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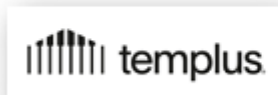
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Newsletter

for Business and Investment in Malaga, Spain

Latest Arrivals & Company News



PeopleNotTech Ltd. opens operations in Malaga. The London based global tech and media scale-up offers revolutionary tools for “humanizing” aimed at bettering teams and organisations with the help of team dashboards, snapshots, playbooks, courses and the Emotional Intelligence (EQ) trainer.

QTech Games, a leading Asian game distributor in emerging markets, has launched a cutting-edge Tech Hub in Malaga, Spain. Focused on innovation and expanding in Africa, Europe, and Latin America, this hub will establish integration and retail support teams. Partnering with ESR Talent, QTech seeks top talent to drive agile, strategic growth.

subsidiary, **HeySmile Aligners**, Planmeca Iberia supports dental professionals across Spain, while HeySmile oversees global aligner design and manufacturing.

Staybridge Suites Malaga opens its doors in December, marking the debut of the renowned brand in Spain, part of the prestigious IHG Hotels & Resorts, with a portfolio of over 330 hotels worldwide. Located in the iconic Torres Martiricos, the hotel features 105 fully equipped suites, each designed to cater to the needs of corporate travellers seeking long-term stays.

The Valley Business & Tech School, a leading technology-focused business school, has announced the opening of a new campus in Malaga in early 2025. Aimed at advancing AI education, this initiative aligns with Malaga's thriving tech ecosystem. The school is committed to bridging the talent gap and fostering collaboration with local businesses and academia.

Czech company **Livesport** has acquired 100% of **BeSoccer**, Spain's leading live football results, stats, and news platform. The acquisition bolsters Livesport's portfolio, which already includes Flashscore, the world's top real-time sports information provider. With BeSoccer, Livesport's user base grows by 25 million monthly users, enhancing its mission to deliver unparalleled real-time sports data to fans worldwide.

German multinational **Dekra**, a global leader in vehicle safety and certification, has inaugurated a 400m² training center in Malaga TechPark. The facility will train employees globally and collaborate with educational institutions to develop talent for specialized sectors like automotive and tech. Dekra's Malaga branch generates €40M annually, employs 450 people, and strengthens Malaga's role as an innovation hub.

Edureer Academy, a Malaga-based EdTech startup founded in September 2024, was selected for the prestigious Alpha Program at Web Summit 2024 in Lisbon, the company showcased its innovative micro-learning courses, gaining industry recognition. Edureer's interactive, self-paced, and offline-accessible courses focus on high-demand business skills, positioning the startup to lead the global e-learning revolution.

Accenture and **Nvidia** have formed a partnership to advance AI Agentic (actionable AI) technology, leveraging expertise from engineers in California, Bangalore, Singapore, Tokyo, Malaga, and London. The newly established Nvidia Business Group, with 30,000 professionals, aims to help clients

Templus has expanded its Malaga data center to 3 MW after investing €15 million in modernization. Located in the Guadalhorce industrial area, the facility now spans 2,200 m², featuring a new 40-rack CPD3 technical room with 250 kW IT power. Powered by 100% renewable energy, the center boasts TIER III certification for efficiency and sustainability.

The Spanish government has released the first €100 million to establish a semiconductor R&D laboratory in Malaga by the **Interuniversity Microelectronics Center (imec)**. Announced by Prime Minister Pedro Sánchez, this initiative underscores Spain and Europe's strategic push for technological autonomy.

Malaga at a Glance

After a dry summer, Malaga was hit by several violent storms this autumn, including one on November 13 that caused extensive flooding and led to the evacuation of residents. The storms, associated with the DANA (cold drop weather phenomenon), have caused significant damage, with local farmers estimating losses of around 30 million euros. **The City remains focused on water management** as a priority, working to mitigate the impact of future storms through the Foro Malaga Metropolis Global composed of mayors from the surrounding cities.

