Talavera de la Reina

Ready for a paradigm shift

The resilience of a city is shown through its recovery capacity after being subjected to strong tensions over a period of time.

Talavera is ready for a paradigm shift, where self-sufficiency and sustainability, as well as life quality, will be very compelling elements for business location.

The economy of a city progresses when innovation is added to tradition, and when existing productive fabrics are transformed by new structures and advanced services. Talavera has this combination of both existing productive structures and new services, supported by an economy endowed with industrial space and land, with human and institutional capital, located in a balanced high-quality urban environment.

The recent health crisis has brought forth the need for every territory to ensure industrial and food supply. Dependence on other essential goods markets has shown europe's and spain's most vulnerable side. We are facing a new relocation paradigm where governments across europe are eagerly welcoming a discourse of the re-industrialization of economies, where self-sufficiency is brought back, along local products protection against new possible crises.

Talavera has several business sectors, such as agri-food and textiles, based on traditional assets and human capital along with logistics and other advanced services, that generate constant synergies and transformations in the urban economy. It also has high-quality industrial space, consolidated professional capital, renewed institutional support and a sustainable and friendly urban size.

Talavera brings together all these in a privileged geo-strategic location which shows an optimistic path ahead of them and invites large companies to join this city of opportunities, where life quality and sustainability will evolve alongside economic development.

Talavera wants to play an essential part in this new economy offering companies the best conditions which include competitive prices, wide land supply availability, advanced services for businesses, great incentives, talent and skilled workers. All of this set in a dynamic and historic city, with great cultural, leisure and gastronomic opportunities, and surrounded by a privileged natural environment. A great quality of life.

Reasons to set up in Talavera

1. Located on the Atlantic axis, between Madrid and Lisbon. Capital city of the West.

2. Consolidated industrial fabric.

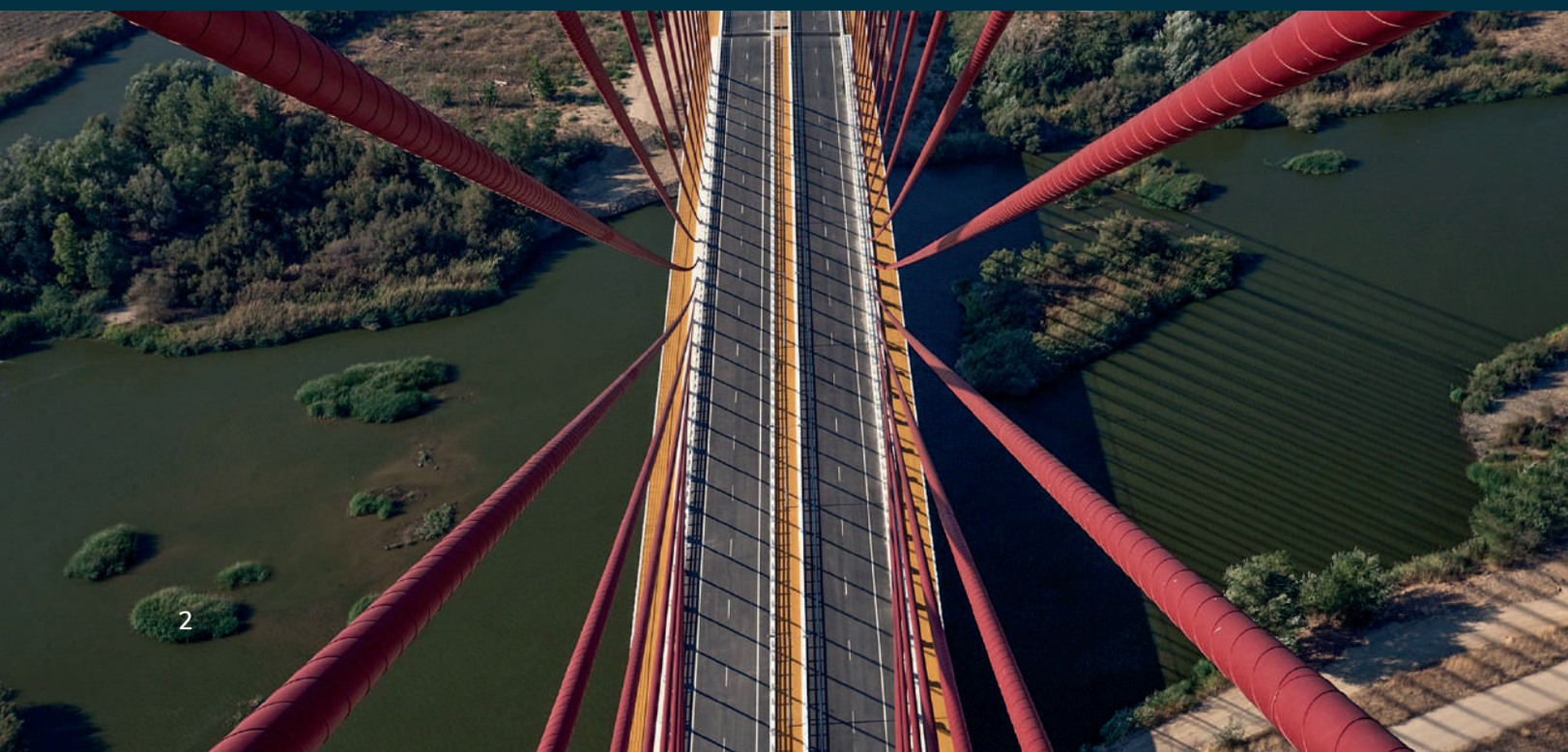
3. Emerging processing sectors.

