

Mozambique



Welcome



Where is Mozambique?

Mozambique is located on the south-east coast of Africa. It is bordered by Swaziland to the south, South Africa to the south and south-west, Zimbabwe to the west, Zambia and Malawi to the north-west, Tanzania to the north and the Indian Ocean to the east.



Time difference

The time zone is the same as South Africa.



Population

Almost 24-million (at the end of 2012).



Language

The official language is Portuguese, though English is widely spoken.



Economy

GDP for 2013 was US\$15.32-billion. Growth for 2014 has been projected at 8.5%. Primary drivers of the economy are agriculture at 60%, an increase in coal production, implementation of large infrastructure projects, and budget expansion.



Trade statistics on Mozambican travellers in South Africa

Mozambique has a large population, stable political environment, growing economy and growing technology penetration, and large growth in travel to South Africa is forecast.

Much of the travel is driven by business, visiting friends and relatives and personal need, but a minimum of one leisure trip is planned annually.

Value-for-money cultural and cosmopolitan experiences along with tourist activities are the most sought-after activities.

Aspirant travellers usually take spontaneous trips with a group of friends based on information from their own experiences and those of others.

Travellers spend R5 000 to R9 000 per trip and aspire to visit South African cities they have not yet seen, such as Cape Town.

Travellers on a family budget often depend on the availability of friends and relatives to stay with.

Affluent travellers spend around R20 000 per planned annual trip, engaging in luxury activities such as brand shopping and dining at exclusive restaurants, but cosmopolitan experiences, shopping and exploring South African culture are desired activities across all consumer groups.

Wealthy Mozambicans travel frequently to South Africa for leisure holidays, primarily to Cape Town and Johannesburg.

Around 14% of travellers use commercial buses and make bookings directly with coach companies.

Internet bookings among Mozambicans are showing slow growth.

Business travellers use travel agencies to book and stay mainly in guest houses and hotels.

Three key product offerings attract Mozambicans: leisure options on frequently travelled routes; drive-to products within five to 10 hours of Maputo; and fly-to products in cities linked to Maputo by air.

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Mozambican manners

Men shake hands when they meet, with the left hand placed on the upper arm of the other person.

Women may also shake hands though they sometimes look down when speaking with men.

Men often hold hands in public as a sign of friendship and not as a display of sexuality.

Mozambican guests will usually arrive on time or call ahead if running late.

Mozambican guests often frown upon placing items such as bags, sunglasses, cellphones or briefcases on the table when eating, so it might be a nice touch to provide a place for guests to put their belongings.

Provide Mozambican guests with proper serviettes, as it is custom to unfold your serviette and place it on your lap, folded in half with the fold facing your waist.

Mozambican guests will wait for all parties to arrive before starting to eat, so make sure that food is prepared timeously.

Mozambicans generally eat three meals per day with the midday meal the main meal of the day.

Mozambican guests may expect dinner to be served on a table complete with tablecloth, serviettes and wine.

Often in Mozambique soup is served as a starter, offer guests a soup starter option to make them feel at home

In Mozambique dessert may include fresh fruit, pudding, or small pastries, which are eaten in a more casual, relaxed atmosphere, guests might enjoy it if you offered such a dessert.

When giving or receiving something, both hands should always be used.

Cellphone use is a relatively new phenomenon in Mozambique and there is no official etiquette. As such, general good manners should be applied.



How to make a Mozambican's day

Formal greeting:

'Como esta?' (Komu eshta?) means 'How are you' and is more formal than the common greeting, 'Ola', which means 'Hello'.

Greetings are considered important in Mozambique, so you should acknowledge everyone with a nod.

Mozambicans love music, with the marimba and mbira the most popular musical instruments. Encourage visitors to explore local music events and concerts.

Their love of dance, whether religious like the Chopi, or on two-foot-high stilts like the Makua, is legendary. Suggest a township tour or a jazz club to explore South African music styles.

Storytelling is another favourite pastime. Find out which cultural establishments in your region are hosting poetry readings or plays that your guests might enjoy.

Shopping at malls and exposure to nightclubs are always an attraction, especially to visitors who live outside of cities such as Maputo.