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European and Latin American
Business Services

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Card ELANBiz: Business Travel Information Peru

General Information¹

Geographical situation:

Peru is located in the Western Hemisphere south of the equator in South America. Bordered on the north with Ecuador and Colombia; on the east with Brazil and Bolivia; on the south with Chile, and its extreme west is a long coastline bathed by the Pacific Ocean. Lima, located in the coast region, is the political capital of Peru.

The presence of the mountain range "Cordillera de los Andes", which crosses the country longitudinally, determines a peculiar geography, marking on the surface of 1,285,216 km² of his surface three natural regions of very different characteristics: warm Peruvian coast, rich in marine resources and very favourable to agribusiness; the mountains, abundant in mineral and agricultural resources; and the jungle, forest and extraordinarily rich in gas and oil.

Time Zone:

UTC – 5: Daylight savings time does not exist and the time is uniform in the whole country.

Language:

Mainly Spanish throughout the country. In main larger cities people engage in business is English proficiently.

¹ Source: KPMG, Inversiones en Perú 2015. Guía de Negocios e Inversiones en Perú 2015-2016, Ministerio de Relaciones Exteriores del Perú, EY Peru, y Proinversión.



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Religions:

Freedom of religion, the Constitution does not establish any religion as official. The majority of Peruvians practice Catholic religion.

Weather:

Three natural regions of different characteristics: the warm Peruvian coast; the mountains, with high peaks and cold regions, and the jungle, region of rainy and tropical forests. The climate of Peru varies depending on the geographical zone. The following are the average temperatures for Lima: January to March: 21-29 ° C; April to June: 17-27 ° C; July to September: 15 to 19 ° C; October to December: 16 to 24 ° C.

National Holidays:

- New Year (January 1)
- Holy Thursday and Friday (Easter)
- Labour Day (May 1)
- Saints Peter and Paul Day (June 29)
- Independence Day (July 28 and 29)
- Santa Rosa de Lima (August 30)
- Combat of Angamos (October 8)
- All Saints (November 1)
- Immaculate Conception (December 8)
- Christmas (December 25)

Business hours:

- Public Offices: attention to the public from 8:30 to 17:00. Lunch break from 13:00 to 14:00.
- Banks continuous schedule run from 9:00 to 18:00
- Private offices in larger cities from 8:30 to 18:00. Lunch break from 13:00 to 14:00.
- Offices in small cities from 8:30 to 13:00. Lunch break until 15:00 and opening hours is extended to 7:00 p.m.



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Mainstream media:

- **TV Channel América Televisión:** <http://tvgo.americatv.com.pe/?ref=hbarv>
- **TV Channel ATV:** <http://www.atv.pe/envivo>
- **TV Channel Frecuencia Latina:** <http://www.latina.pe/tvenvivo/pc>
- **TV Channel Panamericana Televisión:** <http://panamericana.pe/tvenvivo>
- **Radio Programas del Perú:** <http://www.rpp.com.pe/>
- **Newspaper Diario El Comercio:** <http://elcomercio.pe/>
- **Newspaper Diario Perú 21:** <http://peru21.pe/>
- **Newspaper Diario El Peruano:** <http://www..com.pe/edicion/default.aspx>
- **Newspaper Diario de Negocios Gestión:** <http://gestion.pe/>

Before Travelling

Holidays:

Both public and private sector take vacations and / or decrease business or commercial activities during the week of July 28 and the week of Christmas.

Visas:

European citizens do not have to apply for a visa to enter Peru. It is normally granted automatically upon arrival. (eg at the airport). With a tourist visa you can legally stay in Peru up to 90 days a year. Check that your passport is valid for at least six months before the date of arrival and it covers the total time of your stay.

The immigration procedure that a foreigner is required to complete is done at the National Immigration Office. This needs to be done in case the person will require to stay for a longer period of time in order to develop activities other than tourism. It is strongly recommended to check the website of the Peruvian Consulate in your country to confirm this information. This information may change at any time.

Commercial samples:

Travelers can bring to Peru up to three litres of alcohol, 400 cigarettes or 50 cigars without paying taxes. New items such as cameras and sports equipment can also be brought into the country for personal use free of taxes. The import of samples, with or without commercial value, is ruled by the Procedure INTA-PE.01.01 - Simplified Import procedure can also be done by mail, according to Procedure INTA-PG.13 - Shipping or packages carried by Post.²

Communications:

All the cities are interconnected by telephone, fax and Internet services, which are provided by private companies. Press freedom is largely exercised through newspapers and magazines, TV channels, Radio and internet blogs.

Money and payments:

The legal currency in Peru is the Nuevo Sol (S / . 1), approximately US \$ 1 = S / . 3.20, September 15, 2015. In Peru there is no state control over the possession of foreign currency or its exchange.

² Source: <http://www.aduanet.gob.pe/aduanas/informag/importac.htm>



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The Peruvian legislation allows contract obligations in foreign currency and the American Dollar is often used in civil and commercial obligations/contracts, even being accepted as mean of payment in trade. Companies that receive foreign investment can request to maintain its account in American Dollars.

Most products and services are paid in local currency. However, higher prices of goods (cars, apartments, etc.) are calculated in American Dollars.

Hotels and accommodations:

It is common for business travellers to stay in San Isidro (financial district) of Miraflores (tourist a commercial district) in the city of Lima. It is highly recommended to make reservations in advance.

In the country

Security and safety:

The main threat for tourists and visitors are pickpockets mainly in surroundings such a as train and bus stations, as well as in major tourist areas, they are attentive to pickpocket money or bags from distracted visitors. Stay alert, keep your valuables out of sight.

