



Building an Isagenix Business in the

CANARY ISLANDS

Spain

Canary Islands OVERVIEW

- The Canary Islands is 8 hours ahead of Isagenix HQ and is on Western European Time.
- The Isagenix European Office is located in London (UK).
- In 2019 the Canary Islands purchasing power stands at €22,609 (\$24,466) per capita.
- Canary Islands have two capital cities. In 1927 the Autonomous Community was divided in two separate provinces - Santa Cruz de Tenerife and Las Palmas de Gran Canaria. When both provinces were merged, both cities continued to hold the title of capital.
- The Canary Islands currently have a population of just over 2 million with approximately 71.8% between the ages of 15 and 64 years old.
- The Canary Islands have an excellent transport infrastructure. Seven of the eight islands have airports (4 are international) and there are also fast ferries that operate between adjacent islands.
- The economy of Canary Islands is based on tourism (up to 80% of the gross income). The Islands are one of the biggest European exporter of bananas, tomatoes and tobacco.

The **Canary Islands** is an Autonomous Region of Spain located just off the Northwest coast of Africa.



Canary Islands

GETTING TO KNOW THE PEOPLE



BUSINESS ETIQUETTE

- Spaniards always prefer face-to-face meetings.
- In most of situations, greet with a kiss on both cheeks, starting from the left. In some more formal occasions, a hand shake is more appropriate.
- When greeting, use “Señor” for men, “Señora” (married) or “Señorita” (single) for women or their professional title (doctor, professor etc.).



LOCAL MENTALITY

- Do not talk about religion - many Spanish people are very religious and have a strong sense of a religious pride.
- Not all business people can speak English, sometimes it might be required to hire an interpreter.
- Avoid interrupting the afternoon Siesta (usually from 1pm to 4.30pm) - it might be considered rude. Most shops and businesses close for Siesta.

Canary Islands CONSUMER CONCERNS

Unemployment

60%

Economy

29%

Health Care

20%

Corruption & Fraud

17%

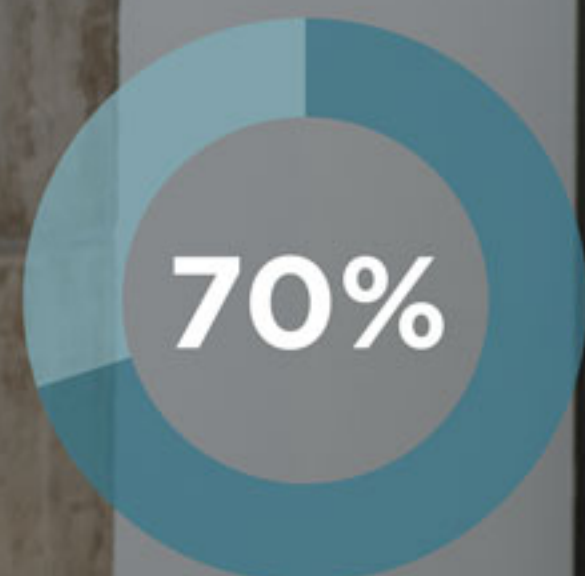
Political Problems In General

17%

Canary Islands COMMUNICATION

CONSUMER SOCIAL MEDIA

FACEBOOK 



INSTAGRAM 



TWITTER 



LINKEDIN 



PINTEREST 



LANGUAGE BASICS

Hola | Hello

Buenos días | Good afternoon

Buenas tardes | Good afternoon

Buenas noches | Good evening

Adiós | Goodbye

Por favor | Please

Gracias | Thank you

Perdóneme | Excuse Me

No entiendo | I don't understand

