



November 17, 2025

MÁLAGA

To Live, To Work & To Invest

Malaga, Spain



Population

591,637 city (6th largest in Spain)
1.6 million in the province
50 consular agents
18+ international schools



Rich Cultural Legacy

40 museums
Birthplace of Pablo Picasso & Antonio Banderas



Mediterranean Climate

307 days of sunshine
18° C average temperature year-round
3.48 million hotel stays in 2024

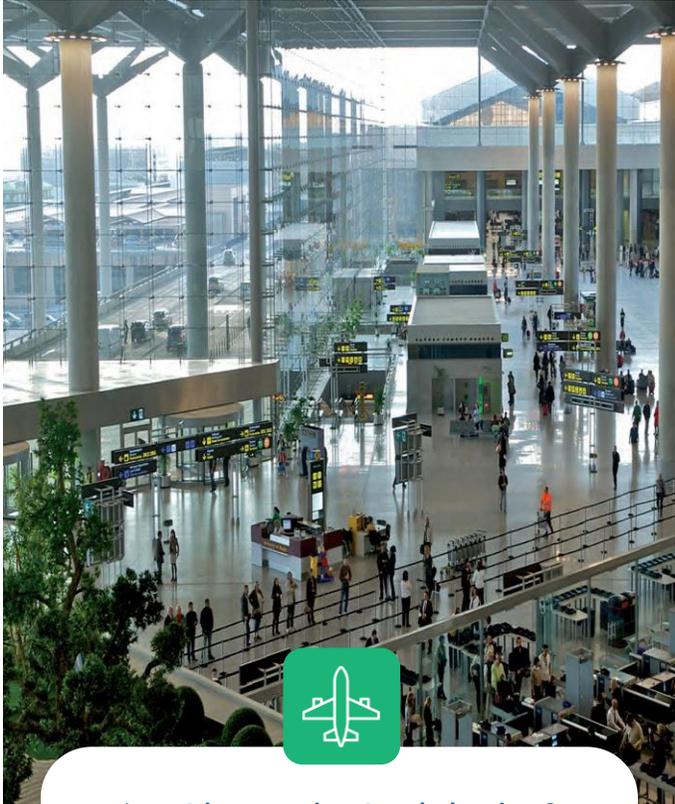


Economic & Technological Capital

Productive Sectors: Agriculture, Construction, Technology & Tourism
4.4% GDP growth in 2024 & 3,6 % in 2023



Gateway to “Costa del Sol”



1st Airport in Andalusia & 4th in Spain

~25 million passengers in 2024
156 destinations in 38 countries



High-Speed train, commuter rail & metro

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



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

469,949 passengers in 2024
278 cruise ships

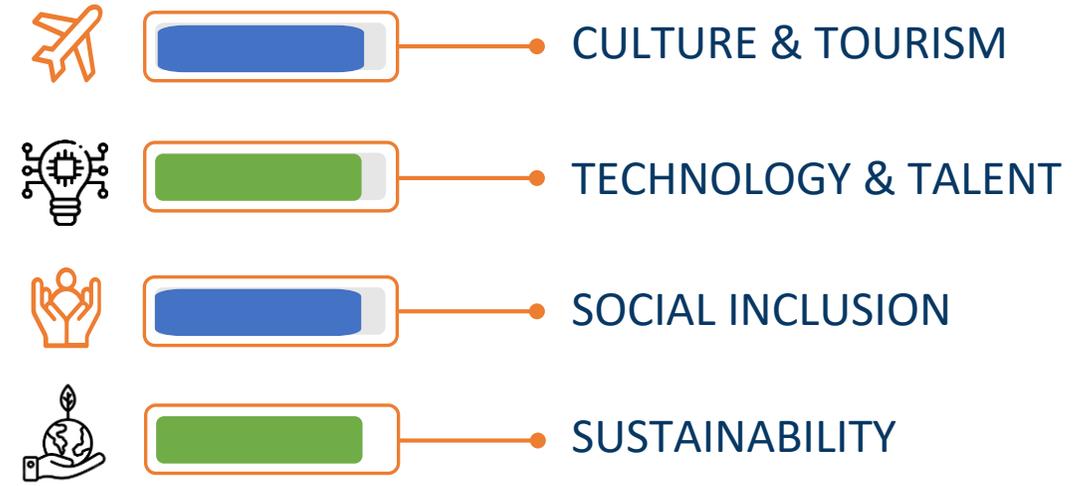
Vision and Planning

Ⓢ CIEDES

The CIEDES Foundation is a non-profit public-private partnership established in 1994, composed of key local institutions and chaired by the mayor of Malaga.



