

THE CITY OFFERING

THE BEST BUSINESS OPPORTUNITIES





MADRID

THE CITY OFFERING THE BEST BUSINESS OPPORTUNITIES

STRATEGIC LOCATION



BUSINESS OPPORTUNITIES



OUTSTANDING RESOURCES



UNIQUE QUALITY OF LIFE



SMART CITY



SUPPORT FOR COMPANIES



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Madrid is a modern, prosperous and attractive city, a fantastic place to live and work. We have a city full of opportunities and we want companies from all over the world to know the excellent environment that Madrid has to offer in order to start up new projects.

Madrid is committed to sustainability and convinced that the future model is to make compatible the different uses of urban space. A habitable, clean, friendly and welcoming residential environment, in orderly coexistence with a prosperous productive system and generator of quality employment. The City Council supports that people in Madrid should share the enormous benefits that Madrid can offer with the companies installed here, and that together we work to make it a truly sustainable and balanced city.

We think that there are not a lot of places in the world that combine the advantages that Madrid offers today to any business project. The excellent connections, the good training of its citizens, the enormous talent that the city treasures and our quality of life that other countries value so much make Madrid a great location of interest for any company.

This is shown by statistics on foreign investment. According to the existing data, Madrid, as if it were a huge magnet, attracts more than half of all the investment that arrives in Spain.

From the City Council we have thought that we can promote, favor and order the entry of foreign companies that enrich our productivity and generate employment and economic activity in Madrid. For this we have launched the Office of Foreign Investment Assistance. We want, on the one hand, to facilitate the arduous process of landing and starting the economic activity in a new country and, on the other hand, we intend to seek and attract to Madrid those business projects that best fit the model of city that we are all building: dynamic and innovative companies, intensive in knowledge, that generate a lot of added value and that appreciate the citizen talent. Companies, that not only value this sustainable and friendly Madrid, but that they want to commit themselves in the development of a better city for all.

M.I.A., Madrid Investment Attraction, the municipal office of investment attraction, is located in the square of Jacinto Benavente 2, and has an expert team that offers advice and free guidance to any foreign company or investor that may have an interest in establishing itself in our city. In addition, the office offers a free soft landing space for those business projects that may need accommodation during their first months in the city, to facilitate the entire installation process and start the activity.

We trust that these efforts, which come to join those already coming in this field both the State Administration, through Invest in Spain, and the Community of Madrid, with Invest in Madrid, will be welcomed by foreign companies.

Manuela Carmena Castrillo
Mayor of Madrid







01

MADRID, STRATEGIC LOCATION

MADRID, THE POLITICAL
AND ECONOMIC
CAPITAL OF SPAIN

A STRATEGIC LOCATION

CENTRE OF FIRST CLASS
INFRASTRUCTURE

LOGISTICS PLATFORM



MADRID, THE POLITICAL AND ECONOMIC CAPITAL OF SPAIN

Madrid is the third largest city in the European Union after London and Paris.

Madrid is the largest city in the Iberian Peninsula, the direct and immediate gateway to a continuously growing market of some 60 million consumers with high purchasing power.

Madrid and its region is home to 6.507.184 people, 13.9% of the total Spanish population of over 46.6 million.

The City of Madrid continues to grow, with a total population of 3.221.824 as of January 2018, 6.9% of the total population of Spain.

The Gross Domestic Product (GDP) of the City is approximately 138.810 million Euros, some 11.86% of the Spanish economy. The per capita GDP is 43,615 Euros, 74% above the Spanish average and 45% above the EU-28 average.

In the last decade, the Region of Madrid has grown 12,8%, the highest growth rate in Spain, some 5.2% above the national average and exceeding the growth rate of the 19 countries of the Eurozone by 5.9%*. Madrid has received over 50% of foreign investment in Spain in recent years.

*All data from the INE and Madrid Economía 2018. Observatorio Económico.

The per capita GDP is 43,615 Euros, 74% above the Spanish average and 45% above the EU-28 average.



ESPAIN IN THE GLOBAL ECONOMY

- 4th largest economy in the Euro zone, representing 10% of its total GDP.
- 12th largest GDP in the world in 2016* and 2017*.
- 15th largest global exporter of commercial goods in 2017, and 11th in commercial services. Exports grew by an inter-annual rate of 8.27% in 2017. Spain is one of the fastest growing economies in the Eurozone.
- 8th largest received of foreign direct investment (FDI), totalling 44.5% of GDP.
- 3rd largest investor in Latin America and the Caribbean.
- 2nd largest manufacturer of automobiles in Europe and the 7th global producer in 2017.
- 2nd in revenues from tourism (first in Europe).
- 2nd most popular tourist destination (87 million visitors in 2017).

FMI. *Estimation of the IMF, WORLD BANK. UNWTO, UNCTAD. OICA, ECLAC, MEC, ICEX.

A STRATEGIC LOCATION

Investing in Madrid means benefiting from operating in one of the most integrated economic areas in the world, the European Union, while enjoying a strategic location for working with Latin America, the Caribbean and Africa.

The leading Latin American, European and Asian companies all have offices in Madrid from where they operate around the world.

Multinationals are drawn to the excellent travel connections, the language and the highly skilled and competitive financial and professional services available in Madrid.

Thanks to deep historical and cultural ties and its unique geostrategic location, Madrid is a unique bridge to the rest of Europe, Latin America and the Mediterranean, an incomparable gateway to over 1.3 billion clients.

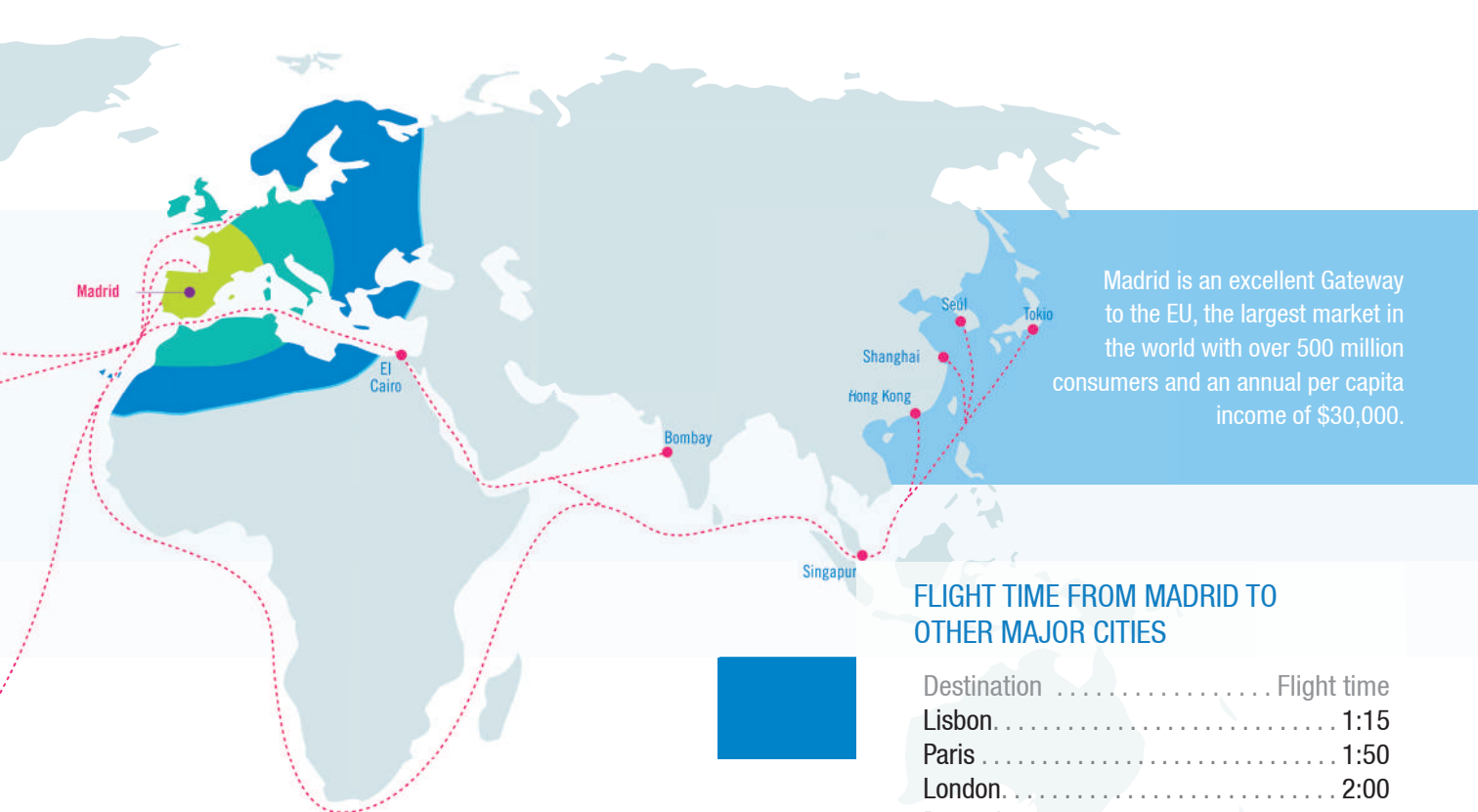
Spanish multinational headquartered in Madrid are world leaders in banking, telecommunications, energy, construction and services... with a strong presence in Europe, Latin America, Asia and the United States.



