



Embassy of Peru
in the United States

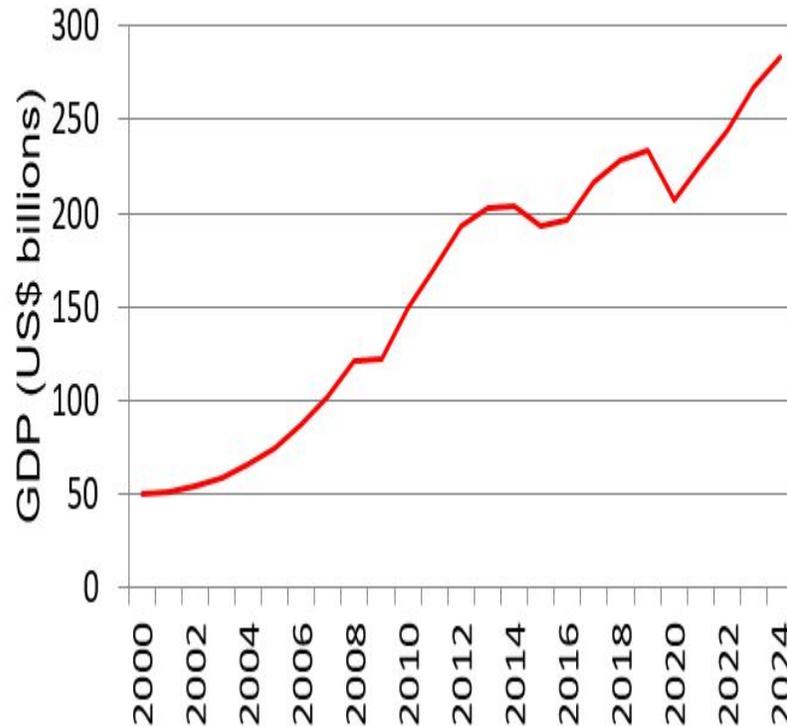
Strong global reputation: Diplomatic practice and rules of engagement

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Peru: Reliable Partner

- Peru has experienced **consistent GDP growth** from 2000 to 2024.
- Favorable environment for **investment**, supported by **rule of law** and **fiscal solvency**.
- **Geopolitical significance:**
 - Strategic logistical hub
 - Abundant in critical minerals
 - Leading agricultural exporter

PERU GDP GROWTH (2000-2024)



