



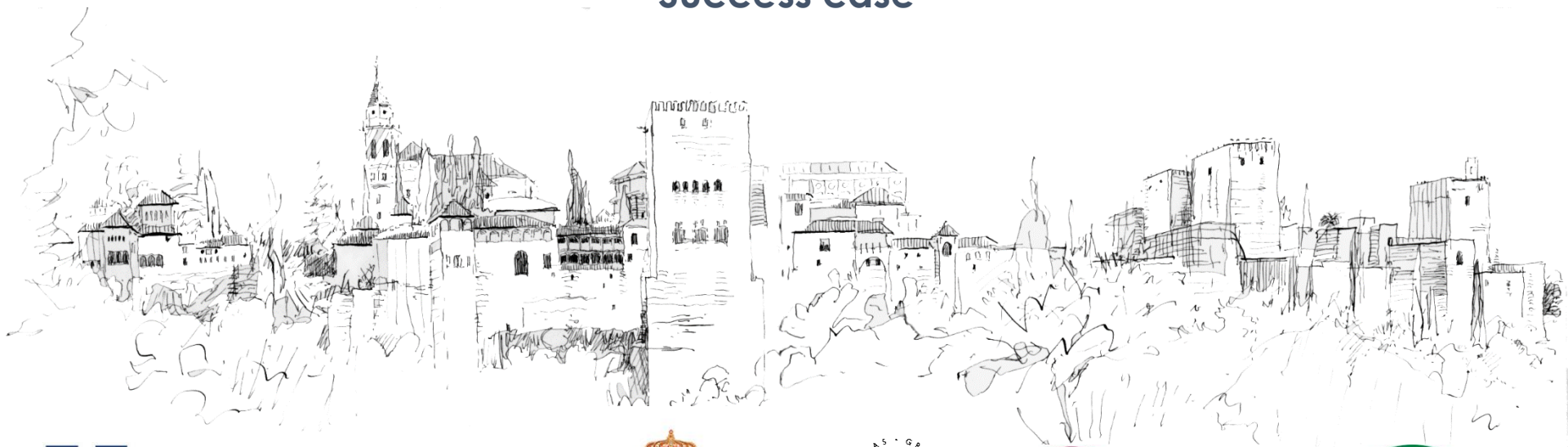
Digital
Innovation
Hub



The largest Technological and Biotechnology Cluster in Andalusia - Spain

An ecosystem based on excellence and innovation

Success case



Why Granada as a technological ecosystem?

An ideal place to live

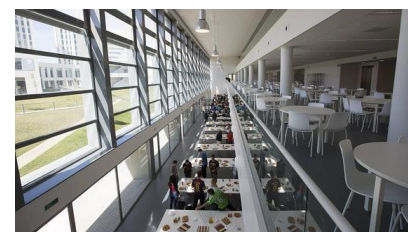
- A pleasant climate with less than 50 days with rain per year.
- A great offer in private and public schools.
- One of the best universities in the world.
- Affordable housing in purchase or rent.
- City with an adequate dimension <500,000.
- Only 20 minutes from the ski resort of Sierra Nevada.
- Just 30 minutes from the beach and the tropical coast.
- Attractive socio-cultural and tourist offer.
- Several golf courses less than 10 minutes away.



Why Granada as a technological ecosystem?

The University of Granada

- ETSIIT one of the best school of ICT Engineers (Computer Science) in the world (Ranking of Shanghai 2018).
- The CITIC is one of the most innovative in Spain and the EU27 (Ranking of Shanghai 2018).
- First Spanish university in ICT (Ranking of Shanghai 2018).
- First UE27 university in scientific ICT production (Ranking of Shanghai 2018).
- An OTRI transfer office and particularly dynamic entrepreneurship coordinator.
- More than 350 research groups.
- More than 80 spin-offs, 27 of which TIC.
- More than 60,000 students, 3,650 teachers.
- Almost 500 years of history and success trajectory.



Why Granada as a technological ecosystem?

