

Peru

Business Guide

Compiled by:

Swiss Chamber of Commerce in Peru

Lima, April 2020

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 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), Holy 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 as 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 highlands with altitude sickness called soroche, for which there is medication available in drugstores. However, if symptoms such as headaches, palpitations and shortness of breath, vomiting or diarrhea persist after 48 hours, you should visit a doctor.

POPULATION¹

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 (82.9%), Quechua (13.6%) and Aymara (1.6%).

Religions: Roman Catholic 60%, Christian 14.6% (which includes evangelical 11.1% and others 3.5%), other 3%, none 4%, unspecified 21.1%

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.

¹ National Institute of Statistics and Informatics of Peru, 2017 (last national census).

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 buses, 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, Cabi-fy, 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, Entel, and Bitel. 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. (Monday to Sunday)

ADDRESSES AND OPENING HOURS OF EMBASSIES AND CONSULATES

- **Embassy of Switzerland**

Av. Salaverry N° 3240

Lima 27

Tel.: (+51 1) 264 03 05

Fax: (+51 1) 264 13 19

E-mail: lima@eda.admin.ch

Website: www.eda.admin.ch/lima

Monday to Friday 9 - 12 Uhr.

- **Arequipa Consulate**

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: www.eda.admin.ch/countries/peru/es/home/representaciones/consulados-honorarios/consulado-arequipa.html

- **Cusco Consulate**

Av. Regional N° 222

Cusco

Tel.: (+51 84) 24 35 33

Fax: (+51 84) 23 50 47

E-mail: cusco@honrep.ch

Website: www.eda.admin.ch/countries/peru/es/home/representaciones/consulados-honorarios/konsulat-cusco.html

- **Embassy of Peru**

General Consulate of Peru

Thunstrasse 36

3005 Bern

Tel.: (+41 31) 351 85 55 (Embassy)

Fax: (+41 31) 351 85 70 (Embassy)

E-mail: info@embaperu.ch

Website: www.embaperu.ch

- **General Consulate of Peru in Geneva**
Rue des Pierres-du-Nitron 17
1207 Genève
Tel.: 0041-22-707-4917
E-mail: consuladoperu@conperginebra.ch
Website: www.conperginebra.ch
- **General Consulate of Peru in Zurich**
Löwenstrasse 69
8001 Zürich
Tel.: +41 (0)44 211 82 11
+41 (0)44 211 82 12
E-mail: aap@conperzurich.ch
Website: 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 ca. 8.00 to 9.30 hrs, for lunch from ca. 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 do not's

Most Peruvian businesspeople 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.

Most Peruvian businesspeople exchange business cards during their first meeting.

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

Date: April 2020
Author: Swiss Chamber of Commerce in Peru
Author's Address: Av. Salaverry 3240
San Isidro
Lima 27
Peru
Tel.: +51 1 264 35 16
Fax: +51 1 264 35 26
E-mail: info@swisschamperu.org
Website: www.swisschamperu.org