

Madrid offers ideal conditions for your exponential growth

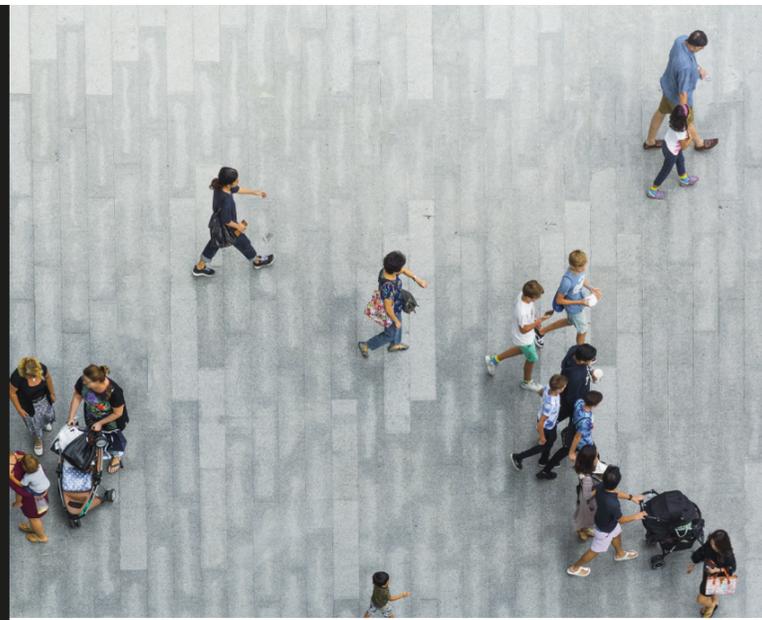
The solution to the complex challenges posed by cities cannot be given solely by governments; social agents and citizens must work alongside governments to develop joint solutions. In Madrid, you will grow exponentially because...

Madrid works hard to care for people and places them front and centre of decisions

Madrid offers one of the highest standards of living of any city in the world

Madrid is one of the world's fastest growing cities

Madrid is an innovative city with a living collaborative ecosystem of great potential



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Madrid  
Exponential

## Madrid works hard to care for people and places them front and centre of decisions

Madrid places people at the very heart of the process to construct the city now and in the future, and has become a global point of reference in citizen participation and direct democracy.

Madrid is working to develop dynamic innovation ecosystems that help to respond to urban challenges, fostering talent and encouraging citizens to get involved in finding responses to create more cohesive, sustainable and resilient cities.

Open and democratic, Madrid is a city committed to the rights and wellbeing of its citizens, welcoming you as you are and taking care of you so that you are free to express yourself and feel at home in Madrid.

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**3.5 million allocated to Madrid the caring city**

**1st city in Spain to develop a Strategic Human Rights Plan**

**Madrid Decides, UN Public Service Award 2018 (390,000 users). Its citizen participation software is exported to more than 95 institutions from 18 countries.**

**100 million euros a year allocated to participatory budgets**

**Medialab Prado, an international centre of reference for citizen labs**

**It has been a member of the Open Government Partnership (OGP) since 2017**

**Open Data Portal: 139,000 users in 2017 and more than 6 million downloads in total in 2018 (96% more than in 2017)**

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## Madrid offers one of the highest standards of living of any city in the world

A multicultural and cosmopolitan city, Madrid has a unique lifestyle that makes it a favourite destination for Erasmus students and expats from all around the world, who feel happier here and have a more positive outlook on life in Madrid.

A global yet approachable capital city, Madrid allows you to enjoy the city, whilst developing professionally in an environment that offers exceptional quality of life.

Considered one of the safest cities in the world, Madrid has an excellent transport system, and its renowned health system has made Madrid's life expectancy rates the highest in Spain and Europe (Eurostat 2018).

Madrid is a living city with an important cultural and entertainment offer, a wealth of historic heritage and a renowned gastronomic culture. It is also a favourite shopping destination in Europe and one of the most visited cities in the whole world.

Its cultural facilities are among the best in the world, and it is one of the top five cities in Europe in terms of the number of jobs available in the cultural and creative industries.

Madrid also represents an integrating, welcoming and friendly way of being. Its diversity and the friendliness of the people are its greatest appeal. With more hours of sunshine than any other European capital, Madrid's sky and climate mean you can enjoy its streets at all hours, along with its vibrant social and cultural life.

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**181 nationalities**

**3rd most populated city in the European Union**

**68 museums and 3,100 restaurants**

**9.9 million visitors in 2017**

**2nd highest rated city in Europe among expats and 3rd in the world (Internations 2017)**

**Ranked 4th in Europe in terms of human capital and lifestyle (FDI 2018)**

**Ranked 6th in Europe in terms of sustainable mobility (Greenpeace 2018)**

**6th best connected city in Europe (GOEURO 2017)**

**6th most fun city in the world (Time Out 2018)**

**Ranked 7th in the world in terms of quality of life (Monocle 2018)**

**Ranked 8th in the world in terms of best places to eat (Trip Advisor 2018)**

**12th safest city in the world (Economist Intelligence Unit 2017)**

**543.9 million euros allocated to fighting climate change (plan A)**

**86 public and private hospitals**

**16 universities and 3 business schools among the top 10 in Europe**

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## Madrid is one of the world's fastest growing cities

With its strategic situation, which offers privileged access to key markets in Europe, Asia, Latin America and North Africa, Madrid has a modern knowledge-based economy, in which services represent 88.7% of business activity.

