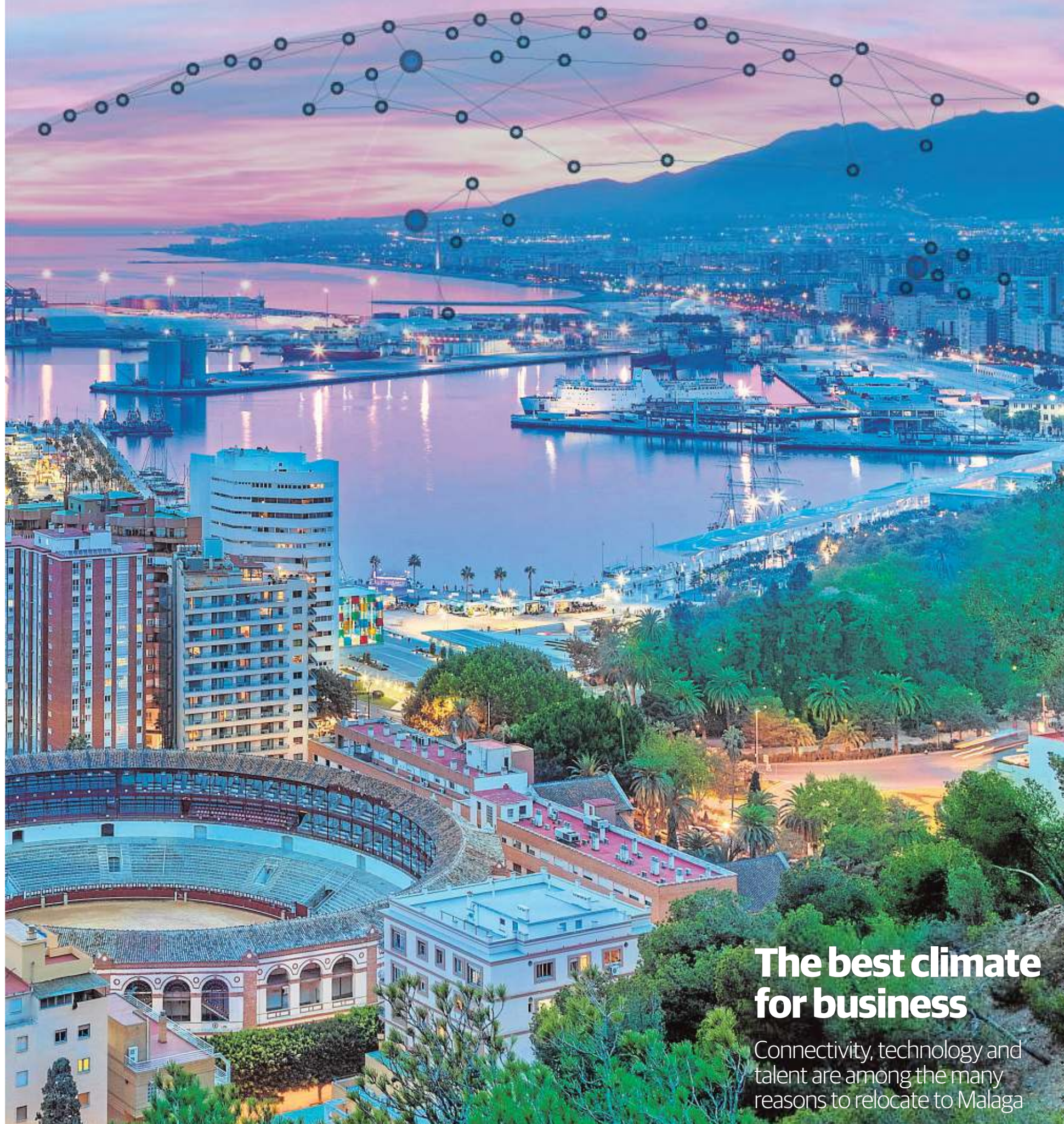


GOING GLOBAL MALAGA



**The best climate
for business**

Connectivity, technology and
talent are among the many
reasons to relocate to Malaga

MAYOR OF MALAGA
FRANCISCO DE LA TORRE

INNOVATIVE MALAGA ATTRACTS MULTINATIONAL COMPANIES

The cities of London and Malaga have for many years enjoyed a close relationship which is enhanced by the excellent communications that connect us and also, without a doubt, by the natural attraction our region has always had for the people of the United Kingdom.

For our part, on the road to making ourselves even more attractive as a destination for holiday and residential tourism, we have also incorporated the features that are necessary to establish Malaga as a place in which to do business, a city which is attractive to live in and for work, and for collaborating in an economy with sustainable and sustained growth.

All this has been possible thanks to the work carried out in the past 20 years by a foundation called the Fundación Ciedes; this was set up by the council to provide the city with strategic plans which would put us on the map of culture, tourism, technology and innovation, implementing them through the vibrant activity of our university, the development of the Technology Park and international promotion of the Malaga Valley brand.

We know that Malaga is a city which is well-known to British people and valued by them, and to this natural friendship we want to add the qualities necessary for it to be seen as a place in which to invest, especially in the spheres of technology, culture and innovation, and also by the United Kingdom's companies in the world of finance and insurance.

In the city of Malaga, we have shown in recent years that we have the best qualities to attract companies, with very advantageous conditions. This is not only because of our climate and our excellent communications with Europe and the world in general, plus our geostrategic situation, but also because doing business in Malaga can result in important cost savings for the companies who want to benefit from being positioned in the European Union.

In addition to these advantages there are other attractions, such as communications, top class cultural and museum facilities, quality services and international schools for the children of employees, as well as the best conditions for water sports, golf and skiing.

From a business perspective, Malaga is one of the most active places in the context of Andalucía and Spain, with an important number of new companies having been formed in the past year: 8.1 per cent more than the regional and national average, and with a low number of company dissolutions.

On an economic level, the province of Malaga is one of those in which GDP has grown the most since the year 2000, the third province in Spain in terms of growth, and its rate of growth is higher than that registered for Andalucía as a whole.

Among its productive network the city already has multinational companies such as Oracle, Accenture, TDK, Ericsson and Huawei, among other prestigious names, and this gives the economy of

Malaga an international character as well as a high degree of openness to the world.

The University of Malaga is one of the vertices of the 'Productive Triangle of the City of Malaga', and it is totally linked to the development of the city through a continual flow of ideas, professionals and technology.

The university campus is more than two million square metres in size, with over 36,500 students and more than 2,300 professors; among its departments there are more than 300 research groups, and its strategic objectives include internationalisation through agreements with foreign universities and companies from other countries.

The city of Malaga also has an 'Oficina Municipal de Atracción de Inversiones', an office created by the council to help international companies that set up or want to set up offices in Malaga.

Its objectives include organising business visits to the city; supplying economic data about the business environment; putting the newcomers in contact with the principal companies and possible partners in local premises; identifying financial incentives, grants and loans from local, regional and European institutions; introducing risk capital investors and business angels; guiding them through the process of creating a business; helping them to find land and/or office space; authorising building permits and opening licences; helping with housing, public services, international education, Spanish registry and personal taxes through a 'soft landing' service; and providing information about cultural activities, leisure events and general knowledge about the city thanks to its 'after-care' initiative.

