



Embassy of Peru  
in the United States

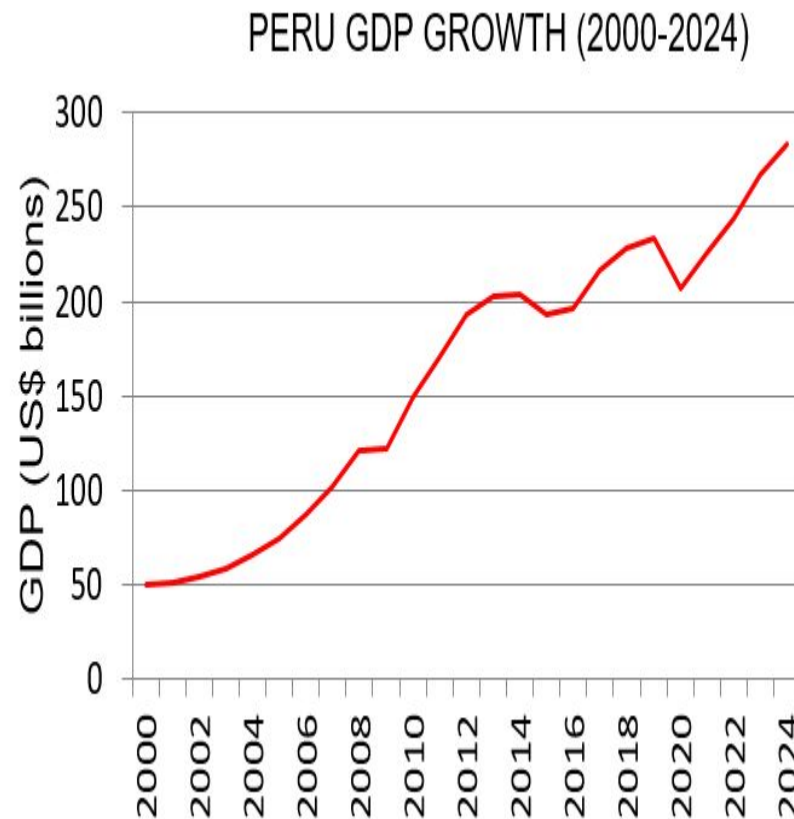
# **Strong global reputation: Diplomatic practice and rules of engagement**

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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



