



Program funded by the
European Union



ELAN

European and Latin American
Business Services

INTRODUCTION TO BUSINESS CULTURE: HOW CULTURE AFFECTS WORK PRACTICES IN LATIN AMERICA

Tallin, September 20th 2017



Implemented by the consortium led by AESA



What is ELANBiz? A Project funded by the European Union

Information web-based platform

Provides comprehensive and updated information to European SMEs on **doing business in seven Latin American countries**: Argentina, Brazil, Chile, Colombia, Costa Rica, Mexico and Peru

We are a network of Experts that provides market access information to European companies wishing to export or invest in seven Latin American countries:



Through our virtual platform, the European SMEs can increase their knowledge to access to these strategic markets.

ELANBiz is a component of ELAN Program, a European Union initiative that seeks to increase and diversify the European economic presence in Latin America. **ELAN Network** is the other component of ELAN Program, whose main purpose is to generate technology-based business opportunities between European and Latin America SMEs.

WELCOME TO ELANBiz!

Free and unlimited services on Latin American market access for European companies and organizations:

Why ELANBiz?

- **Market access challenges** for EU SMEs in LA countries (complex regulatory frameworks, bureaucracy, certifications and other requirements). **Insufficient updated and tailored information.**
- Growing system of **EU Free Trade Agreements** with Latin American countries => raising awareness of **improved market access conditions for EU companies**
- For cultural, economic, political, geographic reason, etc. there are no commercial representatives from all EU Member States => ensuring **access to relevant information for ALL EU companies.**

Why LATAM?

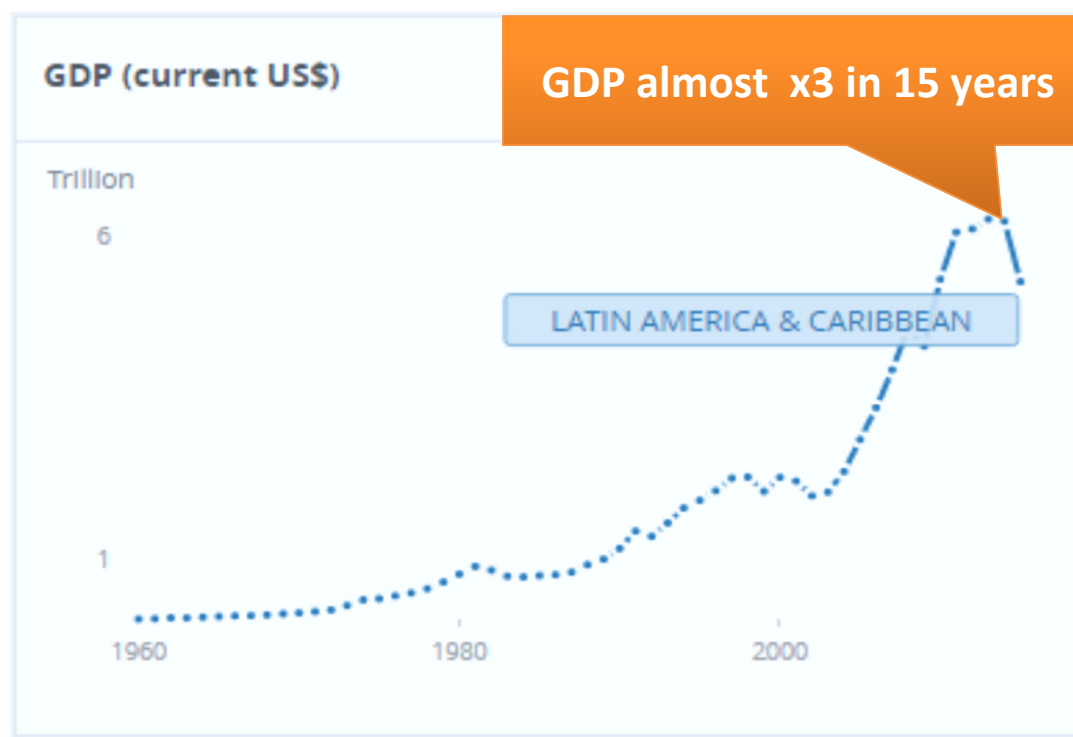
- A US\$5.3 trillion economy
- Approximately 600 million citizens
- Latin America is a rapidly-growing market
- A fast growing middle class

And because diversifying export markets is always a good idea...



