

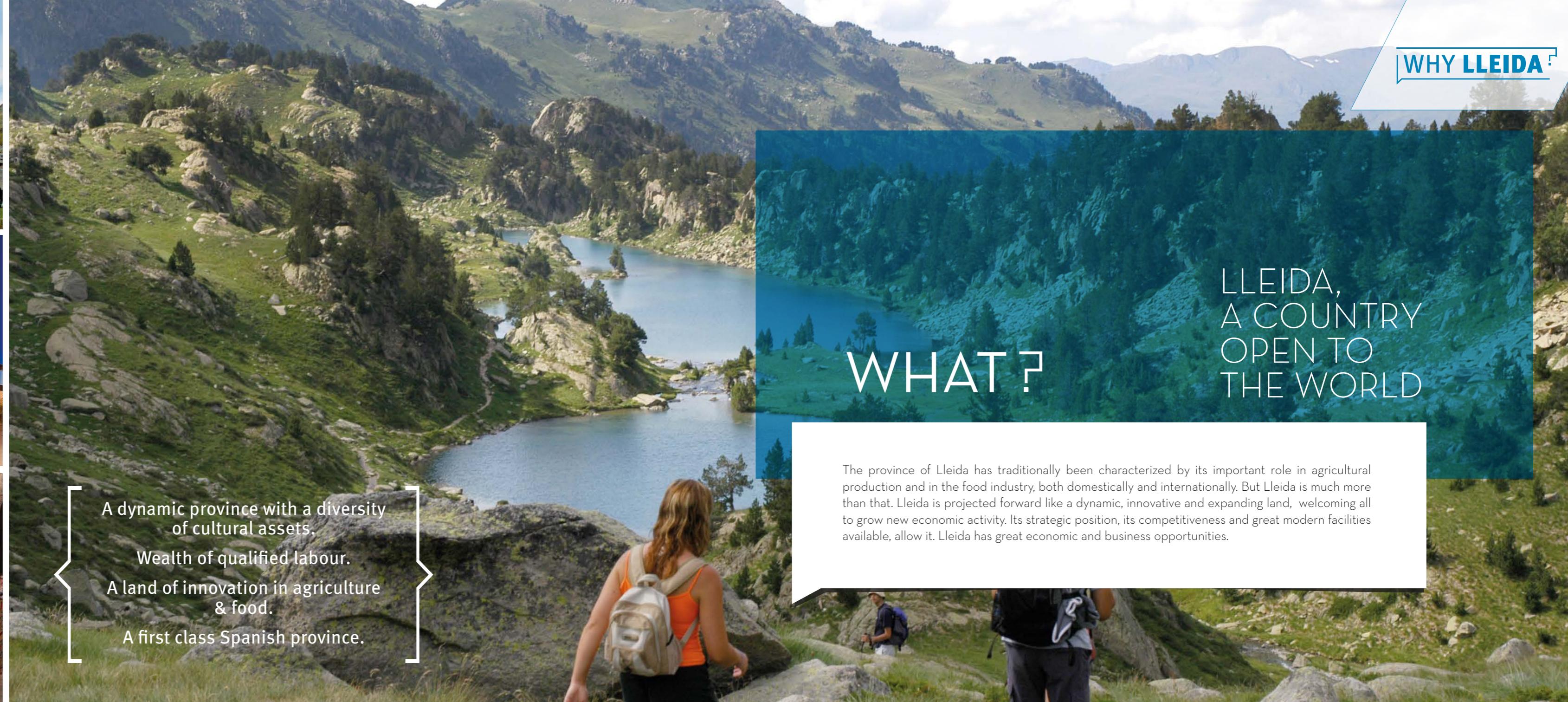


WHY LLEIDA
SO MANY REASONS...

GLOBALleida

We invite you to
DISCOVER THEM

whylleida.org



WHY LLEIDA?

WHAT?

