

MARKET GUIDE FOR B.C. AGRIFOOD AND SEAFOOD EXPORTERS

SPAIN



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SECTION 1: INTRODUCTION

The purpose of this guide is to assist B.C. agrifood and seafood exporters targeting the Spanish market by informing them about key topics such as: the Spanish business environment; key regulatory agencies; finding and assessing buyers; distribution channel options; social and business customs; and the development and maintenance of relationships in Spain. The following table summarizes the key information in this guide:

Introduction to the Spanish market	<ul style="list-style-type: none"> Spain has the fifth largest economy in Europe and one of the largest in the world, but has spent most of the last decade recovering from the 2007-08 global financial crisis. As a member of the European Union (EU), Spain shares a common customs union and a single open market with other EU Member States. The Canada-European Union Comprehensive Economic and Trade Agreement (CETA) came into force in September 2017; tariffs on most agrifood and seafood products entering the EU from Canada have been removed. Spanish consumers are regaining confidence and the economy is strengthening following a decade of recovery from the 2008 recession. Tourism is a major economic activity and a large source of demand for agrifood and seafood products.
Market Readiness	<ul style="list-style-type: none"> Market readiness means you have taken the steps to ensure that the product(s) you want to export to Spain are fully compliant with Spanish and European laws and import/export regulations. In general, certification requirements and other standards are developed at the EU level and enforced by Member State customs officials. Spanish and European agencies participate in regulating imports of agrifood and seafood, including the EU DG Health and Food Safety (DG SANTO), the Ministry of Health, Social Services and Gender Equality (MSSSI), the Ministry of Agriculture, Food, Fisheries and Environment (MAPAMA) and the Department of Customs and Excise Duties. Documentation for exporting agrifood or seafood to the EU is extensive. Rely on your Spanish customer(s), the EU Trade Helpdesk, the Canadian Food Inspection Agency (CFIA) and Canada Border Services Agency (CBSA) before shipping any goods.
Selling to Spain	<ul style="list-style-type: none"> Third party agents or distributors are the most common routes to the Spanish market for Canadian exporters of agrifood and seafood products. Some exporters may be able to negotiate direct sales to retailers. E-commerce for agrifood and seafood products is in its infancy, but online information is valued by consumers so your company website and social media accounts are important for generating demand. Attending food exhibition shows, visiting the country and utilizing in-market resources can also assist companies to generate consumer and importer demand. Spain has a variety of trade shows including those focused on food and beverages, Hotel Restaurant and Institutional (HSI) sector, vegetarian and vegan food, frozen seafood and many others. Corruption is decreasing but standard due diligence should be executed prior to signing contracts and establishing formal relationships.
Building Relationships in Spain	<ul style="list-style-type: none"> Business relationships in Spain are developed through good personal relations and trust. Face-to-face contact is important. The official language in Spain is Castilian Spanish. Business is conducted in Spanish, and while many business people speak English you will likely need translation services if you are not fluent in Spanish. The Spanish workday is punctuated by an afternoon break, and continues later into the evening than is common in Canada. Negotiations with Spanish companies may be time consuming. Remain patient and accept that delays occur.
Export Support and Resources	<ul style="list-style-type: none"> Canadian Trade Commissioners and BC Trade and Investment Representatives have representatives based in Europe to assist B.C. exporters. Exporters should make themselves aware of cost-sharing programs and promotional support provided by provincial and federal agencies and organizations.

SECTION 2: INTRODUCTION TO THE SPANISH MARKET

2.1 – SPAIN'S ECONOMIC ENVIRONMENT

Spain has the fifth largest economy in Europe and one of the largest in the world, but has spent most of the last decade recovering from the 2007-08 global financial crisis. Most analysts agree that the economy has in fact recovered and despite persistently high unemployment is expected to perform well over the next few years. The market is not without its challenges; Spain ranked 28th in the latest World Bank [Ease of Doing Business Index](#).

The most important financial and commercial centres in Spain are Madrid, located in the geographic centre of the country, and Barcelona, located on the northeast coast near the border with France. As a new exporter it is almost certain that your product(s) will be destined for either city prior to any regional distribution.

The EU, of which Spain is a member, represents a customs union and a single open market. Most Member States, including Spain, use the same currency (the Euro) and regardless of where in the EU imported goods are declared and clear customs, they can circulate freely and be sold anywhere within the European Union.

The [Canada-European Union Comprehensive Economic and Trade Agreement \(CETA\)](#) came into force in September 2017 and has made the European Union, including Spain, a more favourable jurisdiction for British Columbian exporters by providing preferential access and removal of tariffs on virtually all sectors of the economy, including for agrifood and seafood products.

2.2 – SPAIN'S AGRIFOOD AND SEAFOOD SECTOR

The Spanish agriculture sector employs approximately 4% of the work force and generates 3% of GDP. Barley, grapes, wheat, maize, tomatoes, and olives are the top crops grown in terms of tonnes of production. Fishing is a major economic activity in Spain, as is marine aquaculture production of mollusks (mussels, oysters, etc.). The Spanish public consumes more fish per capita (46 kg annually) than people in any other European nation besides its coastal neighbour, Portugal, and is the largest importer of seafood products within the EU.

2.3 – SPAIN'S AGRIFOOD AND SEAFOOD IMPORTS

In 2017, Canada was the 30th largest supplier of agrifood and seafood to Spain, with exports totalling approximately \$300 million. Canadian exports to Spain in 2017 were 7% lower than the value in 2014, and Canadian market share fell by 23% over the same period owing to increases in Spanish imports from other supplying nations.

Table: Value of Agrifood and Seafood Exports to Spain, Top 10 Supplying Countries 2014-17

Country	Value of Exports (\$ Billions)			Market Share		
	2014	2017	%-Change	2014	2017	%-Change
France	6.9	7.0	2%	16%	13%	-17%
Germany	3.6	4.4	23%	8%	8%	0%
Netherlands	3.0	3.6	20%	7%	7%	-2%
Portugal	2.7	2.9	7%	6%	5%	-12%
Brazil	2.1	2.4	16%	5%	5%	-5%
Italy	1.7	2.3	32%	4%	4%	8%
US	2.2	2.1	-5%	5%	4%	-22%
Morocco	1.1	2.0	78%	3%	4%	46%
Argentina	1.4	1.9	32%	3%	4%	8%
UK	1.7	1.7	0%	4%	3%	-18%
Canada (30th)	0.3	0.3	-7%	1%	1%	-23%

Source: [International Trade Centre Trade Map](#). Accessed July 2018.

The following table describes the class (by 2-digit HS code) of agrifood and seafood products that, for each of the top supplying countries, achieved the highest rate of growth in value of exports to Spain between 2014 and 2017.

