

GOING GLOBAL MALAGA

Invest in southern Spain

The region where business
infrastructure and innovation go
hand in hand with quality of life

MALAGA
OPEN FOR BUSINESSMALAGA, THE BEST PLACE TO LIVE,
TO WORK AND TO INVEST -
A SMART CHOICE FOR COMPANIES

The majestic Calle Larios links the historic centre with the bustling port area. :: SALVADOR SALAS

The choice of location can make or break companies so Malaga, with its high-tech facilities, excellent communications, low operating costs and quality of life, is a superb option

MALAGA. Starting a new business, or relocating an existing one, is a major undertaking in any sector but for those who are considering a move abroad or to a completely different area it is a daunting prospect and one which needs a great deal of research and preparation.

Experts in real estate say the three keys to a successful property investment are 'location, location and location', and, although the context is different, that philosophy can also be applied to the decision to set up a company in another country: the choice of location could turn out to be a make-or-break decision.

For those interested in opening a business in Spain, however, there is a safe bet which will almost certainly meet all requirements: Malaga, on the south coast of the country.

It may have a fascinating 3,000-year history, but the Malaga of today is a thriving and fast-growing city of the future. The city and surrounding metropolitan area are home to 1.1 million people, but it is not just an enjoyable place in which to live: it is the economic engine of Andalucía, a major proponent of growth in Spain and an easily accessible, dynamic hub in southern Europe.

Malaga is a Smart Mediterranean City in all senses, thanks to a strategy focusing on sustainable mobility, energy efficiency, big data

analysis, the digital economy and the application of ICTs to better the lives of citizens while preserving the environment.

In 2012 Malaga was the only Spanish city to be awarded by IBM Smarter Cities Challenge, and last year the first Spanish National Digital Content Center of Excellence opened in the city.

This focus on technology is also reflected in 'Malaga Valley', the name given to the surrounding innovative ecosystem with its high-tech facilities, and the Andalusian Technological Park (PTA) which is now the home of over 600 companies; nearly 19,000 people are employed there.

Technology is hugely important in this changing world, but numerous other factors also have to be taken into account and influence companies when considering a new location. For most entrepreneurs, accessibility is vitally important.

Malaga, as the capital of the Costa del Sol and one of Europe's leading tourist destinations, is ideally placed for business thanks to its international airport, high-speed AVE rail service which links the city with Madrid in less than two and a half hours, sea port (the sixth largest on the Mediterranean Sea) and excellent motorways and road networks.

Malaga-Costa del Sol international airport is the fourth busiest in Spain; in

2017 it handled more than 18 million passengers and it serves over 130 destinations, especially the United Kingdom, Germany and France which represent 85% of the international traffic in Andalucía. A second runway was built recently, and with the new terminal, T3, the airport will comfortably be able to handle 35 million passengers a year in future.

In terms of internal communications, Malaga's local transportation infrastructure provides easy access to the main productive and residential areas in a few minutes through various different means of transport. There is the Malaga subway, with additional lines under construction; efficient commuter trains serving 10 million passengers per year; urban buses with nearly 50 routes, public bicycles and an extensive network of highways and motorways connecting the coast and the interior.

This means that apart from international connections, the different parts of Malaga's so-called Productive Triangle (the technological park, the university and the industrial parks) are also easily accessible. Altogether, the Productive Triangle consists of more than 30 productive, educational, technical, logistical and business areas covering 10.5 million square metres.

A growing economy

In 2017, the economy of Malaga grew by 3.1%. In 2016 the rate of growth was 3% and it is predicted to be 3.3 per cent this year. Malaga is the leader in Andalucía in terms of economic development, and is ranked fourth in Spain.

Any new company will be concerned about expense: the cost of setting up and operating the business and the cost of living for employees, for example.

The current price of land in the city Malaga is below the national average.. Industrial buildings started between 600 and 700 euros/m2 and rents ranged from 2.5 to 4 euros/m2. The PTA has plenty of sites available for purchase or lease, ranging in size from 2,500 to 20,000 m2.

Office space in Malaga is cheaper to rent than in other European cities. In 2017 the average rent in Malaga was 14 euros per square metre per month compared to 70.7 in



Mayor of Malaga, Francisco de la Torre, and Deputy Mayor and Head of Productive Economy, María del Mar Martín Rojo, at a previous Going Global event in London. The City of Malaga has its own stand at this year's event. :: F. L.

FACTS AND FIGURES

1.1m

is the population of the metropolitan area of Malaga

3.3%

is the growth forecast for Malaga's economy in 2018

10.5m

the number of square metres covered by productive, educational, technical, logistical and business areas in Malaga

COMPANIES ALREADY IN MALAGA

Accenture, Caterpillar, CGI, Computer Sciences Corporation (CSC), Ebury, Ericsson, Fujitsu Ten, Google, Huawei, IBM, ITRS, Keysight Technologies, Oracle, TDK-EPCOS, Neueda, among other international enterprises



There can be more than 50 flights to UK airports from Malaga in one day. :: S. SALAS

London, 67.5 in Paris, 40 in Frankfurt and 30.2 in Madrid. There are four main areas for office space in the city: the historic centre (around Calle Larios), the business district (Avda. Andalucía, Aurora, Corte Inglés and Vialia), the periphery (the N-340, Teatinos and the business park) and the Andalusian Technology Park.

In terms of labour costs, figures from the Spanish tax authority show that the average annual salary is lower in Malaga than the average for the rest of Spain (by 17.53% in 2015).

Labour is also easily available in Malaga. According to the World Economic Forum, Spain is among the top forty countries in the world in terms of investment in human capital, and Malaga's labour market offers a variety of highly qualified professionals who have been educated and trained in the area.

At the same time, compa-

nies in Malaga are able to attract talent from all over the country and abroad, as it is a well-known and very desirable location in which to live.

One of the many attractions of Malaga is that the cost of living is lower than in many other cities: for example, official statistics show that consumer prices, restaurant prices and rental prices are lower than in London and Madrid, and local purchasing power is higher than in both cities.

Quality of life

Malaga is home to over 200,000 people from other countries, many from Europe, and as well as its climate, culture, beaches, gastronomy and vibrant lifestyle, it offers numerous facilities for foreign families, including excellent international schools.

In 2016, Malaga was the only Spanish city on the list of the ten European cities with the highest quality life,

behind Aalborg (Denmark), Vilna (Lithuania) and Belfast (Northern Ireland), according to the EC's Eurobarometer.

