

CULTURAL INSIGHTS SEVILLE



a culture crash course every other month, sent right to your inbox!

QUICK FACTS

- Fluid Time**
 Punctuality at meetings is mostly expected and deadlines may be more fluid. In social settings, time is flexible. Geographically, Spain is on the same longitude as the United Kingdom but is one hour ahead on Central European Time (CET), a move made in 1940 by Spain's Dictator, Francisco Franco. This results in a later sunrise and sunset than Spain's CET counterparts, such as Germany.
- Equality**
 Hierarchy, race, age and gender are factors that still determine privilege and power (or lack thereof), however the younger generation tends to seek more equality in society and at work. Romanians, Moroccans and Ecuadorians remain the largest ethnic minority groups in Spain. The country is very much influenced by Christianity, Islam and Judaism, while today 94% identify as Roman Catholic but most Spaniards are non-practicing and secular.
- Collectivism and Relationship Orientation**
 In Spain, group loyalty is strong, but personal achievement is also expected and valued. Business success depends on networking and building longer-term relationships

Sevilla or Seville in English, is the capital of Andalusia. It is home to the world's largest gothic cathedral, **Catedral de Sevilla**, a World Heritage Site.

Andalusia is the birthplace of **Flamenco** and Seville was once the capital of 'Muslim Spain'

When in Seville, eat like the locals! Start with a light breakfast of fresh **Andalusian orange juice** or a small cup of **coffee** and a **churro**. Move on to a mid-morning snack of a **bocadillo serranito** (ham sandwich). On to lunch, which is the most important meal of the day in the mid-afternoon. For **tapas** and an aperitif, try **salmorejo**, a cold tomato soup with a glass of **vino de naranja** (orange wine), finally followed by a light, yet late dinner.

Spanish is the world's second-most spoken native language (after Mandarin).

FUN FACTS

It is best to **avoid the topic of Spain's regionalism**. Spaniards can hold passionate perspectives on the nation's various distinct, strong regional identities, and it can be a sensitive subject to bring up.

Be sure to **never pass the salt** from hand to hand, nor to **spill the salt** and watch out for **Tuesday the 13th!** These are all believed to bring **bad luck**.

Do not take punctuality too seriously. **Schedules serve as guidelines**.



WATCH OUT!
cultural taboos

COMMUNICATION en España



INDIRECT



To preserve harmony Spaniards tend to imply/suggest what is meant and are reluctant to give a direct answer, particularly if negative. The way people interact is determined by the relationship and hierarchical levels. The message is often conveyed not by the words but rather the context around, and understanding a "big picture" is preferred to statistical data.

EMOTIONALLY EXPRESSIVE



Spaniards tend to be very expressive communicators and often use hand gestures while speaking to emphasize the point. Persuasion is accomplished through passionate commitment to one's perspective, not through cold factual logic. Frequently, nonverbal behaviors, such as close physical space when communicating, pat on the shoulder, are used to signal the level of trust and add meaning to the message

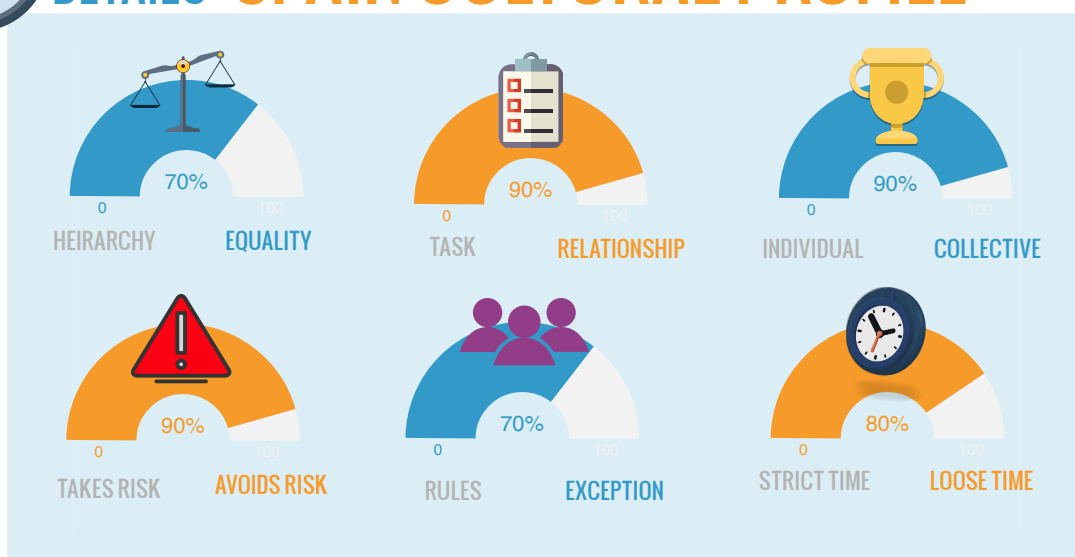
FORMAL



In Spain, interactions are polite and formal. Once trust is established, communication becomes more informal.



THE DETAILS SPAIN CULTURAL PROFILE



Want to learn more? Contact IOR Global Services!

Click to
Email us!