Why Latin America?

US\$ 5.3 trillion economy



Source: World Bank

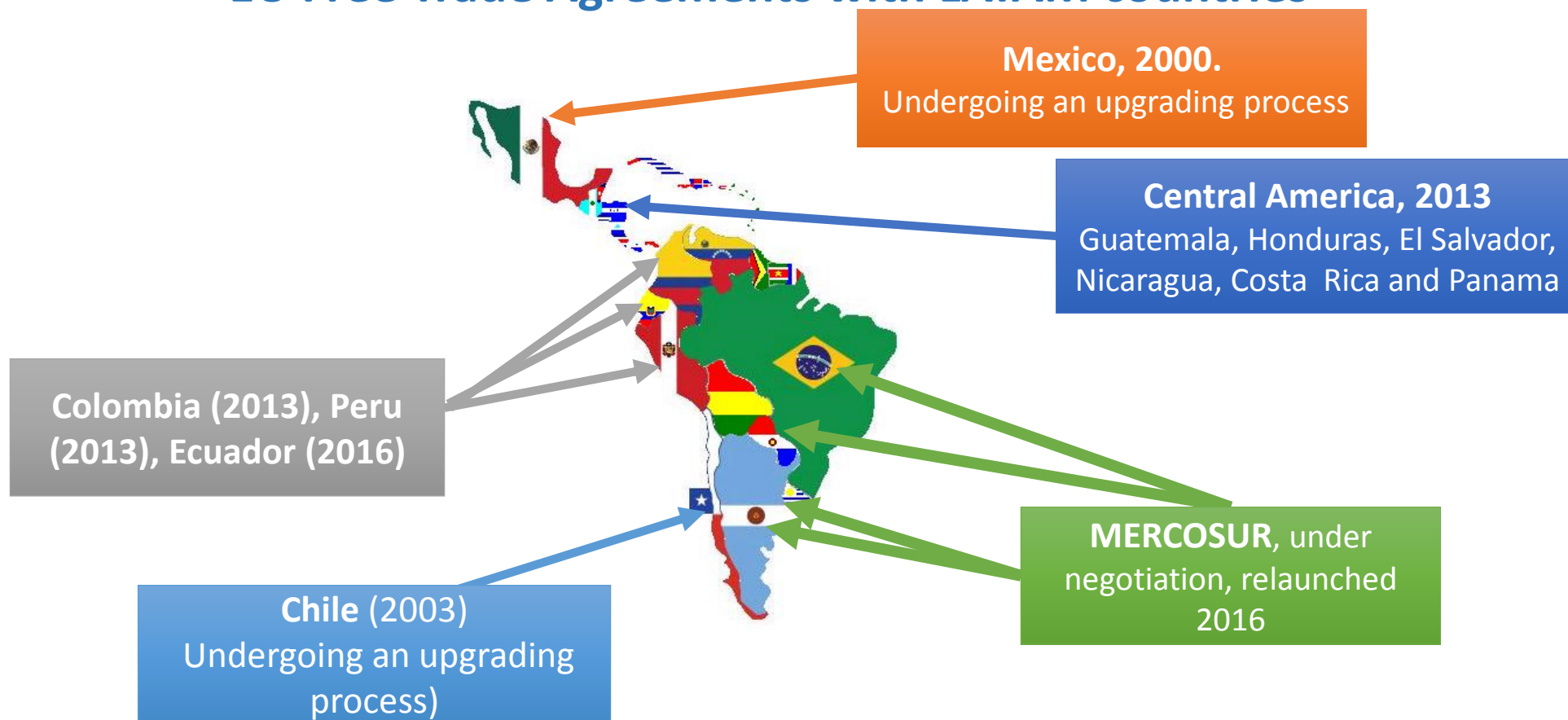
Why Latin America?