*Table: Largest Percentage Increases in Exports,
by 2-digit HS Code for Top 10 Supplying Countries, 2014-17*

Country	Product (by HS Code), Growth Rate in Value of Exports 2014-17
France	Vegetable plaiting materials; vegetable products not elsewhere specified or included (122%) Edible vegetables and certain roots and tubers (52%) Lac; gums, resins and other vegetable saps and extracts (25%)
Germany	Vegetable plaiting materials; vegetable products not elsewhere specified or included (117%) Animal or vegetable fats and oils and their cleavage products; prepared edible fats (116%) Live trees and other plants; bulbs, roots and the like; cut flowers and ornamental foliage (62%)
Netherlands	Edible fruit and nuts; peel of citrus fruit or melons (79%) Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit (71%) Preparations of vegetables, fruit, nuts or other parts of plants (62%)
Portugal	Vegetable plaiting materials; vegetable products not elsewhere specified or included (153%) Preparations of meat, of fish or of crustaceans, molluscs or other aquatic invertebrates (86%) Edible fruit and nuts; peel of citrus fruit or melons (71%)
Brazil	Vegetable plaiting materials; vegetable products not elsewhere specified or included (2,167%) Cereals (923%) Lac; gums, resins and other vegetable saps and extracts (426%)
Italy	Preparations of meat, of fish or of crustaceans, molluscs or other aquatic invertebrates (125%) Animal or vegetable fats and oils and their cleavage products; prepared edible fats (118%) Products of the milling industry; malt; starches; inulin; wheat gluten (92%)
US	Products of the milling industry; malt; starches; inulin; wheat gluten (619%) Animal or vegetable fats and oils and their cleavage products; prepared edible fats (369%) Cocoa and cocoa preparations (213%)
Morocco	Beverages, spirits and vinegar (539%) Sugars and sugar confectionery (414%) Edible fruit and nuts; peel of citrus fruit or melons (263%)
Argentina	Dairy produce; birds' eggs; natural honey; edible products of animal origin (488%) Animal or vegetable fats and oils and their cleavage products; prepared edible fats (253%) Live animals (207%)
UK	Live trees and other plants; bulbs, roots and the like; cut flowers and ornamental foliage (139%) Coffee, tea, maté and spices (74%) Miscellaneous edible preparations (61%)

Country	Product (by HS Code), Growth Rate in Value of Exports 2014-17
Canada (30th)	Preparations of cereals, flour, starch or milk; pastrycooks' products (77,800%)
	Live animals (2,589%)
	Preparations of meat, of fish or of crustaceans, molluscs or other aquatic invertebrates (892%)

Source: [International Trade Centre Trade Map](#). Accessed August 2018.

Agrifood and seafood exports from BC to Spain fell by 6% in 2017 compared to 2016, primarily because of a significant decrease in the value of salmon exported. Cherry exports in 2017 were particularly strong.

Table: Top 5 BC Agrifood and Seafood Exports to Spain, 2015-17

Commodity	Value of Exports (\$ Millions)			2016-2017 %-Change
	2015	2016	2017	
Salmon	0.4	4.0	1.9	-53%
Cherries	0.2	0.1	1.3	823%
Coffee	0.1	0.1	0.5	267%
Food Preparations for Manufacturing and Natural Health Products	0.2	0.1	0.3	401%
Mushrooms	0.2	0.1	0.2	111%
Subtotal Top 5	1.1	4.4	4.2	-4%
Rest of Products	3.6	0.4	0.3	-26%
Total BC Agrifood and Seafood Exports to Spain	4.7	4.8	4.5	-6%

Source: CATSNET. Accessed February 2018.

2.4 – CULINARY CULTURE, CONSUMER LIFESTYLES AND CUSTOMER EXPECTATIONS

- **Spanish consumers are cost-sensitive following the 2008 global recession.**
 - The Spanish economy is showing consistent signs of improvement, but unemployment rates remain among the highest in Europe and many consumers are wary of future economic shocks.
 - Some consumers have returned to spending disposable income on luxury and high cost items, but most continue to seek out lower priced items with a better perceived value.
- **Tourism is a major economic force and source of demand for agrifood and seafood products.**
 - The number of international visitors to Spain is among the highest to any country in Europe and continues to increase year over year. Tourism accounts for approximately 15% of the Spanish economy.
 - The high level of tourism makes the Hotel, Restaurant, and Institutional (HRI) sector particularly attractive for potential agrifood and seafood exporters. In fact, the HRI sector accounts for about 1/3rd of all food consumed in Spain.
- **Health and wellness product categories are growing in popularity.**
 - In part because of an aging population, but also consistent with general trends throughout Europe, foods that have health benefits or promote wellness are increasing in popularity.
 - This could include minimally-processed, functional, and low-fat or low-sugar food as well as certified organic products.
- **Changing demographics and household composition affects demand for food products.**

- The number of women in the workforce is increasing and the changes have led to greater demand for convenience and ready-to-eat products.
 - The number of single person households has also increased. The change has led to greater demand for smaller portion sizes and easy to prepare meals.
- **Comfort with e-commerce in the agrifood and seafood sector is increasing.**
- The majority of Spanish consumers still do not purchase food products online; however, retailers are beginning to offer e-commerce services.
 - Even without making purchases online, many Spanish consumers will use the internet to learn more about new products or to search for discounts/coupons. This provides a good opportunity to educate customers about your product and to begin to convert interest into e-commerce transactions.

2.5 – MARKET INTELLIGENCE

You should undertake as much market research as possible given your budget and timeframe. In addition to answering any specific questions you might have, good market research allows you to:

- Determine if there is a potential market for your product;
- Understand the strategy, strengths and weaknesses of your major competitors;
- Strategize how best to position your product (e.g. price, packaging, value proposition) and leverage the highest potential competitive advantage; and,
- Minimize the risk of making a poor investment decision.

The following approaches and sources can be used to gather market information:

- **Consult with government agencies and industry and trade associations in your sector.**
- These could include: [B.C. Trade & Investment Representative](#), [Canadian Trade Commissioners](#), [Agriculture and Agrifood Canada](#), [Small Business B.C.](#), [Global Affairs Canada](#), [The Embassy of Canada to Spain](#), and chambers of commerce including the [Canada-Spain Chamber of Commerce](#).
- **Conduct online research for available material.** Many of the following resources provide market-specific information free of charge, but there may be a fee to access larger quantities of intelligence or information that is particularly valuable or hard to come by:
- [Canada Business Network](#) is a hub for the Canadian export market that includes links to market and sector information, trade statistics and sources of trade leads and potential partners.
 - [CIA World Factbook](#) is a reference resource with almanac-style information about the countries of the world. It provides summaries of the demographics, geography, communications, government, economy, and military of most of the countries of the world.
 - [Economist Intelligence Unit](#) is the research and analysis division of The Economist Group and world leader in global business intelligence.
 - [Food and Agriculture Organization of United Nations \(Statistics Division\)](#) is a source of knowledge and information related to agriculture, forestry and fishery.
 - [Global Trade Tracker \(GTT\)](#) offers original trade statistics from the world's principal trading countries.
 - The [National Institute of Statistics](#) produces and makes available Spanish national statistics.
 - [Santander Trade Portal](#) is a resource that provides access to 40+ worldwide databases, 10,000 pages of information on 185 countries, and more than 150,000 suppliers and importers.

