

**THE  
POWER  
OF A  
KINGDOM**

**INVEST IN  
NAVARRA**

**Feel the force of a Kingdom**  
Welcome to Navarra

**Na  
va  
rra.**

# THE POWER OF A KINGDOM

Navarra was independent Kingdom for nearly 1,000 years and still maintains a part of its ancient laws and rights, among them self-government in the areas of taxation and the economy.

We are one of the few territories in the world that has reached the 21st century with this status.

Navarra is a synonym of force and solidity, power and stability, wisdom and experience.

Its history, culture and natural resources together with its people, government and present situation, make Navarra **the ideal place to propel Companies on the path to success.**

It has the strength required by any company looking for new locations and markets to expand its business.

It is not a matter of size, what really counts is intensity:

*- It is one of the richest regions in Europe, with a reliable and stable economy.*

*- It has an extensive business fabric.*

*- It has incentivised and supported investment in R&D+i for decades.*

*- Its inhabitants have the highest levels of education and qualification in Spain.*

**Feel the force of a Kingdom.**  
Welcome to Navarra.

# In ten se.



▼ **GAMESA HEADQUARTERS. NAVARRA.**  
 Gamesa is one of the technological leaders in wind power worldwide. It was founded in Navarra, where it has production facilities for towers and blades and two sales and service offices. Internationally, it is present in four other countries: China, India, Brazil and the USA.



# Why?

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*WHY IS NAVARRA ONE OF THE MOST ATTRACTIVE SPANISH REGIONS FOR LAYING THE BASIS FOR A BUSINESS AND CREATING THE CONDITIONS FOR BUILDING A COMPANY'S FUTURE?*

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# NAVARRA, A UNIQUE PLACE TO GROW YOUR BUSINESS:

Navarra is located in northern Spain at the western end of the Pyrenees mountain range and shares a 163-kilometre-long border with France.

It has a population of 640,000 in a territory that covers 10,391 square kilometres.

Its capital, Pamplona, has a population of 197,000s.

