





## Contents

**00**

**Letter from the President**

p.04

**01**

**Composition of the Plenary  
Assembly and Executive  
Committee of the Chamber of  
Commerce of Spain**

p.06

**04**

**2019 in figures**

p.20

**02**

**The Network of Spanish  
Chambers of Commerce**

p.12

**03**

**The Network of Chambers of  
Commerce Abroad**

p.16

**05**

**Institutional Activity**

p.26

**06**

**International Representation**

p.50

**07**

**Competitiveness**

p.74

**08**

**Employment, Training and  
Entrepreneurship**

p.88

**09**

**Corporate Development**

p.98

**10**

**Support to the network of  
Chambers of Commerce**

p.116

**11**

**Arbitration and Legal Area**

p.126

**12**

**Communication and Marketing**

p.142

# President's Letter



This report reaches you in the midst of a profound shock due to the severe human, social and economic consequences of the Covid-19 pandemic.

The events we have experienced seem to push 2019 far behind us. Nevertheless, it is important to recall the main milestones of last year and the strategic lines that shaped the actions of the Spanish Chamber of Commerce, since they remain entirely valid: internationalisation, digitalisation, training and sustainability.

In the following pages we provide a detailed account of the activities carried out in respect of these four axes of action, among which I would like to highlight that of sustainability. The COP-25 summit, which was unexpectedly relocated to Spain, afforded chambers of commerce the chance to showcase the work they are doing to help SMEs and to include sustainability as a strategic factor in that work.

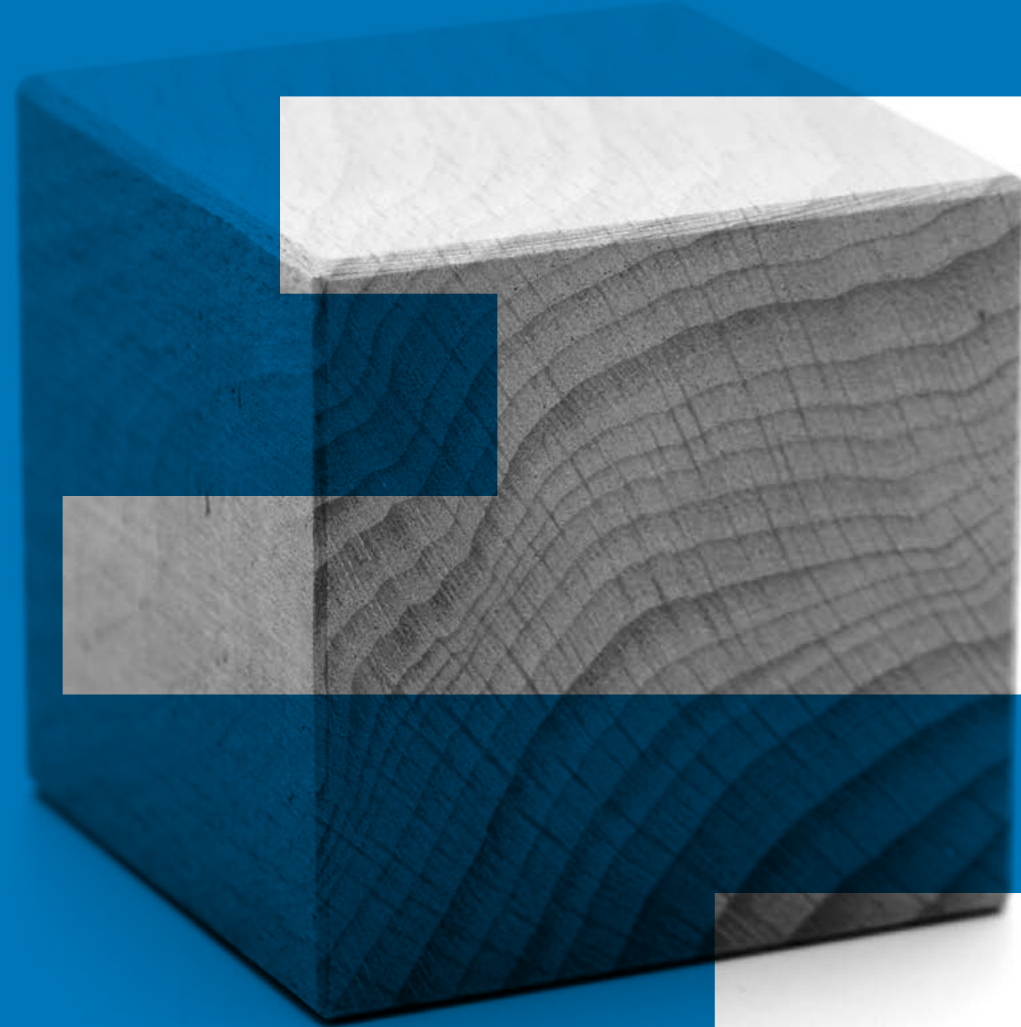
In the sphere of digitalisation, the development of the Spanish Chamber of Commerce's Digital Enterprise Strategy was a milestone in the work being implemented by the chamber network to enhance the competitiveness of SMEs.

Likewise, with regard to training, in 2019 we strengthened alliances with various companies and bodies to boost public-private partnerships with the common goal of enhancing the employability of our young people.

Furthermore, internationalisation — a constant in the genetic make-up of the chambers — was a priority for the Chamber of Commerce of Spain last year, with a particular focus on Latin America and Africa.

These are the four linchpins on which the Spanish economy must be grounded in order to attain robust, sustainable and inclusive growth. And COVID-19 has only strengthened our resolve in connection with our medium- and long-term priorities.

