

ALCALÁ LA REAL, CITY TO INVEST

City to live



SOCIO-ECONOMIC REPORT



Ayuntamiento de
Alcalá la Real

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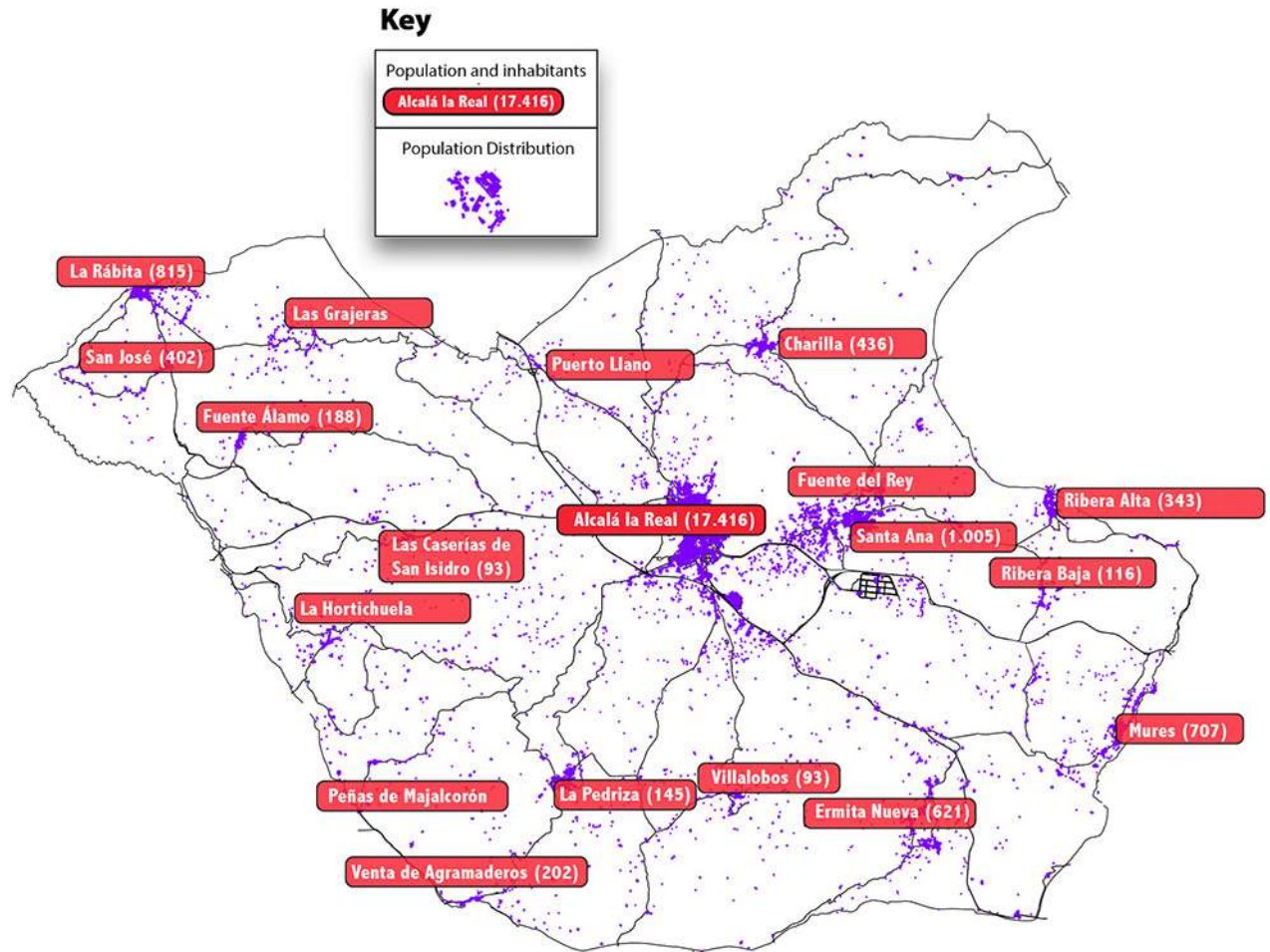
REPORT ON THE MAIN BUSINESS SECTORS IN ALCALÁ LA REAL (JAÉN, SPAIN)

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1. Physical Analysis of the municipality

The municipality has an area of 261 km² of total area that corresponds to 1.93% of the surface of the province of Jaén.

