



February 2025

MÁLAGA

To Live, To Work & To Invest

Malaga, Spain



Population

591,637 city (6th largest in Spain)
1.75 million in the province



Rich Cultural Legacy

40 museums
Birthplace of Pablo Picasso & Antonio Banderas



City Break

307 days of sunshine
18° C average temperature year-round
3.3 million hotel stays in 2023



Economic & Technological Capital

Productive Sectors: Agriculture, Construction,
Technology & Tourism
3,7 % GDP growth in 2024



Malaga Main Figures

3.7 %

GDP growth in 2024. Leading regional & national economic growth

111

international companies arrived from **28** countries est. **8,000** new jobs (2019-2024)

123 %

growth in Málaga's tech workforce over the last decade, outpacing growth rates in Andalusia & Spain

€ 134 M

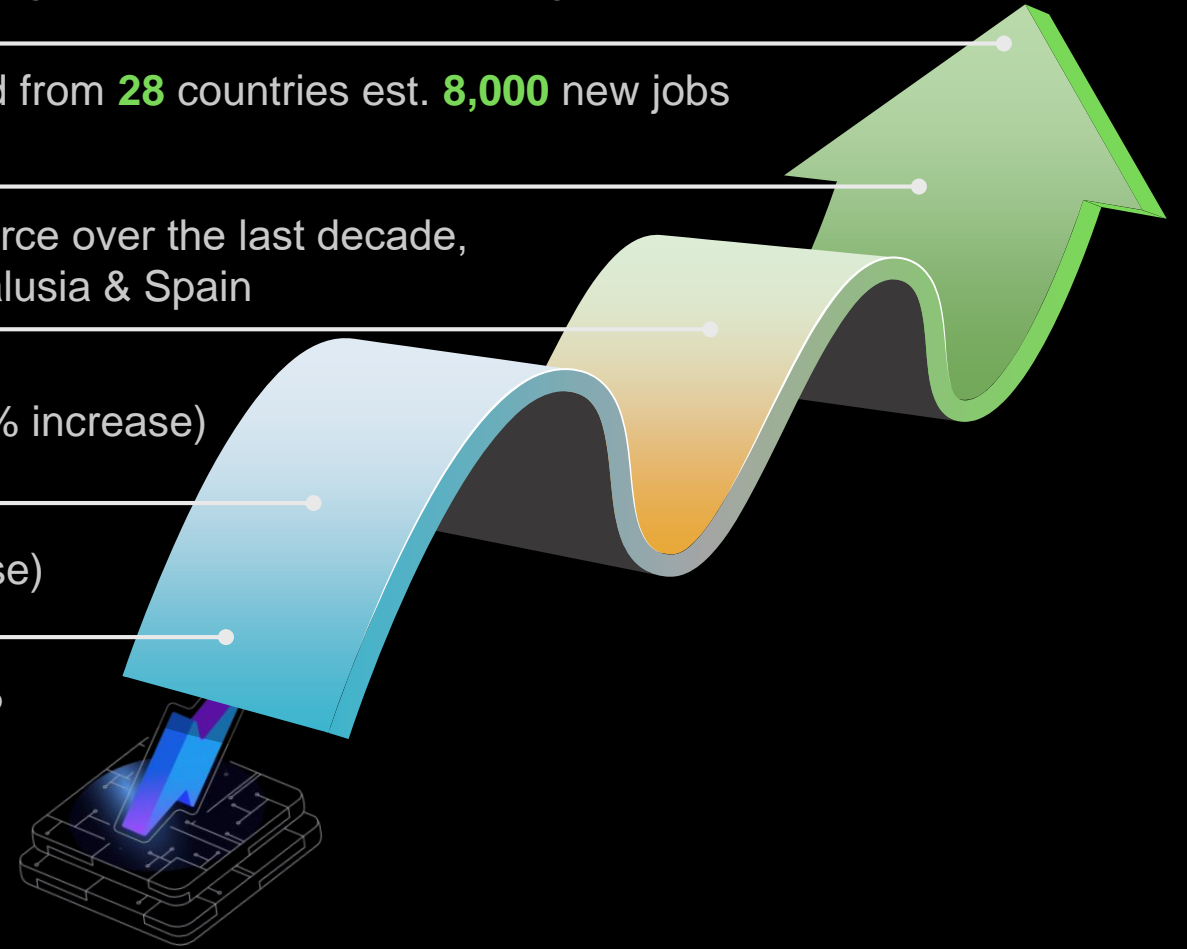
foreign investment in 2023 (37% increase)