Fast growing middle-class



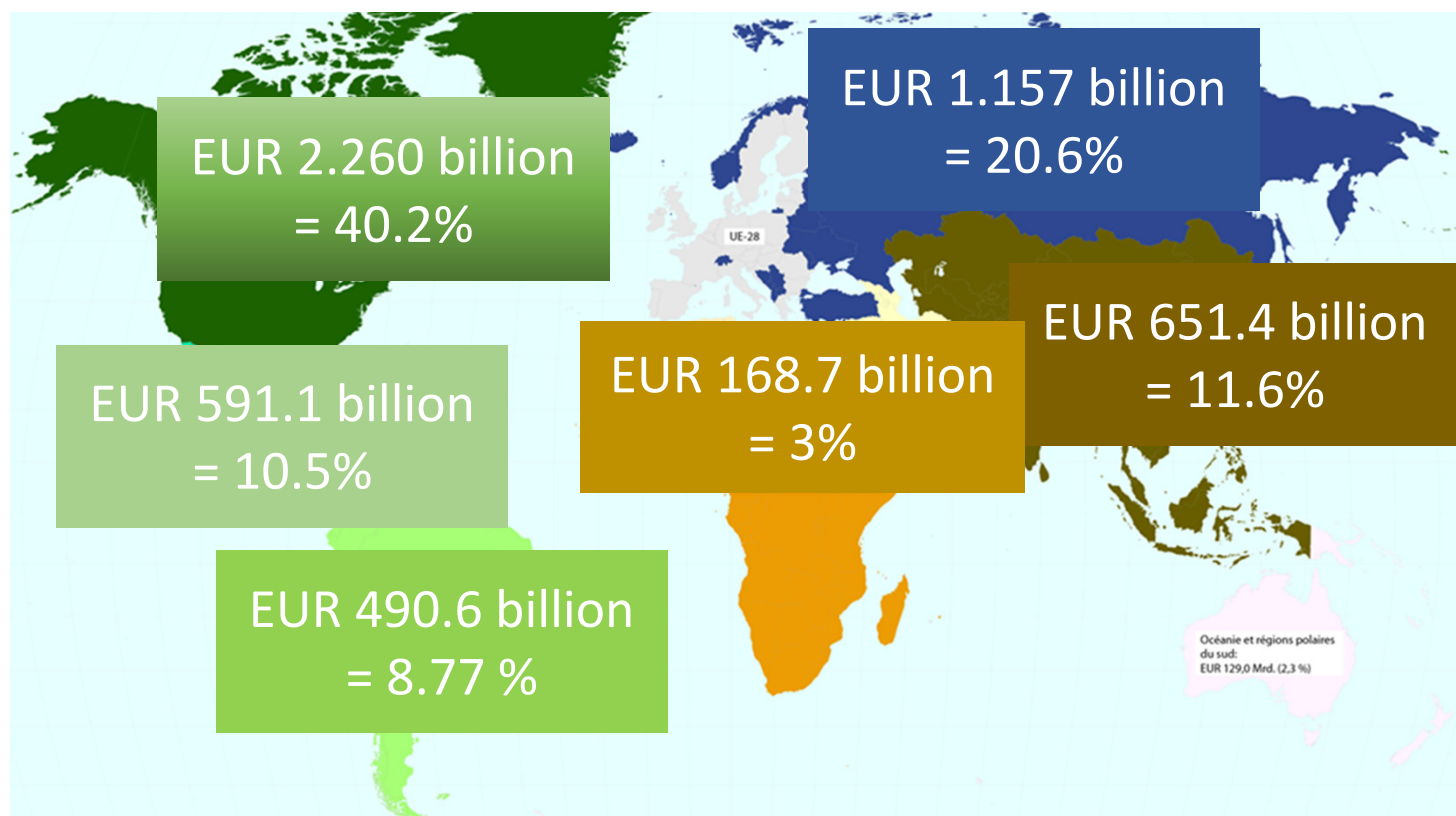
Doing business in Latin America

EU Free Trade Agreements with LATAM countries



Doing business in Latin America

EU FDI in LATAM



Source: Eurostat

Communication and business culture

Context- vs. Content-Focus

In many EU business settings there is a strong emphasis on the content of communications: the data, facts and specific details.

