



Invest in La Carolina

THE PLACE FOR YOUR COMPANY



2025, March



- **STRATEGIC LOCATION**
- **EXCELLENT CONNECTIVITY**
- **INDUSTRIAL AND TECHNOLOGY INFRASTRUCTURE**
- **HUMAN RESOURCES**
- **POWERFUL INDUSTRIAL SECTOR**
- **PUBLIC INCENTIVES**
- **MAXIMUM LOCAL SUPPORT**
- **QUALITY OF LIFE**



STRATEGIC LOCATION

- La Carolina is the **natural door** of Andalusia. We are located specifically in the middle point between Madrid and Seville.
- Our focused situation facilitates the work with the **industrial clusters of Madrid, Seville or Cadiz**.
- This location allow us an easy access to the industrial market and trade place of the **center and south of Spain**. Furthermore, it is located in a strategic point concerning the overland communications because it is a door link, as to the North, as to the East.





STRATEGIC LOCATION

- As an example of its privileged situation, we remark the proximity with the **main automotive constructors**, specially of the Center and East of Spain, and the principal component manufacturers (VALEO, GESTAMP, MINDA, ANTOLIN GROUP, etc.).
- At the provincial level, the distance with leading manufacturers of automotive components is **very competitive**: VALEO (50 minutes), GESTAMP GROUP (25 minutes), MINDA GROUP (5 minutes). In fact, several local companies supply daily to these companies from our town (DABEL GROUP, FORMINSA, EIIT, AERYS, USOTOR, etc.).
- Furthermore, La Carolina, strengthened by a set of physical conditions and infrastructures, represent an **important logistics hub**. In this sense, La Carolina is very close (10 minutes) to the important logistics area of Guadiel where the most important companies of the sector are concentrated: UPS, NACEX, GEFECO, SEUR, CORREOS EXPRESS, TRUCK&WHEEL, VOLVO TRUCKS, etc.



STRATEGIC LOCATION

- Our region and particularly La Carolina have a privileged strategic location, and is a **passageway** between the Atlantic and the Mediterranean, as well as between Europe and Africa.





STRATEGIC LOCATION

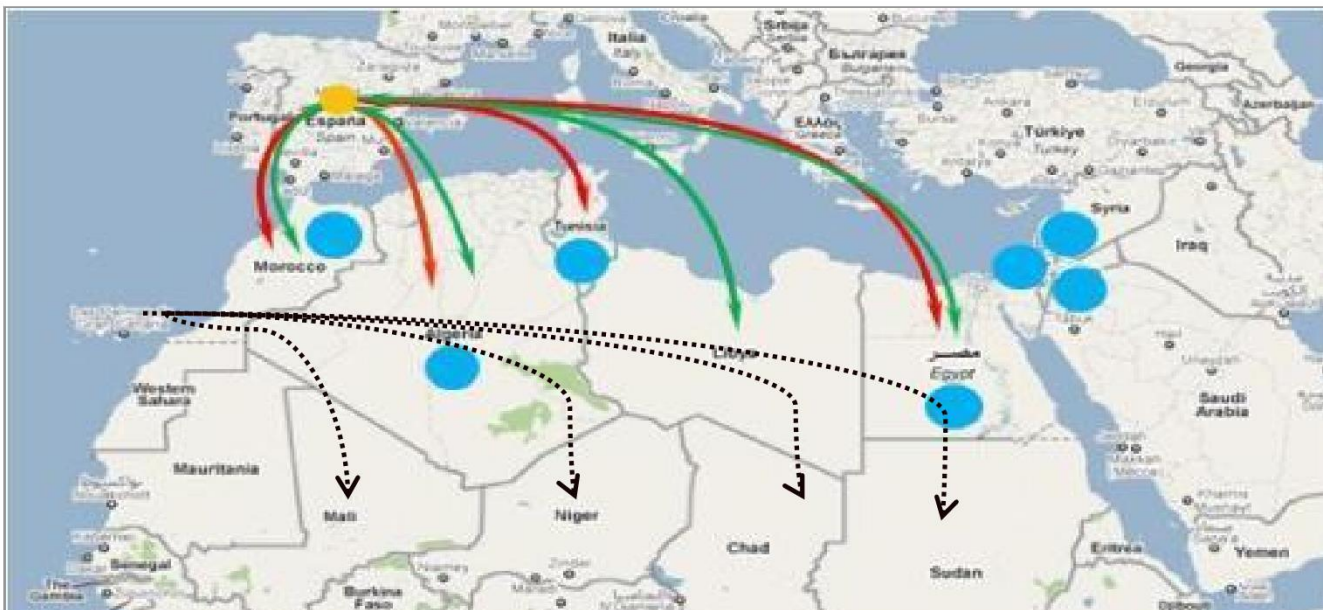
- Such a European city is guarantee **free access to the world's largest market**, the European Union, with the advantages of operating in the EU (intra-european duty-free market; free movement of goods and services, capital and persons; single currency: euro).
- Multinational companies installed in La Carolina as **MINDA GROUP, FACKELMANN, TAKAHATA** or **KONECTA** benefit from these benefits.





STRATEGIC LOCATION

- Suitable platform for doing business with **North-African, Mediterranean, and Middle East** countries. Spain is only 14 km away from Africa. Its remarkable the proximity and opportunities with the industrial cluster of Tangier (Morocco).
- Local companies as CLARTON HORN or DABEL GROUP had factories in this area.





