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Conference Paper

Study On Commercial Offer And Services Offered By Non-Eu Citizens

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TITLE: STUDY ON COMMERCIAL OFFER AND SERVICES OFFERED BY NON-EU CITIZENS

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ABSTRACT:

In the last few years, one of the effects of the immigration phenomenon occurred in Spanish cities has been the growing of commercial offer and services with establishments whose owners are non-EU citizens. In this view, and focused on the city of Lleida, this article aims to analyse the socioeconomic profile of the owners of the abovementioned activities, as well as, the characteristics of their customers, and the channels of distribution, location and specialization of their establishments so as to propose ways to improve local commercial fabric.

The methodology of this paper is based on statistical methods. It collects interviews and meetings with experts to gather information on the group under study. It also includes surveys to do an empirical study from a sample of establishments.

First, it carries out a descriptive analysis of variables grouped together under six main blocks: (a) general data on the establishments, such as the number of workers and seniority; (b) specific data, such as facility size or trading activity; (c) technical data such as opening hours, type of customers; (d) owner's personal data, such as genre and nationality; (e) facility data, such as description of its façade and labelling; and (f) other statistically qualitative variables, such as membership or not to traders associations.

Further, there is an in-depth study in the knowledge of differences statistically relevant, such as those observed in the surface area of those establishments according to owner's nationality. This is accomplished by a segmentation analysis, which sets apart two types of activities: trading and services.

Finally, this study puts into practice a multiple correspondence analysis will allow to evaluate establishments with two dimensions. One will reveal patterns of establishments

run by African people, located near the historic centre, and close to each other. The other will show business of the services sector, with a typology of native customers and high geographic dispersion by districts.

At the same time, the cartographic analysis shows the location for the commercial offer and services provided, pointing out areas of the municipality where the clustering of a particular typology of establishments is noticed.

The research shows, on one side, that remarkable differences are found depending on the nationality of the entrepreneur and the type of customers. On the other side, it reveals differences in the location of the establishments, most of them in the historic city centre.

However, it is worth stressing that the integration of economic activities performed by foreigners is viewed as positive. In this sense, there are measures to promote economic activities regardless the nationality of the entrepreneur. Also, initiatives are launched to bolster commercial association, and to facilitate the relationship of this typology of establishments with their geographical environment.

KEY WORDS: commercial offer, services offer, immigration, urban planning.

1. Introduction

Spain had been, until its entrance to the European Union, a country that generated continued emigration towards neighbor countries looking for better working opportunities. Instead, during the last years it became a human force receptor country and Catalonia has not been an exception, having increased the immigration received every year. Ever since and as a consequence of the current economic crisis and the decrease of the working population started in 2008, the incoming fluxes of workers have been progressively decreasing.

At the end of 2009, according to the EPA (Spanish official Survey on Active Population), the Spanish market had 18,645,935 occupied people, from which 13.6% (2,547,249 people) were not Spanish. One can find a significant decrease from the 14.5% (22,886,500) they represented from the whole economy in 2008's last quarter, when the crisis started.

According to the Spanish Social Security data basis, in 2009 the number of contributors was as of 17,916,700 people, 1,877,992 from which were not Spanish. Considering the tax regime, self-employed people made that year a total of 3,213,800 contributors, 6.3%

of them (204,357) from different nationalities but Spanish, this number remains stable to these days through the huge decrease of the economic environment.¹

This information manifests the important role of immigrant participation in the productive system and the negative impact of the crisis over this group. This is believed to be the main reason everyday more immigrants decide to establish their own local stores, either shops or services. This increase of foreign business has lately started its effect on local businesses of our cities. It proposes new dynamics and suggests new challenges on the urban planning. Some neighborhoods and trade centers of our cities find tones of economic activities setting singular places that sometimes may need the application of new specific policies. Difficulties to include these foreign business owners in traditional trade associations and make them participate and take part of them are creating a distance between the foreign and the native communities.

In words of La Caixa Foundation's study signed by Carlota Solé, Sònia Parella and Leonardo Cavalcanti (2007) "Businesses owned by foreigners from outside the European Union are changing the urban and economic context of many cities in Spain and all around Europe. There are different studies as of sociological techniques such as deep interviews about these foreign businessmen and their entrepreneurial initiatives. Studies suggest these activities are related to both the role of these people's own social networks and the determining factors of the economical and institutional society holding them".

Other writers have also studied the effect of foreign stores in different cities. As a precedent we find the studies of American and European researchers from advanced economies (Light, 1972; Body-Gendrot and Ma Mung, 1992; Light and Rosenstein, 1995; Portes and Stepick, 1993; Rath and Kloosterman, 1998; Waldinger, 1996, among others). This topic has also taken Spanish researchers consideration such as: Aramburu Otazu (2005); Arango (2003,2004); Borja (2003), Solé and Parella (2005); De Lucas (2006), Serra (2006), Beltrán, Oso and Ribas (2006), Bastia (2008); García Almirall and others (2008); Fullaondo (2009), Pajares (2007,2008,2009,2010), Parella

¹ Source: Statistical Annual of Employment and Social Security Department (2009) and Statistical Annual of Immigration (2009).

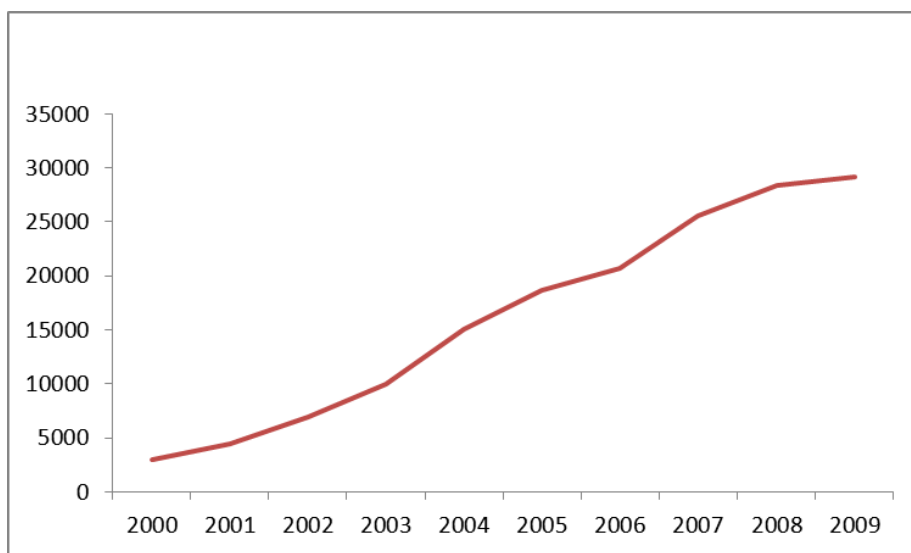
(2010); Garreta, Llevot, Sabaté and Bernad (2010); Gutierrez, Ciocoletto and García Almirall (2011); Carrasco and García (2010).

