



Madrid - City Business Guide

brought to you by SkyTeam

Overview

Madrileños embrace their city's vibrant cultural offerings and make enthusiastic use of its bars and cafés. Life in Madrid takes place in the crowded streets and the noisy cafés, where talking, toasting, and tapa-tasting last long into the night. The first thing you notice here may be the bright blue sky, as immortalized in the paintings of Velasquez. Modern-day Madrid sprawls northward in block after block of dreary, high-rise brick apartment and office buildings. The population of three million is also moving into surrounding villages and new suburbs, creating traffic problems in and around the city. These new quarters and many of Madrid's crumbling old residential neighborhoods may seem unprepossessing, but don't be put off by first impressions. Poised on a plateau 2,120 ft above sea level, Madrid is the highest capital in Europe. It can thus be one of the world's hottest cities in summer, and freezing cold in winter.

Business Etiquette

* Madrid is the nation's business capital. The city sells itself as the prime hub for Latin American-European business and South America's main gateway into Europe.

* Bring business cards with one side printed in English and the other in Spanish.

* Be aware of the importance hierarchy and position play in Spanish business culture. Mainly focus on those who are considered your "equals."

* Do not expect to discuss business at the start of any meeting.

* Remain warm and personal during the negotiations, yet retain your dignity, courtesy, and diplomacy.

* If you are interrupted while talking, do not interpret such behaviour as an insult. As the Spanish participants' interruptions indicate genuine, animated interest in the discussion.

* When addressing others, follow Spanish business protocol by using the formal "usted."

* Be sensitive to regional differences; making misinformed comments about a Spaniard's region of origin is considered a grave insult.

* Handshakes are a standard part of Spanish business protocol.

* Avoid discussing religion and war.

Chamber of Commerce

Madrid Convention Bureau , Tel : +34 91 588 29 00

City Chamber of Commerce , Tel : +34 91 538 35 00

Embassies and Consulates

French Embassy , *Calle de Salustiano Olózaga, 9, 28001 Madrid.* Tel. +34 91 423 89 00

French General Consulate , 10 calle Marqués de la ensanada; Tel : + 34 91 700.78.00. *Permanence consulaire* : Tel.: + 34 / 655 95 44 40 (on week-end)

Mexico Embassy , *Carrera de San Jerónimo, 46, 28014 Madrid.* Tel. +34 913 693 021

Czech Republic Embassy , *avenida Pio XII, 22-24, 28016 Madrid.* Tel. +34 91 353 1880.

United States Embassy , *Serrano, 75, 28006 Madrid.* Tel. +34 91 587 22 00.

Italy Embassy , *Lagasca 98, 28006 Madrid.* Tel. +34 91 423 33 00

Republic of Korea Embassy , *Calle Miguel Angel, 23 ;* Tel 91 310 00 53

Japan Embassy , *Calle Serrano, 109, 28006 Madrid.* Tel. +34 91 590 76 00

German Embassy , *Calle de Fortuny, 8, 28010 Madrid.* Tel. +34 91 557 90 00

Canada Embassy , *Calle de Nuñez de Balboa, 35, 28001 Madrid.* Tel. (34) 914 233 250

United Kingdom Embassy *Paseo de Recoletos, 7/9 ;* Tel.: +34 91 524 97 00

British Consulate General , *Calle del Marqués de la Ensenada 16.* Tel. +34 91 308 53 00

Russian Embassy , *Velázquez, 155, 28002 Madrid.* Tel. +34 915 622 264

Netherlands Embassy , *32, Av. Comandante Franco; Tél: 34 91 353 75 00*

Business Centers

Business centers generally provide a range of services that include secretarial, translation/interpretation, and office services, including computer rentals, audio/visual equipment rentals, cellular phone rentals, copy and printing services, and temporary office space and staff. Most large hotels (some of which may be listed here) also have business centers that offer many of the same services that independent centers provide.