EXCELLENT CONNECTIVITY

- Extensive transport and communications network.
- Well-connected city
- Powerful network road which connects Andalusia with the north and the south of Spain

Road network

Motorway network

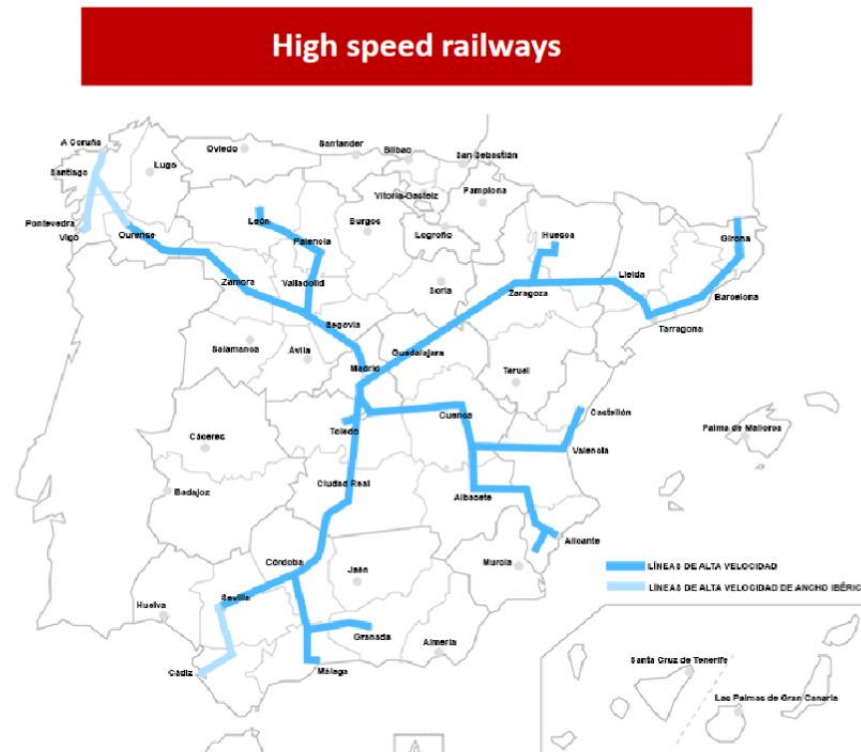




EXCELLENT CONNECTIVITY

Railway network

- **Proximity** to train shipping and transportation's station (Vilches: 15 min. and Linares: 25 min.)





EXCELLENT CONNECTIVITY

International flights

- **Close connection** between our city and airports
- **Jaen-Granada airport (1.30 minutes); Malaga, Seville and Madrid airports (2.30 hours).**





EXCELLENT CONNECTIVITY

Main port facilities

Easy accessibility with the network of state-owned ports on both the Atlantic and the Mediterranean coast (Motril: 2 hours; Almería: 2.30 min; Algeciras: 3.30 min; Valencia: 3.20 min).



Source: Puerto del Estado



INDUSTRIAL AND TECHNOLOGY INFRASTRUCTURE

- 3 **industrial parks** with more than 700,000 m²
- Supply of land and industrial buildings **wide and flexible**
- Industrial buildings **suitable for immediate use**
- **Excellent economic conditions**



	Average rental price	Average purchase price
Industrial module tipo 1.000 m ²	1 €/m ²	130.000 €



INDUSTRIAL AND TECHNOLOGY INFRASTRUCTURE

Energy

ENDESA is in charge of supplying electricity to the city and has a sub-station located at km 268 of the N-IV Madrid-Cádiz highway housing **two of 16,000 KVA transformers**, which provide energy for La Carolina and the villages of Vilches, Santa Elena, Carboneros and Guarromán. The transformers reduce the voltage from the 66,000 volts, used in the main electrical distribution networks, to 25,000 volts, the Industrial Estates in turn have transformers for the industrial supply of 380 V.

La Carolina also has two photovoltaic solar energy plants to generate electricity.

The city has a comprehensive design **natural gas pipeline**, paying the service in much of the same. The industrial estates of Martinon and Aquisgrana have that service.