- [United States Department of Agriculture's Global Agriculture Information Network \(GAIN\)](#) provides information and reports about the agricultural economy, products and issues in foreign countries that are likely to have an impact on trade.
- **Access a global research firms that conducts regular market intelligence in Spain.** The following are a sample of intelligence companies which are available to exporters, and it is possible you will find a suitable firm that is not listed below. Information from these sources will generally not be provided free of charge, but may be the only way to obtain certain information.
- [Development Bank Canada](#) provides industry experts to identify the right collection tools and to handle data mining and analysis.
 - [Euromonitor International](#) is a leading provider of global business intelligence and publishes industry, country and global reports.
 - [Global Research & Data Services](#) publishes reports from over 200 industries and 100 countries, providing difficult-to-find market data.
 - [Hoovers Research](#) provides reports across a range of industries including the food & beverage sector. Global reports by Hoovers Research provide regional and country-level market analysis.
 - [Nielsen](#) studies consumer trends and habits in more than 100 countries.
 - [Planet Retail](#) is a leading provider of global retail intelligence.
 - [Statistics Market Research Consulting](#) reports provide strategic recommendations, market forecasts, and competitive landscaping.
 - [VPG Market Research](#) publishes international market research for corporate executives and key decision-makers in the food & beverage industry, among others. VPG has clients in 70 countries and provides market intelligence and strategic insights.
- **Visit the market personally.**
- Do not underestimate the value in simply taking a trip to Spain yourself to gather first-hand insights and intelligence. It can be very powerful not only in terms of talking to potential buyers and distributors but also in terms of identifying competing products. Visiting different supermarkets and retailers can be invaluable as it allows you to get a sense of products and packaging in Spain and allows you to assess the price range and market approach used by potential competitors.

SECTION 3: MARKET READINESS

The first step to achieving sales in Spain is ensuring that your business is market ready. This means that your product is eligible for export to Spain/European Union and you are compliant with all necessary requirements, standards and regulations, including exporter registration, labelling, testing, inspection, and customs clearance preparations.

3.1 – SPANISH/EUROPEAN AGENCIES INVOLVED IN OVERSEEING IMPORTS

Several Spanish and European Union agencies are involved with regulating aspects of import/export, including:

- [DG SANCO – European Commission’s DG Health and Food Safety](#)
 - Regulates agrifood and seafood imports to the European Union.
 - Responsible for EU policy on food safety and health, and for monitoring the implementation of related laws.
- [Ministry of Health, Social Services and Gender Equality \(MSSSI\)](#)
 - Responsible for controlling agricultural and seafood product imports intended for human consumption through inspections carried out at designated Border Inspection Posts (BIPs).
- [Ministry of Agriculture, Food, Fisheries and Environment \(MAPAMA\)](#)
 - Controls imports of animal feed/ingredients and live animals not intended for direct human consumption through inspections carried out at designated Border Inspection Posts (BIPs).
- [Department of Customs and Excise Duties](#)
 - Centralized Customs authority of Spain.
 - Responsible administrative body in charge of controlling products imported from third countries.

3.2 – REQUIREMENTS, STANDARDS & REGULATIONS

In general, certification requirements and other standards are developed at the EU level and enforced by Member State inspection services (e.g. Spanish Customs). However, in addition to directives set by the European Union, Member States (e.g. Spain) may have their own additional requirements on imported food products.

The documentation required for exporting agrifood or seafood to the EU is extensive, so it is important to verify all requirements with your Spanish customer(s) before any goods are shipped, as well as with the [Canadian Food Inspection Agency \(CFIA\)](#) and [Canada Border Services Agency \(CBSA\)](#). Another excellent resource is the [EU Trade Helpdesk](#) which allows users to select the country or origin and destination and access regulatory information specific to a product’s HS Code. At a minimum, the following requirements apply to imports to Spain:

- **Single Administrative Document (SAD)**
 - All goods imported into the EU must be declared to the customs authorities of the appropriate country using the [Single Administrative Document \(SAD\)](#). The SAD is the common import declaration form for all EU countries and is usually completed by the importer or their agent.

➤ **Customs and logistics**

- The usual documentation procedure is for the in-market importer to collect the required paperwork and submit it to the relevant agencies. Depending on the product, documents required for customs clearance include: commercial invoice; customs value declaration; freight documents (e.g. bill of lading) freight insurance; packing list; customs import declaration.
- Any certifications required for establishing the safety of plant or animal products must also be verified prior to goods being released by Customs agents.
- The Harmonized Commodity Description and Coding System (HS) is an international goods classification system to categorize imported and exported goods in international trade, determine appropriate duty fees, identify goods and is used for freight documentation, etc. HS compliance is the mandatory classification and declaration of goods when entering or exiting a country. If you are unaware of the correct HS code(s) for your product(s) they can be looked up using [Canada Post's online tool](#).

➤ **Food labelling**

- The contents of the label must be, at minimum, in Spanish.
- All foodstuffs marketed in Spain/EU must comply with general rules on food labelling (name of the product; list of ingredients; net quantity; minimum durability date; storage conditions or conditions for use; country of origin; nutritional content) as well as specific provisions for certain groups of products including animal and fishery products, genetically modified organisms (GMO), certain additives or flavourings, nutrition and health claims, and others. More information is available from [food labelling](#) web page of the European Commission's DG Health and Food Safety.
- To be marketed in the EU as "organic", a product must comply with food-import requirements and organic-product legislation. Labels must be clearly visible on product packaging and reference the certification control body. Canada and the EU recognize each other's rules and control systems for organic production. Organic products exported from Canada to the EU under the [Canada-EU Organic Equivalency Arrangement](#) can bear the EU organic production logo, although they must be accompanied by a certificate of inspection that is checked upon entry into the EU.

SECTION 4: SELLING TO SPAIN

4.1 – ROUTES TO MARKET

BC companies exporting products must make a choice: become an indirect export business and rely on brokers to ship, market and sell your goods; or manage the process directly and handle all the work and profits yourself. Most first-time exporters will enlist the services of a local intermediary, but direct export is possible in some circumstances. Considerations should be given to your business needs and available resources as well as the financial implications of each potential route to market before deciding on an approach.

Regardless of the approach it is important to undertake due diligence prior to establishing a contractual relationship with any company in Spain (see [Section 4.3: Due Diligence and Avoiding Scams](#)).