The right infrastructures

- Two international airports less than 20 and 90 minutes from the city.
- Network of highways with connection to the national capitals.
- National network of railways with high speed, (AVE soon).
- Wide connection and urban transport services (Bus and Metro).
- Direct access to the international data backbone network and IPV6.
- Most important CPD of Cloud Computing of Andalusia (3rd of Spain).
- Unlimited service of flow and bandwidth.
- Infrastructure for fiber optic interconnection and WiMax.



The technological ecosystem from Granada



Presentation of onGranada:

onGranada Tech City is the brand that represents the “Asociación Cluster Granada Plaza Tecnológica and Biotecnológica”.

It is an initiative of the CGE - Confederación Granadina de Empresarios that counts among its members and governing bodies with:

- City Hall of Granada
- Region government from Granada
- University of Granada
- Region government of Andalusia
- Chamber of Commerce of Granada
- Associations of ICT Companies, in Andalusian, Spain and Europe.

Presided by the President of the association that represents the entrepreneurs of Granada, counts as President of honor with the Mayor of the City of Granada.

Its purpose is the location in Granada of projects and companies with a technological and biotechnological base, taking advantage of the important advantages of the Plaza de Granada for this type of industry, thus enhancing the local business fabric and the creation of quality jobs , as well as the increase of the turnover of the sector.

Institutional support, Board of Directors and Executive Committee



Don Francisco Cuenca Rodríguez - Excellency Mayor of the City of Granada - Honorary President
 Don Gerardo Cuerva Valdivia - President of the Grenadian Confederation of Employers - President
 Mrs. Sandra García Martín - Delegate of the Government of the Government of Andalusia in Granada - Vice-President
 Don Joaquín Rubio Torres - Vice-President of the Grenadian Confederation of Employers - Vice-President
 Doña Pilar Aranda Ramírez - Magnificent Rector of the University of Granada - Vice President
 Don José Entrena Avila - Excellency President of the Diputación de Granada - Vice President
 Don Baldomero Oliver - Lieutenant Mayor Delegate of Economy of the City of Granada - Vice President
 Don José Luis Alarcón - Vice-President of the Chamber of Commerce and Navigation of Granada - Vice-President
 Don Juan José Martín - Provincial Delegate of the Ministry of Economy, Innovation, Science and Employment - Vocal
 Doña Raquel Ruz - Councilor for Employment and Commerce of the City of Granada - Member
 Don Antonio Alcantara López - Deputy Secretary General of the CGE - Treasurer
 Don Vito Episcopo Solís - Director of RR.II. in Trevenque Group - General Secretary
 Don Luis Aribayos Mínguez - Secretary General of the Confederation of Granadines of Employers - Member
 Doña Ana Muñoz Arquelladas - Deputy of Employment of the Diputación de Granada - Vocal
 Don Jesús Banqueri Ozáez - Director Office Transfer Results Research OTRI UGR - Vocal
 Don David Arroyo González - Member of the Board of Directors of the Granadina Confederation of Employers - Vocal
 Don Miguel Ángel Rodríguez Pinto - Member of the Board of Directors of the CGE -Vocal
 Doña Monica García - Secretary General of the Chamber of Commerce and Navigation of Granada - Secretary
 Don Juan Ramón Olmos Vico - Managing Director of Grupo Trevenque - Vocal
 Don Dionisio Torre Ramos - Managing Director of Axesor Knowing to Decide - Vocal

