BILBAO
A CITY FOR INVESTMENT
INTRODUCTION

BILBAO, CITY OF THE FUTURE

BILBAO, A CENTRAL POINT IN EUROPE

Bilbao is one of the nuclei in the European Cities System. Its strategic position on the Atlantic seaboard, along with its economic potential, accords it a leading role in the European space defined by the Atlantic Rim.

Open to the sea, Bilbao is a key to the Atlantic space. Over the last decade, this geographical asset has been complemented by new means of transport. The results include the expansion of the airport, the construction of the superport and of the urban transport system, and plans for a high-speed train.
THE AIRPORT

The airport, barely 12 km from the city centre, has been transformed. The new terminal, referred to as "The Dove", is the work of architect Santiago Calatrava. Passenger volume is steadily on the rise, and in 2005 reached 3.8 million.

It is envisaged that to this airport, which has become the principal one in the north of Spain and on the Atlantic seaboard. The airport is served by 13 European airlines.

From Bilbao one can fly directly, in two hours or less, to the principal continental cities, including Frankfurt, London, Paris, Bordeaux, Milan, Lisbon, Oporto, Brussels, Basil, and Zurich. This direct connection with the principal airports in Europe and on the Peninsula means that one can connect with the other airports, whether continental or transcontinental.

www.bilboair.com
Bilbao's beginnings and its development are very much tied to the trade facilitated by its port. One could say that Bilbao was born a port.

Seven centuries ago, the creation of the Port was actually the beginning of the city itself. In those years, and for several centuries, the Port was used above all for exportation. This situation lasted until 1902, in which year work was begun that would facilitate further port development: the Outer Port.

Over the years the port has moved 12 km toward the sea, abandoning its initial location. In 1985 the Port of Bilbao began to plan the strategy for its future growth. Envisaged was a great port that would serve not only industry but also trade.

The expansion of the Port that was begun in 1992 meant that the area of water sheltered, its depth, the length of berthing docks, and the working areas were sufficient for the handling of heavier cargoes.

The following are some of its general services:
- Greatest draught in Europe: 35 metres. This means it can accommodate a vessel of any type.
- 17 km of jetties.
- Indoor storage area of 250,832 m²
- 30,000 m² of free storage space.
- 23,500 m² of refrigerated storage space.
- 1,694 hectares of flotation space.
- Terminals for general merchandise, containers, bulk solids, bulk liquids, fruit and vegetables, cars.
- Connection between jetties and the national rail network.
- Direct connection with the national highways network.

With such infrastructure, the volume of goods loaded and unloaded in 2005 was 33,237 million tons. This represents a consolidation of the loading and unloading work carried out in 2004, in which year the figure was 32,506 million tons.

The economic impact of this volume entails 419 million euros of the GDP of the Autonomous Community of the Basque Country, along with nearly 9,500 jobs.

With the most complete and modern infrastructure, and services for every kind of vessel and merchandise, the port ensures a potent sea transport structure. Thus it is established as the leading port on the European Atlantic seaboard. It is in contact with more than 500 ports via 200 regular shipping lines, and it has major services for the conveyance of passengers: the ferry "Pride of Bilbao" connects Bilbao twice a week with Portsmouth.

It is a goods distribution centre of the highest order:
- The hinterland has a population one million.
- Within a radius of 200 km the population is 4 million.
- Within a radius of 400 km the population is 16 million.
- It provides access to the European market, which has more than 320 million consumers.
Overland port connections

<table>
<thead>
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www.bilbaoport.es

![Map of the region showing connections](image)
LAND TRANSPORT

Bilbao is the meeting point for north-south transit (from Stockholm to Lisbon) and east-west from the Cantabrian coast to Barcelona and Milan.

The Bilbao-Behobia, Bilbao-Vitoria-Barcelona, and Bilbao-Burgos motorways connect Bilbao with the main national and European cities.

As regards trans-European rail, Bilbao is part of the priority network plans set by the European Commission.

In addition, Bilbao is one of the arms of the high-speed train project known as the "Basque Y", which will connect the three Basque capitals one to another and with the high-speed networks both national and European.

GEOGRAPHICAL SITUATION. SEA AND MOUNTAIN

Bilbao is at the foot of the mountains that end at the sea, less than an hour from more than twenty Biscayne beaches and fifty minutes from Santander and San Sebastián, two of the most beautiful bays in the Cantabrian area.