At present the city is involved in new urban renewal projects to make progress in environmental sustainability, developing spaces which generate new hubs in Malaga, combining extensive green areas for people to enjoy with quality buildings which can house powerful companies that are interested in new locations in Europe, and all of this is beside the sea and with good complementary services and cultural facilities.

A conference was held in Malaga recently to analyse Brexit as a challenge and an opportunity for the local economy. It was organised by the council, with the support of the British Chamber of Commerce in Spain. This was an exceptional opportunity for us to make our objectives known, because we share the sentiments expressed by Lesley Batchelor, director of the Institute of Export in the United Kingdom (IOE), who said that London, as one of the principal financial driving forces in the world, needs friends who think of Brexit as an opportunity.

I am fully confident that Malaga is going to come as a surprise once again because of the possibilities it offers to British investors and with the new openings made accessible by Brexit. For that reason I invite you to come and see us, learn more about us and think about Malaga as an interesting place in which to live and to invest.

A PLACE WHERE YOU CAN REALLY ENJOY DOING BUSINESS

Malaga airport leads to more than just the beach: discover this fast-growing technology hub in a city charged with culture and innovation

Malaga has many reasons to become the place to establish your business. But it's not just an ideal business location - it holds the key to a whole new way of life, with sunshine, facilities and international infrastructure, all just two and a half hours from London and major European cities.

ENJOY

Malaga is a city to enjoy. Here are some of the qualities that make it one of the top ten cities in Europe with the best quality of life according to the latest European Commission Eurobarometer (February 2016):

Climate

On the shores of the Mediterranean Sea, Malaga enjoys 2,900 hours of sunshine per year and mild temperatures year round, which is ideal to experience everything that the city offers at any time and in any season.

History

The historical heritage of Malaga begins in the time of the Phoenicians. Roman, Arab and other cultures have left their mark on the city and transformed it into an open air museum.

Leisure and Culture

More than 35 museums among which you will find the Picasso Museum, the Carmen Thyssen Museum, the Pompidou Centre of Malaga and the Centre for Contemporary Art.

Large theatres and concert halls where you can enjoy live music and the famous Spanish Film Festival of Malaga are some of the ingredients that make Malaga a vibrant city.

YOUR

Malaga is a city for you and yours: in it you will find everything you need to live comfortably.

Multiculturalism

The city has a large population of foreign residents. Both its companies and its educational centres encourage people from all over the world to settle in the city.

Integration

Malaga is an open city. Its people are always ready to welcome foreigners and make them feel at home.

Education

Bilingual schools, Spanish institutes, universities and many other educational centres, both public and private, ensure access to quality education.

Transport

Everything is close in Malaga. From the centre it is an easy walk to most of the important points of the city. In addition, public transport operates on a regular basis throughout the day and traffic jams are not common on the roads.

BUSINESS

Malaga is a city for doing business: these are just some of the reasons why



Culture and leisure facilities.

companies from different sectors choose Malaga to set up their offices and expand their business:

Location

Its situation in the south of Spain makes it a gateway to the Spanish and European markets and a bridge to Africa.

Economy

The city maintains a constant economic growth with a 3.5% GDP increase in 2015 and a 3% perspective for 2016.

Costs

Office rents, salaries and in general the cost of living is considerably lower than that of other major European cities.

Technology Park and Malaga Valley

These two centres bring together large international technological companies as well as business incubators and many other initiatives focused on innovation.

University of Malaga

The University of Malaga fa-



High-speed rail transport.



Year-round mild climate and sandy beaches.



Technology environment and talent.

A CITY EVERYONE'S TALKING ABOUT

It's not just the Malaga authorities that say that this is the best environment where business investment and quality of life go hand in hand. In recent years praise and recognition of the advantages of the city have come from around the world.

Awards and recognitions

2016 CIVITAS City of the Year: For innovation and success in public transport, electric car infrastructure and the implementation of the UN Climate Change Summit recommendations to reduce emissions.
The New York Times: 'Cultural Hub Takes Form in Malaga' 17 August 2016.

'One of the 52 Places To Go in 2016' January 2016.

fDi Magazine: 8th best European city for its strategy to attract foreign direct investment. March 2016.

Quality of Life: Only Spanish city in the Top 10 of the flash Eurobarometer 419: Quality of Life in European Cities 2015 survey published in January 2016.

Daily Mail: 'Welcome to Malaga, the new Barcelona' 4 April 2015.

EUROCITIES: Received 2104 award from the network of major European cities, for the refurbishment of 140 social housing apartments which improved the building's energy classification from grade F to D.

iCapital award: Finalist in European Capital of Innovation 2014.

cilitates the access to research and talent that your company needs.

