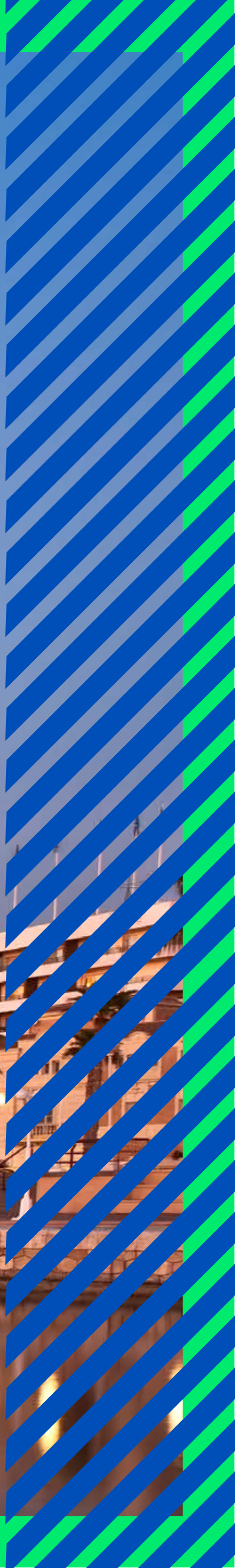




**ALICANTE
FUTURA**

Mediterranean capital of
the technology industry and
digital entrepreneurship

VECTORS OF INNOVATION DOSSIER





ABOUT ALICANTE FUTURA

Alicante Futura gives its name to the strategic initiative aimed at structuring the main lines of the **future of the city of Alicante**. A future necessarily **linked to the field of innovation and the digital revolution**.

Developed in coordination with municipal actors such as the **Investment Attraction Office** or the **Department of New Technologies**, the initiatives sponsored by Alicante Futura are based both on **the reality of our territory** and on the **strengths and potential of our productive ecosystem**.





BUILDING ALICANTE'S FUTURE TOGETHER



ALICANTE FUTURA

Within the framework of the **Alicante Futura** project, the Local Development Agency and the Municipal Office of Investment Attraction have worked on the development of 6 strategic vectors of innovation that take the form of various clusters and specialized hubs that address areas in special sync with the strengths and potential of the city of Alicante.

Each one of them is a particularly favourable environment for public-private collaboration, opening up possibilities for growth and business in specific work niches open to the initiative of the national and international private sector.





BLUE ECONOMY CLUSTER

Blue Economy Cluster

BLUE ECONOMY CLUSTER



In recent times, the richness and versatility of the maritime environment has proven to be key when it comes to proposing innovation and growth strategies that can give rise to economic development capable of balancing efficiency, profitability and respect for the environment. This has come to be known as the “Blue Economy”.



Thus, the activities developed in one way or another around the seas, such as tourism, fishing, aquaculture, mining, renewable ocean energy and many other related activities can experience today an integral evolution in accordance with the new needs of both society and companies.



Blue Economy Cluster



According to the European Commission, the blue economy is capable of generating some 5.4 million jobs, as well as an added value of almost 500 billion euros per year.

The 2018 Annual Economic Report on Blue Economy argues that investing in a Blue Economy that integrates environmental, economic and social aspects within a sustainable model could double the sector by 2030.

In short, the main European institutions aim to the Blue Economy as a vital component for the continent's economy, capable of attracting investment, generating employment and growth not only based on existing marine sectors, but also on emerging activities such as blue biotechnology or the development of biofuels from elements present in our seas and oceans.



Blue Economy Cluster

BLUE ECONOMY CLUSTER

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THE ALICANTE FUTURA BLUE ECONOMY CLUSTER

Both the eminently Mediterranean character of the city of Alicante and the innovative spirit that has always shown its business fabric encourage Alicante Futura to bet on the **Blue Economy**, supporting the creation of a specific cluster that **reinterprets in a technological and future key the relationship of Alicante with its sea and its port**, through a philosophy based on innovation that supports and promotes lines of research and collaboration between different actors linked to the field of the blue economy.

The Port of Alicante already hosts projects and leading companies in this sense, which demonstrate the extent to which talent, vision and work can lead to competitive initiatives at a global level when the right spaces, innovation tools and circumstances are provided.

Blue Economy Cluster

The new cluster also benefits from the extension to one of the docks of the Port of Alicante of the Digital District of the Valencian Community, a reference in the field of innovation in the Mediterranean arc. To this is added the reorientation of the Panoramis Centre, also located in the Port, towards high added value activities linked to the new digital and urban economy.

Finally, Alicante Futura considers the traditional presence of the Ocean Race in Alicante as an unbeatable opportunity to **encourage the generation of business synergies, technological developments and favorable scenarios for institutional cooperation linked to the maritime and technological industry.**



Cluster Blue Economy



STRATEGIC ACTORS IN THE BLUE ECONOMY CLUSTER

- Companies in the technological sector applied to the maritime and technological industry.
- Traditional companies in the maritime sector.
- SMEs, start-ups and technological spin-offs linked to the maritime and port sector.
- University and higher education centres.
- Training centres in digital and technological skills.
- Professionals from the maritime and port sectors in Alicante.
- Professionals in the technology and digital sector.
- Customs centers.
- Associations and Federations of the Maritime and Port Sector.
- Investment services companies and financial institutions.
- Official Chamber of Commerce, Industry, Services and Navigation of Alicante.
- Provincial Council of Alicante.
- Alicante City Council.