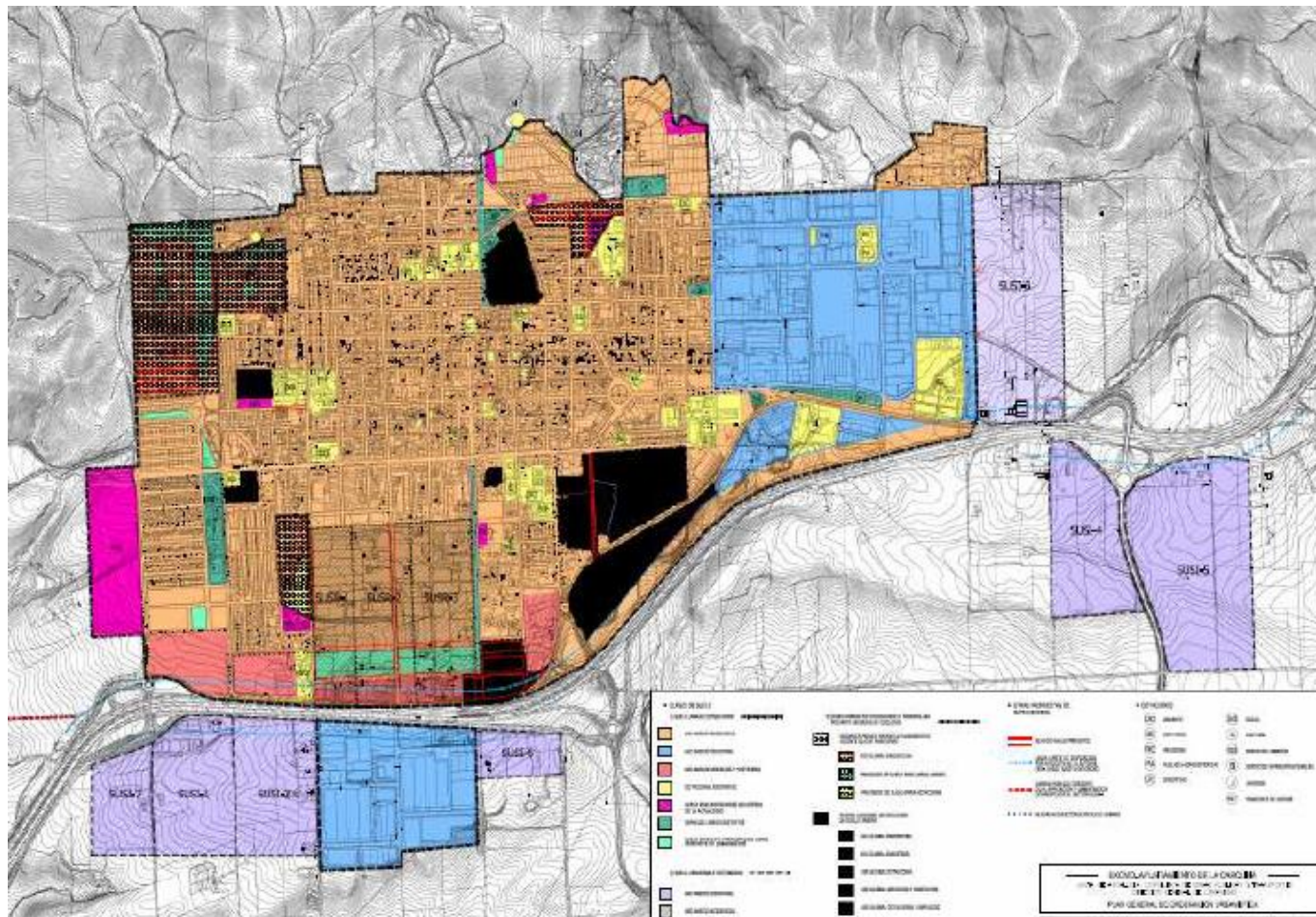
Water

The Pensacola reservoir supplies the city with water. Its present capacity is 2 Hm³ and it is part of a larger reservoir complex called the Fernandina. One million cubic metres of water are pumped to La Carolina and the surrounding villages every year.

In addition, the reservoir supplies about 700,000 m³ a year to Vilches. La Carolina receives approximately 5,000 m³ of water per day, which is treated, prior to consumption, at a plant with a capacity of 200 litres a second.

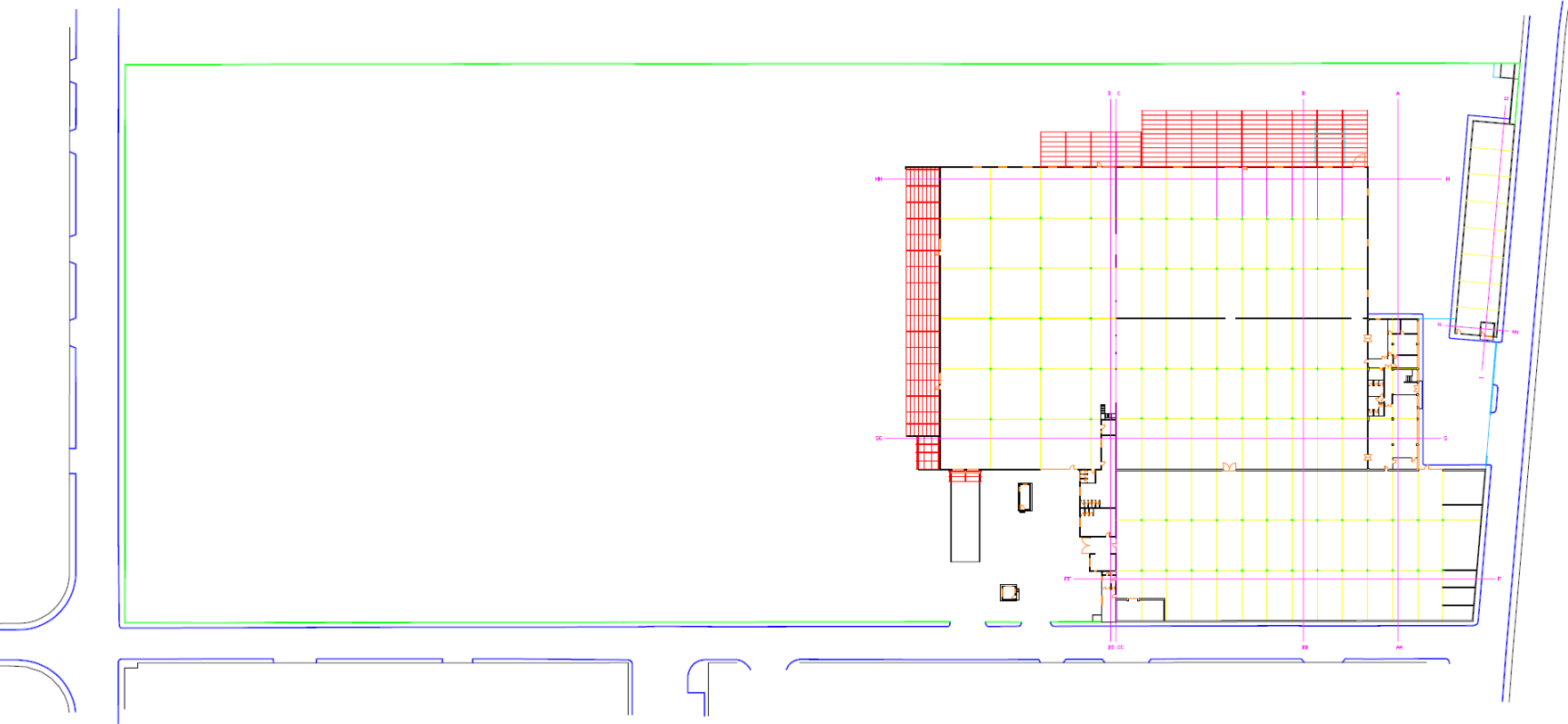
INDUSTRIAL AND TECHNOLOGY INFRASTRUCTURE

