

INVEST IN LA CAROLINA



Ayuntamiento de La Carolina



History

The city was founded in 1767 and take its name *in honour of King Charles III*.

The “*New Towns in Sierra Morena Project*”, by means of which the present town of La Carolina was created, was one of the **largest reform projects** in the history of Spain.

The fact that La Carolina was the capital of the New Towns became it one of the **most industrious and active centres** in the reign of Charles III.



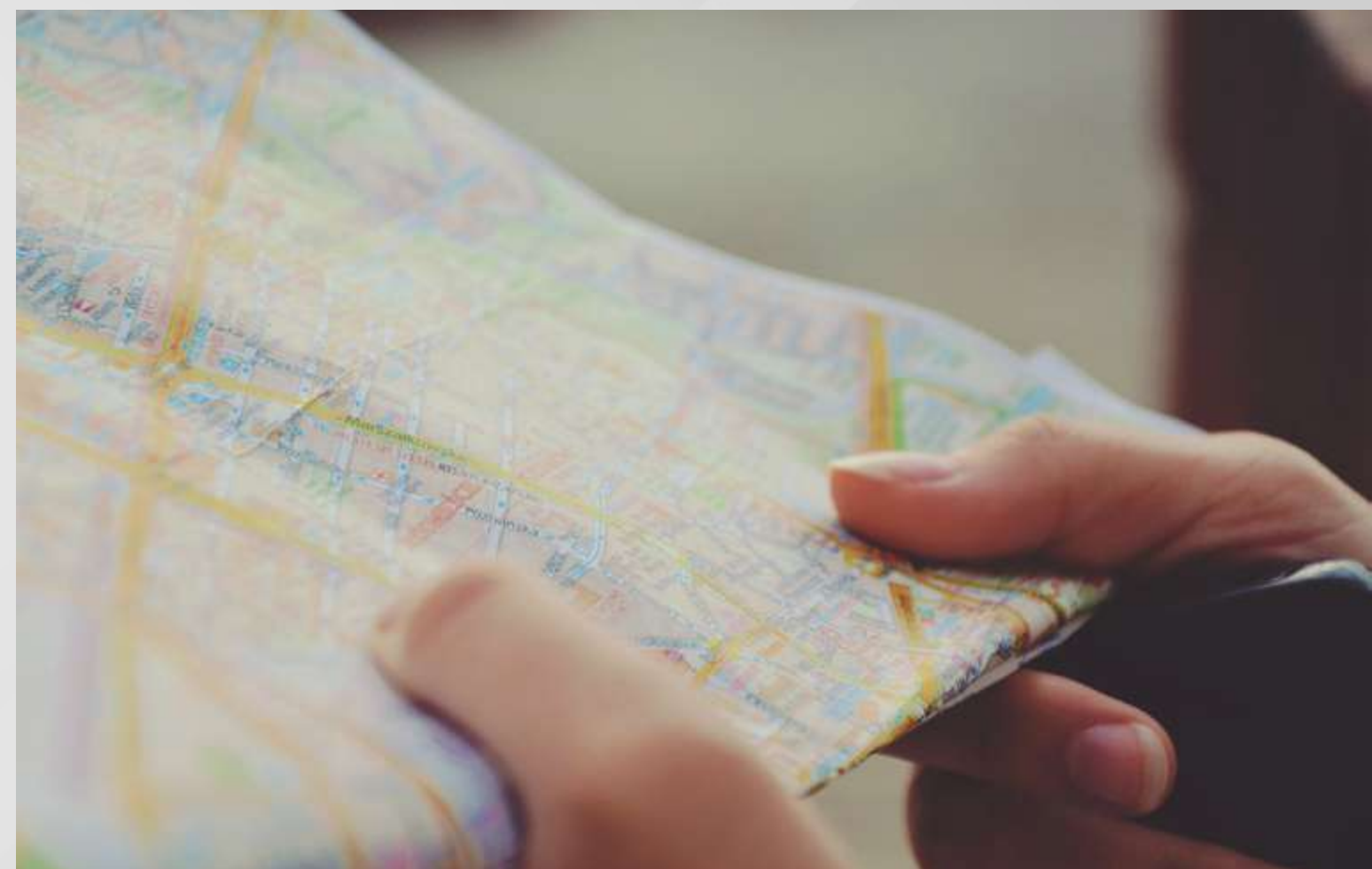


Strategic location

La Carolina is the *natural door of Andalusia*.

It is located in a **strategic point** concerning the overland communications because it is a door link, as to the North, as to the East.

We are located in the 269 Km of the National A-road (N-IV), specifically in the middle point **between Madrid and Seville**.





Ayuntamiento de La Carolina

Strategic location





Excellent connectivity

La Carolina has a **unique geostrategic location**, just between the market and trade place of the center and south of Spain.

La Carolina takes part of a vertebrate province due to a powerful network road which connects Andalusia with the north and the south of Spain *through the A- Road A-4 Madrid- Bailen and Bailen-Sierra Nevada (A- 44).*