Malaga will establish **3 distinct zones for tourist apartments**. Zone 1, labeled as "de-growth," includes 43 neighborhoods with more than 8% of homes registered as tourist accommodations. No new tourist housing will be allowed here until this rate decreases. Zone 2 with 32 neighborhoods will allow new tourist housing where the registration rate is between 4.53% and 8%. Zone 3, "growth," includes 296 neighborhoods with less than 4.53% registered tourist accommodations, where new tourist housing will be permitted as long as they comply with municipal regulations.

Malaga's City Council has **approved permits for 531 new homes** across Puerto de la Torre (282 homes), Carretera de Cádiz (114 homes), and Churriana (135 homes), reflecting a €50 million investment. Since January, permits for 2,200 homes have been granted, bolstering Malaga's urban development and housing market.

Malaga City Council recently formalized the acquisition of land, valued at €9 million, for the future **Music Auditorium**. The City Council also signed a

cultural and economic development.

By the Numbers

In 2023, Malaga achieved **€134 million in foreign investment, a 37% increase** from 2022. According to the 'VII Business Climate Barometer: Foreign Investment in Malaga 2024'—prepared by Fundacion CIEDES and promoted by Malaga Open for Business office & Promalaga. The report highlights the optimism of foreign companies operating in Malaga, reaffirming our city's growing appeal as a global investment destination. Read the complete report [here](#).



Malaga Achieves **Lowest Unemployment Rate in Andalusia at 12%**, well below the 16.6% regional average and continues to lead Andalusia, as reported in the Q3 Active Population Survey (EPA). Employment in Andalusia rose by 24,500, bringing total employment to 3.5 million.

In the third quarter of 2024, Malaga ranked **second in Spain for property purchases by foreigners, accounting for 34.76%** of total transactions, according to real estate portal Pisos.com. The increase in property prices has not deterred international buyers, with foreign purchases now representing nearly 15% of total sales nationwide.

Aeropuerto de Malaga-Costa del Sol saw a **9.4% increase in November passenger traffic** compared to 2023, reaching 1.6 million travelers. From

international traffic reached 19.37 million (+13.3%), reflecting strong growth in global connectivity.

International Trips & Visitors

Malaga and **Changzhou, China** Sign Agreement to promote cooperation in education, commerce, and cultural tourism. The agreement highlights joint initiatives such as studies, cultural exchanges, and investment meetings, strengthening ties without financial obligations between the cities.



The Mayor of Malaga recently met with representatives from **La Chambre Franco-Spanish Chamber of Commerce**, The visit aims to strengthen ties between Malaga and key business leaders in France and Spain.

We were pleased to welcome a 30-person delegation from the **Netherlands** to Malaga. The group visited the Digital Content Hub and attended presentations on the Malaga Valley innovative ecosystem, 'smart city' initiatives, and future urban planning projects. The visit was organized by the Dutch company Garlic in collaboration with the local Nature-Based Architecture and Vertical Ecosystem company, Biotonomy.



On November 29, Malaga welcomed a delegation of 17 companies from **Argentina**. The group visited the city as part of their participation in Expo Agritech, the Feria del Campo 4.0.

Malaga Open For Business office participated in **Electrónica 2024, the world's leading electronics trade fair** in Munich. This strategic move promoted the imec innovation hub, connected with global companies, and positioned Málaga as a key destination for advanced technology and microelectronics on the global stage.

Mayor Francisco de la Torre, accompanied by Innovation Councilor Alicia Izquierdo, **visited imec's headquarters in Leuven, Belgium** to meet with Luc Van den hove, President of imec, a global leader in semiconductor R&D with 5,000 researchers from 95 countries and around 600 industrial partners, including major high-tech microchip companies. imec plans to establish a semiconductor R&D laboratory in Malaga in the near future.