Also close to Bilbao, and fully accessible by highway, are attractive cities on the French Atlantic coast, among them Biarritz, at ninety minutes by motorway.

Within Bizkaia, and on the coast, mention should be made of the Urdaibai Biosphere Reserve, at 40 km from Bilbao, and of the Getxo Marina, which allows one a fine opportunity to enjoy nautical sports at 20 minutes from the downtown area.

In addition to its close connection with the sea, Bilbao offers its citizens and visitors an environment surrounded by gentle mountains, which are its true lung and area for relaxation. Also they afford an excellent opportunity to enjoy nature at only a few minutes from the economic, financial, commercial, and social centre.

The mild climate enjoyed by the city and its environment means that one can enjoy every kind of game or sport relating to sea or mountain.

The predominant winds from the west soften the temperatures both in winter, with minima of 4-5 degrees Centigrade, and in summer, when the average is 19ºC. The average annual temperature in the Bilbao area is 13-14ºC. On average it rains 170-180 days of the year.

With this climate one can enjoy outdoor sports the whole year around. There are 8 golf courses within a 100 km radius of Bilbao. The nearest and most recent one is in Artxanda.

One of these golf courses has been constructed on the land of one of the old iron mines that supplied raw material for industry in Bizkaia for more than one hundred years. Now it is envisaged that they will contribute new services and spaces to be used in the future by the dynamic society of Bilbao.

Trips into the country are something else that can be enjoyed all year around. The nearby rural areas provide an excellent opportunity for small excursions to the province's natural parks, e.g. in Gorbeia or Urkiola, where one can enjoy the mountain, the cuisine, and contact with the rural people of the Basque Country.
While visiting the *caseríos*, or farmhouses, of Vizcaya, one finds a variety of traditional wine whose *denominación de origen* is "Txakoli de Bizkaia-Bizkaiko Txakolina". This is the product of wineries close to the Atlantic, made of indigenous grapes, with all the goodness of the *caseríos* themselves.

Also one can take an excursion to any of the countless *bodegas* producing excellent Rioja wine. The *denominación de origen* "Rioja" is divided into three sub-categories. One of these is "Rioja Alavesa". The wines thus classified are produced in the Basque province of Alava, some forty-five minutes from Bilbao by expressway.

A little further away, the lovers of high mountains can take a closer look at the Pyrenees, some two hours to the east, or the *Picos de Europa*, about two hours to the west.

**URBAN RENEWAL**

Bilbao surprises the visitor who comes to see it again after a few years. The predominant change over the last two decades has been in the area of urban renewal.

Bilbao was strongly affected by the industrial crisis of the 70s. Within the metropolitan area, 80,000 jobs in industry were lost.

On the other hand the city became a challenge for all of society. Its leaders, institutions, and citizens decided to make Bilbao a city of services, with quality of life, with grey forgotten and replaced by green.

It was decided to opt for bold, innovative renewal that would engage the public interest and make the city more attractive as a site for international forums.

The process envisaged brought together culture, environment, society, and the economy as holistically integrated referential axes.

A decade later some of the projects are reality: the Guggenheim Bilbao Museum, the Euskalduna Conference Hall, the Airport, the Metro, the trainway and the Uribitarte promenade along the Estuary.

The basis of this renewal in Bilbao is unique in the world. Few cities had sufficient land for retrieval in what can be considered the downtown area, and in few cases have those world-renowned architects come together who took part in the process, among them Gehry, Foster, Pelli, Legorreta, Isozaki, Calatrava, Sterling, and Soriano. So that today Bilbao is known abroad as one of the key reference points insofar as concerns art, modern architecture, and urban renewal.
This process of renewal is internationally recognized for its management and for the consensus reached among the various public administrations, social agents, and economic agents.

Part of the Strategic Plan, it was promoted by the City Hall of Bilbao and the Provincial Council of Bizkaia, with the participation of all the national and regional institutions, and together with the 35 municipalities making up the metropolitan area.

The plan brought together the town councils and the Provincial Council of Bizkaia, the regional level, the Basque Government, the national level, the General Administration of the State, and RENFE. Also taking part in the Plan were the major firms in the city.