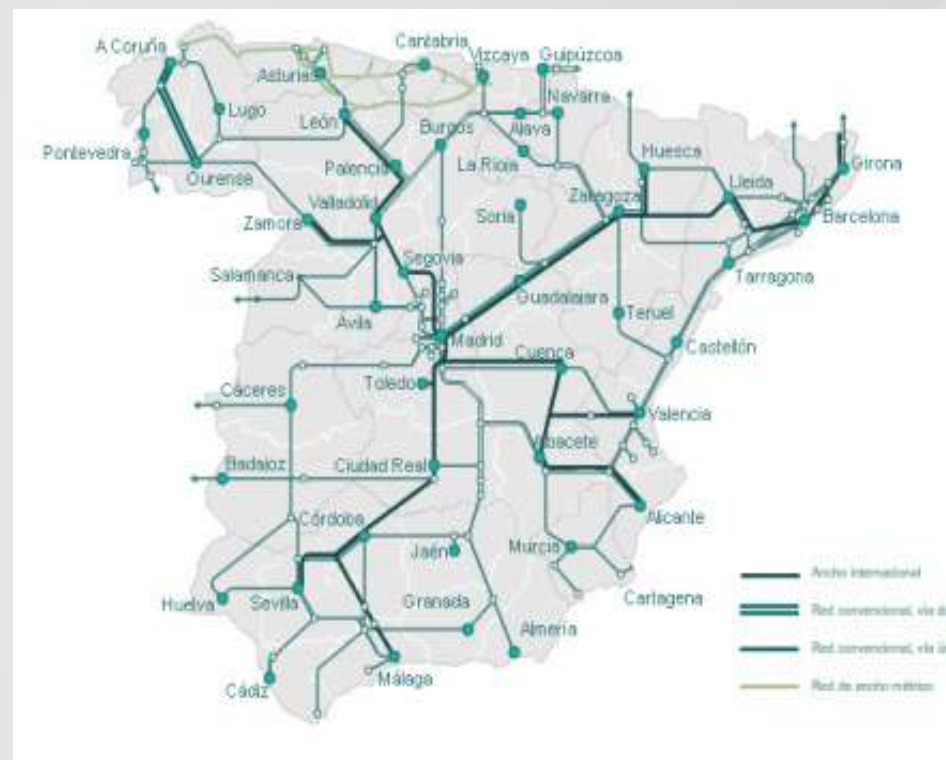
It is also considerable to mark the proximity to *train shipping and transportation's station in Linares- Baeza (20 minutes).*

The connection between our city and the main *stations and airports is also fast.*





Excellent connectivity





Excellent connectivity





Wide land and industrial buildings offer

5 Industrial areas with more than 700.000 m² of industrial land.

Our supply of land and industrial buildings is wide and flexible, we have an outstanding **WAREHOUSE ESTATE** (more than 100.000 m²) with suitable areas for housing both small and medium sized companies to businesses with larger space requirements.

Access to industrial warehouses in an excellent economic conditions, highly competitive compared to those in other industrial areas of the country.





Ayuntamiento de La Carolina

Wide land and industrial buildings offer





High intensity of cash grants and financial incentives

In La Carolina it is concentrated the *highest incentives for the project of creation and modernization of enterprises* in their highest percentage, with a wide range of types of assistance: cash grants, direct subsidies, credit facilities, etc.

Eligible items: civil works (service supplies and connections, urbanization and external works, offices, laboratories, social services, buildings production), equipment (processing machinery, special facilities etc.), other investments in fixed assets, materials and project studies.

There are also **grants and incentives to companies** to: promote stable employment hiring, occupational training for unemployed and employed persons; R + D + i, etc.



High intensity of cash grants and financial incentives



Ayuntamiento de La Carolina

The Provincial Council of Jaen support investments in human resources, training and hiring personnel with special grants.

In our province companies that hire **15 or more** employees can *benefit* from subsidy that represent **25%, 35% or 45% of labour costs for 2 years.**





Qualified Human Resources

Dynamic and flexible labour market for companies with *more than 50%* of the working population under the age of 35.

Proximity of the University (Linares and Jaén, only 15 and 30 minutes away respectively) offering the majority of courses most in demand today.

Powerful scientific and technological environment in the province for innovation and competitiveness through research units in public institutions (universities, technology parks and technology centers).





Maximum Local Support

Unconditional support to the industrial market:

Free technical assistance for its settlement.

Local support to access to the plant facilities.

Maximum priority in the document processing.

Direct actions for the commercialization of your Company.

Local tax advantages for setting up.





Competitive Labour Market

Spanish Labour Market: **More Flexibility, Productivity, Employment & Training**

Labour costs in Spain are *below the EU-28 average*

Unit Labour Costs more competitive than main European economies

Spanish Labour Productivity is better than EU-28 Labour Productivity





Powerful Industrial Sector

There are *over 100 companies* currently operating in the industrial estates, with a wide range of activities.

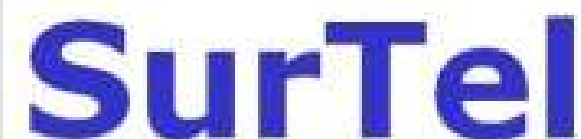
With a population of 16,000 inhabitants, *the city is ready to host highly specialized industries* in the fields of electronics, metalworking, automobile, wood, plastic, textile, food, energy, etc.

Our industrial framework allows companies setting up business here to benefit from a wide range of services and industrial products suppliers.





Powerful Industrial Sector





Quality of life and leisure

The city is considered “*An Urban Jewel*” for its unique architectural design.

Also, La Carolina tourism sector is strengthened by its **strategic location as a gateway to Andalusia**.

The visitor looking for a attractive tourism destination has a wide range of elements to make his or her trip an **unforgettable experience**, the diversity of attractions; *the climate, the cuisine and the peaceful* that comes from this *environment* becoming and ideal destination for expatriates.





Ayuntamiento de La Carolina

Contact

LA CAROLINA CITY COUNCIL

Promotion Investment Division

*Avenida de las Huertas, 10. 23200
La Carolina (Jaén). Spain*

Tel. +34 607-950478 / 607-950294
Fax. +34 953-681626

mmondejar@lacarolina.es
jgomez@lacarolina.es
lortega@lacarolina.es

www.lacarolinaaquiyahora.es