The Adolfo Suárez Madrid Barajas Airport is the most important link between Europe and Latin America, used by some 53 million travellers in 2017. With

26 connections to cities across Latin America, Madrid Barajas is the primary airport linking Europe and Latin America.

Madrid is fully connected with the 46 Spanish ports thanks to a modern and extensive national railway and motorway network. Of particular importance are the links with the ports of Algeciras, Valencia and Barcelona, key transit hubs optimising trade between Madrid and the Mediterranean region.



Madrid is an excellent Gateway to the EU, the largest market in the world with over 500 million consumers and an annual per capita income of \$30,000.

FLIGHT TIME FROM MADRID TO OTHER MAJOR CITIES

Destination	Flight time
Lisbon	1:15
Paris	1:50
London	2:00
Brussels	2:10
Frankfurt	2:40
Moscow	4:40
Cairo	4:40
New York	8:00
Dubai	8:40
Sao Paulo	10:00
Mexico City	10:10
Beijing	11:30
Buenos Aires	11:40
Shanghai	12:20
Hong Kong	12:35
Guangzhou	14:50
Tokio	15:10

--- Maritime routes

Land routes

- 24 hours
- 48 hours
- 72 hours



Source: IATA

CENTRE OF FIRST CLASS INFRASTRUCTURE

The Spanish High Speed Rail (AVE) network is the second largest in the world, over 3,100 km in length.

Spain is an ideal gateway to other markets thanks to one of the most advanced transportation networks in the world. These networks intersect in Madrid, the city in southern Europe which offers the best connection to the rest of Spain, Europe and the world.

Adolfo Suárez- Madrid Barajas Airport, is the second largest airport in Europe by capacity – 70 million passengers per year – and sixth in terms of traffic in 2017. It offers flights to 181 destinations, 168 outside of Spain.

The Air Cargo terminal of the Adolfo Suárez Madrid-Barajas airport handles 50% of all national air freight with over 200 operators, the highest concentration of companies in the sector.

Railway: Madrid is the centre of one of the most extensive and modern railway networks in Europe. The Spanish High Speed Rail (AVE) network is the second largest in the world, over 3,100 km in length, making Madrid one of the principal high speed rail hubs in the world, with connections to the largest cities in Spain (Barcelona, Malaga, Seville, Valencia) and major European cities.

Madrid is the hub of a dense and continuously expanding radial network of over 15,000 km of Spanish highways and motorways.

Motorway: Madrid is the hub of a dense and continuously expanding radial network of over 15,000 km of Spanish highways and motorways. The Region of Madrid has 3,340 km of motorways.

The Madrid–Barajas airport is a key engine for the economy of Madrid and Spain, spurring regional economic development and tourism.

Located only 13 km from the city centre, the Madrid-Barajas is the airport closest to the urban centre of any European capital, a key factor for tourism. This convenience saves traveller both time and money. The city centre is 12 minutes away by underground with a 3€ supplement. A 24hr bus service to the centre of Madrid is also available.

The recent expansion of the airport consolidated its position as a “hub”, improving the connections of airlines to the Spanish, European and Latin American markets. During 2017, the airport served an average of 145,000 passengers per day.

Source: AENA, Eurostat, Observatorio Económico 2017



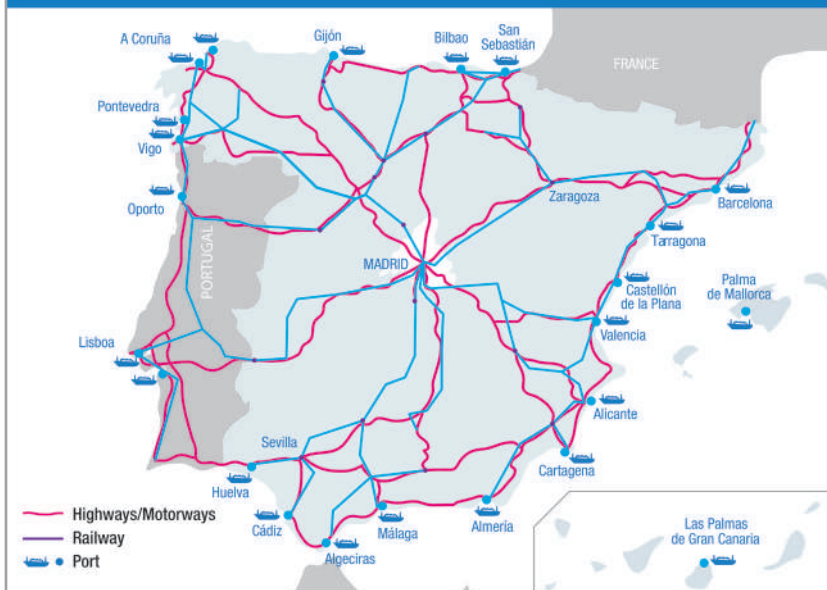
Adolfo Suárez- Madrid Barajas Airport, is the second largest airport in Europe by capacity and sixth in terms of traffic in 2017.

BUSIEST EUROPEAN AIRPORTS IN 2017

1. London (Heathrow)77,9
2. Paris(Charles de Gaulle).....69,4
3. Amsterdam.....68,5
4. Frankfurt.....64,5
5. Istanbul.....63,7
6. **Madrid(Barajas).....53,0**
7. Barcelona.....47,2
8. London(Gatwick).....45,5
9. Munich.....44,5
10. Rome(Fiumicino).....40,9

Sources: Airports Council International (2016)

MADRID IS THE HUB OF TRANSPORTATION INFRASTRUCTURE IN SPAIN



LOGISTICS PLATFORM

75% of all transportation and distribution companies operating in Spain have their headquarters in Madrid.

Madrid has the greatest concentration of logistical and transportation infrastructure in the country, totalling some 38 million m² of facilities.

The logistics sector generates **over 9.5 billion Euros annually**, in the region, representing 6.6% of the entire services sector and employing over 150,000 people.

Among the most important logistical platforms in Madrid are **the transportation hubs of Getafe, Vallecas and Coslada** (including the Madrid-Coslada Dry Port, the largest inland port facility in the EU), **the Air Cargo terminal at Barajas airport and Mercamadrid** (the largest perishable goods market in Europe and the second largest worldwide). **The logistical platforms in the Casablanca Industrial Park in Torrejón de Ardoz and the Corredor del Henares.** All of these platforms are connected to each other and other logistical nodes throughout Spain and Europe.

