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Latest Arrivals & Company News



Lagoom Living Reim will invest 400 million to reach 3,000 affordable rental apartments in Malaga by 2026. With this investment, Lagoom will become one of the largest players in affordable housing in the area, already having 1,000 units in various stages of development. The company will focus on bringing its current portfolio in Malaga into production, particularly in the Distrito Z development, and plans to expand to Madrid, possibly by 2025.

Wimbee, the french Data-Empowered Digital Transformer, is launching in Malaga, bringing innovative solutions to digital challenges. With expertise in business insight, functional solutions, and advanced technology, Wimbee offers comprehensive, flexible, and agile solutions. Known for global success, they handle overarching projects or specific facets with a Quick Wins Toolkit for immediate impact. The company focuses on nurturing top-tier talent in Tech Hubs, ensuring businesses remain adaptable amid strategic shifts, making Wimbee a unique force in the digital landscape.

Simpleview, a leading American tech company for tourist destinations, selects Málaga for its inaugural European base, emphasizing technology and tourism. Primarily serving Spain and Portugal, the office aims to extend its services to South America. While headquartered in Oro Valley (Arizona), Simpleview operates globally

automation, Big Data, Business Intelligence, CRM, CMS, and artificial intelligence, Simpleview's Málaga venture underscores its commitment to global expansion and technological advancement in the tourism sector.

Grupo Lar partners with Arcano to develop coliving spaces in Malaga TechPark. The project involves constructing 190 apartments aimed at the tech park's employees. Grupo Lar, collaborating with Arcano, managing the Impact Andalucía Fund, will create this coliving residence for Málaga TechPark workers, providing small homes with extensive shared amenities. These apartments mark the first dedicated housing for TechPark employees, with the park hosting 653 companies employing over 24,000 individuals. Grupo Lar contributes the land, purchased from the TechPark itself, with an investment of around €20 million for the project. The construction is expected to be completed in 2025, offering services like a pool, cinema, coworking space, fitness room, cafeteria, and terrace for residents.

Vodafone expands its innovation center in Málaga with a new branch called Innovation Campus at the University of Málaga, investing 225 million over five years. In just 18 months, the telecom giant has already exceeded 430 employees specializing in cutting-edge technologies such as the Internet of Things (IoT), big data, blockchain, metaverse, artificial intelligence, cloud computing, drones, robotics, and connected vehicles, among others. People from around the world work on innovative projects for Vodafone on a global scale.

Malaga at a Glance

The Municipality of Malaga has successfully implemented **57 photovoltaic installations** across various locations, exemplified by the recently operational 300 kW installation at the Tabacalera complex. This aligns with the city's plan to reach 70 installations by year-end, significantly increasing energy production and reducing 1,805 tons of CO2. The initiative, with a total investment of €395,109.94 and co-financed by the EU, demonstrates a short payback period of 1.26 years. The municipality's commitment to renewable energy is evident, contributing to environmental sustainability goals and reinforcing its dedication to carbon reduction.



Year of Picasso, Malaga recently hosted a major B2B meeting for international luxury tourism professionals called “The Picasso Celebration Event”. As the city's most significant B2B event, it connects global travel agents and premium travel designers with local businesses. Collaborating with Turespaña, Turismo de Andalucía, and Costa del Sol Tourism, it seeks to strengthen Malaga's position in the high-end tourism market.

The **Feria de Málaga**, an annual festival in Spain, drew over 971,000 visitors this year to more than 200 free events organized by the City Council. This represents a 5% increase over 2022, impacting the economy, employment, tourism, and the city's image. Approximately 95% of participating artists were locals, showcasing the Council's support for the local artistic community. The festival kicked off with a drone and fireworks show on August 12, attracting over 350,000 people. Other highlights included a traditional urban pilgrimage, a pre-fair proclamation, and the inauguration of new LED lighting, contributing to energy savings. Tourist offices assisted over 28,000 visitors.



91% in 4-star hotels. Over June and July, Málaga saw 269,387 travelers and 610,131 overnight stays, averaging 2.26 days. Two-thirds were international visitors, notably from the UK, Italy, Germany, and the USA. Future travel forecasts highlight a substantial increase in the North American market. The cruise season expects 131 ships, with October and November being peak months

International Visitors

Malaga hosted members from the **German Association of Women Entrepreneurs, Verband deutscher Unternehmerinnen (VDU)**. Councilwoman Alicia Izquierdo presented Málaga's economic and entrepreneurial environment, emphasizing sectors for German businesses. The event, held at the Promálaga Economists business incubator, included the participation of the German Consul in Málaga, Franko Stritt, and representatives from Amupema. Organized by the City Council's Investor Office in collaboration with the Association of Professional and Business Women of Málaga (Amupema), the session featured networking opportunities between German entrepreneurs and local businesswomen.



10 Swedish business people, led by Ambassador Teppo Tauriainen, visited Malaga to discuss the Smart City Programme and share best practices. Organized by Business Sweden, the mission aimed to foster growth for Swedish companies globally and encourage international companies to invest in Sweden. The delegation included representatives from various sectors, including energy efficiency, engineering, mobility, renewable energy, energy storage, and security.

A **delegation from Cyprus**, including Ambassador Helena Mina and Limassol Mayor Nicos Nicolaides, visited Malaga. Their purpose is to sign a collaboration agreement between cities to promote cultural, educational, technological,

urban mobility, and smart city projects. The signed protocol, effective immediately, signifies a four-year commitment with no financial obligations but allows for specific agreements, joint activities, and close cooperation. The initiative aims to strengthen ties and foster mutual development in various sectors between Malaga and Limassol.



