

La Rioja, tradition and innovation



La Rioja



ADER

Agencia
de Desarrollo
Económico
de La Rioja

The Autonomous Region of La Rioja enjoys a fantastic geostrategic location, with connections to the main economic centers in Spain as well as those in the rest of Europe via a natural route through France.

La Rioja is a region located between two of the most important economic and communications axes in northern Spain, the Ebro Valley and the Way of St. James, and has a **population** of **320,000** (2020), about 50% of them in its **capital city**, **Logroño**.

Its location allows quick access to all the central and northern regions in the country as well as to the French border, the **gateway to Europe** with its free movement of goods, people and capital.

The **road network** enjoys **excellent connections with neighboring territories** while being **the backbone of internal communications**. It is, however, subject to continuous improvement with important actions expected until 2022.

In addition, the infrastructure network of La Rioja is completed with the future creation of a high speed railway line and the existence of an airport 10 minutes from the capital city.

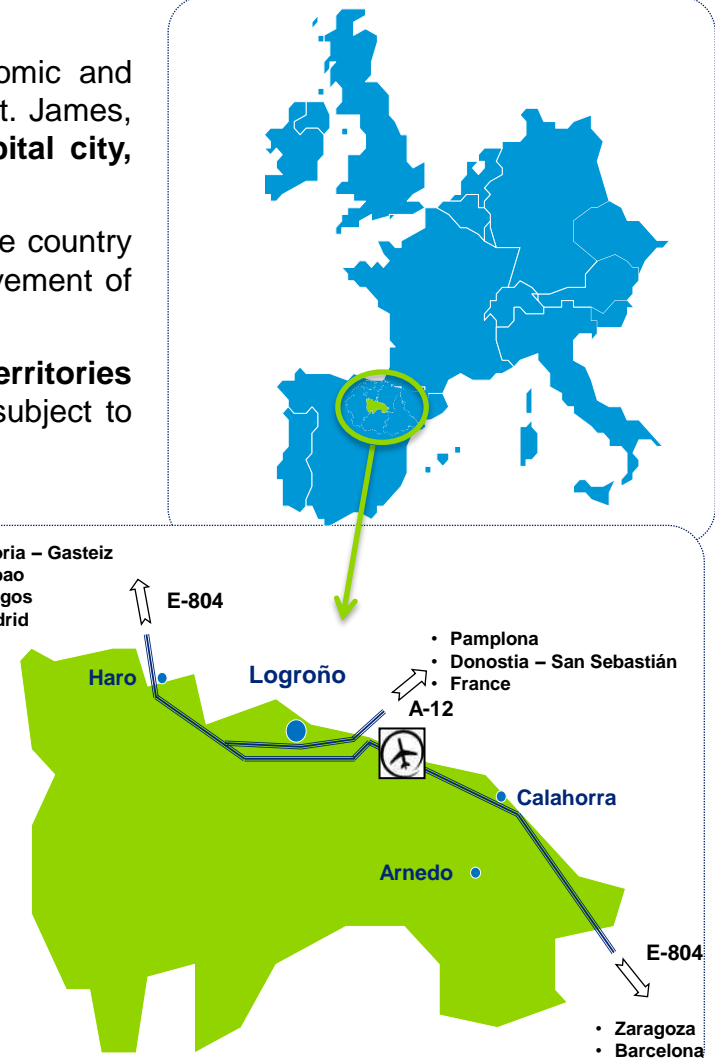
Connectivity and accessibility are therefore two specific characteristics of La Rioja.

La Rioja is **3 hours away from Madrid** and **less than 2 hours away** from strategic sites such as **Zaragoza, Bilbao and the French border**

Main distances:

- ✓ Port of Bilbao: 100 km
- ✓ Port of Pasajes: 150 km
- ✓ France: 185 km
- ✓ Zaragoza: 100 km
- ✓ Madrid: 300 km
- ✓ Vitoria-Gasteiz: 62 km
- ✓ Barcelona: 476 km

- Vitoria – Gasteiz
- Bilbao
- Burgos
- Madrid



A business-oriented Administration, well aware of the fact that the generation of economic activity in the territory has a positive impact on society as a whole.