**José Luis Bonet**  
*President of the Chamber of Commerce of Spain*



01

**Composition of the  
Plenary Assembly and  
Executive Committee  
of the Chamber of  
Commerce of Spain**

## Plenary Assembly Chamber of Commerce of Spain

### Territorial Chambers of Commerce

**Andalusia:** Huelva, Andújar  
**Aragón:** Zaragoza  
**Asturias:** Oviedo  
**Balearic Islands:** Mallorca  
**Canary Islands:** Santa Cruz de Tenerife  
**Cantabria:** Cantabria  
**Castilla-La Mancha:** Ciudad Real, Toledo  
**Castilla y León:** Valladolid, León  
**Catalonia:** Barcelona, Girona  
**Valencia Region:** Alicante, Valencia  
**Extremadura:** Badajoz  
**Galicia:** A Coruña, Pontevedra, Vigo and Vilagarcía de Arousa  
**La Rioja:** La Rioja  
**Madrid:** Madrid  
**Murcia:** Murcia  
**Navarra:** Navarra  
**Basque Country:** Álava, Bilbao  
**Ceuta:** Ceuta

### Companies

AENA  
Airbus España  
Almirall  
Alstom España  
Asisa  
Banco Sabadell  
CaixaBank  
El Corte Inglés  
Endesa  
Grupo ACS  
Grupo BBVA  
Grupo Corporativo Fuertes  
Grupo FCC  
Grupo Freixenet  
Grupo Iberdrola  
Grupo Inditex  
Grupo Mapfre  
Grupo Planeta  
Grupo Riu  
Grupo Santander  
Iberia  
Indra Sistemas, S.A.  
Meliá Hotels International, S.A.  
Mercadona  
Suez Spain  
Técnicas Reunidas  
Telefónica

### Intersectoral Business Organisations

Confederación Española de Comercio (CEC – Spanish Confederation of Commerce)  
Federación Empresarial de la Industria Química Española (FEIQUE – Spanish Chemical Industry Business Federation)  
Consejo Intertextil Español (Spanish Intertextile Council)  
Confederación Empresarial de Hostelería de España (Spanish Catering Business Confederation)  
Asociación de Empresas Constructoras y Concesionarias de Infraestructuras (SEOPAN – Spanish Association of Construction and Infrastructure Concession Companies)  
Federación Española de Industrias de la Alimentación y Bebidas (FIAB – Spanish Federation of Food and Beverage Industries)  
Asociación Nacional de Fabricantes de Bienes de Equipo (SERCUBE – Spanish Association of Manufacturers of Capital Goods)  
Asociación Española de Proveedores de Automoción (SERNAUTO – Spanish Association of Automotive Suppliers)  
Confederación Española de Organizaciones Empresariales (CEOE – Spanish Confederation of Employers' Organisations)

### Chambers of Commerce Abroad

Federación de Cámaras Oficiales Españolas de Comercio en América (FECECA – Federation of Spanish Official Chambers of Commerce in America)  
  
Federación de Cámaras de Comercio Españolas en Europa, África, Asia y Oceanía (FEDECOM – Federation of Spanish Chambers of Commerce in Europe, Africa, Asia and Oceania)

### Ministries

Industry, Trade and Tourism  
Agriculture, Fisheries and Food  
Foreign Affairs, European Union and Cooperation  
Education and Vocational Training  
Labour, Migration and Social Security  
Public Works and Transport  
Finance  
Economy and Business  
Justice  
Health, Social Services and Equal Opportunities

### Self-employed

Federación Nacional de Asociaciones de Empresarios y Trabajadores Autónomos (ATA – Spanish Federation of Entrepreneur and Self-Employed Workers Associations)  
  
Asociación Madrileña de Trabajadores Autónomos (Association of Self-Employed Workers of Madrid)

### Collaborating members\*

Abertis  
Acciona  
Antonio Matachana S.A  
Áreas  
Bankia  
Bergé y Cia  
Caf  
Cellnex  
Cesce  
Danone  
Deloitte  
Enagás  
Endesa  
Ferrovial  
Ficosa  
Fira  
Gestamp  
Grupo antolín  
Grupo eulen  
Grupo Iacor  
Gtd ingenieria  
  
Heineken  
HP Printing solutions S.L.U  
LaLiga  
Manpower Group  
Corporación Mondragón  
Mutua Madrileña  
Naturgy  
Orange  
Palex  
Parques Reunidos SS.CC.S.A  
Renault  
Renfe  
Repsol  
Sacyr  
Sampol  
Seat  
Siemens- Gamesa