- Both verbal and written communications tend to be **brief and to-the-point**.

In Latin America generally there is a **broader focus that includes contextual factors such as relationship, circumstances, timing, and social appropriateness**.

- Consequently, **the Latino may seem ambiguous or evasive** to some EU counterparts.

Communication and business culture

Transaction oriented vs. Relationship building

- In many EU cultures, people who work together may develop personal relationships over time but **work comes first**.
- Latin Americans tend to feel that **it is essential to invest in establishing a relationship before focusing on the task**:
 - ✓ A warm-up period is typically required to create a good interpersonal environment in which the task can be accomplished most effectively.
 - ✓ An important clue in this regard is the high desirability of being considered *simpático* or likeable and accessible.

Communication and business culture

“Time is money”...vs “Time is precious”

The pace of life and work varies within Latin America. However, it is generally less intense than in the EU:

- Building and maintaining relationships, attending to one’s “molecular” networks, and managing the complex contextual dimensions of **business simply takes more time.**

Time is a guideline, but rarely a deadline

The EU businessperson may appear hasty, rushed, and pushy, while the Latin American may seem to lack a sufficient sense of urgency.

Communication and business culture

Personal space

- The accepted amount of personal space that each person has or needs is much smaller in Latin America than in Europe.
- **People will touch you more**, stand closer when they talk to you and generally get up close and personal
- Latinos will usually **stand closer together during conversations**, so be prepared for that plus casual touching
- You may even be startled to have a Latin businessman **hold your elbow while conversing**, or walk down the street arm-in-arm

Communication and business culture

Negotiations according to polychronic cultures

Negotiations **do not follow a linear logic**

Negotiations **stages are not neatly sequential:**

- a new stage may begin while the earlier stage is still being discussed, and
- issues already agreed are open for subsequent discussion

Communication and business culture

Negotiations according to polychronic cultures

Negotiators from *polychronic* cultures

- tend to start and end meetings at **flexible times**
- take breaks** when it seems appropriate
- be comfortable with a **high flow of information**
- expect to **read each others' thoughts and minds**
- sometimes **overlap talk**
- view start **times as flexible** and not take lateness personally.

Communication and business culture

Become the friend of your business partner

- Latinos are very warm and friendly people and enjoy social conversation before getting down to business.
- This is a calculated process aimed at **getting to know you personally**.
- Latinos tend to be more **interested in you, the person**, than you as a representative of some faceless corporation.





ELANBiz

European and Latin American
Business Services

WHAT IS ELANBiz?



EUROPEAN UNION

ELANBiz.org

ELANBiz, a EU funded Project that provides information on Latin America

A network of Experts that provides information to European companies on access requirements in 7 strategic Latin American markets:



Argentina



Brazil



Chile



Colombia



Costa Rica



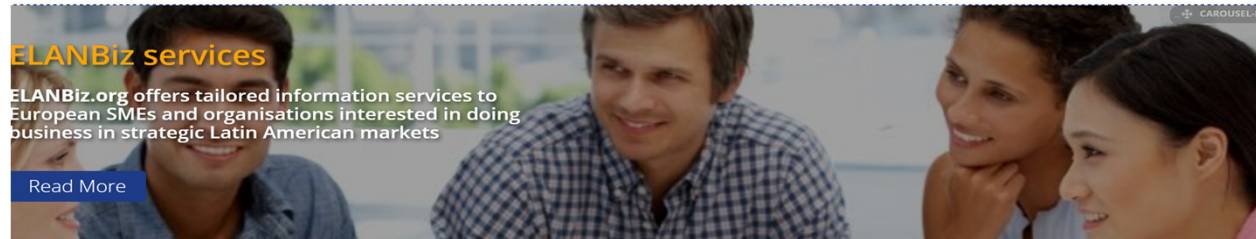
Mexico



Peru



Home About Us Country Knowledge Center Business Organizations Ask the Expert Events myElan



www.elanbiz.org



EUROPEAN UNION

ELANBiz.org



ELANBiz

European and Latin American
Business Services

1. A WEB BASED PLATFORM

Through a virtual platform, ELANBiz.org provides free online content constantly updated by Experts in market access based in the 7 LATAM markets .