€ 3.2 B

exports in 2023 (11.8% increase)

20 %

of the Andalusian regional GDP



Gateway to “Costa del Sol”



1st Airport in Andalusia &
3rd in Spain

~25 million passengers in 2024
150 destinations in 35 countries



High-Speed train, commuter
rail & metro

Madrid in 2 horas & 20 minutes
Barcelona in 4 horas y 40 minutes
2 metro lines



2nd Cruise port in the Peninsula
& 6th in the Mediterranean

503,898 passengers in 2023
300 cruise ships

Vision and Planning



Mayor Francisco de la Torre (2000 -)



CULTURE & TOURISM



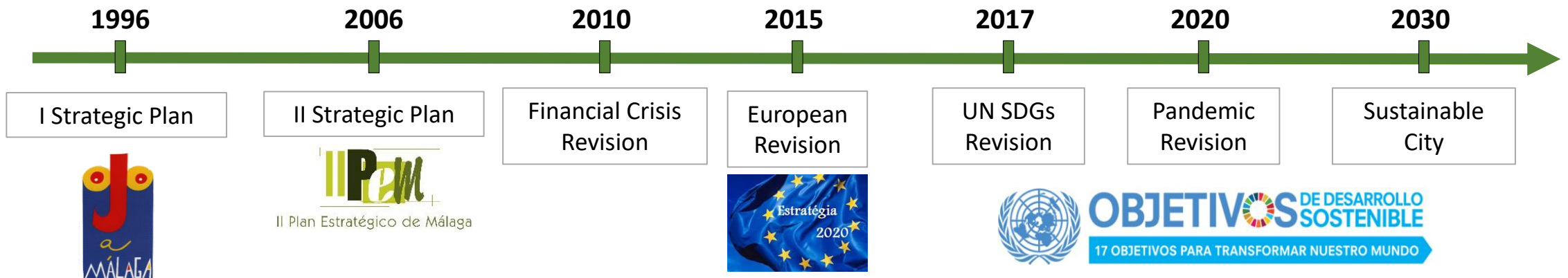
TECHNOLOGY & TALENT



SOCIAL INCLUSION



SUSTAINABILITY



Centre Pompidou



Contemporary Art Centre



Málaga
CIUDAD
DE MUSEOS
donde habita el arte



Picasso Museum



Carmen Thyssen Museum



Malaga Automobile and
Fashion Museum

the all-round city

Productive Triangle

Malaga TechPark

11 km

The Green Ray

University of Malaga

City Centre

High-Speed Train Station

Port

Digital Content Hub

7 km

7 km

International Airport



malagavalley



SIERRA NEVADA MOUNTAIN RANGE

MALAGA

MARBELLA

MEDITERRANEAN SEA

COSTA DEL SOL

- BABEL, TDK, ANOVO, CITIC, MALAGA TECHPARK, MESUREX, MLabs, Talan, PREMO, Dedalus, VisionTIA, TORSIA, CGI, IASP, SmartCity Cluster, SOINIA, DEKRA, THE WORKSHOP, AEI, OP-PLUS, ORACLE, RedZinc, SOLVITEERS, IDEV, athanto, NORDIC JOBS WORLDWIDE, wisely, WESTERMO, Tedial, accenture, ERICSSON, arelance, GATSA, WiFiPRO, VERSION 1, SOLBYTE, VIATEK, DREES & SOMMER, KEYSIGHT TECHNOLOGIES, emotools, TECNOLOGICA, MADES, SIEMENS, LUNICA, AgioGlobal, AIRZONE, RealCore, IDEMIA, DRES & SOMMER, adif, Ceregumil, Indra, andalucia, berteck, MADES, SIEMENS, LUNICA, ATyges, irindus, albra, GYM CRAFT, QUISTOR, MERCELL, NOVALUZ, orange, exTEL cm, Adaco, ANDALUCIA TECH, AIR LIQUIDE, HUAWEI, Wellness Telecom, dhv, ingelabs, BASEBONE, vTiger Spain, GYM CRAFT, QUISTOR, MERCELL, NOVALUZ, ANDALUCIA TECH, AIR LIQUIDE, HUAWEI, Wellness Telecom, dhv, ingelabs, BASEBONE, vTiger Spain, GYM CRAFT, QUISTOR, MERCELL, NOVALUZ, PREDICTIVA, metrical, CIKLUM, lambda AUTOMOTIVE, eticom, BRANTOR, cibersuite, kamstrup, imagine, TUPL, Darwin, endesa, pawmans, juice, Sequel, First workplaces, imfe, elcuartel, FUNDACION CIEDES, FROM MALAGA, CAMARA MALAGA, sage, novalo, Jelastic, BOOH!, ALLIANTUM, FÁBRICA VIDEOJUEGO, Aeropuerto de Málaga-Costa del