gifts to avoid

- Four or nine of any item (**considered unlucky**)
- Potted plant **to an individual who is sick**
- Chrysanthemums, lilies, lotus blossoms, hydrangea, tulips, and camellias, or any white, blue, or purple flowers
- Corporate branded items





JAPAN

Gift-giving occasions

Traditionally, the Japanese **do not celebrate Christmas** and it's not a holiday in Japan that involves meaningful corporate gifting.

There are two main gifting occasions each year in Japan: ochugen and oseibo.

- **Ochugen** takes place during the summertime (June/July), and gifts are exchanged as a sign of gratitude.
- **Oseibo** occurs on or around December 20, and gifts are exchanged as a symbol of indebtedness and to “pay back” favors received during the year.

Legal requirements

Many government officials cannot receive gifts at all and are **required to disclose any gift they are given in excess of 5,000 Yen (\$39)**.





MEXICO

Gifting culture in Mexico

In Mexican business culture, a modest occasional gift may be welcome as a gesture of appreciation or goodwill.

Be mindful that asking a recipient what he or she would like to receive as a gift may be considered offensive.

Giving a small gift or souvenir reflecting your home region to any support staff involved in a deal (e.g., executive assistants) is considered thoughtful after a relationship has been established.





MEXICO

Great gift ideas

- Flowers (**barring exceptions listed**)
- Wine
- Gourmet candy
- Books
- Gifts representative of your home region
- Corporate-branded items

Gifts to avoid

- Marigolds or other flowers in **yellow, red, purple, or white**
- Anything **made of silver**
- Gifts from Mexican tourist attractions





MEXICO

Gift-giving occasions

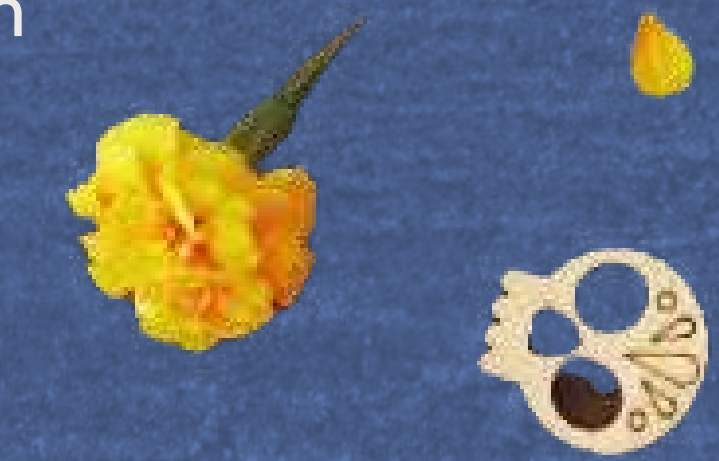
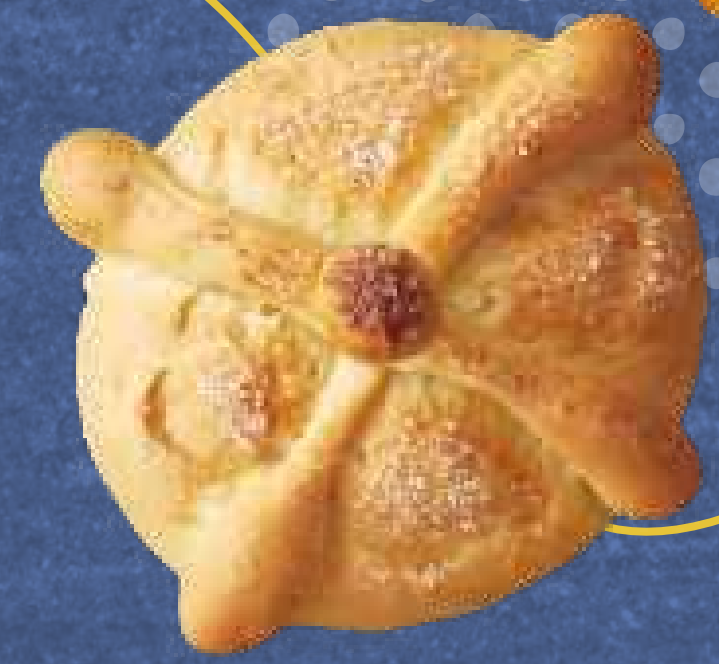
Significant life events, including birthdays, weddings, promotions, births, and housewarmings, may be an occasion to present a modest gift to a colleague.

