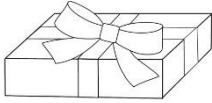


## An introduction to Mexico's business culture

**Accept all kind of invitations**, it's the perfect time to get to know each other. These social occasions help to deepen relationships and promote understanding, an integral part of doing business in Mexico.



Simple **business presents** may be brought to a first meeting, something usually from one's company. If invited to a Mexican's house, it is appropriate to bring flowers, wine or chocolates.

**First time meeting** with a business contact, for both men and women: Handshake, eye contact, say your name, presentation of your business card. Business cards are exchanged during introductions with everyone at a meeting.



Always start with **small talk**. The average Mexican business executive will spend the majority of time discussing general topics, waiting the final moments of conversation to bring up the matter at hand.

**When addressing someone you don't know well**, it is common practice to speak to that person using a polite title.

**Be more authoritarian** in your management style and show respect and deference to those higher up the ladder.

Mexicans generally **dress conservatively** and both men and women will wear suits in a formal business setting. Jeans are generally not appropriate.



**Deadlines** should be highlighted and stressed.

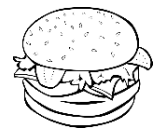


Scheduled items in **agenda** are used as more of a guide than a strict agenda.

It is not considered excessively rude **to arrive too late** to a social engagement. Expect other to arrive later also. As for Mexican business associates expect them to arrive 15-30 min late.

Be aware that people will discuss **business anytime**, even at social gatherings.

**Lunch is the main meal of the day** for Mexicans. It's a leisure time to talk with friends and family and work is often paused between the hours of 13:30-16:00. However business lunches are an essential part of business to establish a personal relationship so it's important to attend these.



**Little things count**. Not saying good-bye, for example, may well offend and adversely affect your relationship to a much greater extent than it would in your home country.

Expect **more bureaucracy** in organizations and government agencies.



**Give clear and explicit directions** to those working with you.

**A compliment** should always be directed to a team rather than individuals as otherwise this may cause people embarrassment.

Mexico has a culture that **enjoys negotiations**. Trust plays a very important role in establishing relationships, this sometimes may be even more important than professional competence or experience. When negotiations are finished, be sure to return to the small talk for a bit before leaving and always say good-bye.

**Write down your final agreement**, and the results of your negotiations and have both sides sign and retain a copy.