The high quality and low cost of this infrastructure, and the effectiveness and professionalism of the services available, make Madrid the perfect logistics platform to access any point in the Iberian Peninsula within 8 hours and in Europe within 24.

Madrid is the perfect logistics platform to access any point in the Iberian Peninsula within 8 hours and in Europe within 24.

PRINCIPAL LOGISTICS CENTERS IN MADRID

1. **Coslada transport centre**
2. **Vicálvaro transfer station**
3. **Mercamadrid – Madrid Transport Centre, the largest perishable goods market in the EU and second largest worldwide.**
4. **Coslada - S. Fernando de Henares centre specialised in logistics**
5. **Abroñigal station**
6. **Madrid – Coslada Dry Port. The largest inland port in the EU.**
7. **Logistics Storage Centre**
8. **Barajas Cargo Terminal**
9. **Casablanca Industrial Park in Torrejón de Ardoz**
10. **Corredor del Henares**



Since 2014, Madrid has a direct freight rail service to China.

MADRID AND CHINA, CLOSER THAN EVER



Since 2014, Madrid has a direct freight rail service to China. 13,052 km separates the Abroñigal freight terminal and the city of Yiwu in eastern China, and largest sales and distribution centre for consumer goods in the world.

This direct railway link, with a frequency of two trains per week, is ten days shorter than by ship and considerably cheaper than by air. This service multiplies and optimises the opportunities for trade and commerce between the city and the vast Chinese market.





02

**MADRID,
BUSINESS
OPPORTUNITIES**

HIGHLY DIVERSIFIED SERVICES ECONOMY

INTERNATIONAL FINANCIAL CENTRE

COMPANIES CHOOSE MADRID

STABLE AND SECURE SOCIAL,
FISCAL AND LABOUR ENVIRONMENT

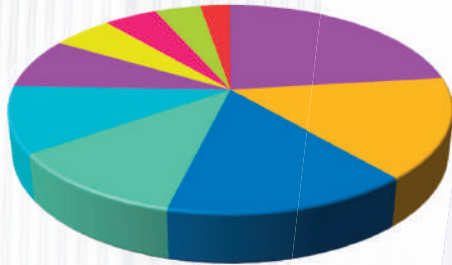
MADRID, GLOBAL CITY

FAVOURABLE DESTINATION FOR
FOREIGN INVESTMENT

VENUE FOR TRADE FAIRS AND CONGRESSES

HIGHLY DIVERSIFIED SERVICES ECONOMY

The Services Sector represents 88.7% of GDP and its growth is the engine of economic growth in the city.



Retail and wholesale commerce; automobile and motorcycle repair; transportation and warehousing; hospitality	23,11%
Public administration and defence; social security system; education; health care and social services	15,55%
Professional, scientific and technical activities; administrative activities and auxiliary services	15,16%
Information and communications	11,48%
Real estate	10,26%
Financial services and insurance	7,96%
Arts, recreation and entertainment; domestic appliance repair and other services	5,24%
Manufacturing	4,63%
Construction	3,98%
Extractive industries, electricity, gas, steam and air conditioning; water supply and sewerage, waste management and decontamination	2,59%
Agriculture, farming, silviculture, fishing	0,04%

Source: Observatorio Económico de Madrid, 2018

GLOBAL LEADERS IN CORPORATE SERVICES LOCATED IN MADRID

Accenture, Adecco, American Express, AT Kearney, AXA, Barclays, BNP Paribas, CapGemini, CB Richard Ellis, Cigna, Deloitte, DHL, Ernst & Young, Fedex, Fujitsu, Hay Group, HP, HSBC, IBM, KPMG, LeasePlan, Manpower, McKinsey, Mercer, Microsoft, Oracle, Price Waterhouse Coopers, Randstad, SAP, Securitas, SoftwareAG, Boston Consulting, TNT, UBS, UPS, Visa, Watson Wyatt...

INTERNATIONAL FINANCIAL CENTRE



85% of transactions on the Madrid Stock Exchange are by foreign operators.

Madrid is the fourth largest financial centre in Europe with excellent growth in recent years.

The city is home to any number of Spanish and foreign banks and insurance companies, asset management, venture capital and private equity firms, as well as specialised law firms and consultants.

The international prestige of large Spanish banks is growing and some have become market leaders, recognised as among the best positioned to face the challenges of the international financial markets.

Madrid has developed a strong local market in fixed income securities and asset securitisation. **The Madrid Stock Exchange lists the 35 largest companies in Spain in the IBEX index and some 2,000 other companies and equities**, with a market capitalisation and trading volume over a trillion Euros, larger than the Spanish GDP.

The Madrid Stock Exchange is the fourth largest stock exchange in Europe and 12th largest worldwide. It is the leading bond market and highly international, with some 85% of transactions conducted by foreign operators. The market plays a key role for the 24 largest companies in Ibero-America, which are listed on the Madrid Stock Exchange in Euros (FT LATIBEX)*.

*BME



Of the 2,000 largest global companies listed by Forbes in 2015, 27 are Spanish companies headquartered in Madrid

In 2017, 20,434 companies were created in the City of Madrid, 21.6% of the total in Spain.

COMPANIES CHOOSE MADRID

Madrid has the highest concentration of business enterprises in Spain*, home to some 14% of all companies. Of the 2,000 largest companies in Spain, 72% are headquartered in Madrid (Dunn & Bradstreet).

Of the **35 companies listed on the IBEX35** index, 23 have their head offices in Madrid.

Of the **9 Spanish companies in the Fortune 500 for 2017**, all have their headquarters or important offices in the capital.

Of the **2,000 largest global companies according to Forbes in 2017**, **23 are Spanish companies** with their head offices in Madrid.

The dynamism of the business community and government actions to facilitate business creation and entrepreneurship also extends to small and medium sized enterprises. The growth enjoyed by the Spanish economy has favoured the creation of new companies. In 2017, 20,434 companies were founded in Madrid, 21.6% of the total in Spain.**

The Madrid region has the greatest concentration of high growth companies, over 16.2% of the national total.

* Demografía Empresarial. Informa DB. Enero 2018

** INE 2018



THE LEADING COMPANIES IN SPAIN HAVE THEIR HEADQUARTERS AND CENTRE OF OPERATIONS IN MADRID



Madrid is ranked second, with Paris, as the best European city, according to the 2017 Barometer of the City. This ranking analyses 39 indicators grouped into 4 broad areas: economy and labour market, transportation and communications, the knowledge society and quality of life.

Modern and continuously growing, Madrid has risen in international rankings.

- 1..... London
- 2..... Paris/Madrid
- 3..... Amsterdam
- 4..... Berlin
- 5..... Munich
- 6..... Barcelona
- 7..... Viena
- 8..... Frankfurt
- 9..... Copenhagen
- 10..... Estocolmo

Source: Issue 47 of the Barometer of the City of Madrid.



A favourable fiscal status for foreigners is a highly valued by foreign executives.

STABLE AND SECURE SOCIAL, FISCAL AND LABOUR ENVIRONMENT

The fiscal framework in Spain is both modern and moderate. The total fiscal burden was 33.9% of GDP in 2017. This is 7% below the Eurozone average of 41.5% and 6% below the EU average of 40%, according to Eurostat.

A favourable fiscal status for foreigners is a highly valued by foreign executives.

The Plan for Reducing Administrative Burdens is designed to simplify requirements for the creation and operation of companies. The majority of administrative, customs and tax formalities are conducted via telematics.

Socially, Madrid is a characterised by a spirit of community and social harmony. The city has always been a welcoming city, where no one feels a foreigner.

Labour conflicts are rare thanks to negotiation between management and trade unions. Institutions. Companies value corporate social responsibility, and many support initiatives such as the United Nations

MADRID, GLOBAL CITY



Spain is among the countries which has established the most agreements to avoid double taxation. Currently, there are agreements in force with 103 countries.

