



January 2024

MÁLAGA

Open For Business

# Malaga, Spain



## Population

580,032 city (6<sup>th</sup> largest in Spain)  
1.1 million metropolitan area



## Rich Cultural Legacy

41 museums  
Birthplace of Pablo Picasso & Antonio Banderas



## City Break

307 days of sunshine  
18° C average temperature year-round  
2.9 million hotel stays in 2022



## Economic & Technological Capital

Productive Sectors: Agriculture, Construction, Technology & Tourism  
5 % GDP growth in 2022 & 5.8 % in 2021



# Gateway to Andalusia



1st Airport in Andalusia &  
4th in the Iberian Peninsula

22 million passengers in 2023  
150 destinations in 35 countries



High-Speed train, commuter  
rail & metro

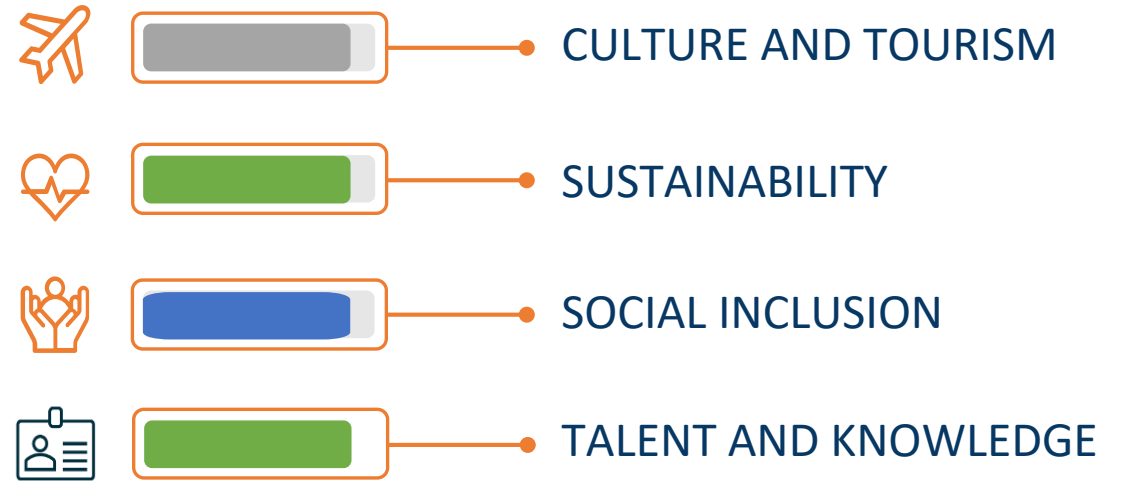
Madrid in 2 horas & 20 minutes  
Barcelona in 4 horas y 40 minutos  
2 metro lines



2nd Cruise port in the Peninsula  
& 6th in the Mediterranean

342,046 passengers in 2022

# Long-term Vision and Planning



the all-round city

# Productive Triangle

Malaga TechPark

11 km

The Green Ray

University of Malaga

City Centre

High-Speed Train Station

Port

Digital Content Hub

7 km

7 km

International Airport



Innovative Ecosystem

# malagavalley



# Renowned Companies



# Malaga TechPark



COMPANIES

653

\* Opened in 1992 with 8 companies

FOREIGN  
COMPANIES

66

\*\* from 21 countries



EMPLOYEES

24,396

MALAGA GDP

20%



# Ricardo Valle Innovation Institute





UNIVERSIDAD  
DE MÁLAGA

| [uma.es](http://uma.es)

# University of Malaga

+35,000 students

17 Faculties

63 undergraduate programs

52 Masters degrees

22 PhD's



# Universities & Business Schools

málaga  
the all-round city

“Focusing on innovation and digital transformation”

## University of Malaga

- Founded in 1972
- 30,299 students enrolled in bachelor's degrees
- 3,577 students enrolled in master's degrees



UNIVERSIDAD  
DE MÁLAGA



## ESIC

- Arrived in Malaga in 1997
- Specialized studies in marketing, management and digitalization

santelmo  
business school

< ISDI >

## San Telmo

- Founded in 1851
- 800 students enrolled each year
- Artistic Baccalaureate, Training Cycles and Higher Studies in Design

esesa  
Escuela Superior de Estudios de Empresa

IMF  
Smart Education



## ESESA IMF

- Founded in 1988
- Programs linked to the technology sector: masters in Big Data, Business Analytics or Cybersecurity.