The Strategic Plan was centred around the following:
- External accessibility to the metropolis, internal mobility
- Urban and environmental renewal
- Investment in human resources and technological overhaul
- Cultural centrality as an element of internal vitalization and external promotion

Today the spirit of consensus and partnership is still alive that led to its drawing up in the 80s, through firms in which the various levels of the Public Administration have holdings, and by private firms.

Two examples:

The *Agencia Bilbao-Metropoli 30*, which is an association for promotion and research set up for projects in planning, study, and promotion aimed at the renewal of Metropolitan Bilbao and its image in the region and abroad.

The *Sociedad Bilbao Ría 2000*, aim of which is to reclaim deteriorated areas or industrial areas in decline. It integrates, coordinates, and takes action in the area of urbanism, transport, and environment. It comprises the central administration and the Basque administrations (among them the City Hall of Bilbao). Its singularity lies in its members’ agreement to develop the city only along lines that are approved of by all the bodies involved.

MOBILITY IN THE METROPOLIS

While access from outside is easy, Bilbao has also sought to ensure that movement within it is pleasant. The promotion of public transport has led to an efficient network of urban and interurban buses and, above all, to the Metropolitan Railway, designed with the most modern technological systems. The Metro connects Bilbao with the sea and, in light of the prizes won by its designer, the Briton Norman Foster, has become a model in the area of town planning.

In 2002 the city re-established a medium of transport that is part of an older tradition in Bilbao, namely trams, which crosses from one side to the other in fifteen minutes.

The route forms part of the new city planning within the framework of renewal, providing the citizen with a swift and ecological public transport service.

For the visitor is a different way of seeing the new cultural attractions, community spaces, and public amenities that are appearing in Bilbao.

www.euskotren.es/euskotran

THE METRO

Metro Bilbao went into operation on 11 November 1995. Designed by Sir Norman Foster, the stations simulate underground mineral mines. Various prizes attest to the recognition at international level of the integration of architecture and engineering.

The special attention paid to aesthetic aspects has not hindered the functionality and well-being of the travellers. In 2005 the number of passengers exceeded 77,8 million.

There are two principal lines:
- Line 1, Plentzia-Basauri, 31 km long
- Line 2, Kabiezegas-Basauri, 20 km long, with a common stretch between San Inazio and Basauri

www.metrobilbao.net
A CULTURAL SPACE

The boost to cultural activity has been one of the basic strategies, the aim being to make Bilbao a focal point of international attraction.

The quest for this cultural prominence has given rise to extensive and high-quality planning, result of which is a cultural network of the first magnitude.

The urban renewal plan also entailed the construction of the new Maritime Museum of the Bilbao Estuary, which is on the land at one time occupied by big shipyards. It exhibits vessels, mock-ups, pictures, engravings, instruction panels, photographs, and other objects relating to the Basque maritime heritage.

Music, so much loved by the people of Bilbao, is always a part of the city's cultural activity. There are classical and modern concerts in the emblematic Arriaga Theatre. During the opera season, there are operas performed at the new Euskalduna Conference and Music Hall. With 3390 seats, this site has one of the largest capacities in Europe.

One of the cultural assets of most significance in Bilbao is its choral and philharmonic societies, with a tradition going back more than a century.

− www.guggenheim-bilbao.es
− www.museobilbao.com
− www.museoreproduccionesbilbao.org
− www.euskal-museoa.org
− www.museomaritimobilbao.org
− www.teatroarriaga.com

THE GUGGENHEIM BILBAO MUSEUM

The Guggenheim Museum of Modern and Contemporary Art designed by the architect Frank O. Gehry, it has become the emblem of urban renewal and the central showpiece where culture is concerned. On average the Museum receives one million visitors a year. Its success has contributed to Bilbao's fame and recognition abroad.

The surprising, futuristic structure is of titanium, granite, and glass. Total exhibiting space is 11,000 m2, distributed over nineteen galleries. This provides a matchless framework for the finest collections of modern art in the world.

Modern art at the Guggenheim Museum is counterbalanced by the Museum of Fine Arts, recently refurbished, undertaking of which is to bring together, conserve, and exhibit, in universal and multidisciplinary fashion, classical, modern, and contemporary art. The work on exhibit is in four main sections: classical art, contemporary art, Basque art, and, in lesser quantity, small samples of applied arts.