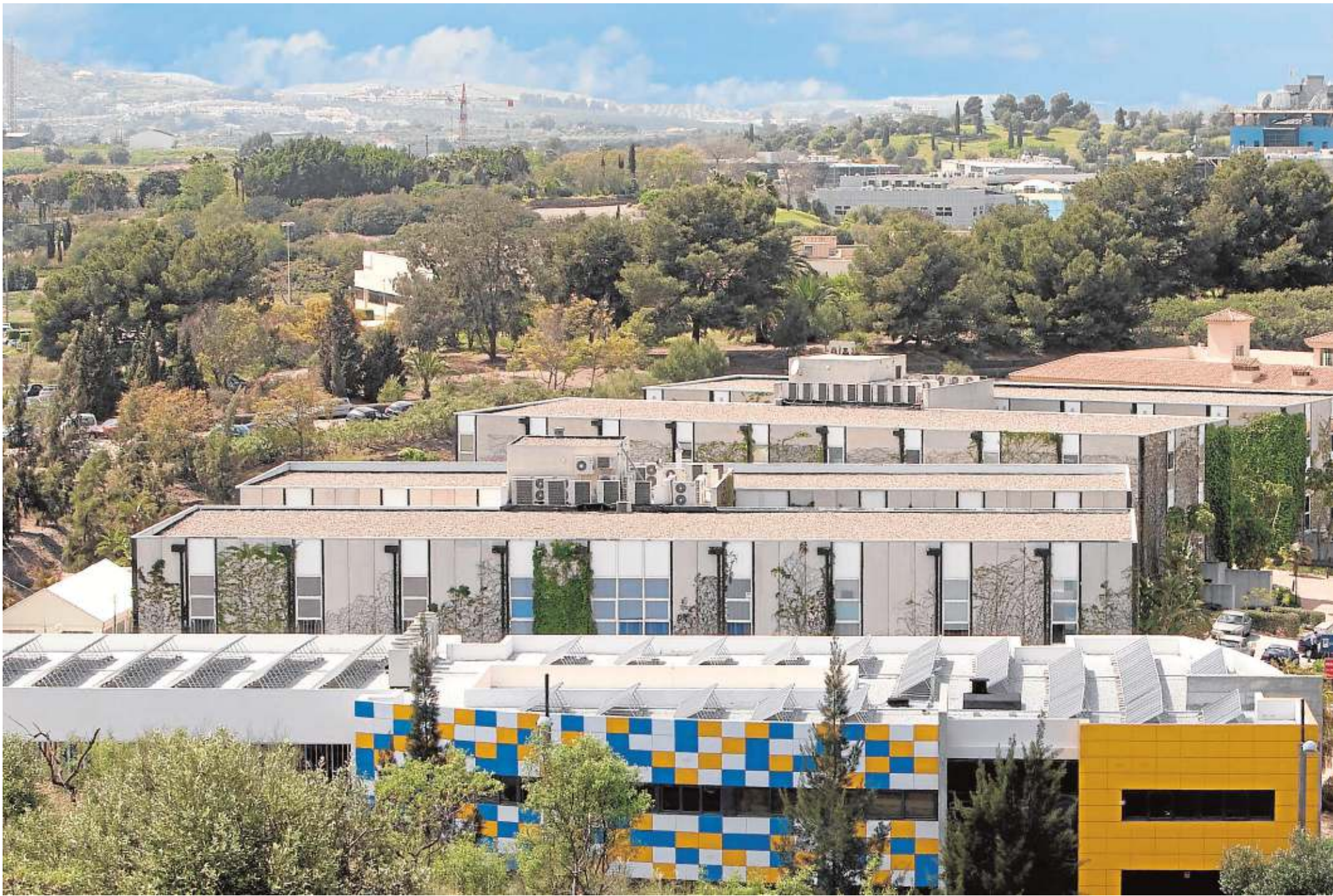
Infrastructure

An airport with direct flights to more than 140 destinations. A port that receives more than 230 cruise ships per year. High-speed trains,

metro system and an extensive road network.

Institutional facilities

The City Council and other institutions have 'soft landing' programmes focused on facilitating the installation and integration of new businesses in the city.



The Andalusian Technology Park (PTA) is home to numerous international technology firms. :: SUR

LOCATION
MALAGA

A CITY THAT OFFERS THE BEST CLIMATE FOR BUSINESS

The local council has set up the Malaga Investment Office to provide information and assistance to foreign companies, entrepreneurs and their families

SUR IN ENGLISH

MALAGA. Malaga council is a forward-thinking local authority which is keen to attract international companies to the city and has set up a body called the 'Malaga Investment Office', to provide a range of assistance and useful service to foreign companies, entrepreneurs and their families.

Malaga has always been a friendly, open, cosmopolitan city and in recent years it has attracted a great deal of attention not only as an excellent tourist destination and place in which to live, but also as a modern, innovative and growing business centre.

Useful services

Thanks to the Malaga Investment Office, people who have their own business or are interested in setting one up can now obtain information and advice right from the start, thereby avoiding

pitfalls and keeping up-to-date about the advantages and benefits on offer.

For example, the MIO can guide people through the sometimes puzzling process of setting up a company in Spain, to ensure that everything is legal and done correctly and prevent problems arising in the future.

The Investment Office will also provide essential economic data about the current business environment in Malaga city, province, Andalucía and Spain, and very useful advice about any financial incentives, grants and loans which may be available from local, regional and European institutions, which people may otherwise not have known about.

The MIO can also organise commercial visits to the city, so those thinking of setting up a business here can become familiar with it and its advantages, and if required it can put people in touch with major companies and possible local business partners.

It also has the facility to introduce incoming entrepreneurs to venture capital-



A city with a lot going on all year round. :: SALVADOR SALAS



Working in a relaxed atmosphere. :: SUR

ists and the so-called 'business angels' who provide loans and invaluable advice over an agreed period of time.

Another service offered by the Malaga Information Office is assistance with finding out about grants for industrial plots of land, helping to find suitable land and/or office space for a particular type of business, authorising building permits and opening licences. On a more personal level it will assist people with housing, utilities, international schooling, registering in Spain and personal taxation.

Similarly, its services include information about cultural activities, recreational events and providing general knowledge about the city to help newcomers from abroad settle in and feel at home.

Awards and recognition

In recent years more and more people have heard the name Malaga and learned more about this lovely Mediterranean city and all the advantages of living and working here.

Prestigious newspapers

and magazines regularly feature Malaga, with unanimous acclaim, and travel writers are enthusiastic about its delights for a city break or longer holiday.

As the capital city of the Costa del Sol and Malaga province, this is not unexpected. However, many people may not have been aware that Malaga is often featured in the business and financial media as well due to its innovation and services.

For example, the Financial Times magazine voted Malaga the eighth best European city in 2016, thanks to its effective strategies to attract direct investment. The Malaga Investment Office is directly linked with this success.

Also in 2016, Malaga was designated the CIVITAS City of the Year for its innovations & successes in the fields of public transport, electric car infrastructure and the implementation of the UN Climate Change Summit recommendations to reduce emissions.

The CIVITAS Awards are an opportunity to highlight the most ambitious, innovative and successful efforts in

the field of sustainable urban mobility. Winners are showcased as examples of excellence before the press with the hope that they can guide and stimulate cities throughout Europe in the pursuit of the same aim.

The city is often featured as a paradise for 'culture vultures', and a New York Times article entitled "A Cultural Hub Takes Form in Málaga" paid tribute to this fact on August 17th last year.

In fact, the New York Times recognises Malaga as an exciting destination overall, because the publication also featured the on its list of The 52 Places to Go in 2016, a list which was published in January last year and undoubtedly attributed to an increase in the number of American visitors.

If anybody is thinking of moving to Malaga to set up a business but is cautious about standards of living and lifestyle, they should take into account that in January 2016 it was the only Spanish City in the Top 10 of the Eurobarometer 419 report, which measures quality of life in European cities, based

on a survey of the people who live there. .

Malaga was also compared favourably to Barcelona, in a Daily Mail article published on 4 April 2015, and in 2014 it received an award from "EUROCITIES, the network of major European cities, for the refurbishment of 140 social housing apartments which improved the building's energy classification from grade F to D.

In 2014 it was also a finalist in the European Capital

The city was designated CIVITAS City of the Year in 2016 for innovation

The Financial Times voted Malaga the eighth best European city in 2016 for its investment strategies

of Innovation awards and in the same year it received a special mention from the European Commission's Access City Awards for its achievements in making the city more accessible for those with disabilities.

Conferences

Another of Malaga city's attractions for business is that it is an excellent venue for conferences, congresses and trade fairs.

One example is this year's EBAN Annual Congress, which is one of Europe's largest and most international events involving the 'business angel' type of investor mentioned earlier.

This was the event's 18th successful year and Malaga was the ideal showcase for it, hosted by the local council and the Promaga municipal company. In 2015 it was hosted by Eindhoven and last year by Porto.

It took place in the state-of-the-art Palacio de Ferias y Congresos over three days in June, with the participation of the world's most prestigious entrepreneurs,

facilitators, opinion makers business angels and over 100 start-up companies from Europe and elsewhere.

Other conferences which have taken place in Malaga recently include the International Conference on Smart Cities, in May this year, and in October 2016 it hosted the 4th International Conference dedicated to Variable Neighborhood Search (IC on VNS).

This month, November, Malaga is the venue for IC-SOC 2017 (the 15th International Conference on Service-Oriented Computing), which is described as "the premier international forum for academics, industry researchers, developers, and practitioners to report and share groundbreaking work in service-oriented computing."

Also coming up before the end of this year will be 'fif-SUR', the franchise and business fair of Andalucía, IMEX, the International Business Meeting and Creativa Málaga, which places the focus on design, handicrafts and artisan craftsmanship.

