

Spain



Introduction

The Kingdom of Spain has a population of 39.2 million people, and is 194,992 sq. mi. The majority of citizens are raised Roman Catholic, and family values are extremely important in Spain. The Spanish lifestyle is more relaxed than many other nations. For example, many businesses are closed between 1:30 p.m. and 4:30p.m. for a siesta, allowing families to get together for a meal.

On an interesting note, Spain is still behind on women's rights when compared to many other European countries. Women have made quite a bit of progress since Francisco Franco's era, but men still hold the majority of positions within companies. A woman lawyer is a very rare occurrence, and it is very unusual for a woman at any level in a company to be making a career for herself.

Fun Fact

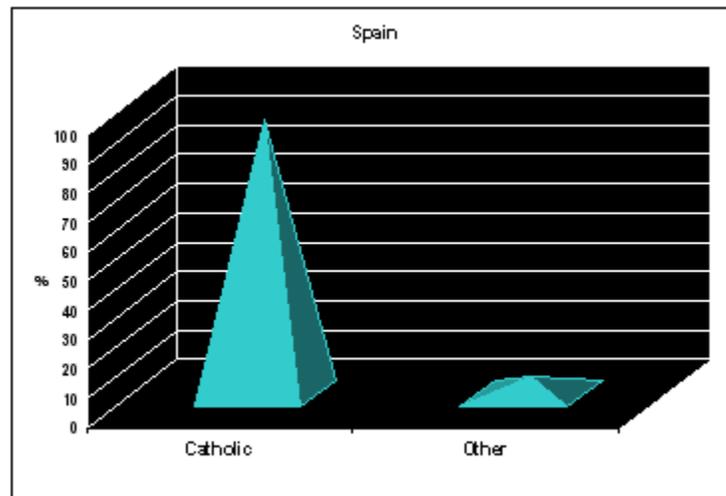
When attending a business dinner, be prepared to stay up late. Most restaurants do not open until after nine o'clock, and often do not get active until around eleven!

Geert Hofstede Analysis Spain

[Click Here for Geert Hofstede country scores](#)

The Hofstede Analysis illustrates that uncertainty avoidance is ranked the highest for Spain, while the other three dimensions are ranked moderately. This is a result of Spain's feelings and concerns regarding rules, regulations, and career security. One interesting thing to note is their low masculinity score. While women are still behind men in business equality, they are extremely important in society. As women continue to make progress in the workforce, look for this score to drop even lower. There is not a long-term outlook for Spain. [More Details](#)

Religion in Spain



* WORLD FACTBOOK 2002

Appearance

- The Spanish dress more formal than many other Europeans. In Spain, it is important to project good taste in apparel.
- Business attire includes well-made, conservative suits and ties. Avoid flashy colors, as it is

not popular to stand out.

- Shorts are not usually worn in public.
- If you pull down on your eyelid in Spain, you are insinuating to "be alert" or that "I am alert."
- In Spain, crossing your fingers has several good meanings, usually things such as "protection" or "good luck". This is a nice gesture to be friendly.

Behavior

- The family is the most important thing to people in Spain.
- Time is very relaxed. It is wise for foreigners to be punctual, but Spaniards do not put a great emphasis on time themselves. The Spaniards often consider deadlines an objective that will be met if possible, but do not become overly concerned if the deadline is not achieved.
- Although many Spanish businesspeople speak English, it is a good idea for foreigners to have all of your materials printed in Spanish.
- Business cards should be two-sided, one side having English and the other side containing Spanish. When presenting your business card, place the card with the Spanish side facing your Spanish colleague.
- Much like Mexico, business in Spain is often obtained as a result of personal relationships. While the relationship building process takes time, it is imperative to gain such relationships if you are to be effective in Spain. Also, you must be very selective when choosing your Spanish representative, as it is extremely difficult to change to another person.
- Be prepared for chaotic business negotiations. Often numerous people will be speaking simultaneously.
- Men who are close friends will often exchange a hug.
- Women who are close friends usually meet and part with a small hug and a kiss on each cheek.
- Negotiations are usually an extremely long and arduous task, so do not be in a rush to close a deal in Spain.
- Dining is usually associated with establishing business relationships in Spain, so be prepared for your business associate(s) to join you at any or all of your daily meals.

• Dinner is usually served after 9:00p.m, so you may want to take full advantage of the siesta and get in a nap

Communications

• Spain has four 'official' languages.

• There are several unique languages spoken in Spain, besides the predominant Spanish. These include Catalan, which is spoken in the regions of Catalonia, Valencia and the Balearic Islands, and [Gallego](#), which is popular in the northwest. Each of these languages has different pronunciations and spellings. Additionally, the native language of the Basque region is called [Euskera](#). It is not a form of Spanish, and its origins are unknown.

• A large portion of your communication will take place over lunches and dinners. They are an extremely important part of business life in Spain.

• During business negotiations, rules and systems are only used as a last resort to solving a problem.

• During business meetings, doors are usually kept shut.

• Business colleagues often dine together, but different ranks within a company do not mix.