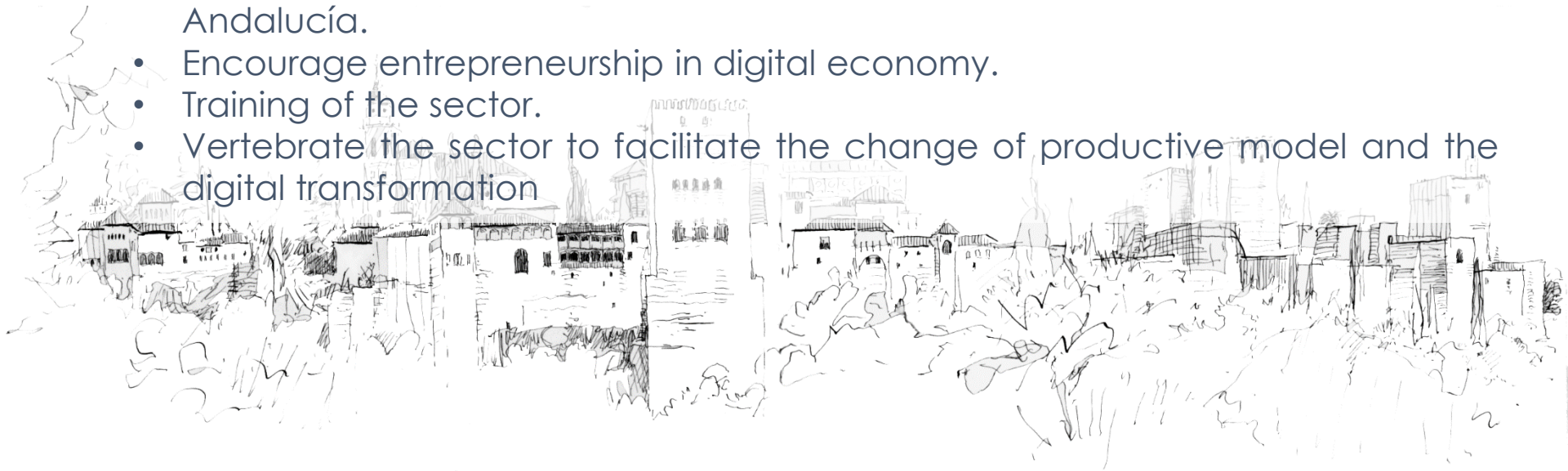
Sectoral, employer, union and scientific support

Many local, Andalusian, national and European employers are already members of **onGranada Tech City**, endorsing our initiative with their participation. Also unions, professional associations, centers of excellence or research, cluster and technology park.



Current lines of work and performance:

- Promote and strengthen the Technology and Biotechnology Plaza of Granada and Andalucía.
- Promote R & D & I and technological innovation.
- Attract companies to install a work center or production in Granada and Andalucía (softlanding and onshoring program).
- Capture projects and contracts to be executed in Granada and Andalucía (nearshoring program).
- Foster the transfer of technology and knowledge.
- Attracting projects, facilities and scientific industry to Granada and Andalucía.
- Encourage entrepreneurship in digital economy.
- Training of the sector.
- Vertebrate the sector to facilitate the change of productive model and the digital transformation



Ambassador Program

The **onGranada Tech City Ambassadors** program aims to promote the city of Granada as a Technological Hub, to attract companies to establish their work centres in Granada and to capture projects or endeavours to be executed in Granada by local companies.

An **onGranada Tech City Ambassador** is a person who has a passion for Granada and wants to collaborate in positioning Granada as an internationally renowned Technological Hub.

Due to their **professional or social position**, the Ambassador has access to technology and/or biotechnology-based companies that can install their work centres in Granada or execute jobs and projects in Granada.

The Ambassador is someone with a **renowned personal and professional prestige**, capable and interested in displaying an institutional representation of Granada as Technological Hub.

Our ambassador program is **an exclusive service** reserved for onGranada's partner companies. With a free or discounted promotional cost for companies, and a clear risk-sharing component, participating in the success achieved by the business.



