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Company News



Wisely, a Belgium based marketing community manager opens a technical support team in Malaga to back its current activities, while extending its network in the Spanish market. Wisely builds, boosts and manages B2C & B2B communities through a mix of activities from creative communication concepts, high-profile campaigns, dazzling events to clever digital concepts. The goal is to inform, inspire and guide shoppers, tourists, locals, entrepreneurs or retailers to a location in creative ways.

Juice Technology, a Swiss global producer of fixed and portable charging solutions for electric vehicles, has chosen Malaga as its headquarters to operate in Spain. The company currently employs a team of nearly 200 people, comprising research and

Malaga at a Glance

The **6th COVID wave** with the omicron variant is causing an increase in case numbers during the holiday season, but hospitalizations remain relatively low.

Malaga was recently named the **official candidate** by the Spanish government to host the **Expo 2027** which marks the beginning of a one-year campaign. For the moment only Bloomington, Minnesota (USA) has submitted their application to the Bureau of International Exhibition (BIE). It will be a Specialized Expo similar to the one that Zaragoza hosted in 2008 but not a World Expo like the one currently being held in Dubai. 'The Urban Era: Towards the Sustainable City' is the motto of [Malaga's candidacy](#).



"The Urban Era: Towards the Sustainable City"

purchasing, sales and logistics teams and has been leading the market for 22 kW portable charging stations in Europe since 2014.

RedZinc, Irish Software-As-a-Service company opens an office in the Malaga TechPark to serve its expansion in Spain. RedZinc specialises in wearable video cameras and a web portal to manage real-time video streaming and remote access for healthcare and other industries.

Hicron, a Polish IT company, announced the installation of a Delivery Hub in the Malaga TechPark. Hicron specialises in the development, implementation and maintenance of SAP and cloud solutions for companies around the world: Australia, Europe, the Middle East and the United States. The company intends to generate 13 jobs in Malaga in 2022 and to reach 38 in 2024.

Wunderdog, a Finnish software development company & **Finnair**, the Finnish airline, announced a joint tech hub in Malaga to create the best digital customer experience in aviation.

Latécoère, a French international aircraft manufacturer, acquired Malaga Aerospace, Defense & Electronics Systems (MADES) owned by American Industrial Acquisition Corporation (AIAC). MADES employs close to 100 highly skilled workers in Malaga and manufactures printed circuit boards ("PCB") for high reliability applications across defense, commercial aviation and industrial

collaborative initiative between the Malaga TechPark, the Malaga City Council, Endesa and other entities at the Malaga TechPark to create an urban benchmark for sustainability and the circular economy applied to energy, transport, building and resources.

Mayor Francisco de la Torre presented in November **Malaga's development strategy until 2030** with municipal projects, public-private collaborations as well as initiatives that correspond to the Andalusian Regional Government and the Spanish Central Government. These more than [90 projects](#) are divided into 12 areas: city, infrastructure, mobility, urban planning & public facilities, public housing, environment, innovation, culture & sports, social & healthcare, recycling, training & entrepreneurship and trade & tourism.



November **hotel overnight stays rebounded close to 2019 numbers**. According to data from the National Statistics Institute (INE), Malaga registered 194,577 hotel nights in November just -4.2% to the 203,185 nights registered in the same month of 2019 and a huge increase from the 28,357 stays in Nov. 2020. There were 90,037 travelers: 45,195 Spanish nationals & 44,842 foreigners generating

Intrum, the Swedish credit management company, will open a Technology Center of Excellence creating 200 new jobs in Malaga. A few months ago, Intrum opened an operational center in the nearby town of Mijas, to support the Nodric markets. Intrum serves nearly 80,000 companies in Europe and Latin America and is present in 25 countries.

Votorantim Cimentos, the largest cement company in Brazil, announced the purchase of German building materials firm HeidelbergCement's business in southern Spain. The sale includes the cement factory in Malaga, three conglomerate plants and eleven concrete plants in Andalusia. The transaction is still subject to some conditions before closing, which is expected to be in the second half of 2022.