Sol, Newlink, pharmacius, ITRS, Regus, quehoteles.com, MALAGA TRAIN STATION, vodafone, Deloitte, Ebury, What borders?, CORESOFT, PLYTIX, INNOVATION CAMPUS, MALAGA CATHEDRAL, freepik, Telefonica, NTT DATA, NOVASOI, VIRUSTOTAL, intrum, BaseNet, FREAKCON, MALAGA INTERNATIONAL AIRPORT, BESOCCER, TECH TALENT SOLUTION, agapea.com, MALAGA TRAIN STATION, vodafone, Deloitte, Ebury, What borders?, CORESOFT, PLYTIX, INNOVATION CAMPUS, MALAGA CATHEDRAL, freepik, Telefonica, NTT DATA, NOVASOI, VIRUSTOTAL, the pool, MARBELLA TECH ANGELS, CONVERSALIA, DENSO TEN, Tienda animal, L.A. SUITE, andalucia.com, RavenPack, TECOM, urbytus, CarGestion, PLANMECA, FLEXICIENCY, ZENITH, ANDALUCIA OPEN FUTURE, epam, smartcity malaga

Malaga Tech Park



COMPANIES

687

* Opened in 1992 with 8 companies

FOREIGN
COMPANIES

70

** from 21 countries



EMPLOYEES

25,101

MALAGA GDP

20%

Universities & Business Schools

málaga
the all-round city

“Focusing on innovation and digital transformation”

University of Malaga

- Founded in 1972
- 37,067 students (6,900 engineering students)
- 17 faculties, 77 Degrees, 78 Masters, 22 Doctorates



UNIVERSIDAD
DE MÁLAGA



ESIC

- Arrived in Malaga in 1997
- Specialized studies in marketing, management and digitalization

santelmo
business school

< ISDI >

San Telmo

- Arrived in Malaga in 2002, branches in Malaga & Seville.
- #1 business school with most business cases in Spanish.
- 9 specializations: food, corporate governance, digitalization, women and business, family business, continuous improvement, SMEs.

esesa
Escuela Superior de Estudios de Empresa

IMF
Smart Education



ESESA IMF

- Founded in 1988
- Programs linked to the technology sector: masters in Big Data, Business Analytics or Cybersecurity.

MTA
MONDRAGON
TEAM
ACADEMY

EADE
ESTUDIOS UNIVERSITARIOS



Mondragon University

- Degree in Entrepreneurial Leadership and Innovation (LEINN).
- More than 3,000 entrepreneurs and more than 120 companies.

m
MONDRAGON
UNIBERTSITATEA

42

MADRID
Fundación Telefón



Universities & Business Schools

málaga
the all-round city

“Focusing on innovation and digital transformation”

ISDI DIGITECH

- Only Digital Acceleration Center for Higher Vocational Training specialized in Technology & Information Technology accredited by the Andalusian Regional Government offering Middle & Higher Degrees.