4. Industrial space: a chance to relocate.

5. Professional excellence: human capital to service every sector.

6. Institutional support: a firm commitment to a sustainable urban economy.

7. Urban quality: the perfect size for a city.



1.

Located on the Atlantic axis between Madrid and Lisbon. Capital city of the West.

Strategic meeting ground, close to madrid and with excellent communications.

116 km
from Madrid

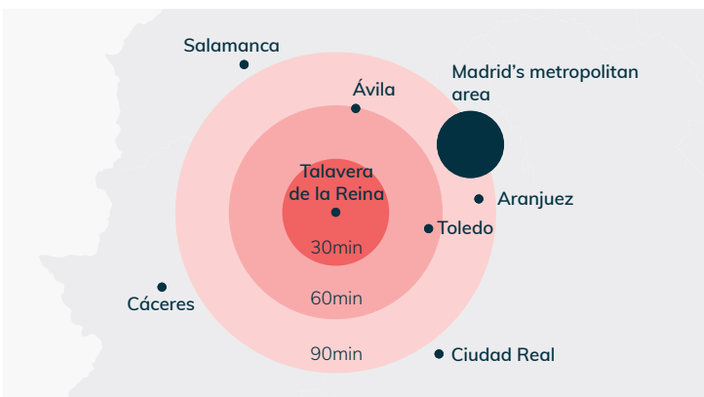
Excellent connection to the national road network

Medium distance rail service, in Madrid to Extremadura line

Talavera de la Reina is the capital of the west, meeting ground between Madrid and Lisbon, between the two capitals and shaping the atlantic axis in the iberian peninsula. It is strategically located in the a-5 highway between the regions of Madrid, Castilla y León, Castilla-La Mancha and Extremadura. This makes it a perfect alternative location to economic linking centres, since it is **more competitive, with excellent amenities and a vast extension of available land.**

Total population in Talavera's area of influence

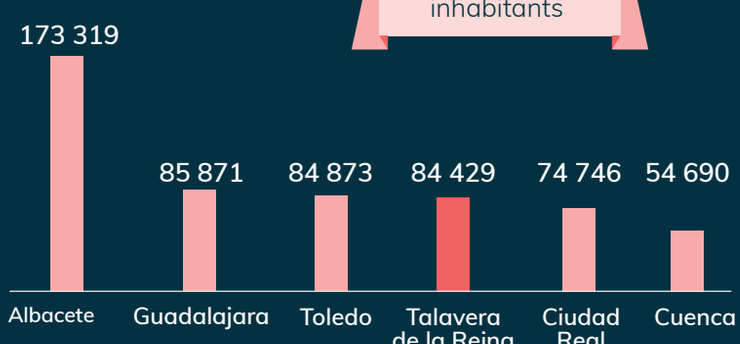
30min: **199 870** inhabitants
60min: **711 310** inhabitants
90min: **6 302 530** inhabitants



It is located in the province of Toledo and plays an essential role as head of "Tierras de Talavera" region. It has a population of 185,000 citizens, with important urban services.

Population in the cities in Castilla-La Mancha

84 429 inhabitants



One of the most populated cities of Castilla-La Mancha, with the same population as Toledo.

