

cheese, soft wheat flour, fruit and vegetables, oils, pork and wine are recognized as "sensitive."

Local Business. Language requirements can prove onerous since Spaniards are less prepared to work in English or French than most other EEC members. Regionalism, a complicated network of business relationships and bureaucratic requirements affecting commercial transactions, encourages the use of a Spanish agent or distributor. To maximize market coverage exporters normally should ensure that their chosen agent or distributor maintains operations in at least Madrid and Barcelona. Personal visits are encouraged in initial stages and on an ongoing basis in keeping with the Spanish practice of emphasizing personal relationships in conducting business.

Trade Fairs. Both Madrid and Barcelona host major annual trade fairs of domestic and international interest particularly in the electronics, agricultural technology, office equipment, auto parts, hospital equipment and security equipment sectors. Other major cities hold important fairs relating to their respective key industries. Spanish businesses use fairs to launch new products, attract new buyers and sustain market presence in the same way as do their European and North American counterparts.

Business Assistance. The Canadian Embassy's commercial staff can provide general market information and initial guidance to market opportunities for specific products. Introductions to potential importers or agents, assistance with market identification visits, advice regarding commercial practices, information on suitable trade fairs, etc., are available from the local and Canada based trade staff. A trade commissioner resident in Barcelona can provide commercial assistance in Catalunya.

The Embassy will provide referrals to service agencies required by Canadian exporters (lawyers, translation, advertising, etc.) on request.

Honorary Consuls. The Embassy maintains consulates in Barcelona, Malaga and Sevilla, where assistance is available from honorary consuls.

Canadian Banks. The Royal Bank of Canada has a branch in Madrid.