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Malaga at a Glance

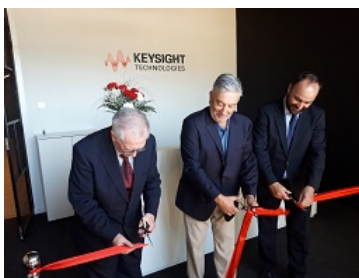
With a 4.5% GDP growth rate in 2018, Malaga continues to lead economic development in Andalucia. Seville with 24.2% of the total GDP in the region & Malaga with 20.6%, represent almost half of the economic activity in Andalucia, as reported by "Instituto de Estadística y Cartografía de Andalucía."



The Malaga Mayor recently presented a new video showing the major urban development projects planned for the next decade. [Watch](#) the video to see Malaga in 2030.

Transfiere VIII, the European Meeting on Science, Technology & Innovation, brought together 4,500 participants from 40 nationalities & from 1,800 entities to promote business opportunities & the transfer of knowledge between companies, universities & research & development centers on Feb. 13-14. 250 experts led presentations, workshops & round tables on topics such as Industry 4.0, Fintech, cybersecurity & artificial intelligence.

Company News



Keysight Technologies, opened its new facilities in the PTA and for the first time, its CEO, Ronald Nersesian and other executives visited Malaga. In 2012, Agilent (now Keysight Technologies) bought a department of the Malagueña company, AT4 Wireless. Today, Keysight has 125 engineers working in Malaga. They manufacture test and measurement equipment for the telecommunications, aerospace / defense, industrial, computer and semiconductor industries and help their customers innovate in 5G, Internet of Things, network security and more. Based in California, Keysight generated revenues of \$ 3.9B in fiscal year 2018 and has 12,600 employees worldwide.



Randstad, the Dutch multinational human resource consulting firm, opened in Malaga its Randstad Professionals division specializing in the selection of executive profiles, middle management and high responsibility technicians. The leadership mentioned Malaga's highly dynamic job market and noted that Social Security affiliation increased by 4 % last year with



The 3rd edition of FreakCon had more than 30,000 participants on March 9-10. This international festival for Comics, Manga, Internet-TV series, & videogames featured actor Jack Gleeson, who plays King Joffrey Baratheon on HBO's Game of Thrones, comic artist Ramon F. Bachs, 'youtuber' Strip Marvel & Mayec Rancel, David Benzal & Víctor Marín from the film industry.

The Malaga Festival held its 22nd edition from March 15 to 24 with almost 149,000 spectators & participants, including 45,860 tickets being sold for the 265 different screenings - almost 8% more than in 2018. Actors such as Javier Gutiérrez, actor/director Raúl Arévalo, actresses Julia Gutiérrez Caba & Cecilia Roth & screenwriter Rafael Cobos attended this international event dedicated to Spanish films.



On March 27-28, the GreenCities forum of Urban Intelligence & Sustainability celebrated its 10th anniversary gathering more than 3,000 Spanish & international experts from the Smart City sector & representatives from 60 municipalities. Malaga's pilot projects & companies continue to be a reference for specialized products & services for the best management of cities. This year, the UN Sustainable Development Goals, circular economy & female talent were the main topics of discussion.

Success has created a situation for the Andalucian Technological Park (PTA). Traffic delays have increased over the last few years & now steps

By the Numbers

Attractive rents to position Málaga as an international destination



6,324 less unemployed people in Malaga in 2018. A decline for the 6th year in a row.

19,021,704 passengers in 2018. The Malaga-Costa del Sol international airport set a new record with a 2.1 % annual increase. 16,208,244 of those passengers arrived or departed to foreign destinations.

2.5 million passengers travel by high-speed AVE train from Madrid-Málaga in 2018 a 3.6% annual increase.

215 million euros invested through 10 hotel transactions in 2018. This was a 50% decrease from 2017, which was an extraordinary year, but represents 5% of the entire investments made in Spain last year reported by Colliers International Spain.

Promotional Trips

In January, the Confederation of Malaga Business People invited the Malaga Mayor & his FDI team to an event in Madrid with 25 executives with ties to the City to inform them on the latest economic activities, projects & the services of the Malaga Investment Attraction Centre (CAI).



The Deputy Mayor & City Council member for Tourism & City Promotion and Productive Economy, María del Mar Martín Rojo, participated with professional meetings in the World Business Angels Investment Forum (WBAF) in Istanbul in February. This international forum seeks to facilitate

metro station to the PTA will be operational this month & a reversible vehicle lane will open in May. Also, the regional government will present its solution to extend the metro to the PTA later this month. The goal is to maintain a work-life balance for all employees.

Interesting News

In January, the ESESA IMF business school published a study on office space in Malaga. Read it [here](#).

Aviation activity began 100 years ago in the area that is now the Malaga-Costa del Sol International airport when French pilots Lemaître & Latécoère made a stop on their way from Toulouse to Casablanca as part of the 1st Airmail route. Malaga Royal Air Club members, Francisco Cuevas & Ignacio Gil, honored this anniversary on March 5 by carrying a letter from the Malaga Mayor to the Toulouse Mayor in their small plane.

Visitors

We had business people visit us from Argentina, Denmark, Finland, Germany, Hong Kong, Iran, Ireland, Italy, Japan, the Netherlands, Portugal, the UK & the USA during the first quarter of 2019. We also had a special visit from European Commission Vice-President Jyrki Katainen & ORACLE Directors based in Malaga.



Awards

The City's chatbot 'Victoria La Malagueña' has been awarded twice:

1. Best Destination Guide in the 1st edition of 'The Chatbot Tourism Awards' by the Secretary of State for Tourism
2. Best Data Management Project, awarded by the

delegates from all over the world, mainly investors such as private equity fund managers, financial experts and business entities.

A delegation from the City of Malaga attended the 30th edition of MIPIM, which took place in Cannes this past March. MIPIM is one of the largest real estate investment conferences in the world with 26,000 people from 100 countries; among them, 5,000 investors, 1,500 architects and 500 experts. The City participated once again with a stand in the 'Spanish Pavilion' and promoted the newest urban development projects in the residential, commercial and hotel sector.

Upcoming Events

April 24-25	5G Forum
April 28	Spanish Presidential & General elections
May 10-12	I-COM Data Science Hackathons
May 13-16	I-COM Global Summit: Marketing-Data Analytics
May 16	Blockchain Land
May 26	Municipal elections
June 20-21	Smart Agrifood Summit
July 12-21	Videogame Week
July 19-21	Gamepolis VII
Sept. 18-20	19th European Parking Association Congress and Exhibition
Sept. 22-27	46th Congress of the International Association of Hydrogeologists: Groundwater Management & Governance
Oct. 9-10	S-MOVING Smart, Autonomous and Unmanned Vehicles Forum
Nov. 8-10	SIMed 15th Mediterranean Real Estate Exhibition
Nov. 11-13	World Blockchain

(CNIS 2019)

March 3-5,
2020[European Robotics
Forum \(ERF\)](#)

Foreign Business Groups in the Area

[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](#)[Ellas Spanje Dutch Women Club](#)

English Speaking Club Málaga

[Guiñi Business](#)[International Club Estepona](#)[Internations Malaga Chapter](#)

Irish Association of Spain

[Malaga Business & Networking](#)[Malaga Business Minds](#)[Malaga International Group](#)[Malaga Makers Startup Community](#)[Marbella Dutch Business Club](#)[Marbella Open City](#)[The Business Group Spain \(Mijas\)](#)

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