

You are representatives of Momo Marketing, Inc., a computer distributing company in the country of Gizmoland. Momo had been very successful at marketing and distributing computers in this region for the last 10 years. In fact, your company has witnessed steady double-digit growth every year it has been in business. You attribute this success to your astute customer service skills and your ability to literally speak the language of all your customers. Your company currently distributes 100,000 computers a year at a good commission. You anticipate continued growth—but then, who can predict the future?

A Widgetian computer company called Idgeti Hardware has contacted Momo and requested a virtual meeting. You assume that this meeting is some kind of exploratory encounter to see if Momo can serve as Idgeti's distributor. Because Idgeti took the initiative in reaching out to Momo, you consider yourselves to be hosts of this meeting and want to ensure that your guests from Widgetia feel cared for. You are looking forward to meeting the Idgeti representatives even though you don't know much about Widgetian culture (but you do speak the language).

As Gizmolandians, you pride yourselves on speaking expressively and interacting with others in a highly personal manner. This involves using **intense eye contact** and **getting close** by moving close to the camera. You also like to **establish personal relationships before conducting business** and prefer to discuss personal matters first. You are likewise inclined to **discuss multiple topics simultaneously**, switching back and forth to keep the conversation animated and always interjecting personal matters. As Gizmolandians, **you do not speculate on future events**. Any predictions or claims about what will be done in the future would take away from the trust you wish to build. **You are also very humble** – bragging is taboo – and instead use phrases like “We have been fortunate” or “If the stars so wish” to refer to past successes or future goals. Finally, **you often imply real meanings nonverbally, usually through your degree of enthusiasm**. For example, you accompany positive messages such as agreement or genuine complements by talking more loudly, moving closer to the camera, and using sweeping hand motions and animated facial expressions.

Your company, Momo, has a major competitor in the region: Chamacallit International. This distributor sells half as many computers as you, but you would consider it rude to point out its deficiencies, preferring instead to express your judgment in your lack of demonstrated enthusiasm when you praise them.

Whatever behavior your Widgetian guests display, as Gizmolandians you will always treat them with respect and communicate your care to them, even if they violate your cultural norms.