This study, as of many of others done before, pretends to analyze the businesses owned by people from outside the European Union, throughout the empiric work to provide information about both shops and services with the aim of making a profile of the owner and to distinguish the origin of its clients, focused in the city of Lleida (Catalonia, Spain), to identify its distribution, placement and specialization and to, finally, propose different ways in which the city can improve its coexistence with local businesses.

2.Empiric study

Lleida city, according to the government of the city census, had in 2009 a population of 137,949; 28,392 from which are foreigners. This represents a 21% of the total population of the municipality. Having a look at the evolution of the immigration in the city over the last years [See Graphic 1] a continued increasing tendency is observed which starts at the beginning of the current century. The strongest waves of incoming immigration are observed over the period 2004-2008, and from 2008 on, mainly caused by the economic and financial crisis which goes through the country, new foreigners arrivals are barely observed as so the total number remains almost stable.

Graphic 1. Foreign population of Lleida city (2000-2009)



Source: Lleida census 2009.

As of the census, the geographic distribution the immigrants (percentage of immigrations) mentioned by neighborhoods, those with higher incidence are: Historical center (43%), Rambla Ferran Estació (36%); Príncep de Viana Clot (29%), Mariola (29%), Universitat (23%) and finally, Balafia (21%). The rest of the neighborhoods have a lower percentage than the average of the city.

2.1 Determining of the Sample

Considering the different economic activities owned by the abovementioned foreign self-employers and according to different statistics data basis a relation has been found. This connection has also been analyzed by a field work specifically designed for service establishments. The cross-matching between these sources allowed a higher number of observations considered as the total census for the study.

According to this researched information, in 2010 there were 350 stores owned by self-employers from different nationalities but Spanish: 113 of them were trading shops and 192 were dedicated to services. Those included in the first group were easy to detect and determined, by a simple look at the front of the shops. For the second group this technique was not as useful and as a result, determining those belonging to the services sector was a harder task.

Considering that in Lleida there were 3,349 minor trading shops and 1,115 bars and restaurants, according to *La Caixa Foundation's Economic Annual (2010)*, those owned and carried by foreigners meant that year a 6.76% of them.

Other sources consulted have been: (a) Lleida's Government "Register of Industry and Activities Sectors"², this data bases has an entry for every kind of licenses for business petitions such as new openings, modifications or changes of activities which have to be presented to the city council. This process allowed the detection of other establishments which had not been detected during the field work; (b) Spanish Taxes Agency Data

² Includes registers until 29th November 2010.

Basis, this data bases informs on registrations of IAE (tax on commercial and professional activities) and, allowing finding everyone who is meant to pay taxes to the city for self-activity. It also includes in the list those under different IAE taxes exceptions which make them, temporary, not have to pay them. From 19,899 registers on this second source, foreign NIEs catalogued under trading and services activities were selected for the study.

As a result, from the whole census observed and in order to have an accurate amount of observations to be able to pass through a survey, a sample of 212 establishments from both trading and services was selected. The selection was made through a multi stage sample stratified under selection of the primary units from the sample, different locations of the streets, all of them belonging to none communitarian self-employers. Considering a sampling error for a finite population with a trust level of 95.5% and $p=q=0.5$ of 3.7%. The survey was done by personal interviews at the establishments.

The number of principal variables treated at the questionnaire depended on the type of establishment, 41 variables were taken for trading shops and 26 for services. These variables were put into 6 different groups: (1) General information about the establishment, (2) Specific information about the trading establishment, (3) Technical information about the business, (4) Type of clientele, (5) Other information about the owner or responsible at the store and, (6) External information.

The main studying variables were complemented with other qualitative variables to establish possible increasing awareness actions and promotion campaigns (“Are you part of any trading association? Which one?” Or, “Have you ever promoted your business by advertising it?”).

At the same time, meetings with experts were considered a good option to collect deep quality information about these self-employers. These meetings also allowed the determination of future working thesis to contrast. Some of the main conclusions of the meetings are to remark:

- Meeting with Lleida’s Hospitality Sector Federation: the hospitality sector has been the main area in which foreign investors have always felt comfortable

entering, specially the Asiatic community, as they see hospitality businesses affected by a viability problem as a business opportunity. This group may be accurately separated into two smaller, the first one competing on prices, with very low ones; and the second one offering a 24 hours service. There is a residual amount of stores observed that could be classified as a little third group, under a different strategy, these are offering better services and a better product level than the same stores under their previous owners (better clientele, bigger offer, daily press, etc)

- Meeting with Lleida's University, in order to win scientific information about the different foreigners group's behavior. The Asiatic community usually uses their own funds for the investments. In general, Chinese community has always been very enterprising and, at the same time, very closed. It has also been considered the service vocation, finding it depends on the origin of each community. As an example of the differences, Arabians usually take part on services for their own community while Chinese have a wider sense of services vocation.
- Meeting with the Spanish Confederation of Hospitality Sector: Lleida's hospitality sector's has lately been through the same kind of changes as in many other cities of Spain. The Chinese community has been buying different establishments owned by local self-employers, the operation usually includes an important information transfer becoming the resulting business profitable for two reasons: the kindness and good service when dealing with costumers on the first side and their hard working culture on the other (they work as Spaniards used to do 40 years ago). A new tendency found is the specialized free buffet. These are huge restaurants, between 2,000 and 4,000 m², which have lately opened in every big city of the country. These establishments compete in both, prices and a wide product offer.