Darwin, a British startup backed by Telefónica, opens an office in The Green Ray by PTA-UMA building and is working with the City to pilot autonomous vehicles on the streets of Malaga.

Business Technology Forum established a management training Academy in Malaga. After 12 years of development, the Business Technology (BT) Standard, managed by Business Technology Forum, has become the world's leading best practice for managing digitalisation. The development partners are King's College from London and Aalto University in Espoo, Finland. The first training courses offered by BT Forum begin in Malaga in early 2022 and Sofigate, a Finnish IT company,

respectively. The company rate was 69.71 % this past November, compared to 76.61 % registered in the same period of 2019.

The **University of Mondragon** opens an innovation and entrepreneurship laboratory in Malaga after signing a collaboration protocol with the City Council to promote the Malaga ecosystem. The Basque university is a benchmark for its Degree in Entrepreneurial Leadership and Innovation. The laboratory will be located in the Tabacalera complex and training is expected to begin in September 2022.

The Port of Malaga will close 2021 with **114 cruise ship calls with 119,807 passengers**, figures still far from those prior to the COVID-19 pandemic; however, the forecast for next year is very positive, estimating 293 ship arrivals, slightly above the 288 recorded in 2019.

The Malaga City Council voted to initiate the **sale of five plots of land valued at a total of 43.7 million euros**. Plots P.2, P.3 and P.6 are zoned for residential buildings while plots P.4 and P.5 are designed for commercial and office buildings.



Economic Data

Gross foreign direct investment in Malaga province **increased by 28.7% to 241 million euros in 2020**.

MSC Cruceros, a Swiss-Italian global cruise line, selected Malaga as the base port for a new 11-day, 10-night Western Mediterranean cruise which will operate from June to October in 2022. The MSC Orchestra, with a capacity of 3,223 passengers & 1,300 crew members will depart on 12 occasions from our city. With this, MSC Cruises becomes the cruise shipping company with the highest number of calls at the Malaga Port, with a 52.6% increase from 2019.

Hybrid Events

Talent Woman celebrated its 4th edition on Nov. 11-12, in an online format with experiences from more than 60 experts to promote science, technology, engineering and mathematics (STEM) vocations. More than 16,000 students were enrolled and 90 entities represented during the event organized by FYCMA, the Talent Network and co-organized by the Malaga City Council and the Andalusian Regional Government, with the support of the Spanish Foundation for Science and Technology.

With more than 11,000 properties offered, 170 companies and 8,000 visitors, the **17th edition of the Mediterranean Real Estate Exhibition (SIMED)** which took place Nov. 4-6 demonstrated once again the strength of the Andalusian coast real estate market.

investment, compared to 17.7% in 2019 and 1% of the total Spanish foreign investment, compared to 0.7% in 2019.

Malaga (6.9%) and Cádiz (6.6%) will **lead GDP growth** in 2021, according to the latest quarterly report prepared by Analistas Económica de Andalucía, a research company of the Unicaja Banco group.

Malaga registered a **new export record** in the first ten months of 2021 reaching 2.07 billion euros for the first time, with an increase of +7.7% compared to the first ten months of 2020. Imports also grew by +23.6% to 2.29 billion euros.

The province of Malaga has **7,164 exporting companies**, which is 2,540 more than in 2020 representing a +79% year-on-year growth. Leading products in sales are fresh fruits (17.8%), olive oil (13.6%), meat and edible offal (10.5%); electrical appliances and material (7.7%) and optical appliances (4.3%)

The Spanish consumer price index (CPI) rose 5.4% year-on-year in October, which is the **highest increase in almost 30 years**, driven by rising electricity and fuel prices.