- Short-term plans to expand industrial parks





INDUSTRIAL INFRASTRUCTURE. DIFFERENT OPTIONS



Invest in
La Carolina



INDUSTRIAL INFRASTRUCTURE. DIFFERENT OPTIONS



INDUSTRIAL INFRASTRUCTURE. DIFFERENT OPTIONS

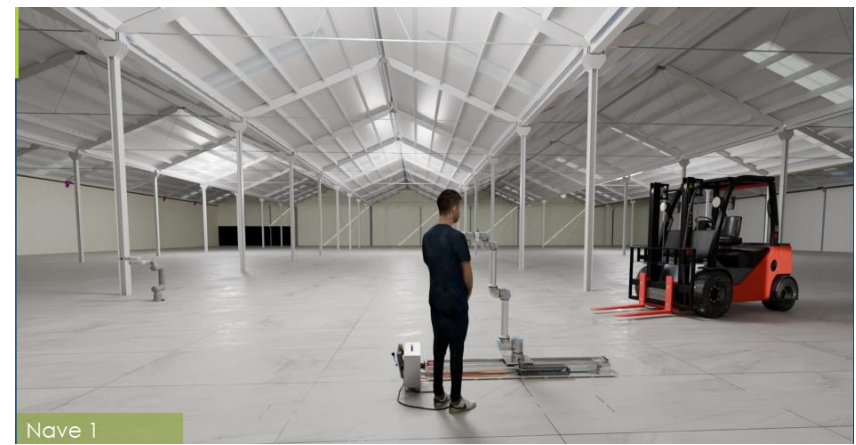




INDUSTRIAL INFRASTRUCTURE. DIFFERENT OPTIONS



Zona Trasera con Muelle de Carga



Nave 1



Nave 4





INDUSTRIAL INFRASTRUCTURE. DIFFERENT OPTIONS





INDUSTRIAL INFRASTRUCTURE. DIFFERENT OPTIONS

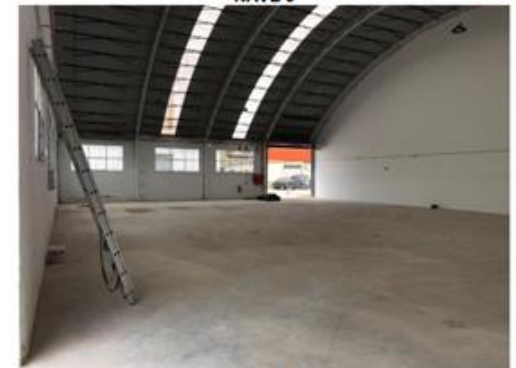




INDUSTRIAL INFRASTRUCTURE. DIFFERENT OPTIONS



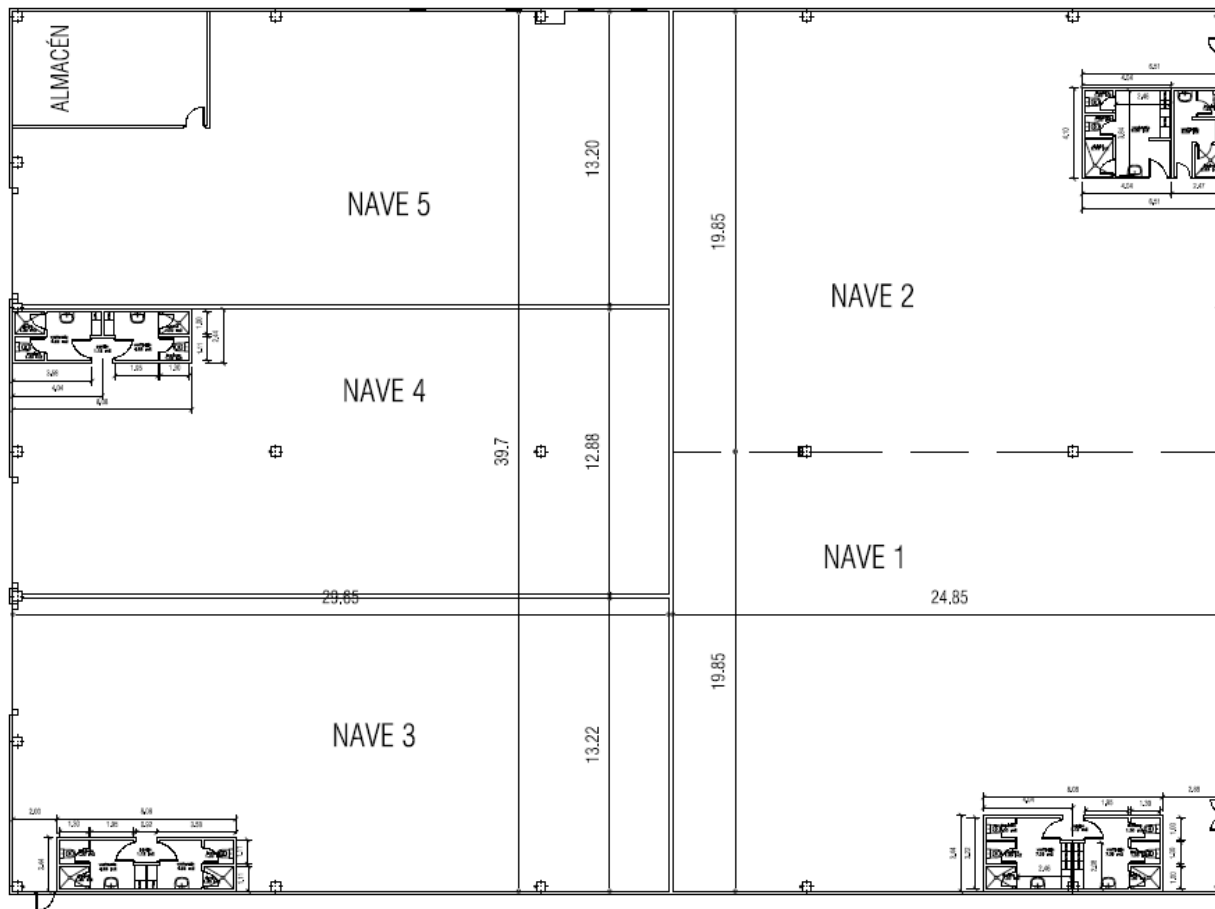
NAVE 3



NAVE 4



INDUSTRIAL INFRASTRUCTURE. DIFFERENT OPTIONS





INDUSTRIAL INFRASTRUCTURE. DIFFERENT OPTIONS

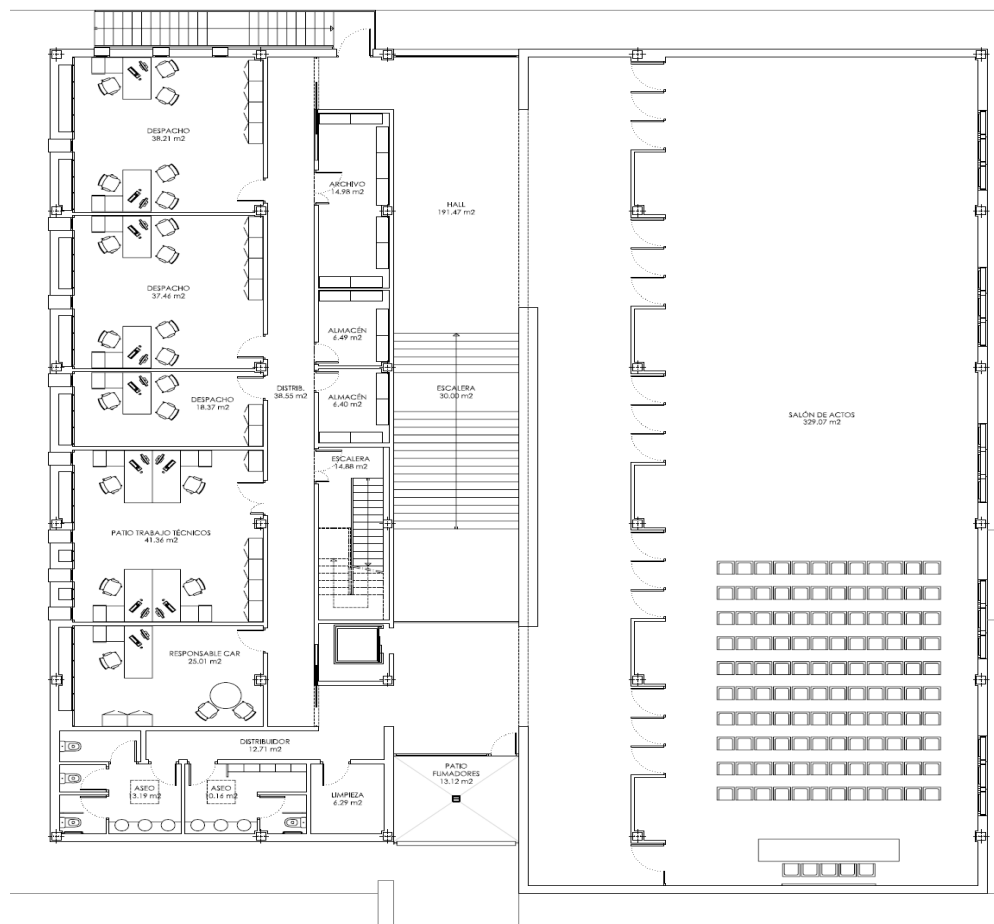


INDUSTRIAL INFRASTRUCTURE. DIFFERENT OPTIONS



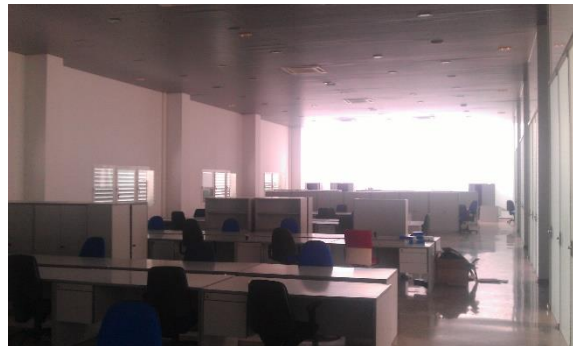


INDUSTRIAL INFRASTRUCTURE. DIFFERENT OPTIONS





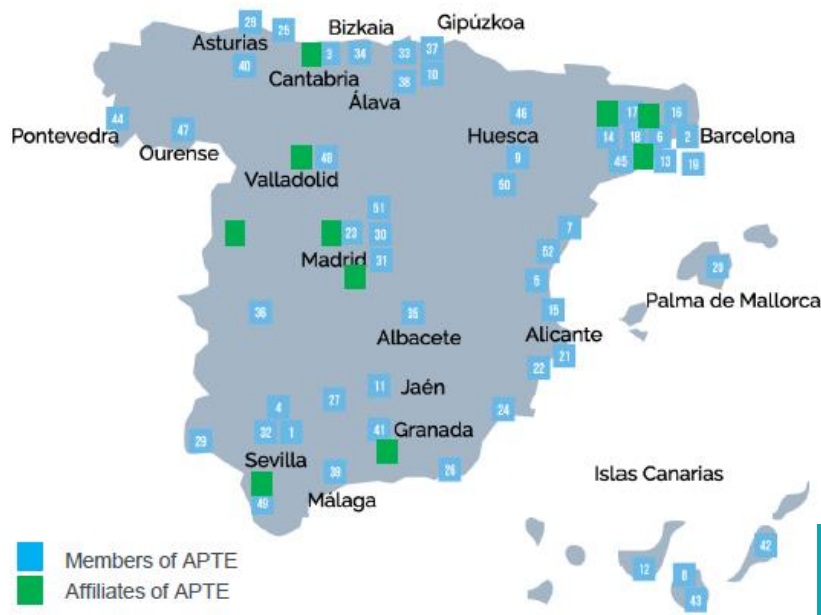
INDUSTRIAL INFRASTRUCTURE. DIFFERENT OPTIONS





INDUSTRIAL AND TECHNOLOGY INFRASTRUCTURE

- Network of **technologies centres** in our province
- Our City Council is member of **Network of Industrial Cities of Andalusia and Jaen by Industry**



cetemet



andaltec





HUMAN RESOURCES

Talent