In addition, be mindful of the following holidays and events:

- **Three King's Day / Epiphany / Día de Reyes** (January 6)
- **Easter Sunday** (Thursday and Friday before Easter Sunday are part of Semana Santa and some schools and businesses may be closed)
- **All Saints' Day & All Souls' Day / Día de los Muertos** (November 1 and 2)
- **Christmas Eve and Christmas** (December 24 and 25)
- **New Year's Eve and New Year's Day** (December 31 and January 1)

Legal requirements

- Many companies operating in Mexico have committed **to not accept gifts** between public officials and their families.
- Private corruption isn't explicitly prohibited in Mexico, **but there is a risk of litigation for fraud or theft.**



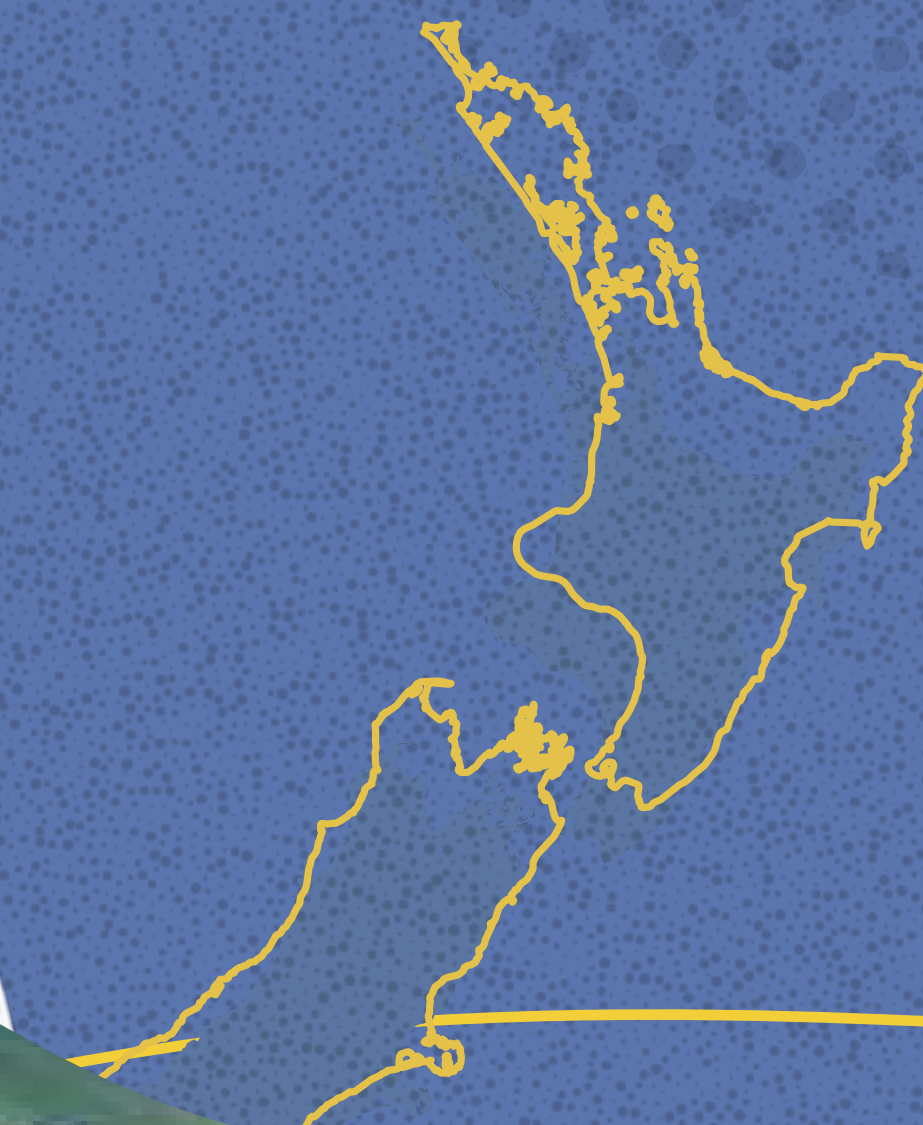


NEW ZEALAND

Gifting culture in New Zealand

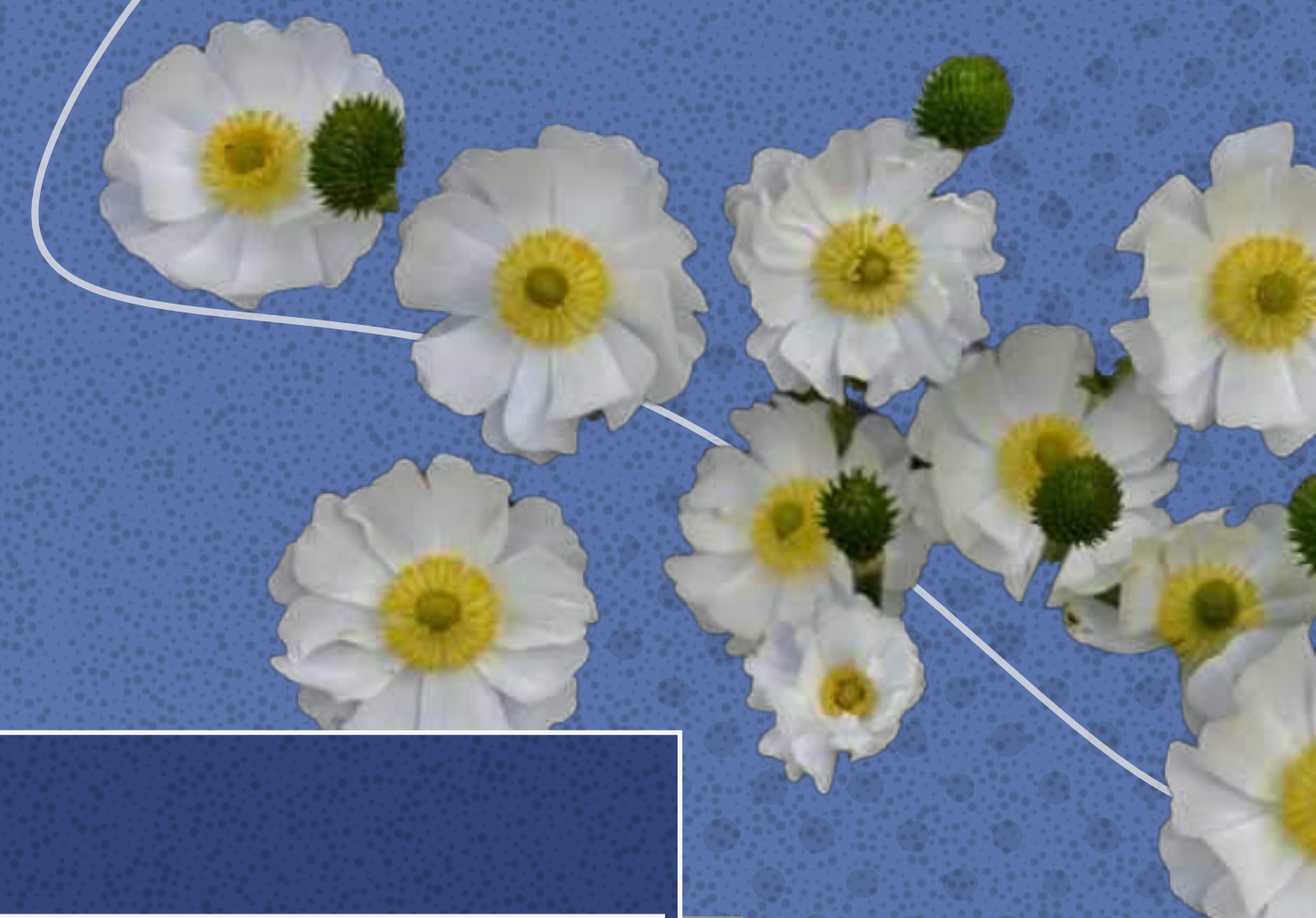
In New Zealand, gifts during the holidays are appreciated, but not expected.

If your business dealings involve the Māori people, you may be invited to a formal welcome known as a pōwhiri. Since the customs of different ceremonies vary as well as gifting procedures, speak with your host beforehand to ensure you are aware of expectations.





NEW ZEALAND



Great gift ideas

- Flowers
- Chocolate
- Quality alcohol, wine, or beer
- A book about your home region

Gifts to avoid

- Excessively lavish gifts
- Low-value company-branded items





NEW ZEALAND

Gift-giving occasions

In addition to significant life events (e.g. birthdays, anniversaries, births of children, weddings) and common holidays (New Year's, Christmas, and Easter), the following occasions may present opportunities for modest gift-giving:

- **Waitangi Day** (February 6, which commemorates the signing of the Treaty of Waitangi, the founding document of the nation)
- **Chinese New Year** (the date changes each year, but falls between January 21 and February 20)

