

Understanding Mexican Culture

Exporting to Mexico Seminar

September, 2006



Culture – key factor in negotiation

- Culture as a key factor in a successful negotiation
- High context and low context cultures
 - Mexico is a high context culture
 - Canada is a low context culture





Main questions...

- What should you know about the social and business customs of Mexico?
- What skills do you need to be effective as a negotiator in Mexico?
- What prejudices and stereotypes do you have about people in Mexico?
- How will these influence your interactions?

Social and business customs of Mexico

- Family as the #1 priority
- People-oriented vs Function-oriented
- Subtleness in the interactions
- Saying “No”
- High priority on courtesy and respect



Social and business customs of Mexico

- **Importance of titles** (Señor-Señora-Señorita-Ingeniero-licenciado-contador-maestro-doctor-Don)
- **Very concentrated power**
- **Concept of time**
- **Personal space**
- **High patriotic sense**



Effective negotiation skills for of Mexico



- Expect small talk (personal)
- Get to know the country and history
- Body language
- Build a long term plan for this market
- Printed materials in Spanish

Effective negotiation skills for of Mexico

- When using English as the working language:
 - Try not to use slang and fancy words
 - Paraphrasing to reach understanding
 - Avoid idioms



Effective negotiation skills for of Mexico



Again...

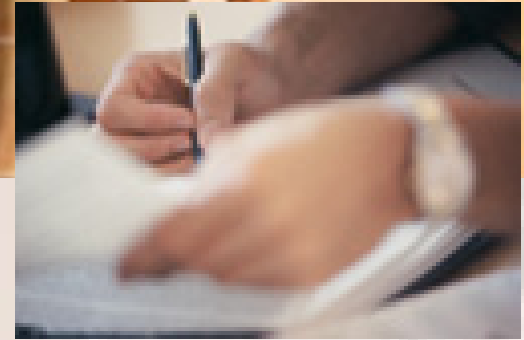
- What prejudices and stereotypes do you have about people in Mexico?
- How will these influence your interactions?

Question your prejudices...

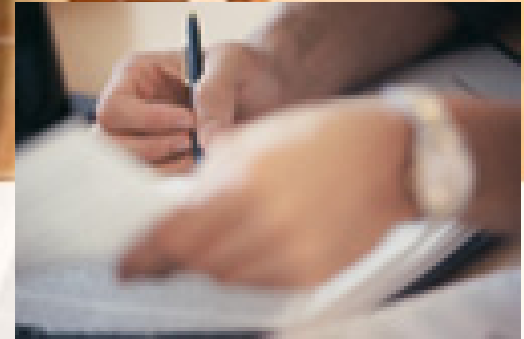


Get some
help...

- Manitoba Trade & Investments
- Canadian Trade Commissioners
- Canada Mexico Chamber of Commerce
- People with experience interacting with Mexicans



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