



Spain



Country Overview:

Location: Southwestern Europe, bordering the Bay of Biscay, Mediterranean Sea, North Atlantic Ocean, and Pyrenees Mountains, southwest of France

Size: 505,370 sq km

Population: 47,370,542 (July 2013 est.)

Capital: Madrid

Exports-commodities: machinery, motor vehicles; foodstuffs, pharmaceuticals, medicines

Imports-commodities: machinery and equipment, fuels, chemicals, semi-finished goods, foodstuffs, consumer goods, measuring and medical control instruments

Currency: Euro (EUR)

Ethnic groups: composite of Mediterranean and Nordic types

Religion: Roman Catholic 94%, other 6%

Government type: parliamentary monarchy

Chief of State: King JUAN CARLOS I (since 22 November 1975)

Head of Government: President of the Government (Prime Minister equivalent) Mariano Rajoy (since December 21, 2011)

Language: Castilian Spanish (official) 74%, Catalan 17%, Galician 7%, Basque 2%, are official regionally



Kingdom of Spain / Reino de España

Meetings and Negotiations

- Once a relationship is established, men may embrace and pat each other on the shoulder.

- Many men use a **two-handed** shake where the left hand is placed on the right forearm of the other person.

- People are often referred to as "**Don or Doña**" and their first name when in formal occasion as a general rule.

- Hierarchy and rank** are important. You should deal with people of similar rank to your own.

- Decision-making is held at the top of the company, since this is a hierarchical country. You may never actually meet the person who ultimately makes the decision.

- If you have one side of your business card translated in Spanish, hand your card so the Spanish side faces the recipient.

Business Attire

- Business dress is stylish yet, conservative.

- Elegant accessories are important for both men and women.

- Being well groomed and having all clothing neatly pressed is appreciated.

Behavior

- Face-to-face** contact is preferred to written or telephone communication.

- The way you present yourself is of critical importance when dealing with Spaniards. It is best to display modesty when describing your achievements and accomplishments.

- Avoid** confrontation if at all possible. Spaniards do not like to publicly admit that they are incorrect.

- Once you develop a relationship, it will prevail even if you switch companies, since your Spanish business colleagues' allegiance will be to you rather than the company

you represent.

- Not all businesspeople speak English, so it is wise to check if you should hire an interpreter.

- Most Spaniards do not give their opinion at meetings. Therefore, it is **important** to watch their non-verbal communication.

Gift Giving

- Gifts are **not** generally exchanged at initial business meetings, but rather when a successful negotiation has been achieved.

- Gifts tend to be opened when received.

Appropriate Gifts:

- Chocolates, pastries, or cakes; wine, liqueur, brandy; or flowers are usually given at dinners.

Gifts to Avoid:

- Gifts containing the company logo, or anything too expensive and extravagant which can be viewed as a **bribe**.

Business Tips continued

Conversation

- Spaniards tend to talk with their hands quite a bit.

- They tend to be direct but in a diplomatic way.

- Communication is **formal** and follows rules of protocol.

- Expect your Spanish colleagues to **deliberate** after a meeting

rather than try to come to a decision in your presence.

- It is important that you spend sufficient time letting your business colleagues get to know you, as they are generally only willing to conduct business with individuals they **know** and **trust**.

- Several people may speak at once. You may be interrupted while you are speaking, which is usually done

to show interest.

Topics to Discuss:

- Spanish history or landmarks. It is also nice to ask about an individual's particular region or their family background.

Topics to Avoid:

- Differences between Catalonians and Castilians, Basque separatists.