

## INFOCARD ELANBiz

### Business Travel Information Peru<sup>1</sup>

Last updated in January 2020.

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**The purpose of this infocard is to provide general information and useful tips for visiting the country.**

### General Information<sup>2</sup>

#### Geographical location

Peru is located in the Western Hemisphere, South of the equator, in South America. The country is bordered on the North by Ecuador and Colombia; on the East by Brazil and Bolivia; on the South by Chile, and on its extreme West is a long coastline along the Pacific Ocean. Lima, located in the coast region, is the political capital of Peru.

The "Cordillera de los Andes" mountain ranges, which cross the 1,285,216 km<sup>2</sup> country longitudinally, divide the country into three natural regions of varying characteristics: i) the warm Peruvian coast, rich in marine resources and favourable to agribusiness; ii) the mountains, abundant in mineral and agricultural resources; and iii) the jungle, foresty and extraordinarily rich in gas and oil.

#### Time Zone

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

#### Language

Mainly Spanish throughout the country. In main cities, people conduct business in English.

#### Religions

Freedom of religion is guaranteed under the Constitution, which does not establish any official religion. The majority of Peruvians practise the Roman Catholic religion.

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<sup>1</sup> The information provided in this document is of a general nature only. For more detailed information, events and commercial trade offers as well as commercial business contacts, please contact the Commercial Offices of the Member States and the bilateral chambers of commerce in Lima.

<sup>2</sup> Source KPMG *Inversiones en Perú 2019*:

<https://home.kpmg/content/dam/kpmg/pe/pdf/Inversiones-en-Per%C3%BA-2019ES.pdf>

## Weather

Three natural regions of different characteristics: i) the warm Peruvian coast; ii) the mountains, with high peaks and cold regions, and iii) the jungle, a rainy region of tropical forests. The climate in 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)
- Saint Peter and Saint Paul Day (June 29)
- Independence Day (July 28 and 29)
- Santa Rosa de Lima Day (August 30)
- Battle of Angamos Day ( October 8)
- All Saints Day (November 1)
- Day of the Immaculate Conception (December 8)
- Christmas Day (December 25)

## Business hours (from Monday to Friday)

- Public Offices: Open Hours: 8:30 to 17:00. Lunch break from 13:00 to 14:00.
- Banks: Open Hours: 9:00 to 18:00. Banks may open on Saturday until 13:00.
- Private offices in larger cities open from 8:30 to 18:00. Lunch break from 13:00 to 14:00.
- Offices in small cities open from 8:30 to 13:00. Lunch break until 15:00 and open hours extend to 19.00

## Mainstream media

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

## Before Travelling

### Holidays

Both the public and private sectors take vacations and / or decrease business or commercial activities during the week of 28 July 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 (e.g at the airport). With a tourist visa you can legally stay in Peru for up to 183 days a year. **Check that your passport is valid for at least six months before the date of arrival** and that it covers the total time of your stay.

Nevertheless, it should be noted that European citizens from member states of the Schengen Area may upon arrival request for other immigration categories than that of Tourist, such as Student, Business and Journalist. These may be granted for up to 90 days and are valid for a period of six months from their delivery.

Alternatively, and in case you wish to carry out activities other than tourism, the proper immigration permits can be obtained online, through the website of the [National Superintendence of Immigration \(MIGRACIONES\)](#), with prior payment of the appropriate administrative fees at any agency of the Peruvian National Bank, or through its [official website](#).

### Commercial samples

Travellers can bring to Peru up to three litres of alcohol, 20 packs of 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 legally governed by the Specific Procedure INTA-PE.00.09 (Versión 3)<sup>3</sup> and it can also be done by mail, according to Procedure INTA-PG.13 (Version 2) – Shipping or packages carried by the Postal Service.

### 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 Sol (PEN 1.00 or S/), approximately USD 1 = PEN 3.32 and EUR 1.00 =

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<sup>3</sup> Source:

<http://www.sunat.gob.pe/legislacion/procedim/despacho/procAsociados/despa-pe.00.09.htm>

PEN 3.67 as of 11 January 2020. In Peru there is no state control over the possession of foreign currency or its exchange. Peruvian legislation permits contractual relationships in foreign currency. The American Dollar (USD) is often used in civil and commercial obligations/contracts, even accepted as a means of payment in trade. Companies that receive foreign investment can maintain bank accounts in American Dollars.

All persons, whether natural or foreign, who enter or leave the country, are obligated to declare any cash, negotiable securities or financial instruments in excess of USD 10,000 or its equivalent in Peruvian Soles or any other currency. Carrying cash, negotiable securities or financial instruments of over USD 30,000 or its equivalent in Peruvian soles or any other currency is prohibited; the entry or exit of such amounts must take place through companies legally authorised by the Superintendence of Banking and Insurance (SBS) to carry out such transactions.

Most transactions for products and services are conducted in local currency. However, high value commercial transactions (cars, apartments, etc.) are conducted in American Dollars.

### Hotels and accommodations

Business travellers usually stay in San Isidro (financial district) or Miraflores (tourist and 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 areas such as train and bus stations, as well as in major tourist areas. They target money or bags from distracted visitors. This threat can be averted by staying alert and keeping valuables out of sight.

It is recommended to use taxi services for transportation; several reliable companies provide these services through phone applications. When traveling to or from the airport, one should keep their valuables in the trunk of the car.

In addition, according to the **Peruvian Geophysical Institute**, Peru is a **highly seismic country**; the city of Lima being the most dangerous in terms of seismic risk<sup>4</sup>. The natural danger that exists in Peru is due to the coupling of subduction zones between the Nazca plate and the South American plate. Air Worldwide, a catastrophe risk modelling firm, categorises Lima as vulnerable to earthquakes and even tsunamis<sup>5</sup>.