2.2. Analyzing the results

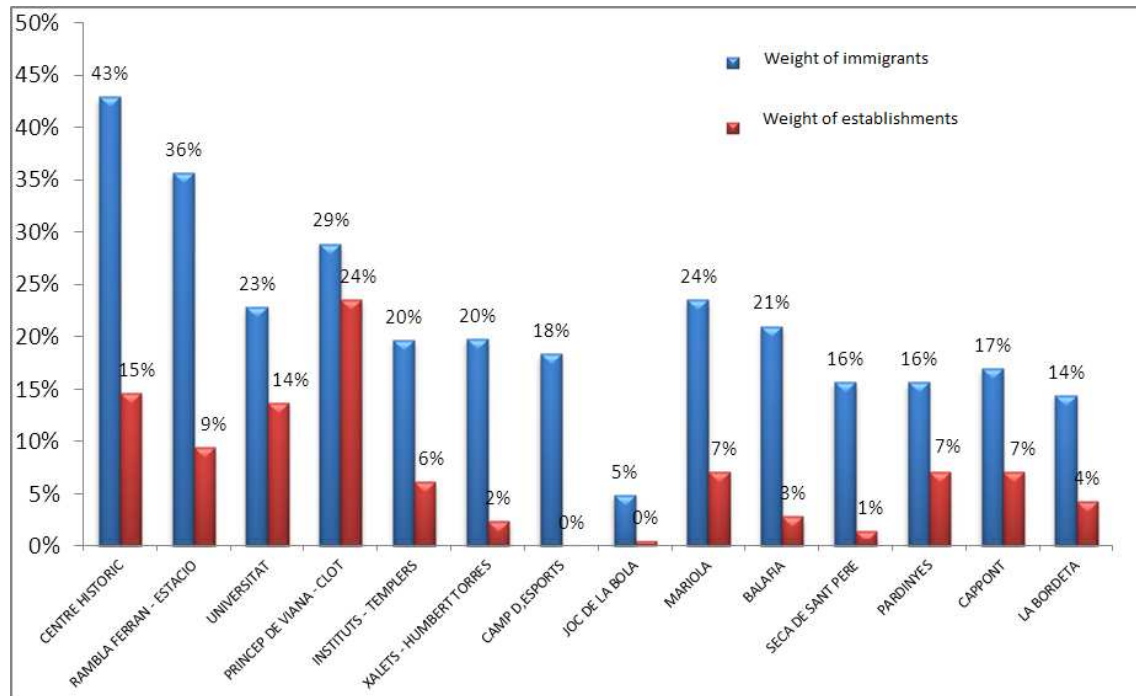
From the statistical analysis of the information obtained from the survey the following studies: in a first place, the one-variable analysis with the frequency tables of all the establishments; secondly, a bi-variable analysis from the global contingency tables and activity segmentation and; finally, the multi-variable analysis. On the other side, with the objective of a more detailed analysis of the variables from the survey, it has also been considered a segmentation of the sample based on the type of activity, services and trading.

The most chosen sector of the mentioned foreign investors is hospitality, which represents a third of their activities followed in a second place by trading activities on daily alimentation, representing a 20.3% of the total and mixed trading with an 18.4%. Telephone kiosks are in forth place on their economic activities as their weight does not arrive to 14%.

The neighborhoods where more services activities owned by foreigners are concentrated are: Príncipe de Viana-Clot (23.3%), Centre Històric (14.6%), Universitat (13.7%) and Rambla Ferran-Estació (9.4%).

The graphic 2 shows a comparison of the percentages of immigrants living in different neighborhoods of Lleida city and the percentages of establishments owned by immigrants over the total amount of establishments from the survey.

Graphic 2. Comparison of the weight of immigrants and the weight of establishments owned by immigrants based on neighborhoods



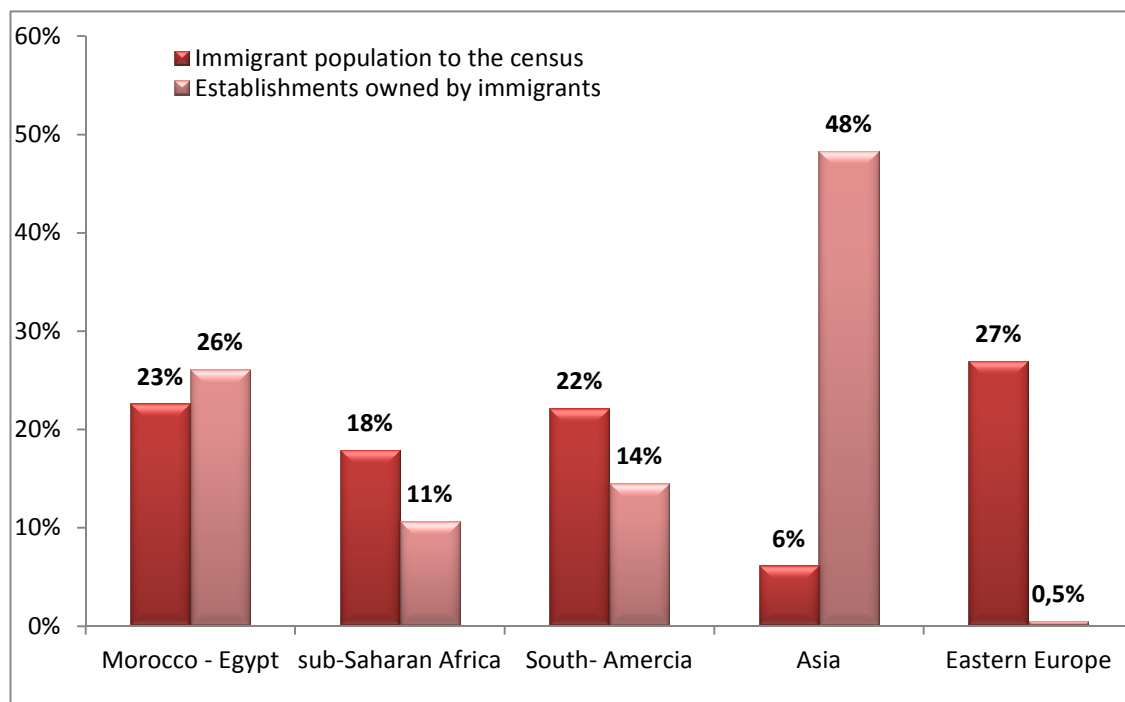
Source: Own elaboration

In Princep de Viana-Clot neighborhood the percentage of foreign population is similar to the percentage of establishment own by foreigners over the total. At the rest of neighborhoods there is there is no connection between these variables. In a 75% of cases, the average size of these activities is smaller than 150 m².