With Malaga's "soft landing" programme to help international companies establish offices in this Mediterranean Smart City, opening a business here is not only much more straightforward than many people might think: it is also the 'smart' thing to do.

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OVER 90 PER CENT SATISFACTION

Nine out of ten foreign companies which have set up in Malaga city are satisfied with the way their business is evolving and expect their turnover, investment and staffing levels to increase. In fact, with regard to employment, 40.7 per cent plan to take on more employees this year and 44.4 intend to retain existing staffing levels, according to the Annual Barometer of the International Business Climate produced by the Ciedes Foundation.

This survey is a pioneer because it is the first to focus on individual cities, rather than look at the national or regional situation.

The latest survey showed that 70.4 per cent of foreign companies in Malaga believe that this year they will increase the level of business they attained in 2017, while 22.2 per cent expect it to remain the same.

The companies found Malaga's strengths to be the communications, especially the airport and the AVE high speed railway service, the leisure and cultural facilities and security. They also valued the cost of living, telecommunications services and the availability of labour, both qualified and unqualified, in the city.

In answer to the question asking why they had chosen Malaga to set up in business, 89 per cent said the geographical location was the principal factor, followed by the infrastructure (44.4%) and the attractiveness of the surroundings (40.7%). They also referred to low labour costs (37%) and the size of the local market (33.3%).

Official statistics for 2016 show that 31 per cent of all foreign investment in Andalucía was in Malaga.

MARÍA DEL MAR MARTÍN ROJO

DEPUTY MAYOR OF MALAGA AND HEAD OF PRODUCTIVE ECONOMY, TOURISM AND PROMOTION

"WE OFFER A HOST OF SERVICES TO HELP COMPANIES SET UP IN MALAGA"

María del Mar Martín Rojo explains how the city of Malaga successfully combines being a popular tourist destination, a cultural centre and a hub for international business

MALAGA. For the last decade Malaga has been committed to helping international companies set up offices in the city. Deputy Mayor María del Mar Martín Rojo is with the Malaga delegation at the Going Global event in London, armed with reasons for choosing the city as a location for business as well as pleasure. **Malaga has so many advantages as a place to do business - the list is endless - so where do you start?**

Perhaps the most influential factors are the low operating costs relative to the high quality of life, the strong business environment and the incredibly well-connected international airport. More and more companies are looking not only to cut costs, but also to attract and retain talented people.

Has it been hard to persuade potential investors that the Costa del Sol is more than just a tourist destination?

The fact that Malaga is a popular holiday destination is definitely an advantage for attracting investment. No one is going to invest in a location that they have not visited first or at least sent a team to investigate. Many cities looking to attract foreign investment struggle to convince people to visit or it is too expensive or difficult to travel there. Many business people we talk to have at some point vacationed in Malaga or are familiar with the city; therefore it is easy to persuade them to return to learn about the business opportunities. Thanks to strong tourism sector, Malaga has an excellent international airport with low cost flights to 142 destinations, thus it is cheap and easy for potential investors to visit. Once they are here, they quickly realise the advantages of doing business in Malaga. Often people are surprised by the vibrant growing business community or by the number of multinational companies operating in the area. They may already have a holiday home in the area



María del Mar Martín Rojo. :: SALVADOR SALAS

"Often people are surprised by the vibrant growing business community in Malaga"

so the opportunity to combine business with pleasure means they will save time and money. **What can the city hall do to help businesses thinking about relocating in the city?** Since 2009, Malaga has made a commitment to helping international businesses establish offices in Malaga and we offer a host of services to assist companies during the process. In addition to promotional material such as brochures, websites, newsletters and videos which clearly articulate the advantages of doing business in Malaga, we also provide current economic data to help companies perform a cost versus benefits analysis. Re-

"Companies use the high quality of life in Malaga as an incentive to hire qualified people"

cently, we produced a video with interviews from 10 foreign executives who have relocated to Malaga. We wanted them to share their personal experiences, successes and perspectives with potential investors. We also organise exploratory visits, help identify office space and/or industrial land and arrange meetings and introductions to important business leaders. We can assist with the initial executive search process or recommend local professional recruiting companies. Finally, we prepare welcome packs with guides, maps, local cultural information and other suggestions. Our trilingual staff are available to

"Once a company has decided to move, the city provides 'soft landing' services to assist employees"

answer any questions someone might have. **Spain is infamous for its complex bureaucracy - what can you do to ease the process?** In 2015, the City created the Business People and Investors Office. Its purpose is to provide a one-stop location, where business people can come in and ask questions about the documents and requirements for operating in Malaga. Once a company has made a decision to open an office in Malaga, the City provides "soft landing" services to assist their employees with visa applications, work and residence permits, obtaining foreign identity number, obtaining a tax ID

number, social security registration, health centre registration, City Hall registrations, opening a bank account, selecting an international school and finding a home.

The City collaborates closely with the local entities as well as the regional and national offices of Invest in Andalucía and Invest in Spain. This contact allows us to resolve any administrative issues quickly and professionally. The institutions work together to create a friendly business environment and to incorporate new companies into the productive economy. Ultimately, companies feel comfortable doing business in Malaga.

To what extent do the city's cultural offering and quality of life influence a business looking for a location?

As innovation transforms business models across industries, the challenge of finding and retaining talented people is becoming more difficult. Companies must offer not only solid career opportunities and good salaries but also a work-life balance. In the last few years, companies have used the high quality of life in Malaga as an incentive and a competitive advantage to hire qualified people and create the best teams.

Malaga is a beautiful coastal city with all the amenities of a major European capital without traffic congestion, pollution or stress. It is characterised by its wonderful climate, attractive beach and mountain landscapes, extraordinary sunsets, delicious cuisine and hospitable people.

As the birthplace of Pablo Picasso and Antonio Banderas, the citizens of Malaga have a grand appreciation for the arts. There are more than 30 museums and six theatres in the city as well as dozens of cultural events throughout the year. **According to a recent study, 40% of foreign firms in Malaga will be taking on employees this year. Does Malaga have sufficient talent to fill their vacancies?**

It is an excellent indicator that local and foreign companies plan to hire more people this year. Malaga has approximately 240,000 people in the active labour pool, but only 180,000 are currently occu-

pied. The University of Malaga, with 36,000 students, Andalucía Tech, the Samsung Tech Institute as well as other business school, trade schools and institutes are constantly educating people. Given the overall attractiveness of Malaga, if particular profiles are not readily available, then it is very easy to relocate workers from other cities. Companies will not have trouble finding the skilled workers that they seek.