New Zealanders also have a reputation for celebrating Christmas twice a year – both in December and July (with the latter celebration more focused on seasonal decor, as it's mid-winter in July in New Zealand)

Legal requirements

- Certain gifts to government officials may only be accepted following a public, **“transparent process of declaration and registration.”**
- **NZD 500 (\$322)** is the gift disclosure limit for public officials and also **a sensible threshold for gift limits in New Zealand.**



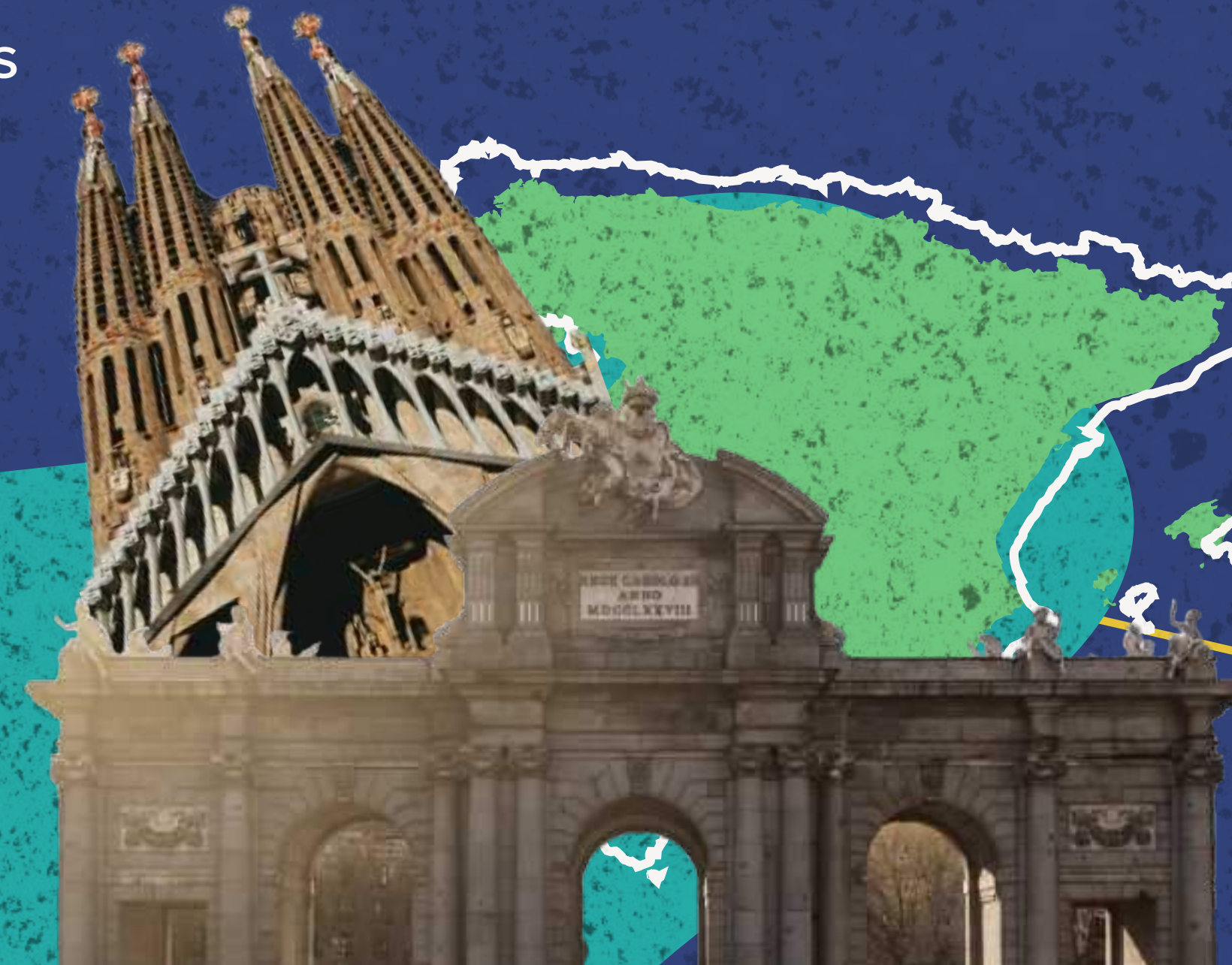


SPAIN

Gifting culture in Spain

Spanish business culture includes extensive gift-giving. Gifts are commonly exchanged for special occasions, from holidays to life events. **When in doubt about what to choose, opt for lower-value but thoughtful items that reflect the interests and personality of the recipient.**

Gifts are less commonly exchanged at the conclusion of successful negotiations, where it's most common to express appreciation and goodwill over a meal. Note that gifting traditions and holiday practices may differ across the country, especially in northern Basque country, Catalonia, or in the south, where Mediterranean influences may be more prominent.





