

# **10 things you should always consider, when doing business in Peru**

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1. Know who you are, mind your identity, but don't disdain the peruvian way of doing.

2. Know what you need,  
choose  
« the right service level »

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3. Choose the right partner, someone who really knows the mentality and the country, has a strong network in the market you want to enter and has a strong motivation to working with you.

4. Get the best professionals in  
the country  
« yes –in Peru –you can »

5. In Peru everything is possible, non conventional and innovative solutions are sometimes amazing. Be interested and open for new answers to some old problems.

6. Bureaucracy is still there, but  
don't have to much fear of it, it is  
retracting!

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7. A low level of selfconfidence,  
have always been attributed to  
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9. Don't believe in the often quoted little national sins! Be open to your counterpart and try to see his virtues, not his sins.

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10. When doing business in Peru,  
don't forget to relish  
peruvian cuisin