What do you aim to achieve at the Going Global event in London?

This year at the Going Global event in London we hope to promote the advantages of the city to the UK market as well as the international participants who will be attending the event. We have scheduled meetings with potential investors and business people looking to relocate their companies. We hope to persuade them to start their operations in Malaga. We want people to know that Malaga is the best place to live, to work and to invest.

What projects is the city council currently working on to improve the conditions even further for investment?

The City is constantly working to ensure sustainable urban mobility by extending bus routes, developing new metro stations, offering bicycle sharing programmes, and working to improve traffic flow throughout the city.

The City's Urban Planning Department and Productive Economy Department are working with local real estate developers, agencies and investors to review the current zoning and building permits to determine the most beneficial land-use for different areas of the city.

In addition to traditional business forums, chambers of commerce and business associations, the Mayor and City officials meet periodically with the executives of companies to hear their points of view as foreigners working in Malaga and to learn from their experiences of living in other cities and countries. The recommendations are evaluated and then implemented.



FOR A SURE WIN INVEST IN ANDALUCÍA

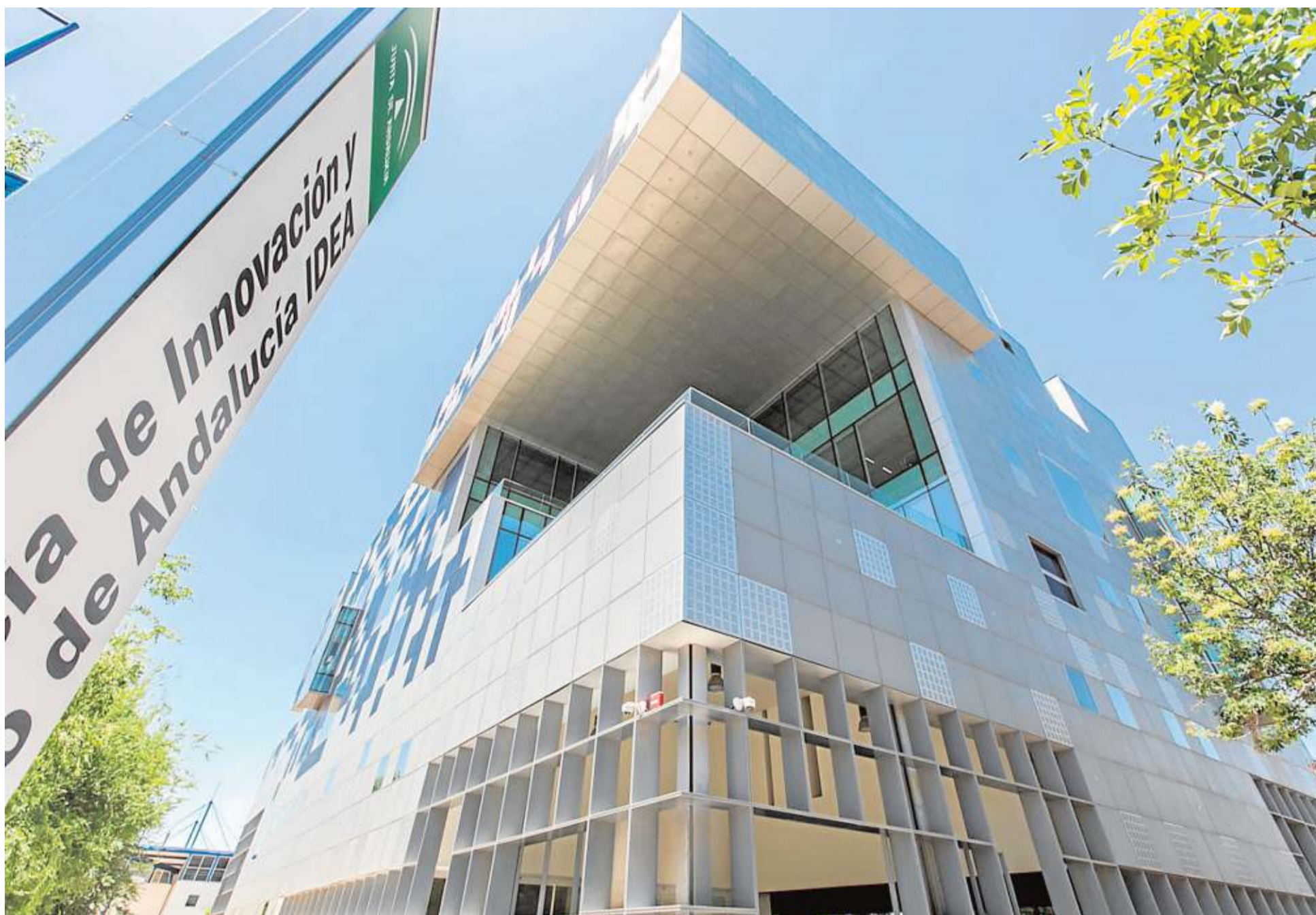
Because of its strategic location, talented people, infrastructure, technologies, emerging sectors, the institutional support for investment.....**Because location matters...**

INVEST IN ANDALUCIA-SPAIN

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Agency of Innovation and Development of Andalucía IDEA
ANDALUSIAN MINISTRY OF EMPLOYMENT, ENTERPRISE AND COMMERCE



The IDEA building in the Andalusian Technology Park in Malaga. :: SUR

ANDALUCÍA INNOVATION

A SUCCESSFUL STRATEGY TO ATTRACT INVESTORS TO SOUTHERN SPAIN

Andalucía attracted 428 million euros of business investment last year and the regional government is expanding its programme to attract more companies

AGENCIA IDEA

MALAGA.

The benefits of companies from elsewhere setting up in Andalucía go beyond the most obvious ones of business investment and job creation. This situation also generates synergies between Andalusian companies and those from outside the region, provides a way of learning other ways of doing business and brings Andalucía closer to the exterior market.

It is for these reasons that the regional government is continuing to focus on the Andalusian Strategy of Attracting Investment. For that strategy, we benefit from the best centralised instruments in the form of the Agency of Innovation and Development of Andalucía, IDEA, via the Invest in Andalucía initiative, in which we work side by side with the international promotion area, Extenda.

We don't say "the best in-

struments" just for the sake of it. The figures speak for themselves. Of the 428 million euros of investment which came to Andalucía in 2017, according to the Secretary of State for Commerce's Register of Foreign Investment, 62.2 per cent was the result of the work of the IDEA agency's Attracting Investment service.

