GIPUZKOA, CORPORATE DESTINATION
Gipuzkoa is a creative, smart and competitive territory, which constantly strives to guarantee the sustainable generation of wealth, the wellbeing of its people and citizen coexistence. A territory whose driving force is precisely the strength and competitiveness of its industry.

Strategically located within in Europe, Gipuzkoa is an open economy, embarked on the constant work to advance in competitiveness, in the framework of the strategic focus that, as a nation, is underway in the Basque Country in this regard. Thanks to the ongoing commitment - both of the public institutions and of the economic fabric overall - to constructing a territory that is culturally, socially and economically competitive. Gipuzkoa now has an efficient economy, open for business with the outside world and a highly qualified workforce, which has been strongly investing in innovation and technology. A territory that, furthermore, has a degree of sovereignty regarding taxes and finances that make it a space of opportunities and commercial and economic synergies. Our aim is to outline those opportunities and, why not, to use the following pages to generate more.

The strength of Gipuzkoa’s industry is based on a trained, highly educated society; it is one of the European regions with a higher percentage of people with post-secondary education and has a leading vocational training network at international level. Furthermore, the region’s citizens carry entrepreneurship in their DNA. Gipuzkoa is an ecosystem based on knowledge and innovation, which favours more competitive economic and industrial development. It has reference innovation and technology centres working side by side with enterprise to move forward in competitiveness, new products and the creation of new lines of business. Its industry receives sound institutional support and comprehensive policies to back businesses. Gipuzkoa is the home of enterprise and entrepreneurs. Because Gipuzkoa is a business destination.

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MARKEL OLANO
President of the Regional Council of Gipuzkoa

AINHOA AIZPURU
Councillor for Economic Promotion, Rural Environment and Territorial Balance
Gipuzkoa is in a prime location in South-West Europe. Its strategic location means that any of the main capitals of the continent are just a few hours away. Gipuzkoa as a transit point between the markets of mainland Spain and Portugal and the rest of Europe is thus the centre of a fundamental hub that combines the main economic stakeholders of Europe’s Atlantic corridor.
A UNIQUE LANDSCAPE

Gipuzkoa is where the navy blue of 66 kilometres of coast blend with the deep green of its woodland and meadows. And the result is a diverse landscape with spots to discover, places to live and work.

A GENTLE CLIMATE

Its maritime climate and proximity to the sea means pleasant temperatures throughout the year and helps to shape an iconic and varied natural aesthetics.

FRIENDLY AND WELCOMING

Undeniably, our province’s personality is down to the way of being and acting of the men and women of Gipuzkoa: people of their word, hard workers, supportive and honest. Discreet people who are, in turn, friendly and hospitable.
## Economic and Demographic Data

### Sectoral GDP

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>0.70%</td>
</tr>
<tr>
<td>Construction</td>
<td>6.40%</td>
</tr>
<tr>
<td>Service</td>
<td>64.90%</td>
</tr>
</tbody>
</table>

### Gipuzkoa, the Cradle of Social Economy Companies

- **71,548 employees**
- **2,200,000 inhabitants**
- **1,980 km²**
- **715,148 inhabitants**
- **2,200,000 inhabitants**
- **33,500 workers**
- **880 cooperatives and worker-owned companies**
- **71% international business sales**
- **1/3 jobs**

Gipuzkoa has an essentially industrial tradition. Therefore, the spatial planning, administrative mechanisms and the approaches to training professionals are aimed at driving the generation and development of the productive fabric.
In order to facilitate the transformation of the Gipuzkoa business fabric towards a human company model, that is competitive and rooted in the territory, and to continue driving the creation of business and jobs, we are committed to the development of 4 key sectors for our province: energy storage and mobility, advanced manufacturing, bioscience, and gastronomy and the agri-food sector.
The development of energy storage and sustainable mobility are priority fields in Gipuzkoa

We foster a favourable context for the interrelation of expertise, R&D&I, experimentation and entrepreneurial skills for the challenge of people mobility.

