

# Ecuador



## Introduction

Ecuador has a population of approximately 11 Million people with an ethnic composition of 65 percent mestizo (mixed European and Indian blood), and 25 percent Amerindian. Along the north coast lives a small black minority. The population is evenly split between urban and rural residents. The Republic of Ecuador is a unitary multiparty republic. It has a single legislative house, the National Congress. The president is both chief of state and head of government and serves a single four-year term.

Spanish is the official language; however, some Indians speak only Quechua. Many business people understand English. The vast majority (95 percent) of Ecuadorians are Roman Catholic. The Ecuador constitution guarantees freedom of religion.

## Fun Fact

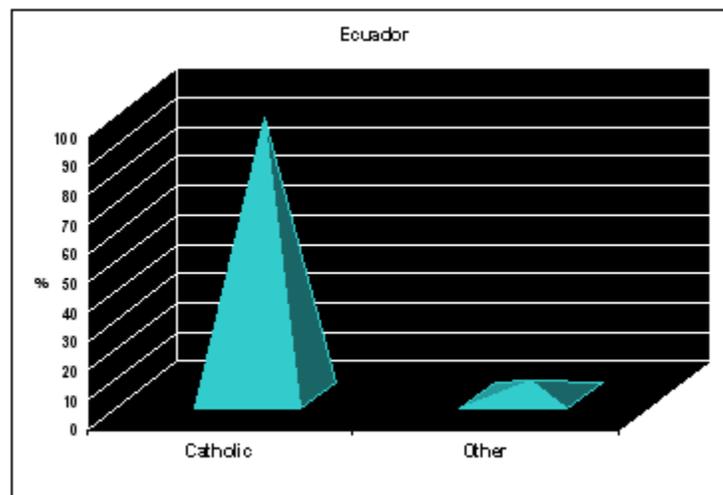
Ecuador has the most intensely varied landscape in South America. You get it all here: the colossal Andes, the Amazon, Pacific beaches, and the natural paradise of the Galapagos Islands. Ecuador is South America's second largest producer of oil. The drop in oil prices since 1982, plus an earthquake in 1987 that crippled the country's main oil line, forced Ecuador to temporarily suspend interest payments on its foreign debt. Ecuador resigned from OPEC in 1992, stating that the cartel failed to benefit smaller oil producers.

# Geert Hofstede Analysis Ecuador

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The Geert Hofstede analysis for Ecuador is similar to other Latin American countries where there is very large power distance, strong uncertainty avoidance, and low individualism. This is indicative of a society with significant inequalities of power and wealth. There is a high concern for rules, regulations, and controls, is slow to accept change, and is risk adverse. There is a high emphasis placed on close ties with individuals, or relationships, whereby everyone takes responsibility for fellow members of their group. Ecuador has one of the highest masculinity rankings in Latin America. This indicates that the country experiences a high degree of gender differentiation of roles. The male dominates a significant portion of the society and power structure. [More Details](#)

## Religion in Ecuador



\* WORLD FACTBOOK 2002

## Appearance

- For dress, formality increases as you move inland. Inland, business dress should be conservative. Men should wear dark suits and women should dress conservatively and modestly -- a suit or dress
- Ecuadorians stand closer together when conversing than North Americans
- It is considered impolite to yawn or point at others in public

- Nervous, repetitive movements (toe tapping, knee jigging, thumb twiddling, and so forth) should be minimized -- Ecuadorians find them annoying

## Behavior

- Make appointments about two weeks in advance
- Have business cards printed in English on one side and the translation in Spanish on the other. Present the card with the Spanish side facing your Ecuadorian colleague
- Lunch is the customary time for the main meal and is the usual business meal. Ecuadorians are used to alcohol with lunch
- Women should note that while it is acceptable to drink wine, Ecuadorians are not accustomed to seeing a woman drink whiskey or other hard liquor
- If a businesswoman wishes to pay for an Ecuadorian man's meal, arrangements should be made ahead of time, otherwise the man will refuse to let her pay
- If you are given a gift, be very effusive in your thanks
- Fine wines and liquors make good gifts. Avoid lilies and marigolds, which are used at funerals
- Let the host make the toast first, then you may wish to make one

## Communications

- Handshaking common when arriving and when leaving
- Men friends embrace and women friends kiss
- 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
- Relations with neighbor Peru have always been strained
- A famous part of Ecuador are the Galapagos Islands
- Good conversation topics: family, culture, history
- Bad conversation topics: politics, U.S. political influence