Specifically, these comprised 28 different business projects which generated 266.26 million euros of investment in Andalucía and created 1,727 jobs.

The majority were new projects in the region, although a significant number were expansion projects of companies who were already operating in Andalucía.

This is important: it shows that not only are we attracting new companies, but those which already operate in Andalucía are staying here and want to grow here.

This reflects the value of Andalucía as a place for investment, and is supported by the Barometer of the Business Climate in Andalucía from the Perspective of the Foreign Investor 2017,

which we presented in Malaga last December and which measured the opinion of foreign investors about different aspects such as the size of the market, the infrastructures and human capital, taxation, financing, costs, quality of life etc.

According to this Barometer, "the perspectives of investment by foreign companies are very positive, with about 97 per cent of companies who were surveyed planning to increase or maintain their investments in 2017, compared with 95 per cent who said they had done so in 2016".

Sectors

The projects which were convinced by the Junta to remain in Andalucía are fundamentally in the ICT sector (in fact Andalucía has become one of the most-requested destinations among engineers, directors and foreign companies in the ICT field, according to HRCS, a firm which specialises in the search for IT talent), followed by metalworking, aerospace, the agricultural food industry and the bio and health sector.

The main source countries are members of the EU (especially France, the UK, Scandinavian countries and Germany), followed by the USA and Canada, Asia and Spain.

It should be stressed that some of these aspects show how attractive Malaga is as a location for companies from outside Andalucía. Malaga leads the list of places which attract investment in the region. In fact, 42 per cent of the projects attracted by IDEA in 2017 chose Malaga as the location in which to develop their projects: 12 projects which have brought 75.56 million euros to our province and created 461 jobs.

Assistance

These instruments which have proven to be so effective offer a comprehensive system of assistance for investors, which includes:

- Accompanying them during the decision-making process and the procedure for setting up (fiscal, legal and administrative information, the economic and business situation, availability of human and financial resources, the search for premises, contacts with the administrations, potential clients and suppliers, etc).



Photo of the launch of Interex Forum, attended by the Junta's deputy minister for Employment and president of IDEA, Pilar Serrano.. :: SUR

- Accompanying them through the installation process, including support with bureaucratic procedures and applying for incentives.

- Aftercare service: centred on monitoring the expansion projects and investments of foreign firms who have set up in the region.

Support service

In addition to these services are the other products in this comprehensive support service for investors:

- Incentives for industrial investment and R+D+i.
- Refundable financing.
- Provision of areas of excellence and infrastructures.
- Advanced services: the management and processing of patents, reports on technology, the search for technological partners, advice on accessing other sources of finance, etc.

In order to achieve results such as these, the collaboration with institutions, organisations and multiplying agents, such as the Consular Corps of Malaga and the Association of Consuls of Seville, is proving invaluable.

Collaboration

Because of this, the Innovation Agency has signed collaboration agreements with both entities, with the aim of promoting, identifying and managing projects which want to set up in Andalucía.

There is also collaboration regarding the reception of institutional delegations from the countries repre-



The signing of the agreement between the Junta de Andalucía and Consular Corps of Malaga. Shaking hands are Javier Carnero, the Junta's minister for Employment, Business and Commerce, and the head of the Consular Corps in Malaga, Pedro Megías. To their left is the general director of IDEA, Julio Coca. :: SUR

sented by both entities, such as in the organisation of exterior positioning actions, and monitoring the markets to identify projects which are susceptible to setting up in Seville.

In addition, IDEA will attend to general and specific queries which may arise in relation to setting up new businesses, and will manage investment projects which arise from this collaboration.

For their part, the Association of the Consular Corps of Seville and the Consular Corps of Malaga will facilitate supportive information and contacts in their respective Embassies to support the IDEA Agency in attend-

In 2017 IDEA worked on 28 new business and expansion projects creating 1,727 jobs

The agency works in collaboration with the regional consular corps, receiving delegations from different countries

ing to these enquiries and projects.

IDEA will also be collaborating in the celebration of Interex Forum, a major diplomatic networking event which is to be held on 14 and 15 June in the Palacio de Congresos in Malaga.

This is a meeting of representatives of more than 40 countries, firms which are already established in Andalucía or have potential implantation plans and Andalusian companies which plan to expand, with the aim of finding new business opportunities.

The presence of ambassadors and other diplomatic representatives is extremely valuable in this context.

ASSISTANCE OFFERED BY IDEA

► **First steps.** Help during the decision-making process, administration and search for premises

► **Continuation.** Help with installation, paperwork and applications for incentives

► **Aftercare.** Help with monitoring expansion projects and investments

OTHER BENEFITS

► **Incentives.** For industrial investment and R+D

► **Finance.** Refundable financing

► **Location.** Provision of areas of excellence and infrastructure

► **Advanced services.** Patents, technology reports, search for partners, advice, etc.

MORE INFORMATION

www.agenciaidea.es

MALAGA
CONNECTIVITY

THE BEST CONNECTIONS TO EUROPE AND THE REST OF THE WORLD

Direct flights, modern road networks, high speed rail links and a busy port make travelling to and from the city of Malaga faster and easier than ever

**SUR /
MADDY HAY**

MALAGA. The province of Malaga has been transformed by infrastructure development, meaning the city of Malaga is now one of the best connected places in Spain and Europe, and the focal point of 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 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 and businesspeople.

There are over 250 routes during summer, connecting with 133 destinations, mostly in the UK and on the European continent but also in the Middle East, the USA and Canada.

The flight figures for the winter season are not far behind those for the summer; more than 100 airports maintain direct links with Malaga Airport, 24 of them in the United Kingdom.

In 2017, there were over 137,000 flight take-offs and landings at the airport.

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,



A plane takes off from Terminal 3 at Malaga airport. :: SUR



A network of motorways surrounds the city. :: SUR



The AVE station, María Zambrano, in Malaga. :: NITO SALAS

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 and gourmet dining.

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 terminal, which has recently been modernised and is now able to handle the private jets of

Direct flights to Malaga

* In brackets, the number of airports in that city

the wealthier visitors travelling on business or for pleasure.