Mayor Francisco de la Torre (2000 -)



Centre Pompidou



Contemporary Art Centre



Málaga
CIUDAD
DE MUSEOS
donde habita el arte



40 museums & galleries

Picasso Museum



Carmen Thyssen Museum



Malaga Automobile and
Fashion Museum

Productive Triangle

Malaga TechPark

11 km

The Green Ray

University of Malaga

City Centre

High-Speed Train Station

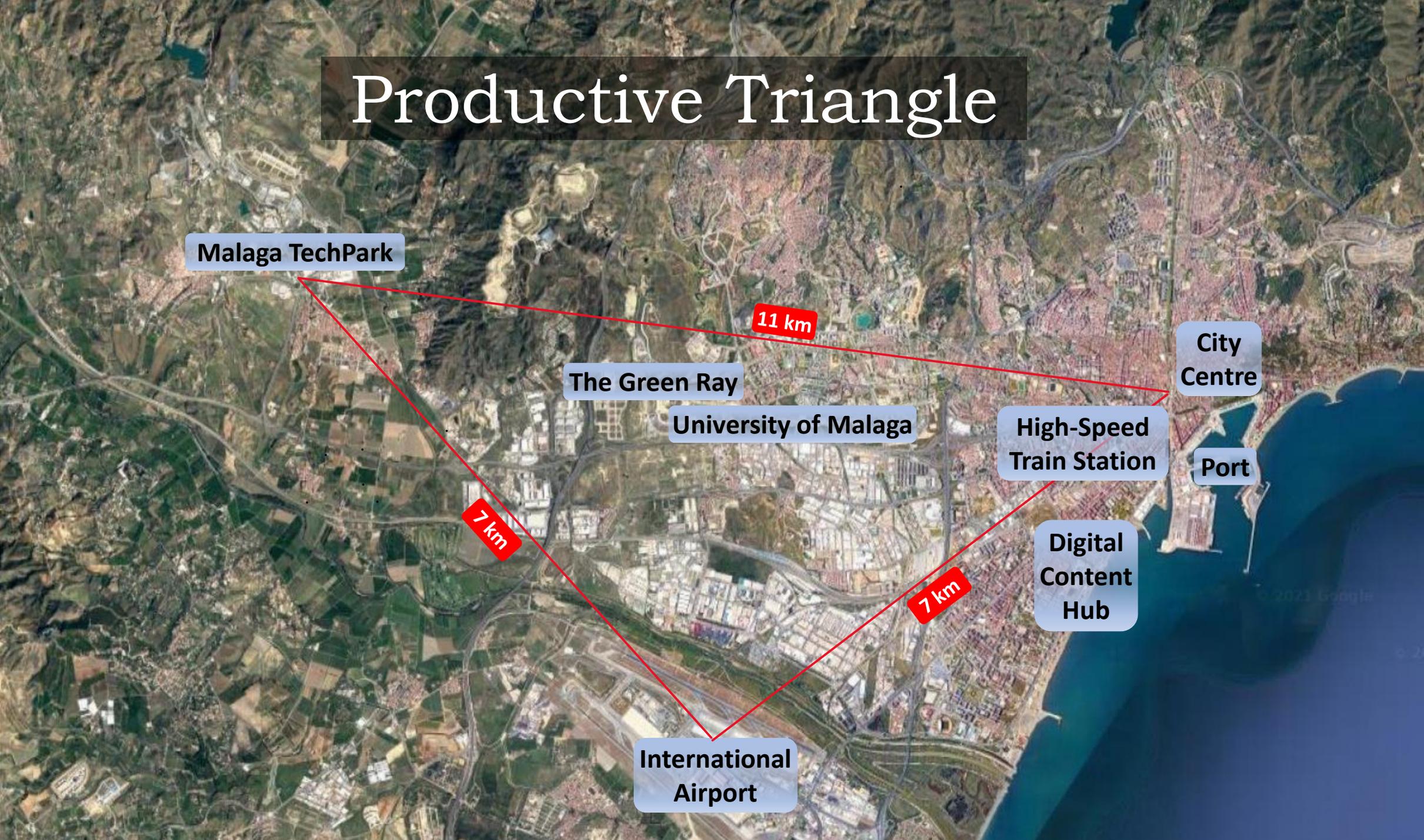
Port

7 km

7 km

Digital Content Hub

International Airport



malagavalley



SIERRA NEVADA MOUNTAIN RANGE

MALAGA

MARBELLA

MEDITERRANEAN SEA

COSTA DEL SOL

Malaga Tech Park



COMPANIES

715

* Opened in 1992 with 8 companies



EMPLOYEES

27,940

FOREIGN
COMPANIES

72

** from 21 countries

MALAGA GDP

20%

Universities & Business Schools

málaga
the all-round city

“Focusing on innovation and digital transformation”

University of Malaga

- Founded in 1972
- 37,067 students (6,900 engineering students)
- 17 faculties, 77 Degrees, 78 Masters, 22 Doctorates



UNIVERSIDAD
DE MÁLAGA



ESIC

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

santelmo
business school

< ISDI >

San Telmo

- Arrived in Malaga in 2002, branches in Malaga & Seville.
- #1 business school with most business cases in Spanish.

esesa
Escuela Superior de Estudios de Empresa

IMF
Smart Education



ESSCA School of Management (French)

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

MTA
MONDRAGON
TEAM
ACADEMY

EADE
ESTUDIOS UNIVERSITARIOS



Universities recently opened in Malaga:

- Alfonso X El Sabio University
- European University of Andalusia
- Atlantic-Mediterranean Technological University (UTMED)

m
MONDRAGON
UNIBERTSITATEA

42

MADRID
Fundación Telefón



Talent Pool

- Malaga is a dynamic city that attracts & retains talented Spanish & foreign citizens
