


■ The ZEC Makes a Bid to Increase the Number of Companies in Arinaga in 2009

Among its objectives, the Canary Islands Special Zone (ZEC) has included the establishment in the Arinaga Industrial Estate of companies which meet the requirements of the Canary Islands tax incentive and intend to carry out industrial and commercial activities. Special emphasis will be placed on companies involved in Research, Development and Innovation (RDI).



In line with this, a co-operation agreement was signed by the presidents of the entities involved: the President of the ZEC, Juan Alberto Martín, the President of the Business Association of the Arinaga Industrial Zone (AENAGA), Agustín Hidalgo López, and the President of the Organisation for the Conservation of the Arinaga Industrial Estate (ECOAGA), Juan Acosta González.

The aim of the Consortium Board is to have at least ten percent of the new companies operating in the industrial area included within the Special Zone. The ZEC currently has 12 authorised companies located in the Arinaga area which are committed to creating 106 jobs and with investments totalling 5.5 million euros.

In view of this, the three entities involved have pledged to set up mechanisms for working together to encourage economic development. Moreover, the agreement includes the intention of both AENAGA and ECOAGA to help new companies find out about the ZEC through contact with the Consortium Board of the Zone. Contacts have already been made and will continue to be established throughout the first half of 2009. 


■ New Incorporations

In January and February 2009 the following companies registered in the Official ZEC Register (ROEZEC):

■ LUISBER ZEC SPORT S.L.

■ Investments in 2008 by Companies Registered in the ZEC are Six Times the Figure for 2007

The overall activity of the Consortium for the 2008 financial year shows very positive results. In fact, the companies registered in the Canary Islands preferential regime (that is, companies that are up and running) registered a figure for committed investment in 2008 which multiplies the previous year's figure by six. The companies registered in the ZEC invested 178 million euros in 2008, while in 2007 investments stood at 28 million.

It should also be noted that the 60 commercial companies registered in 2008 created a total of 649 jobs in sectors which contribute to the economic diversification of the Canary Islands business base, and that this figure is double the 2007 figure. The difference between 2007 and 2008 therefore stands at an increase of 98.5 percent in terms of jobs. Similarly, the number of companies registered in 2008 increased at a rate of 14.8 percent, as in 2007 the companies registered in the Official ZEC Register totalled 61. Moreover, the projects entering the ZEC are increasingly more "mature and powerful". ICT and trade and logistics projects are the strategic sectors which currently stand out within the ZEC, as well as the field of renewable energy and the audiovisual sector. 



■ Agreement for External Promotion of the Canary Islands between the ZEC and PROEXCA

In order to coordinate the 2009 initiatives for external promotion of the Canary Islands, a meeting was held on 28 January between the heads of the Canary Islands Special Zone Consortium Board and Canary Islands External Promotions (PROEXCA).

- [LA GAVIOTA COMERCIAL S.L.U.](#)
- [TI-BED WHEN NATURE DECIDES S.L.](#)
- [ASESORÍA DR. SPIEGEL S.L.U](#)
- [LASKIN LABORATORIES S.L.](#)

Total number of companies registered up to [02/02/2009](#): 337.



The following companies have obtained authorisation for their business projects from the Consortium Board:

- MTI SERVICIOS S.L.
- CANARIAS AIR S.L.
- CANAFRIO S.L.
- AGCOR S.L.
- VKG CANARIAS S.L.
- PERNERSTORFER TECNOLOGÍA DEL MEDIOAMBIENTE S.L.
- GREEN EARTH SOLUTIONS ESPAÑA (GES ESPAÑA) S.L.

Total number of companies authorised up to [02/02/09](#): 571.

■ The ZEC Presents Itself

- ★ We attended the **European Film Market** at the **Berlinale Film Festival**, in Germany, from 06-09/02/09.
- ★ We will take part in the **Conference on Photovoltaic Solar Energy Projects**, held in Madrid from 26-27/02/09
- ★ We took part in the **Tax Seminars organised by Price Waterhouse Coopers**, with the Tenerife South Business and Professional Circle in January and in conjunction with La Orotava SME Association (APYMEVO) in February.
- ★ We have organised a **Seminar on the ZEC for Italian business representatives**, in conjunction with Studio Pesiri, through the web INFOCANARIE, to be held in Venice from 25-26/02/09.

At the meeting it was decided to work together in a series of markets and sectors of activity which the two institutions regard as strategic for the Canary Islands. In order to avoid activities overlapping, a proposal was made to draw up a common agenda for initiatives outside of the Islands, including a series of combined activities.

Similarly, a decision was made to prepare a business guide to help entrepreneurs who come to the Islands. Other local institutions involved in attracting investment from outside of the Islands will also be invited to take part in this initiative.

Overall, the meeting helped to strengthen the excellent relations between the ZEC and PROEXCA and to optimise the results of attracting investment from outside of the Islands through co-ordination between the two institutions.



■ About Our Companies

Geneus

GENEUS CANARIAS was created in 2006 in response to Royal Decree 1619/2005, concerning end-of-life tyres. The company, established as a ZEC entity, forms part of the FCC Group.

SIGNUS ECOVALOR (Used Tyre Integrated Management



■ 2009 Promotion Plan



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On 19 December last year the Consortium Board approved the ZEC Promotion Plan for 2009. After the good results of the previous financial year, the main challenge the Board now faces is to increase investment from outside the Islands, in terms of both quantity and quality.

As the Special Zone has limited resources, it is essential to establish priorities in relation to geographical markets and sectors of activity for the major part of its promotional activities. Unlike earlier plans, which concentrated on emerging markets and sectors, only locations and sectors showing the best results in recent years have been included in the 2009 promotion plan.

In terms of the markets, three levels of priority have been established for promotional activities. The first of these consists of Germany, mainland Spain and the Balearic Islands, followed by Brazil and the United States. The third level includes Scandinavia, Italy, the Netherlands and the United Kingdom. These markets are the source of 95% of the external capital obtained by the ZEC since it came into being.

As far as the sectors of activity are concerned, promotion will primarily be aimed at seven areas: distribution and logistics; telecommunications and the computer industry; ancillary tourism activities and air transport; the audiovisual sector; marine science (aquaculture and marine biotechnology); renewable energy and recycling; and outsourcing.

As in previous years, in order to carry out its promotional activities the Consortium Board needs the continued support of a number of institutions (chambers of commerce, business associations, local promotion entities and so on) as well as other reliable collaborators (tax consultants and legal firms), as these are essential in providing information about the ZEC and its tax benefits.

System) has shown its confidence in **GENEUS CANARIAS** by awarding it a contract to set up a plant to obtain tyre crumbs of varying granule sizes from end-of-life tyres. The contract was awarded after assessment of all the bids for the CALL FOR TENDERS FOR SERVICE PROVIDERS FOR STORING AND REPAIRING END-OF-LIFE TYRES IN THE CANARY ISLANDS AUTONOMOUS COMMUNITY, published in May last year.

The facility, the first of its kind in the Canary Islands, will have a production capacity of 10,000 tm/year for different sized tyre crumbs, which will have several applications in the field of Civil Engineering and Public Works.





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