



CHAMBER
OF COMMERCE
CANADA-PERU



CANADIAN ENTREPRENEUR PROFILE



- ✓ They highly value **social etiquette and protocol**, which involves dressing conservatively and respecting personal space.
- ✓ It is important to carry **business cards** in English and French and to be clear when answering questions.
- ✓ If the **answer** is not known, it is best to say that the information will be reviewed, and a response will be sent within 24 hours.
- ✓ **Conversations** in noisy places are frowned upon, so it is preferable to find a quiet and cozy place to meet.

CANADIAN CONSUMER PROFILE



- ✓ It is characterized by being **consumer-sensitive** to environmental issues and overconsumption.
- ✓ Therefore, it tends to **focus on the origin and quality of the products, without neglecting the price**, orienting its consumption towards natural products.
- ✓ The Canadian is familiar with **virtual sales platforms**, which have grown over the last decade.

FURTHER ADVICE

- ✓ In Canadian culture, **punctuality is important**, so it is recommended to take precautions to arrive on time in case of a business visit and to give advance notice of any delays.
- ✓ It is important to keep in mind that Canada has its own culture and business **strategies** that are different from those of the United States.
- ✓ In addition, the country has **two official languages**, English and French, so it is important to research which language is spoken in the destination city.
- ✓ The Canadian market is known for its sophistication and **high-quality standards**, so products must meet these requirements.



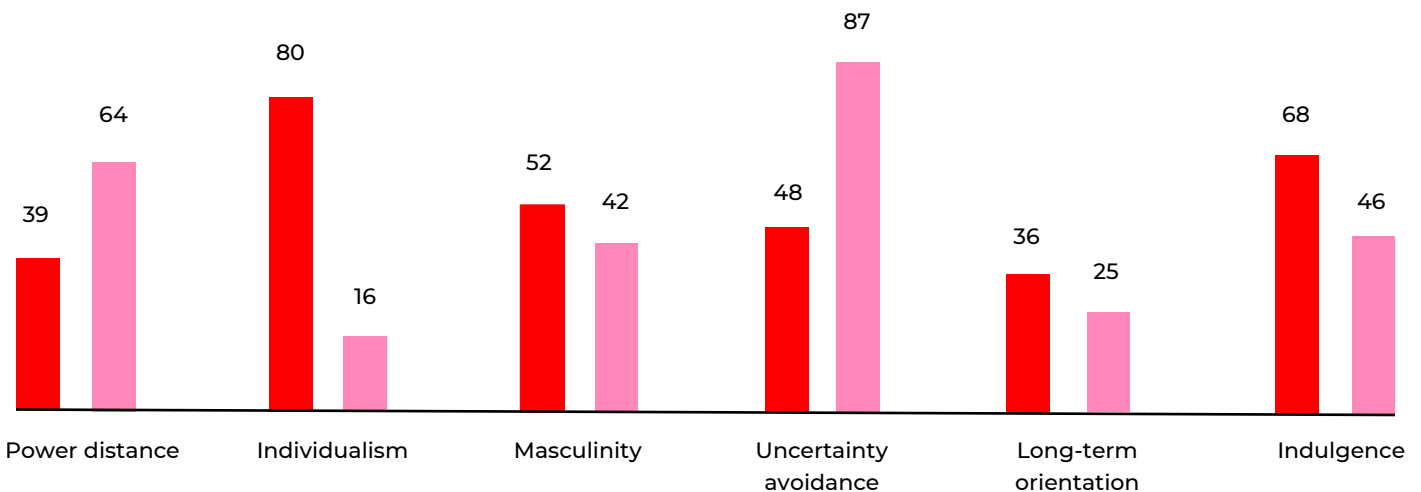
HOFSTEDE DIMENSIONS OF CANADA AND PERU

The Hofstede dimensions are a globally recognized measure in international business. The development of these 6 dimensions provides a detailed view of the cultural traits inherent in a country or society, demonstrating how cultural values influence human behavior (scores ranging from 0 to 100). This tool is used to make an analysis of the society with which you are doing business, having a significant impact on your development and success.



Canada

Peru



1

POWER DISTANCE

Attitude of the culture towards inequalities between individuals.

- Low score: Low power distance.
- High score: A lot of power distance.

4

UNCERTAINTY AVOIDANCE

Measures how much threat a society feels from the unknown.

- Low score: More accepting of uncertainty.
- High score: More avoidance of uncertainty.

2

INDIVIDUALISM

It is the degree of interdependence that a society maintains among its members.

- It is the "I" or "we".
- Low score: Collectivist society.
- High score: Individualistic society.

5

LONG-TERM ORIENTATION

- Low score (normative society): They think in the short term.
- High score (pragmatic approach): They think in the long term (encourage savings and modern education).

3

MASCULINITY

- High score (male): Driven by competence, achievement and success.
- Low score (female): Driven by values and quality of life.

6

INDULGENCE

- The degree to which people try to control their desires and impulses.
- Low score: Restrictive society
- High score: Indulgent society



Analysis of Hofstede's dimensions between
Peruvian and Canadian society.



HOFSTEDE DIMENSIONS BETWEEN PERU AND CANADA

DIMENSION	SCORE	CANADA	SCORE	PERU
POWER DISTANCE	39	<ul style="list-style-type: none"> • Low power distance. • Interdependence among its inhabitants and egalitarianism is valued. 	64	<ul style="list-style-type: none"> • High power distance. • Subordinates still perceive superiors as difficult to access and do not trust them.
INDIVIDUALISM	80	<ul style="list-style-type: none"> • Individualistic culture. • Not a close-knit society. • One is self-sufficient and with initiative. 	16	<ul style="list-style-type: none"> • Collectivist culture. • People find large companies attractive.
MASCULINITY	52	<ul style="list-style-type: none"> • Moderately masculine society. • They analyze themselves concerning achievement, success, and victory but have a work/life balance. 	42	<ul style="list-style-type: none"> • Quite feminine society. • Preference for human contact and family over recognition or wealth.
UNCERTAINTY AVOIDANCE	48	<ul style="list-style-type: none"> • Society is more "accepting of uncertainty". • Easy acceptance of new ideas, innovative products, and the willingness to try something new. 	87	<ul style="list-style-type: none"> • Society less "accepting of uncertainty". • Strong need for elaborate rules and legal systems to structure life.
LONG-TERM ORIENTATION	36	<ul style="list-style-type: none"> • Normative society. • They prefer not to save and have faster results. 	25	<ul style="list-style-type: none"> • Normative society. • They prefer not to save and have faster results.
INDULGENCE	68	<ul style="list-style-type: none"> • Indulgent society. • They show a willingness to realize their impulses and desires concerning enjoying life and having fun. 	46	<ul style="list-style-type: none"> • Society more restrictive than indulgent.