2.

Consolidated industrial fabric

The agri-food sector in Talavera is based in its history. **Capital of the livestock trade fair for 700 years.** Thanks to stockbreeders, businesses, trained local talent and its quality control laboratories it has been strengthened over the years until it has become a very important industry in Spain.

The textile industry stands out from talavera's industrial fabric. It is one of its most traditional industries, and it is expected to keep on growing. There are clothing companies, industry suppliers, specialized human resources assets and a unique technological textile centre in spain. These two industries account for half of talavera's industrial activity.

Talavera currently offers companies from these industries an opportunity for industrial relocation at a european level.

> *"We were offered excellent conditions and we are there since 2003. Location is essential: close to Madrid but also communicated with the rest of Spain and our areas of interest, like Salamanca. Their professional training programmes in food industries provided us the human resources we needed."*

Roberto Aceituno. General Manager, DeRaza Ibérico.

Agri-food Industry

Talavera was and will be the capital of the Livestock Market. Having the most important dairy bovine herd in Castilla-La Mancha, 80% of the region's total, we can find large and important companies in the industry.

For an agri-food company, being located in Talavera comes with a series of key advantages:

It represents **30%** **of industrial activity** and it is the most important one.

Proximity to raw material due to the existing cattle herds in the region.

Local human capital that comes from the agri-food industry professional training programme in San Isidro education centre in Talavera.

Interprofessional Dairy Laboratory in Castilla-La Mancha (LILCAM)

Talavera is equal about dairy quality control. LILCAM has brought together stockbreeders and companies when needing milk quality control for more than 20 years. This laboratory analyses milk composition and its hygienic sanitary quality, whilst milk control is being carried out in order to select animals genetically to ensure the herd's excellence.

This interprofessional space analyses samples from more than 5 000 stockbreeders, for more than 300 world-class industries. DANONE, GARCÍA BAQUERO or LACTALIS support this lab and are part of its board of directors.

The LILCAM has put Talavera's dairy industry at the same level of the most renowned ones in Germany, The Netherlands and France. Its staff is mainly built upon the agri-food industry professional training programme from San Isidro education centre in Talavera.

Textile Industry

Talavera is a source of knowledge for the textile industry, where we can find clothing companies, suppliers, a technological textile centre, as well as qualified human capital.

A new relocation phase for the textile industry opens in Talavera, following the global tendency to relocate companies to more competitive markets, due to the new economic paradigm.

Workshops in Talavera manufacture for brands from department stores like **El Corte Inglés.**

It represents **21%** **of all industrial activity** in Talavera and it is the second most important one.

Institutions made everything easy from the beginning.

We chose Talavera after assessing the brand's value once the manufacturing process was relocated and we could go back to the Made in Spain label. 85-90% of our manufacturing is done in Talavera de la Reina. The location and existence of many suppliers in the area was a key factor in our decision."

Jesús Murúa. CEO, Pan con Chocolate.

Textile Technology Centre

The only textile technology centre in Spain is located in Talavera. ASINTEC was born more than 25 years ago aiming towards innovation and promoted by companies in this industry.

Research, development and innovation projects regarding new materials and textiles for companies are carried out in this facility. Several european funding projects are involved. In addition to the essential R&D&I work, they also carry out **very specific training actions that serve as a job platform for companies in the industry.**

Today ASINTEC stands out in Spain and designers, such as SYBILLA, MODESTO LOMBA and JOAQUÍN VERDÚ, trust in their excellence and creativity.

Talavera Textil

"Talavera Textil" platform was born due to the recent health crisis plus a firm determination to put Talavera on the european textile industrial map again.

Quality and the "Made in Talavera" label will define companies that adhere to this renewed textile environment: from logistics companies, to the manufacturing of clothing elements, clothing treatments and even recycling materials from this industry.

The Institute for Economic Promotion has already launched the platform **www.talaveratextil.es**, intended to attract, assist and help every company in the industry who is interested in being a part of this ecosystem.

3.

Emerging processing sectors

New sectors that are multiplying and complementing the basic economic sectors in talavera are playing a key role in the transformation of its urban economy.

Logistics, advanced services and technology in talavera are enhancing and updating the existing consolidated fabric, providing value and comptitivity.

“

Opposed to the massification of Madrid, a company that chooses Talavera as its logistics base can save up to 600 000 euros a year in storage and transport, compared to the traditional centres in the capital city.”