SPAIN



Great gift ideas

- Quality pen sets or office accessories
- Unique food items, photography books, or local crafts from your home region
- Chocolates and other desserts
- Quality wine
- Plants or flowers

Gifts to avoid

- Inexpensive corporate branded items
- Dahlias, chrysanthemums, or red roses
- Bouquets of **13 flowers**





SPAIN

Gift-giving occasions

Gifts may be offered or exchanged to celebrate significant life events, including birthdays, weddings, engagements, baptisms, and communions.

- **New Year's Day (Año Nuevo)** - January 1
- **Epiphany (Día de Reyes/Epifanía del Señor)** - January 6
- **Father's Day/ St. Joseph's Day (Día del Padre)** - March 19
- **Good Friday (Viernes Santo)** - Friday before Easter
- **Easter (Día de Pascua)** - March/April
- **Labour Day (Día del Trabajador)** - May 1
- **Mother's Day (Día de las Madres)** - 1st Sunday in May
- **Assumption (Asunción)** - August 15
- **All Saints Day (Día de todos los Santos)** - November 1
- **Constitution Day (Día de la Constitución)** - December 6
- **Christmas Day (Navidad)** - December 25

Traditionally, families and friends **exchange Christmas gifts on Three Kings' Day (January 6)**. Business colleagues, however, are more likely to exchange corporate gifts around the Christmas holiday.

Legal requirements

- Each company operating in Spain will have its **own policies around accepting gifts.**





UNITED KINGDOM

Gift-giving culture in the UK

Christmas is the major gift-giving occasion in the United Kingdom, combined with occasional commemorative gifts to mark significant events such as the conclusion of successful negotiations. Traditionally, these would be gold, silver, or porcelain with a suitable inscription. Luxurious items are not required and may result in discomfort for the recipient. **It's best that your gesture be modest, thoughtful, and of reasonable value.**

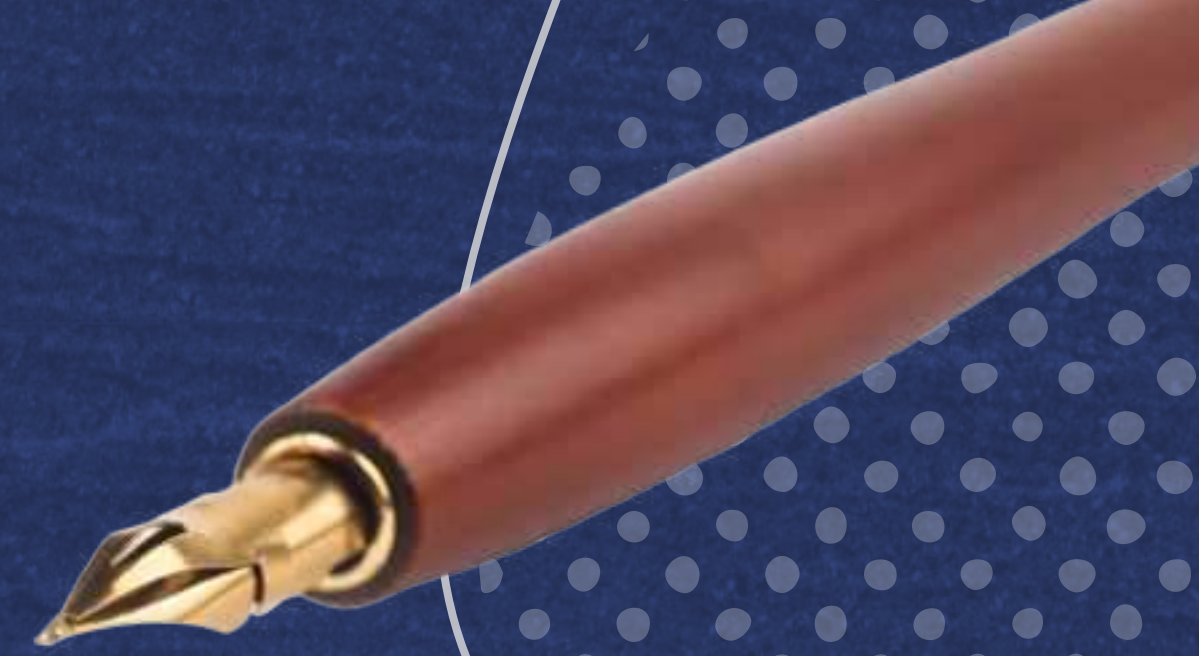
In many cases, small items branded with your company logo are appropriate.

