

# Chile and Colombia:

## Doing business in South America

- \* A personal perspective of a South American engineer working for kiwi companies who have dealt with South American companies (Chilean and Colombian among others) since 2009 .*
- \* Tips about dealing with these cultures and challenges within the business environment.*

*The following presentation will summarise my experience since 1998, dealing within South America and from NZ with Chile and Colombia*

# Introduction

- \* South America: everyone is very different but also very similar, because...

# Introduction

- \* There is not a single reality but lot of perceptions

Customer behaviour principle



# CHILE AND COLOMBIA

## Similarities

A few points to explain some particularities of making business in Chile and Colombia

# Chile y Colombia

1. Making business: talk and talk....wasting time? no  
..generating confidence!

# Chile y Colombia

2. Business are just business? Sorry, in South America is something personal, so do not get confused..



# Chile y Colombia

## 3. Distribution channels: Who is really my client?



"I don't have time to see any crazy salesman; I have a battle to fight."

# Chile y Colombia

4. If you've got people working for you, please be precise with your instructions:

Do not expect anyone will make their own decisions if you do not define it clearly beforehand

# Chile y Colombia

5. Most of South Americans say they understand English so you can believe they are understanding what you are saying.

But not, they are usually afraid to let you know they are not really understanding!!

# Chile y Colombia

6. Sometime it doesn't matter if you have the best product on the market... there are other issues to take into account.

# CHILE AND COLOMBIA

## Differences

A few points to explain some **differences** of making business between Chile and Colombia.

# Chile

This is a country **with seasons** as NZ and therefore the production and products depend on the latitude of the region.





# Chile

- \* This allow you to visit the operations and negotiate easily with most of these clients in a single visit of this region.

Sectors and decision making processes:

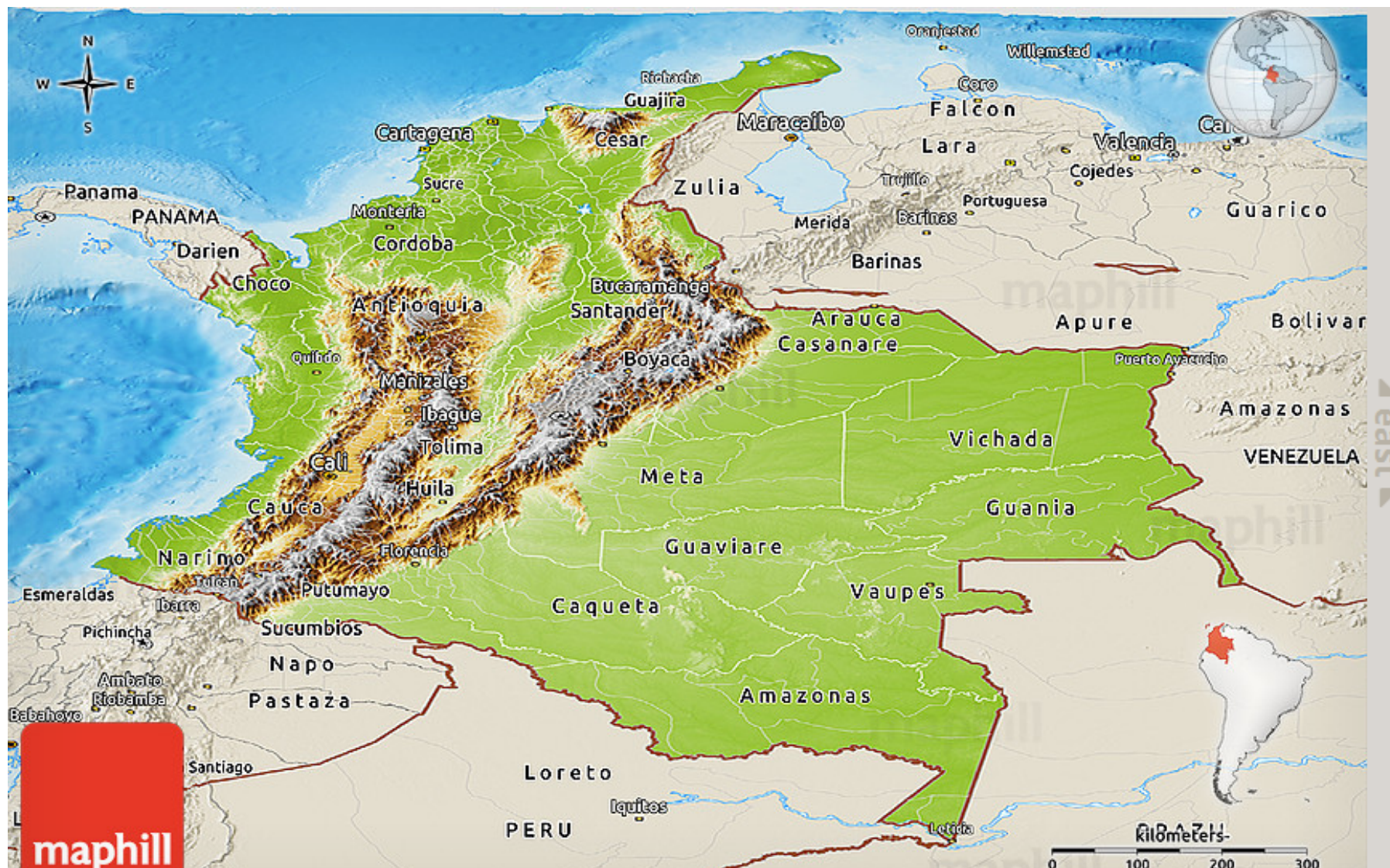
- Dairy
- Mining
- Fruits
- Sheep
- Among others



<http://www.roughguides.com/maps/south-america/chile/>

# Colombia

This is a country with **no seasons** so the production and products depend on the location into the country and altitude of the place.