UNIVERSIDAD
DE MÁLAGA



42 School (Telefónica Foundation)

- Malaga, the first Andalusian city to have this center specialized in programming.
- 600 students and its training is free of charge.



MEDAC

- Network of seven schools
- Throughout its history (born in 2010) they have given work to 540,000 people from Malaga.



ESSCA School of Management (French)

- International business school established in 1909
- One of the leading Grandes Ecoles in France.
- First campus in Spain.



Institutions opening in Malaga in the coming years:

- Alfonso X El Sabio University
- European University of Madrid (UEM)
- Atlantic-Mediterranean Technological University



MADRID
Fundación Telefón



Start-up Success Stories



Local start-ups that demonstrate the potential of Malaga as a cradle of technological talent



AT4 Wireless, found in the Malaga TechPark in 1992, sold in 2015 to the German electronics company Dekra



VirusTotal was acquired by Google in 2012. Google opened a European Cybersecurity centre in 2023.

Freepik, is specialized in the production and distribution of free graphic resources

UpToDown, the application download store

BeSoccer, Data, news and results for football around the world

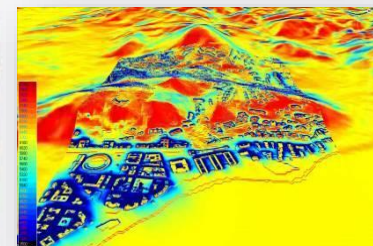
OWO, Haptic Gaming Systems



Smart City Projects



- Endesa SmartCity Living Lab, 2009-
 - 10,000 Smart Electric Grid Users
- IBM Smart City Challenge winner 2012
- ZEM2All electric mobility project 2012-2015
- Urban Mobility Plan
- Electronic Government Services
- Micro Energy Generation (Solar panel & wind turbines)
- Waste Management systems & biogas energy generators
- Open Data
- Internet of Things (connected city sensors)
- New Technology Demonstration Centre
- 25 Public “Apps” (<http://moviles.malaga.eu>)
 - Parking Availability, Bus Schedules, City Events, Tourist Guides, Incident Management, Beach conditions



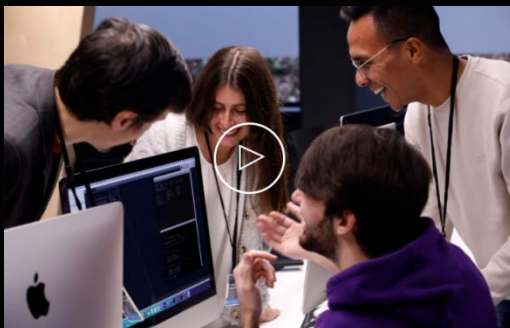


Spanish National Digital Content Hub has more than **12,000 m2** dedicated to education, events and the development of companies and startups related to the Media and Entertainment sectors.

- AR & VR Laboratory Showroom
- Audio & video recording Studios
- Motion picture capture Studios
- Photo Studios
- FabLab 3D Printing lab
- eSports Arena
- 4 Coworking with more than 200 Jobs
- 3 Startup Accelerators & 1 Publisher
- 6 University Chairs for Digital Content
- 6 training rooms
- Data processing centre
- Presentation Area



High-Tech Incubator on spatial computing, metaverse and Web3.0



Cybersecurity Centres



The **Google Safety Engineering Centre (GSEC)** officially opened in November 2023. This center will play a key role in shaping the future of cybersecurity in Europe & around the world as it will serve as a catalyst for public-private-partnerships, fostering cutting-edge research & development. The recent agreement between the University of Malaga & Google will ensure that Malaga continues to educate cybersecurity professionals who can safeguard our digital future.