- Malaga **leads the growth in tech employment in Spain from 2019-2023**: a 123% increase from 8,631 jobs in 2013 to 19,250 in 2023, according to a study by the COTEC Foundation.
- **4 million employees** - Andalusia has the largest pool of active workers in Spain. Compares in number to European countries such as Switzerland or Austria.
- **47,000+ workers** in Technology Parks across Andalusia:
 - 23,000 in Malaga
 - 17,000 in Seville
 - 5,000 in Granada
 - 1,500 in Almeria
- Malaga TechPark
 - 1,000 new employees per year for the last 3 years
 - 40% from University of Málaga
 - 60% from other Andalusian Universities: Córdoba, Granada, Jaen and Almeria
 - **99% of software engineering graduates from these universities work at Malaga TechPark**



**Málaga
TechPark;**

Parque Tecnológico
de Andalucía

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



PROMÁLAGA CASA DE SOCORRO



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.



Highest Early-Stage Entrepreneurial Activity Rate (TEA) in Spain 2022-23

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

OWO, Haptic Gaming Systems



freepik.com

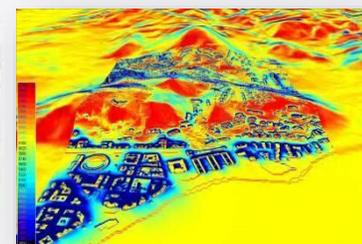


uptodown



Smart City Projects

- Endesa Smart City Living Lab, 2009-
 - 10,000 Smart Electric Grid Users
- IBM Smart City Challenge winner 2012
- ZEM2All electric mobility project 2012-2015
- Waste Management systems
- Biogas energy generators
- Centesimal (Smart City sensors, IoT)
 - 200 Buildings, 1,200 Sensors
- “Open Málaga” (citizen SuperApp & CRM)
- Citywide Digital Twin
- Intelligent Tourism Platform
- Open Data Office & city Data Lake
- High-Tech & Metaverse centre (IAT)
- Regional Cybersecurity Operations Centre



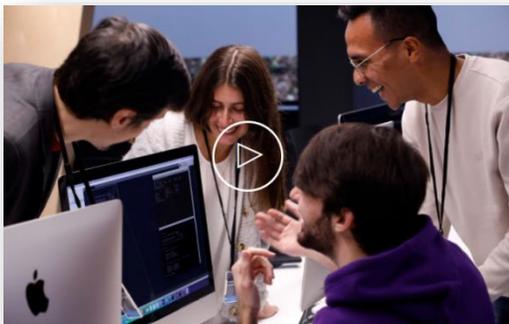


Spanish National Digital Content Hub has more than **12,000 m2** dedicated to education, events and the development of companies and startups related to the Media and Entertainment sectors.