A unique item reflective of your home country is almost always a good option, though avoid unusually exotic foodstuffs if you are not sure of your recipient's personal tastes, and be mindful of cultural or religious sensitivities.





UNITED KINGDOM



Great gift ideas

- High-quality pen, office stationery, or other desk accessories
- Wine or champagne
- Handwritten thank-you notes
- Theatre/opera tickets
- Inscribed gifts (e.g., a book)

Gifts to avoid

- Avoid roses, white lilies, and chrysanthemums
- Spirits **(these are usually a matter of personal taste)**

Alyce helps companies create branded swag stores so recipients can choose items without the time-consuming logistics.





UNITED KINGDOM

Gift-giving occasions

The following are events and holidays throughout the year where it may be appropriate to exchange gifts in the United Kingdom:

- **New Year's Day** (January 1)
- **Easter** (March/April)
- **Christmas** (December 25)
- **Boxing Day** (December 26)

Cards celebrating Christmas and/or the New Year are often exchanged and business gifts may also be exchanged at that time, including token or branded items marking those holidays.

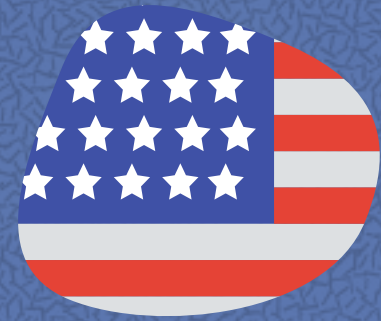
Legal requirements

- The UK's Bribery Act encompasses both public and private sector corruption and **does not prohibit gift-giving, as long as it's reasonable, proportionate, and clearly connected with legitimate business activity.**

Some organizations prohibit employees from accepting or giving gifts of any kind.

- Certain government officials **may be required to reject or disclose the details of any gifts they have accepted or declined in a national, publicly available register.**