This museum is associated abroad with the work of recognized artists such as Anton Van Dyck, Antoni Tàpies, Francisco de Goya, Eduardo Chillida, El Greco, Francis Bacon, Francisco de Zurbarán, Zuloaga, Paul Cézanne, and Paul Gaugin.
Along with a great number of art galleries and exhibition halls throughout the city, there are historical museums such as the Diocesan Museum of Sacred Art, the Museum of Artistic Reproductions, and the Basque Archaeological, Ethnographic, and Historical Museum.

HOSPITALITY FOR THE VISITOR. POPULAR CULTURE

When they return from Bilbao, visitors speak of its people. Hospitality and the sense of an open community make it an obligation to pay another visit "to see the friends".

One may visit Bilbao on business, touring, or to see friends. Another reason may be cuisine. Bacalao al pil pil and bacalao a la vizcaína are basic cod dishes that Bilbao has added to Basque cuisine.

The tradition of good eating is reflected in the numerous restaurants, whether the cuisine be traditional or new Basque, as well as in the popular custom of accompanying a glass of wine with pintxos (tapas, snacks, or hors d'oeuvre). For many these tidbits are among the finest gastronomic expressions to be found in the world.

A stroll through Bilbao is hardly complete without a visit to some of the more than 6200 shops distributed throughout the city. A shopping area particularly worthy of mention is the Siete Calles, forming part of the city's Old Quarter. To its richness in artistic and other assets may be added its animated social and commercial life.

A great number of shops are to be found in the Ensanche and at Indautxu, offering a variety of trademarks, such as Armani and Armand Bassi. In addition there are shops carrying the finest national and international trademarks, such as Donna Karan, Max Mara, Gucci, Lacoste, Calvin Klein, Loewe, Antonio Miró, Mercedes de Miguel, Angel Schessler, and Adolfo Domínguez.

In keeping with the city's commercial and industrial tradition we find a broad range of quality hotels, which cater to the demand generated by congresses and business meets.

Big hotel chains such as Barceló, HUSA, SILKEN, NH Hoteles, and Solmeliá have set up in the city. Currently there are some 2900 rooms, with more than 4000 beds.

These figures will increase soon with the opening of the Hotel Petit Palace Arana, and of the hotel that the international chain SHERATON is building next to the Euskalduna Conference and Music Hall and the Guggenheim Bilbao Museum.

FUTURE PROJECTS

Aware of the importance of dynamic of change and development in the mid term and long term, Bilbao continues to move with the times by working on new projects for the future.
BILBAO, A SOCIOECONOMIC REALITY

A LONG HISTORICAL TRADITION

Bilbao was founded on 15 August 1300. Since the 15th and 16th centuries it has been taking shape as one of the main commercial and industrial centres on the Iberian Peninsula.

But it was especially in the 19th century that, led by iron exports to Great Britain, industrial development began to take off. It covered iron and steel, shipbuilding, insurance, banking, and commerce.

Major companies that have been set up in Bilbao include Iberdrola (ranking fifth in Europe in power generation) and the Banco Bilbao Vizcaya Argentaria BBVA. This latter is one of the principal Spanish financial groups with operations abroad. Its head office is in the city.

But Bilbao has also taken part in new technologies. To take an example, Panda Software, S.L., which was set up in the city, created the internationally known antivirus program Panda.

In the Bilbao area there are numerous international firms, each of them a leader in its field. These include:

In the power sector:
- Iberdrola
- Alstom Power España S.L.
- ABB
- General Electric
- Graver
- Petróleos del Norte

Financial:
- Banco Bilbao Vizcaya Argentaria (BBVA)
- Chase Manhattan Bank
- Morgan Stanley
- Ley Dean Witter

Steel:
- ACB Acería Compacta de Bizkaia, S.A.
- Aceralia Corporación Siderúrgica, S.A.
- Sidenor

Consultancy:
- Accenture
- Bearing Point
- KPMG
- Price Waterhouse Coopers

Telecommunications:
- Ericsson
- Siemens
- Syseca
BUSINESS DYNAMISM

Bilbao and its metropolitan area make up the economic capital of the Basque Country, with a level of economic dynamism greater than the Spanish and European average. In this area we find strategic industries such as steel, automobile industry, energy, machine tools, aeronautics, computing, electronics, and capital goods.

