



# Chile



## Country Overview:

*Location: Southern South America, bordering the South Pacific Ocean, between Argentina and Peru*

*Size: 756,102 sq km*

*Population: 17,216,945 (July 2013 est.)*

*Capital: Santiago*

*Export-commodities: copper, fruit, fish products, paper and pulp, chemicals, wine*

*Import-commodities: petroleum and petroleum products, chemicals, electrical and telecommunications equipment, industrial machinery, vehicles, natural gas*

*Currency: Chilean Peso (CLP)*

*Religion: Roman Catholic 70%, Evangelical 15.1%, Jehovah's Witness 1.1%, other 4.6%, none 8.3%*

*Government Type: republic*

*Chief of State and Head of Government: President Sebastian PINERA Echenique (since March 2010)*

*Language: Spanish (official), Mapudungun, German, English*

*Chile is the 46th largest economy in the world.*



## Chile / República de Chile

### Meetings and

### Negotiations

-Punctuality is generally **respected** and expected in business. However, be prepared for Chileans to be thirty minutes late.

-When addressing your Chilean business partner, use **"Mr."** ["Señor"] or **"Miss./Mrs."** ["Señora"] with their **surname** following.

-When greeting, **shake hands** firmly **and** then **exchange** business cards. Take a moment to **admire** the others' business card and **place** it in a card case (not your pocket).

-Carry multiple **business cards** because they will be exchanged often. Expect Spanish on one side and English on the other. Include your title and degrees you may have received from a university.

-Chilean business culture has a definite hierarchical order and you will be expected to defer to the most senior person present.

-Present a well-organized plan with terms clearly defined and financial

obligations and options clearly stated

-Meetings usually remain serious and intensely **focused**.

### Business Attire

-Chilean's view dress as a sign of **respect** and prominence, thus 'business casual' attire (khakis, sports coat, casual shoes) will not do. **Avoid** bright or gaudy clothing and jewelry.

-Men commonly wear dark colored suits in business settings.

-Women dress simply in dark blue or grey business suits with low heeled shoes.

### Behavior

-Slapping your left palm with your right hand in a fist is considered **obscene**.

-An open palm with the fingers separated is a gesture for **'stupid.'**

-Establishing a rapport and friendship is very important for business negotiations. Also, honesty and integrity are highly regarded traits.

### Gift Giving

-Gifts are **not expected** within the Chilean business culture.

-When you have established a friendly relationship, are gifts exchanged.

-Open gifts immediately in front of the giver.

-Select good quality gifts, but **do not** give anything that is so expensive as to be mistaken for a bribe.

-Be sure to include a **card**.

### Appropriate Gifts:

-Leather business items, pens, cigarette lighters, and fine whiskey.

-Books, something specific to your own culture/region

### Gifts to Avoid:

-Avoid giving yellow roses, as they are considered a sign of contempt. Purple or black flowers symbolize death.

-Do not use black or purple wrapping paper. These colors are only used during the Holy Week of Easter, or *Semana Santa*.

## Business Tips continued

### Conversation

-The majority of Chileans speak Spanish and English in the business environment.

-**Avoid** criticizing others in public.

-It is wise to show **empathy** for others who are less fortunate.

-If you are interrupted during

conversation do not take offense; this shows their **interest** on the topic.

-Stay at a top-notch hotel; you will be judged by your accommodations.

-Show interest in and talk about family, especially children.

-Businesslike behavior with a bit of humor is appreciated.

### Topics to Discuss:

-Chilean history, the geography of Chile, Easter Island sports (soccer, polo, skiing, fishing), travel, culture, wine

### Topics to Avoid:

-religion, criticizing any aspect of Chile, ethnic and social classes, politics, wars, the Araucanian Indians, human rights.



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