



Chapter 2

Abridged Resource

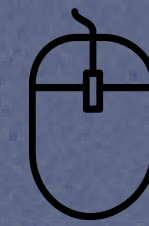


Diversity in The Middle East

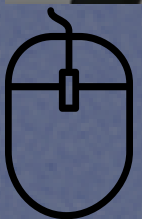
Spanning 22 countries, the Middle East is home to a diverse mix of ethnic, linguistic and religious groups.

Although it's valuable to understand the broader cultural synergies within the region, do not assume that everyone you meet will fit into these frameworks. Everyone is different depending on a vast number of factors.

There's no better example of the need to avoid cultural generalisations than the 'kissing in the Middle East' video by Iranian-American comedian and actor, Maz Jobrani.



[Click here to watch](#)



[Click here to watch](#)

Local greetings come in all shapes and sizes across the Arab world.

'Nose kissing' isn't limited to the Middle East- it's practiced in other parts of the world too.

Have a look at some good old nose kissing between guests at this Qatari wedding.

To Kiss or Not to Kiss?



Kisses are shared between friends, family and close colleagues & associates. As a foreigner it would be unusual to be met initially with a kiss. This usually comes later once a relationship is established. If they make the move to kiss you - be prepared to follow suit and consider this a good sign. Kisses are usually on the cheek, twice, thrice or occasionally never ending!

Remember - don't be shy!