A few figures will give an idea of this dynamism, not only in Bilbao but throughout Bizkaia and the Autonomous Community:

- The percentage of GDP invested in R&D in the case of the Autonomous Community of the Basque Country is in third place in Spain.
- GDP growth rates in Bizkaia in recent years have been several points above the Spanish average: 3.7% in 2003, 3.1% in 2004, and 3.6% in 2005.

An example of this business dynamism, which for centuries has been a feature of the city, is the Chamber of Commerce, Industry, and Shipping, history of which goes back to the 14th century.

THE CHAMBER OF COMMERCE

The Chamber of Commerce, Industry, and Shipping is the finest illustration of Bilbao's traditional dedication to industry and commerce.

While the current Chamber was set up in 1886, its predecessors go back to the 14th century, i.e. to the time of the city's founding, with the grouping of the merchants known as "University of Shipmasters of ships and merchants of the Town of Bilbao", which was followed by the precursor of the Chamber, namely the Consulate of Bilbao, set up in 1511.

The historical promotion of economic activity and mercantile traffic has provided the Chamber with broad experience in foreign trade and internationalization.

Likewise it offers a range of services to firms. It is also active in training, so that it has become an excellent social intermediary and a centre for relations between firms.

Its services to firms include help in setting up, as well as advising in relation to mercantile matters, fiscal matters, standardization, certification, etc. In training it offers to meet the firms' requirements. Here its services include training in administration, fiscal matters, production, human resources, languages, and computing.

It is also active in arbitration, in which area it has the Court of Commercial Arbitration of Bilbao.

The financial sector has always been very much a part of Bilbao. Along with banking, the Stock Exchange of Bilbao is the second in terms of volume of trading in Spain, and the most important in the north of the country.

www.camarabilbao.com
THE STOCK EXCHANGE

The Bilbao Stock Exchange was set up on 21 July 1890, promoted by businessmen and representatives of economic sectors relating to industry, commerce, and other businesses firmly established in the city. On its setting up it provided the financing necessary for the realization of the major projects of investment at the time, such as shipping companies, shipyards, mining companies, and even banks. One can thus have an idea of the fundamental role of the Bilbao Stock Exchange in the economic, industrial, and financial development of the Basque Country, at that time and today.

The Stock Exchange has developed in a world context, investing heavily in infrastructure, computing, and communications. It has created a team of professionals capable of meeting the new needs of the market. It has expanded the range of services and added value offered to firms, and these are steadily updated and improved. Also it has become more present at forum both national and international.

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<th>The Bilbao Stock Exchange is a member of the following:</th>
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<td>International Federation of Stock Exchanges (since 1991)</td>
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<td>European Federation of Stock Exchanges (since 2001)</td>
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<td>Latin American Federation of Stock Exchanges (since 1973)</td>
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<td>European Capital Markets Institute (Since 1995)</td>
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<td>Spanish Association of Investment Professionals (since 1997)(CFA)</td>
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<td>Association for Investment Management and Research (CFA)</td>
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<td>Spanish Institute of Financial Analysts (since 1994)</td>
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<td>Lloyd's Register Quality Assurance. ISO 9002 (since 1999)</td>
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www.bolsabilbao.es

A MEETING POINT FOR BUSINESS

The Euskalduna Conference and Music Hall has strengthened Bilbao's role as a reference point for growing tourism and business. In this regard another important asset is the Bilbao Exhibition Centre, BEC.
BILBAO EXHIBITION CENTRE

The Bilbao Exhibition Centre (BEC) was first opened in April 2004. These new facilities enable the city of Bilbao to continue raising the international profile of its trade fair and exhibition activity, which before that had been held at the old Bilbao Fairground since 1932. Now, the new BEC offers all the latest services and features to host music events, sports events and conventions.

Located in the area of Barakaldo, it covers an area of 251,055 m², with 150,000 m² of exhibition space distributed over six pavilions. The largest of these pavilions is the Bizkaia Arena (20,600 m²), which thanks to its large capacity and acoustic structure is suitable for hosting all kinds of events and shows.

The conference centre is a multipurpose space equipped with the most sophisticated communication systems and special access points for machinery and heavy objects.