Madrid World Business Center , *Avda del Mediterraneo.* Tel.: +34 914 343 890

Ibercenter , *Gran Vía, 6, 28013 Madrid.* Tel.:+34 91 524 74 00

The Office Holding , *Avenida del Doctor Arce 14, 28002 Madrid.* Tel.: +34 914 110 462

Melia Madrid Princesa Hotel , *Calle Princesa 27, 28008 Madrid.* Tel.:+34 91 541 82 00

Cima Business, Center Palacio de Miraflores , *Planta 2, Carrera de San Jeronimo 15, Madrid 28014.* Tel.:+34 91 454 70 01

Conference and Exhibition Centers

Feria de Madrid (IFEMA) *Parque Ferial Juan Carlos I.* Tel : +34 90 222 15 15

Palacio de Congresos y Exposiciones *Paseo de la Castellana 99.* Tel : +34 91 337 81 00

Palacio Municipal de Congresos Tel : +34 91 722 04 00

Translation Offices

SEPROTEM Tel. :+34 912 048 700

Tridiom Tel. : +34 915 230 258

Eagle language service Tel. : +34 913 993 263

Courier/Messenger Services

Sprinter Mensajeros Tel.: +34 91 381 52 21

Il Postino Express Tel. : +34 91 340 00 78

World Courier Tel.: +34 917 461 010

Internet Connection Place

Madrid is liberally sprinkled with Internet centers.

3W.COM *Tetuan 3,* Tel.: +34 915 220 939

Bits Chips *Cenicientos 8,* Tel.: +34 913 114 052

Cyberia *Chantada 14,* Tel.: +34 917 304 099

Visas & Customs

Nationals and citizens from the EU countries, Norway and Iceland may work in Spain without a visa, but for stays of more than three months they are supposed to apply within the first month for a residence card.

As Spanish customs allowances vary according to the country you are from, it is best to check with the nearest Spanish Embassy or Consulate in your country for the customs regulations that will be applied for your case.

Phone Information

For domestic calls, all phone numbers have nine digits, including the area code.

To make an international call, dial the access code (00), wait for a new dialing tone, then dial the country code, area code and number.

To call Madrid from abroad, dial Spain's country code (34) and follow this with the full nine-digit number.

Emergency Phone Numbers

General emergency (police, fire and ambulance) 112

Police 091

Fire brigade 080

Ambulance 061

Local police 092

Tips and Rules for Use of Phone in Country

There are numerous public phones around the city which use phone cards (tarjetas telefónicas) and/or coins. All these phones can be used for both local and long distance phone calls. Phone cards can be purchased in "estancos" (tobacco shops) or post offices. These come in 6€ and 12.02€ denominations. The main Telefónica office (Gran Vía 30, open 10AM-10PM daily) has telephone cabins, fax and Internet services. The long distance prefix for international numbers is 07. For national numbers outside Madrid, dial 91. Phone centers : Gran Vía, 30. Plaza de Colón, Paseo de Recoletos, 41. Palacio de las comunicaciones, plaza de Cibeles.

Tips and Rules for Use and Rental of Mobile Phones

Spain uses GSM 900/1800, compatible with the rest of Europe and Australia but not with the North American GSM 1900 or the totally different system used in Japan. Those who use GSM phones must check with their home cellular service provider about using it in Spain, and beware of calls routed internationally (very expensive for a "local" call). They can rent a cell phone by calling CellPhone Rental (Tel. : +34 91 547 85 75). It might, however, be worth buying one; many phones from about 60€ operate with prepaid cards.

Money

Spain uses the euro, introduced throughout Europe in 2002. Coins are available in 1, 2, 5, 10 and 50 cents and 1€ and 2€. Notes come in denominations of 5, 10, 20, 50, 100, 200 and 500€ (1\$ = 1.11€).

There should be no problem finding a place to change money in Madrid, in almost all banks, "cajas" or in the many exchange houses in the tourist areas. The latter have the advantage of longer opening hours (some are open 24 /24), but banks, cajas or the American Express office generally offer better exchange rates than the exchange houses. Credit cards are widely accepted in Madrid, except in tapas bars, cheap restaurants and low-budget hotels. VISA is the most widely accepted card, but AMEX and Master Card (Access) are also widely recognized.

Tippling

* **Restaurants** : the law requires that menu prices include service charges, so tipping is a matter of personal choice

* **Bars** : it's common to leave small charge at bar and café tables, about 5% of the drinks price

* **Airport Skycap/Porter** : 1€ per piece of luggage

* **Hotel Bell Desk** : 1€ per piece of luggage

Time Difference

Madrid is on GMT/UTC plus one hour during winter, and GMT/UTC plus two hours during the daylight-saving period from the last Sunday in March to the last Sunday in October. When it's noon in Madrid, it's noon in Paris, 11AM in London, 6AM in New-York.





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VAT & Taxes

All accommodation prices are subject to IVA, the Spanish version of value-added tax, which is 7%. This is often included in the quoted price at cheaper places, but it is rarely the case in more expensive ones. IVA reduced rate : 7%, normal rate : 16%

Voltage

220V, 50Hz. Plugs have two round pins.