Free and unlimited services for European companies and industry organizations.

www.elanbiz.org



EUROPEAN UNION

ELANBiz.org

Info cards

Brazil



INFOCARDS

Give you the opportunity to get updated information on market access by country and sector



General Infocards

- Business Travel
- Country Profile
- Import Procedures
- Invest
- Links of Interest
- Public Procurement
- Trade Agreements

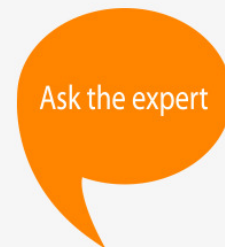
Sectorial Infocards

- Automotive Parts
- Beer
- Chocolate
- Coffee
- Cosmetics
- Dairy products
- Engineering Services
- Franchising
- Fish
- Fresh Fruits
- Health products
- Internet
- Machinery
- Pork Meat
- Software and IT
- Spirit Drinks
- Textile and Apparel
- Wine

You are signed in as Javier Sanchez.

Do you want to invest or export in Latin America?

The Ask the Expert service puts your company in direct contact with an Expert in market access requirements. The Expert will answer you in maximum 5 working days, free of charge.



Follow the country EVENTS



May 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3	4	5	6
		APAS 2017 - 33 ^a Superm		CEMAT 2017 - 4 ^a Intern		
7	8	9	10	11	12	13
		EXPOARROZ - 5 ^a		BETT EDUCAR 2017 - 2		
14	15	16	17	18	19	20
		Pronegocio - 41 ^a autumn / win		ESTÉ		

Frequent Asked Questions

Ask the Expert / / FAQ List

Frequent Asked Questions

The **Frequently Asked Questions (FAQ)** provide a quick overview on how to do business in the country. This list is updated continuously based on the questions asked by you and other EU SMEs to our Experts.

If you cannot find the answer to your question or for additional information please ask our Experts by clicking on the *Ask your question* banner.

Search

Clear

Hide Advanced Search Filters

FAQ Sectors

Language

Country

General

English

Mexico

- General
- Intellectual Property Rights (IPR Helpdesk)
- Public procurement
- Business travel
- Trade promotion and trade fairs participation
- Labeling and sanitary registration
- Main taxes and tariff rates
- Import procedures
- Investment
- Company incorporation
- Recruitment and immigration issues

- 20 of 60 results.

← First

Previous

Next

Last →

...d to the participation of foreign suppliers?

urement

According to article 29 of the Decision of the Mexico-UE Joint Council (http://www.sice.oas.org/Trade/mex_eu/spanish/Decisions_Council/2_2000_s.asp) the state, provincial and regional governments are excluded of the procurement pr ...

[Read More »](#)

Does my company have the same rights as local companies?

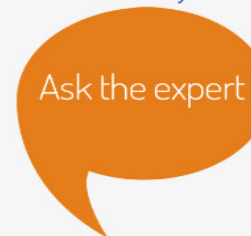
Last update 28/07/2016

ELAN Country, Mexico English Public procurement

Decision 2/2000 of the Mexico-EU Joint Council (http://www.sice.oas.org/Trade/mex_eu/spanish/Decisions_Council/2_2000_s.asp) regulates the access of suppliers of goods, services and public work into the procurement processes of the other Part. Accord ...

[Read More »](#)

Didn't find what you need?



Ask the expert

Connect to ELAN Network:



ELAN

European and Latin American
Technology based Business Network

For more information on Market Access:



For more information on Intellectual Property:

LATIN AMERICA
IPR SME HELPDESK

External documents

Knowledge Center / ELANBiz Fact Sheets

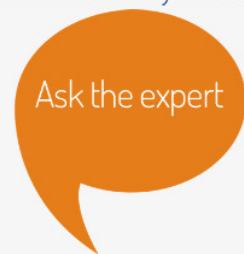
Knowledge Documents

Compile the search field in order to perform a full text search. Click on "Show Advanced Search Filters" to display advanced search filters.