- 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



Cybersecurity Centres



The **Google Safety Engineering Centre** (GSEC) plays a key role in shaping the future of cybersecurity in Europe & around the world as it will serve as a catalyst for public-private-partnerships, fostering cutting-edge research & development.

Google Safety Engineering Center

The **Andalusian Cybersecurity Center** with a €74 million investment, promotes awareness campaigns, training, and incentives for businesses to incorporate cybersecurity practices, fostering a secure digital ecosystem.



imec & Microelectronics

Interuniversity Microelectronics Centre (imec) - Founded in 1984, is a world-leading technology centre in the research, design and manufacture of semiconductors and microelectronics prototypes.

650 million euros investment.



1st facility outside of Leuven (Belgium) and will be located in the Malaga TechPark.



Develop new 300mm chip prototyping processes **in new materials, alternative to silicon**, enabling advances all sectors.



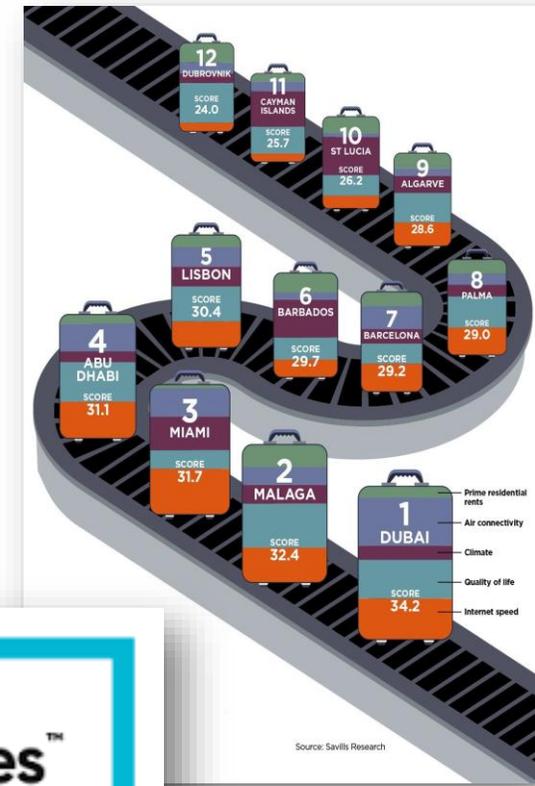
More than **5,500 expert scientists** from over **96 countries**.

Network of more than **600 world-leading industry partners** and a global academic.

A Secure Choice



- ❑ **#1 Best City to Live and to Work**, in the 2023 Annual Expat City Ranking by InterNations
- ❑ 1st Spanish city to be **certified by AENOR as a Destination for Digital Nomads in 2023**
- ❑ **2nd Best City in the World for Remote Working** according to Savills Executive Nomad Index 2023, emphasizing exceptional quality of life.
- ❑ **Best Workplaces Spain 2022 award** from Great Place to Work.



Choice for Foreigners

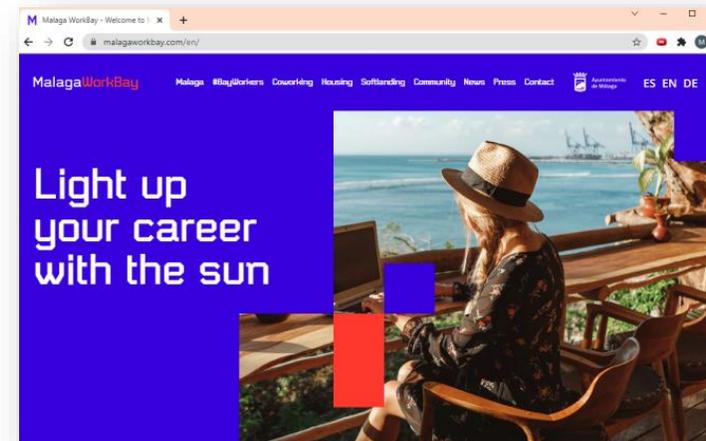
The Malaga city and province have some of the highest population increases 2021-2024:

