



Peru



Country Overview:

Location: Western South America, bordering the South Pacific Ocean, between Chile and Ecuador

Size: 1,285,216 sq km

Population: 29,849,303 (July 2013 est.)

Capital: Lima

Currency: Nuevo sol (PEN)

Export-Commodities: copper, gold, zinc, crude petroleum and petroleum products, coffee, potatoes, asparagus, textiles, fishmeal

Imports-Commodities: petroleum and petroleum products, plastics and machinery, vehicles, iron and steel, wheat, paper

Currency: Nuevo Sol (PEN)

Ethnicities: Amerindian 45%, Mestizo 37%, White 15%

Religion: Roman Catholic 81.3%, Evangelical 12.5%

Government Type: Constitutional Republic

Chief of State: President Ollanta Humala (since 28 July 2011)

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Language: Spanish 84.1%, Quechua 13%



Republic of Peru/Republica del Peru

Meetings and Negotiations

-Peruvians typically have **three** names: first name, father's surname, then mother's surname. Address as Mr. (Señor) or Mrs. (Señora) followed by their father's surname.

-Peruvians run on "Peruvian time" or "la hora peruana." Time is **flexible** and individuals may arrive late for scheduled meetings.

-Use the **right** hand only when presenting business cards. Also, make a **show** of examining the cards which may be offered.

-Peruvians belong to a **hierarchical** culture where authority is respected. Business consultation is often required with upper management before decisions are made. Remain patient.

-Deadlines are **not** always met. This is not a lack of good business etiquette but simply a lack of

formality.

-If meeting over dinner, be reserved and respectful in discussing business as food is primarily a familial occasion; let your counterpart initiate business conversation.

-**Avoid** changing company representatives if multiple business meetings have been arranged.

Business Attire

-Men: Conservative business dress; it is expected that one wear a suit and tie. Also long sleeve shirts are a must.

-Women: Suits or dresses are appropriate. Makeup and jewelry is expected in the workforce.

Behavior

-When greeting someone of the other gender, it is customary for the woman to offer **her** hand first.

-During the course of a business

meeting, it is common courtesy to place hands on the table, do **not** rest in lap.

-Making an "ok" sign with the thumb and index fingers is considered **vulgar** to Peruvians.

-Waving at a stranger is awkward and should be avoided.

Gift Giving

Appropriate Gifts:

-wine, chocolates, flowers, books about your country, daily planners, desk accessories, small electronic gadgets

Gifts to Avoid:

-set of knives or alternative sharp objects, these are interpreted as a severing of relationships

-Gifts in odd-numbered quantities as they are believed to be bad luck.

-wrapping paper in black or purple, handkerchiefs, large or lavish gifts

Business Tips continued

Conversation

-Expect conversational dialogue to include personal interests, family information, and financial status. **Familiarity** is an important aspect of successful Peruvian business negotiations.

-If questioned about personally sensitive manners, redirect to another topic or respond in

modest speech and demeanor.

-Peruvians tend to stand **closer**, so expect them to occupy your physical comfort zone. Backing away from them during conversation is considered **rude**.

-The concept of "**saving face**" is important as most Peruvians are concerned with appearances. A diplomatic presence is expected.

Topics to Discuss:

-Peruvian culture, history, cuisine, and the national drinks "Pisco Sour" and "Chicha"

Topics to Avoid:

-Be very sensitive to discussing topics regarding politics, religion, coca-plant cultivation, or a person's ancestry.