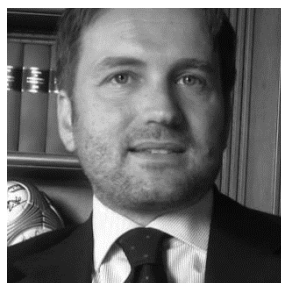
Ambassador Program



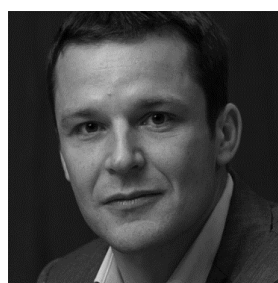
Europa
Pilar del Castillo



Latinoamérica
Federico Castillo



Italia
Luca Pardo



Holanda
Sander Wolfensberger



Italia
Marcello Memoli



Bélgica
Christel Verhoye



Alemania
Stephan Reinhold



Reino Unido
Jaime Martinez-Brocal



Holanda
Arnoud Krom



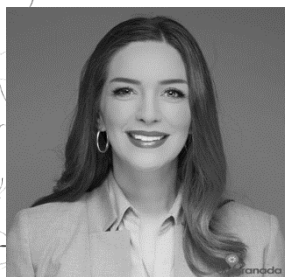
Polonia
Emilio Rull Quesada



Reino Unido
Molly Sears Piccavey



Japón
Mitsuo Tanikawa



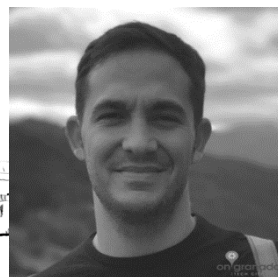
Alemania
Ivana Fischer-Margenet



Suiza
Eduardo Haro Amate



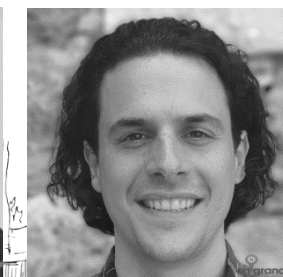
Turquía
Omar Fernández



Dubái
Aadel Hamad



Golfo Pérsico
José Antonio Lucha



Singapur
Olmo Gálvez

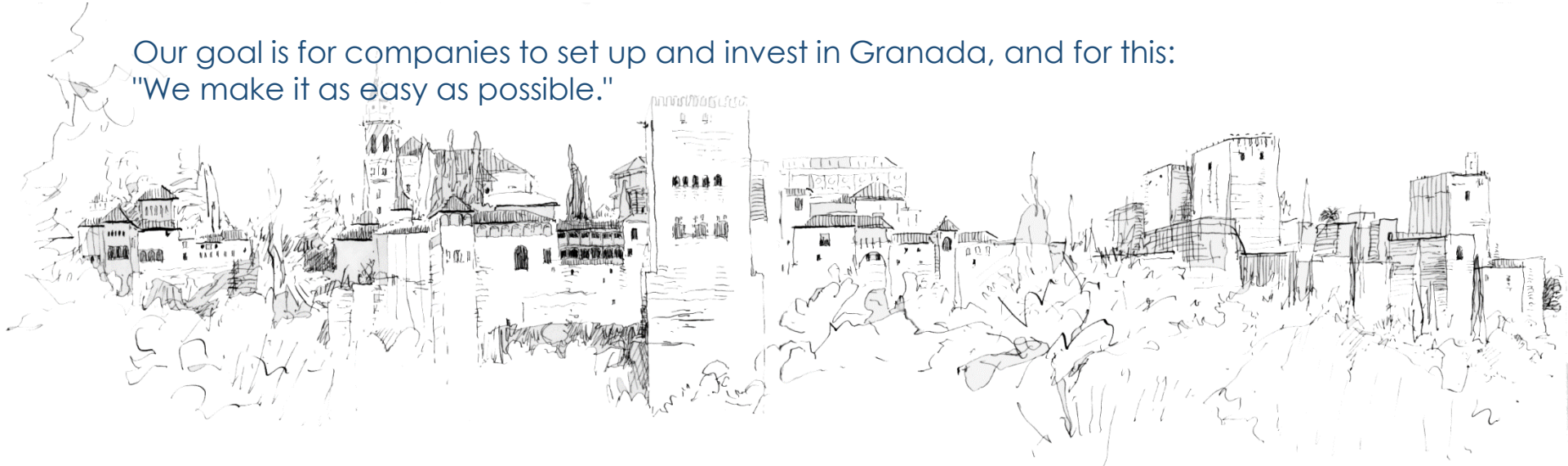
The soft-landing program:

The purpose of the program is to **facilitate the installation** of technology and biotechnology companies in the Plaza de Granada.

Articulated through a series of resources and services, it allows a "soft landing" in Granada, attending to various aspects and areas of interest such as business services, logistics, supplies, locations, buildings, resources, infrastructures, HR, family and domestic, among others.

More than **5 years of experience and numerous cases of success**, allow us to know the different difficulties that exist when locating a company in a new location. For this we have designed this program that solves many of the problems that may arise.

Our goal is for companies to set up and invest in Granada, and for this:
"We make it as easy as possible."