BIOTECHNOLOGY CLUSTER

Biotechnology Cluster

THE RELEVANCE OF BIOTECHNOLOGY



Biotechnology is currently one of the fields where the added value that innovation and technology can provide is most evident. Its status as a “transversal discipline”, capable of making a difference in fields as diverse as pharmaceuticals, food, the environment and industry, among others, makes it a field of special interest at both a business and social level.

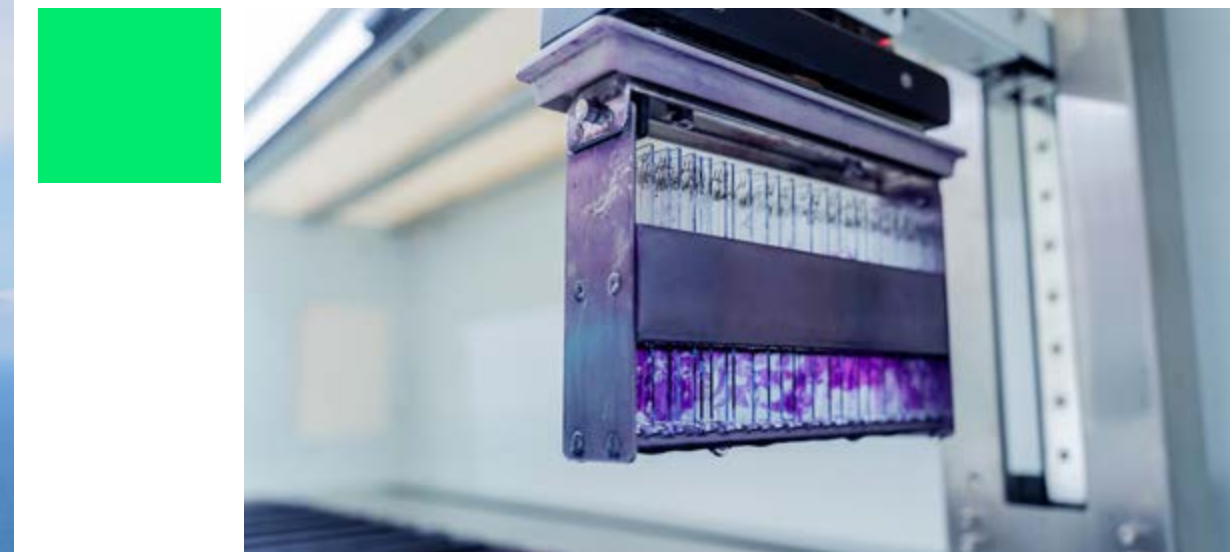


Biotechnology and the evolution that it may have in the coming decades will have an undeniable and strategic impact when it comes to ensuring safer, more sustainable and efficient industrial or agricultural production, combating various pathogens or diseases, making progress in the fight against hunger or treating various waste products that could pollute the environment or reduce our ecological footprint.



Biotechnology Cluster

The undeniable advantages and possibilities linked to its applications have placed biotechnology in a privileged position at an economic and commercial level, being one of the most outstanding sectors according to the NASDAQ Composite index, which also points to a foreseeable growth of the same in the immediate future.



In recent years, actors such as universities and pharmaceutical companies, among many others, have generated several successful business projects in Spain associated with biotechnology, with an increasing amount of financial and institutional support.