Benjamín Carrizo. General Logistic Manager, CAROSAN.

Logistics Industry

The geostrategic situation of Talavera, which is located in main communication routes, its competitive storage prices and the availability of land, along with the presence of traditional industries, have strengthened a modern logistics sector with great development potential.

Logistics and transport companies located in Talavera back up their decision when it comes to proximity and the decrease in expenses it meant for their companies.

Logistics hub between Madrid and Lisbon with competitive prices and industrial sectors, such as agri-food and textiles, that demand automated supply chains, are main pull factors.

116 km
from Madrid

Up to **50%**
cheaper m2
price for logistic storage than in Madrid.

Creation of the "Transport and Technology TT Space"
with **2,6 M of m²**
of land for transport, logistics and technology companies.

Services Sector

As head of the region, Talavera has successfully promoted highly diversified advanced services. Almost 70% of the companies fall under this category (40% non-commercial services and 29% commercial).

It and digital services contribute to the development of this industry and it guarantees the modernization of the existing traditional sectors.

Talent and knowledge can be found in two educational infrastructures, as well as in several entrepreneurial spaces that house activities related to new technologies.

Technology Sector

Talavera believes in the technology industry and has created the **Digital Innovation Regional Centre**, which elevates Talavera's status in this strong sector.

Cibersecurity and cloud-based technology research are this centre's main aim, where important multinational companies as **Red Hat, Palo Alto Networks, IBM International Business Machines, ORACLE, Hewlett-Packard Enterprise, Telefónica, Amazon AWS, ESRI, Microsoft and Accenture** will be working towards generating technology knowledge and the development of new tools, products and services that will increase our businesses' competitiveness in international markets. Achieving the goals established in the Digital Agenda by the Government of Castilla La Mancha will also be easier. Coming to Talavera, presents technology ventures with a possibility to collaborate and transfer technology between great companies in this industry, while opportunities to participate in high-profile projects may also appear.

Talent and technological knowledge coming from the UCLM degree in IT and the different vocational education programmes complete the offer in this sector. The **Digital Innovation Regional Centre** aims to improve growth and employment with companies that provide innovation and smart specializations. The **Government of Castilla la Mancha** is working with all its might in Talavera, following 2030 European Strategy, based in a smart and sustainable growth that supports the creation of an innovation and knowledge-based economy.

CENTRO REGIONAL DE INNOVACIÓN DIGITAL
Castilla-La Mancha

There is already a consolidated business fabric in Talavera, specialized in software development projects.

Talavera,
Spanish headquarters of the European project Gaia-X

GAIA-X is an initiative that aims to create a European data ecosystem to achieve digital sovereignty in the European Union. Talavera de la Reina becomes technological capital city of Spain thanks to this project.

The **Digital Innovation Regional Centre** in Talavera holds the national headquarters of this important European project, putting the city at the same level as other technological capitals in Europe, since this association's headquarters in France is in Paris; in Berlin in Germany, and in Talavera de la Reina in Spain.

The constituent assembly of the European initiative national association **GAIA-X**, a European association of non-profit companies to promote digital sovereignty in cloudy in data sharing, was held in the **Talaveran Palenque Theatre, in March 2022**. **GAIA-X** aims to be a common European data infrastructure with a cloud component that provides a secure alternative in the market and provides access control and reuse capability for those who produce data by developing the following actions: elaborate specifications for architecture federation and services, promote infrastructure service specifications implementation using free software, and elaborate and promote certification mechanisms.

GAIA -X implies talent growth, retention and attraction, as well as quality employment for Talavera. It encourages developing new synergies with technology-based companies that are looking to develop their professional experience within the framework of a meaningful project that uses artificial intelligence to transform the economy.

Talavera de la Reina is a perfect environment for a productive model strategy based on innovation and technology - data technology will represent 4% of GDP, in 2025 -, thus compatible with other productive sectors.