In addition to the main nucleus, Alcalá la Real, it has thirteen villages, with a population of 21,709 inhabitants, of which 10,678 are men and 11,031 women.



Centres of population in Alcalá la Real

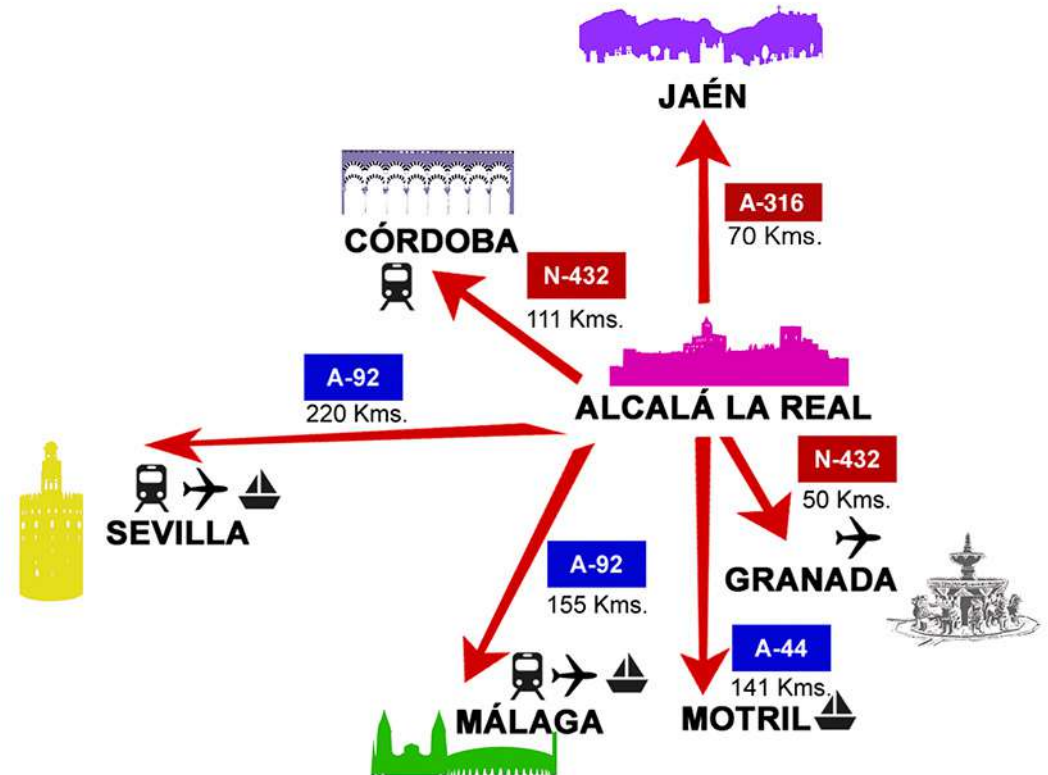
1. Physical Analysis of the municipality

Alcalá la Real stands out for its strategic geographical position within Andalusia. An intermediate point within the Autonomous Community, which facilitates the logistics in communications between the main towns of Andalusia and the infra structures of transport such as airports, ports and train stations.

Distances:

- To Granada Airport, 50 km.
- To Málaga Airport, 140 km.
- To Jaén capital, 70 km.
- To Granada capital, 50 km.
- To RENFE railway station, Granada, 50 km.
- To Motril port, 115 km.
- To Algeciras port, 400 km.
- To Córdoba capital, 110 km.
- To Málaga capital, 150 km.
- To Sevilla capital, 200 km.
- To Madrid capital, 400 km.

In addition, there are universities in all provincial capitals. The nearest are in Granada and Jaén at a distance of 50 km and 70 km respectively.