La Rioja has a number of features that make it ideal for locating all kinds of initiatives.

- **Institutional stability**

This means investments are guaranteed while ensuring continuity in the various policies designed and implemented through public initiatives.

- **Availability of accessible, well-equipped industrial land**

There is a large amount of industrial land available in both the public and privately owned industrial parks in the territory. The industrial parks also have good road access throughout the territory, as well as the water and energy resources required, and the waste management services suited to the most demanding companies in terms of environmental care.

- **Competitive labor costs and adaptability of human capital**

Labor costs are very competitive when compared to the rest of the country, and the manpower is skilled and flexible. The average annual labor cost stands at € 28,000 (2020).

- **Social climate**

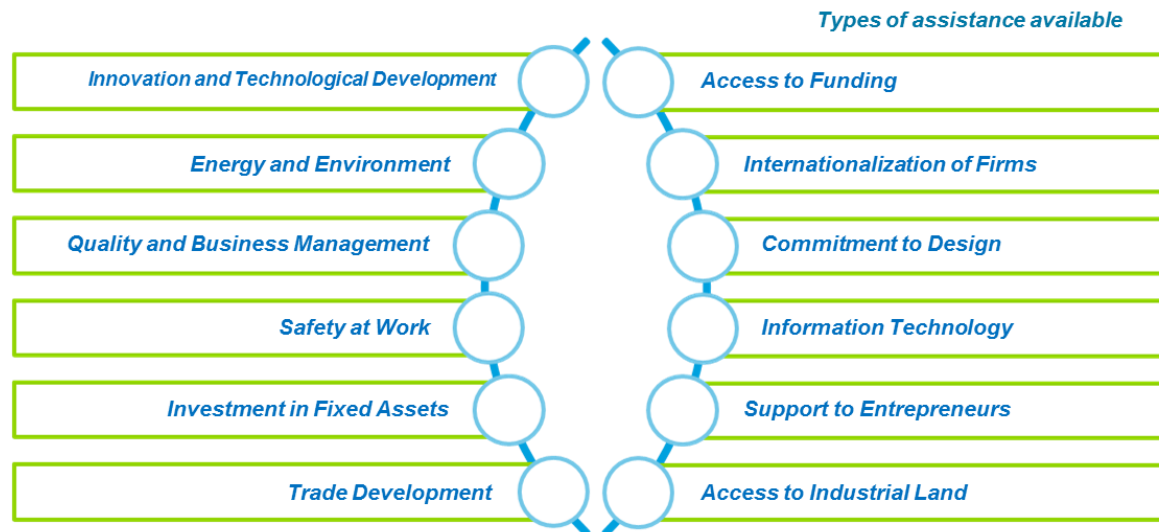
The good relations between the various public administrations, employers and unions promote the maintenance of stability and an adequate social climate with very low rates of labor unrest, which is endorsed by the low levels of strikes and unjustified absenteeism.

*The Government of La Rioja is firmly committed to the generation of economic activity and wealth in the region, with the support of a **society that wishes to continue moving ahead.***

Assistance Strategic Plan

The regional Government promotes the implementation of new companies through various lines of assistance. The Agency for Economic Development of La Rioja (ADER) plays a major role, as it provides assistance and services to support companies from their earliest stages and throughout their life.

This assistance includes a strong commitment towards R&D&i, easy access to industrial land, the promotion of entrepreneurship and an increase of competitiveness of businesses in La Rioja, among others.



The Public Administration at the service of companies

The Agency for Economic Development of La Rioja (ADER) is a public agency of the Government of La Rioja under the Ministry of Industry, Innovation and Employment, which is responsible for developing economic and industrial development policies, mainly in the field of small and medium enterprises (SMEs).