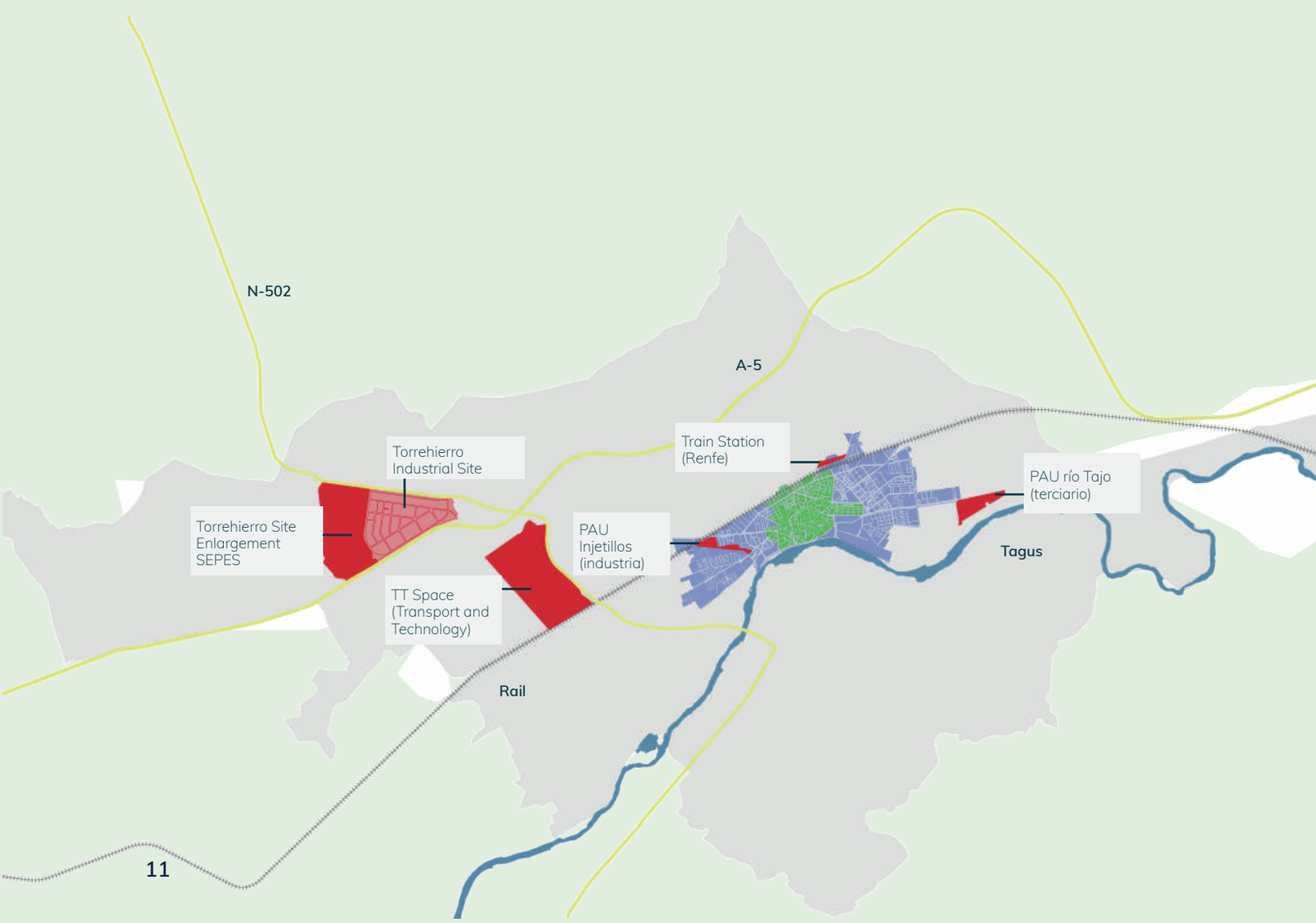
gaia-x

4.

Industrial space: An opportunity to relocate

Talavera de la Reina wants to become an option for the relocation of companies at the European level.

For this purpose, land is available for different uses depending on each company's needs:



Torrehierro Industrial Site

It offers an urban design adapted to different needs. It is located 115 km from Madrid and it has an area of 1,8 million m2 for services, business and industry. It offers an urban design adapted to different needs and offers great communications thanks to its direct access to A-5/E-90 highway. It is 5 minutes from Talavera de la Reina's train station, that services the Madrid-Lisbon railway line.

The public land business entity (SEPES) is developing an expansion of 1,8 million m2 in Torrehierro Industrial Site, which is double its current size.

TT Space "Transport and Technology"

More than 2.6 million m2 of industrial land will be created. This future development will offer a new space for the establishment of large **companies that provide transport, logistics and technology services.**

The creation of the new "Transport and Technology TT Space" strengthens Talavera de la Reina's commitment as a logistics centre in the Atlantic axis, but also as an emerging technological knowledge hub.