Google Safety Engineering Center

The **Andalusian Cybersecurity Center** opened its doors in the Malaga Port in November 2023. With a €74 million investment, the center will play a crucial role in the Andalusian Cybersecurity Strategy 2022-2025, overseeing essential services for public institutions and critical infrastructures. It will also promote awareness campaigns, training, and incentives for businesses to incorporate cybersecurity practices, fostering a secure digital ecosystem.



imec & Semiconductors



Interuniversity Microelectronics Centre (imec) - Founded in 1984, a world-leading technology centre in the research, design and manufacture of semiconductors and microelectronics prototypes.

The **Spanish Prime Minister** announced in mid-October 2024 during his visit to the imec headquarters that: “the first **100 million euros** had been allocated for the design and implementation of the scientific infrastructure operated by IMEC” in Málaga. This Andalusian city has positioned itself in recent years as the Spanish Hub of reference in the fields of technology, analytics and artificial intelligence.”



1st facility outside of Leuven (Belgium) and will be located in the Malaga Tech Park.



Develop new 300mm chip prototyping processes **in new materials, alternative to silicon**, enabling advances all sectors.



More than **5,500 expert scientists** from over **96 countries**.

Network of more than **600 world-leading industry partners** and a global academic.

Choice for Foreigners

Malaga, the Spanish province with the highest population increase in 2021, 2022 & 2023:

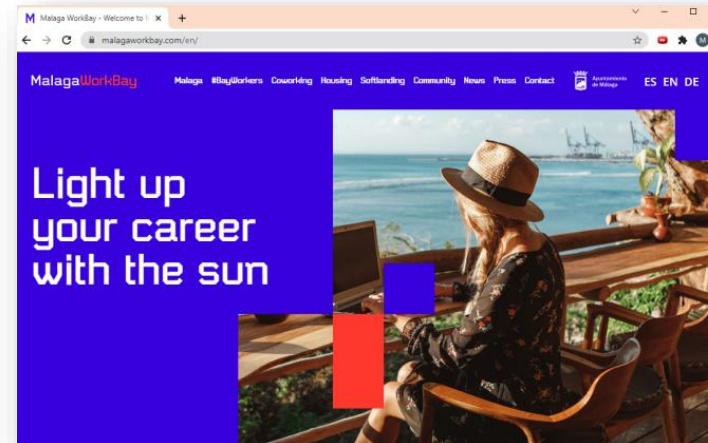
- 64,601 new residents over the 3 year period
- 64 % from other countries

Malaga is one of the most cosmopolitan areas in Spain:

- 16.7% foreign resident population
- 50 consular agents
- 18+ international schools

British (55,758), Moroccans (33,985), Italians (15,889), Ukrainians (11,567), Rumanians (11,065), Germans (10,344), Colombians (8,806), Argentineans (8,650), Chinese (8,298) and Russians (8,216)

The Malaga WorkBay platform / community is designed to assist digital nomads and remote workers relocating to the area.



Choice for Companies

Google (USA) Safety Engineering Centre for Cybersecurity

Citi Group (USA) 30 Junior Analysts

Vodafone (UK) created 500 jobs at its new IoT / 5G Innovation Hub

Mercedes -Benz (Germany) opens research center for big data, cybersecurity, AI, & finance.

TGN Energy (Norway) specializes in Battery Energy Storage, Solar and distinguished by its Power Management system TGN Flexcontrol

TestDevLab (Latvia) opened an R&D laboratory with 30 software engineering experts.

Globant (USA) opened an AI center

Capgemini (France) opened a cyber defense, cybersecurity, Artificial Intelligence center

NTT Data (Japan) arrived in Malaga with plans to hire 400 people

EY (UK) opened a Global Delivery Services centre & plans to hire another 500 professionals

Talan (France) new Centre of Excellence for technology

Choice for You

- ❑ Privileged geolocation between Europe, Africa and the Americas.
- ❑ Political stability and legal security
- ❑ Business models have changed. Low cost is no longer the determining factor in choosing a location.
- ❑ To attract the best employees, companies must select locations where employees want to be.