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 use the busy city ring roads. Road access to the airport has 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 rail

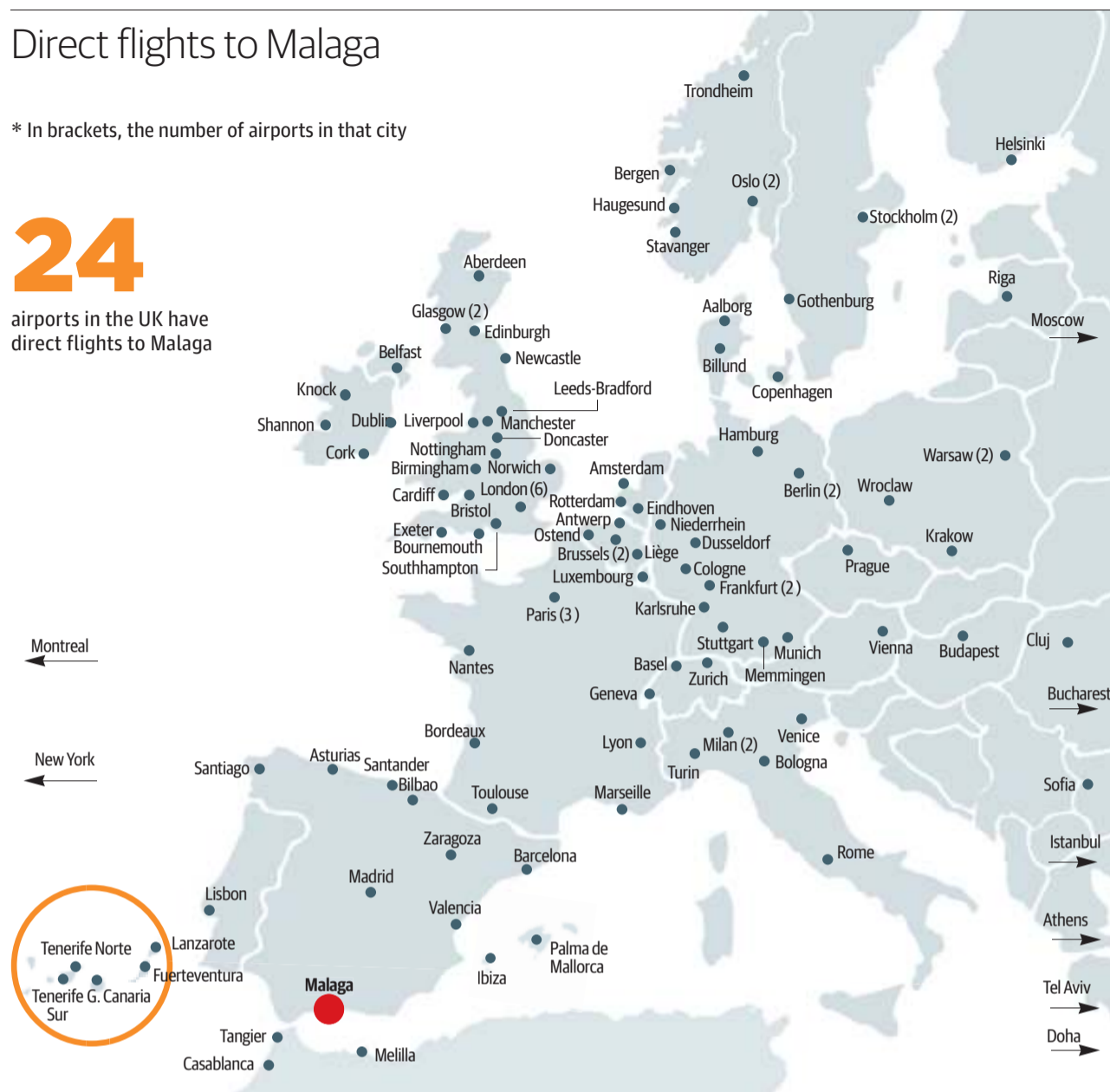
When the AVE high-speed train service was extended to Malaga in December 2007, it opened up more transport options, bringing the south of Spain closer to the country's capital and further afield.

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 under two and a half hours.

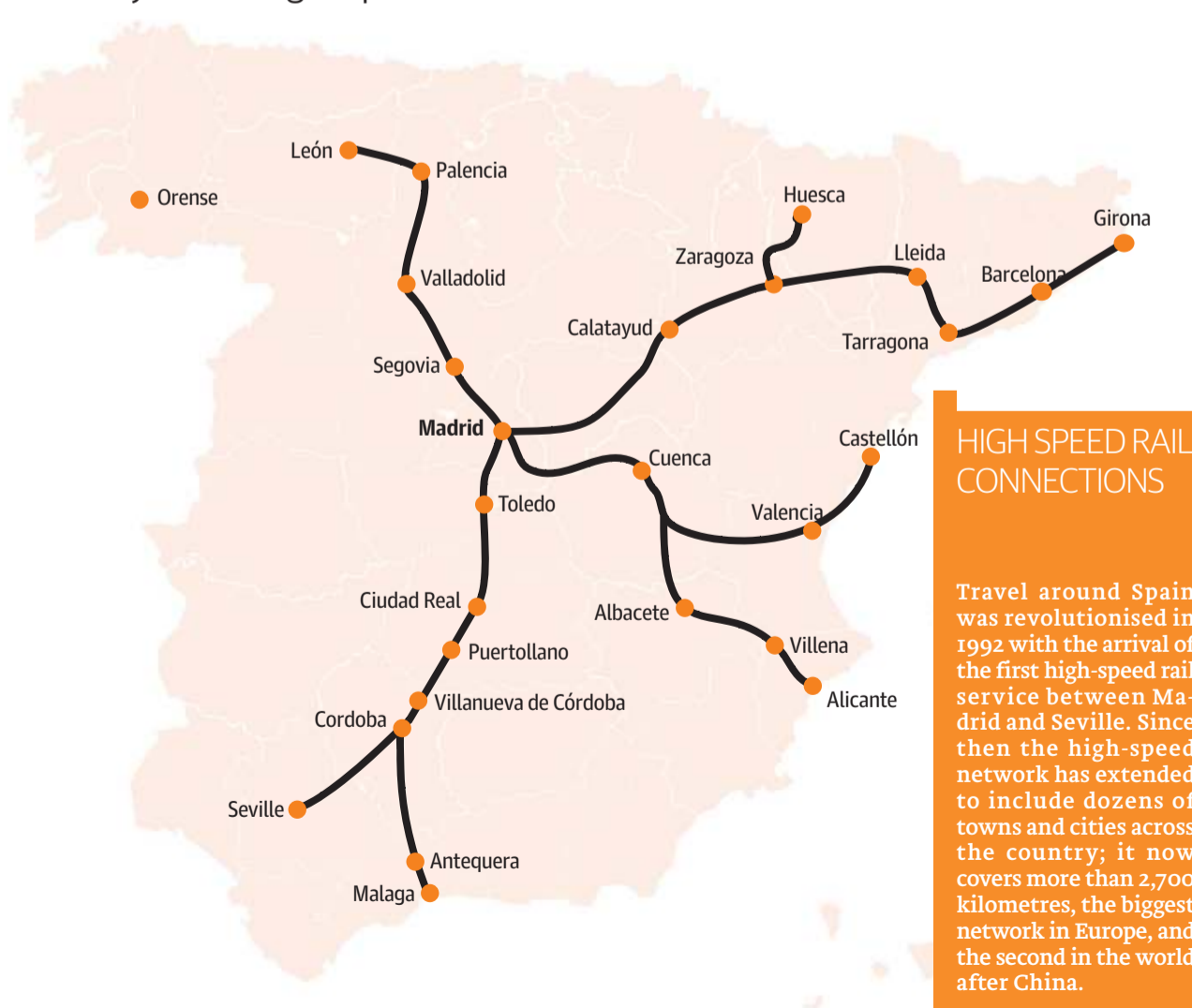
In addition, around 20 Spanish cities are also served by fast trains from Malaga, either directly or indirectly, and this means that the province is