Councils and Commissions

Andalusian Council for Innovation.

One of its first onGranada initiatives in the field of innovation, after its recognition by the Ministry of Economy, Industry and Competitiveness as an Innovative Business Group, AEI or Technological Cluster, has been the creation of this internal work body. The purpose of this Council is to promote innovation and the transfer of knowledge within the scope of the TICC, BIO and eHealth companies of the Andalusian community.



Management Commission.

This commission was constituted in our last General Assembly, as a management and intermediate control body that allows to streamline decisions and keep the governing bodies of the organization, Board of Directors and Executive Committee informed. It is composed of representatives of the 6 institutions present in onGranada, our lawyers and the management team of the Association.



Councils and Commissions

Communication Commission.

Chaired by Miguel Angel Rodríguez Pinto from ESCO, they work on all the communication and marketing issues of the Cluster.



Commission of Entrepreneurship in Digital Economy.

Chaired by Samuel Sánchez Talavera, from Grupo Winecta, they work on all matters related to entrepreneurship within the Cluster.



Labor Relations Commission.

Chaired by Isidro Ramírez de Axesor, it has the participation of HR managers from the largest companies in the Cluster. They work on all labor issues that affect our associates, among them the lack of a sectoral collective agreement.



Councils and Commissions

EHealth Commission.

Chaired by Pablo Caballero, from Vitadieta, they work in all matters related to the sector, technology applied to the life sciences and health, eHealth, within the Cluster.



Smart Cities Commission

Chaired by the Andalucía Smart City cluster, by its General Director, Daniel Gonzáles Bootello, a platform that works for the development of more efficient, sustainable and comfortable cities.



Cybersecurity Commission

Chaired by Antonio Vicent CEO of the Mnemo consulting firm, a national company specializing in technology and security that is part of the technological cluster.



Councils and Commissions

Comisiones de Organización y Gestión

Comisión de Gestión

Comisión de Seguimiento de Convenios UGR

Comisión de Seguimiento de Convenios CTA

CONSEJO PARA LA INNOVACIÓN

Grupo de Trabajo, Observatorio.
Vigilancia Tecnológica

Grupos de Trabajo, Proyectos de Innovación:

Estudios de Viabilidad Técnica

Investigación Industrial

Desarrollo Experimental

Innovación en materia de organización

Innovación en materia de procesos

Comisiones por Ámbito de Actuación

Comisión de Comunicación y Marketing

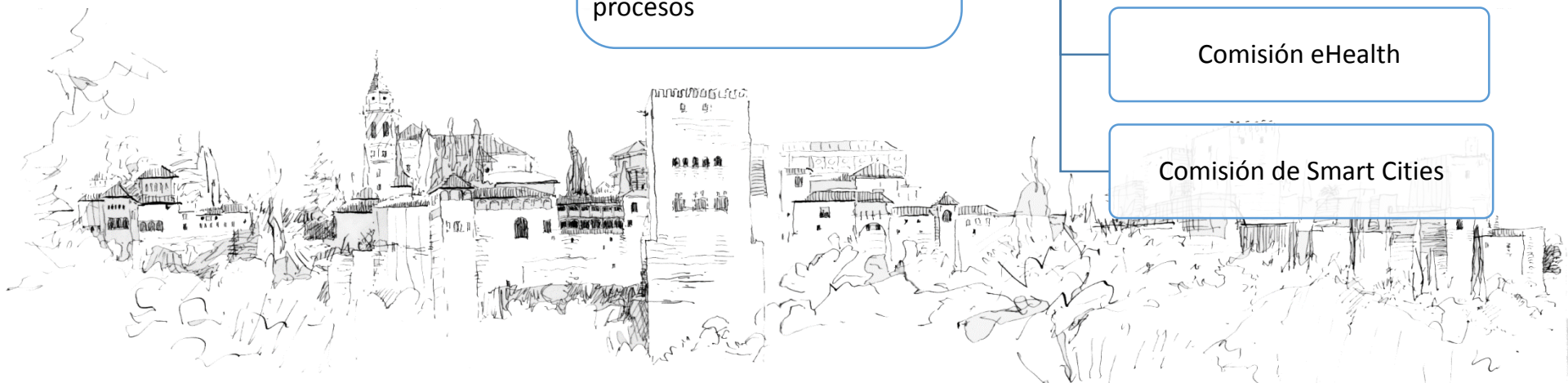
Comisión de Emprendimiento en Economía Digital