Biotechnology Cluster



THE BIOTECHNOLOGICAL CLUSTER OF ALICANTE FUTURA

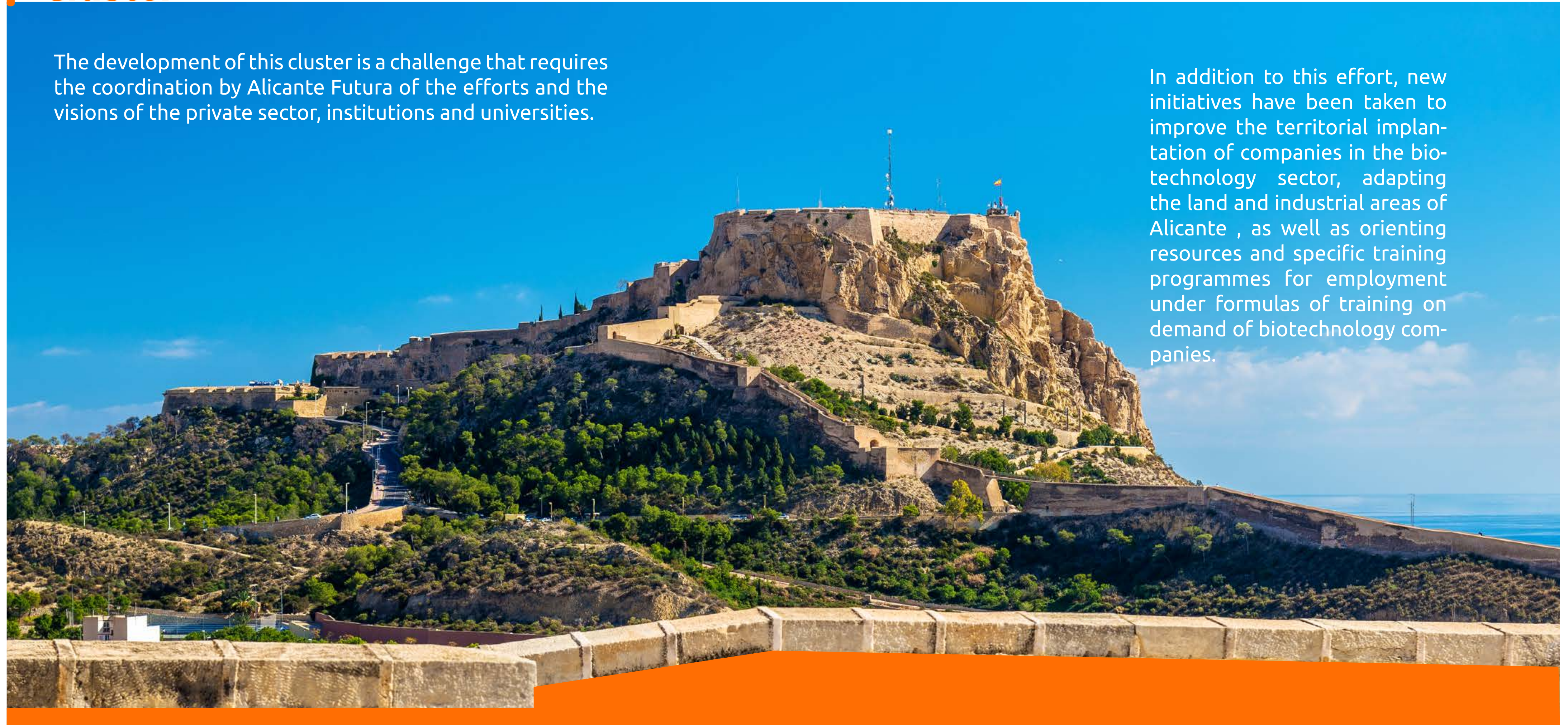
Alicante Futura takes into consideration the field of Biotechnology by proposing the creation of a specific cluster capable of structuring the efforts and visions of the different actors present in it from the business and research point of view, promoting public-private collaboration and ensuring a transversal conception of it that takes into account the added value that biotechnology as a whole can provide in different sectors such as medical, industrial, food or environmental, also taking into account the impact and the roots that several of them already have in the city.

The Biotechnology Association of the province of Alicante (AEBA) is collaborating in the Alicante Futura initiative with the aim of promoting the necessary conditions for the city to be pole of attraction and scenario for the growth and evolution of biotechnology companies in the province.

Biotechnology Cluster

The development of this cluster is a challenge that requires the coordination by Alicante Futura of the efforts and the visions of the private sector, institutions and universities.

In addition to this effort, new initiatives have been taken to improve the territorial implantation of companies in the biotechnology sector, adapting the land and industrial areas of Alicante, as well as orienting resources and specific training programmes for employment under formulas of training on demand of biotechnology companies.



Biotechnology Cluster



STRATEGIC ACTORS OF THE BIOTECHNOLOGY CLUSTER

- Companies in the biotechnology sector in all its applications.
- SMEs, startups and researches whose activity is focused on the biotechnology sector.
- University and higher education centres.
- Professionals from the biotechnology sector in each speciality.
- Associations and federations of the biotechnology sector.
- Logistic companies specialized in the transport and safeguarding of biological material.
- Robotics manufacturers.
- Hospitals, medical centers and medical facilities.
- Veterinary centres and clinics.
- Pharmaceuticals.
- Laboratories.
- Research centres.
- Advising and consultancy specializing in the biotechnology sector.
- Companies supplying raw materials.
- Investment services companies and financial institutions.
- Official Chamber of Commerce, Industry, Services and Navigation of Alicante.
- Provincial Council of Alicante.
- Alicante City Council.




**AGRI-FOOD
CLUSTER**

Agri-Food
Cluster

THE RELEVANCE OF AGRI-FOOD INNOVATION

AGRI-FOOD CLUSTER

03



Agriculture 4.0 proposes a more respectful, sustainable and efficient model based on the use of technology to achieve a more useful control of each part of the agricultural process. Innovations such as the implementation of humidity and temperature sensors, aerial images, GPS technology or robots, as well as the advanced treatment of the different data and variables linked to the process that allows entrepreneurs in the sector to carry out precision work more adapted to the challenges and needs of both the sector and the current market.

This new model of agriculture is closely related to the field of "food/tech": companies and projects linked to the agri-food sector that take advantage of technology such as IoT, AI or Big Data to turn the sector into something more modern, responsible and sustainable.