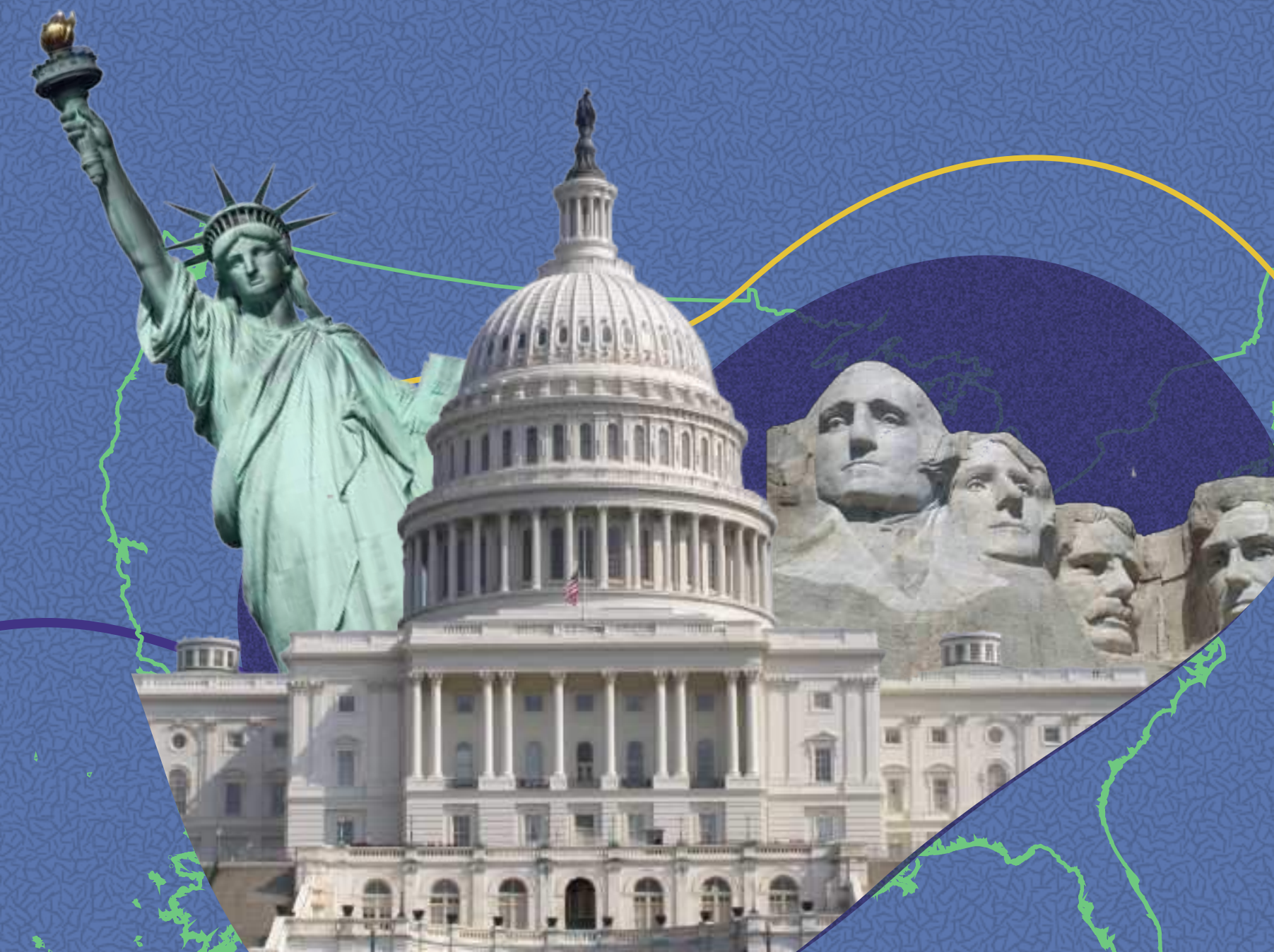


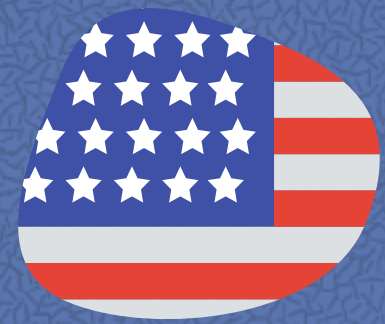
UNITED STATES

Gifting culture in the US

Presenting a gift is a thoughtful gesture, but it's not expected. Business gifts are often presented after key stages in the buying process. Small items branded with your company logo are appropriate gifts, but best for customers and employees.

A gift focused on a recipient's personal interests outside of work is most effective. In general, err on the side of modest, thoughtful gifts that are of reasonable value.