Comisión de Ciberseguridad

Comisión de Relaciones Laborales

Comisión eHealth

Comisión de Smart Cities



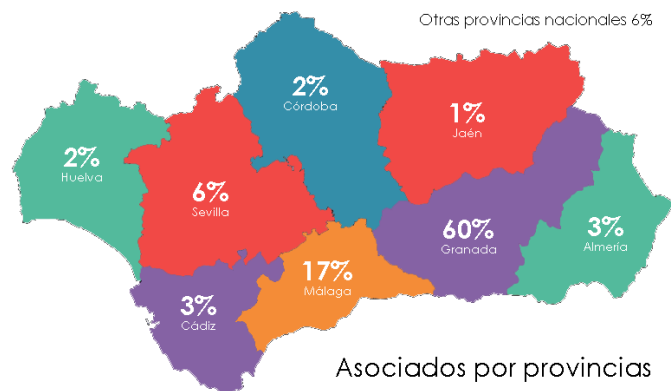
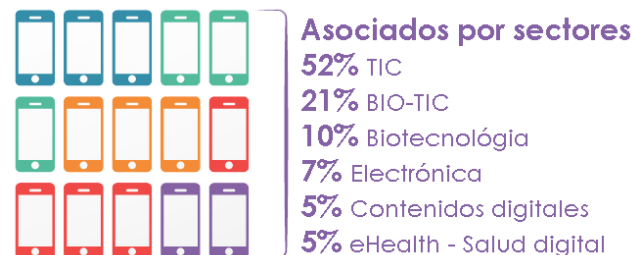
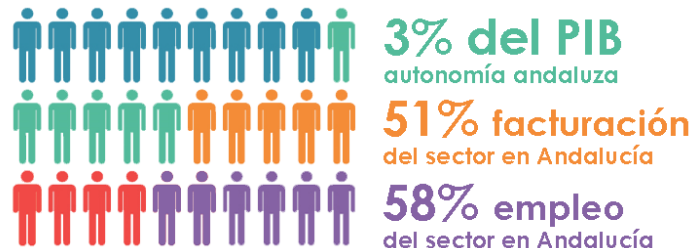
Current situation of the association

Cluster Association Granada Technology and Biotechnology Plaza, onGranada Tech City, is consolidated **as the largest business organization** of Digital Economy and the largest Technological Cluster of **Andalusia**.