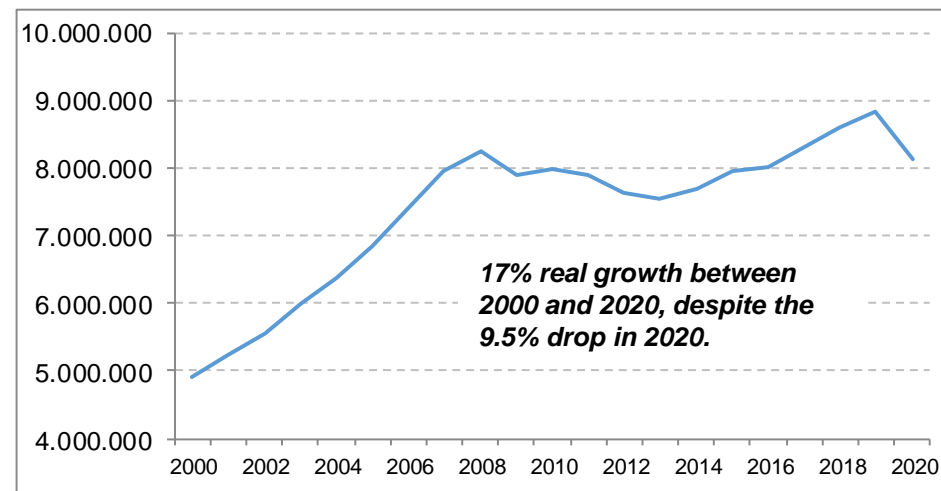
The regional Government promotes the implementation of new companies through various **lines of assistance and the provision of energy resources and infrastructure**

Some relevant facts and figures

The economic activity of La Rioja is characterized by a long period of growth, even in years of economic crisis, and by a high per capita GDP when compared to the national average.

- GDP reached 8,128,883 thousands of € in 2020.
- 22,357 companies in La Rioja in 2020.
- 65 subsidiaries of foreign companies established in the region: with a staff of 102 on average.
- La Rioja's economy specializes in the service sector, with a solid industrial base (25%, 9 points above the national average), as well as in agriculture, due to the importance of the agrifood sector .

PIB 2000-2020. INE, 2020



GDP vs Population. INE, 2020

	La Rioja	Spain	Percentage
Population (inhabitants 2020)	319,914	47,450,795	0.67%
GDP (millions of € 2020)	8,129	1,121,948	0.72%

Per capita GDP. Eurostat, 2020

	La Rioja	España	EU-27
Valor (Euros)	27,400	25,200	29,900
Parity (EU-27=100)	92	84	100

La Rioja ranked 6th in terms of per capita GDP among the Autonomous Regions of Spain

Ranked 113th when compared with all the regions that make up the EU-27

La Rioja offers high quality of life, with comprehensive health services and a natural environment which is second to none, thus resulting in a life expectancy above 84.

La Rioja combines rural and urban elements in perfect harmony, which allows the cities in La Rioja to enjoy a wide and sufficient range of cultural, educational and health services.

- **A quality Health System which is accessible to all**

In the health field, La Rioja offers comprehensive services, both in terms of primary health care as well as hospitals, which are permanently being improved and expanded. The inhabitants of La Rioja themselves appreciate the health system, as they rate their regional health system as one of the best of all the regions in Spain.

- **A rich natural environment**

The territory of La Rioja has an extensive network of natural parks and reserves, wetlands and lagoons. Besides, diverse landscapes combine so that visitors and locals can enjoy a special combination of Mediterranean climate, which is ideal for vineyards; Alpine climate in the mountain summits; and severe, dry climate.

- **Sustainability and the Environment**

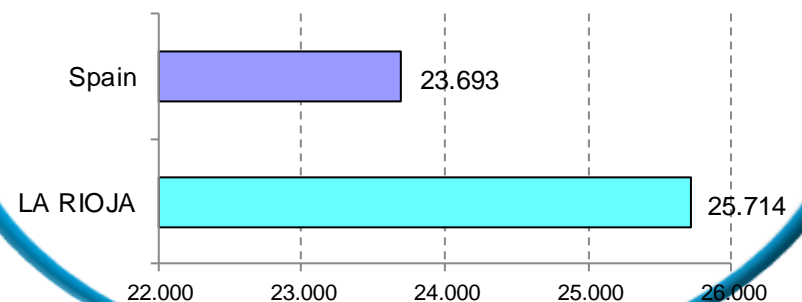
The society of La Rioja, which is committed to the protection of the rich natural heritage, has a high rate of compliance with the Kyoto Protocol, and supports sustainable growth in their territory.