Agri-Food
Cluster



THE AGRI-FOOD CLUSTER OF ALICANTE FUTURA

Alicante Futura sponsors the development of its own cluster dedicated to the agri-food sector, basing its philosophy on promoting meetings between those strategic actors linked to it, as well as the development of synergies likely to promote innovation.

Thus, it works closely with Mercalicante to implement it in different links and areas of the food chain, such as food safety and traceability, logistics and management linked to the achievement of more sustainable processes, compliance with the circular economy or the implementation of technology-based entrepreneurship in local commerce.

Agri-Food Cluster

The new Agri-Food Cluster is the reinvention of the Municipal Business Centre in Mercalicante as a real meeting point for innovation and technology applied to the agri-food sector. It will support and promote both the vision and evolution of established companies and new innovative projects or entrepreneurial activities, promoting the development of pioneering products and solutions in the sector with the aim of being exported to the network of Marcas de España.

Projects linked to product traceability, the reuse of waste from agri-food activity or the use of blockchain in this field, among many others, are already underway.




Agri-Food
Cluster



STRATEGIC ACTORS OF THE AGRI-FOOD CLUSTER

- Companies in the technological sector applied to AgroTech.
- Traditional companies in the agricultural, agri-food and livestock sectors.
- SMEs, start-ups and spin-offs in the agricultural, agri-food, livestock and fishing sectors.
- University and higher education centres.
- Technological skills training centres.
- Associations and federations of the agricultural, agri-food and livestock sector.
- Professionals in the agricultural, agri-food, livestock and fishing sectors. Professionals in the technological and digital sector in its application to the development of new forms of cultivation, food, production and distribution.
- Logistic companies that take care of the cold chain of the products.
- Manufacturers of agricultural and livestock machinery.
- Companies in the phyto / ferti.
- Companies in the agricultural, livestock and fishing equipment sectors.
- Laboratories specialised in AgroTech.
- Bodies associated with the matter of designation of origin.
- Investment services companies and financial institutions.
- Official Chamber of Commerce, Industry, Services and Navigation of Alicante.
- Provincial Council of Alicante.
- Alicante City Council, promoter of the Alicante Futura initiative.