- 13,500 new residents in the city
- close to 60,000 for the province
- 64 % from other countries

Malaga province is one of the most cosmopolitan areas in Spain:

- 24% foreign resident population
- 50 consular agents
- 18+ international schools

The Malaga WorkBay platform / community is designed to assist digital nomads and remote workers relocating to the area.



Choice for Companies

Google (USA) Safety Engineering Centre for Cybersecurity

Vodafone (UK) created 500 jobs at its new IoT / 5G Innovation Hub

Mercedes-Benz (Germany) opens research center for big data, cybersecurity, AI, & finance

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

Talan (France) new Centre of Excellence for technology

TGN Energy (Norway) specializes in Battery Energy Storage, Solar and distinguished by its Power Management system TGN Flexcontrol

TestDevLab (Latvia) opened an R&D laboratory with 30 software engineering experts

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

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

Globant (USA) opened an AI center

BHS Corrugated (Germany) opens an R&D center focusing on Industry 4.0, AI, and cybersecurity for corrugated machinery, creating 50 new jobs

Data Points

4.4 %

GDP growth in 2024. Leading regional & national economic growth

111

international companies arrived from **28** countries est. **8,000** new jobs (2019-2024)

123 %

growth in Málaga's tech workforce over the last decade, outpacing growth rates in Andalusia & Spain

€ 134 M

foreign investment in 2023 (37% increase)

€ 3.2 B

exports in 2023 (11.8% increase)

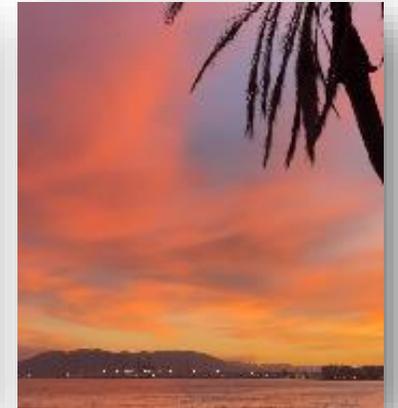
20 %

of the Andalusian regional GDP



Why Málaga?

- ❑ 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.



Institutional Support

We collaborate with the organizations that support investment in R+D+i and we can coordinate meetings with each of them to specify the different instruments and support services for your company and project in Malaga.



- Investor Visas & Work Permits
- new R&D Startup Law
- Regional installation support
- Sector-specific advice and information
- Search for grants and subsidies
- Identification of business partners
- Softlanding services for employees
- Meetings with regional universities
- Advice on HR availability, recruitment agencies
- Information on labor costs and taxes
- Information on labor costs and taxes Search for space.
- Aftercare services for integration

Spanish National Incentives

- In order to provide legal certainty regarding the activities of R&D that may grant companies the right to tax credits, companies can apply for a Technical Report to the Ministry of Science and Innovation or to CDTI, the Centre for the Technological and Industrial Development.

R&D INCENTIVES	EXPENSES	25% of total expenditure in R&D incurred in the tax year
		42% of expenditure in R&D exceeding the average of the last two years
		17% wages qualified researches
	INVESTMENTS (excluding buildings or land)	8% of amounts invested in tangible and intangible fixed assets
TECHNOLOGICAL INNOVATION INCENTIVES		12% of total expenditure in technological innovation activities

- 40% discount in Social Security contributions** for common contingencies to all research staff that work exclusively on R&D.
- In addition, the Spanish Corporate Income Tax law introduces a **patent box** type of incentive. This can be up to **60% of the tax base reduction** applicable to income from the assignment of the right to use or exploit certain intangibles.
- Employees arriving from outside of Spain will benefit from a special taxation measure that allows them a fixed rate of personal income tax for **the first 6 years of 24 % on all income** up to 600,000 € assuming they have not lived in Spain during the prior ten fiscal periods.
- Andalucía is one of the few European regions classified as Class I; therefore Málaga can receive the **MAXIMUM % of incentives from the European Union.**

Municipal Rebates

Fiscal rebates from the City of Malaga that could be applicable to a company if the circumstance foreseen in the ordinance are met.