It is recommended to book a taxi for transportation; several reliable companies are of easy access through applications over the phone. When traveling to or from the airport, you should keep your valuables in the trunk of the car.

Health:

Vaccines are not needed to enter the country when traveling to Lima the capital city. Nevertheless, those traveling to the jungle should consider keeping up with the following vaccines: hepatitis, polio, rabies, tetanus, typhoid, malaria and yellow fever.

In the main cities of Peru it is possible to find well equipped hospitals, and most towns and cities have at least one or more pharmacies where commonly used medicines and antibiotics are sold without prescription. Do not drink water from the faucet.

Transportation:

Public transportation in Lima is done in buses, minibuses, electric train and taxis. Nevertheless it is not well organize. For business people it is advisable to take taxis (there are many phones and apps available) or hire a driver/chauffeur per days or hours. In Peru people drive fast and zigzagging so it is necessary to take care when crossing avenues and streets, since drivers do not give much priority to pedestrians.



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The Panamericana Road connects Lima with the departments of the coast of the country (north and south). The Central Road connects Lima with major mining departments of the central highlands. Also a railway connects the city of Lima with the central highlands; and another railroad in the south, connects Arequipa to Puno, Cuzco and Machu Picchu.

The most important airport is Jorge Chavez International Airport, located in Lima. Peru air transport is well developed and serves 21 of the major cities with regular flights on planes of different sizes, 12 of the airports have international category.

The main ports are: Callao (Lima), Matarani, Paita and Ilo on the Coast; Iquitos in the Jungle and Puno in the highlands

Working Lunches:

Food is one of the favourite topics of conversation for Peruvians, especially Peruvian food. It is not an issue that they share only with foreigners but in conversations among Peruvians. In this context, lunches and dinners are part of the trip.

Business or negotiations are extended to social activities (lunches, breakfasts, cocktails, etc.), which are most of the time, part of the initial phase approach. It is recommended to make reservations in advance. Lunch times vary from 13:00 to 15:00 and dinner from 20:00 to 22:00.

Tips & Gratuity:

In restaurants a tip of 10% - 15%, is expected, if it is not included in the bill, so we recommend checking the account. If you are going to tip in cash in a restaurant, you should get back the change first, and then leave the tip on the table.

It is not a practice to tip taxi drivers but it is a custom extended to tip the people that help you to park, guard the cars or cleaned them.

Business Protocol

The Peruvian businessmen are orientated to personal relationships, before evaluating a business opportunity they evaluate the businessman. The first ten or five minutes of a business meeting, the conversation will be about subjective aspects, such as if you have tried some typical Peruvian dish, what do you think about pisco sour, your family, tourism in Peru, the weather, etc.³

- The communication of Peruvians is very polite. When something is requested, including information, it is often added at the beginning or at the end of the sentence the phrase "Please." To receive something, you must say "thank you".
- In Lima it is not seen badly to be late to an informal appointment, especially if several persons are going to be in a site or in a house. If it is a business appointment, you must be on time. If you are going to be late more than fifteen minutes, it is preferable to make a call and warn it.
- The Peruvian culture hopes that the persons respect the authority, the hierarchic order, the titles and the formality in the actions and codes of behaviour.
- Polemics topics should be avoided, open-direct expressions could be perceived as negative or confrontational. Messages must be transmitted in a clear and precise way, but with warmth and amiability.
- In general, the CEO, president or general manager of the company will take the decision.
- Peruvians do not say "No" immediately and directly
- The delivery of business cards is a part of the protocol
- Personal relationships between the parties are valued and it is not a good signal to change a representative during the negotiation process.

Practical Tips

- Peruvians are proud of their culture and appreciate when someone does an extra effort to learn more about them and speak their language.
- Addressing work issues directly could be a bad idea; first talk informally. It is important to develop a business relationship.
- Punctuality for business meetings is not very strict; it is recommended not to schedule followed appointments.

³ Sources: ProChile | Oficina Comercial Perú Cómo Hacer Negocios en el Perú – Año 2014



- To accept the coffee at the end of a business lunch is a good idea; it is expected to stay for a little chat and close a business.
- In a business context, during the first meeting it is advisable to shake hands regardless the gender (Men or Women). Once narrow ties kiss (cheek contact on the right side of the face) is more appropriate between a man and a woman or two women. Men tend to stick to a firm handshake to each other, making eye contact. When there is familiarity, men give themselves a hug.
- A Peruvian business tradition is to bargain and it usually takes place both in daily life and in business circles.
- The voltage in Peru is 220 volts AC, 60 Hz.

Telephone numbers and useful links

- **UE Delegation in Perú:** Telf. (+51-1) 415-0800; Av. Víctor Andrés Belaunde N. 332, 5to piso., Lima 27 – Perú.
www.delper.ec.europa.eu
- **Police:** Emergencies Telf. 105.
<https://www.pnp.gob.pe>
- **Easy Taxi:** Telf. (+51-1) 7164600. info@easytaxi.com.pe;
<http://www.easytaxi.com/pe>.
- **Taxi Satelital:** Telf. (+51-1) 35555555;
<http://35555555satelital.com/>
- **National Superintendency of Migration. Superintendencia Nacional de Migraciones:** <https://www.migraciones.gob.pe/index.php/preguntas-frecuentes/recomendaciones-para-extranjeros-recien-inscritos-en-el-registro-nacional-de-extranjeria/>
- **Aeroport Jorge Chávez:**
Lima: <http://www.lap.com.pe/>
- **Turism:**
<http://www.peru.travel/es-pe/>
- **Hoteles:**
<http://www.hotelesperu.com/>
- **Restaurants:**
<http://www.sazonperu.com/>;
<https://www.degusta.com.pe/>

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