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<sup>4</sup> <https://www.igp.gob.pe/>

<sup>5</sup> <https://www.air-worldwide.com/>



## Health

Vaccinations are not required prior to entering the country. Nevertheless, those traveling to the jungle should consider getting vaccinated against: hepatitis, polio, rabies, tetanus, typhoid, malaria and yellow fever.

There are well equipped hospitals in the main cities of Peru. Most cities and towns have at least one pharmacy where commonly used medicines and antibiotics are sold without prescription. Drinking water directly from the tap is strongly discouraged.

## Transportation

Public transportation in Lima is through buses, minibuses, electric trains and taxis. However, it is not well organised. For business people, it is advisable to use taxis (many companies offer taxi services through phone applications) or hire drivers/chauffeurs, hourly or daily. In Peru, drivers generally do not give much priority to pedestrians; it is therefore necessary to be cautious when using roads as a pedestrian.

The Panamericana Road connects Lima with the departments (first level administrative sub-divisions) of the coast of the country (North and South). The Central Road connects Lima with the major mining departments of the Central highlands. Also a railway connects 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, in Lima. In Peru, air transport is well developed. 21 of the major cities have regular flights, with planes of different sizes. 12 airports in the country have international airport categorisation.

The main harbours are: Callao (Lima), Matarani, South Harbor (Muelle Sur), the North Terminal (Terminal Norte), Paíta, San Martín, Yurimaguas, Salaverry, and the Callao Harbor Terminal for loading minerals.

## Business lunches

Food (especially Peruvian food) is one of the favourite topics of conversation for Peruvians, amongst themselves and with foreigners. Lunches and dinners are hence part of the business trip. Business or negotiations are extended to social activities (lunches, breakfasts, cocktails, etc.), which most of the time are part of the initial phase of building business relationships. Making advance reservations for social activities is recommended. Lunch times range from 13:00 to 15:00 and dinner times from 20:00 to 22:00.

## Tips and Gratuity

In restaurants, a tip of 10% - 15%, is expected if not included in the bill. When tipping, one should get



the change back first before then leave it on the table. Tips are also extended to the people that help to park, guard and clean cars. However, tipping taxi drivers is not a practice.

## Business Protocol

Peruvian businessmen are orientated towards personal relationships. Before evaluating a business opportunity they evaluate the business partner. The conversation in the first five to ten minutes of a business meeting will be about subjective aspects, like whether you have tried typical Peruvian dishes, thoughts on pisco sour, family, tourism in Peru, the weather, etc.

- The communication of Peruvians is very polite. When making a request, even for informations, “please” is often added at the beginning or at the end of the sentence. When receiving something, one is expected to say “thank you”.
- In Lima, being late to an informal appointment is tolerated, especially if several persons are expected. However, if it is a business appointment, one must be on time. If one is going to be late by more than fifteen minutes, it is preferable to call and notify the person or people one is meeting.
- In Peruvian culture, one is expected to respect authority, titles and hierarchic orders. Furthermore, one is expected to conform with formalities and codes of behaviour.
- Controversial topics should be avoided. Open-direct expressions could be perceived as negative or confrontational. Communications should be in a clear and precise way, with warmth and amiability.
- In general, the CEO, President or General Manager of the company will take the major decisions.
- Peruvians do not say “No” directly.
- The exchange of business cards is part of the business protocol.
- Personal relationships between the parties are valued; it is not a good signal to change a representative during the negotiation process.

## Practical tips

- Peruvians are proud of their culture. They appreciate it when someone puts an extra effort to learn more about them and speak their language.
- It is important to develop a business relationship through informal conversations before delving into the finer details of business and work issues.
- Punctuality for business meetings is not very strict; it is recommended not to have a too tight schedule of appointments.



- Accepting coffee at the end of a business lunch is recommended ; it is expected that during the coffee, business partners will chat and possibly close a deal.
- In a business context, during the first meeting it is advisable to shake hands regardless of the gender (Male/Female). A 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 while making eye contact. When there is familiarity between or amongst men, they hug.
- Haggling is a part of the Peruvian business tradition, usually in daily life and in business.
- The voltage in Peru is 220 volts AC, 60 Hz. If one wishes to use electronic devices, it is recommended that they do so with special adapters.

### Telephone Numbers and Useful Links

#### **EU Delegation in Peru:**

Phone: (+51-1) 415-0800; Av. Víctor Andrés Belaunde N° 332, 5th floor, Lima 27 – Peru.  
[https://eeas.europa.eu/delegations/peru\\_es](https://eeas.europa.eu/delegations/peru_es)

#### **Police (PNP):**

Emergency: Phone: 105.  
<https://www.policia.gob.pe/>

#### **Easy Taxi:**

User service: Phone: (+51-1) 716-4600. [info@easytaxi.com.pe](mailto:info@easytaxi.com.pe)  
<http://www.easytaxi.com/pe/home/>

#### **Taxi Satelital:**

Phone: (+51-1) 355-5555  
<http://3555555satelital.com/>

#### **National Superintendence of Immigration (MIGRACIONES):**

<https://www.migraciones.gob.pe/>

#### **Peruvian National Bank:**

<https://pagalo.pe/>

#### **International Airport Jorge Chávez:**

<https://www.lima-airport.com/esp>

#### **Tourism:**

<https://www.peru.travel/es-pe/>

#### **Hotels:**

<http://www.hotelesperu.com/>

**Restaurants:**

<https://www.atrapalo.pe/restaurantes/>

<https://www.tripadvisor.com.pe/Restaurants-g294311-Peru.htm>

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