24

airports in the UK have direct flights to Malaga



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



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, Zaragoza, 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. Granada will also become accessible through AVE in the near future.

It was recently announced that a new low-cost, high-speed train will launch in 2019. Tickets for the EVA service will be between 20 and 25 per cent cheaper.

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: 500,000 passengers visited Malaga in 2017.

Malaga is an international marketplace and getting here is now more convenient than ever before.

MALAGA
TECHNOLOGY PARK

LEADING TECHNOLOGY AND INNOVATION FOR 25 YEARS

The Andalucía Technology Park (PTA) is now home to more than 600 companies



MALAGA. To create a technology park in a place like Malaga a quarter of a century ago, where industry had come to a virtual standstill and the economy was dominated by tourism, could at best have been considered a pipe-dream at the time. However, 25 years later that fantasy is very much a reality.

The Parque Tecnológico de Andalucía (PTA) now boasts over 600 businesses, close to 19,000 workers and a turnover of 1.75 billion euros. Twenty per cent of the city's GDP is generated there – a figure as high as eight per cent for the entire province, according to figures provided by consultancy firm Infyde.

The park's creation in December 1992 "paved the way", according to regional president Susana Díaz. Together with tourism and the agricultural food production sector, the PTA is one of the driving forces behind Malaga's development. It played an especially 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 around 1.9 billion euros.

An ideal location

The PTA 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 innovation and respect the environment.

This technology park, in the Campanillas area of Malaga, is in a privileged natural setting, with advanced infrastructure and high-quality services. It is therefore a place where large multinationals (such as Accenture, Oracle and Ericsson - the former two hoping to expand their presence this year), university departments and small innovative companies all work side by side.

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

The number of companies and institutions on the PTA has grown steadily over the years and almost 650 are now based there. The total number of workers on the 186-hectare PTA at present is close to 19,000 after the figure grew by around a thousand in the past year alone.

However, beyond these figures, the most impressive aspect of the PTA is its capacity to attract foreign technological companies with major potential for growth. These include Neueda and Solviteers, software development companies which established bases in the past year, as well as Ciklum, ITRS, Ebury and The Workshop.

Felipe Romera, general director of the PTA since its creation, has described this as "the third wave of innovation". This new phase is defined by disruptive technologies such as cybersecurity, artificial intelligence, big data, fintech and driverless cars. In fact, German-based multinational DEKRA, which is a leader in providing expert testing solutions for the world's car industry, opened a new facility at the PTA in November.

FACTS AND FIGURES AT THE PTA

634

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

18,750

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.

New connections

Due to the significant increase in the workforce (most of whom are young graduates from the University of Malaga who commute in from Malaga city or nearby towns) and plans for further expansion, Malaga council has now drawn up plans to create a new road system and accesses, with train connections to both the Cercanías coastal line and Malaga Metro under consideration, to ensure that the traffic created by a technology park of this size can flow smoothly.

To visualise a workforce of this size, imagine this: they could fill a small town the size of Manilva, half of La Rosaleda football stadium, or 45 AVE high speed trains.

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, including 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.

Depending on their fields and expertise required, companies have no problem in recruiting skilled workers to fill posts at the PTA.

While the University of Malaga provides a conveyor belt of talent whose wage expectations are lower than those elsewhere in Spain, it is not difficult to attract foreign workers to the Costa del Sol where the quality of life is unequalled elsewhere in Europe.



Multinational companies such as Accenture and Oracle are hoping to increase their presence this year. :: SUR

PLANS IN MOTION FOR FURTHER EXPANSION

The PTA has not come this far by standing still. Plans are currently being made to expand the technology park with the ultimate aim, according to general director Felipe Romera, to be able to double its capacity.

The first step is the creation of three new buildings, at a cost of 25 million euros, which will provide office space for a further 2,000 employees.

The plans have already received the go-



Computer image of the new offices. :: SUR

ahead by the city hall and works on the first of the three buildings is expected to get under way before the end of the year.

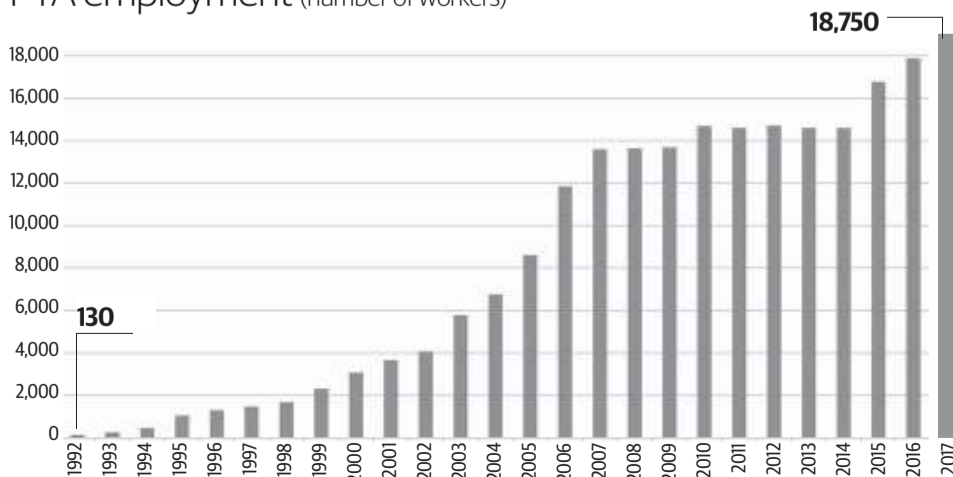
The second step is the expansion of the site northwards, the design phase of which the PTA has put out to tender.