The city also frequently hosts property shows, medical and scientific congresses, and the Palacio de Ferias y Congresos has already announced a busy programme for next year, including the Transfiere European forum for Science Technology and Innovation in February, the sixth Self-Employment Forum in April, a Drone Technology event in the same month, and the Greencities Forum on Intelligence Applied to Urban Sustainability in June, to mention just a few.

A city for everyone

Malaga, then, has an important message to get across to the business sector all over the world. This is an innovative city with excellent infrastructure and communications. Its facilities are second to none. It has a strongly international focus and philosophy recognising the mutual benefit in coexistence in all sectors of society.

Malaga will not only make newcomers welcome but will actively assist those considering setting up a business in the city, guiding them through the necessary processes and providing information and help in every aspect of their new life in Spain, so they and their families feel at home and can enjoy the fact that Malaga really is a very special place to be.

MALAGA
TECHNOLOGYA LEADER IN TECHNOLOGY
AND INNOVATION

The 186-hectare Andalucía Technology Park (PTA) in Campanillas, Malaga, continues to set high standards for others to follow

Next month it will be 25 years since an agreement was formalised between the Junta de Andalucía and Malaga council to create a technology park near the city, and the Parque Tecnológico de Andalucía (PTA) of today, which was officially inaugurated in December 1992, can justifiably boast of being a major success.

The area of Campanillas, in Malaga, proved to be the ideal location for small and medium-sized businesses as well as major companies in the sectors of production, advanced services and R+D, which specialise in innova-

tion and respect the environment.

This technology park is in a privileged natural setting, with advanced infrastructure and high quality services. It is a place where large multinationals, university departments and small innovative companies all work side by side.

It is also noteworthy for its attraction to international R+D+i business, as there are now 61 foreign companies on the PTA, which is about ten per cent of the total. These companies have generated 5,600 jobs, which is almost one third of all employment on the technology

park.

The PTA's success came early: in September 1995 the International Association of Science Parks and Areas of Innovation (IASP) decided to base its world headquarters on the PTA. Since 1998 it has also been the headquarters of the Association of Scientific and Technological Parks of Spain (APTE), and since 2005 it has been the headquarters of the Network of Technological Spaces of Andalucía (RETA).

The international consultancy firm Deloitte has carried out a study into the PTA's impact on a provincial and regional level, and this

shows that it has contributed to the generation of between 6.05 and 8.65 per cent of the GDP of Malaga province. In Andalucía as a whole, the figure is between 1.21 and 1.71 per cent.

Figures from the Andalusian Technology Park also show that it contributes between 7.04 and 10.05 per cent of employment in Malaga province, and between 1.33 and 1.90 per cent in the region.

It continued to play an important role in the local and regional economy even during the harshest years of the economic crisis. For example in 2010, the PTA ended

the year with 562 companies and a turnover of more than 1.6 billion euros. Together with tourism and the agricultural food production sector, the PTA is one of the driving forces behind Malaga's development. In the same year, when more than 13,000 people in Malaga province lost their jobs, the technopolis employed 1,000 new workers, reaching a new record of 14,695.

The number of companies and institutions on the PTA has continued to grow over the years, and more than 600 are now based there. As a result, and in line with the

FACTS AND
FIGURES AT
THE PTA

600

companies have a presence on the technology park, of which about 10 per cent are foreign.

15,000

people work on the Andalucía Technology Park in Campanillas.

1.6

billion euros was the turnover of companies on the PTA in 2010, even though Spain was in the grip of a severe economic crisis.

The Parque Tecnológico de Andalucía-PTA was officially inaugurated in 1992 and has been growing in terms of companies, employees and turnover ever since. **■ SUR**



PIONEERING AND EXPANDING

original plans, it increases technological standards in the province and the region, as well as being a major contributor to the economy.

The most representative sectors on the PTA are information technologies (electronics, information, IT and telecommunications) and engineering. These, together with consultancy and advisory services, have the greatest presence and account for about one-third of the total number of companies. The sector produces approximately half of total turnover on the PTA and around 60 per cent of employees work for companies in these fields.

Of the remainder, about ten per cent of employees on the PTA work in the industrial sector, and seven per cent in medicine and health, energy and the environment. In terms of employee numbers, these sectors are followed by engineering, consultancy and advisory services (six per cent), services (four per cent), training and human resources (three

Many major companies have a presence on the Andalucía Technology Park, and some are expanding. For example the Premo Group, although it has had links with the PTA since 1994, chose to open its second innovation centre there, as an addition to its existing one in Grenoble, France.

This world leader in inductive electronics for motor vehicles and intelligent networks, which has the largest market share of components for keyless entry to vehicles, opened a laboratory on the PTA last year, with an investment of around ten million euros on equipment and research programmes.

The standards of researchers and management on the Technology Park were among the reasons Premo chose Malaga.

per cent) and the agricultural food sector and biotechnology (three per cent).

The total number of workers on the 186-hectare PTA at present exceeds 15,000, and the figure has grown continually since it was created in 1992. Most are young people who come from Malaga city or nearby towns to work every morning. To visualise a workforce that size, imagine this: they could fill a village the size of Manilva, half of La Rosaleda football stadium, or 45 AVE high speed trains.

Malaga council has now drawn up plans to create a new road system and accesses to ensure that the traffic created by a technology park of this size can flow smoothly.

Facilities

The PTA continually attracts new businesses because of its location and facilities, and major Spanish and international firms are opening branches there. It offers a wide variety of premises, in-

Most of the more than 15,000 workers on the PTA are young people who travel from Malaga city or nearby towns every day

The Andalucía Technology Park is proving so attractive to innovative international companies that these now make up around ten per cent of the total

cluding completely equipped offices which are ready to use, or industrial units for rent and sale. There is also the possibility of buying different sized plots of land, to suit the requirements of each company.

Projects

The Andalucía Technology Park participates in the development of projects on a regional, European and international level, with in-

volvement in every phase, from the design, planning and negotiation of proposals, to seeking collaborators and partners and managing all stages of the projects, from starting, planning and executing to controlling and finalising the same.

Within the framework of the MED European programme, the PTA has developed the Med Technopolis project with ten other European entities. During the four years of this project so far, the principal objectives have been to implement a Mediterranean network of Technological Interface Structures (EIT), renew existing EITs and expand to new regions of the Mediterranean; it is also involved in creating technological environments in areas of low economic and business development.

As a result, more than 50 companies have been created, a large number of business ideas have been formulated and several centres of economic, social and envi-

ronmental innovation have been set up.

With the environment in mind, the Andalucía Technology Park and its counterparts in Bizkaia, in the Basque Country, and Walqa in Huesca, are collaborating on developing a system to reduce their carbon footprint. They are developing a system which combines renewable energies with the use of technologies based on hydrogen, to drastically reduce CO2 emissions.

Another project is called SMART-MED-PARK, and is jointly funded by the European FEDER funds. The IAT, PTA and seven organisations from Slovenia, Croatia, Portugal, France, Italy and Spain are taking part in this new initiative, which aims to improve energy efficiency in technology parks in the Mediterranean area.

In addition the PTA is collaborating with Malaga University and various partners in France, Greece, Poland, Slovakia, Germany, Australia and New Zealand on a project set up by the Erasmus Mundus programme, to create a solid and sustainable long-term network (TELXÍNOE-N) among EU institutions, to promote academic, cultural, social and economic links.