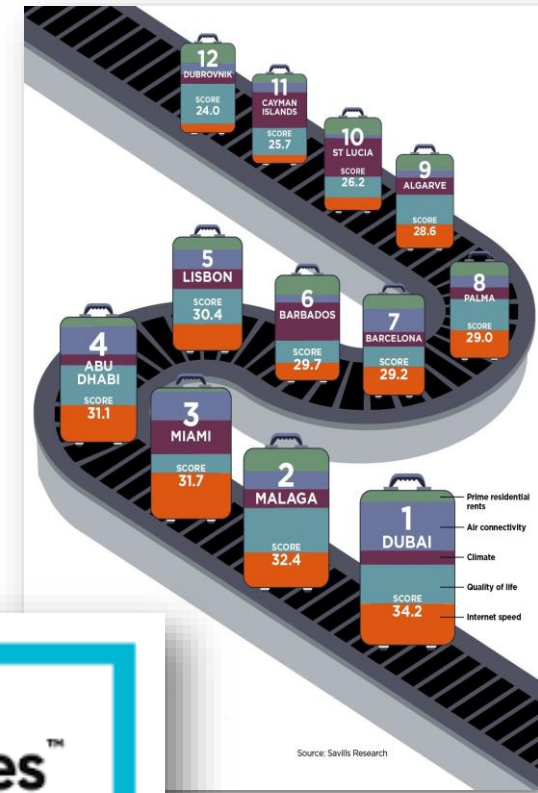
Value: Malaga offers low costs juxtaposed with a high quality of life.

Balance: Malaga offers a balance of business opportunities, top rank sporting events, outstanding theatre performances, international connectivity, creative inspiration and an enjoyable lifestyle.

A Secure Choice



- ❑ **#1 Best City to Live and to Work**, in the 2023 Annual Expat City Ranking by InterNations
- ❑ 1st Spanish city to be **certified by AENOR as a Destination for Digital Nomads in 2023**
- ❑ **2nd Best City in the World for Remote Working** according to Savills Executive Nomad Index 2023, emphasizing exceptional quality of life.
- ❑ **Best Workplaces Spain 2022 award** from Great Place to Work.



Strategic Projects



❑ Malaga Coastal Plan

❑ Auditorium in the port



❑ Remodel the Rosaleda Stadium

❑ Convention Centre expansion (FYCMA)



❑ Buenavista (business/industrial park)

Spanish National Incentives

- In order to provide legal certainty regarding the activities of R&D that may grant companies the right to tax credits, companies can apply for a Technical Report to the Ministry of Science and Innovation or to CDTI, the Centre for the Technological and Industrial Development.

R&D INCENTIVES	EXPENSES	25% of total expenditure in R&D incurred in the tax year
		42% of expenditure in R&D exceeding the average of the last two years
		17% wages qualified researches
	INVESTMENTS (excluding buildings or land)	8% of amounts invested in tangible and intangible fixed assets
TECHNOLOGICAL INNOVATION INCENTIVES		12% of total expenditure in technological innovation activities

- **40% discount in Social Security contributions** for common contingencies to all research staff that work exclusively on R&D.
- In addition, the Spanish Corporate Income Tax law introduces a **patent box** type of incentive. This can be up to **60% of the tax base reduction** applicable to income from the assignment of the right to use or exploit certain intangibles.
- Employees arriving from outside of Spain will benefit from a special taxation measure that allows them a fixed rate of personal income tax for **the first 6 years of 24 % on all income** up to 600,000 € assuming they have not lived in Spain during the prior ten fiscal periods.
- Andalucía is one of the few European regions classified as Class I; therefore Málaga can receive the **MAXIMUM % of incentives from the European Union.**

Municipal Rebates

Fiscal rebates from the City of Malaga that could be applicable to a company if the circumstance foreseen in the ordinance are met.