**GOVTECH
HUB**

GovTech
HUB

THE RELEVANCE OF GOVTECH

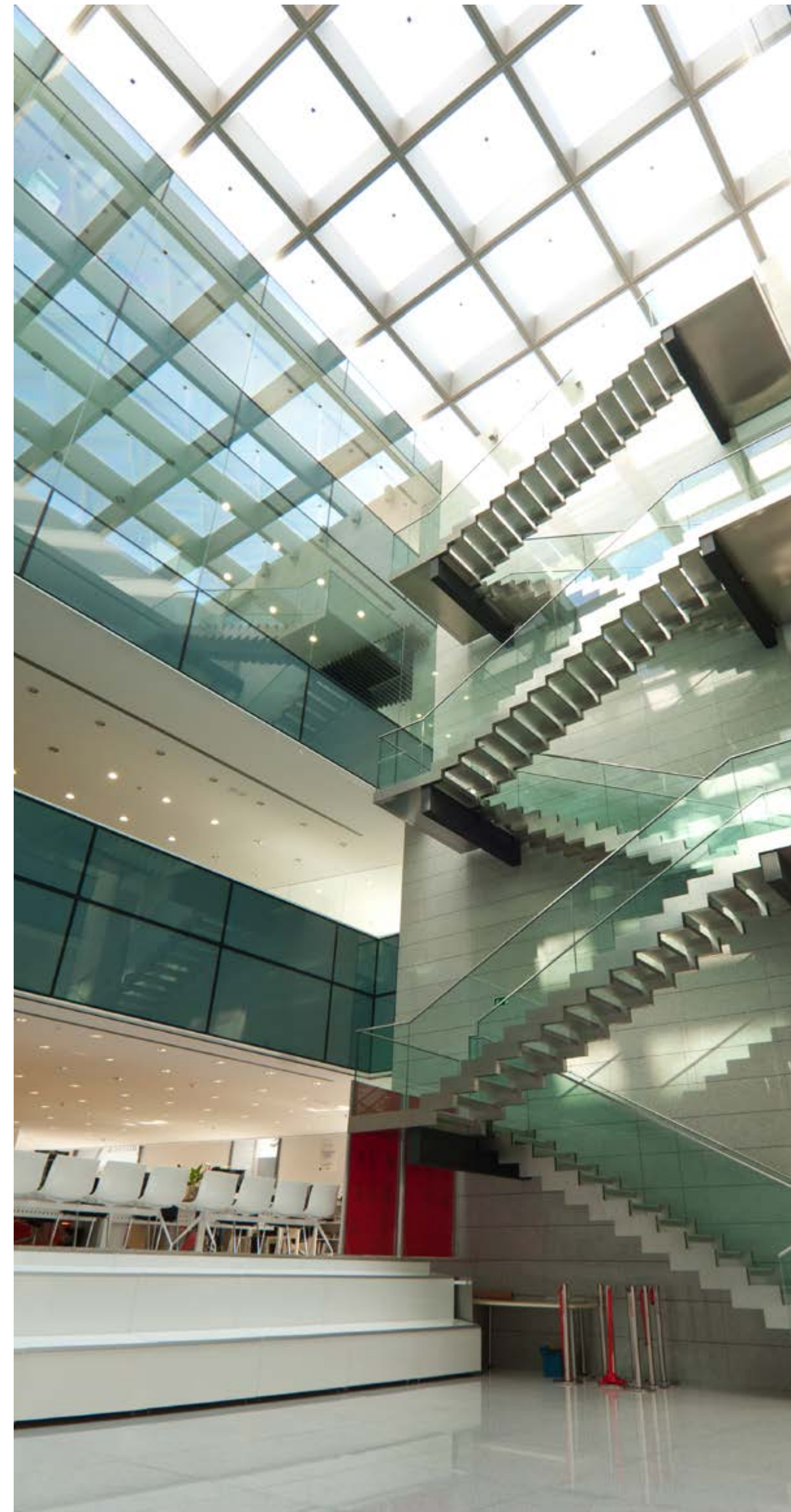


The digitization process of the Public Administration is not a simple alternative: it is a necessity from the moment in which aspects such as electronic signature or online identity verification are central to the activity and services that institutions must offer both the citizen and other components of society.

The technologies and innovations associated with Gov/Tech arise to respond to the needs for improvement and optimization of the public sector. In this sense, the collaboration between public and private initiative is especially essential in order to propose and develop products that can evolve public services, administrative management, public infrastructure or political participation of citizens.



GovTech
HUB



Gov/Tech facilitates the development of governance, streamlining both the decision-making process and its implementation.

The advantages are evident in terms of transparency and management of the digital registry, time and economic optimization of processes or the user experience perceived by the citizen.



GovTech
HUB



THE ALICANTE FUTURA GOVTECH HUB

The proposed Hub not only seeks to facilitate collaboration and the birth of innovative projects between the different public-private actors involved in aspects such as governance or the citizen-administration relationship: it also seeks to promote the perception of Gov/Tech as an economic driver capable of giving rise to new initiatives, projects and services linked to the necessary process of digitisation of the Public Administration.

In addition, the hub is working to position the municipality as a true open innovation laboratory for the testing of various government technologies.

GovTech HUB

After the implementation of Artificial Intelligence in the management of customer service, the development of strategic foresight tools applied to governance or the formation of a municipal Sandbox as testing grounds for this type of technology, Alicante Futura proposes much more:

GOVTECH DYNAMISATION PROGRAMME

Actions and initiatives that bring digital and technological entrepreneurship closer to government action.

GOVTECH LAB

A space to share new initiatives, technologies and government practices, encouraging dialogue between the public sector, entrepreneurship, business and academia.

GOVTECH ACADEMY

A training, capacity building and technological re-skilling programme in the field of new government technologies aimed at municipal teams as well as local talent and entrepreneurship.





CREATIVE INDUSTRIES & INNOVATION CLUSTER



Cultural
Industries
Cluster

CREATIVE INDUSTRIES & INNOVATION CLUSTER

05

THE RELEVANCE OF INNOVATION IN THE CREATIVE INDUSTRIES



In recent years, the way creative and cultural products are generated, developed and even consumed has undergone an undeniable evolution. In few sectors such as the creative industries has digitalisation been so evident, decisive and visible. The encounter between creativity and the possibilities offered by the new technological-digital environment has resulted in new formats, new forms of creation, new forms of collaboration and new solutions to increasingly ambitious challenges.

Historically, creativity linked to innovation has always proved to be a fundamental tool in inspiring economic growth and development. Not only does it generate direct added value within its own sector, but it has the potential to transcend it and bring benefits to diverse and relevant activities within a progressively wide variety of productive sectors by activating technology, resources, and talent.

Cultural Industries Cluster

Today, the intersection between creativity, technology and digitalisation is an unquestionable source of innovation that can undoubtedly support the competitiveness of the rest of the industrial sectors.



The United Nations itself has identified the creative industry, in a broad sense, as a key emerging sector capable of stimulating both knowledge transfer and innovation, speeding up the transition of all sectors towards a more up-to-date production model adapted to the needs arising from our context.



Cultural
Industries
Cluster

CREATIVE INDUSTRIES & INNOVATION CLUSTER

05



THE CREATIVE INDUSTRIES & INNOVATION CLUSTER OF ALICANTE FUTURA

From Alicante Futura, a specific area of interest and a promotion strategy that puts in the center those creative industries specifically related to technology, digital entrepreneurship and the new urban economy.

This area of interest responds to proven trends within the field, such as the development of video games, the use of technologies such as Augmented Reality or Artificial Intelligence, the recording and broadcasting of podcasts as well as design and development initiatives based on User Experience (UX), among many others.

The actions sponsored by Alicante Futura will seek to strengthen and promote local creative industries in coordination with the ImpulsaCultura project already developed by the Local Development Agency.