*\* They participate but they don't have voting rights*



# Executive Committee



**PRESIDENT**  
**José Luis Bonet**



**1<sup>st</sup> VICE-PRESIDENT**  
**José Antonio Álvarez**  
*Grupo Santander*



**2<sup>nd</sup> VICE-PRESIDENT**  
**Miquel Valls/Joan Canadell**  
*Chamber of Barcelona*



**3<sup>rd</sup> VICE-PRESIDENT**  
**Ángel Asensio**  
*Chamber of Madrid*



**TREASURER**  
**Eduardo Criado**  
*Chamber of Andújar*

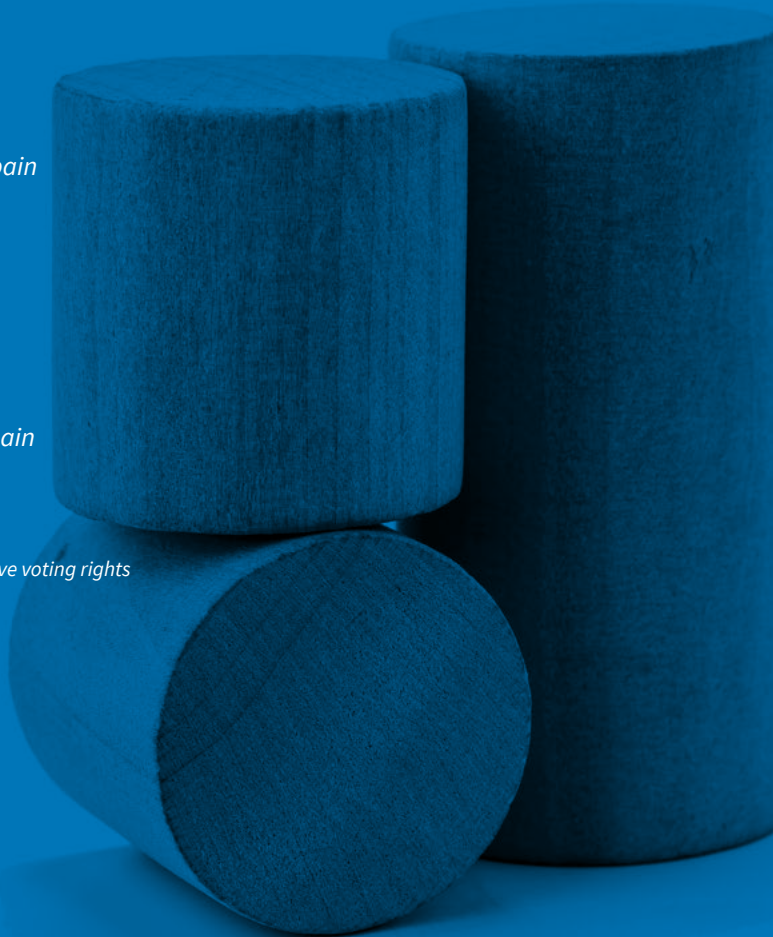


**SECRETARY**  
**Adolfo Díaz-Ambrona \***  
*Chamber of Commerce of Spain*



**Inmaculada Riera \***  
*Director General*  
*Chamber of Commerce of Spain*

*\* They participate but they don't have voting rights*



## Companies

Aena  
Asisa  
Caixabank  
El Corte Inglés  
Grupo ACS  
Grupo BBVA  
Grupo Corporativo Fuertes  
Grupo Iberdrola  
Grupo Inditex  
Grupo Mapfre  
Grupo Planeta  
Indra Sistemas  
Suez Spain  
Técnicas Reunidas  
Telefónica



## Chambers of Commerce

Girona  
Huelva  
Madrid  
Álava  
A Coruña  
Ciudad Real  
Valencia  
Valladolid



## Ministries

Industry, Trade and Tourism  
Economy and Business

An abstract graphic design featuring a large green shape on the left side, composed of several rectangular blocks of varying sizes and orientations. Some of these blocks are made of wood, showing a natural grain pattern. The green shape has a semi-circular cutout at the top and a semi-circular protrusion at the bottom. The background is white. On the right side, the text '02' is displayed in a large, bold, green font, followed by a vertical green bar and the text 'The Network of Spanish Chambers of Commerce' in a bold, black font.

02

**The Network of Spanish  
Chambers of Commerce**

## Network of Spanish Chambers of Commerce



A Coruña  
Álava  
Albacete  
Alcoy  
Alicante  
Almería  
Andújar  
Arévalo  
Astorga  
Ávila  
Avilés  
Ayamonte  
Badajoz  
Barcelona  
Béjar  
Bilbao  
Briviesca  
Burgos  
Cáceres  
Cádiz  
Campo de Gibraltar  
Cantabria



Cartagena  
Castellón  
Ceuta  
Ciudad Real  
Córdoba  
Cuenca  
Ferrol  
Fuerteventura  
Gijón  
Gipuzkoa  
Girona  
Gran Canaria  
Granada  
Guadalajara  
Huelva  
Huesca  
Ibiza and Formentera  
Jaén  
Jerez de la Frontera  
Lanzarote  
La Rioja  
León



Linares  
Lorca  
Lugo  
Lleida  
Madrid  
Málaga  
Mallorca  
Manresa  
Menorca  
Miranda de Ebro  
Motril  
Murcia  
Navarra  
Orihuela  
Ourense  
Oviedo  
Palamós  
Palencia  
Pontevedra, Vigo and  
Vilagarcía de Arousa  
Reus  
Sabadell



Salamanca  
Sant Feliu de Guíxols  
Santa Cruz de Tenerife  
Santiago de Compostela  
Segovia  
Sevilla  
Soria  
Tarragona  
Tárrega  
Terrassa  
Teruel  
Toledo  
Torrelavega  
Tortosa  
Tui  
Valencia  
Valladolid  
Valls  
Zamora  
Zaragoza

85

National  
Chambers of  
Commerce





Three wooden blocks of varying shades of gray and brown are stacked in a staggered fashion. The top block is a light gray, the middle block is a medium gray, and the bottom block is a dark brown. They are set against a white background with red geometric shapes at the top and bottom.

03

**The Network of official  
Spanish Chambers  
abroad**

## Network of Chambers of Commerce of Spain abroad

### AMERICA

**Argentina:** Buenos Aires  
**Bolivia:** La Paz  
**Brasil:** São Paulo  
**Chile:** Santiago de Chile  
**Colombia:** Bogotá  
**Costa Rica:** San José de Costa Rica  
**Ecuador:** Guayaquil, Quito  
**El Salvador:** San Salvador  
**United States of America:** Miami, New York  
**Guatemala:** Guatemala  
**México:** México D.F.  
**Nicaragua:** Managua  
**Panama:** Panama  
**Paraguay:** Asunción  
**Perú:** Lima  
**Puerto Rico:** San Juan de Puerto Rico  
**Dominican Republic:** Santo Domingo  
**Uruguay:** Montevideo  
**Venezuela:** Caracas

### EUROPE

**Germany:** Frankfurt  
**Belgium and Luxembourg:** Brussels  
**France:** Paris  
**Great Britain:** London  
**Italy:** Milan  
**Malta:** Malta  
**Portugal:** Lisbon