While this project is

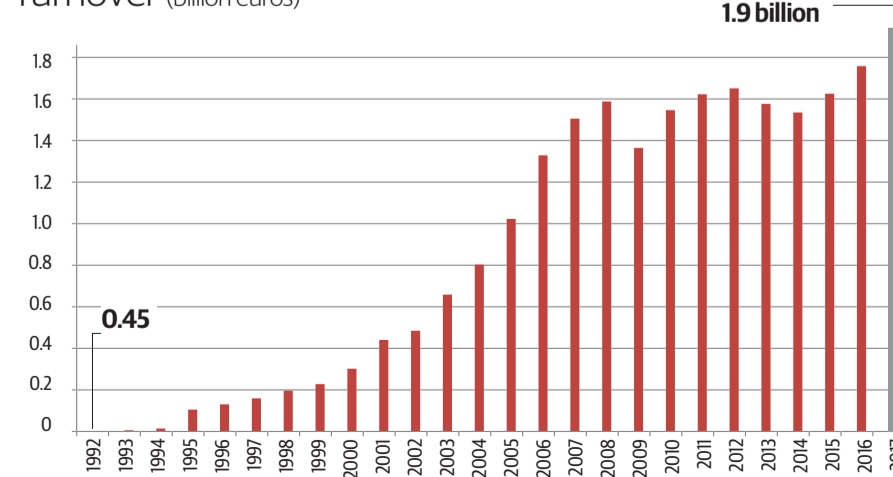
still in its early phases and could take years still, this is the PTA's most ambitious expansion scheme yet.

The land, covering 568,000 square metres, will be dedicated to research and development, but will also provide accommodation for workers and leisure space.

PTA employment (number of workers)



Turnover (billion euros)



UMA
A SOURCE OF TALENT

PREPARING FOR THE FUTURE AT THE UNIVERSITY

PATRICIA
PINEDA

The UMA offers a wide range of degree courses and grants to encourage mobility and has numerous groups carrying out important research in different fields

MALAGA. The University of Malaga is one of the most prestigious teaching centres in the whole of Andalucía. There is a strong focus on research and employment, so that when the students leave university they are as prepared as possible for the world of work and have had the benefit of interdisciplinary training.

This is a university which is continually growing and developing, and it aims to offer its students the very best facilities. For example, the faculties of Tourism and Psychology are about to be transferred to new and modern premises on the extension to the campus at Teatinos.

At present there are around 36,000 students, 2,445 teachers and 1,263 administrative and services staff at UMA. The university offers 66 degree courses and

more than 60 Masters in different branches of education. The faculties are divided between the campuses of Teatinos and El Ejido; the latter is very close to the city centre. The transport facilities, commerce and student ambience make Teatinos one of the emerging zones of Malaga.

Many UMA lecturers are professionals who also hold other posts; because they do not dedicate themselves exclusively to teaching, they are in continual contact with the realities of the world of work.

Students at Malaga university are also able to specialise in two subjects. In a world which is increasingly more complex and changing, this option enables them to be

even better prepared, and to offer more skills in a labour market which is increasingly competitive.

The timetables for double specialization courses are organised so the students can obtain a double degree in less time than it would take to study them separately, but without losing any knowledge or specialisation.

Among the double degrees on offer at Malaga are, for example, Law, Administration and Company Management; Electrical Engineering and Mechanics; and Economics, Administration and Company Management.

The double degree in Law, Administration and Company Management provides students with analysis techniques so they have enough

understanding to manage a company and know how it operates.

The double degree in Electrical Engineering and Mechanics helps the students to develop their ability to analyse and understand technical problems, and acquire the knowledge to resolve these and correctly use calculation and measuring techniques, among others.

However, Malaga University is much more than its degree courses. It also offers a wide range of specialised tuition such as doctorates, specialist courses, Spanish as a foreign language and other types of scientific and cultural education.

The General Foundation

The University offers double degree courses in subjects such as Law and Company Management or Electrical Engineering and Mechanics

Researchers at the UMA have completed some award-winning projects, such as the tsunami calculator

of the University of Malaga also has various online courses for students who do not have the time to attend classes in person.

Another interesting aspect of this university is that it has numerous agreements with other entities, including the 'Andalucía Tech' Campus of International Excellence which it runs jointly with the University of Seville. This campus works on important areas of research and transference, and has connections with more than 150 companies.

Research at the UMA

Another of Malaga university's strong points is the work it does in research, as it now has more than 300 research groups among its different departments.

Among the scientific and technical fields in which it carries out research are biology and biotechnology, information and communication technologies, humanities and artistic creation, as well as exact and experimental sciences.

Much of this research is carried out within an international framework, to such an extent that the research carried out at the UMA is recognised all over the world.

One of the most outstanding and award-winning projects to have emerged from Malaga university is 'Tsunami-Hy Sea', a simulator which calculates in a few minutes when a seaquake is going to occur, thereby providing the opportunity to save numerous lives.



Malaga university has a well-earned reputation as a centre of excellence in teaching. :: NITO SALAS

The software has won the 'NVIDIA' award, which previously had only been given to American research centres.

The Green Ray

The UMA also caters for students who are interested in becoming entrepreneurs. For this purpose it uses 'The Green Ray', which is a building belonging to the Andalusian Technology Park (PTA).

It contains numerous departments and co-working and meeting rooms which are used for training. The main objective is to encourage entrepreneurship.

Also within this sector is the 'Link by UMA-Atech'. This is a space for coexistence, focusing on entrepreneurs in business and at universities who want to create a company from scratch. Among its programmes is the 'Ideas Factory', where projects based upon students' ideas can be developed in just 48 hours.

This is a way of making the most of the talent of the university students and giving them the assistance they need to immerse themselves in their own projects and create their own companies.

To do this, 'Link by UMA' offers professionals, institutions and organisations which consider the students' ideas and help them to make the best decisions.

