



**BELARUS**

CHAMBER OF COMMERCE  
& INDUSTRY SPAIN



# ONLINE SEMINAR HOW TO ENTER THE SPANISH MARKET





# Seminar Plan

## 01

### **PART 1 UNDERSTANDING THE MARKET (15 min)**

1. Belarusian Chamber of Commerce and Industry in Spain
2. David Figueras - Representative of BelCCI
3. Spain
4. Factors that make a difference
5. Spain in numbers
6. Spanish e-commerce
7. How marketing is organized: traditional vs digital

## 02

### **PART 2 PLANNING FOR SUCCESS IN SPAIN (15 min)**

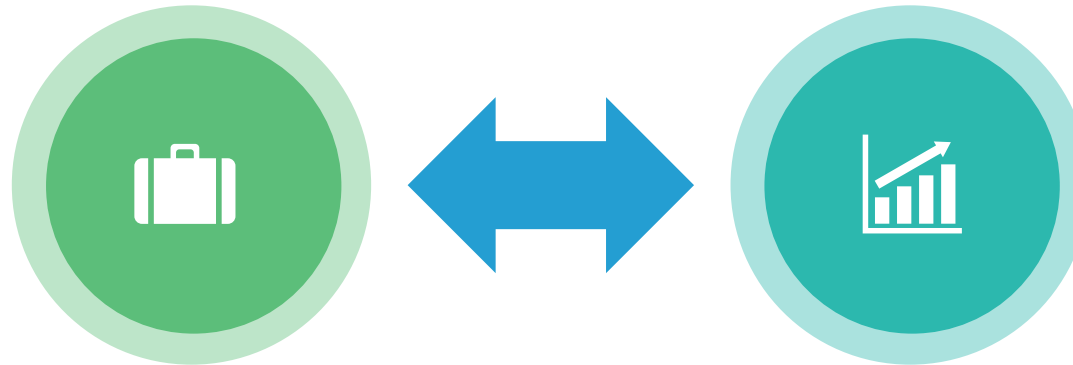
1. Widen your network
2. Challenges during the expansion to Spain
3. The main mistakes
4. How to succeed in a new market?
5. Expand your business with us
6. Q&A

# SEMINAR GOALS

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## DISCOVER

the best way to enter  
the Spanish market  
from a marketing  
perspective



## INCREASE

chances of success  
in your expansion to  
Spain




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“

We form an opinion and defend the  
common interests of companies.



# BELARUS CCI SPAIN

The Belarusian Chamber of Commerce in Spain is a private organisation that provides services to companies and entrepreneurs, helping to rebuild the economic structure and create jobs, as well as performing its function of representing, promoting and defending the common interests of trade, industry, services and shipping, helping to strengthen economic ties between Spain and Belarus.





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# DAVID FIGUERAS

OFFICIAL REPRESENTATIVE

**DAVID FIGUERAS** graduated from the Law School of the Escuela Superior de Administración y Dirección de Empresas (ESADE) in 2005 with a bachelor's degree and a master's degree in Corporate Law and a master's degree in Tax Consultancy and Management.

From 2011 to 2012 he was a representative of the Honduran Consulate in Barcelona. In 2009 he founded SF Abogados, which provides legal and consulting services in Spain and associated countries, with offices in Barcelona, Valencia and Shanghai.

In 2020 he was appointed as official representative of the Belarusian Chamber of Commerce and Industry in Spain. **In 2021 he took the decision to join the Initiative for a Common Economic Space from Lisbon to Vladivostok.**





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## OVERVIEW

In 2019 Spain was the number 14 economy in the world in terms of GDP (current US\$), the number 16 in total exports, the number 15 in total imports, the number 36 economy in terms of GDP per capita (current US\$) and the number 36 most complex economy according to the Economic Complexity Index (ECI).

# Spain

## Automotive Industry

The automotive industry is one of the largest employers in the country. In 2015 Spain was the 8th largest automobile producer country in the world and the 2nd largest car manufacturer in Europe after Germany.

## Agriculture

Citrus fruits, vegetables, cereal grains, olive oil, and wine—Spain's traditional agricultural products—continued to be important since 1980s.