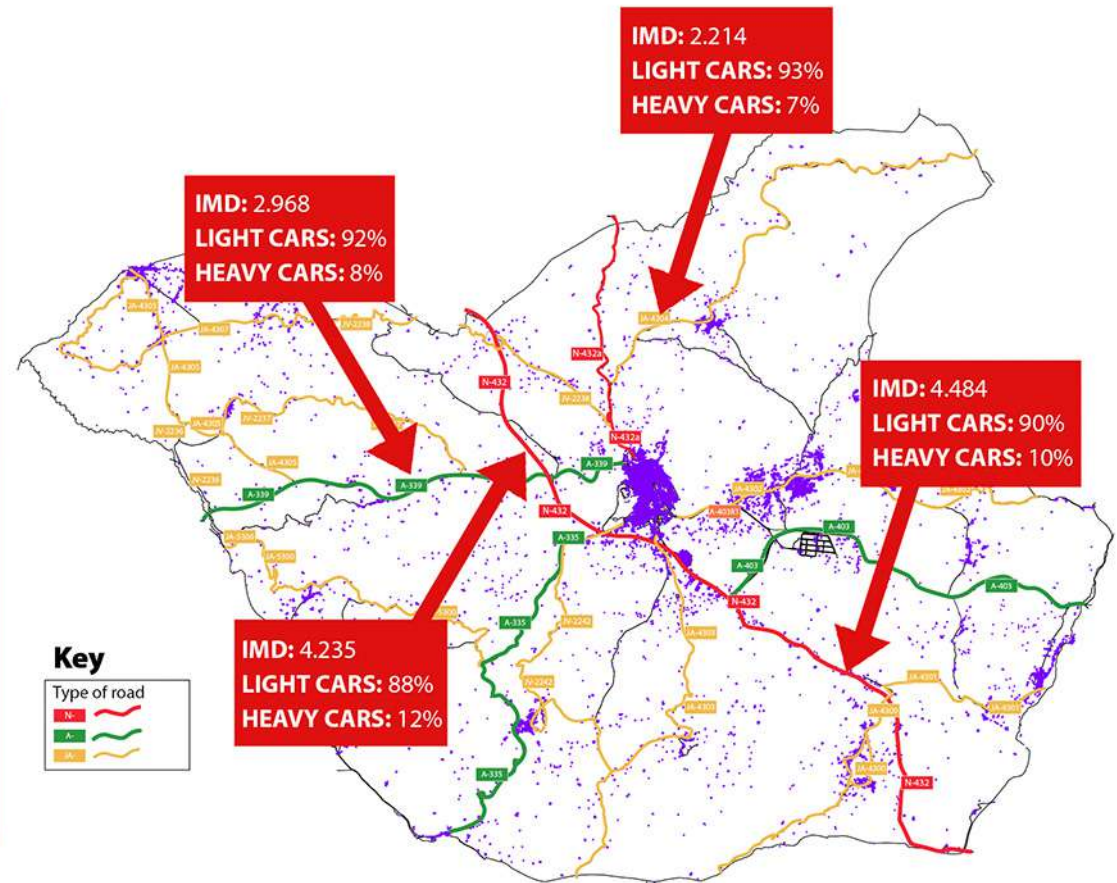
Distances to nearest infrastructures

1. Physical Analysis of the municipality

1.1. Road infrastructure of the municipality

The communications system of Alcalá la Real is organized around the following axes:

- Road N-432 Badajoz-Granada. Conventional road of single carriageway, attached to the national network. It is the main road axis of Alcalá la Real. It crosses the municipality from southwest to northeast and connects it directly with Granada to the south and Cordoba to the north.
- Road A-339 Cabra-Alcalá la Real. Conventional road of single carriageway, attached to the national network that connects Alcalá la Real with the main municipalities of the Subbética mountain range, several of them belonging to the Network of Middle Cities of Andalusia, and that therefore, besides a road axis, represents a connection of strategic character.
- Road A-340. Conventional road of single carriageway, attached to the national network traditionally known as "Jaen Road". It links Alcalá la Real with Castillo de Locubín to the north, and to the N-432.
- Apart from the mentioned road axes, there is a network of regional roads that connect the nucleus of Alcalá la Real with the secondary nuclei of the municipality that by their smaller entity are not listed.



Main road infrastructures

2. Analysis of the main economic sectors of the municipality

2.1 Agricultural and livestock sector

There is a predominance of the agricultural sector, and the cultivation of olive groves is very important for the primary sector. With its processing and packaging industry of olive oil distributed mostly in agricultural cooperatives, it contributes more than half of the agricultural employment. It also plays a fundamental role in soil conservation and it is Jaén where the main olive oil producing area in the world is located.

Other existing agricultural crops are: Cereal, almond, cherry, vineyards, pistachio, green asparagus and to a lesser extent the subsector of vegetables and fruits among other less important crops.