**43**  
Chambers of  
Commerce  
in **41** countries

### AFRICA

**Morocco:** Casablanca, Tangier  
**South Africa:** Johannesburg  
**Tunisia:** Tunis  
**Senegal:** Dakar

### ASIA

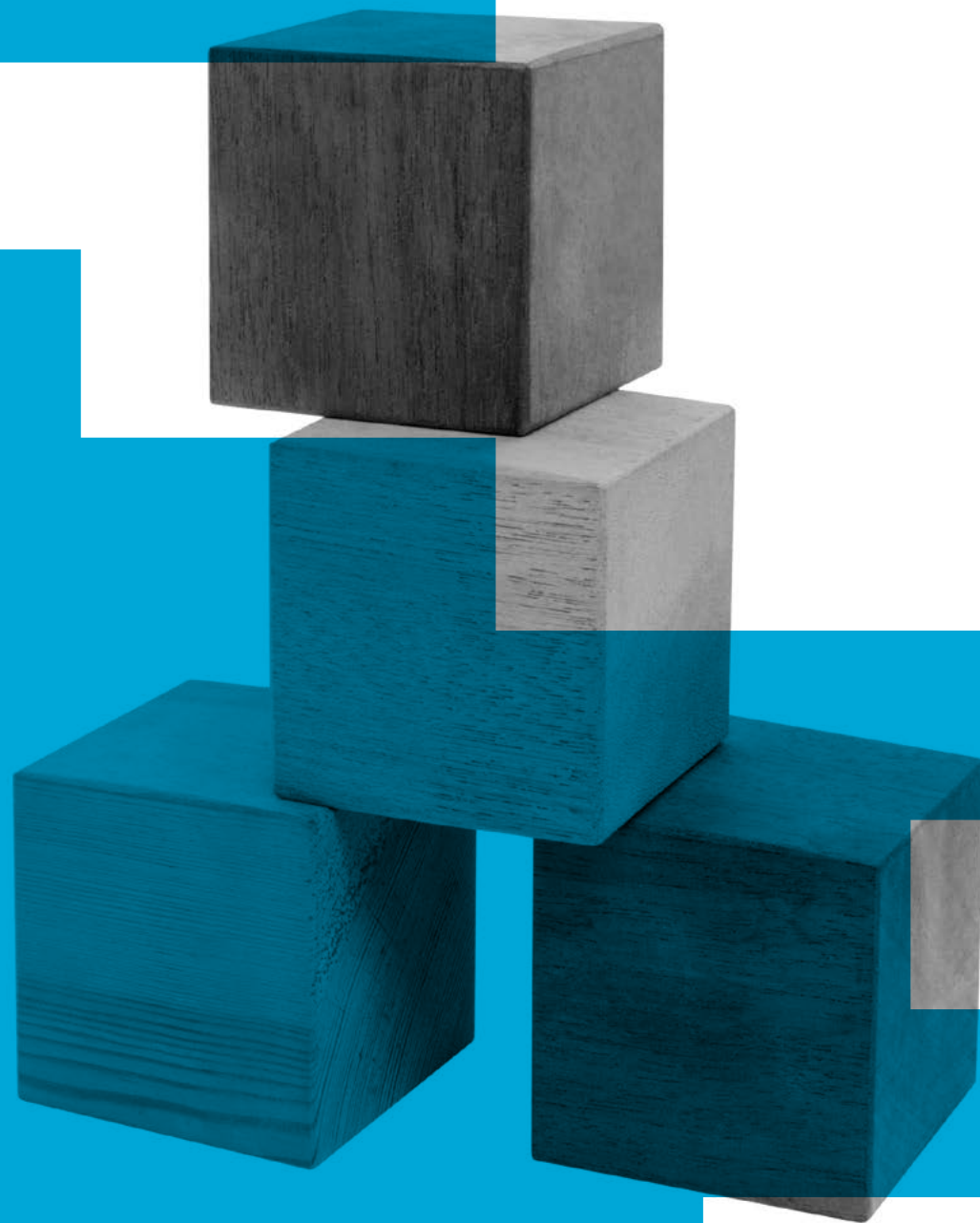
**China:** Beijing, Shanghai (Delegation),  
Canton (Delegation)  
**Hong Kong:** Hong Kong  
**South Korea:** Seoul  
**United Arab Emirates:** Dubai  
**The Philippines:** Manila  
**Taiwan:** Taipei  
**Japan:** Tokyo  
**Qatar:** Doha  
**India:** New Delhi

### OCEANIA

**Australia:** Sydney



# 04 | 2019 in figures



# 105,670

beneficiary  
companies



**542,450**  
internationalisation  
activities



**24,240**  
competitiveness activities



**24,240**  
entrepreneurship activities



**61,075**  
training activities

## Entrepreneurship



**16,066**  
entrepreneurs  
assisted



**3,774**  
companies  
created



**4,193**  
jobs created



**207**  
micro-loans



**€3.8 million**  
in micro-loans

## Training and Employment



**25,815**  
young people advised



**16,287**  
young people trained



**1,500**  
recruits



**€4 million**  
in recruitment subsidies



**400**  
internships in EU countries



**€ 660,000**  
earmarked for grants for young  
people



**2,763**  
Companies receiving guidance in  
dual vocational training

## Support for the chamber network



**263**  
consultations

## Advisory role



**31**  
committee meetings



**357**  
participating companies



**58**  
proposals for the decrease of  
administrative charges



**23**  
reports on national and  
European regulations

## On-line Office



**622**  
users



**1,540**  
calls



**18,551**  
applications

## 2020 Chamber



**1,205**  
users



**1,345**  
calls



**19,284**  
transactions



**569,768**  
settlements





# 05 | Institutional Activity



In 2019, the Spanish Chamber of Commerce was very active, having set five strategic goals aimed at achieving a competitive and sustainable business fabric:

- Help companies in their digital transformation processes
- Strengthen Spanish companies' internationalisation
- Foster Vocational Training, especially the dual modality
- Coordinate and support the network of Chambers of Commerce at home and abroad
- Consolidate the Spanish Chamber of Commerce as a pivotal agent for compliance with the 2030 Agenda and the 17 Sustainable Development Goals (SDGs).