With reference to the nationality of the owners of these establishments there is a big majority of Asians, with a 47.2% (basically Chinese and Pakistani) followed by those from Morocco-Egypt as they represent a 25.5% (mostly Morocco and Algeria) and by South Americans representing a 14.2% (from Colombia, Ecuador and Brazil) From sub-Saharan Africa there is a 10.4% (Nigeria, Senegal and Gambia) while the percentage of eastern Europe countries is very low, only a 0.5% and the main origin country in this case is Turkey.

Graphic 3 compares the percentage of immigrants according to their origin over the total immigrant population and the percentage of establishments owned by immigrants according to their origin over the total amount of establishment from the survey. Asians population in Lleida city is only a 6% but, according to the surveys, their establishments represent a 50% of all owned by immigrants. On the other side, according to the city census, 27% of the immigrant population comes from Eastern Europe but they only own 0,5% of the foreign establishment polled.

Graphic 3. Percentage of immigrant population according to census and survey



Source: Own elaboration

It is necessary to clarify that the census data include Poland and Romania as Eastern Europe countries when this study defines its target as none communitarian immigration. Poland and Romania became members of the European Union in 2004 and 2007 respectively.

The opening of these activities took place over the last 4 years for a 65.6% of the cases, specially o the services activities, transferred from natives to foreigners.

The type of business is a micro business of one worker for more than the half of establishments (53%) and in most cases, the worker is the same person as the self-employer. About a 34% have two workers and businesses with three or more workers mean less than 15%.

About the type of clientele it can be defined, in general, as mixed. About a third percent of the activities address their offer to the needs of both locals and immigrants, a second third are services addressed to immigrants and a final 23% are services focused on the locals demand.

The profile of the foreign self-employer can be defined as a man (65.6%) who has inhabit the country for between 3 and 9 years with his family in the city. This is not he's first job and almost 50% have less than 3 years experience in the sector. One out of three foreign self-employers is convinced he will not go back to he's origin country and a 25% declare it will depend on the circumstances.

Referring to the establishments, 57% of them are between 2 and 5 meters wide and their front aspect is good. The rest of the variables from the questionnaire are about technical information and there are not significant results. Therefore, the global analysis of frequencies is not concluded for this topic.

The multivariable analysis highlights that Africans establishments (Morocco, Egypt and sub-Saharan Africa) have an average lower area (squared meters) than the Asians, as this last community own 92% of the establishments between 151 and 300m² and the 100% of those over 300m².

The Asian community is the most important on mix trading, personal equipment and specially, hospitality while the African community (Morocco, Egypt and sub-Saharan Africa) are focused on daily alimentation, telephone kiosks, salons and aesthetics. Worth to mention about origins and sectors is that the 24% of Asiatic telephone kiosks are exclusively owned by Pakistanis and that the weight of other communities on the hospitality sector is basically from Morocco-Egyptian Kebab stores and South American bars-cafeterias.

The Asian community is dispersed around the different neighborhoods of the city. Instead, Africans (mostly Morocco, Egypt and sub-Saharan Africa) are gathered in Centre Històric and Universitat neighborhoods and they are exclusively the only foreigners found in Rambla Ferran-Estació.

Comparing to other origins there is an exponential growth on the Asian business openings. The rest of nationalities show a continued growth in time, based on the growth of the immigration and according to the increase of daily products supply needs.

The different communities show different vocations towards corporate services. Some of them have a universal vocation while others are focus their offer towards their own community.

- Sub-Saharan Africa: Services to other immigrants, mainly their own community.
- Asia: Services to natives and immigrants from all nationalities. Universal.
- Eastern Europe: Natives and immigrants.
- Morocco-Egypt: Addressed to immigrants. Their exclusive service vocation to their own community is softened by the 25% of both native and foreign clients attended basically by the telephone kiosks.

The 38.5% of the openings took place over the period 2001-2005, period in which bazaars appeared and won market share in the city.

There is a more homogeny distribution found on telephone kiosks, straightly related to the increase of foreign population over the past 10 years.

It is interesting the lack of new hospitality openings between 2006 and 2010, especially on the last two years, as well as the growth of aesthetic and hairdressing shops in this last period.

There is a correlation between the specialization level of the activities and the width of the stores. The activities that need bigger stores (mix trade, hypermarkets and hospitality) have wider front stores. In this sense, it comes to one's attention that

telephone kiosks, which do not have any product exposition, have a width of 2 to 5 meters. They usually use the front expositors for advertising of their communications.

There is a low participation of women in this group. Men are majority in every sector of both trading and services. The only exception is the aesthetic and hairdressing which is equally divided on both genders.

An observation during the field work in many hospitality activities, especially bars and cafeterias, was that the person in charge of the place, responsible or at least the one behind the desk was a woman, even when the numbers confirm they were property of men.

There is also a connection between the years of residence and the activities in which foreigners get involved. Those owners of hospitality and daily alimentation stores are those who have inhabited longer in out city and those dedicated to mix trading, hairdressing and aesthetics are the newer residents.

The bigger stores are found on mix trading and hospitality activities. These also need a higher amount of workers, especially on restaurants, the only sub-sector with more than 5 workers. On the other side, telephone kiosks and hairdressings are uni-personal activities.

As well as the high positive correlation between the width of the front and the size of the store, it is also found that activities that need bigger stores (mix trade, hypermarkets and hospitality) also have wider fronts.

Mix trading activities are the most frequent in the big stores interval (over 151m²). On the other side, daily supplies and alimentation (65% of proximity trade) are frequently settled in much smaller stores and none of them is bigger than 50m².