MTA  
MONDRAGON  
TEAM  
ACADEMY

EADE  
ESTUDIOS UNIVERSITARIOS



## Mondragon University

- Degree in Entrepreneurial Leadership and Innovation (LEINN).
- More than 3,000 entrepreneurs and more than 120 companies.

m 42  
MONDRAGON  
UNIBERTSITATEA

MADRID  
Fundación Telefón



# Universities & Business Schools

málaga  
the all-round city

“Focusing on innovation and digital transformation”

## ISDI DIGITECH

- Only Digital Acceleration Center for Higher Vocational Training specialized in Technology & Information Technology accredited by the Andalusian Regional Government offering Middle & Higher Degrees.



UNIVERSIDAD  
DE MÁLAGA



## School 42 (Telefónica Foundation)

- Malaga, the first Andalusian city to have this center specialized in programming.
- 600 students and its training is free of charge.

santelmo  
business school

< ISDI >

## MEDAC

- Network of seven schools
- Throughout its history (born in 2010) they have given work to 540,000 people from Malaga.

esesa  
Escuela Superior de Estudios de Empresa

IMF  
Smart Education

ESSCA

## ESSCA School of Management (French)

- International business school established in 1909
- One of the leading Grandes Ecoles in France.
- First campus in Spain.

MTA  
MONDRAGON  
TEAM  
ACADEMY

EADE  
ESTUDIOS UNIVERSITARIOS



Institutions opening in Malaga in the coming years:

- Alfonso X El Sabio University
- European University of Madrid (UEM)
- Atlantic-Mediterranean Technological University

m 42  
MONDRAGON  
UNIBERTSITATEA








MADRID  
Fundación Telefón



# International Schools

The metropolitan area is home to more than 19 International Schools and educational centers, offering a variety of educational models in various languages, which are an essential part of the process of relocating foreign staff and adapting to the local culture.



	<b>English</b>	Aloha College, British College of Benalmadena, British School of Malaga, Calpe College, English International College, Mayfair International Academy, MIT, NovaSchool, St. Anthony's College, St. Javier's International School, Sunny View School, Swans International School and others.
	<b>Finnish</b>	Aurinkorannikon suomalainen koulu
	<b>French</b>	Lycée Français
	<b>German</b>	Deutsche Schule
	<b>Norwegian</b>	Den Norske Skolen
	<b>Russian</b>	Контакты
	<b>Swedish</b>	Svenka skola

# Entrepreneurial Spirit



The largest space in Andalusia where students, companies, entrepreneurs and engineers meet to innovate for the future.



# Municipal Incubators Network



PROMÁLAGA I+D



PROMÁLAGA COWORKING



PROMÁLAGA EXCELENCIA



PROMÁLAGA ÁLAMOS



PROMÁLAGA VIRREINA



PROMÁLAGA CITYLAB



PROMÁLAGA LA BRECHA



PROMÁLAGA LA PÍNDOLA



PROMÁLAGA HUMILLADERO



PROMÁLAGA TEATINOS



PROMÁLAGA SOLIVA



PROMÁLAGA SAINT EXUPERY



PROMÁLAGA ECONOMISTAS



INCUBADORA VIRTUAL



The City of Malaga through the municipal company, Promalaga operates the Municipal Incubators Network (RMI), to help the creation & consolidation of entrepreneurs & small businesses, with one goal in mind: the overall economic development of the city.

There are thirteen centers and 1 virtual incubator classified as technological, creative-cultural, coworking facilities located throughout the city.



CENTERS

13+1



STARTUPS

200

Municipal Incubators Network

# Start-up & Investor Dashboard

Start-ups

- Home
- Dashboard
- Curated content
- Startups & Scaleups
- Jobs
- Corporates
- Investors
- Funding rounds
- Accelerators
- Universities
- People
- More organizations
- Matching tool
- Investment heatmap

## Explore the Malaga Startup Ecosystem

Built by and for founders, investors, executives and tech enthusiasts.