4.1.1 Indirect exporting

- **Using a third party agent or distributor to access the market.**
 - An agent sells a foreign supplier's goods in exchange for commission while a distributor generally purchases goods from the foreign supplier for resale.
 - The specific responsibilities of a third party depend on your agreement but can include market intelligence, identification and pursuit of sales leads, sales promotions and after-sales services among other things.
- **Entering the market with an agent typically reduces time and costs, while also offering access to local knowledge and qualified staff. However, it is not without its challenges.**
 - Agencies in Spain are small in size with an average of three employees.
 - As such they tend to serve only their immediate markets.
 - With more than 50,000 listed agents, finding the right one for your business is not always easy.
 - If you enter the market using an agent, you will be responsible for your import documentation and logistics.
 - Agents are typically suited to B2B products sold on a project basis.
- **For many exporters a relationship with a distributor might represent the best option.**
 - Expect higher costs and a lack of control over the final selling price when engaging a distributor. However, in return, you will not be responsible for your import documentation and logistics.
 - You may also find it is easier to collaborate with distributors in areas such as packaging, promotional material and product registration.
 - A single distributor with either its own national sales and warehouse network or with an established network of sub-distributors offer good importing opportunities.
 - You will be expected to give exclusive national rights to the distributor you engage.
 - Be careful not to "distributor hop". Once you have secured a partner it can be difficult to change.

4.1.2 Direct exports

- **You can also sell your product directly to the Spanish market.**
 - With direct exports, you handle all the logistics of marketing, selling, customs and labelling yourself but typically yield higher returns.

- However, in Spain products are usually imported by an importer, agent, a wholesaler or distributor.
 - If you don't have a high level of Spanish fluency exporting directly will be difficult.
 - A local presence through a branch or subsidiary is often advocated as the best direct entry route as it gives you greater control both operationally and financially.
 - Establishing a physical presence requires significant investment but it is also the route which offers the most profitability as it eliminates intermediaries' margins or commissions.
- **If selling direct is a viable option for you, knowledge of Spain's retail landscape is crucial.**
- The grocery retail market is highly fragmented with a large number of smaller retailers.
 - Hypermarkets, supermarkets, convenience stores, discount stores, specialized stores, traditional corner grocery stores and open-air markets all represent potential buyers.
 - Hyper and supermarkets account for approximately 65% of total food sales.
 - Supermarkets outperform hypermarkets, as consumers prioritise convenience and proximity. However, supermarkets charge higher prices in order to provide such convenience.
 - The top grocery retailers are Mercadona, Carrefour, Eroski, Alcampo (Auchan) and Lidl.
 - Competition has intensified among suppliers due to an increasing supply of imported goods particularly from EU member states who face fewer barriers when exporting to Spain.
 - The grocery retail market remains very price-sensitive.

4.1.3 E-commerce

- The Spanish e-commerce sector is growing and expected to continue to do so.
 - The online retailing market remains fragmented with food and drink the most popular products.
 - Urbanites and families tend to be most engaged with e-commerce because of the desire to save time.
 - Popular e-commerce sites include Amazon, Ebay, El Corte Ingles, Vente-Privée and Carrefour.
 - Nearly three-quarters of Spanish consumers use the internet on a daily basis.
 - Most retailers are adapting their online presence to this segment by integrating analytics, artificial intelligence, big data and chatbots.
 - Android dominates the operating system with 89% of the market.
 - Credit cards are the most widely used payment methods.
- **To begin your e-commerce strategy, you need to set up a website that clearly states your products and services offerings and how buyers can contact you.**
- Update your website to accommodate Spanish inquiries and purchases. Set up a Spanish landing page, with customized information.
 - Your website can also leverage on other websites to further market your products and services.
 - These web portals provide the necessary technical and software support which you can tap on to easily and quickly set up your presence on their platforms.
 - Thereafter you can proceed to leverage the traffic that their sites draw to start selling to the sites' visitors.
 - You might also consider using some effective online promotions including discounts.
- **Be mindful not to undercut your in-market partners if you begin to sell online as a secondary route.**
- Due to reduced costs, you will be able to afford lower prices when selling online. However, your price will be visible for anyone to see. You should consider this and be sure to account for it when designing your pricing strategy.

4.2 – DEVELOPING IMPORTER AND CONSUMER DEMAND

To help you sell into the Spanish market, you will need to have some form of presence that enables you to attract buyers to your product or service offering. You can begin by participating in trade shows or you can establish your presence on the Internet using e-commerce as mentioned above and social media, which is discussed below. Many exporters commonly start by employing both methods.

4.2.1 Food Exhibition Shows

Trade shows are a popular marketing component of business as they allow companies to conduct market intelligence and research before you begin exporting; introduce your company and promote its products; show your sales prospects how they can benefit from your offering; initiate relationships with potential customers; maintain relationships you already have in the market; and demonstrate your long-term commitment. Many businesses recognize these advantages and incorporate trade show exhibitions as an important part of their company's export strategy.

Trade shows, however, can be costly investments, so you want to make sure that your approach to food exhibitions is designed to give you the best possible chance at turning interest developed at the show into actual business. Many businesses end up being disappointed that the large number of conversations and apparent interest at shows do not translate to real sales.

➤ Preparing for the show.

- The first step to trade show success is to find the most suitable exhibition in your target market. Understand your options, you may choose to simply attend to gather contacts and market intelligence if you have insufficient resources to host an exhibit.
- Acquire pre-show training. The effort and time dedicated to pre-show preparation may impact your success during and post-show. Pre-show training sessions are often offered on-site prior to the show and during the show.
- It is a good idea to book appointments with prospective buyers ahead of time and to inform current clients that you will be at the show.
- You will need to develop professional displays and promotional materials and should strongly consider bringing product samples to distribute. Begin trade show material development early. Incorporate potential delays and complications into your timeline.
- Determine customs and import regulations that pertain to your sample products.
- If the purpose of your trade show attendance is to begin selling be sure to have determined your price and sufficient stock to sell at the show and afterward.

➤ Differentiate your products and brand from other exhibitors.

- Where possible, consider a larger booth to create a bigger impact.
- Joining a delegation of Canadian firms to be part of a large presence will help your business to effectively trade on the Canadian brand. Joining an [AAFC Canada Pavilion](#) is a great approach to attending trade shows, especially for new or smaller exporters.

➤ Develop a strategy for converting inquiries into meetings and business after all trade shows are about generating qualified leads.

- Participating in trade shows can be relatively costly, so it is important to understand the show and the audience you will be interacting with and to be sure that your approach is designed to

give you the best possible chance at turning interest developed at the show into actual business.

- Your exhibit should target specific prospects that are interested in the products you are selling.
- The longer perspective leads are left unattended, the less likely they are to evolve into business opportunities. Do not rush to be on the first plane out as the event ends. Being available for meetings with potential buyers the week after a show is a good strategy.