## MORE THAN 125

Foreign multinational companies located in Navarra

### 640.000

People live in Navarra







### 197.000

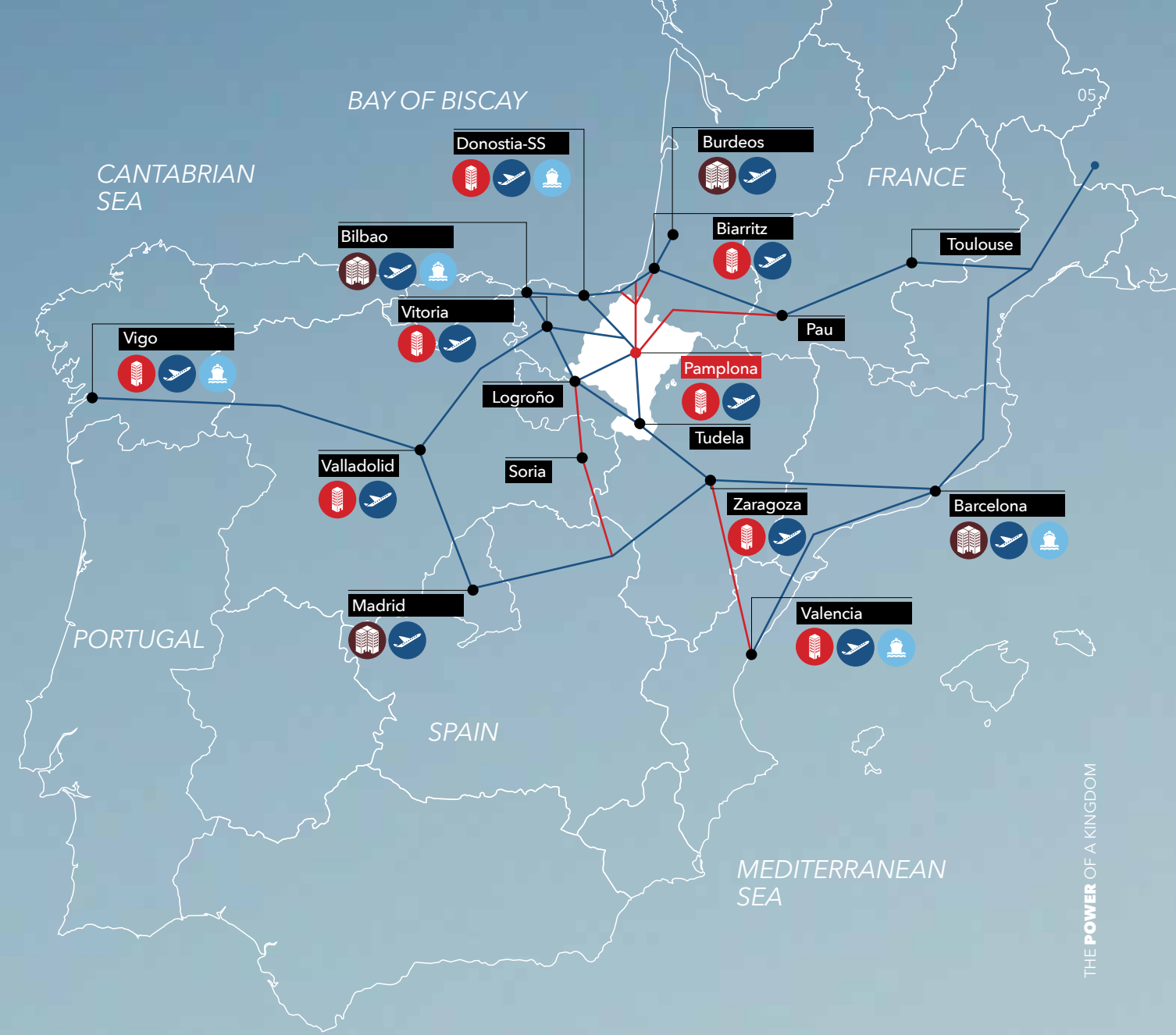
People are resident in Pamplona

### 10.391

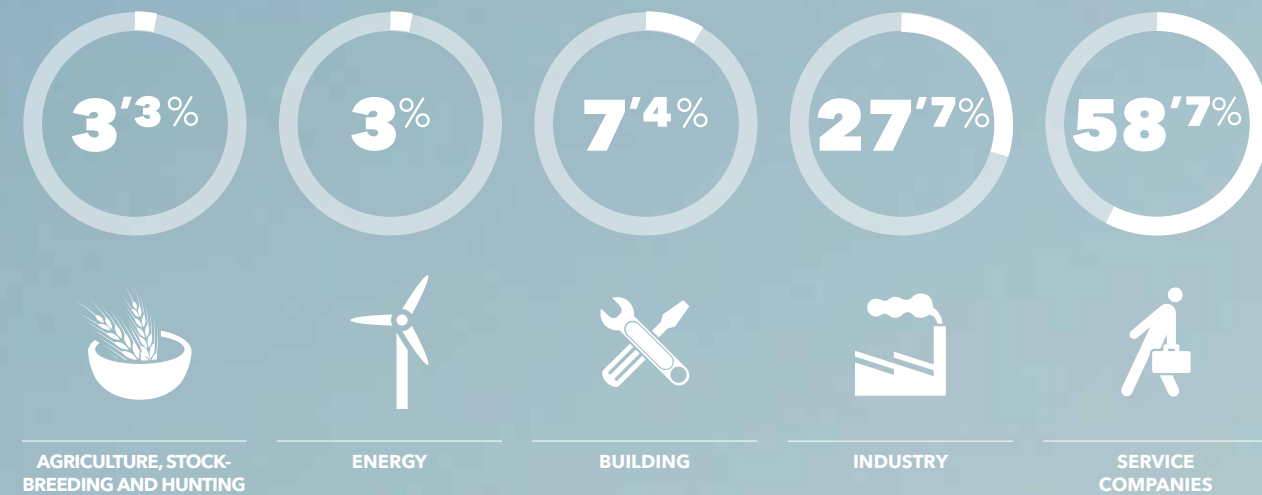
Square kilometres of territory

### MAP OF THE ROAD NETWORK AND COMMUNICATIONS

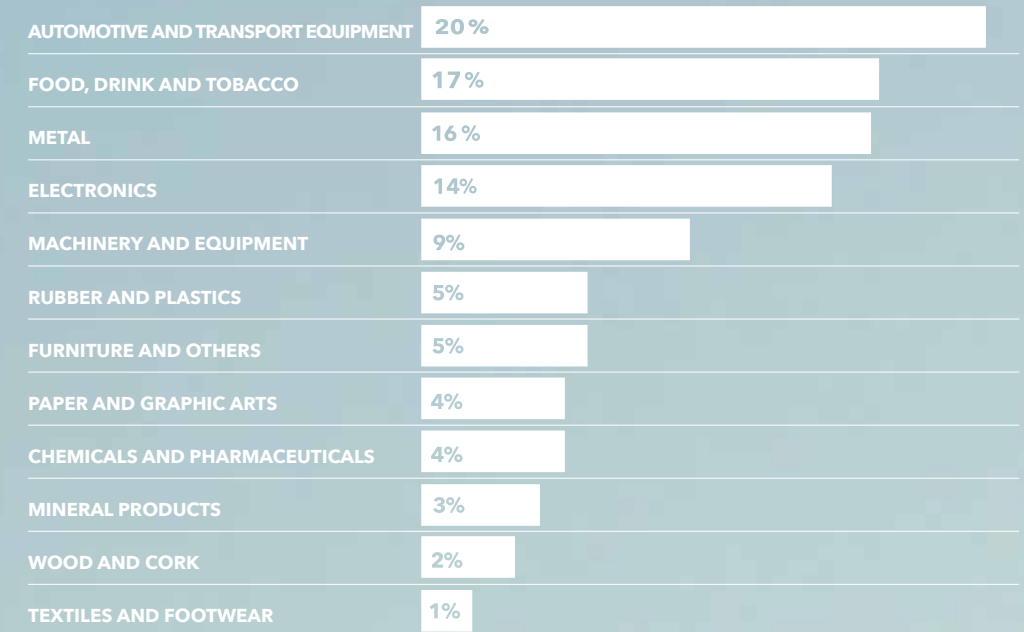
-  Motorway
-  National Road
-  City
-  Big City
-  Airport
-  Port



### % SECTORS IN THE ECONOMY OF NAVARRA



### % SUB-SECTORS OF MANUFACTURING INDUSTRY IN NAVARRA



▼ FACULTY OF ECONOMICS OF THE UNIVERSITY OF NAVARRA.

The Faculty's courses combine specialisation, a global vision, an orientation to the world of work and an international approach together with prestigious companies and institutions.

# DISCOVER THE REAL NAVARRA:

*A UNIQUE PLACE TO VISIT, LIVE, STUDY AND - ABOVE ALL - DO BUSINESS*

## EDUCATION PIONEERING

Navarra makes a firm commitment to education and investment in human capital. The future of Navarra is in its schools and universities.

The region's university system includes two public universities: the Universidad Pública de Navarra (UPNA) and the Universidad Nacional de Educación a Distancia (UNED) in Pamplona and Tudela and one private university: the Universidad de Navarra (UN).

There is also an extensive network of vocational training centres.

## HEALTHCARE ADVANCED

Healthcare in Navarra is one of the most advanced in Spain.

Thanks to good structuring of its services and the high number of associations in the region, the people of Navarra enjoy a healthy and long-living lifestyle.

Its quality of life is the result of the responsible attitude of these services and associations in encouraging healthy lifestyles.

## CULTURE RICH AND VARIED

Navarra has a rich and varied cultural life.

In the form of activities in universities, municipal councils and a large number of public and semi-public bodies and private entities that promote music, art, the local language, literature, publishing, theatre and audiovisuals.

## TOURISM CONSTANT GROWTH

Thanks to its strategic location at the western end of the Pyrenees on the border with France and on the Pilgrim's Way to Santiago, its cultural and university infrastructure and the great attractiveness of its landscapes, monuments, ethnographic features, festivities and gastronomy, Navarra offers the visitor diversity within a small territory made up of a physical and human mosaic with enormous contrasts.

## ECONOMY DYNAMIC, STABLE AND OPEN

Navarra, although being a relatively small Spanish region, has one of the most advanced economies in the country. It offers a stable economy with moderate inflation that is fully integrated into the EU. Its unemployment rate is the lowest in Spain, almost 10 points below the Spanish average, and its per capita income is the third highest in the country.