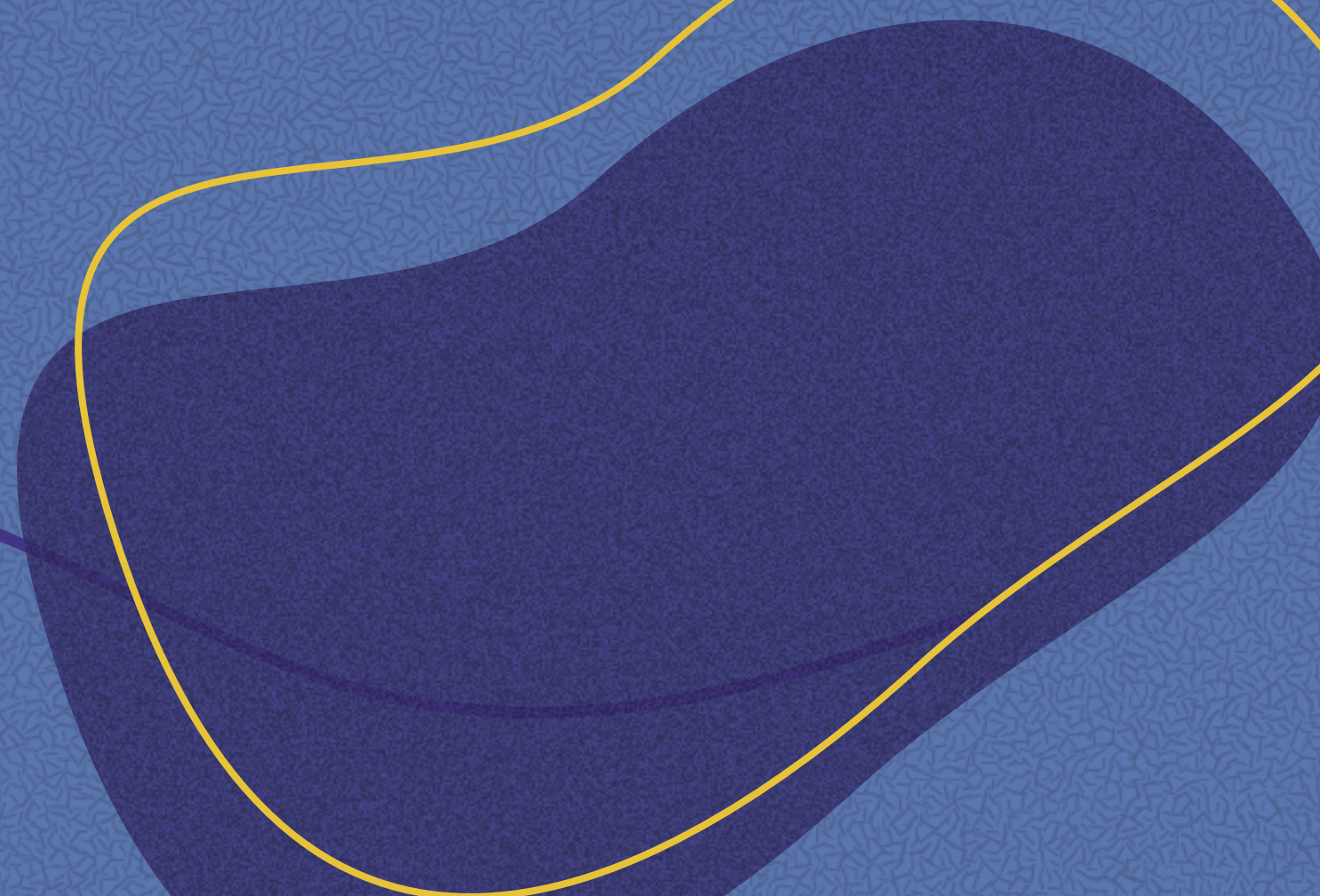
UNITED STATES

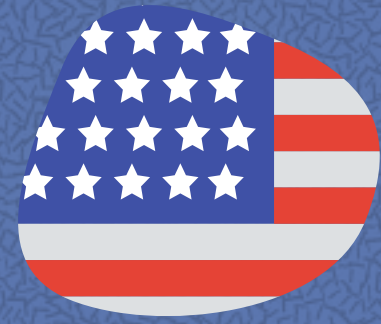
Great gift ideas

- Quality pen sets or office accessories
- Unique food items, photography books, or local crafts from your home region
- Useful items for the office
- Liquor, beer, or wine
- Flowers

Gifts to avoid

- Gifts with religious or lifestyle connotations
- Red-colored flowers
- Overly expensive or extravagant gifts
- Gifts connected to personal events not previously mentioned (**e.g., new baby, wedding, etc.**)





UNITED STATES

Gift-giving occasions

The most common occasion for exchanging business gifts in the United States is **the end of the year holiday season which includes Christmas, Hanukkah, and Kwanzaa**. In addition to major life events, such as birthdays, weddings, and housewarmings, the following holidays may be occasions to exchange modest gifts with colleagues:

- **New Year's Day** (January 1)
- **Easter** (March/April)
- **Mother's Day** (1st Sunday in May)
- **Father's Day** (3rd Sunday in June)
- **Independence Day** (July 4)
- **Halloween** (October 31)
- **Thanksgiving** (3rd Thursday in November)
- **Christmas Eve / Christmas Day** (December 24-25)

Legal requirements

- There are different rules concerning gifts, as private companies will be subject to its own policies as well as local, state, and federal laws around receiving gifts.
- Certain government agencies allow **for gifts of \$20 or less per occasion, not to exceed \$50 in a year from one source, which makes for a good threshold to use overall.**





Gift-giving Checklist

You'll notice that around the world, there are some common themes for what makes an appropriate business gift and what doesn't.

Here's a simple checklist to help ensure your gift is personal, relevant, thoughtful, and appropriate.

- ✓ **Personal:** The recipient wouldn't feel uncomfortable disclosing or displaying this gift
- ✓ **Personal:** I have chosen a gift that reflects the recipient's interests
- ✓ **Relevant:** The timing of my gift aligns with a recipient's cultural practices
- ✓ **Relevant:** The gift is appropriate for the duration of our business relationship
- ✓ **Thoughtful:** Would the recipient find the gift genuinely useful or interesting?
- ✓ **Thoughtful:** The gift doesn't conflict with any cultural or religious sensitivities
- ✓ **Appropriate:** The value of my gift has been considered and isn't in excess
- ✓ **Appropriate:** The number and color of my gift has been carefully considered