22 FTA in force:

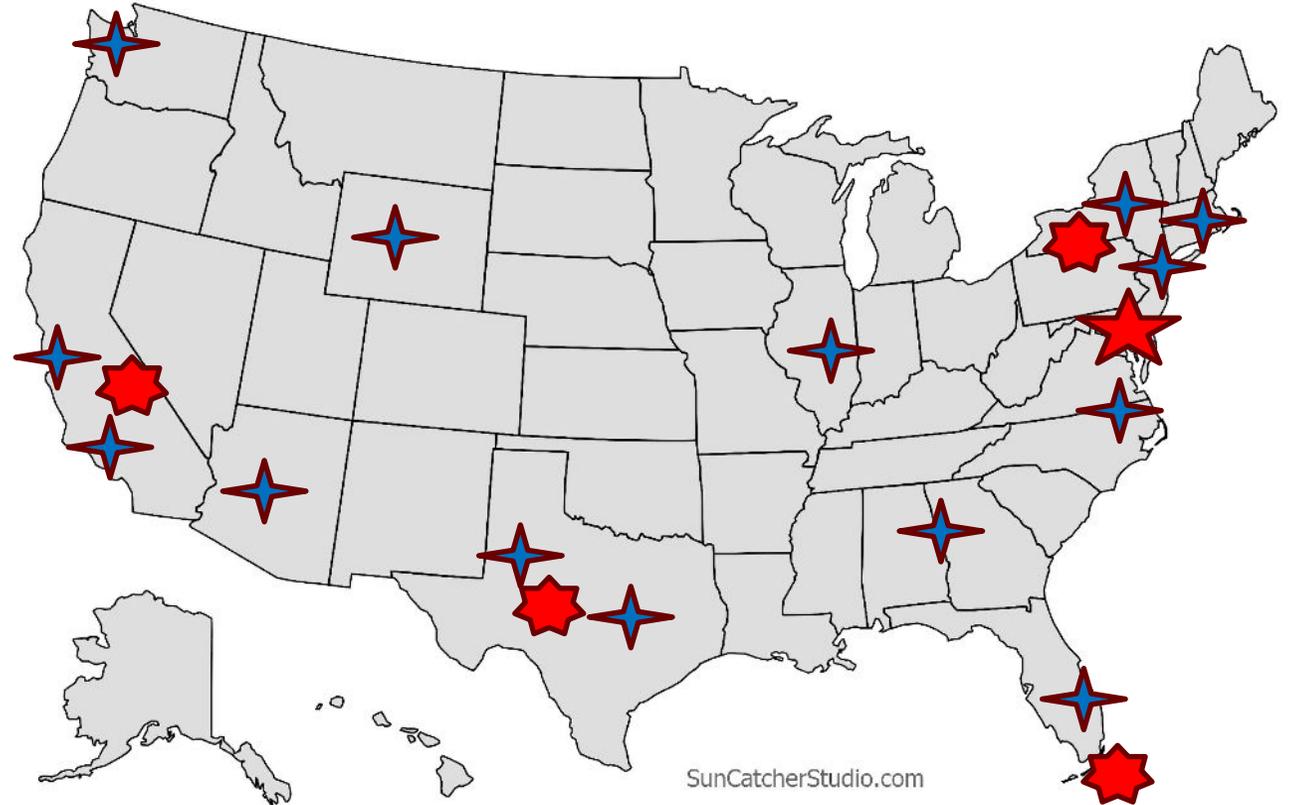
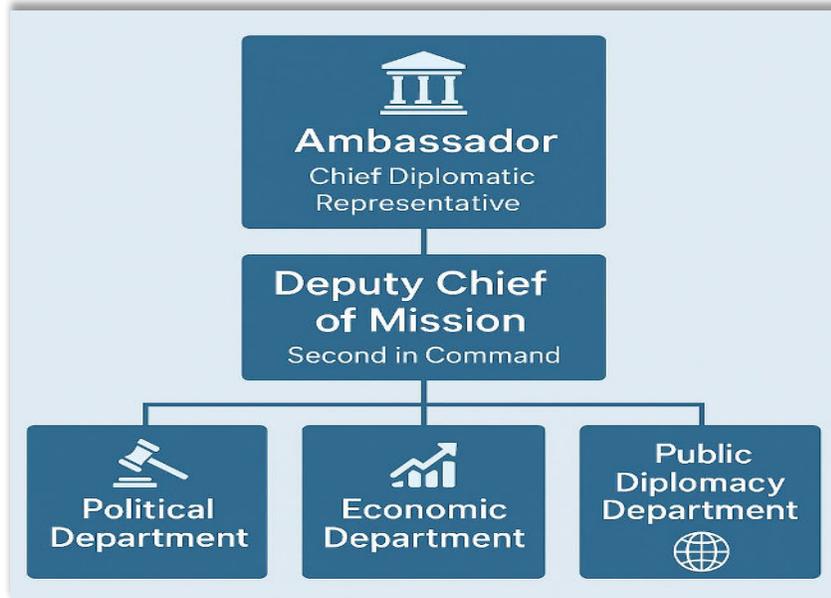




Embajada del Perú
en Estados Unidos

Peru in the United States

- Embassy in Washington DC.
- 16 General Consulates in the US
- 4 Offices of trade promotions



Strong Global Reputation

A global reputation is shaped by how stakeholders across different regions perceive your country or organization's character, capabilities, and past actions, as well as their expectations for its future behavior.

Three elements are crucial for building a strong global reputation, as they each address vital aspects of international success and credibility:

- 1. Practicing effective cross-cultural communication***
- 2. Identifying and mitigating global reputational risks***
- 3. Building local partnerships and engaging stakeholders***

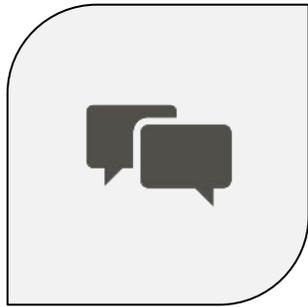


1. Practicing effective cross-cultural communication

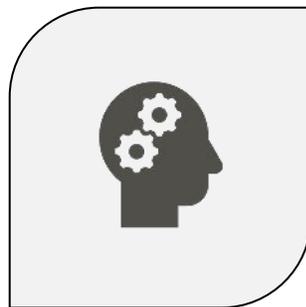
- In today's globalized market, **cultural intelligence** is not just an added benefit—it is a critical skill that directly impacts an organization's reputation and effectiveness on the international stage
- Diplomats should foster rapport with a broad spectrum of stakeholders (governments, NGOs, local communities, media, think tanks, etc.) and **tailor communication strategies to each audience's unique cultural and organizational context**



What approaches have proven effective in the past?