## COP25 Global Climate Summit, a commitment to sustainability



*The Minister for Industry, Trade and Tourism, Reyes Maroto, and the presidents of the Spanish Chamber of Commerce and CEPYME, José Luis Bonet and Gerardo Cuerva, at the summit: “Sustainability, a strategic factor for SMEs”*

“Spanish companies are aware that business action does not merely fulfil an economic function in terms of profit-making, wealth creation and the generation of employment, but that it must also achieve these goals in a sustainable and inclusive manner, aimed at improving people’s lives, preserving the planet and attaining a more prosperous, socially aware society”.

This is how the President of the Spanish Chamber of Commerce, José Luis Bonet, expressed companies’ commitment to sustainable development and signalled the start of the active involvement of the Chambers of Commerce, led by the Spanish CoC, at the COP 25 Global Climate Summit held in Madrid.

## Sustainability, a strategic factor for SMEs

Among the most notable activities organised by the Spanish Chamber of Commerce within the framework of the global summit was the forum entitled: “Sustainability as a strategic factor for SMEs”, aimed at raising awareness among small and medium-sized enterprises in regard to the need to incorporate the Sustainable Development Goals (SDGs) into their business.

The Spanish Chamber of Commerce organised this forum in conjunction with the Spanish Confederation of Employers' Organisations (CEOE) and the Office of the Secretary of State for Trade, via the ICEX, and it was attended by the Minister for Industry, Trade and Tourism, Reyes Maroto, the President of the Spanish Chamber of Commerce, José Luis Bonet, the President of the Spanish Confederation of Small and Medium-Sized Enterprises (CEPYME), Gerardo Cuerva, and the CEO of ICEX, María Peña.



*The Minister for Industry, Trade and Tourism, Reyes Maroto, the President of the Spanish CoC, José Luis Bonet, the President of CEPYME, Gerardo Cuerva, and the CEO of ICEX, María Peña, pictured with participants in the forum*

Before more than one hundred small and medium-sized enterprises attending the event, the Industry Minister highlighted the need to engage SMEs in the culture of sustainability, “because climate change has become a strategic pillar of public policy”. Five companies also took part — Grupo Sampol, Troil Vegas Altas, ARPA EMC, Caparrós Nature and Parafina — explaining the benefits that sustainability had generated for them. The Director General of the Chamber of Commerce of Cantabria, Jesús Tortosa, chaired the debate.



*The Director General of the Chamber of Commerce of Cantabria, Jesús Tortosa, chaired the debate with companies taking part in the round table*



The Spanish Chamber of Commerce organised another two forums at the Global Climate Summit. In the first, the President of the Circular Economy Committee, Josep Bagué, presented the report entitled “The Circularity of Water”. This study, compiled by the Committee, examines the current challenges facing the water sector, such as climate change, economic sustainability, the management model and the regulatory framework. The presentation was attended by the leading water sector companies, such as Suez España, Aqualia and Sacyr Agua.

The forum entitled “Business’s commitment to sustainable mobility” outlined the challenges and opportunities of mobility in relation to the fight against climate change. In the debate, companies like Ferrovial, Repsol, Telefónica and Naturgy showcased their alternatives for combining competitiveness and decarbonisation in the sphere of sustainable mobility.



Representatives of Suez España, Aqualia and Sacyr Agua took part in the presentation of the report: “The Circularity of Water”



The President of the Circular Economy Committee, Josep Bagué, at the water sector forum



The Director General of the Chamber of Spain, Inmaculada Riera, with participants in the forum: “Business’s commitment to sustainable development”

## Climate Action by Business

To afford visibility to this commitment, the Spanish Chamber of Commerce was involved in the stand called “Climate Action by Business”, located in the Green Zone of COP 25. This was an initiative in conjunction with other institutions like the CEOE, Instituto de Empresa Familiar, Global Compact, Forética, Grupo Crecimiento Verde, Fundación Seres and Blab.



The stand, a joint initiative with CEOE, Instituto de Empresa Familiar, Global Compact, Forética, Grupo Crecimiento Verde, Fundación Seres and Blab.



The Minister for Ecological Transition, Teresa Ribera, visited the “Climate Action by Business” stand



The Minister for Science, Innovation and Universities, Pedro Duque, with representatives of the Spanish Chamber of Commerce



Industry, Trade and Tourism Minister, Reyes Maroto, visits the stand



## Involvement of the Chambers of Commerce

Chambers of Commerce were actively involved in COP25 with the presentation of various initiatives to combat climate change.

The Chamber of Commerce of Zaragoza presented the Programme of Incentives for Efficient and Sustainable Mobility (MOVES Plan) and the Office for the Promotion of Electric Mobility of Zaragoza (OPME). The latter's goal is to inform and advise on the opportunities offered by the electric mobility sector.

The Director of the Chamber of Commerce of Cantabria presented that chamber's Carbon Footprint Calculation Programme, which is grounded on three differentiated strategic lines: calculation of a company's carbon footprint; certification and seal provided by the state carbon footprint registry; as well as awareness and dissemination events.

The Reinova project took centre stage in the presentation by the Chamber of Commerce of Valladolid. This is a cross-border co-operation programme between Portugal and Spain which fosters innovation at micro-companies in the agrifood sector in foreign markets.

Salamanca, Circular City, that encourages business people and entrepreneurs to change the way they produce, consume and manage resources to make their organisations more sustainable and competitive, was the project unveiled by the Chamber of Commerce of Salamanca within the framework of the Climate Summit.



