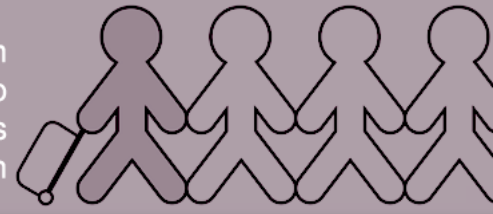


Spain needs one million immigrants before 2010 to cover shortages in its working population



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Postcard from Spain



ISSUE 05

The New World

by Frank Martínez



In 1492, Columbus set sail from Spain "following the light of the sun to leave the old world" (Christopher Columbus). His aim was to find wealth in terms of minerals and agriculture but he neglected the most important thing...the people. Yes, this was how Columbus saw the Indians; not as hospitable hosts, but as "servants" to "do whatever we want."

More than 500 years later, Spain has recovered from the consequences of that discrimination by welcoming more than 3.5 million immigrants into the country. People from all over the world have chosen Spain as their new homeland bringing with them new cultures and charisma. In 1999, the number of immigrants in Spain was 750,000, amounting to 1.9% of the population. 6 years on and the phenomenon has grown at an extraordinary rate and immigrants in Spain now represent over 8.5% of the population.

In 2005, 4 out of 10 jobs in Spain were for immigrants and 63% of jobs created in the whole of Europe were done so in Spain.

CULTURE

What has this meant to the country? Not only are we enjoying better Chinese food (+476% Chinese immigration since 2000), improving our salsa hip movements (+468% Latin Americans since 2000), but we are also indulging in African culture, with Morocco situated at just 13km from our Southern coastline (+493% since 2000). Even the Europeans looking to enjoy the vitality of our climate have taken the decision to make the move. Now, over 128,000 British people have inundated the South Coast of Spain enjoying full residency under the sun.

But it has also meant that Spanish businesses have had to adapt their commercial strategies towards these different cultures. For example, in 2005, 4 billion euros left Spanish banks with immigrant families sending money to their countries of origin.

continued overleaf



USEFUL PHRASES

The most frequent word used by foreigners coming to Spain after "Hola", "Mañana" and "Buenos Días" is "Cerveza", meaning beer.

If you ask for "una cerveza" they will give you a bottle of beer. In order to get a draft beer, ask for "una caña". This will usually get you 6 or 10 ounces. To get a half litre, try saying "Jarra".

You will also get a "tapa" (small snack) with your beer. This tapa will improve with the more beers you ask for.

Spanish to English (pronunciation):
Cerveza - thair-veh-sah
Caña - ka-nya
Tapa - ta-pa
Jarra - ha-ra



CULTURAL QUIZ



Place each Latin country together with their corresponding traditional music. Please email your correct answers to Frank Martinez (frank@profero.com) and the correct responses will be collated from which a winner will be chosen. If your name is picked you will win 2 nights accommodation in a 4 star Parador (converted Monastery/Castle) with breakfast

- | | |
|--------------------|-----------|
| Argentina | Tango |
| Spain | Rumba |
| Dominican Republic | Bachata |
| Cuba | Son |
| Colombia | Ballenato |
| Venezuela | Llanera |
| Puerto Rico | La Bomba |

Over 55 million tourists visit Spain
a year. 29 million are Brits



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By sending an average of 160 euros per month, a lot of families in their countries of origin automatically move from lower to upper middle class status and can afford to pay for online services to keep in touch with their families in Spain. For example, the average salary in the Dominican Republic is 4.000 pesos, with an extra income of 160 euros that amounts to a further 6.000 pesos. With a salary of 10.000 pesos in the Dominican Republic, you're middle class.

The immigrant community use services such as Western Union, or the Internet and telephone outlets to transfer money and keep in contact with their families. Whether it is via the Internet or using mobile phones (according to AIMC*), 34.1% of foreign residents use the Internet; this is 4% higher than the national average. The South American population in Spain top the rank and are the most frequent users of email, messaging applications, as well as photo and video uploading websites.

In comparison to other media, consumption of time spent on the Internet continues to grow amongst this target group, whereas time spent on TV has dropped by 6% and radio by 11%.

This community is also responsible for the growth in mobile phones. Given that most immigrants prefer to flat share and therefore decide not to contract landline communications, their preferred choice is the mobile phone. There are now more than 44 million mobile phones in Spain.

*Asociación para la Investigación de Medios de Comunicación (Media Research Association)

ECONOMICS

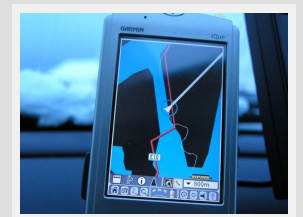
The surge of immigrants to our country has helped the Spanish economy. Whilst the rest of Europe grows at an average of 1.5%, Spain's growth rate in 2005 was 3.4% with a GDP of 866 billion euros. Immigrants have also helped to improve birth rates in Spain, which in 1997 had been the lowest in the history of the country and one of the lowest in the world. In 2005, Social security has also enjoyed profitability, with the flow of immigrants registering and becoming new members of our national insurance structure.

Regarding GDP, Spain now stands at eighth position in the world. Thanks must be extended to immigrants who in the past years have not only contributed diversity to our own culture, but they have also improved and developed our country.

CURRENT CRAZE

In 2005 sales of portable GPS navigating systems in Spain went through the roof, selling over 500,000 units, which is an increase of 264%.

These products are mainly sold before vacation periods like Easter as a huge amount of 20 million Spaniards take to the road in search of relaxation (27 million cars currently in Spain).



UPCOMING EVENT

Sonar

Be sure to check out Sonar this summer (www.sonar.es). The definitive Advanced Music and Multimedia Art Festival is now in its twelfth year and is sure to showcase the most up-to-date development in music as well as cutting edge national and international artists. This 3 day festival takes place in Barcelona and starts on the 15th June 2006, attracting visitors from all over the world!

You never know you might even bump into Frank, Nicola, Wayne and Daniele...