## Energy

In 2010 Spain became the solar power world leader when it overtook the United States with a massive power station plant called La Florida. Spain is also Europe's main producer of wind energy.

## Transport

The Spanish road system is mainly centralized, with six highways connecting Madrid and it has the most extensive high-speed rail network in Europe, and the second-most extensive in the world after China. There are 47 public airports in Spain.

## Tourism

In 2017, Spain was the second most visited country in the world, recording 82 million tourists which marked the fifth consecutive year of record-beating numbers. The headquarters of the World Tourism Organization are located in Madrid.

# Spain

## EXPORTS

The top exports of Spain are Cars (\$34.5B), Refined Petroleum (\$12.3B), Vehicle Parts (\$10.6B), Packaged Medicaments (\$9.95B), and Delivery Trucks (\$6.07B), exporting mostly to France (\$47.4B), Germany (\$34.9B), Portugal (\$25.8B), Italy (\$25.5B), and United Kingdom (\$22.1B). In 2019, Spain was the world's biggest exporter of Citrus (\$3.58B), Pure Olive Oil (\$3.39B), Self-Propelled Rail Transport (\$1.64B), Raw Zinc (\$1.56B), and Iron Blocks (\$1.45B)

## IMPORTS

The top imports of Spain are Crude Petroleum (\$27.8B), Cars (\$21.6B), Vehicle Parts (\$13.2B), Packaged Medicaments (\$10B), and Petroleum Gas (\$8.58B), importing mostly from Germany (\$47.8B), France (\$40.8B), China (\$29.8B), Italy (\$26.7B), and Netherlands (\$16.5B). In 2019, Spain was the world's biggest importer of Locust beans, seaweed, sugar beet, cane, for food (\$96.2M), Chamois Leather (\$29.1M), and Chalk (\$17.9M)