Spain has a stable and modern legal framework, harmonised to the standards of the European Union, which guarantees legal security for companies and investors, facilitating economic growth.

Spain is among the countries which has established the most **agreements to avoid double taxation**. Currently, there are agreements in effect with 103 countries, almost all of the principal sources and beneficiaries of foreign direct investment.

The country has also established 73 International Investment Agreements (IIA) protecting investors in the signatory country from expropriation of their rights or assets without compensation or indemnity.

The Court of Arbitration of Madrid has gained a reputation as an effective, independent, neutral and reliable institution.

The over 150 arbitrations handled by the Court annually, with over **1 billion Euros in dispute**, have positioned the Court of Arbitration of Madrid among the 5 most active and important Courts in Europe.





In 2017, Spain was the fourteenth largest receiver of foreign investment.

Over 12,500 foreign companies are operating in Spain where they have achieved excellent results.

FAVoured DESTINATION FOR FOREIGN INVESTMENT

According to UNCTAD, despite the turbulences in the global economy and the general decline in foreign investment, in 2017 Spain remained one of the preferred countries for investment. Foreign direct investment (FDI) totalled some 23.758 billion Euros*.

In 2013, Spain was the largest receiver of FDI in Europe.

The accumulated stock of FDI in Spain reached some 44.5% of GDP in 2017**, reflecting the importance of Spain to foreign companies as a platform for their business.

During recent years, Madrid has received over 65% of all FDI in Spain. In terms of fixed assets, this represents over 24% of national investment. Investors from France, the United States, Germany, the United Kingdom and Italy are leaders in this investment, while companies from emerging economies such as Mexico, Brazil, China or Russia are consolidating their position.

The preferred sectors for investors in 2017 were real estate, financial activities, manufacturing, construction, professional services and information and communications technologies.

Approximately 14% of employment in Madrid is generated by foreign companies, making Madrid the most international economic area in Spain.


*World Investment Report 2017D

**UNCTAD, InvestinSpain (ICEX)

MADRID IS THE PREFERRED CHOICE FOR FOREIGN INVESTORS IN SPAIN



VENUE FOR TRADE FAIRS AND CONGRESSES



Trade fairs and congresses generate over 4 billion euros and 40,000 jobs for the Region.

Every year a growing number of visitors come to Madrid for professional reasons and business tourism. Madrid is the leading destination for business tourism in Spain and third worldwide*.

In 2016, over 1,050,000 people attended some 200 international conventions, almost 5,000 congresses and events, over 12,000 meetings and 7,600 seminars held in Madrid.

The Palacio de Congresos y Exposiciones in the city centre, the Palacio Municipal de Congresos at the Campo de Naciones and the IFEMA fairgrounds account for the largest number these events in the city.

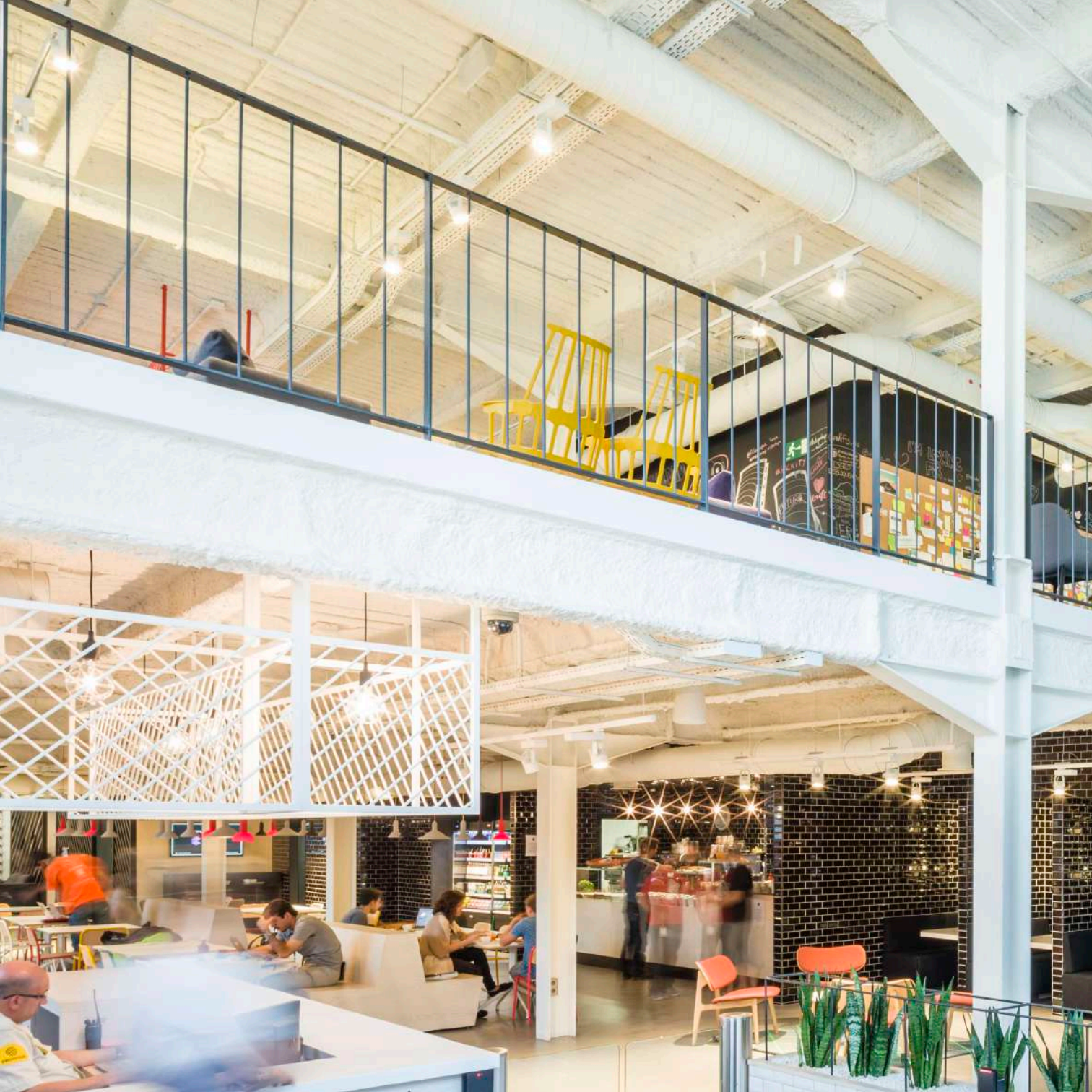
IFEMA is the largest fair grounds in the south of Europe with 12 exhibition halls and 1.4 million square metres of exhibition space. The 30,000 exhibitors are visited by some 2.7 million people a year.