Industrial growth: Injertillos and Río Tajo

Talavera has started to develop industrial land in two locations in the municipality that can hold future companies: PAU Injertillos with 135 000m2 of industrial land and PAU Río Tajo with 231 800m2 for the service sector.

5.

Professional Excellence: Human capital to service every sector

Professional excellence is one of Talavera's key signatures, due to its many education centres: universities and qualified vocational education centres that cover every existing economic sector in the city, as well as other centres specialized in artistic fields, such as ceramics and music, of great tradition in Talavera.

Talavera's university, UCLM, has the perfect size to guarantee its students a personalized attention, as well as an easy and quick access to the university's resources, ensuring a quality education. It offers ad-hoc internships in key sectors and promotes mobility through the desired international programmes.

University Education

Castilla- La Mancha University- UCLM

Uclm is a multicampus university awarded the International Excellence Campus Label. It is located in the region's main cities. In Talavera there are 1 476 students from Castilla-La Mancha (63% of total students); but also, from Madrid (17.93%), Extremadura (9.1%) And Andalusia (7.76%), Among the most represented areas. These are its two faculties:

- **The Faculty of Social Sciences with 578 students** and with degrees SUCH AS ADE (Business Management), Education and Social Worker and IT engineering. The new **IT Engineering Degree** was introduced in September 2019 and it was the **first scientific and technical degree** in the UCLM in Talavera, serving new companies in the technology industry. This degree was awarded the Euro-Inf **quality label**, thus guaranteeing the professionalism and quality of its graduates.
- **The Faculty of Health Sciences with 898 students** and degrees such as nursing, speech therapy, occupational therapy and podology.

The celebration of QANSWER 2020 (the first international workshop on software and quantum programming) resulted in the "Talavera Manifesto for Quantum Software Engineering and Programming" (www.aquantum.es/manifesto) a roadmap for software engineering and quantum programming. A pioneering manifesto at an international level that will be presented in October in Denver, USA, in the framework of the 1st Quantum Software Engineering and Technology Workshop, within the prestigious IEEE Quantum Week conference.

The first summer course "Quantum programming fundamentals" was presented in July 2020, which broadens the scope of employment opportunities for future graduates in IT Engineering from UCLM in Talavera

UNED

The School in Talavera de la Reina associated to UNED (Spanish Distance University) offers all university services such as: on site lectures, exams, coaching, registrations, etc. This school **has 1 300 students in Talavera** with remote access to every programme this university offers.

Excellent Vocational Education

Talavera de la Reina can contribute to local economy with a human capital trained in vocational education programmes.

The existing programmes contribute to basic industry, as in the case of agri-food and textile industries, but they also train professional workers for additional services, such as business management, marketing, health education, IT, vehicle transport and maintenance, construction and civil engineering, electricity, electronics, communication, audio-visuals or sociocultural and sports activities.

Talavera believed this education would serve new industrial fabric demands when others didn't go for it.

Six high education institutions offer vocational education programmes where **1,911 students register every year:**

- IES Ribera del Tajo
- IES Gabriel Alonso de Herrera
- IES San Isidro
- IES Juan Antonio Castro
- IES Puerta de Cuartos
- IES Padre Juan de Mariana

According to the existing industrial sectors in Talavera, IES San Isidro offers a wide range of medium and high-level training programmes for the agri-food industry, which benefits several companies located in Talavera.

IES Ribera del Tajo has an IT programme that on average trains 40 students every year, which is an excellent human resource pool for companies such as Viewnext, an IBM subsidiary.

Arts, ceramics and music

The recent declaration of the "Artisanal Process of Making Ceramics in Talavera" as Intangible Cultural Heritage of Humanity by UNESCO, has strengthened the city's artistic vocation.

There are three institutions that offer artistic education:

Eusebio Rubalcaba Music and Dance School. There are courses for all levels (from pre-school until preparation for the conservatory) in music and dance.

Talavera de la Reina's School of Art. Graphic Design, Ceramics and the "Bachillerato" of Arts are part of their main academic offering, with a total of 174 students.

Ceramics and Glass Training Centre, it has been recently inaugurated to increase the academic offering in the region, with a double function: reinforcing the importance of vocational education for employment and guaranteeing the survival and generational replacement of a craftsmanship that represents the city's historical and artistic heritage.

