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Las Rozas becomes member of the British Chamber of Commerce in Spain to boost British investment into the city

- **Las Rozas Innova will be Las Rozas city representative in this institution, gate door for British companies and institutions for the Spanish market.**
- **Las Rozas Innova will start this year a Lead generation program in the United Kingdom for attracting British companies to the city.**
- **The company has a Foreign Direct Investment plan for attracting new foreign companies to Las Rozas that will strengthen its business environment.**

The British Chamber of Commerce in Spain is the only independent British-Hispanic business organization. Its mission is to promote commercial activity and investment between British and Spanish companies. It protects its members interest within decision-making bodies by creating advocacy committees, publishing research papers and holding events, therefore increasing the visibility of its members.

Madrid region is Spain's first destination for British investment. In 2020 British Investment reached 66,868 million euros and created 137,403 new jobsⁱ.

Being member of British Chamber of Commerce in Spain is part of the Investment attraction plan of Las Rozas city abroad and the United Kingdom is considered an strategic market.

During 2021 Las Rozas Innova will start a Lead Generation program in this country having a local British partner that will arrange investment meetings with UK companies willing to invest in the city.

Membership at the British Chamber of Commerce in Spain will allow Las Rozas to have access to different business areas and will position Las Rozas city in the scope of British companies in Spain, in the United Kingdom, on non-EU companies based in the UK and among British innovation programs.

British Chamber of Commerce in Spain offers to its members promotion and business opportunities as it fosters the establishment of working groups in various sectors between other member companies. Besides this working groups Las Rozas will also be present different business meetings with companies, institutions and government bodies with interest in Spain and the Madrid region.

The presence of las Rozas In the British Chamber of Commerce in Spain is part of its national and international investment strategy to attract value added companies to Las Rozas Innovation Hub that will be lead by multinational companies and high potential startups based in Las Rozas. Las

Rozas Hub will also enable the establishment and development of business ecosystem counting on the collaboration with the educational sector focused in developing the STEAM capabilities and the retail sectors under a public-private partnership structure.

The above referred investment strategy of Las Rozas Innova will produce different benefits for the city as it will attract new British companies, it will create more stable and qualified jobs, retain the talent and foster its business ecosystem increasing the value of Las Rozas business, education and retail players improving the opportunities for all Las Rozas neighbors.

About Las Rozas Innova

Las Rozas Innova is a public owned business-oriented company of Las Rozas council. It was established to position Las Rozas city as technology and innovation world leader. The goal to transform the city into a 4.0 ecosystem, where investment and talent merge with digital transformation and innovative solutions, it will benefit both citizens and local and regional economy.

The 10 years strategic plan along with an action plan consisting of 35 measures to be carried out within the next two years, are the conceptual and essential tools to transform Las Rozas into a Smart city under the sustainable development goals.

ⁱ Informe ICEX-Invest in Spain.2020