

The Political Party "Partido Popular", which won the elections held in the Community of Andalusia, has included in its electoral programme outstanding measures for the economy and investment both nationally and internationally.

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Andalusia is one of the main Autonomous Communities in Spain, which consists of eight provinces: Almeria, Cádiz, Córdoba, Granada, Huelva, Jaén, Malaga and Seville. It is the most populous autonomous community in the country with 8 million inhabitants and the second largest with 87,268 km<sup>2</sup>.

Last Sunday, 19th of June, elections were held in Andalusia, and the right wing of the Partido Popular won a historic victory with 43.13% of the votes and 58 seats, achieving an absolute majority and winning, for the first time, in all the provinces of the Andalusian Community.

PSOE (Spanish Socialist Workers' Party), the main left-wing party, won only 30 seats, the worst result in its history in the Community. The centre party, Ciudadanos, disappears from the Andalusian parliament and the most radical right, represented by Vox, increased its 2018 result by two seats. The Partido Popular doesn't need it to form a government.

The new president of the Autonomous Community, Juan Manuel Moreno Bonilla, declared that:

"Andalusia will have four years of prosperity, improvement, progress and growth, with transparency and serenity.

The Partido Popular has drawn up a comprehensive electoral program that includes far-reaching economic measures that will have an impact on business activity, as well as on international investment, and that will affect key areas such as industry, energy, sustainability, and tourism.

# ECONOMY AND INDUSTRY

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Improve **economic regulation** through mechanisms to prevent interventionist excesses and open up the economy, implementing new plans to reduce bureaucratic burdens, in order to **speed up the processing of projects and investments**.

Develop venture capital **programmes and new forms of financing (crowdfunding, fintech, venture capital, business angels)** available to the productive sectors, with financial allocations and monitoring to ensure that projects are properly implemented.

Create and connect the **startup pool (deal flow) with national and international investors**, thus creating confidence and interest in the members of the national and international investor and business ecosystem.

Launch a programme to attract and support international startups (**soft landing**) and **talent**.

Provide personalized support for the international activity of companies, adapting programmes and services to **major internationalization opportunities**.

Work on addressing the **international positioning and implementation of new companies**, and improving the investment climate in Spain.

Promote the **attraction and consolidation of foreign direct investment** through the participation of public and private institutions and business agents.

Increase the **coverage of the external network** by focusing on diversification into new markets with high export potential for products and services.

Develop and make available to companies the **potential map of international business** through a committed and continuous drive of market research and business intelligence.

Undertake all necessary measures to ensure an **institutional and social framework committed to industrial development**, creating a favourable environment for foreign investment and entrepreneurship.

Facilitate the **union of industrial companies** to gain market share.

Promote the transfer of knowledge and **R & D & I** results between actors and companies, and their **participation in international projects**.

Promote **training for internationalization**, with a view to providing specialized staff with specific training in **international trade**.

Approve the **Retention Plan for Innovative and Digital Talent**, with the aim of allowing the connection with the main international technology poles.

Increase Andalusia's **institutional and business presence in the European institutional and business spheres**, supporting the participation of companies in international events and forums.

Promote the **implementation of clean energy and energy efficiency measures** that guarantee a more competitive and environmentally friendly industry, thus reducing the carbon footprint.

Provide Andalusian industries **with advice on the marketing of their products** in international markets.

## ENERGY AND SUSTAINABILITY

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Promote **energy innovation**, encouraging those technologies that have the greatest value for Andalusia with a public-private partnership.

Promote the **implementation of renewable, photovoltaic, wind, thermal, biofuel and hydrogen power plants**.

Promote the development of **energy infrastructure for the supply of zero- or low-emission fuels** compatible with biodiversity.

Improve the **energy efficiency** of buildings, promoting financial plans for national and international investment.

Drive **Industry 5.0** towards a more sustainable industrial system, centred on people and R & D & I.

Develop the **Hydrogen Development Strategy**.

## TOURISM

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Deepen the **diversification of the quality offer** to attract national and international tourism with great purchasing power.

Promote tourism incentives and conferences to attract international companies and investors.

Promote Andalusia's presence at high standing fairs, aimed at **high national and international cultural level audiences**.

Adopt measures to support and encourage the **internationalization** of Andalusian tourism companies.

Foster **innovation in smart tourist destinations**.

Promote an **Integral Plan of Excellence** for the Andalusian Coast.

Promote **cross-border tourism** products and support **Ports of General Interest** and turn them into "base ports" for cruise ships.

**Support the airport network** to increase its connectivity, both with national and international destinations.

**Increase collaboration with the Network of Spanish Offices Abroad** in order to share knowledge about the home markets and take advantage of synergies in international promotion.



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