Upcoming Events

Jan. 28-30	13th MalagaJam Weekend
Feb. 7-9	H&T , Hospitality Innovation Show



The finals of the **3rd edition of the National Indie Games Málaga Contest** was held on Nov. 12. This year a total of 177 applications were submitted to the contest organized by the National Digital Contents Hub and the winners were Ugly - as the best indie video game of the year and in the category of PC / Consoles, Tzuki's Plan B' in Mobile, 'Don't Open' in XR / Tech and 'Delirium' in Accessibility are the other three category winners.

The **Global StartupCities Summit** brought together a total of 458 companies, investors and institutions from 20 European countries on November 24 in Malaga to showcase their entrepreneurial ecosystems and to promote new business opportunities. The “Unique Summit” was organized by the Malaga City Council through Promalaga, a municipal company in collaboration with Braga (Portugal), Cluj-Napoca (Romania), Cologne (Germany), Heraklion (Greece), Ostrava (Czech Republic), Vantaa (Finland), Valencia (Spain) and Varna (Bulgaria).

Malaga celebrated its **first Mobile Week**, Dec. 9-12, with a pioneering program including more than 170 activities between workshops, presentations and demonstrations to bring technology closer to citizens. The content focused on digital inclusion, useful digital skills for day-to-day life, internet safety, robotics,

Feb. 16-17	European Meeting on Science, Technology and Innovation
Feb. 24-26	37th National Congress of the Spanish Society of Aesthetic Medicine SEME
March 5-6	Freakcon - manga, comics, TV series & video games
March 18-27	25th Malaga Film Festival
April 1-3	Natura Malaga - Healthy and Sustainable Life Fair
April 23	TEDxMalaga
April 27-29	J on the Beach - international event on Big Data for software developers, DevOps and data scientists
April 28-30	EducaWorld - education and entrepreneurship fair
May 5-7	11th International Primary Care Respiratory Group (IPCRG) World Conference
May 11-12	AOTEC
May 13-15	7th Congress of the Spanish Transplant Society
May 18-21	SEPA Congress of periodontics and oral

networks, technological transformation in fields such as art, culture and medicine. More than 12,000 people participated in this initiative of the Mobile World Capital Barcelona foundation, organized by the Malaga City Council through FYCMA and in collaboration with the National Digital Contents Hub and more than 75 companies, entities and institutions in the academic and business sectors.

The **inaugural #BayWorkers meeting** took place on Dec. 9 at the Victoria Beer Brewery. #BayWorkers is an open community where digital nomads and remote workers can come together to learn, share and network. #BayWorkes is an initiative within the [Malaga WorkBay](#) municipal program that provides services to help individuals integrate into the Malaga innovative ecosystem.

Interesting Reads

Read about what the foreign companies in Malaga value about our city in the [4th edition of the Malaga Foreign Business Climate Barometer](#).

Malaga is the [2nd best city in the world for expats](#) to live and work abroad in 2021, according to a survey of the online expat community, InterNations.

May 25-28	36th National Congress of the Spanish Society of Medical Radiology (SERAM)
June 14-16	Digital Enterprise Show (DES) - Leading International event in Digital Transformation
June 20-21	CM Malaga - Culture & Museums International Tech Forum
July 22-24	Gamepolis - video game festival
Sept. 10	10th eCongress Malaga
Sept. 13-15	Seatrade Cruise Med
Sept. 21-22	GreenCities - Urban Intelligence and Sustainability Forum
Sept. 21-22	S-Moving - Forum of Intelligent, Autonomous and Connected Vehicles
Sept. 29-30	Startup Europe Smart Agrifood Summit
Nov. 10-12	SIMED - Mediterranean Real Estate Exhibition
Nov. 29-Dec. 1	Rail Live 2022

Foreign Business Groups in the Area

[American International Club](#)

[International Club Estepona](#)

[Asociacion Comercio Chino Andalucia](#)

[Internations Malaga Chapter](#)

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

Irish Association of Spain

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