Navarra has a long tradition of an open, export-focused economy. Since the 1960s, when the region began its industrial transformation, more than 125 multinational companies from over 20 countries have set up operations here in a number of sectors.

The industrial fabric of Navarra currently plays a major role in its economy, representing more than 25% of GDP, almost 13 points higher than the Spanish average.

Many of these industrial companies, characterised by their high levels of technology and a strong export capacity, belong to the two most important sub-sectors of the region's economy: Automotive and Machinery/Equipment. These two sub-sectors and the Agrifood industry represent over half of the industrial GVA of Navarra.

Navarra's strong industrial fabric runs from the primary sector to the industrial and service sectors, generating synergies that facilitate the reduction of costs and better productivity and profitability.

**NAVARRA IS STRONG NOT JUST FOR ITS HISTORY BUT ALSO FOR ITS CURRENT SITUATION, WHICH CREATES A FAVOURABLE CLIMATE FOR DRIVING ANY BUSINESS.**

# So lid.



▼ A-15 MOTORWAY.

Built between 1989 and 1995, it links Pamplona and San Sebastian in 50 minutes, boosting communications with the rest of continental Europe.

**NAVARRA IS STRONG FOR ITS ACCESSIBILITY, THANKS TO ITS EXCELLENT LOCATION THAT GIVES EXCELLENT LINKS TO THE MAIN POINTS OF ACCESS TO NATIONAL AND INTERNATIONAL MARKETS.**

# Accessible.

**WHY INVEST IN NAVARRA?**

# 01



## BECAUSE NAVARRA REPRESENTS AN **UNBEATABLE STRATEGIC LOCATION:**

Its location facilitates access to the richest and most industrialised countries in Europe.

It stands at the crossroads of two major logistical corridors in Spain: North-South (linking Paris and Madrid) and East-West (Bilbao to Barcelona).

It has a modern, well-developed road network. The region has 53.7 kilometres of roads for every 100,000 inhabitants.

It is connected to high-speed rail lines: Pamplona-Madrid (3 h.), Pamplona-Barcelona (4 h). There are plans to integrate the rail network of Navarra into the European network.

It stands between the two main ports in Spain: Bilbao (159 Km) and Barcelona (434 km).

Navarra has a regional airport near Pamplona and it is close to other international airports and air freight services: Madrid, Bilbao, Vitoria, Zaragoza, Biarritz and Bordeaux.

It also has an intermodal freight terminal at Noain (TIN).

## THE OPINION OF **COMPANIES:**

“

**NUCAP**  
**JOSÉ LUÍS CIORDIA**  
 Vicepresident European  
 Operations at Nucap Europe

*“Without a presence in our continent, the plant at Arazuri (Navarra) was the perfect springboard to deploy its brand, technology and capacity in the European market...”*

## THE FORCE OF **FIGURES:**

THE STRATEGIC LOCATION OF NAVARRA FACILITATES ACCESS TO THE SPANISH AND EUROPEAN MARKETS WITH MORE THAN:

# 100

MILLION  
 CONSUMERS

# Singular.

## ▼ THE TAXATION DEPARTMENT OF NAVARRA.

An autonomous administrative body that undertakes the management, inspection and collection of public law taxes and revenues in the region of Navarra.

**NAVARRA IS STRONG** DUE TO ITS SINGULAR CHARACTER, A RESULT OF ITS HISTORICAL TRADITION MARKED BY A CHARTER OF RIGHTS THAT HAS BEEN ADAPTED OVER THE CENTURIES AND IS STILL IN FORCE. THIS BENEFITS COMPANIES OPERATING IN THE REGION WITH A SPECIAL AND DIFFERENTIATED TAXATION SYSTEM.

WHY INVEST IN NAVARRA?

## 02



BECAUSE NAVARRA HAS ITS OWN TAXATION SYSTEM:

Navarra enjoys a high level of self-government that allows it to maintain a differentiated tax system of its own.

Low tax rates for companies.

Notable tax credits to incentivise productive investments. In relation to the region's GDP, its taxes are lower than the European Union average.

Depreciation allowances: Freedom to decide on depreciation and special plans for tax depreciation.