Livestock is less important in Alcalá la Real, due to the absence of pastures and other natural conditions.

We can highlight the following companies among a long list

San Antonio Cooperative
Martínez Montanes Cooperative
Alcalaoliva
Sierra Sur Cheese Shop
Marcelino Serrano Wines
Frontier Land Beers



2. Analysis of the main economic sectors of the municipality

2.2 Industrial sector

In the last 30 years industry in Alcalá has played a very important role in the local economy. We can find the following specialisations:

- Industrial sector of manufacture of containers and packaging in different polymers with applications mainly for the food sector.
- Mesh manufacturing sector for mainly agricultural uses.

Employment estimation on these two sectors

- **Direct jobs: more than 1000 jobs**
- **Indirect jobs: more than 500 jobs**
- **Turnover: more than 400 million Euros per annum**



2.2 Industrial sector

2.1.1 Packaging sub-sector

Mainly for food and graphic arts

All in this sub-sector manufacture products that are used in packaging, mainly for food use:

- Polystyrene trays.
- Film for graphic arts
- PET bottles
- Big-Bags
- PET plates
- Products in non-woven material
- Bags and packaging in plastic and paper
- Film for wrapping food
- Polyethylene foam profiles
- Filament manufacturing for 3D printers
- Packaging, cardboard box manufacturing
- Flexographic clichés, flat dies
- Thermal blankets for agricultural use

They are medium-sized consolidated companies and have the know-how necessary to produce quality industrial goods with a high level of export. In addition, they are companies in continuous growth and are very innovative.

None of these companies competes with each other as they have very differentiated complementary products.

List of the main companies in the sector

- **Bandesur Alcala S.A.**
- **Taghleef Industries S.L.U.**
- **Caiba S.A.**
- **Condepols S.A.**
- **Benzaplastic S.L.**
- **Diseños y Aplicaciones del No Tejido S.L.**
Designs and applications of non-woven fabric
- **Pigmea S.L.**
- **DNT Non Woven Fabrics S.A.**
- **Smart Materials Printing 3d S.L.**
- **Tres Impresores Sur S.L. (Three Southern Printers)**
- **Manipulados Publitex S.L.**
- **Troqueles Cube S.L.L.**
- **Troflex S.L.**
- **Envases Alcasur S.L. (Alcasur Containers)**



2.2 Industrial sector

2.1.2 Agricultural Meshes subsector

Another business concentration is related to the manufacture of meshes for mainly agricultural use.

The production sub-sector of the Andalusian Agricultural Mesh is centralised in Alcalá la Real.

The main products they manufacture are: Meshes for different uses in greenhouses, anti-hail meshes, meshes for construction, meshes for shading, meshes for collecting fruits, among others.

It is made up of several small and medium-sized companies that are constantly growing and export a large part of their production.

The plastics sector in Alcalá la Real has important support through the Plastic Technology Centre, managed by the ANDALTEC I+D+i Foundation and the Andalusian Plastic Cluster.

This centre provides technological support to industrial plastic companies that need it to develop new products, improve the properties of a material, optimise processes or valorise waste. In addition, it develops projects of I+D+i in collaboration with companies of the environment to favor the transfer of technology and the improvement of the competitiveness of the sector.

List of the main companies in the sector

- **Cotexa Alcalaina S.A.**
- **Agritex S.C.A.**
- **Filalca S.L.**
- **Alcaplas Tejidos Agrícolas S.L.L.**
- **Textil de la Rabita S.L.**
- **Cintavaz S.L.**
- **Filtexur S.L.**
- **Textil Agrícola Puerma S.L.**
- **Condepols S.A.**
- **Textil Mazuelos S.L.**
- **Mallas Agrícolas GP5 S.L.**
- **Texplasur S.L.**
- **Santa Ana Textil S.L.**
- **Agromeditex S.L.U.**
- **Hilados y Mallados la Unión S.L.**

2. Analysis of the main economic sectors of the municipality

2.3 Trade Sector

It is a traditional sector in Alcalá la Real due to being head of the region. It is mainly made up of micro-enterprises and medium-sized commercial areas for food, sale of vehicles and agricultural machinery.

In recent years, this sector has been in continuous evolution as a result of the implementation of online commerce and the emergence of large shopping centres.

Firms dedicated to retail trade stand out, including both traditional stores and medium-sized stores and companies dedicated to online commerce.

