



Portugal



Country Overview:

Location: Southwestern Europe, bordering the North Atlantic Ocean, west of Spain

Size: 92,090 sq km

Population: 10,799,270 (July 2013 est.)

Capital: Lisbon

Exports-commodities: agricultural, oil, and food products, wood and cork, textiles, clothing, footwear, minerals, metals, machinery, transport material

Imports-commodities: Computer accessories, semi-conductors and related devices, household goods, passenger cars, wine products

Currency: Euro (EUR)

Ethnic groups: Homogeneous Mediterranean stock

Religion: Roman Catholic 84.5%

Government type: Republic; parliamentary democracy

Chief of State: President Anibal CAVACO SILVA (since 9 March 2006)

Head of Government: Prime Minister Pedro Manuel Mamede PASSOS COELHO

Language: Portuguese (official), Mirandese (official, but locally used)



Portuguese Republic/Republica Portuguesa

Meetings and Negotiations

-Arriving on time for a meeting is important, as **punctuality** is valued.

-At a first meeting a regular handshake will suffice. However, if greeting a women, it is customary for her to **offer** a hand first.

-**Address** the Portuguese directly with the titles of Senhor or Senhora and their surnames.

-It is typical for the Portuguese to take **time** when negotiating. Avoid rushing your business partner and remain patient.

-Interpersonal chemistry and **familial** relations are important concepts and highly influential in the success or failure of business negotiations. Meetings are structured but not overly formal.

-The Portuguese respect **hierarchical** business

relationships. Decisions are usually made from the top down.

-Do not take either verbal or written statements as given. Meetings and documents are regarded as **approximations** and a first step towards further business negotiation.

Business Attire

-Portuguese are traditional and conservative. Additionally, people are fashion conscious; clothes are **indicative** of social standing and success.

-Men: Long-sleeved shirts and ties
-Women: Conservative and fashionable is best. Dress pants appropriate.

-Do **not** remove your jacket unless done by your associates.

Behavior

-Table **manners** are extremely important. A knife and fork are to be used.

-Do not be alarmed if you are casually interrupted, several people speaking at once is a **normal** occurrence.

Gift Giving

-Initial business meetings do **not** generally warrant an exchange of gifts.

-If given, gifts are typically opened immediately after being received.

-Accept gifts as a **personal** exchange; do not offer to distribute to staff members.

Appropriate Gifts:

-Gifts representative of your home (American) culture, personal dress items such as a tie or scarf, company branded gifts with high perceived value

Gifts to Avoid:

-Gifts in numbers of 13, the color red (symbolic of the revolution), lilies and Chrysanthemums as these are associated with death

Business Tips continued

Conversation

-**Maintain** eye contact while speaking. It is both expected and appreciated.

-Remain polite but not overly direct, a confrontational or aggressive attitude is deemed highly **offensive**.

-Communication is often more

on the formal side in public while less so in private.

-Portuguese people often speak quickly and somewhat loudly. Do not interpret this show of emotion as anger or displeasure as it is quite **commonly** displayed.

-**Face-to-face** communication is preferable to more impersonal written or electronic alternatives.

-During conversation, defer to **seniority** of age or position.

Topics to Discuss:

-Food, Portuguese wine and climate, soccer, family, movies, travel, music, literature

Topics to Avoid:

-Careers, positions, salaries, religion, sports other than soccer