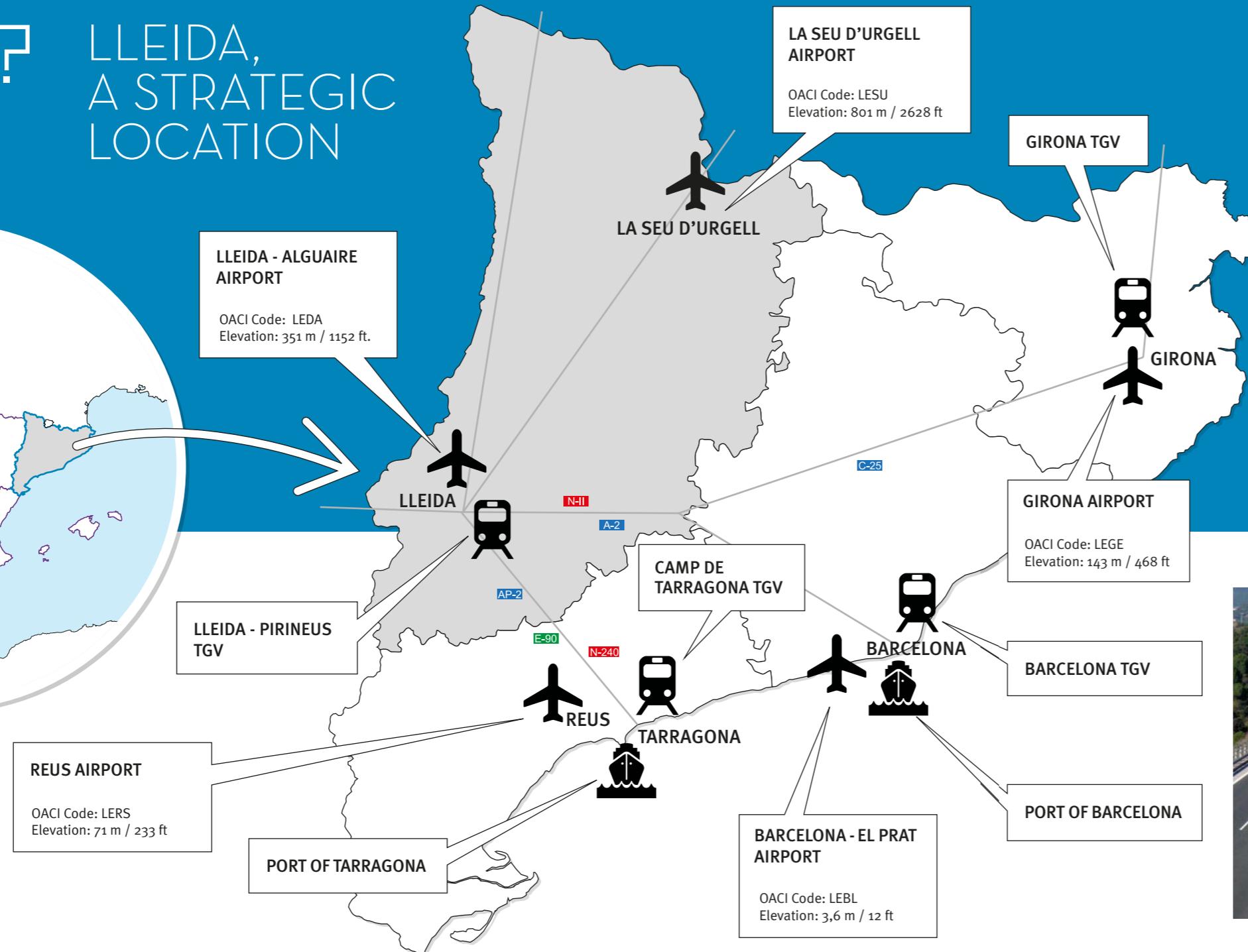
LLEIDA,
A COUNTRY
OPEN TO
THE WORLD

A dynamic province with a diversity of cultural assets.
Wealth of qualified labour.
A land of innovation in agriculture & food.
A first class Spanish province.

The province of Lleida has traditionally been characterized by its important role in agricultural production and in the food industry, both domestically and internationally. But Lleida is much more than that. Lleida is projected forward like a dynamic, innovative and expanding land, welcoming all to grow new economic activity. Its strategic position, its competitiveness and great modern facilities available, allow it. Lleida has great economic and business opportunities.

