



GREEN & GREEN
GIFTS WITH FLAIR

The Insiders Gift Guide

Etiquette to Corporate Gift Giving

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Introduction

When sending a gift, always keep in mind the reason and purpose. A gift is an investment that demonstrates your appreciation and thoughtfulness, offering tangible acknowledgement of a special occasion or personal accomplishment. As the world gets more connected and international business relationships are carefully navigated, respecting cultural etiquette is crucial. Thoughtful gift-giving builds rapport and cements lasting professional relationships.

Regardless of the occasion - acknowledging a job well done, celebrating a special milestone, welcoming a new born, showing your support during a time of personal grief, or saying thank you for a client's support or business - convert these opportunities to share in the joy and make it a lasting, memorable event.

New Baby Gifts

While we all love to mark the arrival of the new born with special gifts, it can be somewhat stressful working out what exactly would be appropriate to buy. In general, there are three main occasions when it could be appropriate to give a gift: at the baby shower before the baby is born; on your first visit to the proud parents after they've come home; at the christening or naming ceremony.

So what could that perfect present be?

- Most first-time parents would have purchased the essential items in advance. A gift of clothing or items for the nursery would usually be welcome. Practical items like receiving blankets, sleepers, T-shirts, onesies, crib sheets, mobile for the crib, etc would be appreciated.
- In the event that there is an older child, you could delight the older child with a special gesture to acknowledge his or her important role as the older sibling. You can provide a separate, handwritten card with congratulations on being a big sister or brother – from Mommy's or Daddy's office.
- Traditional keepsake items like silver spoons, rattles or simple jewelry, especially for the christening or naming ceremonies, would be perfect.
- And don't forget the Mom. It's easy for all the attention to be on the new born so some special pampering for the Mom would be a nice change. A comforting bath or skincare gift set or robe would be great gift ideas.
- Here are some of our best sellers: (available for baby boy or baby girl)
 - [Mommy & Me](#)
 - [A Family Affair](#)
 - [Puppy Love](#)

'Get Well Soon' Gifts

What do you send someone who's at home recuperating or just had surgery? Or perhaps is just feeling under the weather? There are many simple gift ideas that can make a difference in someone's life.

- Carefully chosen foods like smoked salmon rich in Omega 3 or organic green tea are often a thoughtful match to show you care. With surgery – asking questions that will match the requirements and be mindful of any restrictions.
- Brighten up their room with colourful balloons, posters or gorgeous flowers.

- How about a gift card to use when he or she feels better? They would surely love one for a delicious meal, manicure-pedicure, hair makeover, or even a massage.
- When visiting in hospital, remember that most hospitals have special rules about fragrant flowers or certain fruits depending on the type of ward you are visiting. Check them out first before spending on that gift.

Sympathy Gifts

In times of grief and death, the tradition of sending flowers is still the most popular practice. But what if you want to send something different to show your support, something meaningful that will last beyond the funeral?

- Most people in grief do not have the interest or energy to eat a proper meal. Show your thoughtfulness and care by sending them a hamper of fresh fruit or food items to keep them nourished and to provide the much needed energy. In Indian cultures, grieving families do not cook any meals in the home of the departed as it is believed to be disrespectful to light a stove before the cremation. So sending a food basket is a welcome idea.
- If, as a close friend, you have many photos of the departed or you can gather more from friends and sites like Facebook, consider putting together an album or photo book. The family would surely be happy to have another beautiful keepsake to help during their time of loss.
- Offer the gift of yourself by helping with the laundry and cleaning. Walk their pets. Give rides to appointments or run errands. Sometimes just stopping by to listen can help.
- Children who may be affected directly by the death can often feel forgotten with all the attention around the preparations of a funeral. A small gift can remind them that you are thinking of them. Keep in mind the age and interest of the child when selecting a gift. A stuffed animal to cuddle for comfort, a journal for them to express their thoughts and feelings, coloring and activity books, music or movie DVDs to occupy themselves when everyone else is busy are all easy ideas that will let a child know they are being loved.
- Here are some of our top-selling gifts: ([link to website](#))

Bosses and Co-Workers Gifts

We have been asked many times if it is appropriate to give a holiday or birthday gift to the boss. It really depends on your company's policy and the relationship you have with your boss. If the company policy allows it, but you aren't sure about the appropriateness, consider getting a group of co-workers together to share in one gift.

Something for your boss's office like a photo frame, a desk set; some local art or a generous gift card to their favourite restaurant, would be very much appreciated. For co-workers, don't spend too much on the gift as it may make them feel uncomfortable. Keep their interest in mind and ensure its appropriateness. Stay away from re-gifting unless if you are 100% sure that the recipient will absolutely love it.

Cultural Business Etiquette – Do's & Don'ts

In today's business world, it is not uncommon to be working alongside people of different cultures and from different parts of the world. The internet, cell phone and multitude of flight connections has made it as common to work with a person in Singapore or Shanghai, as it is with someone in Saskatchewan.

So what is the protocol of gift-giving in other cultures and countries? Remember that selecting a business gift is quite different from selecting a personal gift. A business gift must be appropriate and reflect your understanding of the recipient's culture and status.

Take your time to research the traditions and customs of their home country. You would not want to embarrass yourself and the organisation you are representing by giving an offensive gift or something made in the recipient's home country.

Here are some tips to ensure you maximise the potential of your gift-giving.