26 members from Zurich's Club Hercules visited Málaga, accompanied by dignitaries like the Swiss Ambassador to Madrid (Hanspeter Mock) and the Swiss Business Hub's Guillem Vals. Spanish Ambassador to Berna (Celsa Nuño) and economic advisor Juan Díez also joined, along with representatives from Swiss companies in Andalusia and Málaga's ICEX Director (Rafael Fuentes Candau). Club Hércules, part of the Efficiency Club, consists of 60 distinguished members from the larger 2,000-member organization. This private club includes owners and executives of major Swiss companies, some with subsidiaries in Spain.

Awards

Malaga received the **2023 Condé Nast Traveler Award for Best National Destination in Spain**, celebrated in a July gala in Madrid. This prestigious accolade, determined by reader votes and professional panels, praised Malaga for its ideal size, nearly 3,000 hours of annual sunshine, and excellent connections to Spain and Europe. The award selection involves three finalists chosen by experts in the cultural, tourist, and arts sectors. [Condé Nast Traveler](#), part of the Condé Nast media group with over a million travel-savvy readers, holds significance for Malaga's tourism with its coverage of gastronomy, heritage, and cultural recommendations.



Second best city in the world for remote working according to the [Savills Executive Nomad Index](#), emphasizing its exceptional quality of life. The Executive Nomad Index by real estate consultancy Savills targets high-level remote workers, where Malaga debuts at the second spot, preceded by Dubai and surpassing cities like Barcelona and Palma de Mallorca. The top twenty locations for remote workers include Dubai, Malaga, Miami, Abu Dhabi, Lisbon, and others, making Malaga a top choice for nomadic executives seeking an ideal work environment.

Events

The Mayor of Malaga participated in the presentation of the **VIII Barometer on British Investment in Spain**. Andalusia attracted over €66 million in Q1 2023, solidifying its top-four position in Spanish regions for British investment. The British Chamber of Commerce reports a 23% YoY growth in British investment trends. Catalonia leads in Q1 investments, followed by the Valencian Community and Madrid. Investments diversify into accommodation services from the energy and technical services focus in 2022. British investment in Andalusia sustains 15,000



10th Gamepolis sets a attendance record gathering over 66,000 attendees and leaving an impact of 11.5 million euros in Malaga. Affirming its status as the European capital of digital entertainment, the event featured 500 gaming stations, 40 daily activities, and drew enthusiasts into the gaming industry. The summer's premier video game and digital culture festival in Spain hosted esports tournaments, conferences by industry leaders, and various activities. With a special program for its tenth anniversary, Gamepolis solidifies Malaga's position as a hub for digital entertainment in Europe.



The international forums, **Greencities** and **S-Moving**, held at the Malaga Trade Fair and Congress Center on September 20-21, gathered experts in sustainability, urban management, and intelligent mobility. As Spain's primary events connecting public

addressed territories of all sizes in the face of sustainability and smart mobility challenges. Over 250 entities participated, showcasing cutting-edge services and technologies. The forums emphasized collaboration between public and private sectors for a more sustainable and digitally advanced governance model.

The fifth edition of '**Indie Games Málaga**' showcased new categories and entrepreneurship events, held at the National Digital Content Hub. The prominent national competition, attracting 135 submissions, witnessed a 24% rise in international participation. The addition of the 'Best Indie Game from Guest Country: Colombia' category drew 17 entries, fostering diverse submissions. This event, crucial for global connections and talent promotion, introduced enriching categories like 'Best Narrative Indie Game,' enhancing the exhibition of innovation and creativity in interactive entertainment.



T

he XVI '**MálagaJam Weekend**,' Spain's largest gaming marathon, concluded with 52 video games developed at the National Digital Content Hub. Drawing 250 participants, the event included pre-event talks by national gaming figures. Over the weekend, attendees from Malaga and beyond created 52 games, live-streamed on Twitch. The theme "At the End of the World" inspired diverse projects, promoting community, diversity, and creativity in local game development. Awards were given in categories like Best Game, Sound Design, Game Design, Narrative, and Visual Design.

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Upcoming Events

Oct. 3	GSG Global Impact Summit
Oct. 3	National Congress of Industry and SMEs
Oct. 4	EU Industry Days
Oct. 19	Malaga Business Event
Oct. 19	TURITEC - Tourism & Tech
Oct. 26	SEC 2023 Cardiovascular Health Congress
Nov. 13-17	9th edition of 4KHDR Summit
Nov. 15	IV Interdisciplinary Congress on Human Genetics
Nov. 16-18	SIMED - Mediterranean Real Estate Fair
Nov. 23	Andalucía Management
Nov. 30-Dec. 1	Leadinggirls
Feb. 5, 2024	Salon H&T - Hotel & Tourism
March 20-22, 2024	Transfiere - European Meeting on Science, Technology & Innovation
June 11-13, 2024	Digital Enterprise Show (DES)

Foreign Business Groups in the Area

[American International Club](#)[Internations Malaga Chapter](#)[Asociacion Comercio Chino Andalucia](#)[Malaga Business Bootcamp](#)[ANREM - New & Foreign Residents of Malaga](#)[Malaga WorkBay](#)[British Chamber of Commerce](#)[Malaga Business Minds](#)[Business Breakfast Club \(Velez-Malaga\)](#)[Malaga International Group](#)[Business First Group](#)[Malaga Makers Startup Community](#)[Costa Women](#)

Marbella Business International (MBI)

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City of Malaga

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