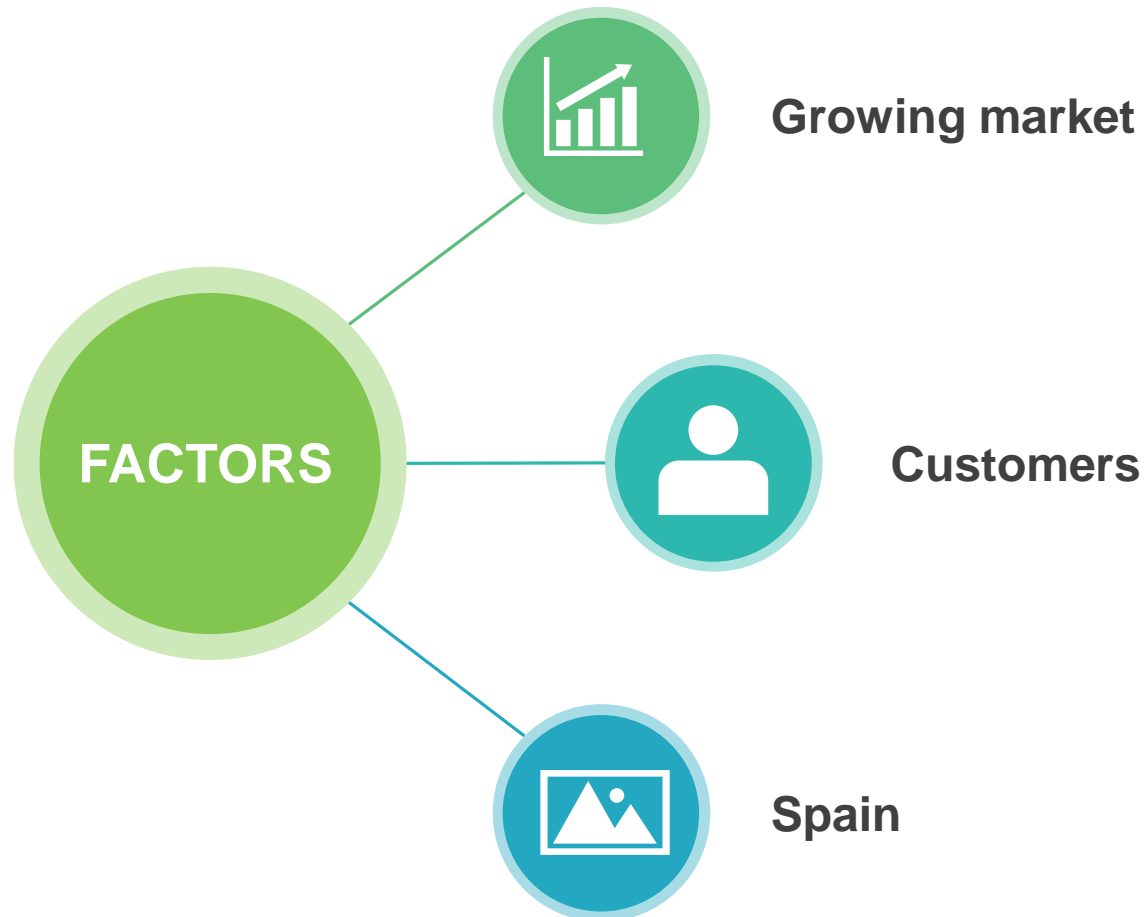
## LOCATION

Spain borders Andorra, France, Morocco, Portugal, and Gibraltar by land and Algeria and Italy by sea.

In **August 2021** Spain exported €20.9B and imported €25.2B, resulting in a negative trade balance of €4.3B.

Between **August 2020 and August 2021** the **exports** of Spain have increased by €3.73B (21.8%) from €17.1B to €20.9B, while **imports** increased by €5.96B (31%) from €19.2B to €25.2B.

# FACTORS THAT MAKE A DIFFERENCE



Spain is one of the top markets in Europe and it is continuously growing. Entering the Spanish market also means opening a door to Latin American countries with more than 600 million inhabitants.

Spanish customers keep increasing its digitalization, shortening its gap that used to be in the last years compared to other countries (COVID had helped). This brings opportunities to international business planning to come to Spain.

Its life quality attracts talent, investments and creates a joint business system that makes a difference.

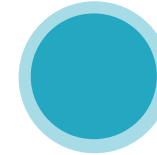


# Spain in Numbers



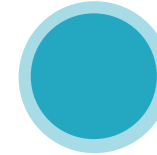
Total Population  
**47.3 million**

Urbanization  
**80%**



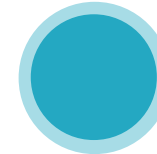
Mobile Phone Connections  
**54.1 million**

Population  
**116%**



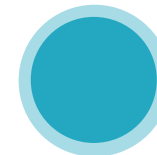
Internet Users  
**42.4 million**

Population  
**91%**



Active Social Media Users  
**29.0 million**

Population  
**62%**



JANUARY 2020

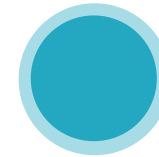
# Spain E-commerce

JANUARY 2020



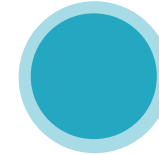
Searched online for a  
product or service to buy

**85%**



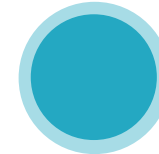
Visited an online retail  
store on the web

**91%**



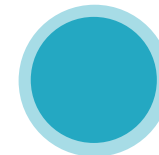
Purchased a product  
online (via any device)

**74%**



Made an online purchase via a  
laptop or desktop computer

**50%**

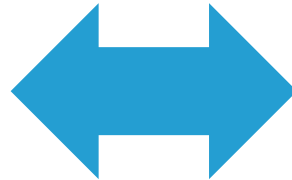
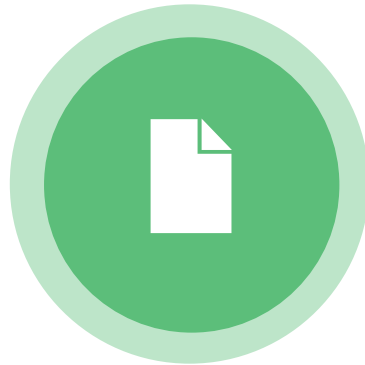


# TRADITIONAL VS DIGITAL MARKETING

For many businesses, reaching the right “marketing” decision is not easy, even though it can make a huge difference in their results.