There is also the influence of franchises and we must highlight the companies related to the world of weddings: furniture and wedding dresses fundamentally.

List of the main companies in the sector

- Maria Lunarillos
- Conasi
- Parquemueble
- Pavimentos Azugrisa
- Materiales Eduardo Vela
- Dielectro Manchego
- Hidrasur
- Medianas superficie de alimentación:
Mercadona, Lidl, Mas y Mas, Día...



comercio alcalá

2. Analysis of the main economic sectors of the municipality

2.4 Transport and Logistics Sector

Transport and logistics has grown in parallel with the development of the industry in Alcalá la Real, and is currently a very important sector in our economic structure.

It relies upon many small and medium-sized companies that provide national and international transport and logistics services.

List of the main companies in the sector

- **Transmota**
- **Transportes Fuentes Cano**
- **Ologimasa**
- **Transchampions**
- **Curritrans**
- **Transportes Cañadas**
- **Loaltrans**
- **Contreras S.A.**



2. Analysis of the main economic sectors of the municipality

2.5 Hospitality and Tourism Sector

It is a sector that is in full development and creating a lot of employment in recent years, also incorporating specialisation in rural tourism, active tourism and heritage tourism.

The Fortified City of La Mota is the main tourist attraction of the city.

List of the main companies in the sector

- **Hotel Torrepalma.**
- **Hotel Palacio de la Veracruz.**
- **Hotel Zacatín.**
- **Hostal Río de Oro.**
- **Alojamientos y restaurante Jardines de Colon.**
- **Apartamentos y Spá Llave de Granada.**



2. Analysis of the main economic sectors of the municipality

2.6 Construction Sector

This sector is made up of construction companies, electrical installers, iron works, metal carpentry, furniture factories, joist and vault factories, etc.

It continues to grow constantly, having a prominent role in our economy as it is a town that maintains its population above 20,000 inhabitants.

List of the main companies in the sector

- **Cooperativa de Albañiles Santo Domingo de Silos**
- **Construcciones Carmona**
- **Constmuro**
- **Construcciones Rodri**
- **Piedra Natural San Pedro**
- **Hierros y Ferralla Alcalá**
- **Metalurgica San Jose Artesano**
- **Alcametal**
- **Elecman**
- **Montajes eléctricos Contreras**
- **Muesco**
- **Muebles Torrellanos**
- **Vialca**
- **Prefavial**



2. Analysis of the main economic sectors of the municipality

2.7 Industry Support Sector

In this economic sector we can find companies of advanced auxiliary services to the industry: NNTT, industrial maintenance, machinery and tool manufacturing and engineering, among others.

List of the main companies in the sector

- **Avantecsur.** Automatismos.
- **Antonio Toro ingeniería industrial.** Industrial engineering and technical construction.
- **Miguel Angel Castillo.** Construction engineering.
- **Oslice Technology.** Advanced automation.
- **Vida IP-Videocar.** Development of artificial intelligence and intelligent image processing.
- **Metalúrgica San José Artesano.** Maintenance and production of industrial machinery.
- **Seintec.** Industrial Maintenance.
- **Direx Plastic.** Industrial Machinery Repair.
- **Neuflej.** Industrial Packaging Machinery Manufacturing Company
- **Elecman.** Assembly and maintenance of industrial installations.
- **Montajes eléctricos Contreras.** Electrical installations. hydraulics, renewable energies, air conditioning, heating.
- **Emasur.** Plumbing, air conditioning, heating services.
- **Mecanizados Espinar.** Mechanics & Industrial Maintenance.
- **Prevessur.** Prevention of occupational hazards.
- **Extinsur.** Security systems.
- **Sisur.** Security systems.

2. Analysis of the main economic sectors of the municipality

2.8 Services Sector

This sector has a development very similar to other localities in the province highlighting among others the repair shops, design and advertising companies or services related to the elderly among others.

2.9 Financial Sector

There is a large presence of the main Rural Banks and Savings Banks.

Note. Data from our own sources have been used in the preparation of this report.



3. Industrial Areas of Alcalá la Real

The industrial areas of Alcalá la Real are divided into 4 industrial estates spread throughout the town.



• Fuente Granada Industrial Estate.

It is located in the southern area of the municipality, with about 150,000 m². It is the closest to the urban core and is complete. In it we can find companies of all kinds of sectors and activities. It is equipped with all the necessary services for business development.