➤ **Spain has a wide and changing calendar of tradeshow, including:**

- [Alimentaria](#) – International food and beverage exhibition held in Barcelona.
- [Gastrónoma](#) – Held in Valencia, focused on restaurant, hotel and specialist retail sectors.
- [International Frozen Seafood Expo \(CONXEMAR\)](#) – Held in Vigo, focused on the frozen seafood sector.
- [VeggieWorld Barcelona](#) - Exhibition for the vegetarian and vegan sectors held in Barcelona.
- A complementary strategy is to attend the largest trade shows for your sector in Canada or other countries as these shows will likely have at least some Spanish buyers present.

4.2.2 Websites and social media

Internet penetration in Spain is one of the highest in Europe with more than 85% of the population connected to the internet. As a result, many small businesses use social networking sites to reach a large base of customers. You can use your website and social media to boost consumer demand by providing real-time client interaction and tailored content for your target audience.

➤ **Social media can be an effective method of building a network.**

- Organisations are currently figuring out how best they can capitalise on social media.
- Large global companies are leading the social media landscape in Spain.
- The most popular social media tools are Facebook, WhatsApp, YouTube, Twitter, Instagram and Pinterest.
- Most internet users use social media on a daily basis with individuals spending more than five hours per week on WhatsApp, more time than any other platform.
- Tuenti, the Spanish-specific Facebook competitor, should not be overlooked.
- As for search engines, more than 95% of the population use Google; Bing, Yahoo!, DuckDuckGo, MSN and Baidu comprise the remaining searches.

➤ **It seems obvious, but when you are entering a new market, it is essential to update your website.**

- A good website will act as your corporate brochure and prospects will usually go straight to it.
- It's a good idea to have a Spanish-language landing page and information customised for a Spanish audience. Consider setting up a local .es domain. A .com address is also acceptable.
- Keep in mind that it might not be sufficient just to translate your English-language site directly into Spanish: it will need to be tailored for the local market.
- Investigate your competitor's approach to online content and how they articulate their value proposition.
- Use customer endorsements where possible and photographs to show your products.
- Ensure your site is equipped to accept different payment forms, bearing in mind that if consumers don't see the instrument they prefer to use, they may exit the sale.
- Maintaining an up-to-date website allows you to make contact with potential customers, reach Spanish customers cost-effectively and introduce, promote and demonstrate new products.

- Pay close attention to the design and quality of your website.

4.2.3 Utilizing in-market resources to find buyers

- **Connect with industry associations and other professional bodies in Spain.**
- **Engage [B.C. Trade and Investment Representatives](#) and [Canadian Trade Commissioners](#) with connections and on-the-ground expertise.**

4.3 – DUE DILIGENCE

Spain has, to some extent, a higher level of corruption than other western European countries. However, corruption is usually not identified as an obstacle by foreign firms doing business in Spain and the situation is rapidly improving, with the introduction of measures aimed to fight corruption and bribery. However, conducting adequate due diligence on prospective partners is still advised. Doing so will help ensure that any potential partner has the specific permits, facilities, resources, capital, and other requirements necessary to meet their responsibilities.

- **Ask questions and avoid doing business with companies or agents that cannot provide you with necessary details.**
 - You might consider asking to see a notarized and translated copy of their business licence to determine information such as the establishment date, registered capital, name of legal representative, business scope, etc.
 - You could ask for a description of the scale of the company including audited or unaudited financial statements or records for the past few years.
 - You could ask for a list of their major customers including references.
- **Independently verify the information you have received.**
 - Use external data from government agencies, other authorized bodies and local experts to verify information provided by your potential partner.
 - Use the internet to conduct additional research. There may be comments, positive or negative, about the company or individual you are investigating online.
 - The [Trade Commissioner Service](#) can assist with some basic due diligence.
- **Your own preparedness is also integral to successful due diligence.**
 - Ensure you allow sufficient time to conduct your verification and due diligence.
 - Ensure that you have conducted the necessary market research.
 - Remain especially vigilant immediately after trade shows and similar events where your company details and contact information may have been widely displayed and or distributed.
 - Be sure to examine and trace the email address of any email that appears suspect. Avoid clicking on any links within unsolicited email.
 - One proven method of testing legitimacy and protecting your company is to request payment up front. If your buyer is truly interested this request will not be problematic as it is standard in many industries. You could also require a letter of credit.
 - Remember, common sense is your best defense. If the order appears “too good to be true” it probably is.
- **Transparency is an on-going process.**

- Rules and regulations, business environments and business partners are constantly changing. As such, due diligence is not a one off, standalone task. It is necessary throughout the exporting process but it is particularly important in the initial building relationship phase.

SECTION 5: BUILDING RELATIONSHIPS IN SPAIN

5.1 – INITIATING RELATIONSHIPS

- **Establishing strong personal contacts is crucial to conducting successful business in Spain.**
 - Spanish people prefer to do business with those they are familiar with.
 - Therefore, securing personal contacts or introductions is an excellent way to initiate contact and may also accelerate proceedings.
 - Choosing a local contact who can leverage existing relationships to make introductions is beneficial.
 - Even with a personal introduction, your Spanish counterpart will still want to spend time getting to know you before discussing business.
- **After introductions, a successful relationship is built on trust and respect.**
 - Providing references about yourself and your company can help to establish trust.
 - Building trust can take time. Allow sufficient time for long meetings and socialising.
 - It is worth investing significant time and resources to establish strong social bonds as often they can guarantee agreements.
 - Be mindful that, once established, you will have to continuously invest in your relationships.
- **Face-to-face meetings are the optimal method for building relations.**
 - Connections are built personally, not by email. Social lunches or dinners offer the best occasions to enhance relationships.

5.2 – LANGUAGE AND COMMUNICATION

- **The official language in Spain is Castilian Spanish, spoken by 99% of the population as either a first or second language.**
 - Other languages include Catalan or Valencian (19%), Galician (5%) and Basque (2%) each with their own pronunciations, spellings and perhaps most important, identity.
- **The language of business is also Spanish.**
 - English is spoken with varying levels of fluency depending on what region you are in, the size of the organisation and the age of the individuals with which you are dealing with.
 - Therefore, you should politely enquire whether your Spanish partners are comfortable conversing in English or whether the skills of an interpreter will be necessary.
 - Understanding and speaking a little Spanish can go along to demonstrating your genuine and long-term intentions within the Spanish market.
 - Translating your material into Spanish is recommended. Even if your counterparts agree to discussions in English they may prefer that materials are translated into Spanish for their review.
- **If you do need an interpreter:**
 - Use them regularly and expect to make them part of the team. This means that they will be fully briefed before important meetings or negotiations and should be trained to a high level so that they know your business and product line and will know the right questions to ask.