Specific training for ceramics professionals, both in the Ceramics and Glass Training Centre and The School of Arts, guarantees the survival of this craftsmanship declared INTANGIBLE HERITAGE OF HUMANITY BY UNESCO.

UNESCO
Organización de las Naciones Unidas para la Educación la Ciencia y la Cultura

Patrimonio Cultural Inmaterial

6.

Institutional support: A firm commitment to a sustainable urban economy

Talavera de la Reina supports companies through municipal and regional institutions and business confederations that help create a perfect urban environment for employment and competitiveness.

Talavera's **Institute for Economic Promotion (IPETA)** brings together all these organizations and their services, making them available for the private sector, to turn the city into an essential option to consider in this new relocation economy. Its main tasks are:

- Specialized services and assessment on opportunities for the establishment of companies.
- Accelerating the establishment process
- Public Administration consultancy
- Recruitment support

Incentives and subsidies when establishing a business in Talavera

Subsidy from the Junta de Comunidades de Castilla- La Mancha

Plan Adelante funds the establishment of a company in Talavera de la Reina up to 40%. 20% can be added to this since Talavera is in the so called ITI area.

Subsidy from Talavera de la Reina's Town Council Office

- Up to 95% rebate in iae (economic activity tax)
- Up to 95% rebate in ibi (property tax)
- Up to 95% rebate in icio (construction work tax)

Specific subsidies for the agri-food industry (FOCAL)

(FEADER funding "Fomento de la Calidad" programme).

15 and 30% grants are available for civil work, construction, engineering and machinery.

CEEI (European Centre for Enterprise and Innovation)

It aims to promote innovation and to strengthen the social and economic fabric, as a source of wealth and employment in Talavera. It provides expert professional advice for entrepreneurs, to create innovative businesses; and existing smes, in developing innovative activities.

Chamber of Commerce

Toledo's Chamber of Commerce has an office in Talavera which provides information, training and consultancy to local businesses. There is a business incubator, at 95% capacity with 18 businesses, that aims to promote and assist new entrepreneurs. Its coworking space is AT 35% capacity, where you can find consultancy, e-commerce, remote workers, etc.

Fedeto

CEOE local office that represents companies in front of the administration, offers labour and tax consultancy services, as well as training programmes in Talavera's area. It can advise companies on how to manage the available subsidies from the different administration offices.

FEPEMTA

Talavera's Business Federation (FEPEMTA) is a non-profit business organization, which is divided into sectoral associations, each for a group or trade. All these associations are FEPEMTA.

La Fábrica de Empresas

Private initiative business centre offering space for entrepreneurs. They offer very flexible possibilities and there are 14 companies (7 entrepreneurs, 2 remote workers whose companies are not in talavera and 5 office registrations) now.

Smart building

With a total area of 2,800 m2, it was built to hold companies in the new technologies sector. There is a cafeteria, meeting rooms, a coworking space, shared services and a parking lot for 40 cars. There are only 630 m2 left now. Prices range between 8-10 euros/m2. Two companies are already established in it: Digitex Informatica and Kapital Inteligente.

Talavera Ferial

Talavera Ferial is a first level infrastructure, both for its facilities, as well as for its good location, easily accessible from any point of the Iberian Peninsula. Its economic offer is significantly more competitive than that of other trade and exhibition centres around madrid.

It is venue for fairs from different sectors, many of them linked to traditional industries in Talavera, like the Olive and Nuts fair (AOVE & nuts experience); as well as at international level ones, like the international canine autumn exhibition, which is attended by public from every continent.

It has more than
47 000 m²
and can accommodate up to
150 exhibitors
40 000 visitors

Three pavilions, conference room for
200 people, meeting rooms, cafeteria and restaurant service and auditorium for 200 people.

Outdoor spaces future expansion to hold all kinds of events.

7.

Urban quality: The perfect size for a city

Talavera de la Reina is a medium-sized city that offers every service an important urban centre should have, in a friendly and easy-going environment. The city's morphology helps people to move in a cleaner way, either on foot or by bike.