Considered one of the most economically influential cities in the world, Madrid is Spain's leading economy and home to government offices, institutions, embassies, companies, international organisations and major financial centres.

A well-connected global capital city, Madrid attracts investment and talent so that you can create your business or company in an environment of security and confidence, with lower tax burdens than other European markets and numerous finance alternatives.

Madrid leads foreign investment attracting 8,383 million euros in the first half of 2018, 70 % of the national total (43.7% more than in the same period of 2017). Funds to invest in the region of Madrid increased by 41% in 2016 (4,150 M euros).

Madrid is Spain's leading region in terms of business creation (in the month of April 2018 alone, more than 2,000 companies were created), and registered one of the highest employment growth rates between 2014 and 2016 in the world.

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**4th in Europe and 13th in the world on the global cities index (AT Kearney 2018)**

**5th most economically influential city in the world (Cities of Opportunity 2016)**

**3rd region of Europe with the most multinationals**

**2nd most attractive EMEA city for international real estate investors (CBRE 2018)**

**3rd most attractive city in Europe for businesses and jobs (Colliers 2018)**

**5th most preferred city in Europe for real estate investment (PWC Perspectivas 2018)**

**6th European city with the highest number of events (American Express 2018)**

**7th city in the world with the highest number of international meetings and congresses (ICCA 2017)**

**Madrid is home to the global operations centre for IATA**

**Madrid is the 3rd city with the largest aerospace surface in Europe. It is home to Madrid Airbus Bizlab campus, the 1st. global aerospace accelerator**

**Award for the best meeting destination (World Travel Awards 2018)**

**MICE Best Destination Award (IBTA 2017)**

**8th best airport in the world in 2018 (53.4 million passengers in 2017)**

**Award for best airport in southern Europe (Skytrax 2017) and best airport with more than 25 million passengers (ACI 2017)**

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## Madrid is an innovative city with a living collaborative ecosystem of great potential

***“Madrid in the birthplace of great entrepreneurs with the potential to compete on a global level”***

Sofia Benjumea, Director of Google Campus España

The Spanish ecosystem has grown exponentially in recent years. Investment in start-ups increased from 100 million euros in 2013 to 800 million in 2017.

Madrid is an innovative and creative city, inspiring for talent, with a living collaborative ecosystem offering great technological and entrepreneurial potential that positions it as the sixth European city in terms of ecosystems with high potential start-ups.

Nominated as the European Innovation Capital, Madrid promotes innovative, smart, sustainable and inclusive economic growth, which places people at the centre of the equation to generate quality employment and foster social cohesion.

Madrid is the 2nd most favourable city for digital transformation in Europe, and 10th in the world. Homes and companies based in Madrid also set the standard in terms of the early adoption of technology, much higher than the European average.

Amazon, with its Tech Hub, and Google, with its campus for entrepreneurs, have pledged their commitment to the talent present in Madrid, which is also home to an NYU campus and 35 research and technology centres.

Madrid is the electric car sharing capital and has become a living laboratory to implement this service with zero *emission* vehicles in other cities around Spain and Europe. In its efforts to promote any urban mobility service that helps to improve the environment, Madrid has more electric vehicles in car sharing initiatives than any other city.

In 2017, Madrid also launched its first routes operated by 100% electric urban buses, charged by means of induction, a groundbreaking innovative system in Spain that applies the latest technology approved internationally.

Since 2018, Madrid is part of the *Waze Connected Citizens* programme,

which provides real-time data about the state of roads, through a tool created by CARTO.

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**Madrid is the 1st electric car sharing capital**

**Since 2018, Madrid is part of the Waze Connected citizens programme**

**Europe's leading city with the highest growth in its car-sharing network (Car2Go Europa 2017)**

**1,200 university graduates every year, and it is the 7th region in Europe in terms of Graduates/PhD holders**

**1,000 start-ups in Madrid in 2017 (40% more than in 2016). 31.5% of the total for Spain**

**450 new technology firms are set up each year in the region of Madrid.**

**33% of tech companies in Spain are located in the region of Madrid, which accounts for 70% of business turnover**

**191.8 million euros invested in start-ups located in Madrid in 2016. 47.6% of the total investment in Spain**

**Spain's leading city in terms of growth in self-employment (UATAE 2017)**

**Spain's leading region in terms of R&D/Innovation spending: €3,480M**

**3rd city in Europe in terms of innovation and entrepreneurship (EIU/TELSTRA 2017)**

**4th most innovative region in Europe (ALTRAN 2016)**

**Ranked 6th among Europe's 78 most important technology hubs**

**3rd most important AI talent hub in Europe**

**4th most important region in the EU-28 in terms of technology employment**

**6th most important city in Europe in terms of digital entrepreneurship (EU-Startups 2017)**

**6th most important city in Europe in terms of blockchain projects and development**

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