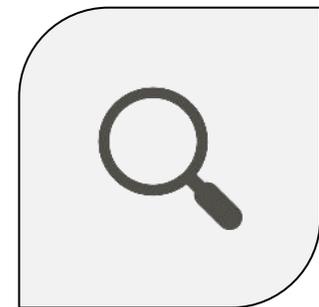
***EMPHASIZING
COMMUNICATION
OVER PERSUASION***



***UNDERSTANDING
THEIR MOTIVES***



***RELIABILITY AND
DELIVERY***



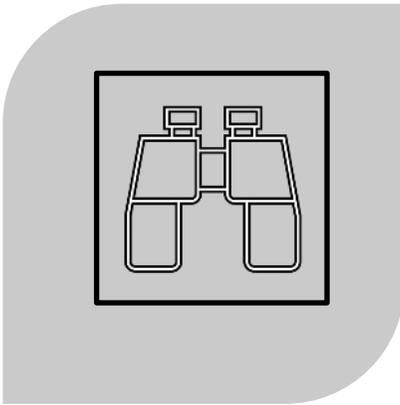
***FOCUS ON THE
INDIVIDUAL, NOT THE
CULTURE***

2. Identifying and mitigating global reputational risks

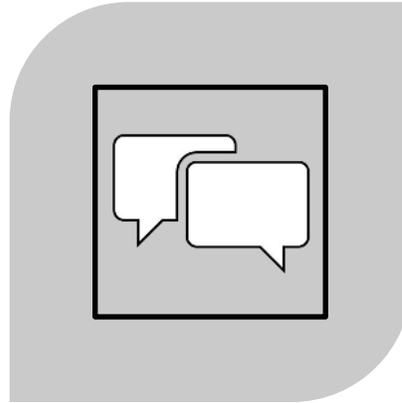
- Countries and organizations are facing increasingly complex global reputational risks, driven by **rapid information flows, digital disruption, and shifting stakeholder expectations**
- They tend to focus their energies on handling the threats to their reputations that have already surfaced. **This is not risk management; it is crisis management**—a reactive approach whose purpose is to limit the damage.
- Proactive approaches allow companies and diplomatic actors to **safeguard their interests, maintain stakeholder trust, and respond effectively to evolving global challenges**



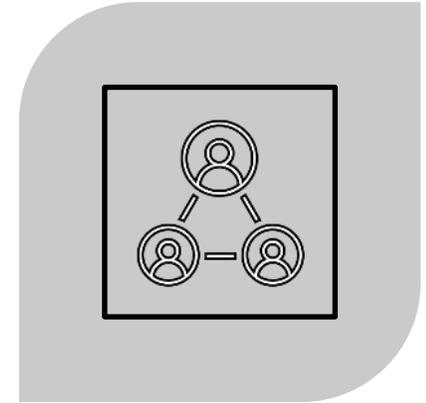
Which best practices have been shown to work effectively?



***ONGOING AND HOLISTIC
MONITORING IS CRUCIAL***



***PROACTIVE
COMMUNICATION***



***CONTINUOUS
STAKEHOLDER
ENGAGEMENT***

3. Building local partnerships and engaging stakeholders

□ Ensuring that both global and local partners share common missions, and values is crucial for long-term alignment and harmonious collaboration, fostering mutual respect and understanding



□ Knowing how to turn your stakeholders into active and engaged collaborators is one of the most important skills you can learn as a facilitator.

What lessons have been learned from previous efforts?



In-person relationship building. Investing time in direct, face-to-face interactions



Look out for collaborative opportunities. Just as you should watch out for possible points of disruption, so should you pay attention to areas where you and your stakeholders could benefit.



Digital collaborative platforms. Share ideas, discuss priorities and initiatives, even across dispersed geographies



Two-Way communication and feedback: Encourage stakeholders to provide input and show how their contributions impact decisions

Final thoughts

- *Clear, respectful **cross-cultural communication** enables organizations to understand local expectations and reduces the likelihood of misunderstandings that can harm reputations. In turn, **strong local partnerships and stakeholder engagement** provide valuable insights for spotting and addressing potential risks while fostering trust.*
- *Engaging with local stakeholders also supports **effective risk management** by offering early warnings and culturally informed solutions. Ultimately, the synergy among these elements ensures organizations maintain credibility, adapt efficiently, and protect their reputation in diverse global environments.*



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THANK YOU

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