The BEC can be easily reached by train, on the metropolitan line, and also has an underground car park covering an area of 118,000 m² with space for up to 4,000 vehicles.

www.bilbaoexhibitioncentre.com

THE EUSKALDUNA CONFERENCE HALL

The Conference and Music Hall opened in 1999 is a tribute to the shipyards that formerly were on the same site and that represented one of the major economic forces in the city. With the form of a ship and a modern design in its environment with the combination of different materials, the Conference Hall combines musical activity (the opera season of Bilbao is one of the most complete in Europe) with the holding of symposia and congresses both national and international, in this manner complementing the Bilbao Exhibition Centre.

Conferences, seminars, opera, theatre, concerts and a wide range of activities can be held at the Euskalduna Palace, a large convention centre that covers an area of 25,000 m², with a Main Hall that can seat up to 2,164 people, a smaller room that can seat up to 613 people with a 190 m² stage, and a further 15 fully equipped rooms.

There are also additional facilities and services such as cafes, restaurants, business centre, etc..<n
www.euskalduna.net
BILBAO, A GREAT MARKET

Metropolitan Bilbao comprises 35 municipalities along the banks of the Estuary. They all share the same traits of identity and industrial tradition, so that they are considered a single demographic and economic nucleus of a million inhabitants. Thus the metropolis is comparable in population to other major cities in Europe, such as Antwerp, Bologna, and Helsinki.

Metropolitan Bilbao is in a privileged area for a Euroatlantic logistic strategy, while also it is in a strategic position within Europe, has a commercial tradition, and is open to the world outside. An enormous competitive advantage is thus offered to foreign investors, who are guaranteed access to markets as important as Europe and Latin America. With this latter Bilbao has, of course, strong historical and cultural ties.
BILBAO, A GREAT MARKET: FUTURE PROJECTS = INVESTMENT OPPORTUNITIES

NEW AREAS OF OPPORTUNITY

The City Hall of Bilbao has constructed a virtual space named "New Opportunity spaces", aim of which is to identify and facilitate future projects and opportunity areas in Bilbao.

INNOVATION: THE NEW ECONOMY

Adaptation to the New Economy is one of the present challenges for Bilbao. The first results of the initiatives taken in this area are already visible. The European Software Institute, the Technological Monitoring and Competitive Intelligence Service, and the Technology Park at Bizkaia illustrate the readiness to adapt to the challenges of the Information Society and the New Technologies.

Similarly, the Technology Park, the technology centres, and the firms located in Metropolitan Bilbao continue to take part in European research programmes: ESPRIT, BRITE-EURAM, ECSC/CECA, SPRINT, EUREKA, CRAFT, ENVIRONMENT

**European Software Institute**

The Bizkaia Technology Park hosts the European Software Institute (ESI), aim of which is to enhance the development of software in Europe. This institute was promoted by the European Commission with the support of the Basque Regional Government and major companies in the field of information technologies.

For more information: [www.bm30.es/proyectos/esi_es.html](http://www.bm30.es/proyectos/esi_es.html)

**Technological Monitoring and Competitive Intelligence Service**

Set up in January 2002 by the Provincial Council of Bizkaia, ZAINTEK seeks to provide information that will aid in the taking of strategic decisions, as well as to help companies become more innovative and competitive.

It provides technology reports, counselling, alerts, new bulletins, and specific reports to firms.

For more information: [www.zaintek.net](http://www.zaintek.net)
The Bizkaia Technology Park, located just 15 km from Bilbao, is currently in its third stage of development, which involves a new extension that stretches out towards the towns of Zamudio and Derio. Twenty years old, it now has more than 160 high-tech firms, belonging to such areas as Information and Communication, Aeronautics, Advanced Engineering, Biotechnology, R&D, Quality, and Environment.

At only 3 km from the airport, 16 km from the Port, and 6 km from the university campus, it embraces several technology centres. Hence the Park is one of the spaces in which innovation and technological development are undertaken in an appropriate environment.

Technology centres located in the Bizkaia Technology Park

- Aeronautics Technology Centre (on the drawing board).
- Labein: Supercomputing Centre, Telecommunications Laboratory, and Quality Unit.
- Robotiker: Robotics.
- Gaiker: New Materials.
- EITE: Coordinating Entity for Basque Technology Centres.
- Citma.
- European Software Institute (ESI).
- CIC Biogune.
- Saretek.
- Tecnalia.