International focus

With a view to increased internationalisation, the PTA management organises and coordinates a working group called the Combined International Strategy Group, which comprises representatives of Malaga council, the Chamber of Commerce, the CEM Business Confederation, the Malaga provincial government (Diputación), the PTA, Malaga University, the CIEDES Foundation, Promalaga and Bic Euronova.

This group was formed to boost the internationalisation not only of companies in Malaga city but also from other parts of the province, and it focuses on drawing up strategies for international development, setting up communal projects at a global level and seeking opportunities for joint activities.

One of its main achievements to date has been 'Malaga Global', a promotional tool to attract people to the area. It consists of a video showing different aspects of the province, and highlighting the principal features which make it stand out from the rest.



UMA
A SOURCE OF TALENT

PREPARING STUDENTS FOR THE DEMANDS OF A COMPLEX WORLD



For the past decade the University of Malaga has been focusing on internationalising its teaching and research and the mobility of its teachers and students

**JAVIER
ALMELLONES**

MALAGA. The philosophy of the University of Malaga, known as UMA, lies in promoting outstanding research and teaching within the European Higher Education Area.

It has two campuses, in the Teatinos and El Ejido districts of the city, plus associated departments in Ronda and Antequera. The university community consists of just over 40,000 people.

The UMA says its aim is to promote competitive, quality teaching which is employment-oriented and accredited in Europe, and it has been so successful in recent years that it is now a benchmark for universities all over Spain.

Over the last decade UMA has been focusing on internationalising its teaching and research and the mobility of its staff and students.

The university is well-known for its extensive catalogue of specialised teaching and postgraduate study: PhDs, official Master's Degrees, internal studies, specialisation courses, Spanish language for foreigners, summer courses and all kinds of scientific and cultural activities contribute to better and more complete university training.

In fact, the university has an extremely wide range of degree courses: no fewer than 64 different ones are on offer at Teatinos and El Ejido, with a further three in Ronda and

Antequera.

Of these, six are double degrees and another six are joint degrees from the universities of Malaga and Seville (US), which are taught by the Andalucía Tech Campus of Excellence.

The reason for the double degrees is that the world is becoming increasingly more complex and competitive, so nowadays it is an advantage for graduates who can say they have two university degrees. More universities are now offering this facility, and an increasing number of students are taking advantage of it, although it is by no means easy and it involves a great deal of effort and hard work.

The double degrees offered by UMA are Business Administration & Management and Law; Economics and Business Administration & Management; Law and Business Administration & Management; Electrical Engineering & Mechanical Engineering; Electrical Engineering & Electronic Engineering; Industrial & Mechanical Engineering; and Engineering in Industrial Design & Product Development.

The double degrees which combine Business Administration & Management (ADE) and Law were designed because the business sector and the legal world are inseparable; they need and complement each other. That is why this was one of the first double degrees ever to be available in Spain and it is now one of the most popular.

Students on the Business Administration & Management programme are taught

analysis techniques so they have the ability to understand and manage not only the internal workings of a company but also its relationships with the markets. Meanwhile, the training in Law enables them to understand the laws which regulate different social activities: these are wide-ranging, from family or commercial relations to those between individuals or companies and public administrations. The knowledge and skills the students acquire from their Law degree will enable them to give legal advice to individuals and businesses, as well as representing them and defending them in the courts.

In the case of a double degree in Economics and ADE, this comes under the Social and Legal Sciences section. Students study the Economics course (basic training, expansion of basic training and obligatory work experience) and complete it with the obligatory course in Business Administration & Management and an optional ADE subject called 'Company Fiscal Regime'. In other words, they study the two degrees simultaneously.

Their timetables are organised to enable them to do this and they complete the double degree in less time than it would take to study for them separately, but without missing out on any of their training.

The double degree in Electrical Engineering & Mechanical Engineering was designed to teach students to become more versatile and prepared as engineers, by combining complementary knowledge and fundamental skills.

The Electrical Engineering degree provides scientific, technical and cultural training in the fields of transport, distribution and use of electrical energy and how it is generated, whether it is thermal, hydraulic, nuclear or renewable. Meanwhile, the degree in Mechanical Engineering mainly teaches the students about the mechanical systems of industries and the calculation of structures; this means that as well as learning about the engines of vehicles, they have to select the most suitable materials and products for their design, manufacture and maintenance.

Another double degree which is popular with students these days is Electrical Engineering & Industrial Electronic Engineering. As above, the Electrical Engineering course enables students to optimise do-



Several new degrees are taught jointly between Malaga and Seville universities :: SUR



Many students opt to study for double degrees :: SUR

mestic and industrial electrical installations, while the Industrial Electronic Engineering course teaches them about design, manufacture and maintenance, from the simplest electronic device to the most complicated state-of-the-art technology. They also learn about the design of domestic automation (domotics), industrial automation and robotisation of industrial processes.

Finally, the double degree in Mechanical Engineering & Engineering in Industrial Design and Product Development combines two extremely complementary degrees. In this

case, the Mechanical Engineering degree is studied alongside another qualification which enables graduates to design products of different types, combining the technical and industrial aspects with others which are aesthetic, cultural, functional, environmental and high quality. This course provides the students with knowledge of electricity, mechanics and electronics, which can be used to great effect in a design project.

Meanwhile, students who are doing the six new degrees which are taught jointly by the universities of Malaga and

Malaga University offers over 60 different degree courses, some of them in double subjects

Thanks to its focus on quality education and internationalisation the UMA is a benchmark for universities in Spain

Seville have the option to choose which university they wish to spend the final two years of the course at, depending on their chosen subjects.

These can be East Asian Studies, Energy Engineering, Health Engineering, Industrial Management Engineering, Robotics, Electronics and Mechatronics Engineering, or Biochemistry.

Andalucía Tech Campus

The Andalucía Tech Campus of International Excellence (ICE) was created by the two big Andalusian universities, Malaga and Seville, joining

forces. It specialises in six Hubs of Educational Excellence and Research, with the aim of promoting innovation and internationalisation, attracting talent and creating sustainability in collaboration with associated agents.

As part of its aims to promote the highest quality education, research and transfer of knowledge, the Andalucía Tech ICE has a strategic plan which involves working closely with prestigious research entities abroad and the principal agents of development in the region.

As well as providing training in professional competence, Andalucía Tech is aware that it is training the future leaders of Andalusian society, and is keen to instill them with a critical and entrepreneurial spirit.

The model of the Andalucía Tech ICE has three foundations: aggregation, specialisation and internationalisation, and all three are present in all its fields of activity.

The current programme of the Campus of International Excellence aims to modernise the Spanish university system and promote strategic associations between universities and other institutions; and to create systems of knowledge which encourage social cohesion, employment and territorial economic development. Andalucía Tech was classified as an ICE in October 2010. It is the only Campus of International Excellence in southern Spain.

Associations

As well as the University of Seville and University of Malaga, this ICE includes 150 associated agents from the Science-Technology-Company system: these include public institutions, technology parks and centres, businesses and others.

Ten of these collaborate as part of the Founding Committee of Andalucía Tech and they help to run it. The others participate in a number of ways and to a different extent on the Campus, through projects and programmes.

This association provides students with a close connection with the productive sector, leading to employment opportunities and contributing to the social-economic development of the region.

Andalucía Tech also specialises in technology (Information and Communications Technology; Production Technologies, and Biotech.

