

Our Top 3 EU partners

France, Germany & Spain

**Building
Business
Together**

**East Midlands Conference
Centre (EMCC)
University Park
Nottingham
NG7 2RJ**

**Wednesday 12 March
9.00am - 1.15pm**



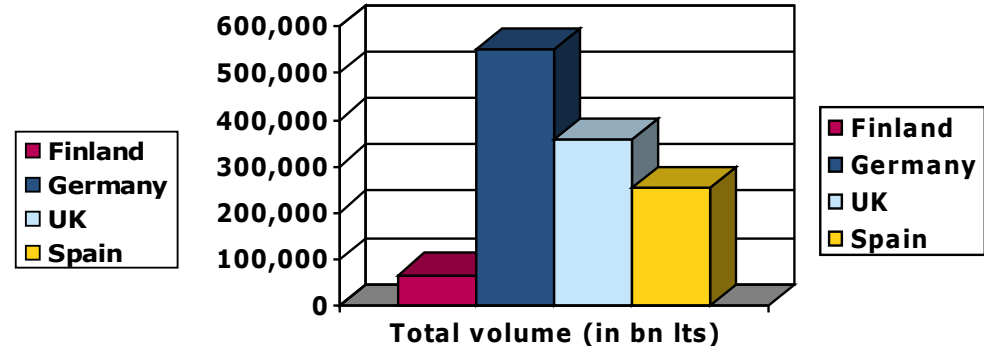
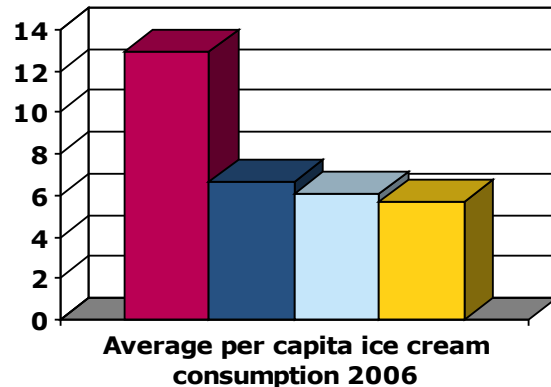
IDENTIFYING your TARGET MARKETS in SPAIN

The Importance of Local Business Culture

**EMITA Conference
12th March 2008**

Understanding the local business environment

- ❑ **Wrong assumptions and misconceptions can damage your overseas strategy**
Examples (what is the best market here?):



(let's face it: it's ice cream!)

- ❑ **Same applies to the leisure marine sector, or inversely to the wind turbine market**

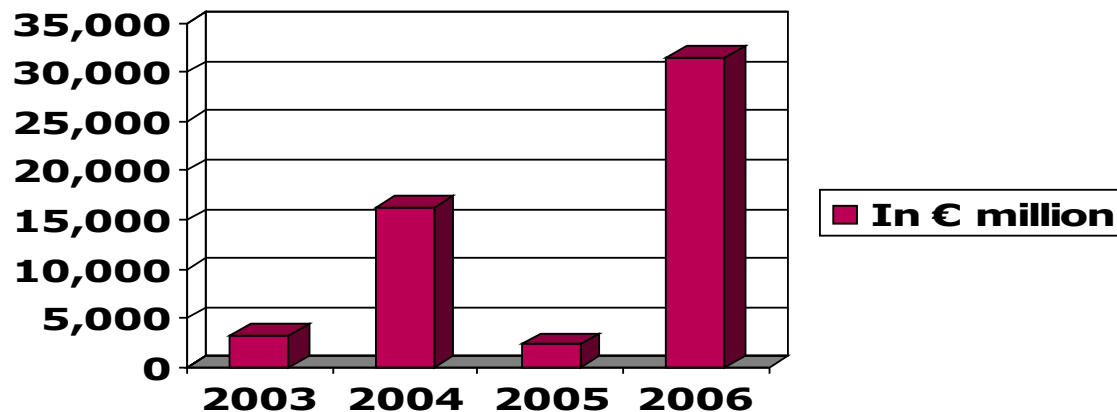
SPAIN vs UK

- ❑ **2½ times the size of UK**
- ❑ **Population 45 million**
- ❑ **UK expat community 750,000 approx (and 16 million British visitors each year!)**
- ❑ **17 autonomous regions (each with its own parliament!)**
- ❑ **Not all regional governments have same devolved competences (some even with own tax regime)**
- ❑ **Agents/distributors often have regional coverage only**



SPAIN & the UK: commercial trade

- ❑ Annual trade worth €13bn each way
- ❑ Automotive, pharma & high-tech sectors rank high
- ❑ Spanish FDI into the UK 2003-2006

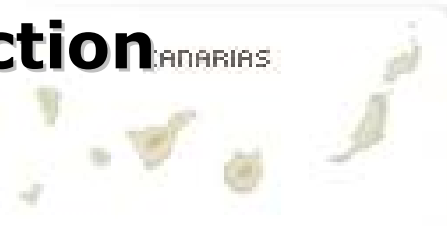


- ❑ British FDI into Spain in 2006: €2bn

SPAIN: a multi-market experience

Regional clusters by sector

- ❑ **Aerospace**
- ❑ **Automotive**
- ❑ **Biotech & Pharma**
- ❑ **Engineering**
- ❑ **Marine**
- ❑ **Metallurgical**
- ❑ **Railways**
- ❑ **Construction**





SPAIN: a multi-market experience

The regions more heavily industrialised



Top tips of business

- ❑ No one plans to fail -they fail to plan!**
- ❑ Always be results driven -make sure the results are specific and measurable**
- ❑ Know who is winning the business your company is losing (price? delivery? image?)**
- ❑ Don't think your best customer is the one who orders the most -it's the one who pays on time!**

Top tips of business

- ❑ Remember you are in business to make profit - not just sales**
- ❑ Understand your customer and why they buy what they do**
- ❑ Remember it costs less to generate business from your existing customers than it does to attract new ones**
- ❑ Marketing is about gaining a customer -not a sale.**

A few more tips (from our overseas perspective...)

- ❑ Always consider the language element**
- ❑ Keep a fluent contact with your overseas agents and/or customers: good communication and personal contact**
- ❑ Be straightforward with your distributors**
- ❑ Try to understand the local business culture and working practices**
- ❑ Demonstrate your commitment (regular visits...)**

UK TRADE & INVESTMENT



Fernando Pons
Trade and Investment Officer
British Embassy
Madrid
fernando.pons@fco.gov.uk
www.uktradeinvest.com

Our Top 3 EU partners

France, Germany & Spain

**Building
Business
Together**

**East Midlands Conference
Centre (EMCC)
University Park
Nottingham
NG7 2RJ**

**Wednesday 12 March
9.00am - 1.15pm**