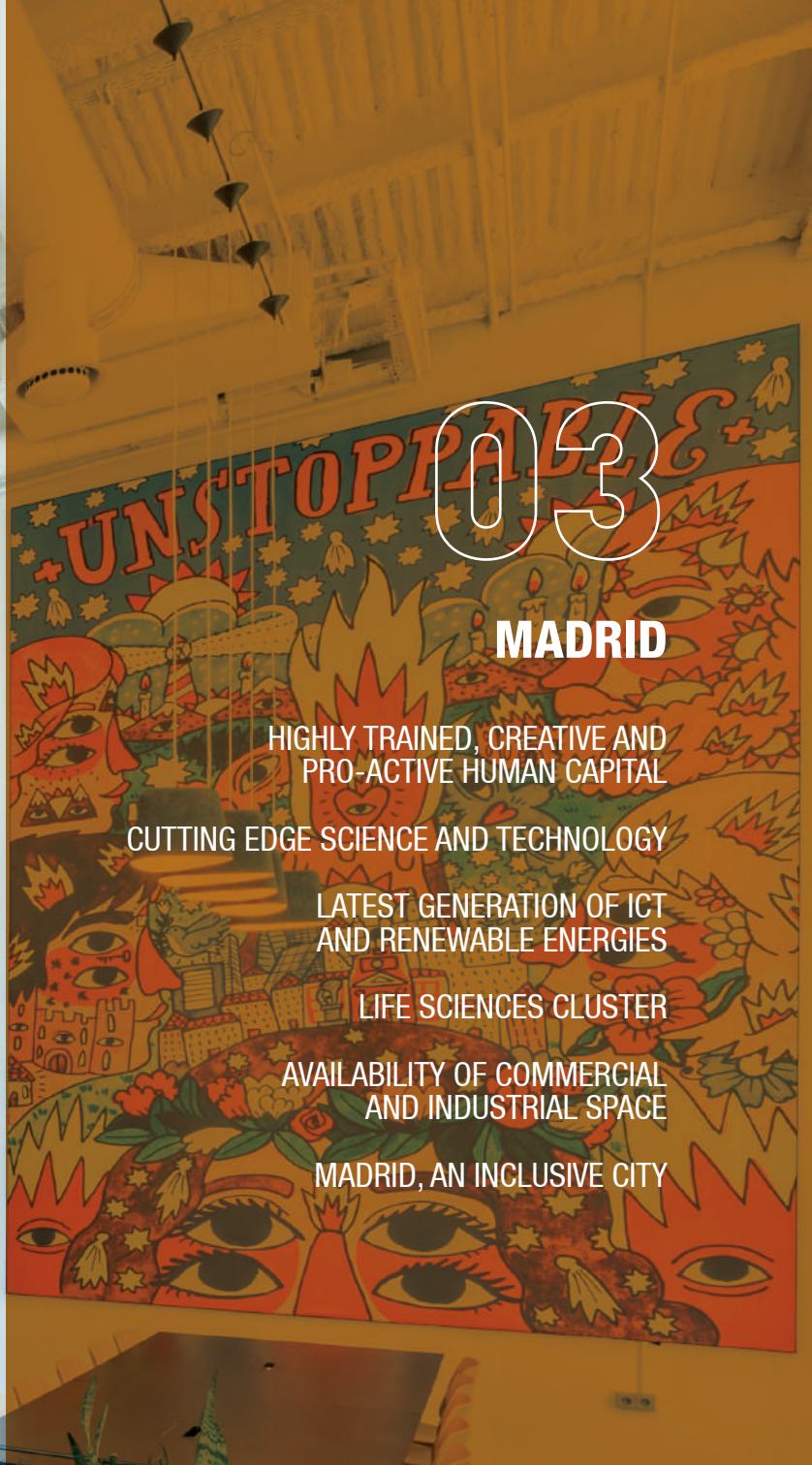
* ICCA Global congresses city ranking.



Some of the most important Trade Fairs are held annually in Madrid, such as:

FITUR, MERCEDES-BENZ FASHION WEEK, ARCO, WORLD OLIVE OIL EXHIBITION, SALÓN DE GOURMETS, FRUIT ATTRACTION, MADRID GAMING EXPERIENCE...





03

MADRID

HIGHLY TRAINED, CREATIVE AND
PRO-ACTIVE HUMAN CAPITAL

CUTTING EDGE SCIENCE AND TECHNOLOGY

LATEST GENERATION OF ICT
AND RENEWABLE ENERGIES

LIFE SCIENCES CLUSTER

AVAILABILITY OF COMMERCIAL
AND INDUSTRIAL SPACE

MADRID, AN INCLUSIVE CITY



HIGHLY TRAINED, CREATIVE AND PRO-ACTIVE HUMAN CAPITAL

Madrid is the most entrepreneurial city in Spain; some 16% of all new business are created within its metropolitan area.

There are 14 public and private universities in Madrid, educating over 310,000 students with some 40,000 graduates per year, making it one of the principal university capitals of Europe. Additionally, top Business Schools such as ESADE, Instituto de Empresa and the IESE are a source of managerial talent attracting numerous foreign students. These institutions are ranked among the top 25 business schools in the world, according to the 2018 Global MBA Ranking of the Financial Times.

Madrid is a creative and inspiring city, with a young, vital and highly educated population compared to other European cities. The city is young, dynamic, positive and enthusiastic while labour costs remain highly competitive.

Madrid is an open and welcoming city, where people from all over Spain and from 181 countries live and work. Some 12.4% of all residents were born outside of Spain.**

30% of the population between the ages of 24 and 65 have a university degree.

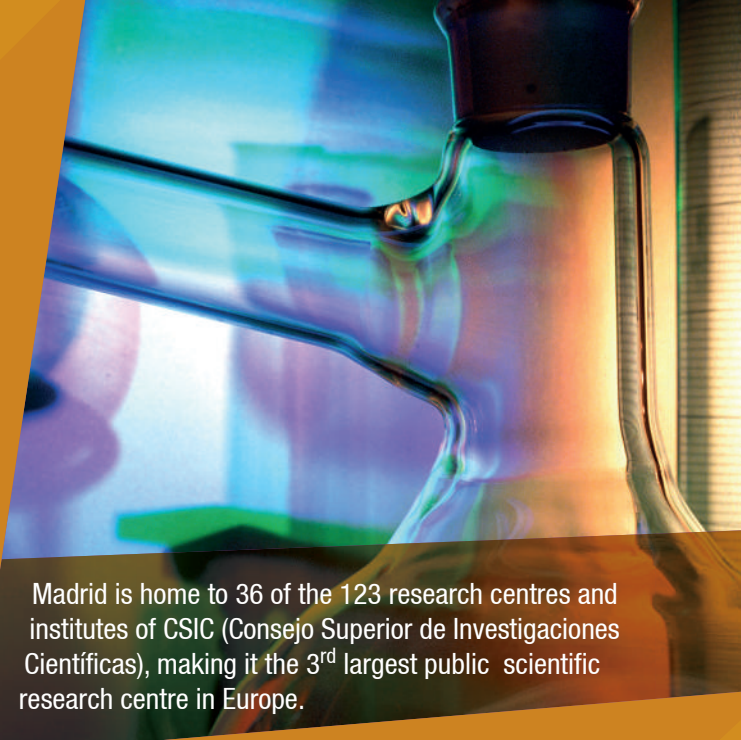
*Madrid Municipal Census 2015.

**Foreign population bulletin 2016. City of Madrid.


CUTTING EDGE SCIENCE AND TECHNOLOGY

ACADEMIC INSTITUTIONS, public entities and private companies in Madrid are dedicated to scientific research and development and technological innovation.

The cooperation between universities and business is increasingly intensive through countless R&D projects and partnerships. This is a perfect symbiosis which seeks to develop an economic and productive model based on knowledge, science and innovation in pursuit of progress and competitiveness.



Madrid is home to 36 of the 123 research centres and institutes of CSIC (Consejo Superior de Investigaciones Científicas), making it the 3rd largest public scientific research centre in Europe.



23.2% of all Spanish researchers live and work in Madrid.

Every year 14,000 students graduate from universities in Madrid with degrees in various branches of science and technology.

Companies in Madrid are leaders in the use of **new technologies**. Some 280,000 people work in the most technology-intensive sectors, of whom 49,973 are dedicated to R&D+I

LATEST GENERATION OF ICT RENEWABLE

The principal Spanish energy companies such as Endesa, Iberdrola, Naturgy and Repsol are based in Madrid.

The leading global telecommunications companies are in Madrid. Telefónica directs its operations and investments from its headquarters at the communications cluster ("Distrito Telefónica"). Madrid also hosts major European operators such as Vodafone, BT, Orange and Telia Sonera, as well as telecom equipment manufacturers (Samsung, Alcatel-Lucent, Motorola, Nokia-Siemens, Huawei and Ericsson). The technology giant Apple has its largest European retail store in Madrid.