22 FTA in force:

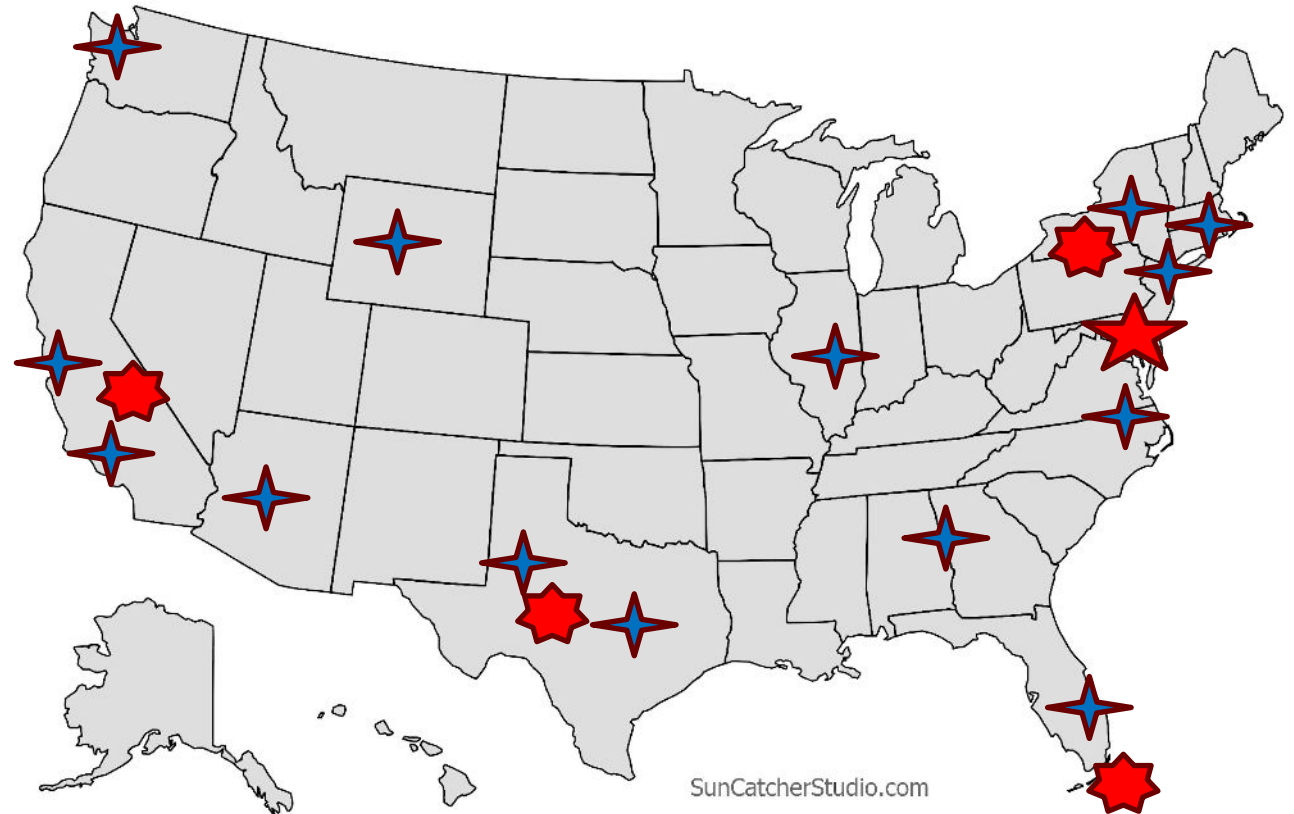
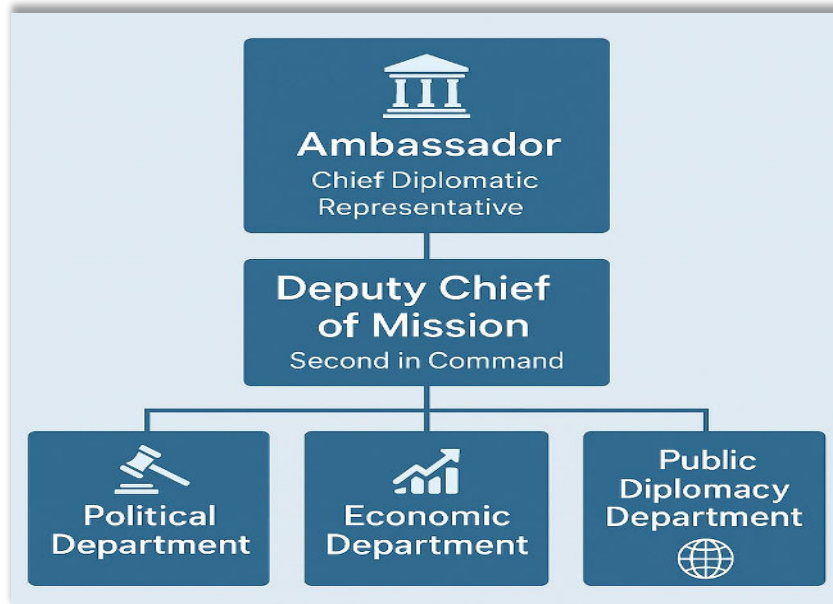




Embajada del Perú  
en Estados Unidos

# Peru in the United States

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



# Strong Global Reputation

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*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

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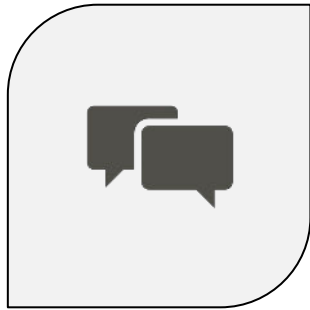
- In today's globalized market, cultural intelligence is not just an added benefit—it is a critical skill that directly impacts an organization's reputation and effectiveness on the international stage
- Diplomats should foster rapport with a broad spectrum of stakeholders (governments, NGOs, local communities,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