- After the meeting, debrief your interpreter on what he or she saw or understood during the meeting. An experienced professional can give you a cultural interpretation.
- **Be deliberate in your speech and body language when speaking through your interpreter.**
 - During a meeting, interpreters will normally sit behind you. It is important that you always look at the person you are addressing, not the interpreter, and remain patient.
 - Speak relatively slowly, avoiding jargon and long difficult sentences. If necessary, write down things like large numbers to ensure understanding.
 - Do not stop in mid-sentence or interrupt the interpreter.
- **Spanish people tend to use expressive body language and gestures.**
 - Pay attention to non-verbal cues such as stance and facial expressions as they often are as informative as the spoken word.
 - Typically, Spanish people need less personal space when conversing and may speak louder than is typical in Canada.
 - Avoid touching a counterpart. Touching is typically reserved for family and friends.
 - Yawning or stretching in public is frowned upon.
 - Direct eye contact is valued and expected but too much can be interpreted as unfriendly.
 - Pulling down on your eyelid in Spain signals to "be alert" or that "I am alert."
 - Making a circle with the index finger and your thumb refers to money.
 - Avoid the thumbs up signal as it has many meanings none of which are particularly positive.
 - To signal 'come here' turn your palm down and move all the fingers together.
 - Never mock or comment on a counterpart's accent or pronunciation.
- **The art of conversation is valued in Spain.**
 - The Spanish appreciate humour and entertainment.
 - Good topics include Canada, Spanish football, their family and Spanish food and wine.
 - Avoid politically charged topics, religion, money, stereotypes or issues highlighting differences between Canadian and Spanish culture.

5.3 – SOCIAL AND BUSINESS ETIQUETTE

- **The Spanish workday tends to begin around 8:30 – 9 a.m. with a break from about 1:30 p.m. to 4:30 p.m., and continuing until around 8 p.m.**
 - This structure affords employees the opportunity to go home for lunch and a siesta, avoiding the hottest part of the day, and return to work later in the afternoon.
 - While this timetable is in gradual decline, due to an increase in global companies and flexitime, many companies, particularly those outside of the cities still follow the traditional regime.
- **It is best to dress professionally and conservatively, at least initially. You can always dress down in subsequent meetings.**
 - Men should wear dark woollen or linen suits and silk ties with cotton shirts made with high-quality fabrics. Darker colours are recommended.
 - Accessories such as a good quality briefcase or a good watch are common.
 - In the summertime, it can be acceptable to wear lightweight suits, to loosen one's tie and remove one's jacket.

- Women should wear well-cut suits or dresses in subdued colours. Jewelry, scarves and high-heeled shoes are common.
 - Spanish people tend to take pride in their appearance even when the dress code is casual.
- **First names are typically reserved for family and friends.**
- You should use the following titles, 'señor', 'señora' or 'señorita' along with the individuals two surnames until prompted otherwise.
 - When addressing a professional, use the appropriate title (e.g. doctor/professor).
 - You can greet those you meet with Buenos días ("Good morning") or Buenas tardes ("Good afternoon").
 - There are two ways of expressing 'you' in Spanish: 'usted' is the formal version while 'tu' is considered the informal address. Your business counterparts may ask to be called by their first name and to use tú from the outset. This is particularly true in Southern Spain.
- **Punctuality is expected.**
- Although it is not uncommon for your Spanish counterparts to arrive after the agreed meeting time, you should arrive 5-10 minutes early.
 - If you are running late call ahead and explain your situation.
 - Deadlines are met when possible, but you may find greater flexibility than is common in Canada.
- **The most common greeting is a typical handshake.**
- Some may use a two-handed shake placing their left hand on the right forearm of the opposite person.
 - Once a relationship is established, men may hug each other while patting each other's back. Females or men and women may kiss each other on both cheeks, starting with the left.
 - When in doubt, just stick to a firm handshake or follow the lead of your host.
 - Be sure to greet the most senior individual first.
- **It is not uncommon to hand over your business card to the receptionist prior to the meeting.**
- If the opportunity to leave your card with the receptionist doesn't arise business cards can still be exchanged at the beginning of a meeting.
 - Always treat the card with respect. Smile and maintain eye contact upon receiving a card. Take a few moments to examine it and then place it on the table in front of you.
 - It is advised to have your card translated into Spanish. Academic titles are usually excluded.

5.4 – TYPICAL MEETING PROTOCOL

Although there might be some regional variations, the following points are common characteristics of Spanish meetings.

- **Prior to the meeting:**
- Appointments are advised and should be made in advance.
 - You should attempt to correspond in Spanish, at least initially.
 - Follow-up with a phone call if your first correspondence was via email.
 - Reconfirm the appointment the week before.
 - Between 10 and 11 a.m. or after 5.00 p.m. are the optimal meeting times.

- Avoid the following times when booking appointments: Friday afternoons, August, Catholic festivals, national holidays and the day or days preceding or following a holiday.
 - Arrange meetings between individuals of an equivalent position and status.
 - Prior to the meeting, provide your counterparts with titles, positions, and responsibilities of the people who will be attending the meeting.
 - Agendas are followed as meeting guidelines.
- **The purpose of the first number of meetings is to establish and build relationships.**
- You should be aiming to establish respect and trust with your counterparts.
 - Do not be surprised if business is not discussed in detail during the first meeting.
 - Business meetings normally begin and end with some casual, non-business subjects (i.e. 'small talk').
 - You will have an opportunity to present your company and product while also learning about your counterpart's company. Both companies will then try to determine any 'fit' between them.
 - Ensure that your presentation is clear and that everyone is able to understand it.
 - Written statements and data exchanges are often valued less than genuine verbal communication.
 - Meetings can seem chaotic with regular interruptions and several simultaneous conversations.
 - Remember to bring sufficient literature about your company and product samples.
 - Major decisions during meetings are rare.
 - If possible, have some independent contacts in the market so you can verify information.
 - Follow up promptly with any action items.

5.5 – DECISION MAKING AND NEGOTIATIONS

You should have well-established relations and trust before beginning negotiations.

- **Final decisions are usually only made by the most senior executives.**
- You may never actually meet the ultimate decision maker.
 - Decision makers rarely delegate so it's important to deal with senior management.
 - Decision-making can be slow and detailed involving consideration from various levels.
 - An initial "yes" usually means that the company will examine the proposition as opposed to agreeing to buy the product.
 - Avoid rushing or putting pressure on the decision maker.
- **Be prepared for time-consuming negotiations and a number of trips to Spain.**
- You are likely to have several meetings before any real decision is made.
 - Throughout the negotiation, be patient, control your emotions, and accept that delays occur.
 - Your Spanish counterparts may not share information openly.
 - Prices may move by up to 40% between initial offers and final agreement. Interim agreements are not always final and therefore shouldn't be relied on.
 - Changing your team could reset the relationship building phase.
 - Show a willingness to compromise. A straightforward negotiation style, emphasising a win-win approach is preferred.
 - Silence can be an effective way to indicate disapproval.

- Strategies such as attitudinal bargaining, appealing to personal relationships, non-verbal messages and expressing disinterest are not uncommon.
- Written contracts are long in nature outlining details of the arrangement and any eventualities. Consult your lawyer before signing anything. However, do not bring your attorney to negotiations.