Hide Advanced Search Filters

Subject	Language	Sector
<input type="text"/>	<input type="text" value="German"/>	<input type="text"/>
Country	Document provider	
<input type="text"/>	<input type="text" value="External Provider"/>	

Didn't find what you need?



You are signed in as [Javier Sanchez](#).

Germany Trade & Invest Webseite auf dem brasilianischen Markt

[ELAN Country, Brazil](#)
[German](#)
[Germany Trade And Invest](#)
[General information about the country, - Invest in, Business travel information, - Invest in, Investing in the country](#)

19/08/2016

Germany Trade & Invest ist die Wirtschaftsförderungsgesellschaft der Bundesrepublik Deutschland. Die Organisation fördert Deutschland als Wirtschafts- und Technologiestandort und unterstützt Unternehmen mit Sitz in Deutschland mit den globalen Marktinformationen. Germany Trade & Invest bietet up-to-date Informationen zu deutschen Unternehmen, die ihre Geschäfte im Ausland zu erweitern und unterst...



[Read More »](#)

Connect to ELAN Network:



For more information on Market Access:



For more information on Intellectual Property:



Ask the Expert

Didn't find what you need?



1. Register on www.elanbiz.org
2. You will receive by e-mail your access code.
3. Ask your question
4. You will receive your tailored information within 5 working days, free of charge
5. Ask as many questions as you want

Ask the Expert

We are a company from **Estonia**. We work with software for industrial automation (with remote support) for big equipments in industries. I would like to know about the **market and automations fairs** in your country where I could participate.

We are a company from **Latvia**. Our product is a medical device Class 1 made up of an electronic device and a software. It has a CE mark and FCC, as our company is ISO 13485 and ISO 9001 certified. For introducing in Latin American markets we could consider exporting separately the electronic device (not medical) and license the software. In this case, we would like to know **what are the import taxes for software developments in your country**.

Didn't find what you need?

Ask the expert

Our company provides education IT services for teachers and children. We would like to know how would be the **withholding tax** applicable to payments made from Colombia to **Lithuania** for the rendering of such services in Colombia?

Ask the Expert

We are a company from **Estonia**. Our product is a **portable medical device** used with low-power DC. This device works as an electrocauter for the treatment of skin for medical and aesthetics purposes. I would like to learn more information about **how to register** the product in Brazil.

I would like to know what are the **sanitary requirements** to import into Brazil **canned fish** (baltic sardines from Baltic sea) from **Latvia**? Thank very much. Kind regards

We are a **Polish** company interested in exporting **cheese**. What are the access requirements to export to Mexico in particular for gouda with vegetable fat. Thank you, best regards

Didn't find what you need?

Ask the expert

Ask the Expert

We would like to learn if there's an opportunity for the **cryocoolers on Brazilian market** or does Brazil have proper production? Which kind of infra-red cameras are used in Brazil: cooled or uncooled IR cameras? Who are the key players in the cryogenic industry in Brazil? Beside the fair LAAD, is there any other important fair for cryocoolers?

We are a company from **Croatia**. We would like to know the market Access requirements for **tractors** in your country

I am interested in exporting **frozen filo pastry and filo pastry pies** in your country from **Romania**. How is the market for these products? What are the access rules (custom duties, taxes, sanitary registration and labelling)?





ELANBiz

European and Latin American
Business Services

RESULTS ON THE VIRTUAL PLATFORM

Substantial quantitative and qualitative results on the virtual platform (as of August 31st, 2017).