- Data from job seekers at the local level show that there are **enough potential candidates** to cover the possible job demand that a big company might need.
- In the industrial sector alone at the local level there are currently **more than 200 job seekers**.

Sector	HOMBRE		MUJER		Total	
	Paro	Porcentaje	Paro	Porcentaje	Paro	Porcentaje
AGRICULTURA Y PESCA	148	23,95%	58	5,07%	206	11,70%
CONSTRUCCION	39	6,31%	18	1,57%	57	3,24%
INDUSTRIA	83	13,43%	123	10,76%	206	11,70%
SERVICIOS	291	47,09%	790	69,12%	1.081	61,39%
SIN EMPLEO ANTERIOR	57	9,22%	154	13,47%	211	11,98%
Total	618	100,00%	1.143	100,00%	1.761	100,00%



HUMAN RESOURCES

Talent

- **Quality of skills** and knowledge present in the local ecosystem and adequate number of educational resources.
- Local professional training **centres specialising in industrial areas**: basic professional training in electricity and electronics; technician in telecommunications installations; technician in electromagnetic maintenance; technician in machining; technician in telecommunications and computer systems; administrative management and higher degree in administration and finance.
- **Proximity of the University** (Linares and Jaen, only 15 and 30 minutes away respectively) with the degrees in engineering, economics and business management, sciences, etc.





HUMAN RESOURCES

Labor costs. Example in La Carolina

- In our area labor costs are **more competitive** than in other areas.
- In the metalmechanical sector, the collective agreement of reference is the provincial agreement. Taking as an example a company in the area to which this agreement applies, here are the labor cost data:

	Monthly	Annual	Hour cost
Basic worker	2.135,20	25.622,35	14,54
Oficial 1 ^a	2.184,59	26.215,11	14,88
Administrative officer	2.124,16	25.489,97	14,47

- **This cost includes company social security.**



HUMAN RESOURCES

Labor costs. Advantages in La Carolina

- In La Carolina, the labor **cost mix** of a company with an intensive level of employment can benefit from several factors:
 - Special and very interesting **incentives of The Provincial Government** with a subsidy that represent 25%, 35% or 45% of labor costs for 2 years.
 - Support from the **network of Special Employment Centres** for disabled people whose labour costs make it very interesting to subcontract certain industrial services of this type of companies.
 - The City Council of La Carolina has its **own Special Employment Center** that works for important local industrial companies: **ALVIC GROUP, CLARTON HORN, GRUPO DABEL**, etc., with an average employment of 60 people.