Deductions on the tax base: "Special reserve for investments".

The Administrations of the Government of Navarra are easily accessible (business climate, small size of the region)

## THE OPINION OF COMPANIES:

# “

**ROCKWOOL PENINSULAR**  
**JOSÉ MANUEL CARPINTERO**  
 Technical Director

*"The institutions accompany us, advise us and provide added value. It is conveniently located and the honest and hard-working character of its people combined with their high level of skills makes the region a very interesting place to invest".*

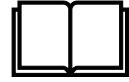
## THE FORCE OF FIGURES:

THE TAX RATE IN NAVARRA FOR COMPANIES IS:

# 3%

LOWER THAN THE AVERAGE FOR SPAIN





## BECAUSE NAVARRA HAS A **QUALIFIED POPULATION:**

People in Navarra show some of the highest levels of education and qualification in Spain.

Excellent educational centres.

The highest rates of school achievement in Spain, above the European average.

60% of the population has High School and/or University qualifications.

3 Universities: Universidad de Navarra (UN), Universidad Pública de Navarra (UPNA), Universidad Nacional a Distancia (UNED).

Very competitive salary costs, below the EU15 and EU25 averages.

## THE OPINION OF **COMPANIES:**

## THE FORCE OF **FIGURES:**

“

**GAMESA**  
JOSÉ ANTONIO CORTAJARENA  
Corporate CEO and General Secretary  
of Gamesa

*“Our company’s commitment to this region goes from strength to strength, thanks to its attractive economy and great emphasis on R&D. A competitive business environment and a strong commitment to training”.*

NAVARRA IS IN:

**19<sup>TH</sup>**

PLACE AMONG THE 271 EUROPEAN REGIONS, WITH THE HIGHEST LEVELS OF QUALIFIED PEOPLE IN SCIENCE AND TECHNOLOGY



# Pro ductive.

**NAVARRA IS STRONG** FOR ITS PRODUCTIVE CAPACITY THANKS TO ITS PEOPLE, WHO ARE KNOWN FOR THEIR NOBLE NATURE.

▼ **CINFA LABORATORIES**  
A Navarrese company with over 40 years of experience that employs over 900 people. The growth and development it has experienced in recent years has led to 84 new drugs and a process of opening up to new markets such as Asia and the Middle East.



WHY INVEST IN NAVARRA?

# 04



## BECAUSE NAVARRA IS A BENCHMARK LEADER IN INNOVATION:

Navarra is the Spanish region with the second highest expenditure on R&D per capita, ahead of larger regions such as Madrid and Catalonia.

It is one of two Spanish regions (the other being the Basque Country) to receive the grading of "Innovation Followers" (the second-highest grading possible) in the European Union's Regional Innovation Scoreboard in 2014.

The Government of Navarra's support for R&D has been continuous over the last 40 years.

Navarra has very efficient infrastructures:

*Its network of Technology Centres has been recently restructured.*

*There is a science and technology park in Pamplona.*

Most of the technology centres belong to ADITECH, Navarra's network of technology centres consisting of 11 centres from 4 sectors: Agrifood, Biotechnology, Energy and Industry. The network is made up of 850 researchers and has an annual turnover of 60 million euros.

## THE OPINION OF COMPANIES:



VOLKSWAGEN NAVARRA

*"An option that shows the complete confidence in the professionalism and industrial experience of the European team, and also in the network of local collaborators."*

## THE FORCE OF FIGURES:

THE NUMBER OF PEOPLE WORKING IN R&D HAS INCREASED 2.5 TIMES IN THE LAST TEN YEARS TO:

# 5.000

PROFESSIONAL PEOPLE

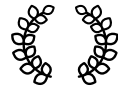
▼ VOLKSWAGEN NAVARRA  
One of the 118 production plants of the Volkswagen Group. It currently manufactures the Polo A05GP. The factory has a highly-qualified team and state-of-the-art technology that are benchmarks in the automotive sector.

NAVARRA IS STRONG FOR ITS SPIRIT OF DEVELOPMENT AND MODERNITY, THANKS TO THE CONTINUOUS PROMOTION OF INNOVATION: THE SEARCH FOR GREATER SCIENTIFIC AND INDUSTRIAL KNOWLEDGE IS PART OF OUR WAY OF LIFE.