Installing photo voltaic units.

The development of energy storage and sustainable mobility are priority fields in Gipuzkoa

Prototype designed and developed at Mondragón MCC.

We encourage the development of sustainable and integral solutions related to energy storage and mobility.

JAVIER RODRIGUEZ CIDETEC General Manager

"ENERGY STORAGE IS A KEY DRIVING CONCEPT FOR INDUSTRIAL AND ECONOMIC DEVELOPMENT."

It is introducing new concepts regarding energy generation for cleaner sources or a new vision of transport in our cities. It influences sectors such as vehicle components, ICTs or energy industries is going to be very important. Adapting to these new concepts opens up great industrial and sustainability opportunities.

We strive to attract foreign companies that contribute new technologies, expertise and equipment to contemplate the skill-sets existing in the province.
The new industrial revolution in Gipuzkoa involves Advanced Manufacturing and the adoption of the Industry 4.0 model.

We are committed to embedding 4.0 intelligence in the development of new products and we are driving the setting-up of Advanced Manufacturing Centres.

AVS Engineers

We mentor the application of these new advances in the machine-tool, oil & gas, energy and other sectors.

Support for the Gipuzkoa Windbox project will enable the wind power sector to have global cutting-edge technology validation facilities.

Therefore, we have selected the priority niches in conjunction with the Basque Government. Some of these are the energy sector, cybersecurity and industrial system monitoring and sensor technology.

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The painstaking technical training and a magnificent network of research centres complete this virtuous cycle.
The Biosciences Foundation seeks to contribute to the development of the bio-health sector in Gipuzkoa, by means of fostering quality research in the field of biosciences and driving its transfer to results, by facilitating the financial support of the founder institutions for research and giving momentum to the exploitation of results in the field of biosciences, an area where it has the support of BIC Gipuzkoa.

The Biodonostia institute is striving to become an international benchmark centre in the field of research into ageing, precision medicine and health innovation; by focusing on innovation in health and medical technologies, to improve health care while generating wealth by converting the inventions into products.

We have activated a programme to spur the transfer of R&D results to companies and their application in industrial sectors.
GASTRONOMY AND THE AGRI-FOOD SECTOR

Gipuzkoa, a field of opportunities for developing culinary entrepreneurial projects

To connect Gipuzkoa with leading international companies and stakeholders in the sphere of university education, research and knowledge transfer:

- To work on internationalisation cooperation demonstration projects, linked to specific segments: premium products, functional food, food-health, etc.

To drive collaborative projects between Bilbao and industrial development companies in the agri-food sector kitchen appliances for the home of the future, machinery for small producers-cooperatives, information technologies associated to labelling, vending technologies, etc.

Gastronomy is, undeniably, a hallmark of our province. It is home to the Basque Culinary Center (BCC), a trail-blazing centre worldwide that combines higher education, research, innovation and promoting gastronomy and food.

We will therefore continue to work with the BCC, to continue to give momentum to an integral development project regarding gastronomy, associated to the agri-food sector in Gipuzkoa, with the following objectives:

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We constantly mentor the company in its transformation process, we actively listen to its needs and future plans and we work together in defining measures and priorities. We thus manage to connect needs and opportunities between companies and stakeholders of each sector.

Gipuzkoa is among the territories with the highest per capita income in the Spanish State. The decisions of a balanced budgetary and rigorous management style, our production fabric and natural wealth make Gipuzkoa a prosperous region with a healthy economy and great potential for future growth.

The fiscal capacity of the Provincial Council allows us to pursue, from a position of proximity, systems to promote and mentor new business activity and the competitiveness of companies.

“Gipuzkoa has devolved powers that allow us to give impetus to economic promotion from the fiscal area”.

JABIER LARRAÑAGA
Provincial Councillor for the Treasury and Finance
Gipuzkoa has developed a set of research, development and innovation entities in order to drive a strategy that helps companies and socio-economic stakeholders to build long-lasting competitive advantages and to address the new social and economic challenges.
KNOWLEDGE TRANSFER

Inter-generational relationship and knowledge transfer based on an internationally recognised network comprising health research institutes, organisations working on health R&D, technology centres, cooperative research centres, business R&D units, together with supply-demand intermediaries.