In addition, its 190 hectares of developed land are equipped with telecommunications, travel agencies, a banking agency, a health centre, training, rubbish collection, etc., so that the workers in the firms, research labs, and technology centres have conveniences of every kind.

For more information: [www.parque-tecnologico.net](http://www.parque-tecnologico.net)
RESEARCH, UNIVERSITIES

The Bilbao campus has grown considerably in recent years with the expansion of the faculties of the Public University of the Basque Country (UPV-EHU), which embraces the School of Engineering, and the enlarged curriculum of the city's emblematic university, the University of Deusto.

PUBLIC UNIVERSITY OF THE BASQUE COUNTRY

The Public University of the Basque Country (UPV-EHU), as we know it today, distributed over several campus in the three historical territories, Bizkaia, Gipuzkoa, and Alava, was founded in 1980, although its origins date back to 1542, when the University of Oñate began to function.

Currently, 72,394 students attend this University, which offers 78 different degree courses. It also has a strong research focus and a large number of research projects are conducted here.

With new degree programmes on offer at the School of Engineering, and in view of the importance of university quality, UPV-EHU is becoming a key motive force in the service of firms, enabling pupils to be fully adapted to labour market needs in a knowledge-based economy.

FACULTY OF ENGINEERING OF BILBAO

The School of Engineers was set up by the City Hall and the Provincial Council of Bizkaia in 1897, to which were added the businessmen of Bizkaia through the Official Chamber of Commerce, Industry, and Shipping of Bilbao.

It was a pioneer in offering degree programmes in Telecommunications, which subject was included on its curriculum in the 80s.

The School adapts constantly to new technologies and offers new degree programmes accordingly, in first and second cycles, master and doctorate such as Engineering of Organization, Engineering of Materials, Chemical Engineering, and Electronic Engineering. In Industrial Engineering, an area of high prestige both nationally and abroad, it has adapted the curriculum to the new technological requirements.

www.ingenierosbilbao.com

THE UNIVERSITY OF DEUSTO

The University of Deusto, at the heart of the city, was inaugurated in 1886. Thirty years later it expanded to include the first business school in Spain, the Universidad Comercial de Deusto.

Generations of businessmen and bankers have been trained at La Comercial, which today is one of the universities that in the field of business are referred to both in Spain and abroad. Currently it takes part in student-exchange programmes with more than 150 universities around the world.
BASIC AND CONTINUOUS TRAINING. HUMAN RESOURCES

The Basque Country in general, and Bilbao in particular, have a long tradition in professional education. Firms have always been very much associated with the educational system.

Indeed, the age of the professional training system, which dates back to the early 20th century, means that the local work force has been able to benefit from accumulated experienced in key economic sectors.

This tradition has favoured the setting up of integrated professional training centres, in which official, occupational, and continuous curricula are combined. They were pioneer centres in Spain.

The system of education, accustomed to working with firms, offers training that is prestigious and that meets the changing needs of manufacturing.

Also highly developed are the systems of continuous and occupational training, offered not only by public institutions but also by entities and private associations.
INTERNATIONAL IMAGE

INTERNATIONAL PROJECTS AND COLLABORATION. NETWORKS OF CITIES

In addition, Bilbao takes part in international fora. Examples are the Eurocities network and the CIDEU (Latin American Centre for Urban Strategic Development, a network taking in fifty Latin American cities). These networks seek to work together in urban renewal.

Via Bilbao Metrópoli-30, a society in which Basque institutions and firms have holdings, Bilbao is present in Telecities, aim of which is to make telematics one of the European urban activities and to promote its use as a social and economic development tool.

In addition, a decisive boost has been given to relations initiated with cities in Latin America (Rosario, Monterrey, Córdoba) by drawing up and executing projects for cooperation in strategic planning and urban renewal.