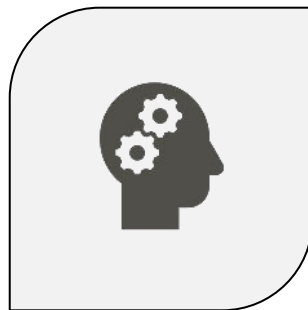


# ***What approaches have proven effective in the past?***

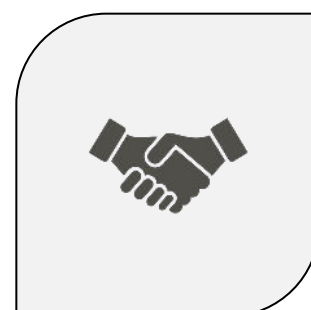
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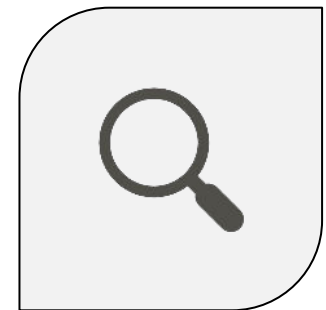
***EMPHASIZING  
COMMUNICATION  
OVER PERSUASION***



***UNDERSTANDING  
THEIR MOTIVES***



***RELIABILITY AND  
DELIVERY***



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

## 2. Identifying and mitigating global reputational risks

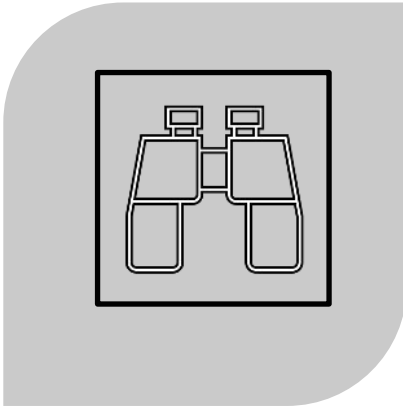
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- Countries and organizations are facing increasingly complex global reputational risks, driven by **rapid information flows, digital disruption, and shifting stakeholder expectations**
- They tend to focus their energies on handling the threats to 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**

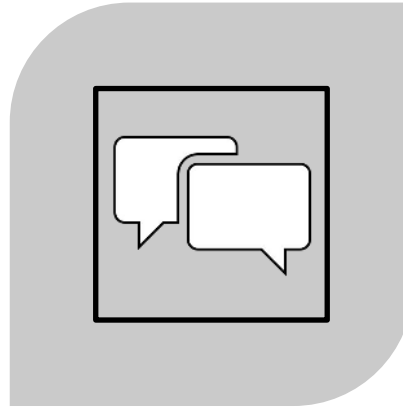


# ***Which best practices have been shown to work effectively?***

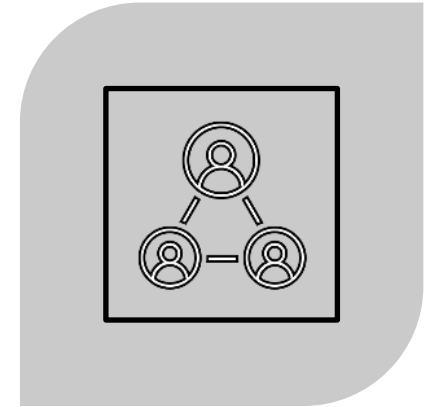
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***ONGOING AND HOLISTIC  
MONITORING IS CRUCIAL***



***PROACTIVE  
COMMUNICATION***



***CONTINUOUS  
STAKEHOLDER  
ENGAGEMENT***



### ***3. Building local partnerships and engaging stakeholders***

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□ ***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?***

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*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

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- *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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