MALAGA
INNOVATION

The Polo Digital, located in the Tabacalera building, a former cigarette factory, has hosted numerous successful events. :: SUR

DIGITAL HUB ATTRACTS THOUSANDS

The events organised since January this year have generated a financial impact of seven million euros

MALAGA. The Digital Content Hub which is run by the Promalaga municipal company has, in the ten months since it opened, organised activities which have involved around 60,000 people and had an economic impact of 7.5 million euros.

The hub, which began operating in January, actively collaborates with technological, virtual reality and videogame companies as well as technological entrepreneurs, with the aim of promoting the videogame culture and the digital technology industry, which are in constant growth.

In this way the hub has collaborated actively on a series

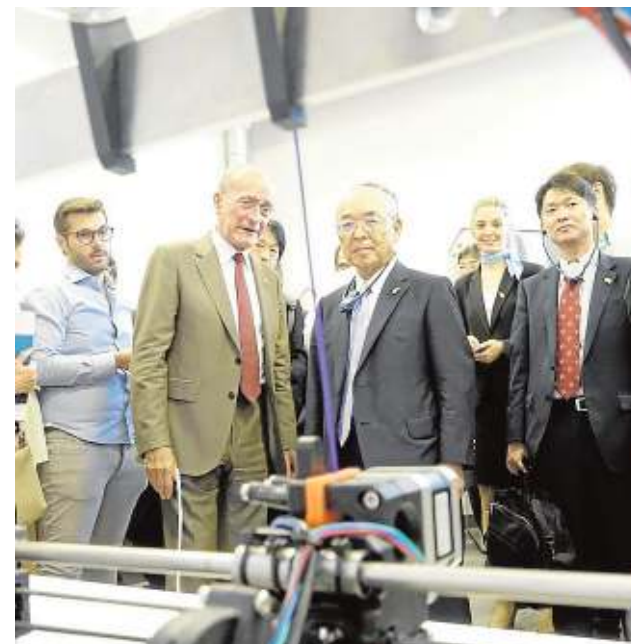
of technological activities and events which in a very short time have placed Malaga at the peak of these industries, as the councillor for New Technologies, Mario Cortes, has explained on several occasions.

Among all the activities, Gamépolis, the e-Sports league, the VR Observatory, FreakCon and Malaga Jam have played an important part. In total they have received a large number of visitors, had a major economic impact, presented awards and achieved coverage in the media and social networking sites, as well attracting important multinational companies to Malaga.

"The figures regarding these

activities speak for themselves about the importance of these industries today," say sources at Malaga city hall. For example, one of the greatest successes has been Gamépolis, considered the biggest videogames festival in Andalucía, which attracted 40,000 people to its fifth edition and generated an economic impact of over five million euros, turnover for its exhibitors of 560,000 euros and awards worth 30,000 euros.

Its impact on social media also deserves a special mention, especially the Gamépolis Twitter account - 158,000 visits in July, 525,000 impressions on Instagram as well as



Japanese delegates were impressed by the facilities on their visit during the recent Spain-Japan forum. :: SUR

300,000 visitors, and the publication of around 7,000 Gamépolis videos on YouTube between January and July.

With regard to FreakCon, the first International Convention of Comic, Series, Animation and Videogames of Malaga registered 13,700 visitors and an economic impact of 1.9 million euros. The event was covered in 80 stories in Spanish and local media, general information and the specialist press. In terms of social media, the FreakCon Twitter account received 400,000 impressions and 50,000 visits to its profile in February and March. On Instagram, there were 200,000 impressions, while on Face-

book in March it reached over 100,000 people. On YouTube around 400 videos lasting a total of 3,200 minutes were posted, and on the two days the convention took place the 32 stands reported a turnover of 280,000 euros.

E-sports

Around 6,000 people visited the hub between March and July to watch the e-sports Survival league. Survival was born with the firm intention of supporting electronic athletes from Malaga through a videogame league. This initiative is a pioneer in Spain because there has never before been a competition lasting several

months online. Survival wanted to create a space which recreates the major international competitions with its area for the public, commentators and retransmission all over the world via the Internet. In this first season of the League 200 players have taken part, there were 6,000 spectators and 30,000 via streaming. Around 6,000 euros were given out as prizes. With regard to social media there were 487,000 visualisations, 1907 visits to the Facebook page and 6,771 on Instagram.

Multinationals

Multinational companies such as Samsung, Nokia, Sony-Playstation, HTC and Microsoft took part in the first Virtual Reality (VR) Observatory which took place at the Hub in July. It brought together more than 50 Spanish companies, around 750 attendees, 26 speakers and 10 trainers. The VR Observatory generated 57 news items in the media, reaching a total audience of 22,749,900 people via Internet, press, radio and TV. The hub also hosted the event by Malaga Jam, which currently has over 60 active members. The association promotes the culture and professionalisation of the videogaming industry and it is making Malaga an important city in this field by training creators and developers. About 180 people attended the latest session in July, and created more than 30 videogames.

REAL LIFE REASONS FOR MOVING TO MALAGA

RECRUITMENT ANDALUCÍA TECHNOLOGY



Langley's offices are in the modern Bic-Euronova building in the PTA. :: SUR

"ALL THE BIG PLAYERS ARE IN THE TECHNOLOGY PARK"

Derek Langley, who runs two recruitment firms, explains why he recommends Malaga

:: R. H.

MALAGA. Derek Langley is used to recommending Malaga as the ideal location for a business. As the regional vice-president for the British Chamber of Commerce in Andalucía, he is involved in bringing British businesses into Spain, but he also has his own success stories based in the area.

Langley has two recruitment companies in Malaga province; one is Andalucía Technology Recruitment, based in the PTA (technology park), which specialises in IT, and the other is Ambient Jobs.

"I moved to Malaga 13 years ago and I was attracted to the city because it had a university, a very big technology park - which is about to celebrate 25 years - and



Derek Langley. :: SUR

good infrastructure. I looked around Europe personally and I ended up in Malaga," he explained.

Through his recruitment business Langley helps small firms thinking of making the move: "I have an office in

London as well and we bring companies looking to relocate," he said. "Personally I sell Malaga as I think it's a great place to be and it has an excellent infrastructure. We set those companies up over here."

Brexit is an important factor that is pushing British firms towards opening up a base that will still be in the EU.

"Currently there is a trend for companies from the UK, as they are looking to relocate parts of their operations outside the UK. Malaga is a very convenient location, geographically suitable, low-cost, with good opportunities to find skilled labour," Langley added.

And he's not the only one who thinks that. "Look at the technology park; you've got all of the big players there, Oracle Ericsson, IBM, Accenture, everybody's there. They don't come for fun. Oracle has around 450 people working there now of 30 nationalities."

SOFTWARE NEUEDA



The Neueda team in their new offices in Malaga. :: SUR

"MALAGA MADE A LOT OF SENSE FOR US"

The COO of Neueda, Paddy O'Hagan, was impressed by the university's technical talent

:: R. H.

MALAGA. One of the most recent firms to open an office in Malaga is the Northern Ireland-based digital transformation company, Neueda. The firm has invested £500,000 to open a new Software Delivery Centre of Excellence in Malaga to support its expanding global customer base and ambitious growth plans.

Chief Operating Officer, Paddy O'Hagan, who was on one of his many visits to the Malaga office this week, explained the two main reasons for choosing Malaga.