Madrid is also home to a number of hardware and software producers and IT service providers (**Microsoft, Google, Oracle, CA, SAP, Indra, Intel, Dell and Cisco**), as well as many innovative small and medium sized firms developing cutting edge digital technologies.

Spain's largest and most international energy companies have their headquarters in Madrid. These companies are leaders in developing renewable energies.

Madrid is a demonstration of the growing interest in developing and exploiting renewable energies. Spanish companies (Gamesa, Iberdrola, BP and Acciona) are at the forefront of wind, solar and biomass technologies. This city has an ever growing number of charging stations for electric vehicles.

Amazon, the e-commerce colossus, has chosen Madrid for its centre of European operations.



Madrid hosts headquarters of major companies, universities and Spanish research centres in material science and nanotechnology.

LIFE SCIENCES CLUSTER

Madrid has the largest biotechnology cluster in Spain, encompassing leading universities, research and technology transfer centres as well as an extensive network of industrial and technology parks.

This is an increasingly important sector in Spain with highly promising perspectives for future development. In fact, biotechnology accounted for 8,6% of Spanish GDP in 2015, generating revenues of over 90 billion euros. Some 83% of all Spanish investment in biotechnology R&D takes place in Madrid.

Leading Spanish firms Zeltia, Cerelix/Genetrix and Bioteools as well as the prestigious multinationals Merck-Serono, Genzyme and Monsanto all have significant R&D operations in Madrid.

Public entities such as the Centre for Industrial Technology Development (CDTI), play a fundamental role in channelling

significant private investment into developing new technologies and driving innovation in companies.

Hospitals in Madrid are also at the forefront of **medical research** in cooperation with institutes such as the National Cardiovascular Research Centre (CNIC), the National Oncology Research Centre (CNIO), public and private universities and leading companies across the country and around the world.

A large number of Spanish and multinational **pharmaceutical companies** are located in Madrid, such as Abbot, Bristol Myers Squibb, Lilly, Merck, MSD, Roche, GSK, Pfizer, Schering Plough, Sanofi or Wyeth.

The city is also a major centre of other branches of science and technology. For example, the **Madrid Astrobiology Centre (CAB) is currently working with NASA on its Origin of Life Program for Mars.**



AVAILABILITY OF COMMERCIAL AND INDUSTRIAL SPACE

Madrid has an ample and diversified range of industrial, commercial properties and office space available for sale or lease. Despite recent economic growth and urban development, prices have **remained highly competitive** compared to London, Paris and other European capitals.

The city also offers ample industrial space, with over 18 million m² in industrial parks and has planned for industrial space in future real estate developments.

The city government seeks to find a balance between globalisation and local needs, between competitiveness and sustainability for a better city.

The real estate consultant Cushman & Wakefield has ranked Madrid as the global leader in the growth in real estate investment, seeing an increase of 250% from 2013 to 2017.

According to the 2017 “Office Space Across the World” ranking by this same consultant, the cost of office space was highest in Hong Kong, followed by London and Tokyo. Madrid placed 19th in this ranking.



The City of Madrid has implemented its **Strategic Plan for Sustainable Urban Development for a new model of a modern, habitable and integrated city**. This project includes the Plan for Mobility and Improved Public Spaces in which a pedestrian-oriented urban environment is fundamental. Plans for the renovation and improved energy efficiency of buildings are also in place.

There are 4.5 million m² of facilities for science and technology parks and clusters, with a further 10 million m² planned.



Madrid's **science and technology parks and clusters** are a highly successful model for cooperation and networking which stimulates and manages the flow of knowledge and technology transfer between universities, research centres, companies and markets. These excellent and highly advanced facilities greatly contribute to creating knowledge, technology transfer and innovation through collaborative networks.



SCIENCE AND TECHNOLOGY PARKS IN MADRID

1. **Science and Business Park of Leganés.**
2. **Science and Business Park of Getafe.**
3. **Technology Park in Tres Cantos.**
4. **Science Park of Madrid**, in Cantoblanco, constituted by the principal universities supporting various advanced research facilities and business incubators.
5. **Science and Technology Park of Alcalá de Henares.**
6. **Technology Park of Móstoles.**
7. **Science and Technology Park of the Universidad Politécnica de Madrid** on three campuses.

MADRID, AN INCLUSIVE CITY

Madrid, in addition to being an industrial, commercial and financial centre, is also an inclusive city.


No one is a foreigner in Madrid, a city that is open to all cultures and where 3 million people from 181 countries live and work in harmony.

In 1993, Madrid joined EUROCITIES, a network of cities valuing the contribution of immigration to urban vitality. The city is one of the signatories of the "Eurocities Integrating Cities Charter".

Madrid has a long history of welcoming newcomers and the city promotes equality of opportunity for all residents, guaranteeing equal access and fighting discrimination. It also works to involve communities in the political process and decision making while eliminating barriers to participation.

The city is continuously developing and promoting plans and initiatives to improve the integration and inclusion of those coming to live in Madrid. The open and welcoming character of Madrileños is one of its great attractions. According to the INE, as of January 2018, the capital was home to 423,875 foreigners, 18,642 (+0.77%) more than in January 2016.





In 1993, Madrid joined EUROCITIES, a network of cities valuing the contribution of immigration to urban vitality.

In January 2018, the capital was home to some 423,875 foreigners, 18,642 (+0.77%) more than in January 2016.





