

Argentina

Capital:	Buenos Aires
Religion:	Christianity is the principal religion of Argentina. About 92.1% of the population are Christians, mostly Roman Catholic. Other religions include: Muslim, (1.9%), Jewish (1.3%), Buddhist (0.9%) and Agnostic (3.1%). Less than 1% of the society is atheist.
Government:	Constitutional Republic and Representative Democracy. The national government consists of three branches: Legislative - involves two-tier congress, Executive - involves president, who is the commander-in-chief in military and Judicial - entails Supreme Court and the lower federal courts.
Ethnic Groups:	White people of both Italian and Spanish descent make about 97% of the population. The remaining fraction of the society includes Amerindian and other non-white groups and people of mixed race (mestizo).
Language:	The official language of Argentina is Spanish, Castellano. It is highly influenced by the Italian language and quite different from the Spanish spoken in Spain. The other common languages are: German, Italian, French and English. Guarani, Quechua and Tehuelche.
Currency:	Argentine Peso (ARS) symbolized by \$ sign and is subdivided into 100 centavos.

- Argentina is located in southern South America between the Andes and South Atlantic Ocean. Its neighbouring countries are: Bolivia, Paraguay, Brazil, Chile and Uruguay. It is the second largest country in South America with a total area of 2,766,890 square kilometers.
- Argentina's capital, Buenos Aires has a population of 3 million. Cordoba is the second-largest city with the population of 1.2 million. Argentina has one of the lowest population growth rates in Latin America, as well as comparatively low infant mortality rate.
- Argentina is a country of vast grassy plains and ancient forests, in addition to very sophisticated cities. It's a democratic republic country now, but has a long history of military power.
- Most Argentines are mainly of European descent. They give a lot of respect to their family, especially the elders. In communication, they are open, blunt and direct. They are able to remain tactful and even diplomatic in certain situations and they are somehow reserved-like people. They value honor both in business dealings and in private relationships.



- The country is considered as an emerging market by the FTSE Global Equity Index and classified as an upper middle-income economy by the World Bank.
- Manufacturing is the largest single sector in the country's economy (19% GDP) and it is well integrated with agriculture.
- The serious problems in the country are: huge taxes and tariffs, lack of judicial independence, government corruption and regulatory obstruction that weakens efficiency and productivity growth.

Business and Social Etiquette

- Establishing and maintaining relationships is a good approach when doing business with Argentinian people. They like to do business with people they know and trust. Networking can help build such relations. Once a relationship has developed, their loyalty will remain with you personally rather than the firm or company you represent.
- They prefer face-to-face meetings in business rather than being contacted by telephone or in writing. Appointments are very important to them and they should be scheduled 1-2 weeks before, preferably by e-mail or telephone.
- They like punctuality as far as their business meetings are concerned. As a foreign business person, you need to arrive on time. Be ready to wait even up to thirty minutes or more for your counterpart, especially when you are meeting an important person.
- It is advisable that you have all the materials and printed documents with you both in Spanish and English.
- For business dealings, avoid the months of January, February and the middle weeks of July and the period of two weeks before and after Christmas, as these are the vacation times in Argentina.
- Maintaining eye contact is important to Argentines. They mostly judge the person on the way he presents himself. So, stay relaxed and do no overuse gestures.
- Avoid opposing your Argentinian partners openly. Showing a hostile disagreement face-to-face is not well accepted because Argentines do not like publicly admitting that they are incorrect.
- Always show respect and honor to those who are in a position of authority and avoid being informal with them. When dealing with people at the same level business communication can be informal.
- Usually, decisions are not reached at meetings, as these are for discussion and to exchange ideas. The meeting outcomes are decided by the higher authorities (top level of the company).



- Argentina is extremely bureaucratic so business moves slowly. Decisions often require several layers of approval. So, be patient and ready to wait.
- In business, Argentines are mostly referred to as tough negotiators but good relationships with counterparts might help to shorten the process. Strong negotiation skills may also help to convince them.
- In Argentina, business attire is quite formal and conservative but also stylish. You need to dress well if you really want to make a good impression because presentation matters a lot in business dealings. Males should wear dark coloured, conservative business suits and females should wear elegant business suits, with white or dark coloured skirts. Good quality accessories are allowed for both sexes.
- Bring your business cards along with you, with one side translated into Spanish and other in English. Present your business card in a way that Spanish side faces the recipient.



Language

- Professional titles are very important, especially among the elders. A person can be addressed directly by using his or her title only. Teachers prefer the title Professor, Engineers - Ingeniero, Ph.D or a physician can be called as doctor, architects are Arquitecto, and lawyers are Abogado.
- Those who do not have professional titles should be addressed as Senor for Mr., Senora for Mrs. or Seniorita for Miss, plus their surnames.
- Most Argentines have two surnames, one from their father and other from their mother. Use only father's surname while addressing someone.

English	Spanish	Phonetics
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Hello	Hola	Ola
Good morning	Buenos días	Bawe-noz-dias
Good night	Buenas noches	Bawe-naz-nachez
Good bye	Adios	Aadioz
Yes	Sí	Si
No	No	No
Please	Por favor	Poor-fevor
Thank you	Gracias	Gre-thy-yes
You're welcome	Usted es la bienvenida	Us-taid-ez-la-be-em-beni-da
I don't understand	No entiendo	no en-ti-endo