"The Belfast employment market has become really difficult for technical staff and we needed a second location for a development centre," he said. "The other reason is

:: RACHEL HAYNES

MALAGA. From multinationals to SMEs and start-ups, more and more businesses are choosing Malaga as the ideal place to relocate or to start their operations.

A brief conversation with businesses that have already made the move reveals that the main reasons for their choice are similar.

Malaga's connectivity is

ideal for British firms, with more than 20 flights a day to UK airports plus a fast rail link to Madrid.

The university and the technology park are also important due to proximity of other international firms and supply of talent.

However there is one factor that always comes into the conversation: Malaga is a great place to live and work.

role in the decision as these employees were worried about their residency status in the UK, added O'Hagan.

Having decided on Spain, Madrid and Barcelona were ruled out due to costs, and the options were narrowed down to Malaga, Valencia and Seville.

"Malaga made a lot of sense for us. There's the technology park and the university with their strategy to train new technical talent," said O'Hagan.

In fact when they saw this strategy "in action" in Malaga, he added, "we were pretty impressed".

"It's also a nice place to come," said the COO, which is important when you're hiring on the global recruitment market. "Belfast has a lot of things going for it, as has Malaga," he added.

The connectivity between the two cities, "better than in Barcelona" and mainly thanks to the large expat community in Malaga province, is a great advantage, said O'Hagan.



Paddy O'Hagan. :: SUR

that over the last couple of years we've been hiring technical talent from Spain. We ended up with a bunch of people from the region working for us in Belfast, and they started to want to move home." Brexit also played a

MALAGA
CONNECTIVITYWHEN EVERYWHERE IS JUST
A COUPLE OF HOURS AWAY

Malaga's modern road network, high speed rail connections and popular cruise port make travelling more comfortable and faster than ever before

MALAGA. The development of Malaga's infrastructure has made a huge difference to the province and Malaga has become one of the best connected cities in Spain and Europe, and a benchmark in Andalucía for international travel.

The airport, with two terminals and two runways is the main gateway to the city from the UK, but the connections also include an extensive network of motorways and dual carriageways; high-speed rail connections (AVE) to the principal cities in Spain; and the port, which is one of the most popular with cruise companies and has a direct connection with Melilla in north Africa.

By road

The network of roads in

Malaga province has grown tremendously in recent years. Malaga city is now one of the few in Spain to have two high-capacity bypasses, and these have successfully put an end to the traffic jams which were chronic from the 1990s and through the last decade.

To reach the inland region of the country, there are now two routes at Las Pedrizas: the traditional one, the A-45, which is free, and a modern toll motorway, the AP-46, which has practically no bends and conforms to high standards of safety and quality. Thanks to this motorway, the bottlenecks at Las Pedrizas, especially in summer, are now almost unknown, and this motorway is used by most people who

decide to drive to the Costa del Sol from inland Spain.

Once drivers are near Malaga there are another two bypasses: these are the Ronda Este and Ronda Oeste, which mainly take urban traffic; and the Segunda Ronda, or Hiperronda, an outer bypass that has four lanes in each direction and makes it possible to reach the Costa del Sol quickly, without having to pass through the city. Road access to the airport have also been improved, following the construction of a new south access from the Ronda Oeste.

A new access north of the airport from the Hiperronda is on the drawing board, which will significantly reduce journey time by road

to the Andalusian Technology Park, among other destinations. Nevertheless at present the 'technopolis' is only an 18-minute drive from the airport.

By air

Malaga Airport is the third most important in Spain (after Madrid and Barcelona), in terms of connections with the main European cities, making it the obvious entry point to Andalucía for international travellers.

There were over 250 routes this summer, connecting with 133 destinations, most of them in the UK and on the European continent but also in the USA. Between March and October this year, there were over 80,000 commercial

flights.

The flight figures for the winter season are not far behind those for the summer, 101 airports maintaining direct links with Malaga Airport, 22 of them in the United Kingdom.

To handle this volume of traffic, the airport has two terminals. The most modern, T3, was designed by architect Bruce S. Fairbanks and was inaugurated on 15 March 2010. It connects with terminal T2, which is named after Pablo Picasso, on the northern side, and the two are integrated well enough to resemble a single terminal and make passenger transit easier. T3 is also well-equipped for luxury shopping.

The airport is quickly and easily reached by road (it is very close to Malaga city and Torremolinos), with two accesses from the A-7 and MA-21 motorways, and by the suburban railway line which runs between Malaga and Fuengirola. There are numerous car hire companies in the area, catering to both budget and luxury needs.

In addition, there is the busy General Aviation ter-



Winter season direct flights to Malaga

* In brackets, the number of airports in that city

111

airports with direct flights to Malaga



goza, Valencia, Valladolid, Huesca, Toledo, Cuenca, Lérida and Segovia. The map of rail connections with Malaga is continuing to grow, with more stations being included all the time. There are direct connections from Malaga to about a dozen cities.

The line to Madrid is undoubtedly the busiest service. The journey takes between two hours and 20 minutes and two hours and 50 minutes, depending on the number of stops. Renfe offers between ten and 13 services each way daily, and low-cost fares are available for those who book in advance.

Cordoba is now practically just a stone's throw from the Costa del Sol, with a journey which takes between 49 minutes and an hour, and there is the option to use the Avant trains (high speed, medium distance) which are cheaper. There are between 15 and 18 connections a day. You can even reach Seville via the Avant service in two hours.

Another option which is extremely popular despite competition from aviation, is the rail service to Barcelona. It takes about five and a half hours and stops at some places which are also worth getting to know, especially Zaragoza, which is just over three and three quarter hours from the Costa del Sol. Other stops which are possible on the same journey are Lérida and Tarragona, four and a half and five hours journey time respectively.

The latest long-distance rail service to have been introduced means that Cuenca and Valencia are now within easy reach; and Granada will become so in the near future.

The AVE cities network takes in six regions of the country with high-speed connections

minimal, which has recently been modernised and is now able to handle the private jets of the wealthier visitors travelling on business or for pleasure.

By rail

When the AVE high-speed train service was extended to Malaga in December 2007, it opened up more transport options, bringing the south of Spain closer to the country's capital and further afield.

Its arrival, however, was not the end: it was actually the beginning of a project which becomes more extensive every day. At present, the capital city of Malaga province can boast rail links which are among the best in Spain. The AVE means that Madrid can be reached in only two and a half hours.

In addition, around 20 Spanish cities are also served by fast trains from Malaga, either directly or indirectly, and this means that the province is starting to receive visitors from places which are a long way away and would at one time only have been accessible by car: for example, Barcelona, Zara-



DISCOVER SPAIN AT HIGH SPEED

Travel around Spain was revolutionised in 1992 with the arrival of the first high-speed rail service between Madrid and Seville. Since then the high-speed network has extended to include dozens of towns and cities across the country; it now covers more than 2,700 kilometres, the biggest network in Europe, and the second in the world after China.

By sea

In terms of transport, Malaga port is outstanding for two reasons: firstly, it is one of the main departure points from Spain to Melilla, with daily connections. In summer, there are fast ferries which can do the journey in about three and three quarter hours.

Secondly, from a tourism point of view, Malaga is one of the Spanish cities that receives the largest number of cruise passengers: nearly 420,000 came to the city last year on 233 ships.