Tax	Description	Rebate
Real Estate Tax (Impuesto sobre Bienes Inmuebles – IBI)	A rebate of up to 50% of the full amount of the tax for real estate in which systems for the thermal or electrical use of energy from the sun have been installed.	15%
Economic Activities Tax (Impuesto sobre Actividades Económicas - IAE)	Allowance for job creation of up to 50% of the corresponding quota, for taxpayers who pay the municipal quota and who have increased the average number of workers with permanent contracts during the tax period immediately prior to the application of the allowance, in relation to the period prior to that.	3% (increase <5%) 7% (increase 5-10%) 15% (increase 10-14%) 25% (Increase 14-60%) 45% (Increase >60%)
	Up to 50% of the corresponding tax liability for taxpayers who pay municipal taxes and who use or produce energy from renewable energy facilities or cogeneration systems .	10% of the actual cost (limit 50% of the tax liability).
	A rebate of up to 50% of the corresponding quota for taxpayers who pay the municipal quota and who carry out their industrial activities, from the beginning of their activity or by subsequent relocation, in premises or installations far from the most populated areas of the municipality .	25%
	A rebate of up to 50% of the corresponding quota for taxpayers who pay municipal taxes and who establish a transportation plan for their workers aimed at reducing energy consumption and emissions caused by commuting to the workplace and promoting the use of the most efficient means of transport, such as collective or shared transport.	30% (15-30% benefited) 40% (30-50% benefited) 50% (>50% benefited)

Municipal Rebates

Tax	Description	Rebate
<p>Constructions, Installations and Works Tax (Impuesto sobre Construcciones, Instalaciones y Obras - ICIO)</p>	<p>Rebate of up to 95% in favor of the constructions, facilities or works that are declared of special interest or municipal utility for concurring social, cultural, historical-artistic circumstances or of promotion of the employment that justify such declaration</p>	<p>75% of activities located in industrial zones that have the urban qualification of productive or logistic land in industrial estates.</p>
		<p>Employment promotion: 20% (staff increase >20% and more than 3 workers).</p>
		<p>50% Non-governmental organizations (95% if they are for assistance, education or social integration).</p> <p>The application of this rebate will depend on the legal configuration of the participants in the project.</p>
		<p>95% for vehicle parking works</p>
	<p>Rebate of up to 95% in favor of the constructions, facilities or works in which systems for the thermal or electrical use of solar energy are incorporated.</p>	<p>95%</p>

- Not all rebates could be applicable simultaneously, or would otherwise be limited in amount.
- Some may not be applicable depending on the wording of the standard and its compatibility with the project.

2026 Events

Jan. 28	Presentation British Barometro Investment in Spain
Feb. 2-4	Salon H&T - Hotel & Tourism
Feb. 17-19	VII Small Satellites & Sevices International Forum (SSSIF)
Feb. 24-26	Transfiere - European Meeting on Science, Technology & Innovation
March 6-15	29th Malaga Film Festival
March 12	Malaga Career Fair
March 29-April 5	Holy Week (Semana Santa)
April	V Andalusia Cybersecurity Conference
May 19-20	J on the Beach
May	Guadalindie - indie video game fair of the South
June 9-11	Digital Enterprise Show (DES)
June 19	13º eCongress Málaga
June 22-23	CM MALAGA: International Forum on Innovation for Arts & Culture
Aug. 15-22	Malaga Cultural Fair
Sept. 20-24	ECOC - 52nd European Conference on Optical Communications
Sept.	San Diego Comic Con Málaga
Oct.	GreenCities "Urban Inteligence & Sustainability"
Oct.	S-Moving "Smart & Sustainable Mobility"
Oct.	Expo AgriTech – Farm Land 4.0 Fair
Nov.	SIMED- Mediterranean Real Estate Exhibition



Thank you



Thank you for your attention!

málaga
Open For Business



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de Málaga**

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