A consideration to remark is that most of the hospitality businesses of the sample were bars and restaurants owned by locals when the bigger hospitality establishments are Asian restaurants and free buffets.

The analysis of the sample divided in establishment typologies allowed a more detailed analysis considering, in first place, **the service segment**.

With contingency tables it is confirmed that bigger establishments are from the Asian community. The most frequent size of the establishments is between 50 and 150 meters, where 35.2% are Asians, followed by a 15.2% of Morocco-Egypt origin establishment and the same percentage whose origin is South American.

Most of the services businesses are focused on hospitality, 38.1% are owned by Asians, 11.4% by South Americans and 10.5% from Morocco-Egypt. The second most important activity in this segment is telephone kiosks, whose owners are mainly from Morocco-Egypt (11.4%).

With reference to the nationality and the neighborhood where the establishment is located, the highest percentage is in Príncep de Viana-Clot area, where services owned by Asians dominate with a 15.2% followed by those owned by South Americans (7.6%). In Universitat, Centre Històric and Rambla Ferran-Estació neighborhoods instead, the most frequent origin of services is Morocco-Egypt. There are some categories with only a few cases, therefore, they are not significant.

When it comes to analyze the year of the opening of the establishments, the older businesses find their origin in Morocco-Egypt. The most frequent age is between 1 and 5 years, highlighting Asians services (39%) and those from Morocco-Egypt (16.2%). Also, considering the main activity, the oldest are telephone kiosks and restaurants.

Analyzing the origin of the clientele, more than half of the establishments have a universal vocation (native and foreign clients). Also, an 8.6% of them are only addressed to foreigners, owned by Moroccan, and also, others prefer a native clientele, 16.2% owned by Asians.

Hospitality establishment have wider fronts (17.1%) the most frequent width is between 2 and 5 meters and into this width segment, the most frequent establishments are hospitality and telephone kiosks.

Three of every four establishments from the sample are owned by men and most of them are dedicated to hospitality (42.9%) One quarter are owned by women and are also dedicated to hospitality (20%).

The main activity of the establishments of foreign owners who have lived in Catalonia for more than 10 years is telephone kiosks. For hospitality establishments, owners have usually lived here during 3 to 9 years (34.1%).

Considering activity for each neighborhood, in Príncipe de Viana-Clot, Universitat, Capponet and Pardinyes there are a big amount of hospitality establishments while in Príncipe de Viana-Clot and Centre Històric there are a bigger percentage of telephone kiosks.

In relation to the number of workers, those dedicated to hospitality need more workers, mostly telephone kiosks (26%) and hospitality (50%).

Comparing establishment by their area and width of the front, the most normal dimension is between 50 and 150 m² and between 2 and 5m of front (41.9%). More than half of these establishment have 1 or 2 workers (58%). There are only 2 establishments with more than 5 workers and they are both in the 150-300 m² segment.

In a deeper analysis of the 107 establishment of the **trading segment** considering the variables area and nationality, the conclusions are similar to the services segment as Asians have the bigger shops, between 151-300 m² (30%) and also the ones bigger than 300 m² (9%).

Taking trading as the main activity, mix trading and personal equipment are, in 40% of the cases, from Asian owners. On the other side, home's equipment and daily alimentation are usually Moroccan activities (20%). There are some categories with only a few cases, therefore, they are not significant.

About the localization, the Asian establishments are spread all around the city but others such as Moroccans are more located in Centre Històric, Príncipe de Viana and Rambla Ferran-Estació neighborhoods. In Centre Històric, Príncipe de Viana and Universitat there are a lot of personal equipment stores and daily alimentation shops.

The older establishments by nationality are Asians and Moroccans even when 60% of them opened during the last 5 years.

Comparing the type of clientele, Moroccan establishments tend to supply foreign population (20%) and Asian shops are more addressed to native clients (also in a 20%).

Analyzing the main activity according the year when they opened, mix trading are older stores, and the newer are those dedicated to daily alimentation (26.2%).

As a result, the survey confirms that mix trading activities are set in wider front establishments while daily alimentation establishments front width is around a third part, between 2 and 5 meters.

The numbers reveal that owners are men in a 59% of cases and they dominate mainly every trading sector.

The results show that those who have lived here longer have house equipment and daily alimentation stores and the last to immigrate are dedicated to personal equipment.

As per dimension, the establishments that require more workers are those on mix trading and the lower requirement comes from daily alimentation shops.

Considering trading sub-activities per neighborhoods there is a concentration of personal equipment shops in Centre Històric, where 10.3% of the establishments are located. In Príncep de Viana, the most frequent trading activity is daily alimentation (10.3%).

From the contingency table is deducted that 26.17% of the clientele of daily alimentation stores is foreigner. Instead, in mix trading and bazaar, 14% of it is local.

As all the variables are multiple-qualitative, in order to make a **multivariable analysis**, a multiple correspondences analysis technique has been used.

The variables taken in this analysis are: Main activity, Nationality, Type of Clientele, Neighborhood, Area, Opening year and Years of residence of the owner.

The starting point is the data matrix and the search of relation between the variables. The results allowed to position the variables in two dimensions and therefore, to characterized the analyzed establishments.

DIMENSION	CRONBACH'S ALPHA
1	0.805
2	0.728
Total average	0.770

Both dimensions are almost equally important as their eigenvalues are very near to each other with a soft domination of the first eigenvalue. The discrimination measures for each variable and dimension confirm that the variables Nationality and Area are more connected in the first dimension, as they have a higher contribution in the first axis, the variable Type of Clientele is more important in the second dimension.

