

Chile



Introduction

Chile has a population of nearly 14 million people with almost 5 million located in the capital city, Santiago. It has an ethnic composition of 95 percent mestizo (of mixed European and Indian blood), 3 percent Indian (mostly Araucanian), and less than 2 percent are solely of European descent. Because of the geography of the area, the country has experienced a large degree of isolation and, as a result, is more ethnically homogeneous than most of South America. The Republic of Chile is a multiparty republic with two legislative houses, the 48-seat Senate and the 120-seat Chamber of Deputies. The president is the chief of state as well as the head of government.

The official language is Spanish, although English is spoken by well-educated business people and in tourist centers. There is no official religion, however approximately 78 percent identify themselves as Roman Catholics, and about 13 percent are Protestants. There is a large number of people that consider themselves atheist.

Fun Fact

Chile is the world's longest country – north to south. Chileans have a renowned reputation for achievement in many cultural fields. Literature, social science, and fine arts are considered prestigious areas of study. Family respect and loyalty are primary concerns in Chile, even

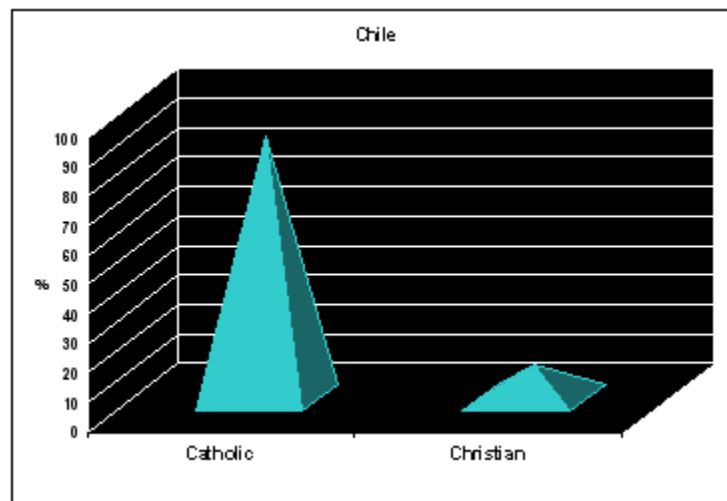
taking precedence over business responsibilities. Chile has a stellar track record for international trade. As an exporting nation, Chile competes with countries beyond its Latin American neighborhood. Chile was ranked 18th out of the 49 most competitive economies in the world by the 1996 World Competitiveness Report published by the International Institute for Management Development in Lausanne, Switzerland. It exports more than 3,800 diverse products to more than 170 markets worldwide.

Geert Hofstede Analysis Chile

[Click Here for Geert Hofstede country scores](#)

The Geert Hofstede analysis for Chile is similar to its Latin American neighbors. Uncertainty avoidance ranks highest which indicates a high concern for rules, regulations, controls and issues with career security – typically, a society that does not readily accept change and is risk adverse. Individualism ranks lowest which signifies a society of a more collectivist nature and strong relationships where everyone takes responsibility for fellow members of their group. [More Details](#)

Religion in Chile



* WORLD FACTBOOK 2002

Appearance

Men customarily wear dark blue or gray suit, a light shirt, and a conservative tie. Bright colors and flashy fashions are not suitable, nor is wearing anything on the lapel. Women should

wear a suit and heels

- Men should note that when a woman enters a room, the polite gesture is to rise and be prepared to shake her hand if she offers it. A seated woman, however, need not rise nor is she obliged to offer her hand
- Chileans converse in close proximity to one another
- Maintaining eye contact is necessary to show interest and sincerity
- At a meal, keep your hands above the table at all times
- Yawns should be stifled or covered with the hand
- Holding the palm upward and then spreading the fingers signals that someone is "stupid"
- Slapping your right fist into your left open palm is considered obscene
- Do not raise your right fist to head level, as this is a Communist sign

Behavior

- Prior appointments are necessary
- In business, punctuality respected. Meetings should start and end on time
- Have business cards printed with English on one side and Spanish on the other. Present cards to everyone in a meeting except secretaries
- Business entertaining generally is done at major hotels and restaurants
- Light conversation is customary before business discussions
- Don't serve wine with your left hand. Wines, especially white wines, are a national treasure
- Proper table manners are important
- Women have advanced in professions in Chile, more so than in most other Latin countries. However, they will be at a slight disadvantage because of the *machismo* ethnic that continues to exist

- Gifts are not expected in business until the relationship is a close one
- Chileans do not bargain in either stores or street markets. It is illegal to sell something and not issue a receipt

Communications

- With first introductions, a handshake is the custom
- Male Chileans may greet each other with hearty hugs, with women customarily kissing each other on the cheek
- Titles are important and should be included on business cards. Address a person directly by using his or her title only. A Ph.D or a physician is called *Doctor*. Teachers prefer the title *Profesor*, engineers go by *Ingeniero*, architects are *Arquitecto*, and lawyers are *Abogado*. Persons who do not have professional titles should be addressed as Mr., Mrs., or Miss, plus their surnames. In Spanish these are
 - Mr. = *Senor*
 - Mrs. = *Senora*
 - Miss = *Senorita*
- Most Hispanics have two surnames: one from their father, which is listed first, followed by one from their mother. Only the father's surname is used when addressing someone
- Good conversation topics: families, children, Easter Island, history
- Bad conversation topics: politics, human rights, 1988 grape export scare