Cultural
Industries
Cluster

CREATIVE INDUSTRIES & INNOVATION CLUSTER

05



STRATEGIC ACTORS OF THE CREATIVE INDUSTRIES & INNOVATION CLUSTER

- Companies in the creative industry sector (grouped around four core areas: Audiovisual, Publishing, Phonographic and Other Activities).
- Digital innovators. who want to tackle or incorporate technology in their business initiatives.
- Digital transformers, offering technology in various fields.
- SMEs, start-ups and spin-offs in the cultural and creative sector.
- University and higher education centres.
- Regional government.
- Training centres in digital and technological skills.
- Professionals from the creative sectors.
- Trade unions of workers of companies in the sector.
- Official Chamber of Commerce, Industry, Services and Navigation of Alicante.
- Provincial Council of Alicante.
- Alicante City Council.



TRADITIONAL SECTORS & INNOVATION CLUSTER

Traditional
Sectors
Cluster

TRADITIONAL SECTORS & INNOVATION CLUSTER

06

THE RELEVANCE OF INNOVATION IN TRADITIONAL SECTORS



Alicante is fortunate to have a number of sectors traditionally associated with its territory that, in general, have enjoyed good health throughout its history. Among them we can mention tourism, the water industry, agriculture or the footwear, food or toy industries.

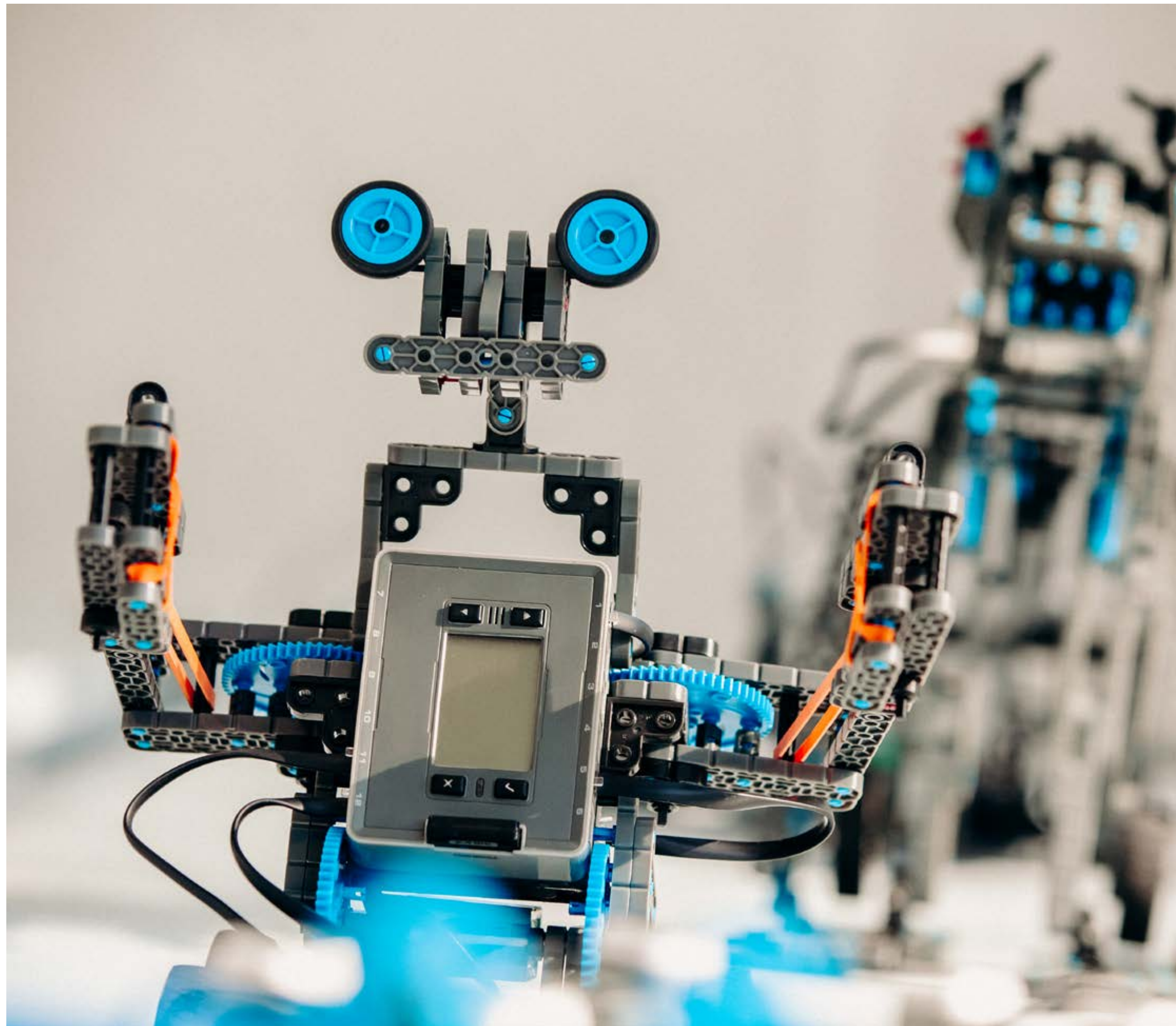
These real driving forces of our city and our environment must, however, be aware of the need to undertake a necessary process of digitalization in order to achieve a strategic, agile, comprehensive and efficient transformation that prepares them for a progressively demanding, global and interconnected market.