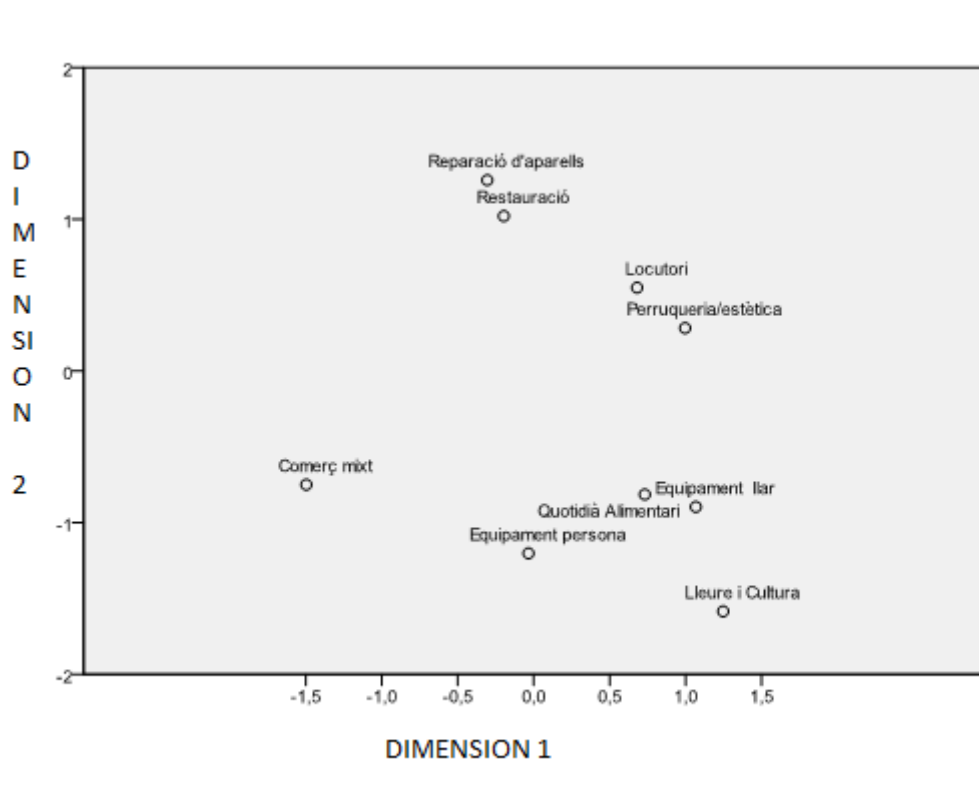
The variable Main Activity is represented in both dimensions and the variables Opening Year and Years of Residence which are near to the origin do not discriminate in any of both dimensions.

Discrimination measures

	Dimension		Average
	1	2	
Main Activity	,696	,771	,734
Type of Frequent Clientele	,596	,754	,675
Neighborhood	,386	,261	,323
Nationality	,677	,165	,421
Years of Residence	,172	,021	,097
Opening Year	,021	,231	,126
Area (m ²)	,676	,458	,567
Total	3,223	2,661	2,942

The graphics of the discrimination measures completes the analysis of the table. It shows in two dimensions the placement of the variable Activity, the main variable in the explicative variables ranking. The variables Type of Clientele, Nationality and Area are also considered explicative.

Graphic 4. Main Activities Tagged



The positioning map shows the categories tagged and the two axes factorial plane shows there is a clear difference between trading and services businesses.

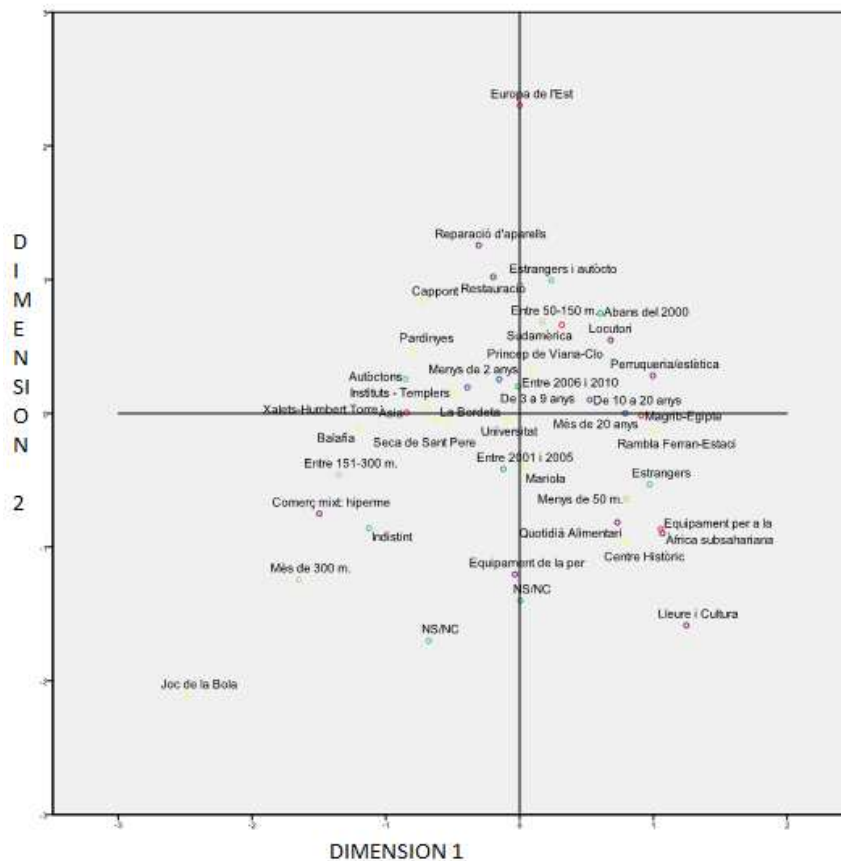
The first dimension relates positively the foreign categories with proximity trading (daily alimentation) towards Centre Històric and Rambla Ferran-Estació neighborhoods. The dominating nationality is the African (Morocco, Egypt and sub-Saharan Africa).

The second dimension relates positively the services sector (hospitality) with a local clientele and with establishments opened for more than 2 years.

Both dimensions relate negatively telephone kiosks and hairdressing and aesthetic shops with their clientele, both natives and immigrants, these last from South America.

In both dimensions there's also a negative relation between Asian mix trading with indifferent clientele and big stores.