Since services are closer to working centres and homes, a more sustainable urban development is guaranteed. You can enjoy a privileged natural landscape and environment just a few steps away from the city. **Size matters when we talk about cities and Talavera has the perfect size.**

A city with heritage

Located on the margins of the Tagus river, the city has grown between the river and the city wall. Part of this architectural heritage can still be admired today. In Talavera's old neighbourhood, recently declared historic ensemble, you can find architectural elements of great value, like Nuestra Señora del Prado Basilica, also known as the "Sistine Chapel" of Talavera's ceramics; Santa Maria la Mayor collegiate church, which was declared historic-artistic monument and bic; its town wall and "Albarrana" towers, which relates to the city's importance in ancient times. The bridges that cross the tagus river are typical landmarks of the city too, both the ancient "Puente Viejo" and the iconic bridge of Castilla-La Mancha, the highest in Spain and the second highest in Europe, with its 192 m.

Its traditional festivals are also recognized for their great cultural value, as in the case of "Mondas", a national touristic interest festival which dates back to Roman times.

UNESCO has declared the Artisan Techniques of the Making Process of Talavera's Ceramics, Intangible Heritage of Humanity, which gives the city an exceptional label and helps to promote this historical craftsmanship. This creative economy fabric is composed by more than 15 workshops with a strong tradition and that have adapted their designs to new times, collaborating with avant-garde artists and internationalizing their products. INTANGIBLE HERITAGE OF HUMANITY BY UNESCO.

UNESCO
Organización de las Naciones Unidas para la Educación la Ciencia y la Cultura
Patrimonio Cultural Inmaterial

Innovative gastronomy, sport in a privileged setting and lifestyle

New restaurants and pubs have opened in singular spaces thanks to Talavera's old town valorisation process. Gastronomy in Talavera is going through a splendid moment thanks to professionals working for the best Spanish cuisines (Pedro Subijana, Martín Berasategui, Paco Torreblanca, Dabiz Muñoz), but also of others coming from TV success shows as Masterchef.

The recent remodelation of Abastos Market symbolizes how work has been carried out in the town's city centre, always preserving architectural environments bearing in mind a creative gastronomy and unique leisure model.

All this fine cuisine talent was a wake-up call that has made some restaurant businesses reinvent themselves and present local traditional gastronomy in a new way.

Raíces
Carlos Maldonado

MICHELIN STAR 2020

A third of Talavera's population exercises in this privileged natural environment. An example of this are several olympic medallists in kayaking, karate and athletics from Talavera; as well as important karate and motocross national championships which are celebrated in the city.

Golf fans will be lucky to find an excellent setting in Palomarejos Golf Club, with 18 holes and 60 ha. There is also a 2800m2 hampton american style club house, where you will be able to hold any kind of event, both for businesses and families.

Since it is one of Castilla-La Mancha's most important cities as well as head of the region, Talavera de la Reina has Nuestra Señora del Prado General Hospital that assists 150 000 inhabitants in the region and the city, as well as 32 000 from the Tiétar Valley area, in the province of Ávila. Its staff is composed by 2 000 health professionals among hospital specialities and health and primary care centres. This provides Talavera with an important health network that guarantees its inhabitants' life quality.

The average price in Talavera is 720 €/ m2, compared to 3 762 €/ m2 in Madrid or 1 753 €/ m2 average in Spain. As for rent price, Talavera has quality housing at just 5€/ m2 compared to the average 16.4€/ M2 in cities like Madrid or the 11.4€/ M2 average in the rest of Spain.

Regarding the current trend towards remote work, Talavera offers larger houses and excellent quality only 116 km from Madrid, with access to every necessary service and in a high-quality urban setting.

Innovative and sustainable city

Talavera's Town Council Office has recently strengthened its commitment to the Sustainable Development Objectives of 2030 Agenda through the project "Alianza en Talavera por el desarrollo Sostenible". This aims to improve the citizens' life quality through essential principles like the preservation of human rights, gender equality, social inclusion, cultural and social diversity, as well as the protection of cultural heritage and natural resources.

"Life Intext" Project: Talavera takes part in this European project that develops innovative wastewater treatment technology in medium-sized cities. It is part a consortium with organizations from 5 European countries with budgetary allocations of 3 million €.

It is part of the network of Spanish Cities for Climate, within the FEMP (Spanish Federation of Municipalities and Provinces), where you can find every municipality that is integrating mitigation and adaptation to climate change into their municipal policies.

Finally, Talavera has been able to apply for European funding programmes, as with the DUSI (Sustainable and Integrated Urban Development) strategies, with a 10 million euros funding, that will enable urban, economic and social regeneration interventions.

Talavera de la Reina

Ready for a paradigm shift

AGENDA 2030

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