*The Chamber of Commerce of Salamanca presented the project 'Salamanca, Circular City' at the Spanish Chamber of Commerce's stand*



*The Chamber of Commerce of Valladolid presented the Reinova programme within the framework of COP25*

## Spain, Digital Enterprise

The Digitalisation Committee launched the strategy “Spain, Digital Enterprise” to help SMEs make the leap towards digital transformation. The Strategy “Spain, Digital Enterprise” comprises three instruments: firstly, the report entitled “digitalisation as a competitive lever for SMEs”, which includes actions that SMEs should consider in the sphere of their own digitalisation; secondly, the “Basic Guide for the Transformation of SMEs”, an executive document that includes a catalogue of measures; and thirdly, a new website, [empresadigital.camara.es](http://empresadigital.camara.es).



*Spanish Chamber of Commerce President, José Luis Bonet, the Secretary of State for Digital Advancement, Francisco Polo, and the Commissioner for Economy and Digital Society, Mariya Gabriel, during the presentation*



*The Territorial Policy Minister, Meritxell Batet, alongside the President of Fundación Cotec, Cristina Garmendia, during the inauguration event*



*María Helena Antolín, Vice-President of Grupo Antolín, José Manuel Inchausti, CEO of Mapfre España, Carmen Sampol, CEO of Grupo Sampol and Pablo Gómez, CEO of Ámbar Telecomunicaciones during the round table session*



## Advancing towards the knowledge economy

In October, the Spanish Chamber of Commerce presented the report “Advancing towards the knowledge economy”, developed by the University-Company Committee. The document included proposals, in particular legislative initiatives, to boost the transfer of research from universities to companies to boost competitiveness.

The event was attended by the Secretary of State for Universities, Research, Development and Innovation, Ángeles Heras Caballero, as well as representatives from universities and business. The President of the Spanish Chamber, José Luis Bonet, and the Chairman of the University-Company Committee, Antonio Abril.



Ángeles Heras, Secretary of State for Universities and RDI, took part in the presentation of the report



The Secretary of State for Universities and RDI, Ángeles Heras, alongside Antonio Abril, Chairman of the University-Company Committee, José Luis Bonet, President of the Spanish CoC, and Judith Saladrigas, partner at RCD



The university and business worlds joined forces to debate the need to drive the transmission of knowledge during the round table

## Cutting-edge 3D printing technology



The Minister for Science, Innovation and Universities, Pedro Duque, at the inauguration of the technological area



The President of the Spanish Chamber of Commerce, José Luis Bonet, took part in the inauguration

In February, the Minister for Science, Innovation and Universities, Pedro Duque, inaugurated the first European incubator for cutting-edge 3D printing technology, an initiative led by Consorcio de la Zona Franca de Barcelona and Fundación Incyde. Spanish Chamber of Commerce President, José Luis Bonet, also took part in the inauguration of this incubator, co-financed using European funds. The new technological space implied an investment of three million euros.

## Alliance for Dual Vocational Training

In addition to the actions ordinarily taken by the Spanish Chamber of Commerce to disseminate and extend dual vocational training in Spain, the institution cooperated intensively with the Alliance for Dual Vocational Training, which, in 2019, held its 5<sup>th</sup> Forum in Cornellà de Llobregat. The President of the Spanish CoC, José Luis Bonet, emphasised at the inauguration that “dual vocational training is an optimal way to connect the educational world with the real needs of the labour market”.



*Their Royal Majesties the King and Queen welcomed the Executive Committee of the Alliance for Dual Vocational Training*

In July, their Royal Majesties the King and Queen of Spain held an audience with the Executive Committee of the Alliance for Dual Vocational Training, headed by the Vice-President of Fundación Bertelsmann and President of Fundación Princesa de Girona, Francisco Belil; the President of the Spanish Chamber of Commerce, José Luis Bonet, and the President of the CEOE, Antonio Garamendi.



*The President of Foment del Treball, Josep Sánchez Llibre, and the President of the Spanish Chamber of Commerce, José Luis Bonet, at the 5<sup>th</sup> Forum for Dual Vocational Training in Cornellà de Llobregat*

## Campaign “Values Build Dreams”



*Jerez de la Frontera hosted the event welcoming Andalusian Chambers of Commerce on board the “Values Build Dreams” campaign.*

In 2019, the Spanish Chamber of Commerce continued the “Values Build Dreams” campaign, a joint initiative between the Spanish Chamber of Commerce, the Office for Global Spain and the Spanish Brands Forum to foster among young people values such as hard work, drive for self-improvement or humility to achieve personal and professional goals.

During the year, Murcia and Jerez joined the campaign. The presentation event for Murcia was attended by Tomas Fuertes, Chairman of Grupo Fuertes, Pedro Espinosa, founder of Llaollao, the sci-



*The Chairman of Grupo Fuertes, Tomás Fuertes, and the Secretary General of the Spanish Chamber of Commerce, Adolfo Díaz-Ambrona, at the campaign presentation in Murcia*

entist Francisco Pedrero and Olympic and World Champion sailor Sofía Toro.

In Jerez, the President of the Spanish Chamber of Commerce, José Luis Bonet, presented the campaign, at a ceremony attended by actress and model Ana Álvarez, Juan Luis Fernández, chef and owner of the town’s only Michelin-starred restaurant, and biologist and head of the Scientific Culture Unit at Cadiz University, Macarena Castro.



## SME of the Year Awards

The Second edition of the SME of the Year Awards, under the auspices of the Spanish Chamber of Commerce and Banco Santander, saw the introduction of a new national award granted among the winners of the provincial awards. Zaragoza-based company Funiglobal Development, which is dedicated to online sales of disguises, party materials and merchandising, was the winner, at an awards ceremony attended by the Minister for Industry, Trade and Tourism, Reyes Maroto. The awards at national level for Internationalisation, Innovation and Digitalisation, and for Training and Employment, went to Nektium Pharma, Industrias José Luis Blanco and Nunsys, and Urbegi, Ingeniería de Procesos y Manufacturas, respectively.