WHERE?

LLEIDA, A STRATEGIC LOCATION



Its special location, at the crossroads between northern and southern Europe, makes the province and the city of Lleida particularly suitable for businesses and congresses from an operational point of view, offering access to the best infrastructures and networks connecting with Europe and the rest of the world. To its strategic situation in communications infrastructure, you must add a powerful food industry, an availability of water and major irrigation infrastructures, a high availability of industrial land and a university and secondary schools with a high level of research, innovation and knowledge transfer.

Up to 20 high-speed trains pass daily by Lleida-Pirineos station. In terms of road transport, the city is located at the center of a major motorway hub; Madrid, Barcelona, Toulouse and other major cities can be reached via an uninterrupted network of high quality motorways. For goods transport, this means that 150 million Europeans are only a day's truck journey from Lleida.

These advantages derived from the geographical location of Lleida and strengthened by a set of physical conditions and infrastructures, make Lleida and Catalonia one of the most important logistics hub in southern Europe.



DISTANCES TO THE MAIN CITIES:

LLEIDA - TARRAGONA	103 km
LLEIDA - BARCELONA	163 km
LLEIDA - GIRONA	229 km
LLEIDA - VALENCIA	312 km
LLEIDA - TOULOUSE	323 km
LLEIDA - BILBAO	449 km
LLEIDA - MADRID	461 km
LLEIDA - MONTPELLIER	495 km
LLEIDA - MARSEILLE	657 km
LLEIDA - SEVILLA	990 km
LLEIDA - LISBON	1086 km



WHY LLEIDA?





LLEIDA'S INDUSTRIAL AND LOGISTICS MARKET OVERVIEW

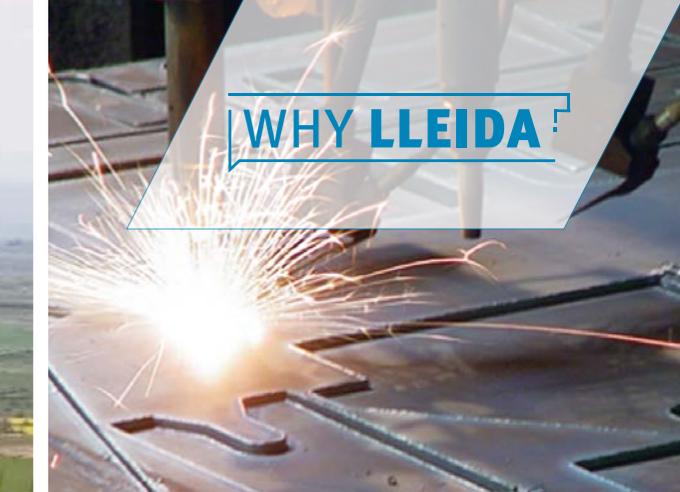
- Industrial parcs
- Important logistic platform
- Industrial contractors

- 1 Economic model with a high degree of stability.
- 2 Geographical location with first-rate transport networks.
- 3 Diverse profiles of industries forming a platform of services and R&D functions.
- 4 Increasing volume of transactions in services, logistics and light industry.
- 5 Wide range of water and energy resources.
- 6 Proximity between local authorities and business operators.
- 7 Training, talent and capacity are the three cornerstones of the Lleida's labor market.
- 8 Excellent quality of life.
- 9 The University of Lleida is one of the best Spanish public universities, recognized by its high teaching quality as well as the impact of the research work of its researchers.