Graphic 5. Assembly Diagram



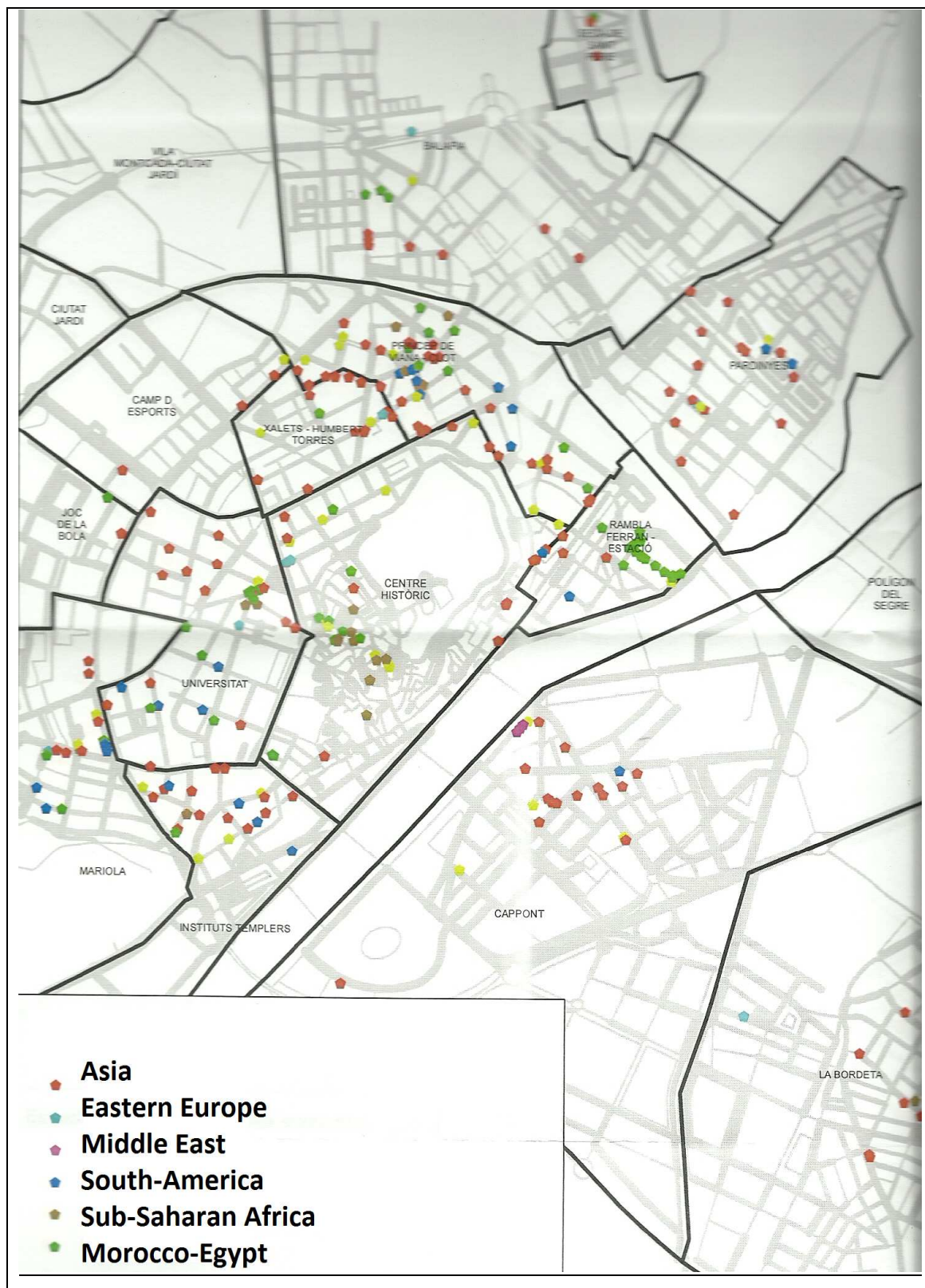
3. Cartographic analysis

According to the cartographic analysis, the distribution of the trading supply and services of the immigrants is completely introduced in the urban net, especially in the consolidated and urbanized areas. Around the new residential neighborhoods of the city, such as Balàfia, Pardinyes, Bordeta, Cappont and Ciutat Jardí neighborhoods, foreign owner's establishments are very rarely found. Trading activities are gathered in the axes while services have a much more homogeneous distribution over all the neighborhoods.