## TRADITIONAL

- Newspapers and printed advertisement have a much lower volume.
- Radio is not used as much as before
- Physical advertisements were rising, but with COVID-19 everything stopped
- Television is stable, but it is a very expensive channel.



## DIGITAL

- Growing rapidly.
- You can get so many more impressions with a lower investment.
- Easier to set up.
- Easier to track than traditional.
- You can increase the number of touchpoints each person receives.





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# WIDEN YOUR NETWORK



Trade fairs are a great opportunity for you to generate sales, market effectively and expand your network. Exhibiting as an exhibitor means that you will have to spend time and do a lot of work, but the benefits far outweigh the costs.



**FITUR**  
Madrid  
19-23.01.2022



**Alimentaria**  
Barcelona  
04-07.04.2022



**MWC**  
Barcelona  
28-03.03.2022



**FIMI**  
Valencia  
29-30.01.2022



**FIMA**  
Zaragoza  
08-12.02.2022



**Seafood Expo Global**  
Barcelona  
26-30.04.2022



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The Spanish business culture has a number of peculiarities that need to be taken into account.

For instance, 80% of business is conducted in Spanish, and this is a major barrier for foreign companies.


**Belarus Chamber of Commerce and Industry in Spain will help your company to overcome the barriers and to enter the market correctly and competently.**






# Common Mistakes

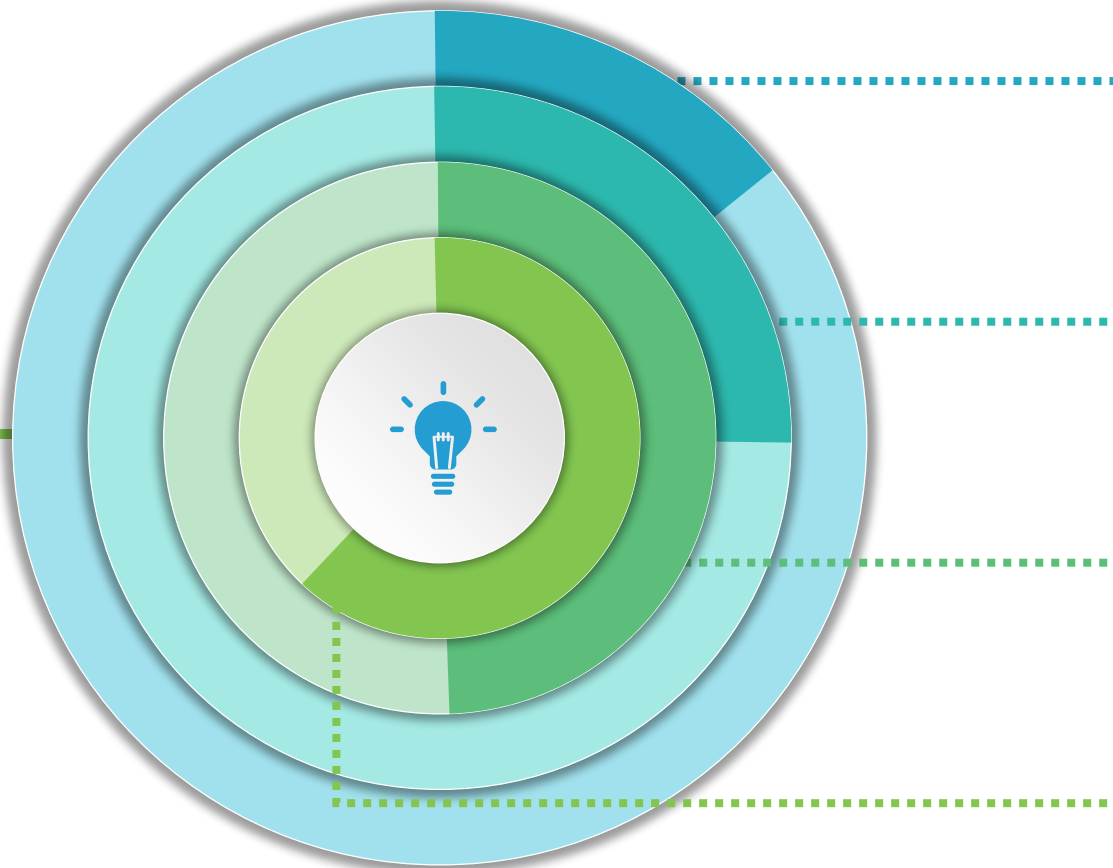
- 1 Unpreparedness and jumping into the market without any knowledge
- 2 Treat the market and the customers in the same way as you would in your home country
- 3 Choosing the wrong market, poor planning or insufficient resources.