Events

The inaugural **Global Photonics Economic Forum** was held on October 1-2 in Malaga, gathering 300 global leaders in photonics. Organized by Optica, the event featured TED-style talks and networking opportunities. Key speakers included executives from NVIDIA, Nokia, and GlobalFoundries, emphasizing Malaga's role as a microelectronics hub for industry collaboration.



For the second year, the world's largest STEAM hackathon, the **NASA Space Apps Challenge**, took place at the '42 Malaga Fundación Telefónica' campus on October 5-6. Participants tackled 21 challenges set by NASA, all focused on exploring solutions related to the universe and our planet, fostering innovation and collaboration in STEAM fields.

WorkBay supports individuals relocating to Malaga, fostering connections and providing resources for seamless integration into the local community.

The **Mediterranean Real Estate Exhibition (SIMED)** celebrated its 20th edition in Malaga from November 7-9, showcasing over 200 companies and more than 9,000 homes. Key topics included housing accessibility, urban sustainability, and how public-private collaboration can promote sector development through innovative solutions to address housing challenges.

For the third consecutive year, Malaga hosted the **Davis Cup Finals** in November 2024, captivating millions of viewers across 160+ countries. A strong Italian team, led by world #1 Jannik Sinner, claimed a second successive title, while Spanish legend Rafael Nadal marked his farewell with his final professional match.

Expo AgriTech 2024, a premier event focusing on agricultural innovation and technology took place in Malaga from Nov. 26–28. With over 170 exhibitors and 8,000 industry professionals attending, the event highlighted cutting-edge solutions in precision agriculture, sustainable irrigation, agroenergy, and biotech.

At the sixth edition of the **Indie Games Awards**, the narrative video game Hidalgo claimed the title of Best Indie Game 2024. Other winners included Worldless (PC/Console), John Mambo (Mobile), Shadows on the Walls (TECH/XR), and TIES: Soul Link (Best Indie Game in Andalucía). The event, organized by Malaga's Polo Nacional de Contenidos Digitales, distributed €34,000 in prizes and saw a record participation of 238 candidates.

The second edition of **'Winter Invest'** connects 40 Malaga startups with 20 national investment funds at the IAT Metaverso in Tabacalera. Featuring participants like Encomenda, Axon Partners, and Draper B1, the event fosters innovation and capital access, hosting over 160 investor-startup meetings, pitches, and networking sessions to strengthen Malaga's entrepreneurial landscape.



A special gathering for malagueños who have returned to Malaga and those considering coming back was organized by Volvemos.org and the City of Malaga. The event featured shared experiences, including a comical monologue by a malagueña immigrant and now repatriate. Talent attraction and retention, strengthening reintegration, fostering collaboration, and enhancing our labor ecosystem are key to Malaga's growth.

Upcoming Events

Feb. 3-5	H&T Salon - Hotel and Catering Industry Fair
Feb. 18-20	VI Small Satellites & Services International Forum
March 6	IMFE Employment Fair
March 12-14	Transfiere - 14th European meeting on science, technology, and innovation
March 14-23	28th Malaga Film Festival
April 13-20	Holy Week (Semana Santa)
April 29	CM Summit International Forum on Innovation for Arts & Culture
May 11-14	32nd European Congress on Obesity
May 14-16	J on the Beach - Bringing Devs, DevOps, and Data Scientists together around Big Data
May 16-17	Guadalindie - Indie Video Game Fair of the South

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May 26-28	iGaming Club Conference	
June 10-12	Digital Enterprise Show (DES)	
June 20	XIII eCongress Málaga	
July 24-26	Brisa summer music Festival	
Aug. 16-23	Malaga Cultural Fair	
Oct. 1-2	Green Cities Urban Intelligence and Sustainability + S-Moving Smart & Sustainable Mobility	
Oct. 7-8	Global Photonics Economic Forum	
Nov	SIMED - Mediterranean Real Estate Exhibition	



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Foreign Business Groups in the Area

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Ciudad
de Málaga

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