266 STARTUPS

75 ROUNDS

Login to see JOBS

Create a free account to customise your experience

Sign up

OVERVIEW CURATED CONTENT HOW TO USE

### Add your organization

Are you a founder, a VC, or otherwise active in the ecosystem? Gain visibility, unlock more features,

### Becoming a partner

Our partners help make this platform what it is through data sharing, collaboration, sponsorship

### Where the data comes from

This platform is powered by Dealroom. We combine machine learning and data engineering

### Glossary & definitions

What is a startup, scaleup or service provider? B2B or B2C? Take a look at our methodology and





# Start-up Success Stories

Local start-ups that demonstrate the potential of Malaga as a cradle of technological talent



AT4 Wireless, found in the Malaga TechPark in 1992, sold in 2015 to the German electronics company Dekra



VirusTotal was acquired by Google in 2012. Google opened a European Cybersecurity centre in 2023.

**Freepik**, is specialized in the production and distribution of free graphic resources

**UpToDown**, the application download store

**BeSoccer**, Data, news and results for football around the world



freepik.com



uptodown



**BESOCCKER**

# Cybersecurity Centres



The **Google Safety Engineering Centre** (GSEC) officially opened in November 2023. This center will play a key role in shaping the future of cybersecurity in Europe and around the world as it will serve as a catalyst for public-private-partnerships, fostering cutting-edge research and development. The recent agreement between the University of Malaga and Google will ensure that Malaga continues to educate cybersecurity professionals who can safeguard our digital future.

The **Andalusian Cybersecurity Center** opened its doors in the Malaga Port in November 2023. With a €74 million investment, the center will play a crucial role in the Andalusian Cybersecurity Strategy 2022-2025, overseeing essential services for public institutions and critical infrastructures. It will also promote awareness campaigns, training, and incentives for businesses to incorporate cybersecurity practices, fostering a secure digital ecosystem.





Spanish National Digital Content Hub has more than **12,000 m2** dedicated to education, events and the development of companies and startups related to the Media and Entertainment sectors.

