

# Yes!

Our meeting point, Asturias



GOBIERNO DEL  
PRINCIPADO DE ASTURIAS

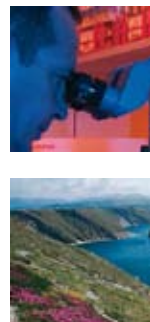


**IDEPA**

Instituto de Desarrollo Económico  
del Principado de Asturias

## Why Asturias?

- A deep-rooted industrial culture
- Highly qualified Human Resources
- A low staff turnover rate
- Excellent land, sea, air and telecommunications infrastructures
- Availability of competitively priced industrial land and facilities
- Totally guaranteed electrical power supply
- Solid technological and IT infrastructures
- Non-refundable subsidies of up to 30% of the investment
- Solid backing of the Regional Administration for start-up of new business projects
- Extraordinary quality of life
- Natural surroundings of breathtaking beauty



Redes Nature Park, Santa María del Naranco, Asturian Pre-Romanesque, Cape Vidio.  
Below: Laboral, City of Culture.







ArcelorMittal: SIDERGAS cogeneration plant.

## Asturias in a nutshell

Surface Area & Climate:		
Surface Area:	10,604 Km <sup>2</sup> (4,094 sq. miles)	
Average Temperature:	Maximum: 17.2 °C (62.9 °F)	Minimum: 9.0 °C (48.2 °F)
Absolute Temperature:	Maximum: 32.2 °C (89.9 °F)	Minimum: -2.5 °C (27.5 °F)
Total Rainfall:	947 mm (37.3 inches)	

Population & Human Resources:	
Population:	1,085,289 inhabitants
Active Population:	481,300
Employed Population:	412,700
Unemployment Rate:	14.24%

Economic Information (2008):	
GDP:	€ 23,753 m
GDP per cápita:	€ 22,443
Distribution of regional GVA:	
	Primary Sector: 1.85%
	Industrial Sector: 21.67%
	Construction: 13.87%
	Services Sector: 62.6%
Foreign Trade:	€ 7,937.8 m
Exports:	€ 3,177.73 m
Imports:	€ 4,760.07 m
Coverage Rate:	66.76%

Infrastructures:
Highways, Motorways and Freeways: 5,000 km
International Airport: 1,316,088 passengers
Industrial Ports: Gijón and Avilés
Broadband Network throughout the region

Sources: INE, ICEX, SADEI, Year 2009

## The Principality of Asturias

The Principality of Asturias is located in the northwest of the Iberian Peninsula, in the very heart of the Green Spain, and is one of the 17 Autonomous Communities that make up the Spanish State, which in turn is a member of the **European Union** and one of the countries that comprise the **Euro zone**.

The climate in Asturias is Atlantic, with mild temperatures throughout the year. The region is characterized by its extraordinary natural beauty, with superb beaches and extensive forests. Protection of this rich natural heritage is a priority for both the regional Administration and for all Asturian people, which is why over one third of the land has been declared a protected natural space. The Principality also offers **excellent quality of life**, with intense cultural activity, a rich artistic heritage and first-rate conditions for numerous sporting activities.

Asturias maintains a long, **deeply rooted industrial tradition**, inherited from its history as a mining and iron and steel region. Three subsectors accounted in 2007 for more than 81% of turnover in the industrial sector: the metalworking industry is foremost in this respect with 54% of the total, a figure that is well above the national average and that makes Asturias one of the main iron and steel centres in Europe. Second is the energy sector, representing 15.6% of turnover, and in third place is agro-alimentary industry with 11.7%.

Special mention must be made of the **Information and Communications Technology sector (ICT)**, which has experienced strong growth in recent years. The excellent regional telecommunications infrastructures, together with the high level of qualification of the technical specialists in Asturias as well as the full commitment of the Administration to the development of this sector, have favoured the creation of new companies and the implantation of multinationals such as Computer Sciences Corporation (United States), Software AG (Germany) or Capgemini (France) and of Spanish companies like Konecra Group, Telect, Satec or IECISA (Informática El Corte Inglés).

Foreign companies play an outstanding role in the Asturian economy. The numerous advantages that Asturias offers, in addition to the **possibility of non-refundable grants of up to 30% of the investment**, make the region a very attractive location for the installation of new business projects. American companies such as DuPont, Alcoa, and Fluor Corporation; German companies such as Bayer and ThyssenKrupp; French companies such as Saint Gobain, Bongrain or Imerys, or the British groups Cookson and Hanson are some of the multinationals that already know the advantages of setting up in Asturias.



Steel Technology Centre.





## The Economic Development Agency of the Principality of Asturias, IDEPA

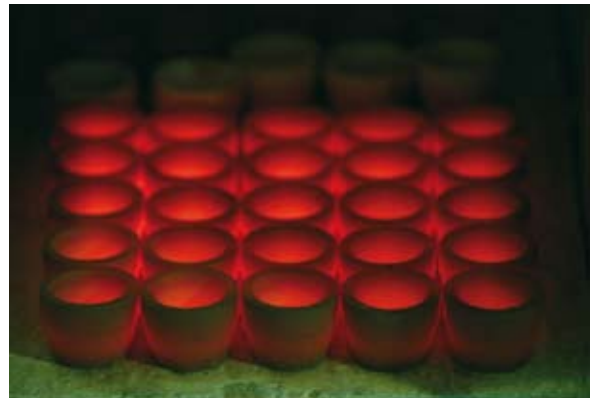
(Instituto de Desarrollo Económico del Principado de Asturias)

The Economic Development Agency of the Principality of Asturias, IDEPA, is the **backbone of a complete body of promotion infrastructures** designed to improve the competitiveness of Asturian companies and the development of industrial facilities, as well as to seek out new investments that will create wealth and bring new activities to the region's industrial and business environment.

IDEPA **leads and manages** the main strategic plans for economic development approved by the regional Government, such as the Programme for Promotion of Industrial Land 2009-2012 (creation of publicly promoted industrial land) and the programme for internationalization of companies in the Principality of Asturias (support for internationalization of companies). Moreover, IDEPA occupies a leading position in the Enterprise Culture Development Programme and in the Regional Science, Technology and Innovation Plan, as the **driving power behind support programs for business innovation** and the promotion of innovative technology based companies.

The agency gives **personal attention to new investors** who wish to establish themselves in Asturias, coordinates all the logistical support of the Regional Government, manages the financing and provides ongoing advice during the lifetime of the project.

The **IDEPA group** comprises the Regional Promotion Agency (Sociedad Regional de Promoción, SRP –venture capital), the Reciprocal Guarantee Agency (Sociedad de Garantía Recíproca de Asturias, ASTURGAR – preferential guarantees and financing) and the European Business and Innovation Centre (Centro Europeo de Empresas e Innovación, CEEI - promotion of innovative companies).



Refractory products.



Rioglass Astur.



The Cubes of Memory (Llanes) by Agustín Ibarrola.



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