



Uruguay



Country Overview:

Location: Southern South America, bordering the South Atlantic Ocean, between Argentina and Brazil

Size: 176,215 sq km

Population: 3,316,328

Capital: Montevideo

Exports-commodities: beef, soy-beans, cellulose, rice, wheat, wood, dairy products, wool

Imports-commodities: refined oil, crude oil, passenger and other transportation vehicles, vehicles parts, cellular phones

Currency: Uruguayan Peso (UYU)

Ethnic groups: White, Mestizo Black, Amerindian

Religion: Roman Catholic 47.1%, non-Catholic Christians 11.1%, non-denominational 23.2%, Jewish 0.3%, atheist or agnostic 17.2%, other 1.1%

Government type: Constitutional Republic

Chief of State: President Jose "Pepe" MUJICA Cordano (since 1 March 2010). The President is both Chief of State and Head of Government

Language: Spanish, Portuguese, Brazilerio

Uruguay is the 90th largest economy in the world.



Oriental Republic of Uruguay / República Oriental del Uruguay

Meetings and Negotiations

- Kinship and friendship play a **major** role in business transactions. Expertise and experience are less important than who you are.

- Business meetings may or may not start on time but, as a foreigner, you are **expected** to be prompt.

- To greet: shake hands **firmly** with both men and women.

- **Avoid** hard selling and any sort of conflict or confrontation.

- Uruguayans seldom resort to objective facts to prove a point. They often rely on their subjective feelings in making decisions.

- Final decisions are **usually** made by the highest ranking officers. It is best to have them at the meeting if possible.

- Business is often conducted over

lunch. **Do not** talk business during dinner unless your host initiates the conversation.

- Business relationships are established based on past history and personal relationships.

- Consider having one side of your business card translated into Spanish. Present your business card with the Spanish side facing up.

Business Attire

- Choose subtle colors and remain conservative and formal, yet stylish. Uruguayans respect and appreciate those who dress well.

For Men: conservative, blue, grey and/or brown colored suits with white or light blue shirts and conservative ties.

For Women: Business suits or dresses that are elegant and feminine with good quality accessories. Most women choose heels over flats.

Behavior

- Uruguayans stand very close when conversing, both socially and in business. It can be considered **rude** to back away from someone while they are speaking.

- The "thumbs-up" gesture means "okay". The North American "okay" sign is an **obscene** gesture.

- **Never** sit on or put your feet up on a ledge, desk or table.

Gift Giving

- Gift giving is not a major aspect of doing business but when doing so, make sure that gifts are nicely wrapped and expect that they may be opened immediately.

Appropriate Gifts:

- flowers, wine, good quality liquor, or chocolates

Gifts to Avoid:

- handkerchiefs, sharp objects, and yellow, red or white flowers

Business Tips continued

Conversation

- Communication is friendly, warm, emotional, and personal.

- Beginning with small talk helps establish a base for the relationship. Allow your **host to initiate** the business conversation.

- You **must** speak and look into the other persons eyes to show honesty and to let the speaker

know you're paying attention.

- Address people directly by using their professional title **only**.

- People in Uruguay place a **higher** emphasis on body language (hand gestures and facial expressions) to communicate messages.

Topics to Discuss:

- sports, particularly fútbol (American soccer), foreign affairs, politics, family, weather, and local culture

Topics to Avoid:

- social problems, Paraguay, criticisms, and the military dictatorship of the 1970's