HUMAN RESOURCES

Conflict and absence from work. Example in La Carolina

- The **climate of social peace** and consensus between trade unions and employers is recognized by both parties in our city.
- The data of **conflict and absenteeism in our city are not significant** and, in any way, not worrying for the local business sector.
- As an example, the following chart shows the absenteeism rates of several local industrial enterprises with medium and high employment levels.

	2021	2022
Local company n ^o 1	2,71	4,10
Local company n ^o 2	2,53	3,41
Local company n ^o 3	6,87	7,09



POWERFUL INDUSTRIAL SECTOR

- City ready to host **highly specialized industries** in the fields of electronics, metalworking, automobile, wood, plastic, textile, food, energy, etc.
- There are over 100 companies currently operating in the industrial estates, with a wide range of activities.





POWERFUL INDUSTRIAL SECTOR

AUTOMOTIVE

Distance with leading manufacturers of automotive components is **very competitive**

Some of automotive companies installed in our area / city:





POWERFUL INDUSTRIAL SECTOR

ICT / ELECTRONICS

- Leading ICT multinationals are already successfully located in Spain
- Companies of this sector in La Carolina:



Konecta





POWERFUL INDUSTRIAL SECTOR

LOGISTICS & TRANSPORT

- La Carolina represents an **important logistics hub**.
- Near to the important logistics area of Guadiel where the most important companies of the sector are concentrated: UPS, GEFECO, SEUR, CORREOS EXPRESS, TRUCK&WHEEL, VOLVO TRUCKS, etc.
- Logistic multinational companies installed in La Carolina:





POWERFUL INDUSTRIAL SECTOR

OTHER SECTORS

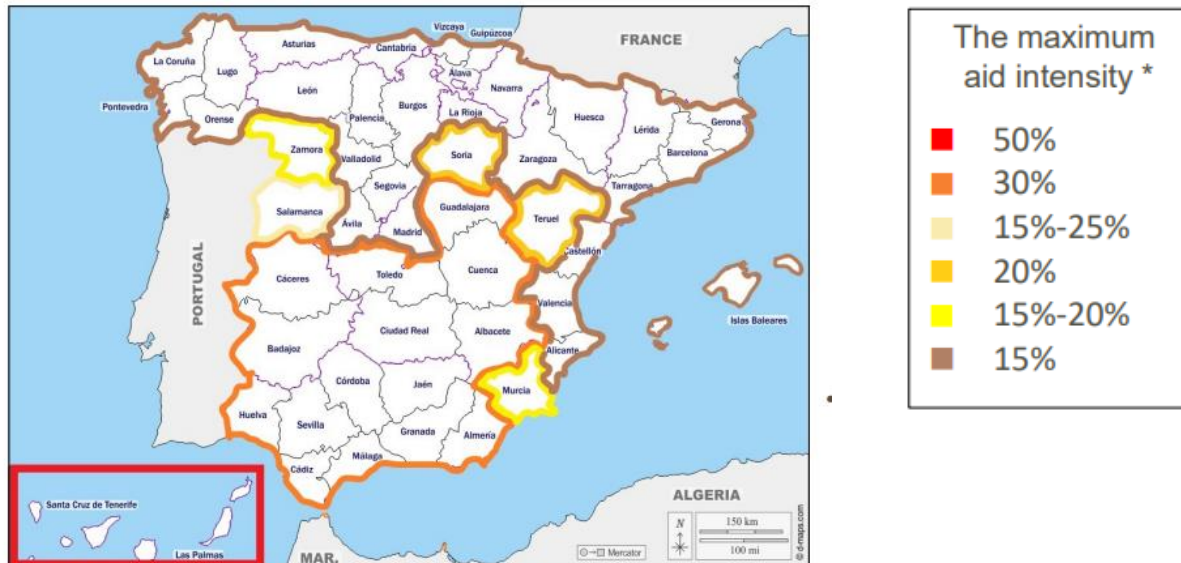
- Important companies of other different sectors (plastic, furniture, agro-food, medical, etc.) are located in La Carolina.





PUBLIC INCENTIVES

- Spain's regional aid map defines the Spanish regions eligible for regional investment aid. The aid intensity is the maximum amount of State aid that can be granted per beneficiary, expressed as a **percentage of eligible investment costs**.
- The maximum aid intensities can be increased: 10% medium-sized companies, 20% small companies.



* Compilation based on 2022-2027 regional aid map for Spain (European Commission)



PUBLIC INCENTIVES

- **Many Institutions** promote incentives in different calls along the year.