Gipuzkoa is a competitive territory thanks to growing public and private investment in R&D&I. Gipuzkoa currently enjoys a leadership position in Europe regarding R&D. Gipuzkoa earmarks 2.31% of GDP to R&D compared to 1.2% in Spain or 2.03% in the EU.

Source: EUSTAT, 2014

Gipuzkoa fosters a learning culture by developing efficient local cooperations among all its stakeholders. By supporting and encouraging people, organisations and society overall to get involved in learning. Gipuzkoa has a learning ecosystem aimed at social transformation based on 5 universities and a network of Vocational Training centres that opt for dual training (benchmark in the EU).

A territory with highly educated people. 48.9% have completed tertiary education and the school dropout rate is 7.2%, while it is 18.7% and 11% in the EU respectively. 14% of the people of Gipuzkoa are involved in lifelong learning processes, while that figure stands at 10.6% in the EU. And with values based on trust and territorial and social commitment.

Source: EUSTAT, 2015

A TERRITORY WITH AN EMPHASIS ON LEARNING

Top right: the outside of a MONDRAGON UNIBERTSITATEA faculty. Above: facilities and students of different universities and training centres.
A PEOPLE FRIENDLY LAND

Gipuzkoa is a diverse territory on a human scale

You can enjoy the sea, mountain, city and countryside just minutes away from each other. A territory of diversity and coexistence, safe and with advance social services. A place to live, where culture, art and the culinary heritage can be found in many different forms.
A SAFE TERRITORY

Gipuzkoa is one of the provinces of the Basque Country, one of the safest spots of Europe, according to Euskadi, and the third safest in the world, according to the OECD. In this regard, Gipuzkoa has the lowest average crime rate in the whole Basque Country. There is no doubt that it is a peaceful and safe place to live.

Sources: Euskadi, Eurostat, United Nations Development Institute (UNGDI), Better Life Index.

FIRST-RATE SOCIAL SERVICES

In Gipuzkoa, you and your family can enjoy quality and universal health and education, on a par with the most advanced countries. Gipuzkoa has one of the most advanced social protection systems in Europe. That status is down to Gipuzkoa being a trail-blazer in social innovation and research, a benchmark in the use of new technologies to improve the quality of life of people and an example of solidarity in social protection and involvement of the tertiary sector.
Gipuzkoa is home to age-old traditions that have forged a culture and a unique and own language, the Basque Language. Tradition and modernity coexist in a society that reaches out to Europe and the world, from its capital San Sebastián, which has been the European Capital of Culture 2016 and has extended and multiplied its cultural activities. Gipuzkoa contributes to the universal avant-garde work of artists of the ilk of Chillida, Oteiza or Balenciaga. It is home to resources such as the Tabakalera Contemporary Culture Centre, the Balenciaga Museum or the Kursaal Conference Centre. It hosts international events such as the San Sebastián Film Festival and boasts an artistic heritage with gems such as the Sanctuary of Loyola, at the birthplace of that universal Basque, St. Ignatius of Loyola. Tradition and modernity, origin and the avant-garde, that come to together in a way that is hard to match.

Gipuzkoa will delight the taste bud and it is the territory with most Michelin stars per inhabitant in the world, sixteen in total, with three of its restaurants in Restaurant magazine’s Top 50 in the world. In Gipuzkoa, gastronomy is at the heart of the social life and is an expression of its culture. Apart from the Michelin start, there is the joy of beholding the multicolour counters of its bars with their pintxos, true miniature haute cuisine, of going its cider house to try traditional products and fill your glasses directly from their large barrels, or of visiting its gastronomic societies, where the members cook for their guests. You will always enjoy outstanding cuisine and be reminded that all it takes to be happy and content is to sit down to a good meal.