

# “Germans keep their promises”

*Guillermo Carillon is president of Promolec, an electronic engineering company in the federal district of Mexico. He speaks about his impression and experiences with German business partners.*

## What was your first impression of your new German business partner?

**G. Carillon:** The first impression was good in every respect. Most of all because Germans keep their promises. German businesses are active players in many key technological sectors and they are important for Mexico. German companies are *demanding* high standards which on the other hand is good for the business. However they tend to be a little cold, and do not show their enthusiasm easily. Depending on the individual *circumstances* this is a *trait* that one has to accept.

## What about the co-operation as a whole?

**G. Carillon:** The co-operation is characterized by a high degree of information and openness. This is a *sound* basis for a business relationship.

## What makes it easier or more difficult compared to the local partners?

**G. Carillon:** Of course - dealing with Mexican business partners is easier and better than with Germans. *Even more* so as one speaks the same language, shares a *common* history and so on. Sometimes dealing with “Gringos” is much easier than with Germans. Americans are more *straightforward*, less bureaucratically-minded, less demanding and *close a deal* much faster than Germans – following the motto “time is money”. This also has some disadvantages. Whereas for German business partners more requirements have to be met right from the beginning, a quick closure of a contract with Americans often means that the business goes badly or not at all.

## Can you give some advice to a German entrepreneur on how to initiate or establish business relationships with companies in your country?

**G. Carillon:** First of all it is important that the Germans do come. Secondly they should *become well acquainted with* Mexican life and they should get to know their industries here. Many investors have done that already and sometimes quite successfully, e.g. Volkswagen or Bayer. Thirdly German companies will have to adapt themselves more. This does not only go for their products and manufacturing *techniques*. It also applies to their *manners* and how they behave in Mexico. Germans should try to adapt themselves more to the Mexican way of life and to settle in or rather as we call it, they should “tropicalize”. ■

<i>become well acquainted with, to</i>	gut vertraut werden mit
<i>circumstances</i>	Umstände
<i>close a deal, to</i>	ein Geschäft abschließen
<i>common</i>	gemeinsam
<i>demand, to</i>	fordern
<i>e.g.</i>	zum Beispiel (lat. <i>exempli gratia</i> )
<i>even more so</i>	umso mehr
<i>in every respect</i>	in jeder Hinsicht
<i>manners</i>	Umgangsformen, Benehmen
<i>sound</i>	solide, stabil, auch: gesund
<i>straightforward</i>	geradeheraus, direkt
<i>technique</i>	Verfahren, Methode
<i>trait</i>	Eigenschaft, Charakterzug

*Guillermo Carillon ist Geschäftsführer eines mexikanischen Unternehmens der Elektroindustrie. Er spricht über seine Erfahrungen mit deutschen Geschäftspartnern und gibt Tipps zum Umgang mit mexikanischen Unternehmen.*

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