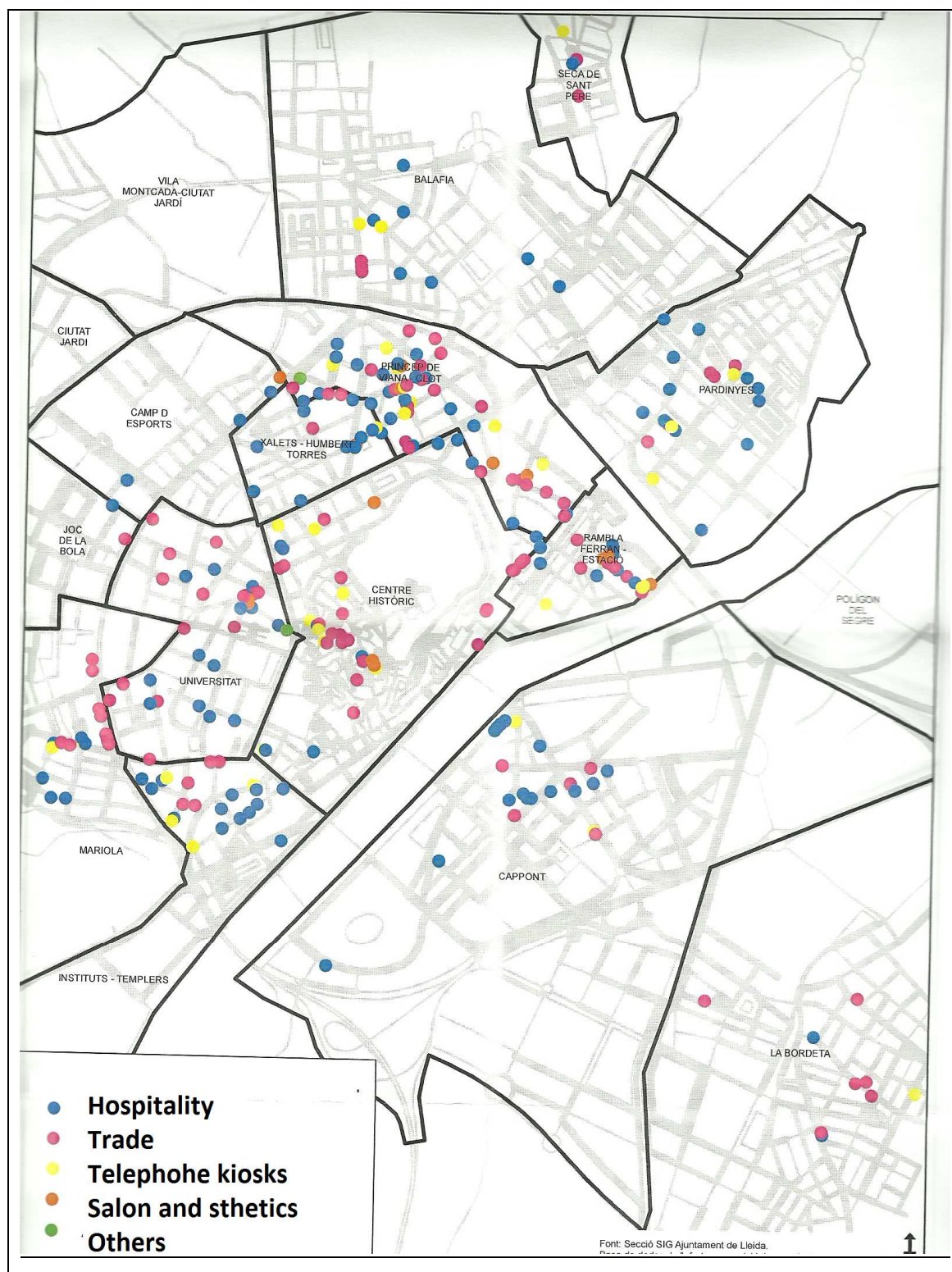
There are different nationalities focuses per areas. Morocco-Egypt community is gathered mainly in Rambla Ferran-Estació, Centre Històric and one area of Príncep de Viana-Clot and Universitat. This community coexists in many areas with those from sub-Saharan Africa. The Asian community is dispersed around all the neighborhoods.

Sud-Americans are mainly settled in Príncep de Viana-Clot, Universitat, Mariola and Instituts-Templers. In the rest of areas there is an insignificant activity from this community.

Map 1. Trading and Services Establishments owned by foreigners Location by Nationalities. Year 2010.



Map 2. Trading and Services Establishments owned by foreigners Location by Activity Sector. Year 2010.



The most frequent activities such as hospitality, trading and telephone kiosks are very dispersed around all the neighborhoods of the city. On the other hand, hairdressings and aesthetic stores do not have a uniform distribution. This activity is mainly settled in the neighborhoods with higher concentration of foreign population, which are Príncep de Viana-Clot, Centre històric and Rambla Ferran-Estació.

The distribution of trading activities, mainly daily alimentation, shows a much defined concentration by neighborhoods and areas.

Personal equipment instead, is only found around the influence area of the trading axis.

House's equipment activities are mainly located in three neighborhoods: Rambla Ferran-Estació, Princep de Viana – Clot and the residential area Humbert Torres.

Mix trading sector is the most dispersed around the city and, curiously, they are frequently located in the same area of the neighborhood, very near to each other.

Service activities dispersion is mainly explained by hospitality activities, the most frequent of the group with a clear universal service vocation.

Telephone kiosks are found in all neighborhoods with the only exception of Universitat (where there is none) even when there are many in borders of the area, especially in Centre Històric and Instituts –Templers.

4. Conclusions

This study, using sociologic techniques such as interviews and surveys, tries to make a profile of the entrepreneurial initiatives of the immigrant community of Lleida, distinguishing them by sectors, considering trading and services sectors. Most of their economic activities are uni-personal, not including other paid workers even considering the opening during the last months of many free buffets which do have a huge capability to create new jobs for both, foreigners and locals.

As a general conclusion, the main target of these activities is, as well, foreign population even when the economic situation benefited the increase of native clientele as they mainly compete in lower prices in daily alimentation. No kind of correlation has

been found between the type of activity and the residence neighborhood even though there are some areas with a high concentration of shops with a specific service vocation to supply the needs of their own community-nationality, especially Rambla Ferran-Estació neighborhood. Also to be mentioned is the increased aesthetic westernization of Asian establishment, especially middle size personal equipment shops (clothing and accessories) in detriment of the bazaars, and placed in high density population areas with good communications.

With reference to services, the dominant activity is hospitality, followed by telephone kiosks and hairdressing and aesthetics. Generally, they own bars and restaurants bought from natives without any gap in the service as consequence of the transfer, keeping the clientele and the same offer and image. There also native clientele in hairdressing businesses as they offer a very low price on the service. Moroccans establishments are, generally, exclusively focused on their own community. Instead, Moroccans and Pakistanis Kebabs stand out per their great success between young costumers due to, in part, their low price and the adapted aesthetic to the current occidental style.

It is also a fact that a big part of the immigrant community supply is from the native offer, even from street trade markets as the ratio of foreign establishments every 1,000 people is 3.97, much lower than the average of the city which is 19.3 (according to Lleida's Trading Atlas 2005).

Even though the implantation of bazaars in Lleida generated great expectations for their huge stores and their possible impact in trading of the area, there is a general agreement in the sense that the integration of the immigrants' economic activities is positive. Years later, these stores are part of the trading front of every hub of activity of the city while it means going deeper in a general trading model able to integrate and promote every economic activity regardless of their investor nationality. In this sense it is necessary to: (a) promote trading revitalization in those areas with a high concentration of foreign activity; (b) establish permanent communicational platforms between the local government and the immigrant community; (c) the government should work on ending the wrong "urban legend" claiming that these establishments do not accomplish the local regulations and they have taxes privileges different to the local investors; (d) try to

guide the foreign owners to a universal clientele to avoid ethnical orientation; (e) promote new cultural and economic associations to guide and encourage the interrelation of all their members; (f) promote sensitization conferences at the neighborhoods about coexistence and; (g) promote linguistic and professional studies for all the communities involved, especially the Asian and African.

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