30.514
ELANBiz
users

Sessions
in the
platform
49.133

193.745
Viewed
pages

52.181
Infocards
Downloaded



EUROPEAN UNION

ELANBiz.org



ELANBiz

European and Latin American
Business Services

RESULTS OF THE “ASK THE EXPERT” SERVICE

Questions sent
1.243

4.67/5
Average rating



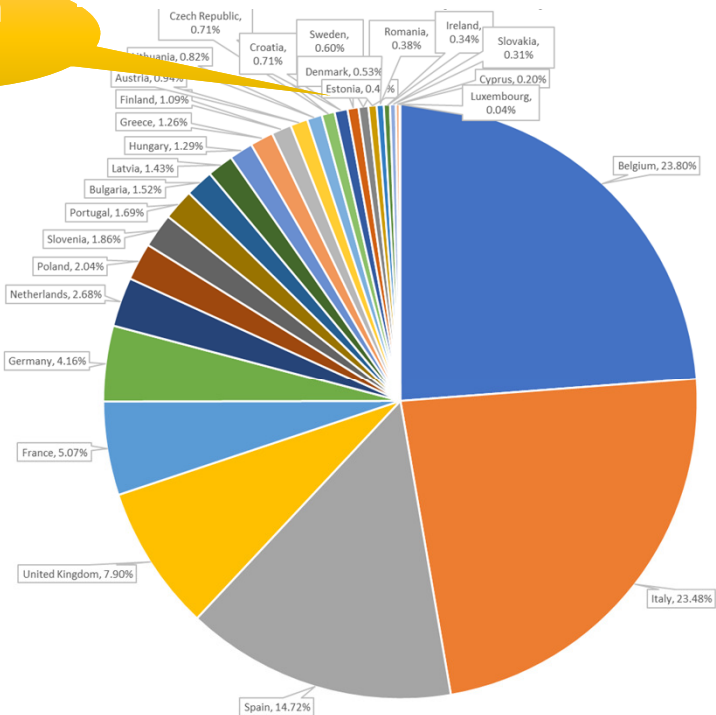
EUROPEAN UNION

ELANBiz.org

Results by country, as of August 31st, 2017

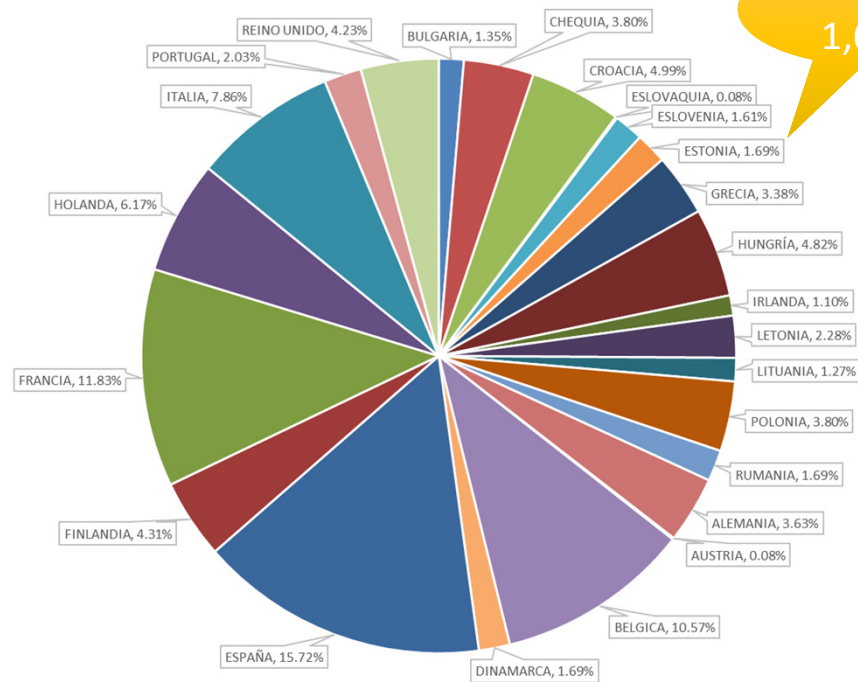
**ELANBiz
users by country**

Estonia
0,4%%



**Ask the Expert
questions by country**

Estonia
1,69%





Program funded by the
European Union



ELANBiz

European and Latin American
Business Services

Javier Sanchez

j.sanchez@elanbiz.org



www.elanbiz.org

Elanbiz



Elan Biz Social

Implemented by the consortium led by AESA