Industry, Trade and Tourism Minister, Reyes Maroto, pictured with all the award winners



Winner of National SME of the Year Award, Carlos Larraz, poses with the award, accompanied by the Industry, Trade and Tourism Minister and the representatives of the institutions sponsoring the awards.



Industry, Trade and Tourism Minister, Reyes Maroto, during her closing speech

## Strengthening Spain's presence abroad

Over the course of 2019, the Spanish Chamber of Commerce has had a very active institutional presence, accompanying the King and Queen and members of the government on state and official visits to consolidate Spain's presence abroad. Cuba, Argentina and South Korea accompanying the King and Queen or the United States with Spain's President are some of the most notable trips this year.



Spanish President, Pedro Sánchez, gave the closing speech at the Forum "Latin America, the United States and Spain in the global economy", organised by the Spain-U.S. Chamber of Commerce in New York and Spanish daily newspaper El País. The President of the Chamber of Spain, José Luis Bonet, took part in the session.



His Majesty King Philip VI of Spain and former President of Argentina, Mauricio Macri, pictured with the Spanish delegation.



Photo of the Spanish delegation that travelled to Morocco accompanying the King of Spain on a state visit to the neighbouring country.





*Business Meeting between His Majesty the King and a delegation of Spanish entrepreneurs in Cuba.*



*The Director General of the Spanish Chamber of Commerce, Inmaculada Riera, accompanied the Industry, Trade and Tourism Minister, Reyes Maroto, on her visit to Spanish companies located in Shanghai.*



*The President of the Spanish Chamber of Commerce, José Luis Bonet, greets Her Majesty the Queen of Spain at the reception held during the trip to South Korea.*



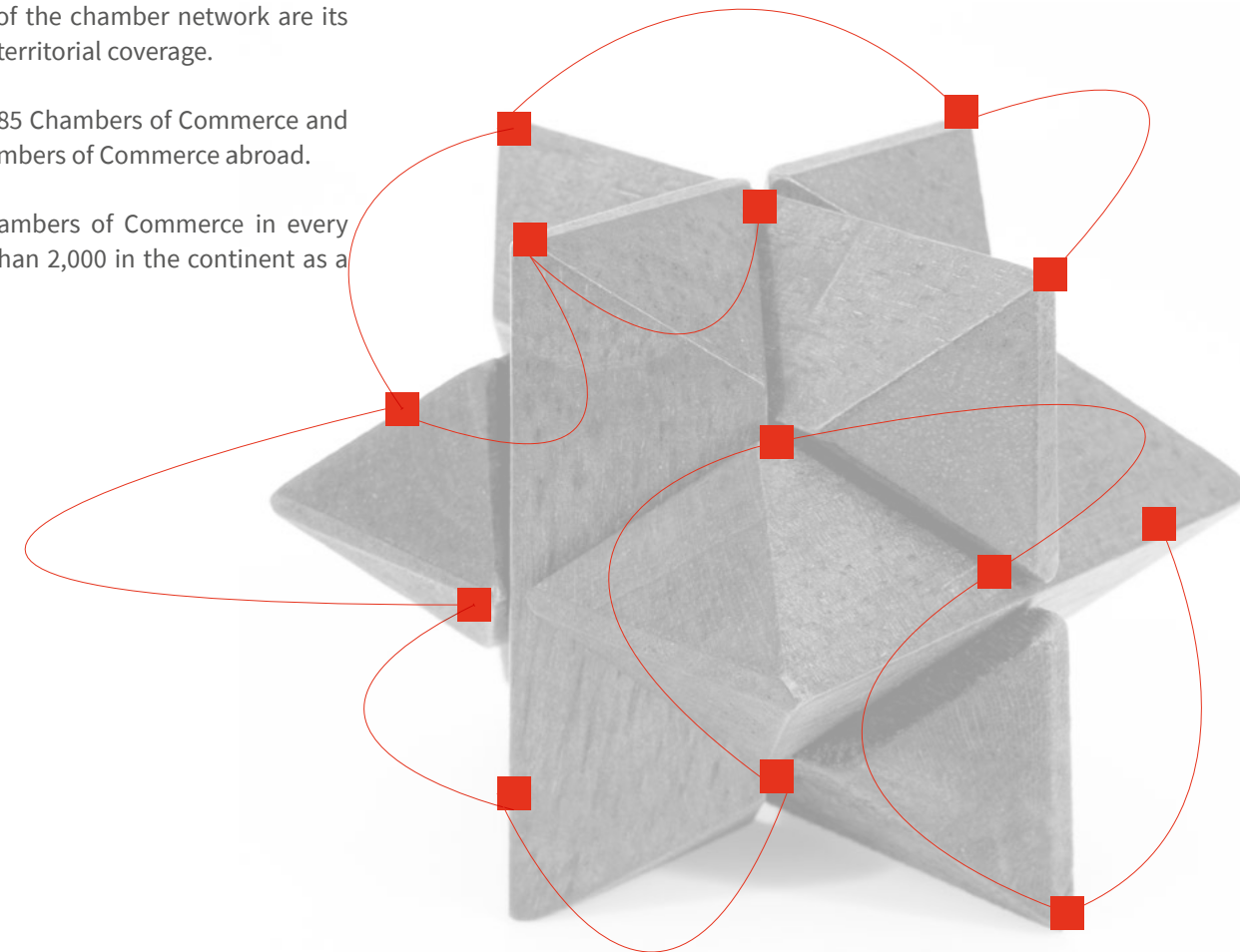
*During the trip to Argentina, His Majesty the King greets the President of the Spanish Chamber of Commerce, in the presence of former Argentine President Mauricio Macri.*

## The Network, the added value of Chambers of Commerce

Among the main assets of the chamber network are its complex reach and wide territorial coverage.

In Spain alone there are 85 Chambers of Commerce and there are 43 Spanish Chambers of Commerce abroad.

