

The background of the slide is a close-up, slightly blurred image of the national flags of Spain and South Africa. The Spanish flag, with its characteristic three horizontal stripes of red, yellow, and red, and the national coat of arms, is visible on the left side. The South African flag, with its vibrant geometric design of red, white, blue, green, and yellow, is on the right. A semi-transparent white rectangular box is centered over the flags, containing the title text.

Business Etiquettes

Spain and South Africa



Exchanging Business Cards

Spain

- Two sided card printed in Spanish/English
- Handing the card in Spanish side faces the recipient
- Personal contact plays a vital role

South Africa

- Two sided card printed in South African/English
- Not a common practice
- Exchanging of Business cards is done towards the end of the meeting



Shaking Hands

Spain

- Men usually practiced two-handed shake where the left hand is being placed on the right forearm of the other person
- Men pat each other on shoulder
- Done before meetings

South Africa

- Men will shake hands whenever meeting with foreigners
- “Black African Handshake” (Firm hand shake)
- Do maintain eye contact and with a smile
- Women usually do not shake hands instead they will just nod their heads

Kissing



Spain

- Women practiced to kiss each other on both cheeks starting with the left
- Once relationship is established Men embrace men as a sign of greetings

South Africa

- Man may kiss a woman on cheeks if relationship has been established

Socializing with Business Contacts



Spain

- Prefers to do business with the people they already know
- Usually prefers to have meeting over meals which is most of the time during Lunch
- Inviting to their homes are only for those they have known for a while
- Prefers face to face conversation

South Africa

- Relationships are usually built in the office
- Building business rapport and Personal relationships are essentials



Small Talk Before Meetings

Spain

- Delivers some ice breaker when introducing themselves
- Spending less than 10 minutes to go round the table or office to say their greetings

South Africa

- Discussions and exchanging pleasantries prior to meetings
- Well known as “Business Transactional”, usually spend less when doing personal relationships before conducting business meetings

Accepting Interruptions



Spain

- Interrupted while speaking is not an insulting way yet it means the person is just interested in what you are saying
- Very Casual
- Reviewing details every minute to make sure that everything should be understood before raising concerns

South Africa

- Does not like being interrupted when they are speaking.

Being Formal and Informal



Spain

- Grooming for both Male & Female are essentials
- Business attire is stylish and attractive
- Attractive business accessories are important for both men and women

South Africa

- Conservative but Stylish
- Dark in color suits for Men
- Business suits, formal dress or formal skirts for Women
- Iron clothes and polished shoes are being observed



Punctuality

Spain

- Arrive on time for meetings but expect that others will arrive 15-20 minutes late
- Call at least 30 minutes in advance with explanation if arriving late

South Africa

- Arriving on time and being punctual is practiced
- Making appointment in at least one day advance is important

Humor



Spain

- Friendly
- Cracking Jokes are usual even for formal set up of meetings

South Africa

- Prefers to use metaphorical phrases and sports analogies to share their views
- Meetings usually starts with ice breakers

Giving Presents



Spain

- Like to give chocolates, desserts or a good bottle of wine
- Giving flowers are usually practiced but should be given in odd numbers except thirteen which is considered unlucky
- Presents should be in good quality but not expensive otherwise will be misinterpreted and considered as a bribe

South Africa

- Bouquet Flowers, box of chocolates or a bottle of good South African wine
- Presents are usually opened in front of the giver when received

Being Direct



Spain

- Outspoken and do highly expressed themselves in any conversations

South Africa

- Maintains harmonious working relationships, so they avoid confrontations

Using First Names



Spain

- First names are used between friends and young people
- Family name is commonly used when in business environment

South Africa

- First names are being used instead of person titles to address someone



Conclusion

- It is important to understand business etiquettes of both countries despite the dissimilarities and likeness because it enables firms to be effective, able to collaborate, perform well and be a more diverse workplace environment.

❑ Identical Etiquettes

- ✓ Exchanging Good Quality of Presents
- ✓ Great Sense of Humor
- ✓ Punctuality focused

❑ Conflicts

✓ Accepting Interruptions

South Africans does not prefer to be interrupted when they are speaking whereas *Spanish* practiced interruptions even in the midst of business meetings for immediate clarifications.

✓ Being Direct

South Africans are discreet and avoiding confrontations whilst *Spanish* are tactful and opinionated.



References

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**Thank
You...**



Gracias



Dankie



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