PUBLIC INCENTIVES

- **Incentives of Regional Government**
- **Mainly SMEs from the industrial and technology sector**
- **Feasible from a technical, economic and financial point of view**
- **Carried out in Andalusia.**
- **The project should not be initiated before submitting the application and should comply with the incentive effect.**



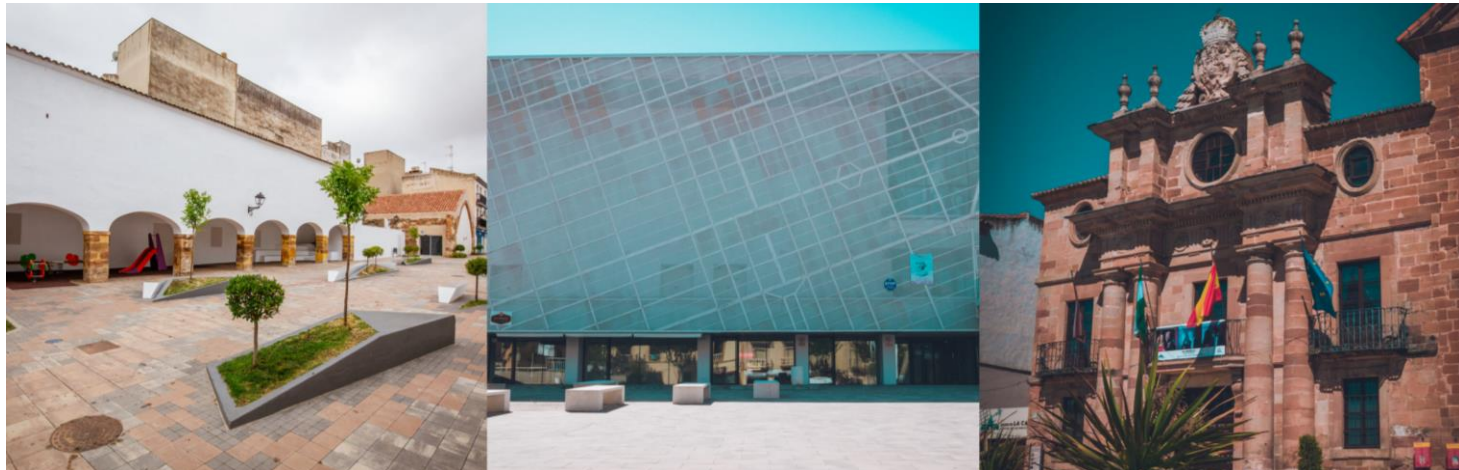
MAXIMUM LOCAL SUPPORT

- **Industrial** park with plot and industrial buildings with very attractive conditions.
- Search for the best location, **identifying the need** to space, services, facilities, etc.
- Local tax credit **bonus** up to 95%
- **Fast processing** and approval of municipal licenses
- **Technical assistance** for the free processing of all public subsidies derived from its investment project in La Carolina and technical support in the process of installation and set up.
- **Business Development Plan** with actions to support SMEs: organization of B2b meetings, joint attendance at Trade Fairs, organization of direct and reverse trade missions, etc.
- **Collaboration** with public organizations, Technological Centers, Chambers of Commerce to improve the competitiveness of our companies.



QUALITY OF LIFE

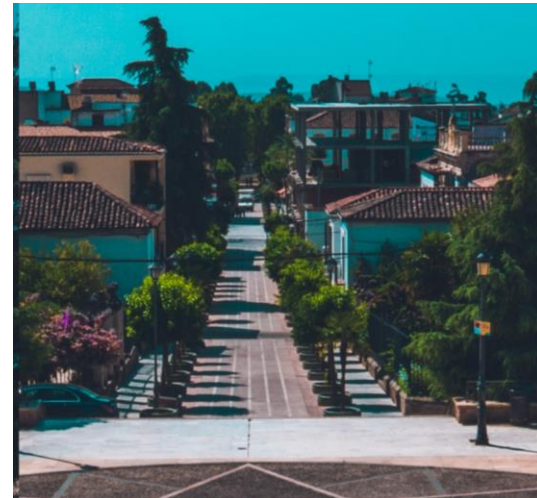
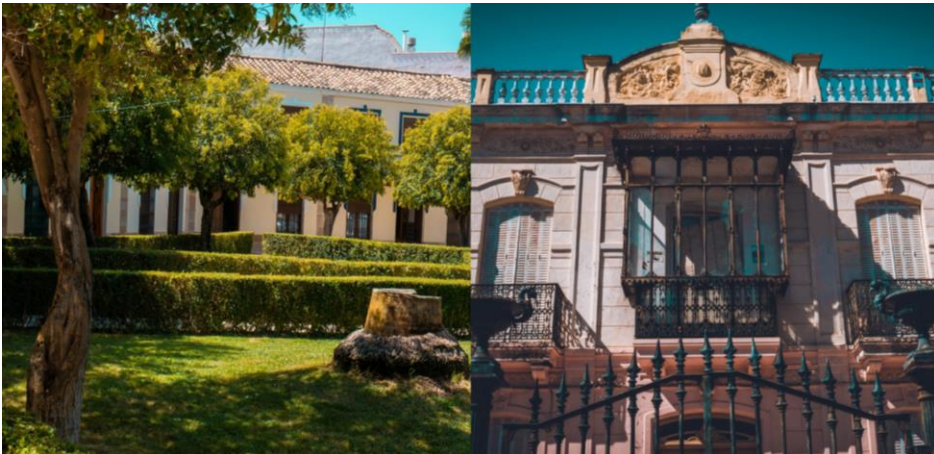
- La Carolina is considered **“An Urban Jewel”**
- La Carolina tourism sector is strengthened by its **strategic location** as a gateway to Andalusia.
- **Unforgettable experience**, the diversity of attractions; the climate, the cuisine and the peaceful that comes from this environment becoming an ideal destination for expatriates.



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QUALITY OF LIFE





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