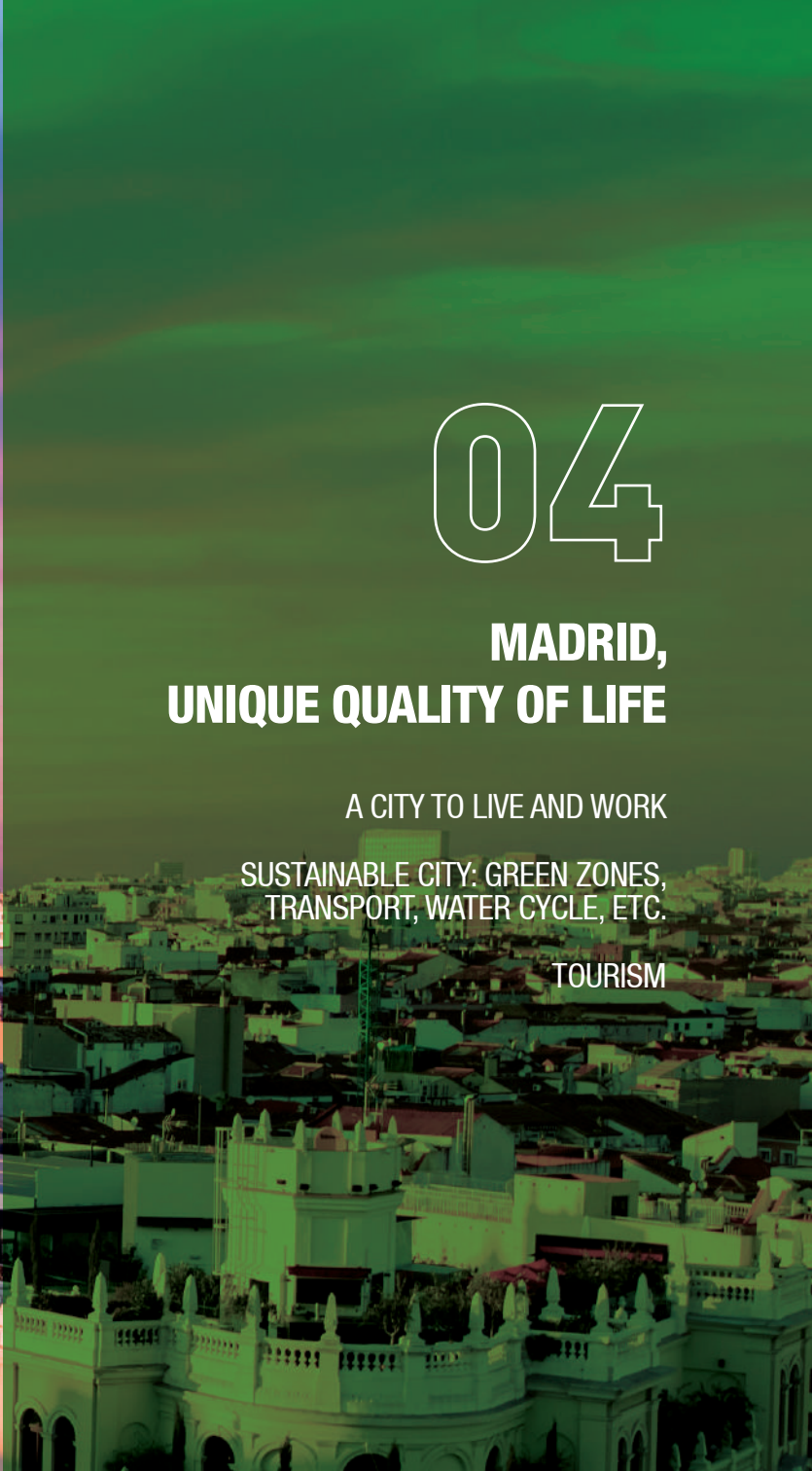
04

**MADRID,
UNIQUE QUALITY OF LIFE**

A CITY TO LIVE AND WORK

SUSTAINABLE CITY: GREEN ZONES,
TRANSPORT, WATER CYCLE, ETC.

TOURISM





A CITY TO LIVE AND WORK

Testimonials from expatriates and surveys, such as that conducted by the consulting firm Mercer or the British business and lifestyle magazine Monocle, all confirm Madrid is a city where one can enjoy life and maintain a healthy work/life balance.

There is an **ample choice of schools** offering a range of different language options. There are **69 international schools** in the city, offering education in over **12 languages**, 240 public schools and many private schools providing bilingual and specialised education. **Madrid is in the lead, together with Paris and London, in the ranking of European university centres.** Every year, Madrid receives over 30,000 foreign students and has become **the preferred choice for those studying an MBA or professionals studying an Executive MBA.**

In fact, foreign students have such an important impact on the city that institutional entities have created an official "Madrid Student Welcome Day" to receive and welcome foreign young people at the start of the academic year.

Madrid receives over 30.000 Foreign students every year.

SUSTAINABLE CITY: GREEN ZONES, TRANSPORT, WATER CYCLE, ETC.

The colour of Madrid is green. The city has made the environment a vital and essential element in all urban development plans.

Madrid is one of the greenest cities in Europe. The city received the **Green Good Design award** in 2010 from the Athenaeum of Chicago and the European Centre for Architecture Art Design and Urban Studies.

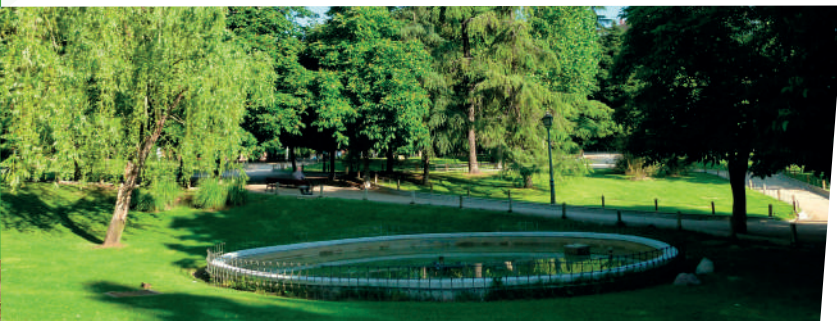
More than 300,000 trees line the streets of the capital. That is, 55% of all Madrid streets are planted with trees. Added to those found in the many parks across the city, Madrid has over 1 million trees. Madrid provides some 20.5m² of green area per inhabitant. The World Health Organisation recommends a minimum of 10m².

The city underwent a radical change and reorientation with the “Green Ring” and the Parque Lineal del Manzanares, with Madrid Río as its centrepiece, which has transformed the city and made the Manzanares river the new axis of Madrid. The principal ring road, the M30, was put underground, providing 150 hectares of new green space for sports and recreation previously occupied by motorways.



Of a total 60,430 hectares, 21,830 hectares are dedicated to municipal green areas.

But the city has further plans to make the city more environmentally sustainable, including the Madrid+Natural project to increase the horizontal and vertical green spaces throughout the city. In addition the **Sustainable Urban Mobility Plan** to prioritise pedestrian and bicycle traffic, the **Air Quality Plan**, the **Sustainable Energy and Climate Change Prevention Plan**; and the **Pasea Madrid project**, which will pedestrianize the main arteries of the city.





MADRID: "GREEN FIGURES"

- 21,830 hectares of municipal green areas
- 30% of the city is green areas
- More than 300,000 trees in the city
- More than 1 million trees throughout the Region
- 20.5 m² of green area per inhabitant
- 290km of bicycle paths in the city

Madrid Río:

- More than 150 hectares recovered from traffic
- 30km of bicycle paths
- 53 km of pedestrian walkways
- 952.000 m² of parks and green zones



METRO

Along with these large projects, the **public transportation** network also contributes to making Madrid a **sustainable city**. The extensive, efficient and continuously expanding urban Metro system reduces traffic and pollution while providing excellent and unsurpassable mobility. 294 km in length, with 301 stations, the Metro of Madrid is the second largest network in Europe and the eighth largest in the world.



BUS

Urban buses are also increasingly environmentally friendly. Since 1994, the network has been incorporated electric and natural gas-powered vehicles which now account for 42% of the fleet.



CERCANIAS TRAIN

The commuter train network, or Cercanías, is an essential element for the mobility of commuters within the metropolitan area. With 12 lines and a total of over 391 km, the Cercanías network is among the most modern in Europe and continues to improve in technology and comfort.

The region has created some 2,572 km of motorways, expressways, radial and ring roads to improve traffic flow, among the highest in Europe.



WATER CYCLE

The integral management of the water cycle in Madrid, from collection to distribution to the final consumer, is provided by the public company Canal Isabel II Gestión. The water supply of the Community of Madrid is based principally on a system of 14 reservoirs with a total capacity of over 945.9 million m³.

Committed to the sustainable, efficient and responsible water management, optimising the consumption of natural resources, energy and prime materials, Canal de Isabel II Gestión serves over 6 million people.

The management of the water cycle is one of the most important and innovative elements in the environmental sustainability of the city: the collection and treatment of 100% of all waste water, for return to the natural environment or for use as recovered water. Thus, recovered water resources are reused for cleaning and irrigation in city parks, thus reducing water pollution in local rivers and streams. Thanks to this improvement in water quality, populations of local fauna have recovered, including otters, which only live in clean rivers.

As part of the process for wastewater collection and recovery, the city has constructed 63 storm tanks, with a capacity of up to 1.46 hm³, which collect rain water for treatment and reuse for as non-potable water.

TOURISM

Over 103 million tourists visited Spain in 2017, making it the second most popular tourism destination in the world. Madrid is the main attraction, drawing 12 million visitors in that year.

Spain has the **second highest number of monuments** and locations declared a “World Heritage Site” by **UNESCO**. Madrid offers the best of this enormous and varied cultural and artistic heritage:

- More than 600 buildings declared of Cultural Interest.
- 350 museums, art galleries and exhibitions, including the renowned museums El Prado, Reina Sofía, Thyssen-Bornemisza or the ARCO Art Fair.
- Within a 100 km around Madrid there are six cities which have been designated as a “World Heritage Site”: Alcalá de Henares, Aranjuez, San Lorenzo de El Escorial, Ávila, Segovia and Toledo.