San Pedro Hospital , in Logroño, is a modern medical facility which was opened in 2007.

- **A high per capita GDP (2020)**

The per capita GDP of the region is **8.5% higher than the national average**.



Some relevant facts and figures

Foreign Direct Investment has led to the entry of foreign capital in the region, mainly in the agrifood sector as well as in ancillary activities to financial services.

▪ **Positive growth of the Balance of Trade:**

△42% exports and 41% imports in the period 2010-2021.

133% positive coverage rate of the economy of La Rioja.

In 2021 over 2,390 companies from La Rioja exported their products, of which more than 660 regularly do so, and sold products worth more than 1,650 million euros on the international markets

Balance of Trade. ICEX

	2010	2021	Growth La Rioja
Exports (thousands of €)	1,299.9	1,840.6	+41.6%
Imports (thousands of €)	981.4	1,380.9	+40.7%
Balance (thousands of €)	318.6	459.7	+44.3%
Coverage rate	132.5%	133.3%	+0.6%

Current productive structure and commitment to the future

Presence of Subsidiaries of foreign companies. INE, 2018

Number of subsidiaries of foreign companies	65
<i>% of the total number of companies</i>	0.40%
Turnover (thousands of €)	1,843,751
<i>% of the total number of companies</i>	18.8%
<i>Turnover / subsidiary (thousands of €)</i>	28,365
Number of staff	6,643
<i>% of the total number of companies</i>	10.2%
<i>Number of staff average</i>	102

La Rioja's economy is characterized by the importance of the tertiary sector, **with a solid industrial base**. The economic model of La Rioja is unique in the country due to the outstanding importance of agriculture and, above all, industry. This configuration results in **the economic model of La Rioja being more balanced**, which explains a greater growing during the last years.

The three **sectors in which La Rioja clearly specializes** are:

- ❖ **Agrifood**
- ❖ **Footwear**
- ❖ **Wood and furniture**

La Rioja becomes the ideal territory for corporate investments, due to the agility, proximity and flexibility resulting from its size, as well as to the excellent coordination between institutions.

1. La Rioja has a number of features that make it the ideal territory for any type of business investment: **institutional stability; a peaceful social climate; availability of accessible and well equipped industrial land; and competitive labor costs.**
2. The location of La Rioja allows **quick access to all the central and northern regions in the country as well as to the French border**, the gateway to Europe.
3. La Rioja is positioned as **the central hub of the Ebro Axis**, which through the process of industrialization and the expansion of modern transportation systems, has become **a major industrial axis in the country.**
4. The economic activity is characterized by a long period of growth, even in years of economic crisis, and a **per capita GDP which is higher than national average and equal to EU-27.**
5. La Rioja offers **high quality of life**, with comprehensive health services and a natural environment which is second to none, thus resulting in a life expectancy of around 83.
6. **More than 362,000 visitors in 2021 shows it is attractive for tourists** thanks to the combination of food and wine culture, the historic and artistic heritage as well as the natural environment and landscapes.
7. The latest results of the **PISA report** in 2018 placed the region **above the national average** in mathematics and science, above the OECD average.
8. La Rioja's economy is characterized by the **importance of the tertiary sector, with a solid industrial base**, based on the agrifood, footwear, and wood and furniture sectors.
9. With regard to R&D&I, progress has been made in creating **an extensive network of innovation agents**, while combining a push & pull strategy, thus allowing the region to improve its position in this area.
10. La Rioja has a **22.7% of innovative companies employing more than 10 workers** (2020), higher than the national average.
11. The regional Government promotes the implementation of new companies through the **Assistance Strategic Plan**, which includes a strong commitment towards R&D&I, easy access to industrial land, the promotion of entrepreneurship and an increase of competitiveness of businesses in La Rioja.

Success stories...

La Rioja

"Tradition and innovation"



GROUPE



