

Peru

Business Guide

Compiled by:

Swiss Chamber of Commerce in Peru

Lima, April 2018

ARRIVAL AND DEPARTURE

Tourists and business travelers from Switzerland and Liechtenstein do not require a visa to travel to Peru. In addition, they are allowed to stay 183 days when they arrive (not renewable) and for longer stays, a visa will be required.

For samples, tools and portable business equipment a deposit in cash is needed to the customs duties and will be refunded upon re-exportation. Foreign exchange value of more than \$ 10,000 must be declared upon arrival.

For domestic flights no airport taxes are due since 1.1.2011, as they are now included in the ticket price.

To protect its cultural assets, Peru strictly prohibits exports of antiques, tropical animals (alive or prepared) and plants.

LANGUAGES USED FOR BUSINESS

Spanish and English.

EXCHANGE RATE

1 PEN = 0.29 CHF

PUBLIC HOLIDAYS

New Year (January 1st), Good Thursday and Friday (movable dates), Labor Day (May 1st), Saint Peter and Saint Paul (June 29th), National holidays (July 28th – 29th), Saint Rose of Lima (August 30th), Battle of Angamos (October 8th), All Saints Day (November 1st), Immaculate Conception (December 8th) and Christmas (December 25th).

HEALTH AND INOCULATIONS

Medical care is satisfactory at big cities because there are private hospitals available but also, in towns, there are small hospitals that must attend you at any emergency.

Many travelers feel affected in the highlands of altitude sickness called *soroche*. There is medication for *soroche* but if symptoms such as headaches, palpitations and shortness of breath, vomiting or diarrhea persist after 48 hours, you should visit a doctor.

POPULATION

Total Population: 31.8 Million (2017)

Natural growth: 1.08%

Density: 24.8 inhabitants/km²

Urban population: 79.2%

Population of main cities including suburbs: Lima (9,886,000); Arequipa (869,000); Trujillo (799,000); Chiclayo (600,000); Piura (436,000).

Ethnic origins: 45% native people; 37% mixed ethnic origins (between white and native); 15% white; 3% Black and Asian minorities.

Official language: Spanish and Quechua.

Other languages: This country is home to more than one hundred different languages.

Religion: Catholics 81.3%, Evangelical 12.5%, others 6%, none 2.9%

Literacy: 94.2%

TIME ZONE

GMT: - 5 h.

The difference to Switzerland is 6h and during the European summer time: 7h. Peru has no daylight saving time.

ELECTRICITY SUPPLY

220 V, 60 Hz.

Two-pole connector can be connected, three-pole only with an extra plug.

METHODS OF PAYMENT

Since 1991, the *Sol* (S/) is the official currency in Peru, also dollars and euros can be exchanged at banks and exchange offices (*casas de cambio*). Dollars are also accepted as a parallel currency virtually anywhere. With Swiss Debit Cards (EC) people can withdraw cash from ATMs (Visa, MasterCard, Diners and American Express are widely used). Nevertheless, it is recommended to take cash for rural areas.

In addition, transfers from Switzerland can also be handled via the numerous offices of Western Union.

TRANSPORTATION

Air France, Iberia, KLM, Air Europa and LATAM airlines connect Lima directly with Europe. For local flights, there are a number of private airlines connected to Lima like *LATAM* (which have the most modern fleet) *Peruvian Airlines*, *Avianca*, *Star Peru*, among others.

For domestic transportation, there are public and private buses. For long distance journeys, Oltursa, Cruz Del Sur and ExcluCiva are a few of the best companies of public buses that possess a good reputation to go between the major cities of Peru.

Public transportation consists of minibuses, "Metropolitano" and the "Tren Eléctrico" (Metro Line 1). However, there are many taxis available, but without taximeter, because the fare is negotiated in advance with the driver. Nevertheless, there exist taxi companies that can be ordered by phone or apps like Taxi Beat, Taxi Satelital, Easy Taxi, Uber, among others. They are slightly more expensive in general, but more comfortable and secure.

COMMUNICATION

For calling to Switzerland you should dial "00 41".

Four mobile phone operators are available: Movistar, Claro, Bitel, Entel and Virgin Mobile. Travelers can get a SIM card from 5 USD, on average, at the airport.

BUSINESS HOURS

Banks: 9 – 18 hr. (Saturday: 9 – 13 hr.)

Authorities: ca. 9 – 17 hr. (Saturday: 9 – 13 hr.)

Shopping: ca. 9 – 22 hr. (Also Saturday and Sunday)

ADDRESSES AND OPENING HOURS OF EMBASSIES AND CONSULATES

- Embajada de Suiza
Av. Salaverry 3240
Lima 27
Tel.: +51 1 264 03 05
Fax: +51 1 264 13 19
E-mail: lim.vertretung@eda.admin.ch

Website: <http://www.eda.admin.ch/lima>

Monday to Friday 9 – 13 Uhr.

- Consulado Arequipa
c/o Inca Tops SA
Av. Miguel Forga 348
Parque Industrial
Arequipa
Tel.: +51 54 28 25 58
Fax: +51 54 28 21 71
E-mail: arequipa@honrep.ch
[Website](#)
- Consulado Cusco
Av. Regional N° 222
Cusco
Tel.: +51 84 24 35 33
Fax: +51 84 23 50 47
E-mail: cusco@honrep.ch
[Website](#)
- Ambassade du Pérou
Consulat Général du Pérou
Thunstrasse 36
3005 Bern
Tel.: 031 351 85 55
Fax: 031 351 85 70
E-mail: info@embaperu.ch
consulado@embaperu.ch
Website: www.embaperu.ch
- Consulat Général du Pérou
Rue des Pierres-du-Nitron 17
1207 Genève
Tel.: 022 707 49 17
E-mail: info@conperginebra.ch
Website: www.conperginebra.ch

- Generalkonsulat von Peru in Zürich
Löwenstrasse 69
8001 Zürich
Tel.: 044 211 82 11
044 211 82 12
E-mail: aap@conperzurich.ch
Website: <http://www.conperzurich.ch>

TIPS FOR INITIATING BUSINESS CONTACTS

Peruvians are masters of personal interaction and they are very easygoing. If you definitely want to know more about potential business partners, you must know that trust is an essential foundation of any business relationship in Peru, because it is difficult to enforce contracts in court.

BUSINESS PRACTICES

Sessions

In Peru, you can arrange to meet for breakfast from 8.00 to 9.30 o'clock, for lunch from 12:30 to 15:00 and for working sessions from 9:00 to about 18:00.

The Peruvians typically maintain a formal, conciliatory style and avoid confrontation and deception. It is recommended to record all agreements in writing and to designate a court of arbitration for the contracts.

Name and Title

Peruvians appreciate academic titles and ranks; they will be pleased if you address them with their academic title.

When it comes to Peruvian family names, the first one is from the father and the second one from the mother. Usually, they use only the first one. The threshold for the use of the first name is lower than in Switzerland and requires no formal agreement.

For greetings, people who know each other well, can hug or pat each other on the back (men specially). Moreover, women shake hands and among nearer acquaintances, 1 kiss on the cheek is customary.

Do's and don'ts

Most Peruvian businesspersons have developed a considerable tolerance for different manners, probably by dealing with many foreign business partners.

Peruvians are proud of the history of their country like pre-Columbian civilizations, Lima as the center of the Spanish colonial empire, Cusco as one of the 7 world wonders, the Peruvian cuisine, among others. They really appreciate when visitors show interest and are impressed.

Most Peruvian businesspersons have the habit of exchanging business cards during their first meeting.

Small gifts and mutual referrals among executives are common and valued.

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