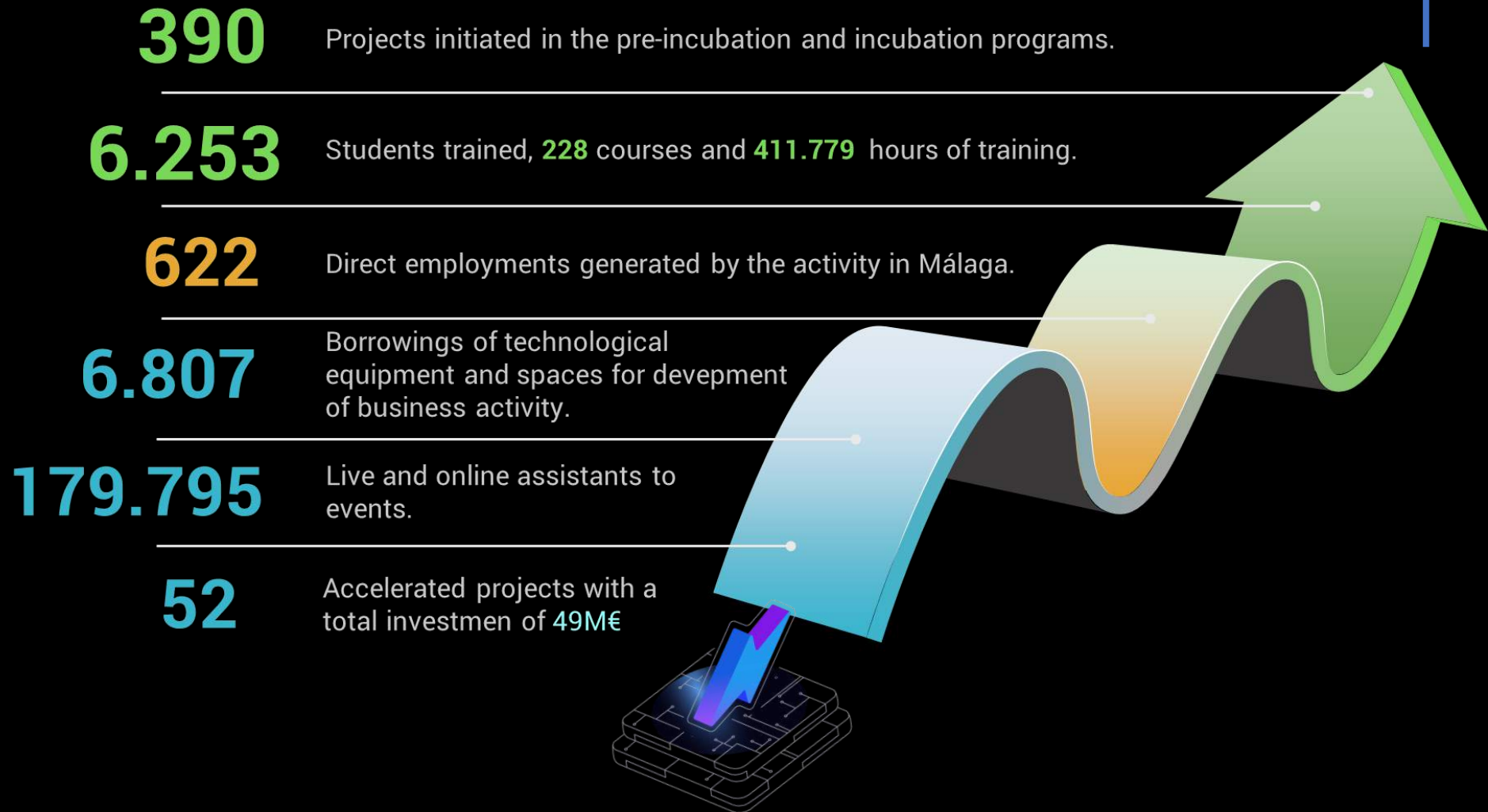
- AR & VR Laboratory Showroom
- Audio & video recording Studios
- Motion picture capture Studios
- Photo Studios
- FabLab 3D Printing lab
- eSports Arena
- 4 Coworking with more than 200 Jobs
- 3 Startup Accelerators & 1 Publisher
- 6 University Chairs for Digital Content
- 6 training rooms
- Data processing centre
- Presentation Area