There are also areas for events and meetings, and a section where they can receive advice from a business development team.

The University of Malaga offers 66 degree courses as well as more than 60 Masters in different subjects

The Equality Unit ensures equal opportunities and no discrimination on grounds of gender

Internationalisation

One of the principal objectives of the UMA is for its students to be as globally minded as possible and prepared for labour mobility. With this in mind, the university has mobility scholarships for students, teaching staff and researchers. The ERASMUS grants for students enable them to spend between three and 12 months in a member state of the European Union.

If they decide to do their work experience abroad they also have the opportunity to form part of a company or organization associated with the scheme. The lecturers can also develop and acquire new educational skills outside Spain.

One of the latest innovations at the UMA is the Equality Unit, which aims to ensure that men and women are treated equally and is committed to providing equal opportunities and no

discrimination in any aspect of the university on grounds of gender.

The unit is based upon an Equality Plan and there is also a protocol which has to be followed in cases of sexual harassment or bullying.

Malaga university also plays an important role as a social agent, because of its interest in contributing to the development of the weakest countries and social sectors.

It was with this in mind that it created the Volunteers Office: all members of the university community can join and take part as volunteers in different activities in the numerous associations with which the university has signed agreements.

Sports facilities

The University of Malaga also has excellent sports facilities, including two football pitches, one of natural grass and the other artificial. There is also a gymnasium with classes in aerobics and step. Students can also swim in the 25-metre-long heated pool, and water polo and synchronised swimming are also available.

The university also participates in numerous regional and national championships, such as the Spanish University Championship, which includes the sports of volleyball, golf and triathlon, and the Andalusian University Championship, with competitions in five-a-side football, volleyball, basketball, padel tennis and rugby.



FACTS AND FIGURES AT THE UMA

2,445

teachers and 1,263 administrative staff for the 36,000 students at Malaga university.

300

The UMA has over 300 research groups

36,000

students study graduate and postgraduate degrees at Malaga university



MALAGA
QUALITY OF LIFE

AN INSPIRING PLACE TO LIVE

Recent additions to Malaga's cultural scene enhance the quality of life of local residents

JAVIER
ALMELLONES /
BEN
CLARKE

MALAGA. Malaga city has been investing in the future and it's paid off. The coastal conurbation is now a honey-pot for tourists and businesses alike. 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.

Now, visitors come for the beautiful Mediterranean city in its own right, which attracts tourists from all over the world. Malaga has been recommended by many in-

ternational media including the New York Times, the Telegraph, the Guardian and the Independent newspapers.

In the past few years, many multinationals have opened offices in Malaga. Andrew Pitt, a British web developer, accepted a job in the city and is a real fan of the culture: "Malaga's salary-lifestyle trade-off makes it a really attractive place to work and live. Finishing for the day and spending an hour on the beach is a great stress killer."

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

The long-awaited Museum

of Malaga opened at the end of 2016 in the former Customs building, the Palacio de la Aduana, and is now a fitting home for the Fine Arts and Archaeology museums.

Investment in art

This is just the latest addition to a long list of attractions including, of course, the Picasso Museum (Picasso was born in Malaga) and the Carmen Thyssen Museum.

Malaga has been described as Europe's "unsung cultural capital"

Over the last decade the city has invested 100 million euros in arts funding, leading to the creation of the only branch of the Pompidou Centre outside France and the Russian State Museum of St Petersburg, both of which have received enthusiastic praise from travel writers and other visitors.

There are, of course, plenty of other museums, 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 the treasures which Malaga holds to entertain and fascinate her visitors.

Malaga is an increasingly

popular city break destination, because, as Lonely Planet puts it, it "has transformed itself in spectacular fashion in the last decade, with half a dozen new art galleries, a radically rethought port area and a nascent art district called Soho."

The Daily Telegraph included Malaga in its 'Top 10 cultural destinations in Spain', highlighting its substantial Roman and Arab heritage and saying that it "packs a considerable cultural punch".

Malaga doesn't just rely on its great past however: the new Soho district, with its murals, is attracting street artists and has an exciting youthful atmosphere, while the Contemporary Art Museum (CAC Malaga) hosts regular exhibitions by many international artists.

Malaga is perfect for a short break, although with over 30 museums and galleries and a wide range of historical buildings from all eras, most people wish they had

stayed longer and decide to return.

Thankfully, Malaga is a very accessible city due to its modern transport links, including 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 its location is the ease with which passengers can catch the ferry to Melilla.

Perfect all year round

Malaga's lovely climate makes the city an excellent destination to be visited year-round. 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.

The city is just as great a



Muelle Uno. The area around the port has a lively atmosphere. :: SALVADOR SALAS

place to live as it is to visit for many of the same reasons. The city's residents have known this for a long while, but now this fact has gained official recognition. The European Commission's 'Eurobarometer' in 2015 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.

Security and housing

The Eurobarometer showed that a sense of security was one of the elements which created overall satisfaction about living 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 per cent 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.

Another of the Eurobarometer conclusions was that Malaga is the European city in which the cultural infrastructure has improved the most, as we have seen already. The satisfaction of its



Malaga is a popular destination for those looking to enjoy stunning Mediterranean seafood. :: KATRIN GOETHALS



Pompidou. The new collection is full of surprises. :: EFE



The 'one-armed' cathedral. :: SUR

residents with their cultural facilities has increased by 11 points compared with the previous edition (2012), and is now 75 per cent.

Malaga's museums also feature in another impor-

tant '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.

Prestige

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

A HISTORIC, WALKABLE CITY CENTRE

Malaga is one of the oldest cities in the world, having been founded as Malaka by the Phoenicians around 2,800 year ago. Narrow streets surround the city's impressive cathedral, known as the 'little one-armed lady' because one of its towers was never completed. Many of the city's streets, including the famous Calle Larios, have been pedestrianised and now host a wide array of street performers and art exhibitions. There is also a stunning selection of cafés where visitors can just sit and watch the world go by. The local cuisine is also a major attraction of this city, incorporating traditional Spanish comfort food, freshly caught fish and innovative culinary creations, accompanied by locally produced wine. And of course, there are tapas, the delicious small helpings of a variety of dishes which allow for a new concept in eating out which few are happy to leave behind.

Residents value the infrastructure, services, climate, culture, security and hospitality towards foreigners

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 Christian Andersen said was the only one which immediately made him feel at home, is staking its rightful place at the top of lists of places to live as well as to visit.



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