In this context, ensuring the application of information and communication technologies within the work cycle of those companies linked to traditional sectors is key when approaching the model of Mediterranean Capital of the Technological Industry, Digital Entrepreneurship and the New Urban Economy that Alicante Futura pursues.

Traditional
Sectors
Cluster

TRADITIONAL SECTORS & INNOVATION CLUSTER

06



THE CLUSTER OF TRADITIONAL SECTORS & INNOVATION OF ALICANTE FUTURA

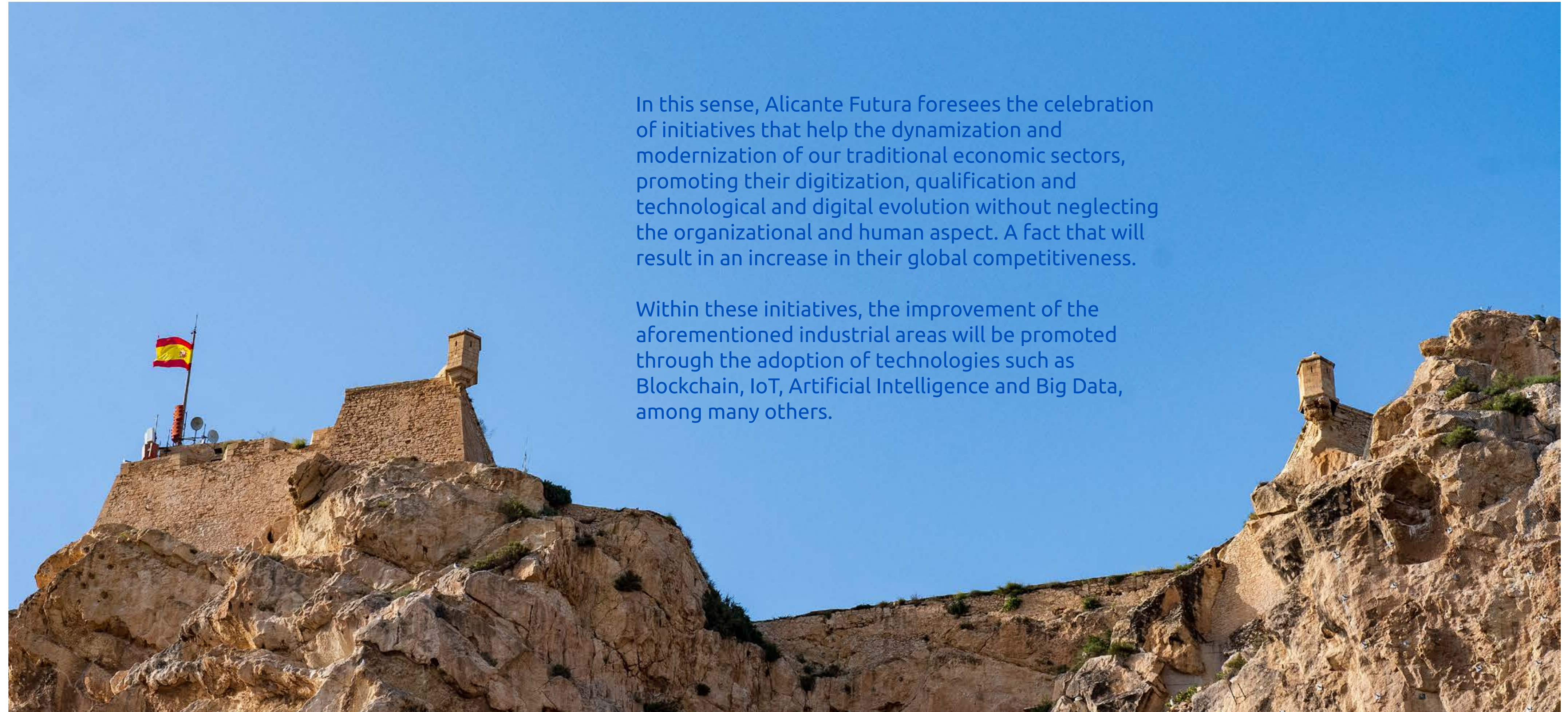
The specific cluster proposed within the strategic initiative Alicante Futura is born to ensure the synchronization of efforts between companies in traditional sectors, administrations and universities. For the creation of an ecosystem and a general feeling that encourage the change of the business model in pursuit of a more competitive, updated and in tune with the needs of the market.

This model cannot be limited to the use and integration of new technologies or tools. Digital transformation also involves an effort to change the mentality of our traditional companies and sectors, updating, adapting and enriching their culture.

