

CONDUCTING BUSINESS WITH PEOPLE FROM



PERU



Greetings



A confident handshake is in order when first meeting and greeting Peruvian contacts. Once a rapport has been established, men may receive a hug and women may receive a kiss on each cheek.

Conversation



Appropriate topics include asking about family and telling about your own family, sights you've seen in Peru and restaurants of interest in the area you are visiting. Avoid Peruvian politics, drugs, and an individual's ethnic background.

Gestures



Peruvians communicate in close proximity. Don't back away, as you will offend them. Men often walk arm in arm with other men, as do women with other women. Don't motion for another to come near you by opening your hand and moving your fingers toward you. Instead, move your fingers back and forth with your hand facing the ground. Crossing your legs by resting the ankle of one leg on the knee of the other is inappropriate; however, you may cross your legs at the knee.

Business Attire



Business professional attire is in order in Peru. For business meetings, always dress in formal, well-tailored suits. Invitations to official parties normally require tuxedos and cocktail dresses or evening gowns. Casual clothes, especially business casual, are not considered proper attire.

Hierarchy/Family



The value systems of Peru are built around ideologies of an elitist system in which each level is controlled by the next step in the hierarchy – only those deemed fit can enter. Personal relationships are more important than one's expertise in business associations. The family is the cornerstone of relationships. Machismo is very strong and there are restrictions on women's social and work behavior.

Manners



Your Peruvian contacts will take notice of where you are staying, so be sure to stay in a hotel that is well respected according to Peruvian standards.

Only schedule one meeting during the day. Be on time for business meetings but don't be surprised if you are kept waiting. When invited to a social gathering, it is considered good manners to arrive about 30 minutes after the time you were invited. Don't discuss business during dinner engagements.

Peruvians follow the continental style of dining. It is appropriate to eat all the food that has been served you, rather than leaving some of it on your plate.

Cognitive Styles



Even though many people may be involved in meetings, the most senior manager in attendance will have the final say. It will be important to defer to that person and cultivate your relationship with him. This is particularly true because in most cases, aside from who has the best service or product, the determining factor in a Peruvian's decision will be which person has been the best at establishing and maintaining rapport.

Currency



Currency is the nuevo sol and the coin is the centavo. 100 centavos = 1 nuevo sol.

Ethnic Make-Up



Peru leads other Latin American countries when it comes to having the highest percentage of Quechua Indians (54%). In addition, about 32% of Peru's population is mestizo, although 12% is of Spanish descent, and the remainder is composed of blacks and Asians.

Language



Both Spanish and the Incan language called Quechua are heard frequently. Nearly one half of the population speaks Quechua. Many Peruvians who do business internationally have mastered English.

Religion



90% Roman Catholic.