<http://www.maphill.com/colombia/panoramic-maps/physical-map/shaded-relief-outside/>

# Chile

- \* The infrastructure and mobilization of goods across the country is not very complex and easily managed with a good understanding of the Chilean logistic.

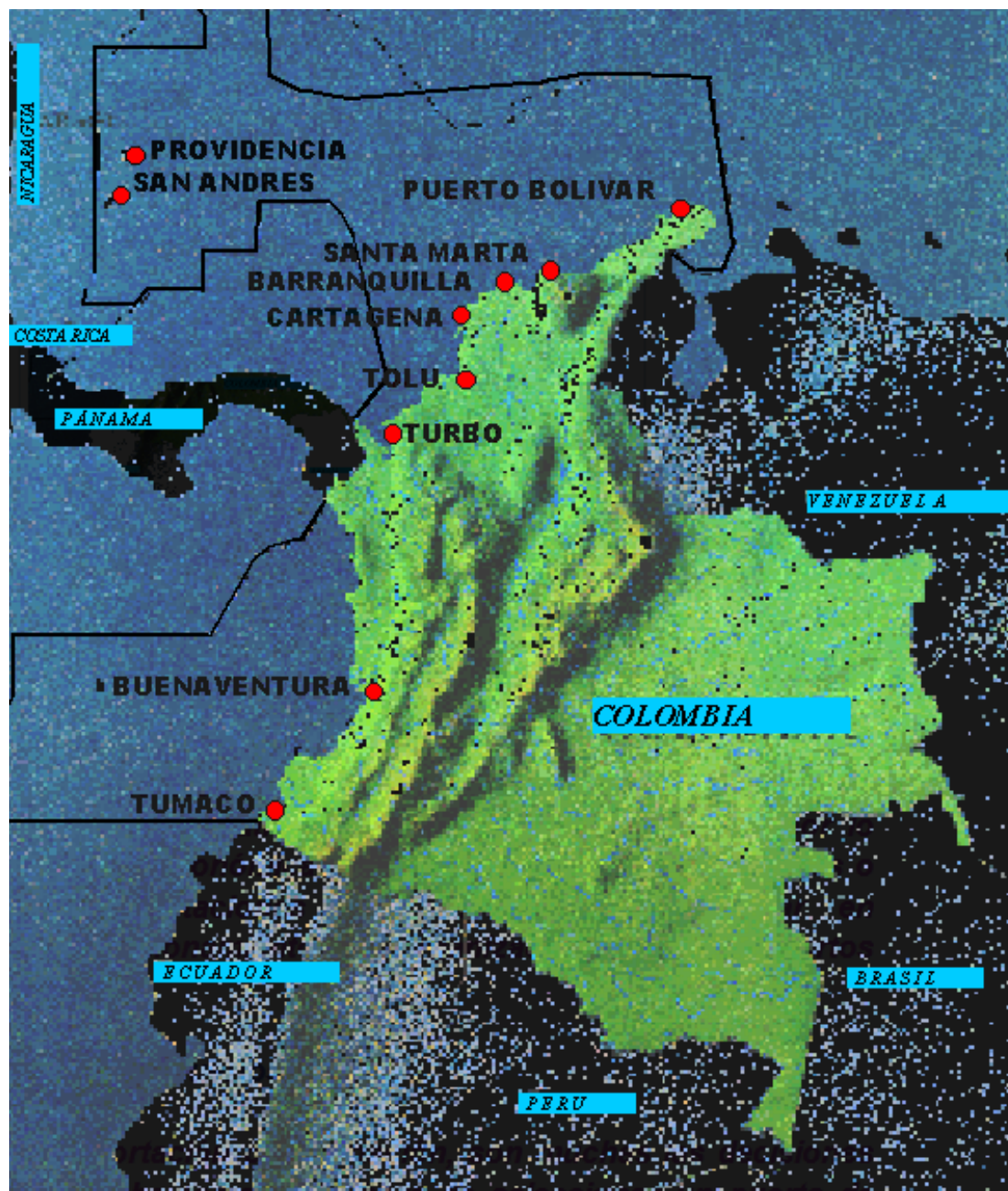


## Ports and access



# Colombia

- \* The infrastructure and mobilization of goods through the country is quite complex and not very easily managed without a very good understanding of the Colombian logistics and location and real need of your client.



<http://johanaabril.blogspot.co.nz/2010/05/puertos-de-colombia.html>



# Colombia

- \* However:
  - \* it is a market bigger than Chile and with a GDP growing faster than the Chilean.
  - \* All the companies around the world are making businesses in Colombia and facing the same challenges and lots of them are succeeding so far.

# Chile

- \* Culturally speaking, Chile has received Germans, English (even kiwis) and Europeans for many years, making the business processes easier than other countries.

The cultural diversity and migration have been determined by these regions and their products



# Colombia

- \* In contrasts, Colombia has not received many European or foreign migrants.
- \* This has its implications when you want to make businesses even when you change from one city to another.



<https://lh6.googleusercontent.com/-f4iFAZgTCds/TXPnCblIDWI/AAAAAAAAACbg/BUtjbMyzPqU/s1600/mapa-colombia-principales-ciudades.gif/>

# In summary

- \* It is not enough to understand the language but the culture, your market and what is the composition of it as well as how is moving the industry and other cultural implications to avoid any surprise into these markets.



# GRACIAS