High-Tech Incubator on spatial computing, metaverse and Web3.0



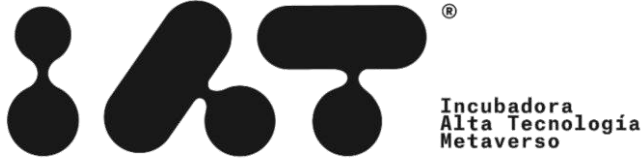
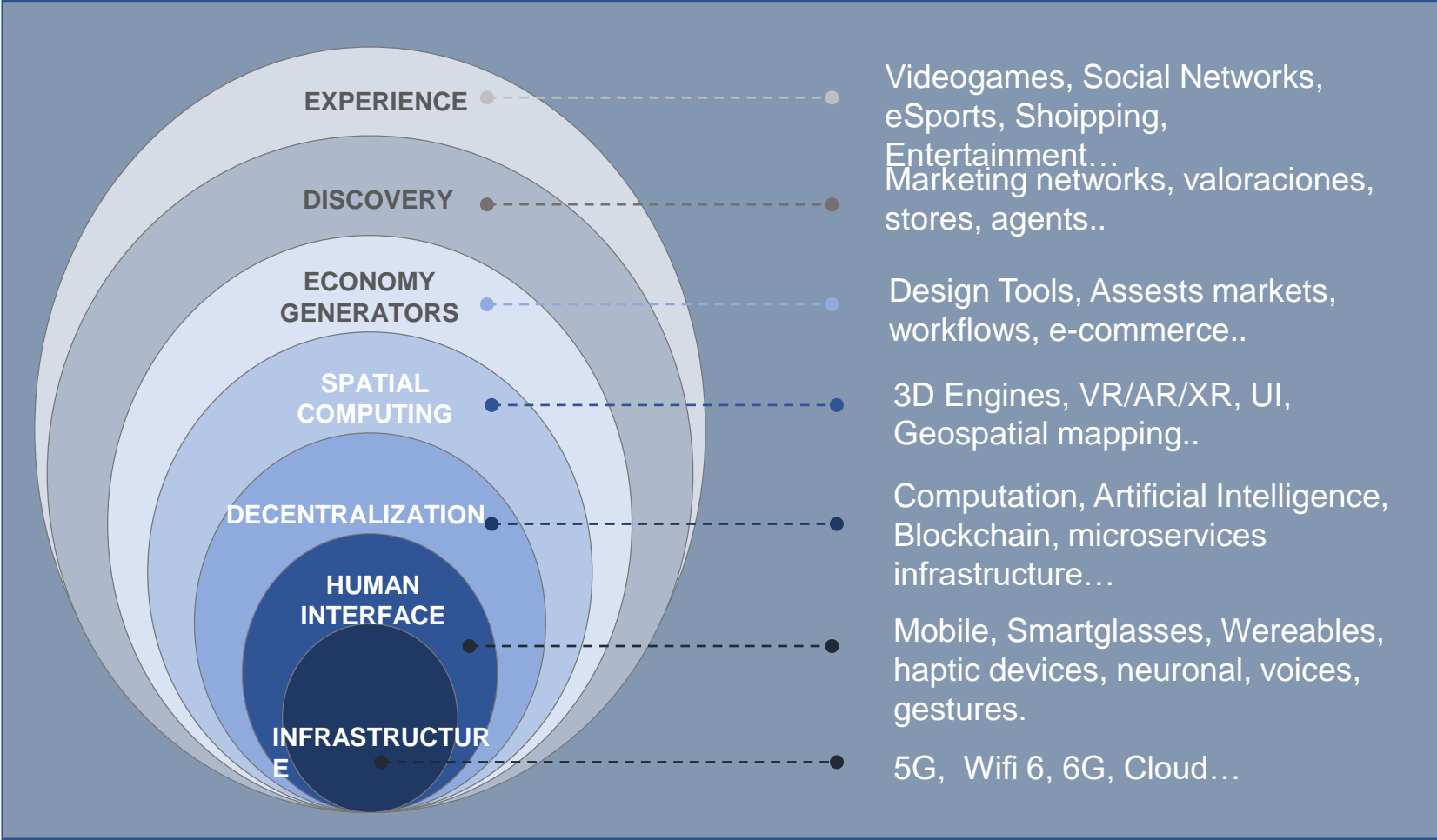
# Main Figures 2019-2022



# Metaverse High-Tech Incubator



## WORK AREAS IN HIGH-TECH INCUBATOR IN XR, METAVERSE, WEB 3.0



- 2.593 m2
- 7 Laboratories
- 21 Offices
- Coworking spaces
- Office for Technology Transfer
- Technological equipment
- 2,6M € (1<sup>st</sup> stage)
- Co-funded EU & City of Malaga



# Smart City Projects



- **Endesa SmartCity Living Lab, 2009-**
  - 10,000 Smart Electric Grid Users
- **IBM Smart City Challenge winner 2012**
- **ZEM2All electric mobility project 2012-2015**
- **Urban Mobility Plan**
- **Electronic Government Services**
- **Micro Energy Generation (Solar panel & wind turbines)**
- **Waste Management systems & biogas energy generators**
- **Open Data**
- **Internet of Things (connected city sensors)**
- **New Technology Demonstration Centre**
- **25 Public “Apps” (<http://moviles.malaga.eu>)**
  - Parking Availability, Bus Schedules, City Events, Tourist Guides, Incident Management, Beach conditions



# Choice for Foreigners

Malaga, the Spanish province with the highest population increase in 2021 & 2022:

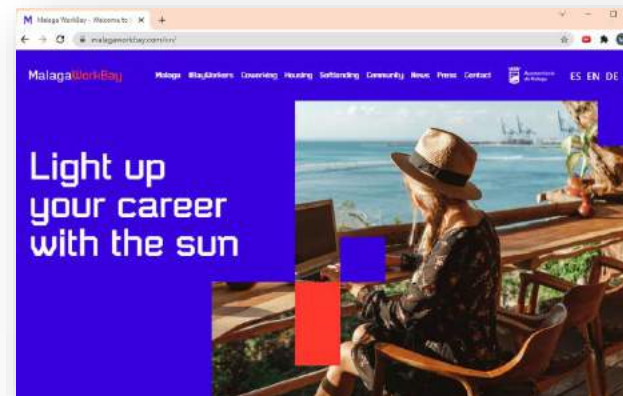
- 28,821 new residents over the 2 year period
- 64 % from other countries

Malaga is one of the most cosmopolitan areas in Spain:

- 16.7% foreign resident population
- 50 consular agents
- 15+ international schools

British (55,758), Moroccans (33,985), Italians (15,889), Ukrainians (11,567), Rumanians (11,065), Germans (10,344), Colombians (8,806), Argentineans (8,650), Chinese (8,298) and Russians (8,216)

The Malaga WorkBay platform / community is designed to assist national & international remote workers relocating to Malaga.



# Choice for Companies

## Some of the Latest Arrivals

**Google** (USA) Safety Engineering Centre for Cybersecurity

**Citi Group** (USA) 30 Junior Analysts

**Vodafone** (UK) created 400 jobs at its new IoT / 5G Innovation Hub

**Globant** (USA) opened an AI center

**Capgemini** (France) opened a cyber defense, cybersecurity, Artificial Intelligence center

**NTT Data** (Japan) arrived in Malaga with plans to hire 400 people

**EY** (UK) opened a Global Delivery Services centre & plans to hire another 500 professionals

**Talan**, (France) a technology company, selected the Malaga Valley innovative ecosystem to open their new Centre of Excellence





# Choice for You

- ❑ Privileged geolocation between Europe, Africa and the Americas.
- ❑ Political stability and legal security
- ❑ Natural resources for Renewable Energies (sun, water, wind & sea)
- ❑ Business models have changed. Low cost is no longer the determining factor in choosing a location.
- ❑ To attract the best employees, companies must select locations where employees want to be.



**Value**: Malaga offers low costs juxtaposed with a high quality of life.

**Balance**: Malaga offers a balance of business opportunities, top rank sporting events, outstanding theatre performances, international connectivity, creative inspiration and an enjoyable lifestyle.

# Upcoming Events

## Upcoming Events

Feb. 5	Salon H&T - Hotel & Tourism
Feb. 16-17	XI Congress of the Spanish Society of Digital Dentistry and New Technologies (SOCE)
Feb. 29-Mar 1	XX Conference on Passenger Transport & IV Andalusian Days APETAM-FEDINTRA
March 1-10	27th Malaga Film Festival
March 20-22	Transfiere - European Meeting on Science, Technology & Innovation
March 24-31	Holy Week (Semana Santa)
April 5-6	EVO NXT
April 11	FinTech Foward Summit
April 17-18	AI Tech Summit 2024
April 20	TEDxMálaga
April 25-26	8th European Financial Planning Association (EFPA) Spain Congress
May 13-15	IAGTO (Golf) European Convention 2024
May 18	15th White Night (Noche en Blanco)
May 20-26	Padel World Summit
May 29-31	38th Congreso Nacional Sociedad Española de Columna Vertebral (GEER)
June 11-13	Digital Enterprise Show (DES)
June 15	12º eCongress Málaga
June 17-18	CM MALAGA: "Shaping Culture Through Tech"
July 3-6	Talent Land

Aug. 17-24	Malaga Fair
Sept. 9-15	Design Week Malaga
Sept. 11-12	Seatrade Cruise Med
Sept. 24-25	GreenCities "Urban Inteligence & Sustainability"
Sept. 24-25	S-Moving "Smart & Sustainable Mobility"
Nov. 7-9	SIMED



Thank you



# Thank you for your attention!

**málaga** Open For  
Business



**Marc Sanderson**

Malaga Open for Business office

City of Malaga

Tel: +34 608 761 046

[msanderson@malaga.eu](mailto:msanderson@malaga.eu)

[www.OpenForBusiness.Malaga.eu](http://www.OpenForBusiness.Malaga.eu)