5.6 – SOCIAL ENGAGEMENTS

Business lunches and dinners are critical to establishing trust and relations with your Spanish counterparts. You are unlikely to be invited to any meal until relations are somewhat established. As such, when the opportunity arises, avoid declining an invitation at all costs. Finally, be aware that business is not usually discussed during meals. You should, therefore, wait until your Spanish colleague initiates a discussion or signal in advance that you would appreciate some business dialogue.

➤ **Lunch is often considered the optimal time for a business meal.**

- However, as many Spanish people go home for lunch don't be surprised if lunch meetings you initiate are declined.
- Any meals that do take place will most likely be in a local restaurant or café. It could be a very casual encounter or an extended lunch lasting much of the afternoon.
- Breakfast meetings are not common and would never take place before 8.30 a.m.
- As the Spanish eat very late, business dinners don't usually start before 9 p.m.
- Arriving 15 to 30 minutes after the stated time is acceptable for social affairs.

➤ **Dining Etiquette is important.**

- Allow the most senior members of the delegation to enter rooms ahead of you.
- Wait until you are shown to your seat or until the host/hostess sits down first as a seating arrangement is likely in place.
- Wait until you hear "Buen apetito!" before eating.
- All dishes are passed to your left.
- Do not eat with your hands.
- Rest your wrists on the table when not eating.
- Wine will almost always be served at dinner.
- You should return a toast later in the meal. If possible give it in Spanish.
- Avoid having leftovers on your plate.
- Be sure to facilitate 'Sobremesa': conversations after the meal that enhance relations.
- Only get up to leave when the guest of honour or host does.
- Those who initiate the dinner usually pay the bill.

➤ **Gifts are usually only exchanged at the conclusion of successful negotiations.**

- Gifts should be of relatively high quality and nicely wrapped.
- If you are the recipient of a gift you should open it in the presence of the gift giver.
- Flowers, chocolates or a good bottle of wine are all acceptable gifts.
- Avoid, however, giving chrysanthemums, white lilies or red roses. All flowers should be in odd numbers except for 13.
- If you are invited to a Spanish home, a dessert, a good bottle of wine, or flowers are welcomed.

5.7 – MAINTAINING RELATIONSHIPS

It is important to maintain the relationship as your counterpart will most definitely take a long-term view of business relationships. You should invest time and energy into nurturing the relationship by continuing to engage with your contacts. Avoid the temptation to focus on other activities and other deals once a contract is signed. You can demonstrate your long-term intent by some of the following examples:

➤ **Commit to regular contact.**

- An ongoing exchange of information helps each party understand the other, so they can build on their mutual interests. Often there is nothing, in particular, to discuss yet your partners will continue to communicate frequently. Relationships maintained in this way tend to have fewer problems and raise fewer complaints.

➤ **Continue to make visits to Spain.**

- Given the Spanish preference for face-to-face business, visits to Spain will remain a regular feature of your export venture even after the relationship has been established. These trips help maintain your already established relationship. You should also try to bring the same team with you on each visit, so your buyers will be dealing with people they've already gotten to know.

➤ **Consider hosting your partners through reciprocal visits.**

- You may also like to consider reciprocal visits. Paying for your partners in Spain to visit your Canadian operations is a good way of keeping them informed and motivated. About half of the trip should be devoted to rest and relaxation, leaving time for building the relationship and an affinity for Canada and Canadian products. When hosting Spanish guests, remember the effort they put into hosting and looking after you in Spain and reciprocate this.

➤ **Always keep your word.**

- You need to make sure that you always fulfill your promises. If you don't, your relationships will suffer as people lose trust in you. Honesty and transparency are highly valued when it comes to forming bonds within businesses, so you will become a much more attractive connection if you can nurture these traits through your existing relationships.

SECTION 6: EXPORT SUPPORT AND RESOURCES

6.1 – B.C. TRADE AND INVESTMENT REPRESENTATIVES AND CANADIAN TRADE COMMISSIONERS

Both the Canadian and British Columbian governments support export market development by locating staff in priority markets in order to provide current and on-the-ground advice and guidance to B.C. companies. Making use of these individuals is highly recommended, particularly if you have limited on-the-ground experience in the Spanish market.

[B.C. Trade and Investment Representatives](#)

British Columbia's Europe trade and investment team is based in London.

- **B.C. Trade & Investment Representatives can assist current and potential B.C. exporters with a variety of services, including:**
 - Generating market intelligence and trade leads for specific B.C. products;
 - Advising on market entry and development strategies;
 - Providing contacts to an extensive network of international industry, government and community influencers and partners;
 - Supporting B.C. exporter participation in trade missions, tradeshow and related events; and,
 - Providing training to introduce B.C. exporters to world markets.

[Canadian Trade Commissioner Service](#)

The Canadian Trade Commissioner Service, with on-the-ground-intelligence and practical advice on foreign markets, helps Canadian companies make better, more timely and cost-effective decisions in order to achieve their goals abroad. As part of Canada's embassies and consulates, Trade Commissioners have privileged access to foreign governments, key business leaders and decision-makers. They have offices in Madrid and Barcelona.

- **Whether doing business abroad for the first time, or looking to expand into new markets, Trade Commissioners can work with you to:**
 - Determine if you are internationally competitive; decide on a target market; collect market and industry information and improve your international business strategy;
 - Determine the level of opportunity that exists in a particular market, advise on appropriate approaches to the market and gauge the amount of effort and resources required;
 - Connect with industry associations, potential buyers and partners, professionals in financial and legal institutions, agents and other business representatives to support the execution of your export strategy; and,
 - Assist with due diligence by conducting basic preliminary research on a local company from public sources, and the resolution of business problems and issues that you face in foreign markets.

Please note that conducting thorough background checks on local companies or providing translation or interpretation services is not part of the mandate of either the [B.C. Trade and Investment](#)

[Representatives](#) or the [Canadian Trade Commissioners](#). These services should be acquired directly by private sector service providers operating in foreign markets.

6.2 – LOAN AND COST SHARING PROGRAMS AND PROMOTIONAL SUPPORT

Provincial and federal governments (and other agencies) offer several programs and engage in promotional activities aimed at supporting and developing exporters.

- [BC Ministry of Agriculture – Market Development](#)
 - The Ministry offers the BC Agrifood and Seafood Market Development Program aimed at further enabling B.C.'s agriculture, food and seafood sectors to increase export sales. This includes support for marketing skills training, market research and strategic planning, as well as participation in international market development activities.
- [Canada Pavilion Program](#)
 - The AAFC Canada Pavilion Program, a key component of markets and trade development, is aimed at making trade show participation easier at the world's premier food and beverage events 'where the world shops'. Trade shows continue to be integral in taking advantage of opportunities arising from market access gains.
- [Canada Brand](#)
 - Agriculture and Agri-food Canada has developed a suite of free tools to help Canadian Agri-food and seafood companies gain a marketing advantage by linking Canada's positive image to their products. These include Canada Brand graphics and a photo library of high-quality images for use in marketing and promotional materials.
- [Export Guarantee Program](#)
 - Export Development Canada (EDC) will provide a risk-sharing guarantee on behalf of program participants to their financial institutions in order to provide firms with access to increased working capital and term financing.
- [Xpansion Loan Program](#)
 - A loan program offered by the Business Development Bank of Canada aimed at companies wishing to expand their market, including export markets. Eligible activities include launching new marketing campaigns, developing new products, obtaining a certification, expanding foreign or domestic markets, and others.