Traditional
Sectors
Cluster

TRADITIONAL SECTORS & INNOVATION CLUSTER

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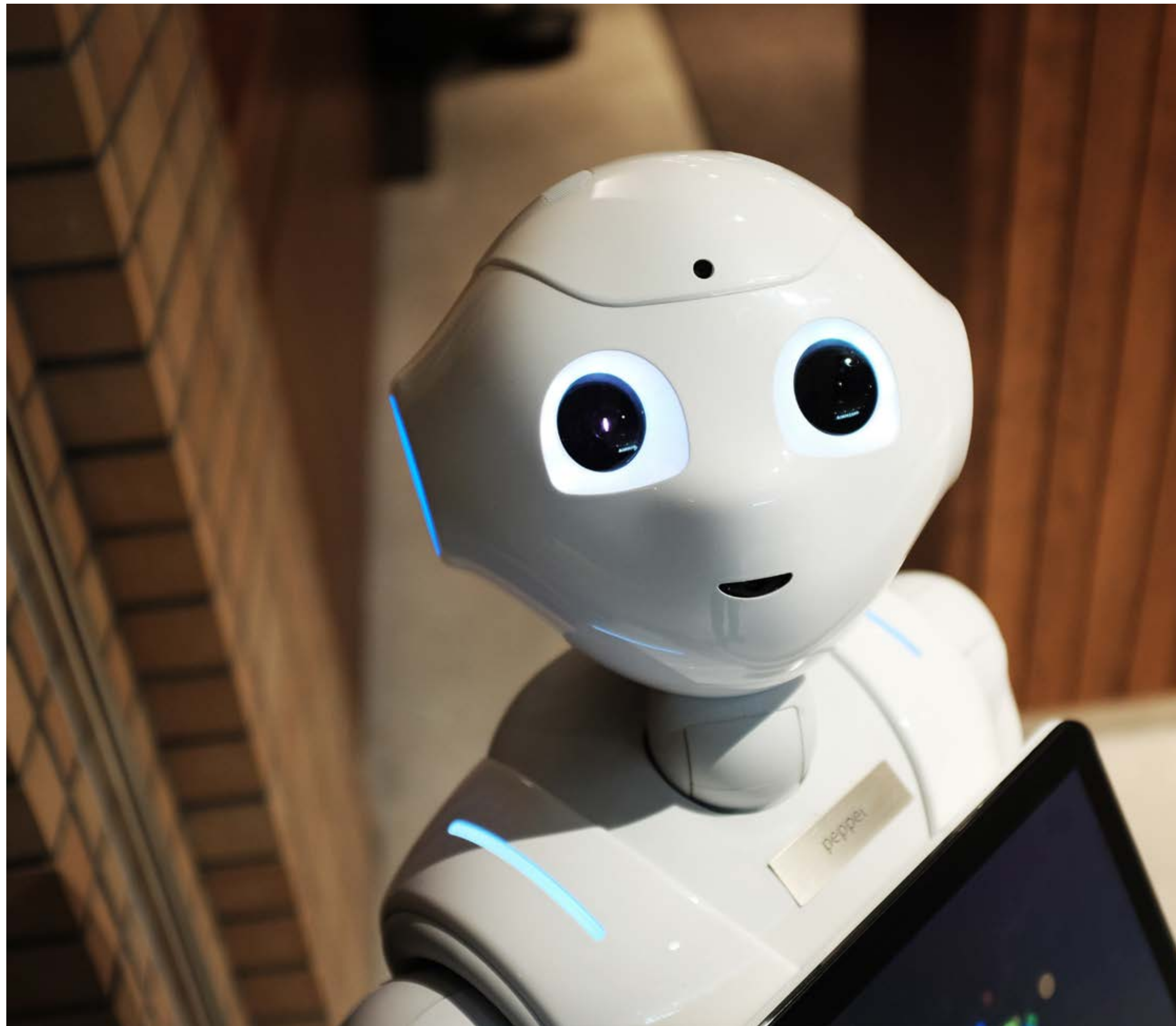
In this sense, Alicante Futura foresees the celebration of initiatives that help the dynamization and modernization of our traditional economic sectors, promoting their digitization, qualification and technological and digital evolution without neglecting the organizational and human aspect. A fact that will result in an increase in their global competitiveness.

Within these initiatives, the improvement of the aforementioned industrial areas will be promoted through the adoption of technologies such as Blockchain, IoT, Artificial Intelligence and Big Data, among many others.

Traditional
Sectors
Cluster

TRADITIONAL SECTORS & INNOVATION CLUSTER

06



STRATEGIC ACTORS OF THE TRADITIONAL SECTORS & INNOVATION CLUSTER

- Companies in the technological and digital sector applied to traditional sectors.
- SMEs, startups and spin-offs in the technology and digital sector.
- University and higher education centres.
- Training centres in digital and technological skills.
- Professionals from the industrial sectors.
- Professionals in the technological and digital sector.
- Local associations and institutions.
- Trade unions of workers of companies in the sector.
- Investment services companies and financial institutions.
- Official Chamber of Commerce, Industry, Services and Navigation of Alicante.
- Provincial Council of Alicante.
- Alicante City Council.

DO YOU WANT TO KNOW MORE ABOUT ALICANTE FUTURA AND ITS STRATEGIC AREAS OF ACTION?

*Don't hesitate to let us know.
We will be happy to send you the
information you need.*

info@alicantefutura.org

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Mediterranean capital of
the technology industry and
digital entrepreneurship

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