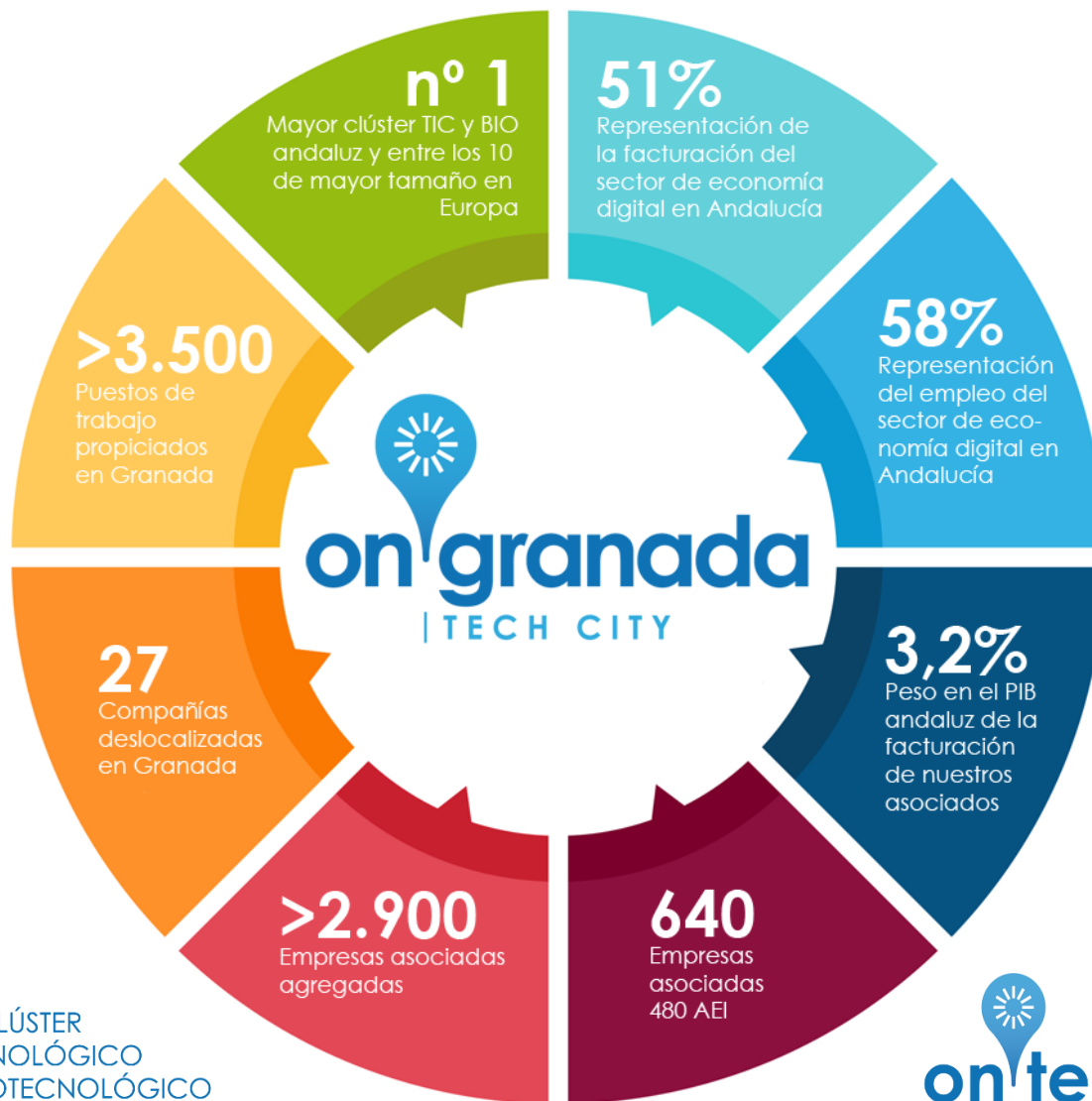
OnGranada has more than **640 associated companies** that represent **51% of the turnover** of the sector in Andalusia, which is more than **3% of the regional GDP**. On the other hand, the companies associated with onGranada generate more than **58% of the employment** of the sector in the autonomous community of Andalusia.

The associated companies are part of the ICT, BIO-TIC, Biotechnology, Industrial and Consumer Electronics, Digital Content, eHealth, Digital Health and other related sectors, although the ICT sector stands out as the most important one in the association.

onGranada has associates in all the Andalusian provinces, but **77% of the associates are located between Granada and Malaga**, highlighting the importance of the creation of the "Málaga-Granada Technology Hub".



Accumulated results



Intense activity for the benefit of our associates.



Acknowledgments and awards

The **Ministry of Economy, Industry and Competitiveness**, of the government of **Spain**, granted us the qualification as **AEI Innovative Business Group**, better known as **Cluster**, endorsing and certifying in this way our journey, the data and the current situation of our organization.



In July 2017, the onGranada's success case in creating an ecosystem based on excellence and innovation in Granada was presented in **Madrid at the Carlos III University**.



Universidad
Carlos III de Madrid
www.uc3m.es

In September 2017, in the VII Convocation to the UIM - FLACMA **International Awards**, in Caldas, Colombia, onGranada was granted a special mention in the partnership category, for the case of the successful creation of an innovation ecosystem in Granada.



The **European Commission** has included onGranada in the European catalog of **Digital Innovation Hub** in its highest category, thus proving the innovative and European nature of our cluster.



**Digital
Innovation
Hub**



If you need more information

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Download the complete success case at:

<http://www.ongranada.com/documentos/>