 To start or grow a business in Spain, you need a network or experience of the local market.

 Lack of this local network experience can cause your company to lose an incredible amount of resources when entering the Spanish market or even prevent you from doing business in Spain.



# How to succeed in a new market?



## **RESEARCH**

Identify what you need to adapt from your business.

## **CREATE A PLAN**

Based on the research, start testing the hypothesis.

## **EXECUTION & OPTIMIZATION**

Control the results, keep an eye on trends and Optimize.

## **SCALE FURTHER**

Increase the budget and maximize your potential



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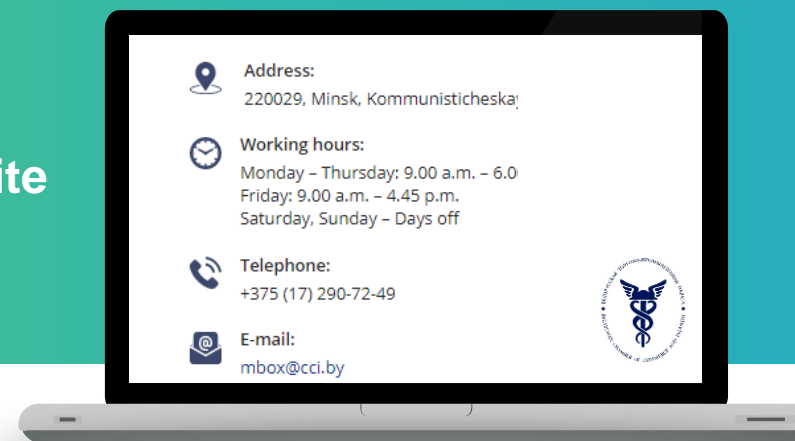
- ✓ We offer a wide range of services that help drive business.
- ✓ Our goal is to make resources available to companies so that they prosper based on responsible management criteria.
- ✓ We work to offer quality accessible services that help small and large companies to be more efficient and win customers in a sustainable way.

**EXPAND YOUR BUSINESS IN SPAIN  
WITH BELARUS CHAMBER OF  
COMMERCE AND INDUSTRY IN SPAIN**

# Contacts



visit our website



y síguenos en las  
redes sociales







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# Q&A

## 01 How to find distributors?

### 1. INDUSTRY ASSOCIATIONS.

If you are considering local manufacturing or if you are looking for local suppliers, the best first step for an entrepreneur is to start with national and local industry associations. They can help you find suppliers and workshops and give you access to contact persons.

- Spanish National Association of Perfumery and Cosmetics: [www.stanpa.com](http://www.stanpa.com);
- Spanish Association of Asphalt Mixture Manufacturers: [asefma.es](http://asefma.es).

### 2. DROPSHIPPING SUPPLIERS.

You can start by taking a look at the B2B marketplace BigBuy ([www.bigbuy.eu](http://www.bigbuy.eu)).

### 3. ONLINE WHOLESALE MARKETPLACES:

SoloStocks.

Online wholesale portal for Spanish suppliers.

Alibaba and Made in China.

Online marketplaces of Chinese wholesalers.

IndiaMart.

Online wholesale portal for Indian wholesalers.

Kompass, TradeKey and GlobalSources.

Online marketplaces of Chinese wholesalers.

## 02 What are the main websites for placing business advertisements in Spain?

Internet searches and social media are the advertising space with the greatest public reach.

1. Google Adwords
2. Bing Ads.
3. Facebook Ads.
4. LinkedIn Ads.
5. Twitter Ads.

There are also free of charge platforms for publishing different kinds of advertisements, for example:

1. Mil anuncios
2. Ebay
3. Vibbo
4. Trovit
5. Locanto y etc.