WHY? REASONS TO COME

9 KEY FACTORS FOR
LLEIDA'S COMPETITIVE
EDGE



WHY LLEIDA

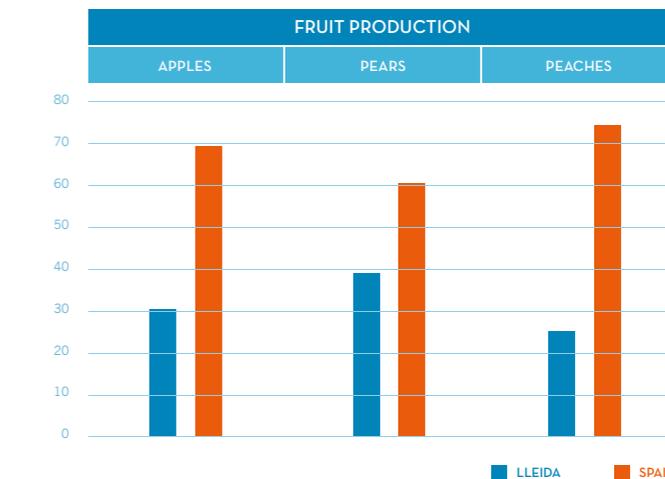




WHY LLEIDA

WORLDWIDE SUPPLIERS OF

- Extra virgin olive oil
- Fresh fruits & nuts
- Pork meat
- High quality wines
- Grain & fodder



WHY? REASONS TO COME

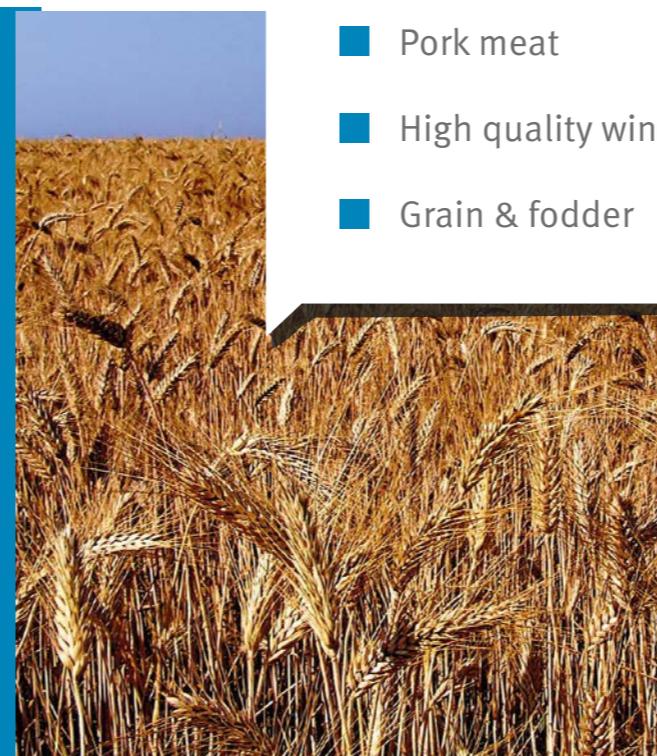
THE AGRO PRODUCTION IN LLEIDA

Thanks to its mild climate and a wide availability of water for irrigation, Lleida is one of the most fertile and productive areas in Southern Europe. This asset is complemented by Lleida's clear commitment to innovation and knowledge. The University of Lleida has an important R&D&i network in the field of agriculture and livestock, in addition to a wide range of infrastructures available to companies in the region to guarantee their long-term competitiveness.

Agriculture and livestock cover a wide range of products: fresh fruit, olives and olive oil, wine, pigs, poultry, dairy, fodder, industrial crops, ...

Increasing business in logistics, cold-storage industries and refrigerated transport are based on agricultural production. Lleida hosts a significant cluster of farm machinery and irrigation technology.

The agro-food industry in Lleida comprises two important sectors: the primary sector (production) and the agro-industrial sector (transformation).





WHY? REASONS TO COME

FOOD INDUSTRY

In the area of Lleida, there is an increasing transformation processes towards services of added value related to agro-food industry.

The food industry looks for increasing the quality of their products, improving consumer confidence, promoting modernization, technological development and its environmental adaptation.

A cluster of white biotechnology industries is being encouraged. This is, the application of biotechnology within the industrial field. Through biochemical processes several products are manufactured: chemicals, energy products, materials, etc., all of them coming from natural resources (non-food crops).

The province of Lleida holds two major infrastructures of R+D in the agro and food industry: the Parc Tecnològic de Lleida (PCi TAL) and the Centre Tecnològic Forestal de Catalunya (CTFC) in Solsona. PCi TAL is specialized in agribusiness, supported by the weight of the food industry in the economy of Lleida. The activities of CTFC are focused on the forest sector, on rural development and on the sustainable management of natural habitats. Both centers aim of becoming a reference center at national and international level by the prestige and excellence of their activities.