Local Transportation

Metro: Madrid's Metro system is cheap, extensive and efficient. Metro stations are indicated by the red, blue and white icon shown here. The metro is made up of ten lines and covers most of the city. Single ticket : 1,10€ (10 travels for 5,2). Metro Information telephone number for the users : 91 552 59 09. The metro runs from 6AM to 1:30AM, after which travellers have to rely on night-buses (called "buhos", meaning owl) or taxis.

Buses: Madrid's extensive bus services include over 150 lines that reach virtually every corner of the city and outskirts. Although the buses tend to take longer to reach their destination than the metro, they have a few distinct advantages: they cover a larger area of the city, you get to see where you're going and they're air-conditioned in the summer.

Taxis: Taxis are plentiful and reasonably priced and drivers are on the whole fairly honest. On busy streets they can be found and flagged down at virtually any time of the day or night. All official taxis are painted white with a red diagonal stripe across the front doors. Make sure the meter is running, otherwise you risk being overcharged. When taking taxis from the airport, train and bus stations, it is advisable to use the official taxi ramps. A green light on the roof means the taxi is available. Taxi telephone numbers : 91 404 12 13 / 91 547 82 00 / 91 405 55 00 / 91 447 51 80 / 91 445 90 08.

Health Info

No specific immunizations are needed to enter Madrid. The worst you can expect is sunburns or dehydration. Spain has reciprocal health agreements with other EU countries. No vaccinations are required for Spain unless you are coming from an infected area.

Climate

Madrid enjoys a continental climate. This is a trifle overstated, but it gets the message across that, at its worst, Madrid can be nastily cold and infernally hot. Madrid is basically a dry city, rain is rare, and high heat levels are often not as oppressive as one might think due to the low humidity, particularly at the beginning of the summer. In July, it's not uncommon for the temperature to reach 40°C (100°F), and in January at night the temperature can drop well below freezing. Madrid is fundamentally a dry city : hot or cold weather is much more bearable than if it were a humid city. For instance, 25°C (77°F) on a dry day in Madrid is a very comfortable temperature. July is the hottest month : the coldest months are December and January, when daily average highs are below 10°C.

Public Holidays

New Year's Day (Año Nuevo) : January 1

Epiphany (Epifanía or Día de los Reyes) : January 6

San José : March 19

Good Thursday (Jueves Santo) : March-April

Good Friday (Viernes Santo) : March-April

Día de Pascua : March-April

Labour Day (Fiesta del Trabajo) : May 1

Fiesta de la Comunidad de Madrid : May 2

San Isidro : May 15

San Antonio : June 13

La Asunción : August 15

Día de la Hispanidad : October 12

Todos los Santos : November 1

Día de la Virgen de Almudena : November 9

Día de la Constitución : December 6

La Inmaculada Concepción : December 8

Christmas (Navidad) : December 25

Where to Eat

Said to be the oldest restaurant in the world, **Botín** first opened its doors below the Plaza Mayor in 1725, and still serves traditional Castilian dishes like the Aranda lamb. **El Amparo** deserves its reputation as one of Madrid's top gourmet restaurants. **La Vaca Veronica** is a refreshing locale, all yellow inside and offering fanciful Mediterranean cuisine, while **Casa Paco** is a classic spot to enjoy regional cooking at quite reasonable prices. Divina **La Cocina** serves its own special brand of Spanish fusion, created by Spanish chef José Luis Castanedo and American Chad Kenyon, in a trendy and refined dining room. The city's young sophisticates meet at **Café Saigon** for an East Asian and Vietnamese diner. In an outlandish decor with trompe l'oeil ceiling, red drapes, gilded mirrors, classical statues and leopard skin chair covers **La Dame Noire**'s menu features French inspired cuisine.

Local Gift Ideas

Madrid is full of interesting nooks to explore. Leather is a good buy. Two classics of Spanish shopping are Lladro porcelain figurines and Majorica pearls.

Leisure Time

If you're not stopping over for very long, you'll probably find that you have more than enough to keep you busy in Madrid's three most important museums: the Prado, Reina Sofia and Thyssen-Bornemisza. These three museums are located near the center, all within walking distance of one another, forming what is known as the "golden triangle." Admission to the Prado Museum and Reina Sofia is free of charge on Saturdays from 2.30PM and Sunday mornings.

But you should not ignore the rest of the city. The small center of Habsburg Madrid, with the grand Plaza Mayor at his heart, and the Parque del Buen are worth a visit.

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