3. Industrial Areas of Alcalá la Real

• Chaparral Industrial Estate.

Located in the village of Santa Ana, it is equipped with all the necessary services for the implementation of companies from different sectors and activities. More than 90% of its total area is occupied.

This business estate has such a level of activity that the number of workers far exceeds seven hundred. The majority of companies are in the plastic sector and in almost all cases they are immersed in extensions of their facilities or modernisation of machinery to be more competitive.



• Retamar Industrial Estate.

It is located in the southern part of the municipality, a few meters from the Fuente Granada IP. It has all the necessary services so that the different companies located in it can develop their activity. In this industrial area we can find companies of all kinds. The industrial estate has about 50 companies and is 70% occupied.



3. Industrial Areas of Alcalá la Real

• Llano Mazuelos Industrial Estate

It is equipped with all the necessary services for the establishment of companies from different sectors and activities. It is an industrial estate that is currently urbanised, reaching 539,802 m². The estate has 167 plots, the dimensions of the warehouses can go from 638 m² to 6,500 m² of surface. The ownership of these spaces may belong to private individuals, the City Council of Alcalá la Real and the public company AVRA. In addition to these facilities, it has several green areas.



3. Industrial Areas of Alcalá la Real

• Municipal Business Centre.

The Llano Mazuelos Industrial Estate has a Municipal Business Centre to provide facilities both to new entrepreneurs in the town who want to start doing some economic activity and to companies already formed. Among the services offered by this Municipal Business Centre are advice for the creation of companies and support to entrepreneurs, as well as support for business development, consolidation and growth of businesses that already exist.

The City Council of Alcalá la Real offers warehouses that belong to this Municipal Business Centre for rent, rental with option to buy or directly for sale. The prices for renting these warehouses are:

- 0.60 €/m² for the first year
- 0.70 €/m² for the second year
- 0.80 €/m² for the third year
- 0.90 €/m² for the fourth year

The warehouses are available in different sizes, from 200 m² to 2,100 m².

This Municipal Business Incubator has warehouses, premises and offices available to entrepreneurs and these productive spaces are available in different industrial estates.

- Fuente Granada Industrial Estate: we have 5 warehouses in a total of 2,700 m².
- Chaparral Industrial Estate: we have 1 warehouse in a total of 350 m².
- Llano Mazuelos Industrial Estate: we have 17 office and warehouse spaces in a total of 6,000 m².



Alcalá la Real City Council Bonuse

- Rebate of up to 95% of the full amount of the tax in favour of properties located in the Llano de Mazuelos industrial estate for a maximum period of five years.
- Rebate of up to 95% in favour of constructions, installations and works in which systems for the thermal or electrical use of solar energy are incorporated.
- The following criteria will be taken into account in determining the bonus to be applied to business projects for job creation:

a) Generally for job creation and depending on the average increase in the number of workers on permanent contracts, for a minimum period of three years, the following bonuses shall be applied:

Number of workers	de 5 a 9	de 10 a 14	de 15 a 19	de 20 a 29	de 30 a 44	35 o más
% of bonuses	35 %	45 %	65 %	75 %	90 %	95 %

b) Social economy enterprises, special employment centres and young entrepreneurs under the age of 35 will receive a 35% bonus. This bonus will be pro-rated depending on the number of members working in social economy enterprises and the number of young entrepreneurs under 35 in such enterprises.

Francisco García Ríos
Technician in Economic Management. Alcalá la Real City Council

4. Relevant information for the establishment of a company in the locality

Industrial Land Price

• Industrial land in the Llano Mazuelos industrial estate has a price ranging from **€60 to €70/m²**. This is where there is the largest supply of industrial land available to date.

Workforce

• There is trained labour in the industry and nearby university centres in both Granada and Jaén.

Synergies with other companies

• There is a diversified industry in Alcalá la Real so that the needs of many of the companies are solved in the same locality.

Large-scale industrial activities

For those industrial activities that cannot be located due to their size in industrial estates, there are a series of measures that favour their implementation:

- Reduction by separation to other types of lands to 200 metres in any urban centre for which they are not manifestly hazardous.
- The increase in buildable area by a maximum of 0.80 m² per square metre of plot.
- Reduction of the provision of parking spaces to one space for every 200 m².



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