WHY? REASONS TO COME

QUALITY OF LIFE

Lleida has a mild climate, a lot of sun, culture and splendid leisure time and arts programs. Moreover, Lleida has an excellent network of educational institutions and a modern and accessible health system. It is easy to get around on the public transport system, and boasts beautiful landscapes all around the province. If you're looking for green areas and a commitment to the environment, you'll also find that here.

As well, Lleida boasts a rich food and gastronomy culture, especially thanks to consumption habits based on the Mediterranean Diet, which has been awarded the status of Cultural and Intangible World Heritage by the UNESCO.

Once you arrive to Lleida you'll have access to modern telecommunications, and be able to live with a sensation of security and personal safety. Enjoy the convivial atmosphere you'll find in its streets at all times. Discover a warm and friendly land waiting to welcome you with open arms.

IN LLEIDA, YOU'LL MAKE NEW FRIENDS.



TESTIMONIALS



“Our company is located in Lleida because the area is home of the most important farm machinery cluster in Spain. Here we can benefit of significant collaboration between the University and the industry, as well as here we have access to the infrastructures and qualified personnel that we need to maintain our profitability.”

Mr. Sten Kjesltrup
ILEMO-HARDI, S.L. (Lleida)
Spraying equipment
Denmark

“We chose Val d’Aran because the uniqueness of the valley and Aran culture was attractive to tourists and the snow records speak for themselves. With a fantastic infrastructure in place, Baqueira and its resort is an attractive place to have a business.”

Mr. Timothy Eyte
FEEL INSPIRED SPAIN, S.L. (Naut Aran)
Small hotel / Ski School
United Kingdom

“In the region of Lleida we have found the skilled professionals to build up an excellent team. They have the proper technical knowledge to reach our Manufacturing Operations Excellence target, which is needed to lead the Paper Market Industry.”

Mr. Jordi Cleries
VOITH PAPER FABRICS, S.A. (Guissona)
Paper Industry
Germany

“Natural resources are critical for our business. Climate conditions and the abundance of land are two of Lleida’s most important assets. More than 90% of our production is exported, and Lleida provides us with access to markets all over the world.”

Mr. Josep M. Gaset
ALDAHRA FAGAVI, S.L. (Ivars d’Urgell)
Processing of forages
United Arab Emirates

“One of Lleida’s key strengths is its wealth of qualified labour. Without question, this was one of the factors that made us choose this region over other possible alternatives.”

Mr. Jordi Piró
NIPRO RENAL SOLUTIONS SPAIN, SRL (Mollerussa)
Chemical-Pharmaceutical
Japan

“We decided to set up and growing our company in Lleida because of its tradition in fruit production as well as its high innovation capacity in new fruit products, both elements being essential for the growth and innovation of our machines. These ensure us the access to new markets abroad, and allow us to lead the market for horticultural machinery.”

Mr. Josep Mataró
CEDIS-MAFRUT, S.L. (Alcarràs)
Fruit processing machinery
France

WHY LLEIDA, CENTER FOR INTERNATIONAL DEVELOPMENT

Its mission is to generate and attract International investment and business opportunities in the territory of Lleida.

The agency provides assistance for international companies planning to set-up in the province of Lleida, offering a dedicated, confidential and professional service at any stage of their project. Our services include:

- questions on administrative, legal and tax matters, recruitment,
- real estate enquiries: lease, business centers, incubators,
- relocation,
- facilitating your integration into the Lleida business ecosystem.

WHY LLEIDA is the directorate in charge of attracting FDI in Lleida under the consortium GLOBALleida. GLOBALleida is an inter-institutional project, being the result of the desire to integrate into a single entity all the activities of economic promotion and projection of Lleida's territory. The institutions hosting the project are: Lleida Provincial Council, Lleida City Hall, Lleida and Tarrega Chambers of Commerce, and the University of Lleida.

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TOGETHER TO HELP YOUR PROJECT