Malaga is a great place to do business and, as we have seen, getting here is now easier, more comfortable and faster than ever before.

MALAGA
QUALITY OF LIFE

NO LONGER A HIDDEN SECRET

Malaga has made its place in the world as an idyllic destination to visit or in which to live

**JAVIER
ALMELLONES**

MALAGA. For several years Malaga city has been known as an up-and-coming destination, an emerging star in the holiday and short break sector and a place with a reputation for quality of life and culture. The terms 'up-and-coming' and 'emerging' no longer apply: Malaga has now arrived, and it has done so in great style.

Gone are the days when visitors would arrive at the airport and head straight for the resorts on the Costa del Sol for some sunshine, sand and sangría. Travel experts have realised for some time that a beautiful Mediterranean city with such a focus on lifestyle and culture would attract tourists from all over the world once the word got out, and Malaga has been recommended by many international media including the New York Times, the Telegraph, the Guardian and the Independent newspapers.

In fact last year the New York Times, a benchmark for international journalism, included Malaga as one of the cities which must be visited, moving it up to 43rd place on its list of 52 'Places to Go' around the world.

Culture and climate

Malaga prides itself on being a city of culture, and the recent opening of several new museums has only enhanced that reputation.

This year the long-awaited Museum of Malaga opened in the former Customs building, the Palacio de la Aduana, and is now a fitting home for the Fine Arts and Archaeology museums.

This is just the latest addition to a long list of attractions including, of course, the Picasso Museum (Picasso was born in Malaga), the only branch of the Pompidou Centre outside France, the Russian State Museum of St Petersburg and the Carmen Thyssen Museum, all of which have received enthusiastic praise from travel writers and other visitors.

There are, of course, plenty of others, all of which are fascinating. The Interactive Music Museum, the Glass and Crystal Museum, the Motoring and Fashion Museum, the Aula del Mar marine centre.... these are just a few of

Malaga is an exciting, vibrant port city on the Mediterranean :: sur

the treasures which Malaga holds to entertain and fascinate her visitors.

Malaga has often been recommended as a city break destination, because as the Daily Telegraph described it, it is “a vibrant city with plenty to please culture vultures plus exciting places to eat and drink.”

The newspaper included the city in its ‘Top 10 cultural destinations in Spain’ last year, highlighting Malaga’s substantial Roman and Arab heritage and saying it “packs a considerable cultural punch.”

Nor is Malaga all about history: the new Soho district, with its murals, is attracting some exciting street artists and has a truly trendy atmosphere, while the Contemporary Art Museum

The opening of the Pompidou and the Russian State Museum have made this a true city of culture

(CAC Malaga) has regular exhibitions by major artists.

So, Malaga is perfect for a short break although with over 30 museums and galleries and a whole kaleidoscope of historical buildings, most people wish they had stayed longer and decide to return.

Luckily, it is also a very accessible city with an international airport and port, and as its high speed AVE rail service can get you to Cordoba in less than an hour and Madrid in about two and a half hours it is also an ideal base for exploring Andalucía and other parts of Spain, despite being located on the country’s southernmost shore.

Another advantage of Malaga is that it can be visited all year round, thanks to its lovely climate. The sandy beaches and sea breeze make it a comfortable place to be in the summer, and the mild winters act as a magnet for those wishing to escape the cold weather in northern Europe and elsewhere in the world.

Eurobarometer

The same attractions which make Malaga such a successful city for tourism also make it a wonderful place to live. That is something its residents will always have been able to tell you, but now it is being officially rec-

A CITY CENTRE TO WANDER AROUND AND RELAX IN

The historic centre of Malaga is among the most atmospheric in the world, especially the narrow streets around the iconic cathedral, known as the ‘little one-armed lady’ because one of its towers was never completed. Many of the streets, including the famous Calle Larios, have been pedestrianised and have become a venue for street performers and art exhibitions; few people are able to resist the temptation to sit outside a café and watch the world go by. The local cuisine is also a major attraction of this city, ranging from traditional dishes just like Granny used to make to the most avant-garde and innovative creations, accompanied by locally produced wine. And of course, there are tapas, the delicious small helpings of a variety of dishes which never fail to surprise and delight visitors in search of an authentic experience.



City centre. One of the many bars in the old town. :: SUR

ognised as well. For example, the European Commission’s ‘Eurobarometer’ in 2016 included Malaga as the only Spanish city on the list of the top ten in Europe in terms of quality of life. The list was headed by Aalborg (Denmark), Vilna (Lithuania) and Belfast.

The study, which describes the perception that European citizens have about the quality of life in their cities, analyses aspects such as the infrastructure and services, work opportunities, the housing situation, integration of foreigners and sense of security. It also collates opinions about matters such as environmental contamination, green zones and cleanliness.

Prestigious list

Also on the list of EU cities with the highest lev-

els of satisfaction among their residents were Hamburg and Rostock (in fourth and fifth place respectively), Copenhagen (sixth), Leipzig and Munich (Germany) in seventh and eighth places, and Malaga (ninth). The tenth city on the list is Braga, in Portugal.

The Eurobarometer showed that a sense of security was one of the elements which created overall satisfaction about liv-

ing in a city. The search for work and reasonably-priced accommodation were two of the greatest challenges in European cities, according to the report.

Malaga came third (tied with Athens) of the 79 cities when it came to finding housing at a reasonable cost. About 62 per cent of those asked

gave a positive answer to this question (whereas on the other extreme in some cities, such as Paris, 95 percent of people said they were not happy). Integration of foreigners is another aspect in which Malaga did quite well, occupying seventh place in the ranking with 71 per cent approval.

Back to culture

Another of the Eurobarometer conclusions is that Malaga is the European city in which the cultural infrastructure has improved the most, as we have seen already. The satisfaction of its residents with their cultural facilities has increased by 11 points compared with the previous edition (2012), and is now 75 per cent.

This survey was carried out between 21 May and 9 June 2015, interviewing more

than 40,000 people from different social and demographic groups.

Malaga’s museums also feature in another important ‘ranking’, the Observatory of Culture, which was set up by the Fundación Contemporánea, a platform for meeting, information, debate, exchange and training for professionals in the sector.

In its 2016 edition, this study corroborated the fact that Malaga is now one of the cities with the best cultural facilities in the country: it is now sixth on the list for quality, and fourth for innovation, one position higher than in the previous year’s study. Once again, the Pompidou Centre is particularly highlighted as the most important event on the map of cultural institutions.

The Pompidou shares 20th position on the list together with other prestigious centres such as the MACBA and the Grec Festival (both in Barcelona).

Others which are featured on the list for the first time include, among others, the Granada Music and Dance Festival, Medialab Prado, BBK Live and the National Classic Theatre Company, but all of these received a lower rating than the Pompidou Centre in Malaga.

The other reference to Malaga on the Culture Observatory’s ranking is the Picasso Museum, which has maintained its position on the list.

Putting Malaga’s position on this survey in context, the city made a huge leap forward in the Culture Observatory compared with 2013, as it rose from tenth to fourth place on the list in terms of cultural facilities and from 12th to fifth for innovation.

This city, which Hans Christien Andersen said was the only one which immediately made him feel at home, is staking its rightful place at the top of lists of holiday destinations and places to live, and it has every intention of staying there.



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