# Modern.



## 05



## BECAUSE NAVARRA ATTRACTS THANKS TO ITS **QUALITY OF LIFE** **UNBEATABLE:**

Navarra is one of the Spanish regions with the highest indicators of wealth, access to services and quality of life.

It is one of the regions with the highest quality of life. It appears in 28<sup>th</sup> place in the Gini Index and has a score of 0.97 in the OCDE Human Development Index (HDI).

It provides free healthcare and heads the rankings of Spanish regions with the best public health services, 1% above the country average according to the Healthcare Barometer.

In Navarra culture and nature blend together. Highly scenic places, outstanding monuments and traditions are complemented by a variety of cultural events, concerts and congresses.

The festivity of San Fermín is a singular and cosmopolitan fiesta attended by hundreds of thousands of people every July. It became popular worldwide thanks to Ernest Hemingway.

## THE OPINION OF **COMPANIES:**

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**ACCIONA WINDPOWER**  
RAFAEL MATEO  
Acciona Windpower CEO

*“Navarra is a dynamic region with an entrepreneurial spirit. Acciona Windpower has a long-running track record in this region that has never lacked the support of the public authorities of Navarra for innovative initiatives that create value.”*

## THE FORCE OF **FIGURES:**

THE CAPITAL, PAMPLONA, IS A CITY THAT OFFERS A HIGH QUALITY OF LIFE. IT IS:

# n°1

IN THE  
NATIONAL RANKING

### ▼ BALUARTE - CONGRESS CENTRE AND AUDITORIUM OF NAVARRA.

Built in Pamplona in 2003, Baluarte's objective is to contribute to the cultural development of Navarra. It is home to all kinds of cultural and congress tourism events and is one of the biggest buildings of its type in Spain, with a total surface area of 63,000 m<sup>2</sup>.

**NAVARRA IS STRONG FOR ITS CULTURAL LEVEL, QUALITY OF LIFE AND SOCIETY. A UNIQUE REGION THAT CAPTIVATES.**

# Attractive.



# ARE YOU LOOKING FOR A POSSIBLE LOCATION FOR YOUR COMPANY?

NAVARRA IS THE IDEAL PLACE TO PROPEL COMPANIES ON THE PATH OF SUCCESS.

INVEST IN NAVARRA IS THE BUSINESS TOOL USED TO ATTRACT NEW INVESTORS TO NAVARRA.

WE OFFER VARIOUS FINANCIAL TOOLS AND SERVICES TO FACILITATE THE ESTABLISHMENT OF YOUR BUSINESS IN OUR REGION.

# INVEST IN NAVARRA:

INVEST IN NAVARRA IS THE BUSINESS TOOL USED TO ATTRACT NEW INVESTMENTS TO NAVARRA.

WE ARE PART OF SODENA (SOCIEDAD DE DESARROLLO DE NAVARRA) AND WE OFFER BUSINESS SERVICES TO INVESTORS FROM ABROAD OR OTHER PARTS OF SPAIN.

Sodena is the main tool of the Government of Navarra for the development of the region's business fabric and the growth of its economy in a stable and balanced way.

Our mission is to capture, identify and drive the creation and development of business projects for Navarra, either of local origin or from outside, through the use of financial tools.

We offer made-to-measure services for foreign companies that are considering setting up operations in Navarra. Our services are free of charge and confidential.

Are you looking for a possible location for your company? Let us explain why Navarra is an excellent option.

by  
**SODENA**  
DESARROLLO DE NAVARRA

We offer the following services:

- Information of the market and business climate in Navarra.
- Useful information of the sector you belong to.
- Fiscal and legal information of our region.
- The search for good locations, depending on your company's requirements.
- A network of contacts with potential partners, public authorities and research centres.
- Support for your company in Navarra through financial instruments.
- Support in the development of your activity in Navarra.

Do not hesitate to contact us, we will inform you.

# Impulse.

# **“NAVARRA, A PLACE WHERE INTENSITY IS MORE IMPORTANT THAN SIZE”.**

– Julio Caro Baroja. *“Navarra”*. 1990

THE **POWER** OF A KINGDOM

INVEST IN **NAVARRA**





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**THE POWER  
OF A KINGDOM**

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