Tax	Description	Rebate
Real Estate Tax (Impuesto sobre Bienes Inmuebles – IBI)	A rebate of up to 50% of the full amount of the tax for real estate in which systems for the thermal or electrical use of energy from the sun have been installed.	15%
Economic Activities Tax (Impuesto sobre Actividades Económicas - IAE)	Allowance for job creation of up to 50% of the corresponding quota, for taxpayers who pay the municipal quota and who have increased the average number of workers with permanent contracts during the tax period immediately prior to the application of the allowance, in relation to the period prior to that.	3% (increase <5%) 7% (increase 5-10%) 15% (increase 10-14%) 25% (Increase 14-60%) 45% (Increase >60%)
	Up to 50% of the corresponding tax liability for taxpayers who pay municipal taxes and who use or produce energy from renewable energy facilities or cogeneration systems .	10% of the actual cost (limit 50% of the tax liability).
	A rebate of up to 50% of the corresponding quota for taxpayers who pay the municipal quota and who carry out their industrial activities, from the beginning of their activity or by subsequent relocation, in premises or installations far from the most populated areas of the municipality .	25%
	A rebate of up to 50% of the corresponding quota for taxpayers who pay municipal taxes and who establish a transportation plan for their workers aimed at reducing energy consumption and emissions caused by commuting to the workplace and promoting the use of the most efficient means of transport, such as collective or shared transport.	30% (15-30% benefited) 40% (30-50% benefited) 50% (>50% benefited)

Municipal Rebates

Tax	Description	Rebate
<p>Constructions, Installations and Works Tax (Impuesto sobre Construcciones, Instalaciones y Obras - ICIO)</p>	<p>Rebate of up to 95% in favor of the constructions, facilities or works that are declared of special interest or municipal utility for concurring social, cultural, historical-artistic circumstances or of promotion of the employment that justify such declaration</p>	<p>75% of activities located in industrial zones that have the urban qualification of productive or logistic land in industrial estates.</p>
		<p>Employment promotion: 20% (staff increase >20% and more than 3 workers).</p>
		<p>50% Non-governmental organizations (95% if they are for assistance, education or social integration).</p> <p>The application of this rebate will depend on the legal configuration of the participants in the project.</p>
		<p>95% for vehicle parking works</p>
	<p>Rebate of up to 95% in favor of the constructions, facilities or works in which systems for the thermal or electrical use of solar energy are incorporated.</p>	<p>95%</p>

- Not all rebates could be applicable simultaneously, or would otherwise be limited in amount.
- Some may not be applicable depending on the wording of the standard and its compatibility with the project.

Institutional Support

We collaborate with the organizations that support investment in R+D+i and we can coordinate meetings with each of them to specify the different instruments and support services for your company and project in Malaga.



- Investor Visas & Work Permits
- new R&D Startup Law
- Regional installation support
- Sector-specific advice and information
- Search for grants and subsidies
- Identification of business partners
- Softlanding services for employees
- Meetings with regional universities
- Advice on HR availability, recruitment agencies
- Information on labor costs and taxes
- Information on labor costs and taxes Search for space.
- Aftercare services for integration

2025 Events

Feb. 3-5	Salon H&T - Hotel & Tourism
Feb. 4	Presentation British Barometro
Feb. 18-20	VI Small Satellites & Services International Forum (SSSIF)
March 12-14	Transfiere - European Meeting on Science, Technology & Innovation
Feb. 14	TEDx Málaga
March 14-23	28th Malaga Film Festival
April 2-3	IV Andalusia Cybersecurity Conference
April 13-20	Holy Week (Semana Santa)
April 29	CM MALAGA: International Forum on Innovation for Arts & Culture
May 14-16	J on the Beach
May 16-17	Guadalindie - indie video game fair of the South
May 10	White Night (Noche en Blanco)
May 19-23	International Benefits Information Service (IBIS) Academy 2025
May 26-28	iGaming Club Conference
June 10-12	Digital Enterprise Show (DES)
June 20	13º eCongress Málaga
Aug. 16-23	Malaga Cultural Fair
Oct. 1-2	GreenCities "Urban Intelligence & Sustainability"
Oct. 1-2	S-Moving "Smart & Sustainable Mobility"
Oct. 7-8	Global Photonics Economic Forum
Nov. 13-15	SIMED



Thank you



Thank you for your attention!

málaga
Open For Business



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de Málaga**

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