SECTION 7: APPENDICES

APPENDIX 1 – KEY CONTACT INFORMATION

BC Trade and Investment Representatives

Website: <https://www.britishcolumbia.ca/global/trade-and-investment-representatives/europe-london/>

Email: international@gov.bc.ca

London Office

79-91 Aldwych
London, WC2B 4HN
United Kingdom
Tel: + 44 (0) 207 340 8583

Canadian Trade Commissioner Service

Website: www.tradecommissioner.gc.ca/es

Email: espana@international.gc.ca

Madrid Office

Torre Espacio - Paseo de la Castellana, 259D
Madrid, 28046
Spain
Tel: +34 91 382 8400

Barcelona Office

Plaça de Catalunya Nº9 - 1º2ª
Barcelona, 08002
Spain
Tel: (011-34) 93-270-3614

Key Spanish/European Union Agencies

DG SANCO European Commission's DG Health and Food Safety

Directorate-General for Health and Food Safety
European Commission
1049 Bruxelles/Brussel; Belgium

Tel: +32 2 299 11 11

Website: https://ec.europa.eu/info/departments/health-and-food-safety_en

Ministry of Health, Social Services and Equality

Ministerio de Sanidad, Servicios Sociales e Igualdad
Secretaría General de Sanidad y Consumo
Dirección General de Salud Pública, Calidad e Innovación
Subdirección General de Sanidad Exterior - SGSE
Paseo del Prado, 18-20
E-28071 Madrid

Tel: (+34) 901 400 100 / 91 596 10 89 / 91 596 10 90

Website: <http://www.msssi.gob.es/en/home.htm>

Ministry of Agriculture, Food, Fisheries and Environment

Ministerio de Agricultura y Pesca, Alimentación y Medio Ambiente
Secretaría General de Agricultura y Alimentación
Dirección General de Sanidad de la Producción Agraria
Subdirección General de Sanidad e Higiene Animal y Trazabilidad
C/ Almagro 33, 5a planta
E-28010 Madrid

Tel: (+34) 91 347 82 95

Website: <https://www.mapama.gob.es/en/>

Department of Customs and Excise Duties

Ministerio de Hacienda y Administraciones Públicas
Agencia Estatal de la Administración Tributaria - AEAT
Departamento de Aduanas e Impuestos Especiales
Avenida del Llano Castellano, 17
E-28034 Madrid

Tel: (+34) 91 728 94 50 / 91 728 95 02 / 91 728 95 03

Website: <https://www.agenciatributaria.es/>

APPENDIX 2 – KEY PHRASES IN CASTILIAN SPANISH

English	Castilian Spanish	Pronunciation
Hello (casual)	Hola	<i>OH-lah</i>
Good morning	Buenos días	<i>BWEH-nohs THEE-ahs</i>
Good afternoon	Buenas tardes	<i>BWEH-nahs TAHR-thehs</i>
Good evening	Buenas noches	<i>BWEH-nahs NOH-chehs</i>
Goodbye	Adiós	<i>ah-THYOHs</i>
Pleased to meet you	Mucho gusto	<i>MOO-choh GOOS-toh</i>
How are you?	¿Cómo está usted?	<i>KOH-moh ehs-TAH oos-TEHTh?</i>
Fine, thank you	Estoy bien, gracias	<i>ehs-TOY BEE-ehn, grah-THEE-ahs</i>
I understand	Entiendo	<i>ehn-TYEHn-thoh</i>
I don't understand	No entiendo	<i>noh ehn-TYEHn-thoh</i>
Could you repeat that, please?	¿Podría usted repetir eso, por favor?	<i>poh-DRYAH oos-TEHTh reh-peh-TEER EH-soh, pohr fah-BOHR?</i>
Please speak more slowly	¿Podría usted hablar más lento, por favor?	<i>poh-DRYAH oos-TEHTh ah-BLAHR MAHS LEHN-toh, pohr fah-BOHR?</i>
Do you speak English?	¿Habla usted inglés?	<i>AH-blah oos-TEHTh een-GLEHS?</i>
I speak a little...	Hablo un poco...	<i>AH-bloh oon POH-koh</i>
English	Inglés	<i>een-GLEHS</i>
Excuse me (getting attention)	Con permiso/Disculpe	<i>kohn pehr-MEE-soh/this-KOOL-peh</i>
Excuse me (begging pardon)	Perdone/Perdóneme	<i>pehr-THOH-neh/pehr-THOH-neh-meh</i>
Do you accept Canadian dollars?	¿Aceptan dólares canadiense?	<i>ah-THEHP-tahn THOH-lah-rehs kah-nah-THYEHn-seh</i>
Where can I get money changed?	¿Dónde puedo conseguir el dinero para cambiar?	<i>THOHN-theh PWEH-thoh kohn-seh-GEER ehl thee-NEH-roh PAH-rah kahm-BYahr</i>
Where is an automatic teller machine (ATM)?	¿Dónde está un cajero automático?	<i>THOHN-theh ehs-TAH oon kah-KHEH-roh ow-toh-MAH-tee-koh</i>
How much is this?	¿Cuánto es esto?	<i>KWAHN-toh ehs EHS-toh?</i>
Expensive	Caro/Costoso	<i>KAH-roh/kohs-TOH-soh</i>
Cheap	Barato	<i>bah-RAH-toh</i>
I'm sorry	Lo siento	<i>loh SYEHn-toh</i>
Please	Por favor	<i>pohr fah-BOHR</i>
Thank you	Gracias	<i>GRAH-thyahs</i>
You're welcome	De nada	<i>theh NAH-thah</i>
What's your name?	¿Cómo se llama usted?	<i>KOH-moh seh YAH-mah oos-TEHTh?</i>
My name is....	Me llamo...	<i>meh YAH-moh</i>
I'm Canadian	Soy canadiense	<i>soy kah-nah-THYEHn-seh</i>
Yes	Sí	<i>SEE</i>
No	No	<i>noh</i>
Where are the bathrooms?	¿Dónde están los servicios?	<i>THOHN-theh ehs-TAHn lohs sehr-VEE-thyohs</i>
I'm lost	Estoy perdido/dah	<i>EHS-toh ehs OO-nah eh-mehr-KHEHN-thyah</i>
It's an emergency	Esto es una emergencia	<i>EHS-toh ehs OO-nah eh-mehr-KHEHN-thyah</i>