These 350 art spaces make Madrid one of the most artistically vibrant cities in the world. There are few places where so many masterpieces, from so many different eras, can be found in such a small area. The so-called “Art Triangle” of Madrid enriches the life of the city and draws millions of tourists every year. The three museums, El Prado, the Reina Sofía and the Thyssen-Bornemisza, are considered the “jewels in the crown” but there are many others, such as the Natural Sciences Museum, the Museum of America, the Sorolla Museum, the Museum of Romanticism, the Railway Museum, etc.

Madrid has some **83,164 hotel beds**. The majority of its 141 hotels are 4-star while 24 are 5-star establishments. The city offers a **broad range of accommodation with excellent value for money**.





Spain is home to the second highest number of monuments and locations declared a “World Heritage Site” by UNESCO.

Madrid offers 83,164 hotel beds and over 15,000 restaurants , cafes and bars , satisfying all tastes and budgets.

The varied gastronomy available offers infinite possibilities for every taste: national and international cuisine, from the traditional to the most innovative and avant-garde. There are over 15,000 bars, restaurants and cafés in the city to satisfy all tastes and budgets.

Gastronomy has enormous cultural and economic importance to Spain and to Madrid. **The city boasts 17 Michelin-starred restaurants** and 4 more within the Region which have also received this famous distinction.





05

**MADRID,
SMART CITY**

A LEADING SMART CITY
EFFICIENT CITY, DOING MORE WITH LESS

A CITY WITH SMART CITIZENS
AND SMART COMPANIES

A LEADING SMART CITY

For many years the City of Madrid has been applying the latest technologies to improve the environmental sustainability of the city and the quality of life of its citizens.

For example, the technologies applied to the police and emergency services have led to a continuous reduction in the crime rate in Madrid. Spain has the third lowest crime rate in the EU and Madrid enjoys being among the safest cities in Europe.



AN EFFICIENT CITY, DOING MORE WITH LESS



The MiNT Madrid Inteligente Project, implemented in 2014, is the basis for a comprehensive Smart City Madrid Project for the coming decade.

The “Smart Cities” concept is based on the principle of doing more with less.

Since 2011, the City of Madrid has been developing an intelligent contracting system to improve the efficiency of essential and strategic public services.

The key elements of this model are the reduction in the number of service providers, long-term contracting and establishing quality objectives supported by the latest information and communications technologies.

On the whole, intelligent management is applied to essential services such as cleaning and waste collection, maintenance of urban furnishings, parking and traffic signage, access to restricted areas and the public bicycle services.

The MiNT Madrid Inteligente project, implemented in 2014, is the basis for the development of a comprehensive Smart City strategy for Madrid for the coming decade. The MiNT platform is applied to urban services related to the Environment and Mobility, such as infrastructure and urban furnishings, traffic, parking, lighting, waste management, cleaning services, pavements, public parks, gardens and green spaces, etc.

This intelligent system involves citizens directly in the circuit of urban management by allowing them to provide information which can be used to improve services. The citizen informs the City of an incident, which in turn notifies the contracted service provider and follows up to ensure the incident has been resolved. This flow of communication optimises the liveability of the City, permitting incidents to be anticipated and resources to be coordinated efficiently.

Since its launch, **the MiNT project has allowed the City to reduce the cost of providing services** by some 15% and made Madrid one of the leading Smart Cities in the world.

The Smart City project also includes other initiatives, such as the **Madrid Smart Lab** which is launching innovative projects and urban services solutions designed by local entrepreneurs.

And there is more. In parallel to these public projects, there are other initiatives undertaken in partnership with private companies, such as **Car2go**, Emov or Zity, which offer an extensive network of electric vehicles available for rent by the minute using a mobile phone. This initiative is aimed at improving urban mobility and reducing pollution.

A CITY WITH SMART CITIZENS AND SMART COMPANIES

Madrid is the leader in all indicators for telecommunications and information society indicators in Spain.

According to the Telefonica Foundation's report "The Information Society in Spain 2017", wireless 3.5G broadband internet access is practically universal in Spanish households, while 4G (LTE) reaches some 94% of households. The report also highlights the need for a progressive upgrade in infrastructure towards 5G. In the business sector for 2016-2017, 95.8% of companies have internet access (fixed broadband) and 83.3% have wireless broadband. For companies with fewer than 10 employees, 89.6% have fixed broadband and 73% wireless broadband access.





Caixa

rieyaué

Wombles

Antares

NOVOLENT





06

MADRID, SUPPORT FOR COMPANIES

THE CITY OF MADRID PROMOTES
ECONOMIC DEVELOPMENT

ATTRACTION PLAN FOR
FOREIGN INVESTMENT

OFFICE OF INVESTOR SUPPORT

OTHER SERVICES FOR COMPANIES
FROM THE CITY OF MADRID



THE CITY OF MADRID PROMOTES ECONOMIC DEVELOPMENT

The City of Madrid, through various specialised departments, actively promotes the economic development of the city with a model, a strategy and policies based on

- **Cooperation between socio-economic agents** to create a social and labour climate conducive to balanced economic development.
- **To encourage Knowledge and Research** as the basis for the competitiveness of its economy.
- **Territorial equilibrium** through initiatives which seek cohesion among the different metropolitan areas.
- **Significant investment** in communications and public transportation infrastructure.
- **International positioning** of Madrid as an economic zone.

ATTRACTION PLAN FOR FOREIGN INVESTMENT



The City of Madrid has a strategic plan to attract foreign investment aimed at identifying and attracting to Madrid foreign companies whose activities fit well with the goals of local specialisation. International projection involves investments in key metropolitan areas in Europe.

The fundamental of the Action Plan are:

- The international positioning of the City of Madrid.
- The attraction of foreign investment to create employment and prosperity in sectors that contribute added-value and growth to the city.
- To build loyalty among foreign companies located in Madrid.
- Focus on developing strategic sectors for Madrid.

OFFICE OF INVESTOR SUPPORT



MADRID INVESTMENT ATTRACTION

The Office of Investor Support, Madrid Investment Attraction, located in the centre of the city, next to the Puerta del Sol, provides free services. The aim is to become a reference for foreign companies interested in locating in Madrid.



- **Consulting services** and information on locating to Madrid, regarding both legal issues and personal and family aspects.
- **Information** about industrial, commercial locations and office space available.
- **Support** in administrative aspects to facilitate the creation of new companies.
- **Offering** a “soft landing” service, a totally free work space for temporary coworking available to foreign companies locating to Madrid.

OTHER SERVICES FOR COMPANIES FROM THE CITY OF MADRID



The City of Madrid has an extensive Network of Business Incubators which can facilitate the start-up and development of business initiatives through a combination of the necessary infrastructure and specialised support services.

The Business Incubator Network is certified by the European Commission as Madrid's only BIC (Business and Innovation Centre) and, as such, is a member of the EBN (European Business and Innovation Centre Network). It is also a member of the NBIA (National Business Incubation Association) receiving the International Entrepreneurship Award in 2009 from the IEDC (International Economic Development Council).

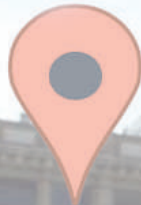
Additionally, and related to innovation and internationalisation the City has established its Madrid International Lab, a signature initiative that offers start-ups the possibility of free accommodation and personalised consulting services, focussed primarily on international and innovative projects. Facilities include a branch of the Inter-American Development Bank (IDB) for Europe and Israel, making Madrid an ideal platform for economic engagement with Latin America.

INFRASTRUCTURE + SPECIALISED SUPPORT SERVICES

- 6 business incubators.
- 1 incubator specialised in industrial projects: Industrial Factory.
- The Warehouse: a multi-disciplinary space which has become a reference for innovation, operated under the auspices of the Madrid International Lab
- More than 20,000 m² of space dedicated to incubating business projects.
- 26 million euros in investment.
- Over 300 start-ups and 800 entrepreneurs associated with the Network.



**Madrid
Investment
Attraction**



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