Chinese

- Not only is the choice of gift important in Chinese culture, but how much you spend on it, how the gift is wrapped and presented are equally important. The value of the gift depends on the occasion and your relationship to the recipient. In business settings where more than one person will receive a gift, the most senior person should receive the most expensive gift. Never give the same gift to people of different ranks in the company.
- Be sensitive to the fact that in China, it is illegal to give gifts to government official however it has become more commonplace in the private sector.
- For the Lunar New Year & weddings, gifts of cash in red envelopes is most acceptable. The amount should be an even number but never containing the number '4'.
- With gifts, avoid knives or any other sharp objects as it signifies the severance of the relationship; clocks imply death, while shoes or gift cards for footwear imply the 'walking out' of the relationship.
- When in a group, always hand your gift to the most senior person first. Use both hands when offering the gift as a sign of your respect. Gifts are not opened in public.
- Use brightly coloured gift wrap like red, pink, yellow or gold. These colours symbolise prosperity, happiness and good fortune.
- Appreciated gifts: Foreign branded goods; fine wines and imported alcohol; quality writing pens; gifts in sets of 6 or 8 (never 4); good quality handmade goods from your country that are not easily available in the recipient's own home country.

Muslims

- Never give alcohol nor any products made of pigskin, because pigs are considered unclean and offensive to Muslims.
- Avoid giving gifts to the wife of an Arab colleague, and never inquire about her.
- In Arab culture, gifts are given or received with the right hand, not with the left. Using both hands, however, is acceptable.
- If invited to a Muslim home, do bring a gift of baked goods or chocolates.
- Appreciated gifts include: Chocolate-covered dates or pastries; decorative items for the desk (eg. paper weight or pen set); small electronic gadgets; elegantly-made compasses (a compass enables devout Muslims to always know where Mecca is, even when traveling).

Japanese

- Gift giving plays a central role in Japanese business etiquette. The emphasis is on the act of gift-giving and not the gift itself.

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- It is a good policy to bring an assortment of gifts for your trip. This way, if you are unexpectedly presented with a gift, you will be able to reciprocate.
- Always present and receive gifts with both hands. Before accepting a gift it is polite to refuse at least once or twice before accepting.
- Pastel-coloured gift wrap, without bows, is preferred. Avoid using brightly covered paper or bows.
- If invited to a Japanese home, bring flowers (of an uneven number), cake or candy.
- If you receive a gift, be sure to reciprocate.-
- Appreciated gifts include: imported scotch, cognac, bourbon, brandy or fine wines, gourmet food items and imported fresh fruit; electronic gadgets for men and cuff links for men.

General Tips

- Make your gift small and easy to carry. How often have we been stuck with a gift that is too bulky to fit into our suitcases, won't pass airport security nor make airline baggage restrictions? If the gift is larger than an iPad, do provide a separate carry-on bag or pack the gift to make it easy to handle.
- As with many Asian and Middle-Eastern cultures, gifts are not unwrapped openly when received. This is to ensure that no 'loss of face' will occur for both the giver and the receiver if the gift has been poorly chosen or inappropriate.
- Avoid lavish or ostentatious gifts that may make the recipient uncomfortable or unable to accept them.

Crafting The Message

Make your gift more meaningful by adding a personalized message to show you care and to convey sincere thoughtfulness. Here are some key tips on how to craft a meaningful note:

- Make sure you have the proper spelling of the person's name. And be sure to sign off with your name too.
- A late gift and note is better than no gift and note at all. So don't start off your note apologising as this puts the emphasis on you and not the recipient.
- Include both parents in your message when sending a baby gift. Remember that this is a happy occasion so keep the mood of your message joyous and upbeat. Acknowledge the older child if there is one.
- Include both names for wedding gifts, even if you only know one party.
- What do you do when you know only one name? Be creative with the message like, "*Congratulations to both of you on this special occasion...*"
- Use humor – but only if you know the recipient well enough.
- A note accompanying a business gift adds a personal element into your business relationship.
- For more great gift giving tips visit our site (<http://www.greenngreen.com/gift-tip>)

Customer Milestone Programs

What could be a better than to appreciate and engage your most loyal customers then with a carefully created milestone program. GreenNGreen helps you to create the perfect program to suit your industry, budget and frequency to celebrate these precious relationships. Once the program is created GreenNGreen automates the implementation and takes care of all elements of fulfilment.

Our corporate clients in the auto, construction and finance industries and many other verticals take care of customer care without having to dedicate their own in-house resources. For the extra special touch, milestone programs are personalized with our engraving and beautiful finishing options (<http://www.lionsgategifts.com/>)

Employee Appreciation Programs

Working with many corporate companies over the past 22 years, we have developed internal programs that celebrate the employee. Receiving appreciation and tangible acknowledgement impacts the performance and loyalty of the human asset of an organization. Tailored to the needs of our corporate clients we provide awards and gifts – as well as team building programs - to suit every need.

- ✓ Employee life-milestone gifts for all occasions
- ✓ Incentive programs for high-performance sales and management teams
- ✓ Award programs for outstanding achievements
- ✓ Team-building program based on our proprietary Abundance in a Box© concept
- ✓ Corporate, etiquette teaching 'Lunch & Learns'

Contact Mindy direct at mindy@greengreen.com for more information on employee program options to drive your team's performance and loyalty.

Appreciation is the Spark that Fuels your Joy Deposits