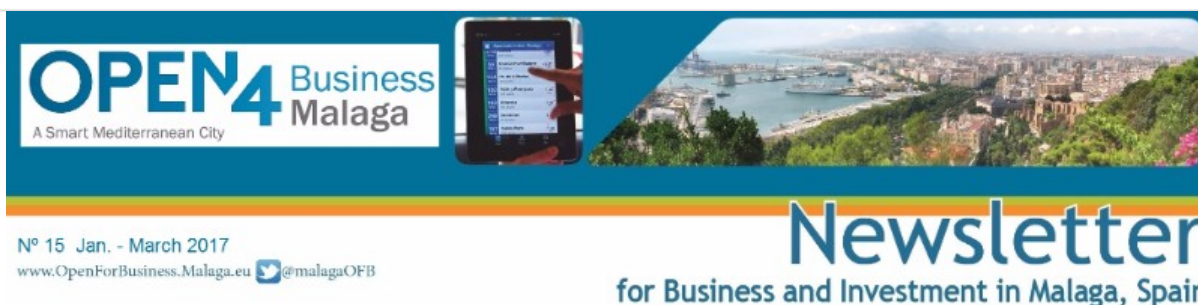


We hope that this edition of the Malaga Open For Business Newsletter inspires you.



OPEN4 Business Malaga
A Smart Mediterranean City

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Newsletter
for Business and Investment in Malaga, Spain

Malaga at a Glance

Transfiere Forum: King Felipe VI inaugurated the 6th edition of Transfiere: European Forum for Science, Technology & Innovation which took place February 15 & 16 in Malaga. With more than 4,000 participants from 21 countries & 1,500 public & private entities, 5,000 working meetings between business, academic & scientific-research groups, 2,300 technological projects, 50 universities, 39 technological platforms & more than 170 speakers.



Malaga leads FDI in Andalucia: 18 of the 45 investments made by foreign companies in Andalucia were in Malaga as reported by the regional government in January. The investments generated by these companies amounted to 79 million euros (half of the Andalusian total) and created 146 jobs (compared to 449 at the regional level). Most of these companies are in the technological sector, and also in the agri-food, health, environment and aeronautical sectors.

Malaga Film Festival: The 20th edition of the Malaga Film Festival took place March 17-26. 191 films were shown during this international festival dedicated to Spanish language movies.

**LIQUID
BARCODES**



Latest Arrivals

The Norwegian based company Liquid Barcodes recently opened a development office in Malaga to support their offices in Oslo & New Delhi. Liquid Barcodes is a technology company that redeems digital promotions in real-time for retailers, brands and partners across Europe & Asia. They enable retailers to drive traffic to store and connect more closely with their consumers using personalized offers and rewards

The Mobileye Shield + system to prevent bus accidents has been recently incorporated to four urban buses. Malaga is the first Spanish city to use this advanced driving assistance system which sends sound & visual warnings to the driver in situations of risk & detects pedestrians, cyclists and motorcycles.

Upcoming Events

April 19-22	New Economy & Social Innovation Global Forum
May 17-19	J on the Beach: A Big

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and was very happy to be in his hometown.



25th France-Spain Summit: French president François Hollande and Spanish prime minister Mariano Rajoy met in Malaga on Feb. 20th during a bilateral summit to discuss EU topics such as post BREXIT, President Trump's foreign policy and the refugee situation.

New Logo: After 8 years, the Malaga Open For Business logo gets a new look. What do you think? We also launched our 2017 Strategy / Action Plan to capture international investments. The City Council supported our department with a 134% budget increase and we have 15 international events, trips and promotional ideas planned for this year.



By the Numbers

Economists predict a "healthy" 2017 GDP growth of 2.6% in Malaga but warn of the rise in inflation.

The City closed 2016 with its best tourist figures ever and solidified itself as a top Spanish destination.

- Almost 1.21 million travelers.
- 1,176,307 hotels stays; 6.27% annual increase.

June 5-11	Malaga Innovation Festival
June 7-8	Green Cities: 8th Forum Urban Intelligence and Sustainability
June 7-8	Hi!Drone - I Drone Technology Fair of Andalusia
June 7-9	European Business Angels Network (EBAN) Annual Congress
July 21-23	Gamepolis: V Videogame weekend festival
Sept. 14-17	Eisenhower "Fellows" workshop on the future of work
Oct	XIX Japan-Spain Forum

Promotional Trips

Bristol & Bath: Representatives from the City, the Andalusian Technological Park (PTA), the University of Malaga (UMA), the Junta de Andalucía, MADES, CITIC and AERTEC Solutions visited innovation areas in Bristol & Bath (UK) to expand ties with the aerospace, "big data" and "smart cities" sectors.

London: The Mayor, the University of Malaga Chancellor, the Unicaja bank, the DiarioSur newspaper and a delegation from the City went to London in February to present the benefits of Malaga during a reception with companies interested in investing in our city.

Cannes: City Council members had more than 40 meetings with investors, businessmen and real estate professionals at the largest trade fair in this industry, called Marché International des Professionnels de l'Immobilier (MIPIM) held March 13-16 in Cannes, France.

Austin: A delegation from the City participated in the "SXSW Trade Show" in the famous South

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- 78 % hotel occupancy; 5 points more than last year.
- 14.36% increase in foreign tourism.
- 442,500 cruise ships, 5.7% more than in 2015

Interesting Reads

[Barometer of the Business Climate in Spain from the Perspective of the Foreign Investor](#)

[Tourism & Technology: the driving forces behind the City of Malaga](#)

[Málaga es la ciudad que más se está dinamizando](#); ejerce un efecto llamada a todos los niveles: turístico, inmobiliario, comercial y empresarial, José Félix Pérez-Peña, director de Aguirre Newman en Málaga entrevista DiarioSur.

They distribute the Malaga Valley map, a brochure with the reasons to invest in Malaga, and a brochure on the Digital Content Center of Excellence and the Malaga Innovation Festival.

Visitors

We had business people visit us from Argentina, Belgium, Belarus, Brazil, China, Colombia, Denmark, Dominican Republic, Estonia, France, Finland, Germany, Ghana, Hungary, Iran, Morocco, Netherlands, Paraguay, Poland, Portugal, Puerto Rico, Senegal, Switzerland, UK & USA during the first quarter of 2017. We had special visits from the UK and the Colombian Ambassadors.



Foreign Business Groups

[American International Club](#)

[Asociacion Comercio Chino Andalucia](#)

[New & Foreign Residents of Malaga \(ANREM\)](#)

British Association Marbella

[British Chamber of Commerce](#)

[Business Breakfast Club \(Velez-Malaga\)](#)

Business First Group

[Costa Woman](#)

English Speaking Club Málaga

[Guiri Business: Professional network for foreigners](#)

[International Club Estepona](#)

[Internations Malaga Chapter](#)

Irish Association of Spain

[Malaga Business & Networking](#)

[Malaga Business Minds](#)

[Malaga International Group](#)

[Malaga Makers Startup Community](#)

Malaga Valley Emprendedores / Entrepreneurs

[Marbella Dutch Business Club](#)

[Marbella Open City](#)

[The Business Group Spain \(Mijas\)](#)

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Área de Gobierno para la Reactivación Económica, la Promoción Empresarial y el Fomento del Empleo
Área de Economía Productiva

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