Bilbao has become a model for other cities and international research centres. Indeed, its urban renewal programme has been studied by numerous institutions and selected for study. Some examples:

<table>
<thead>
<tr>
<th>Bilbao has taken part, along with another three cases in the US, Switzerland, and Sweden, in the OECD programme PUMA, specifically in a project for the analysis and assessment of partnerships and institutional coordination mechanisms.</th>
</tr>
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<tbody>
<tr>
<td>Bilbao has also taken part in the CITIES project, aim of which is to identify the competitive advantages of twenty metropolitan areas of international rank and to set up a global network par excellence to promote innovation and the transfer of experience between member cities.</td>
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<tr>
<td>Bilbao Metrópoli–30 has promoted the renewal of Metropolitan Bilbao with the collaboration of local and foreign bodies. These include the World Future Society, the Institute for European Affairs (INEA), the International Network for Urban Development, the Standing Committee on Urban and Regional Statistics (SCORUS), the SPIN-Spain Association, and the World Development Federation.</td>
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<tr>
<td>The strategies for modernization and public management in Metropolitan Bilbao have been submitted to various forum of the International Forum of Administrative Sciences (IIAS), UNESCO, and the Latin American Centre for Administration and Development.</td>
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<td>With a view to enlarging on knowledge in innovative projects, Bilbao Metrópoli-30 has also set committees to work promoting projects such as the Accessibility Forum 2010, in which it has worked with the Provincial Council of Bizkaia in organizing the European Congress on Intelligent Transport Systems, held in the Euskalduna Conference Hall.</td>
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<tr>
<td>Bilbao Metropoli-30 celebró en mayo de 2006 el primer Foro Mundial de Valores para el desarrollo de la ciudad. Su objetivo es potenciar el activo que suponen los valores de las personas de cara a la consecución de objetivos de desarrollo social.</td>
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BACKUP FOR THE CREATION, INTRODUCTION, AND DEVELOPMENT OF BUSINESS

Local and regional institutions have been fully involved in economic promotion and urban renewal.

The public institutions working on economic promotion in the area are:

- The Basque Government at regional level through:
  - The society for Promotion and Industrial Reconversion (SPRI).

- The Provincial Council of Bizkaia at provincial level, via
  - The Department of Economic Promotion.

- The City Hall of Bilbao at local level, via
  - The development agency LAN EKINTZA-BILBAO.

In addition, a great number of those bodies and institutions in which all the socio-economic and institutional agents in the Basque Country and in Metropolitan Bilbao have holdings have taken part in the implementation of these policies and plans in economic promotion and innovation.

Thus elements central to these policies, such as the Technology Centre Network and the Technology Development Plans, were pioneers in Spain and have become a model for other regional administrations in the State.

The policies adopted form part of various development plans agreed to by consensus. These plans, which lay down the guidelines for their application to the competent authorities at the various levels, are the following:


As a result of these Plans, grants are placed at the disposal of firms in Bilbao with a view to promoting investment and business development.
KEYS TO INVESTMENT IN BILBAO

- Geostrategic position reinforced with communication and transport infrastructure of high quality, to facilitate mobility in Metro Bilbao and to ensure connection with nearby cities, such as Vitoria and San Sebastián, via the highway network, and with other cities in Spain or abroad. (The airport is a mere 12 km from the city centre.)
- Existence of a corporate fabric with ample export tradition, accustomed to international relations, backed up by institutional programmes that facilitate introduction in other countries, as well as the establishment of new relations and the exchange of professionals in various countries. In addition, Bilbao may be considered a gateway to markets in Latin America, owing to the relations that Basque firms have with those countries.
- High technological development, with stress on research, development, and innovation, as demonstrated by the fine record of the Bizkaia Technology Park, which embraces major technology centres and research laboratories. Research is also carried out at the universities within the metropolitan area.
- Major financial centre, as demonstrated by the facts that Bilbao is the economic capital of the Basque Country and that its Stock Exchange has become the second largest in Spain in terms of volume traded.
- Quality training system, steadily adapted to the needs of the labour market and to trends in technology. Centres such as the School of Engineers in Bilbao and La Comercial at Deusto have greatly contributed to the prestige at home and abroad enjoyed by the Universities of the Basque Country, with their highly trained personnel.
- Collaboration on the part of public and private concerns with the sole aim of boosting the regional economy to the highest levels.
- Magnificent natural environment, where proximity to sea and mountain affords great opportunities for leisure, which, along with the quality of services offered to the citizen, and advanced infrastructure, means that the inhabitants of Bilbao enjoy quality of life.