In Europe, there are Chambers of Commerce in every country, totalling more than 2,000 in the continent as a whole.





## Assembly of Spanish Chambers of Commerce Abroad

The network is further strengthened by the chambers abroad, which are a pivotal tool for the internationalisation of Spanish companies. In March 2019, Madrid hosted the Assembly of the Chambers of Commerce Abroad (CAMACOES), celebrated twice a year. At the meeting, which was chaired by the Director General of the Spanish Chamber, Inmaculada Riera, there was an in-depth discussion of the collaboration mechanisms between chambers of commerce. The Secretary of State for Trade, Xania Méndez, and the President of the Spanish Chamber of Commerce, José Luis Bonet, addressed the Assembly in the closing ceremony.



*Pictured are the representatives of Spain's chambers of commerce abroad during their visit to the headquarters of the Spanish Chamber of Commerce*



*The Director General of the Spanish Chamber of Commerce, Inmaculada Riera, chaired the meeting with representatives of Spain's chambers abroad*



*The Secretary of State for Trade, Xania Méndez, along with the President of the Spanish Chamber of Commerce, José Luis Bonet, as they meet with the representatives of Spain's chambers abroad*

## Chambers of Commerce in Latin America

Within the framework of the World Chambers Congress, the Governing Council of Association of Ibero-American Chambers of Commerce (AICO) met. The President of the Spanish Chamber of Commerce, José Luis Bonet, and the President of AICO, Julián Domínguez, took the opportunity to sign a Memorandum of Understanding to launch a technical and institutional inter-chamber cooperation programme to foster entrepreneurship and business competitiveness in Latin America.



*The President of AICO, Julián Domínguez, with Spanish CoC President and Secretary General, José Luis Bonet and Adolfo Díaz-Ambrona, at the meeting with Latin American Chambers of Commerce*

## World Congress of Chambers of Commerce

In June 2019, Rio de Janeiro hosted the 11<sup>th</sup> World Chambers Congress, which was attended by the President of the Spanish CoC, José Luis Bonet. Organised by the ICC World Chambers Federation, this Congress is the only international forum at which executives and management of chambers of commerce from all over the world meet every two years. The goal is to share best practices and experiences, as well as to develop networks of contacts among the more than 1,200 Chambers of Commerce worldwide.



*The International Chamber of Commerce (ICC) is the global business organisation that represents companies from all sectors and all countries in the world.*

## Medals of the Order of the Spanish Chamber of Commerce

The CoC awards the Medal of the Order of the Spanish Chamber of Commerce to those persons who have a distinguished record of support to Chambers of Commerce.



*The former president of the Chamber of Menorca, Magda Pons, received the Gold Medal of the Chamber of Spain from José Luis Bonet*



*Manuel Vida, former President of the Chamber of Commerce of Zamora, received the Gold Medal of the Spanish Chamber of Commerce*



*The Spanish Chamber of Commerce recognised the former Presidents of the Chamber of Commerce of Oviedo, Severino García Vigón and Fernando Fernández Kelly, on the 130th anniversary of the Chamber of Commerce of Oviedo*



*The former president of the Chamber of Teruel, Jesús Blasco, received the Medal of the Chamber of Spain from José Luis Bonet.*





## Other activities

### Spain-U.S. Chamber of Commerce

#### Business Leader of the Year



*From left to right, the Spanish Consul in New York, Rafael Conde; President of the Spain-U.S. Chamber of Commerce, Alan Solomont, Chairman of Telefónica, José María Álvarez-Pallete, Vice-President of the Spain-U.S. Chamber of Commerce, and the President of the Spanish CoC, José Luis Bonet*

In 2019, the Chairman of Telefónica, José María Álvarez-Pallete, received in a ceremony in New York the “Business Leader of the Year” award which the Spain-U.S. Chamber of Commerce grants yearly. Taking part in the gala, which was attended by more than 300 representatives of the economic and business world, were the President of the Spanish Chamber of Commerce, José Luis Bonet, the Chairman of BBVA, Carlos Torres; the CEO of Atento, Carlos López-Abadía; the President of Eulen, María José Álvarez; and the CEO of Zoetis, Juan Ramon Alaix.

### Francisco Martínez-Cosentino, in recognition of a great entrepreneur

The President of the Spanish Chamber of Commerce, José Luis Bonet, presented Francisco Martínez-Cosentino with the Medal of Honour of the Order of the Spanish Chamber of Commerce, the maximum distinction granted by the institution, in recognition of his contribution to Spain’s economic growth and its image. Also present at the ceremony was the Secretary of State for Trade, Xiana Méndez.

Spanish Chamber of Commerce President, José Luis Bonet, highlighted the decisive contribution by the Cosentino brand to strengthening the Spain brand. “You took the very best image of Spain all over the world: the one that is associated with quality, design, innovation, research and modernity, and you did so from your home region, preserving your Andalusian roots, creating wealth and jobs for Almería”, said Bonet.

The Secretary of State for Trade, Xania Méndez, noted Martínez-Cosentino’s track record in business and said that the Office of the Secretary of State for Trade would always be close at hand for companies like that of Cosentino “who take risks and commit to venturing abroad”.



*The Secretary of State for Trade, Xania Méndez, and the President of the Spanish Chamber of Commerce, José Luis Bonet, alongside the award winner, Francisco Martínez-Cosentino*

### ATA recognises the work of the Spanish Chamber of Commerce



*The Vice-President of the Spanish Chamber of Commerce, Ángel Asensio, and the rest of award winners with the President of Andalusia Regional Government, Juan Manuel Moreno and the ATA President, Lorenzo Amor*

The Spanish Federation of Associations of Entrepreneurs and Self-Employed Workers (ATA) named the Chamber of Commerce of Spain winner of its Award for the Best Institutional Initiative in 2019. The Vice-President of the Spanish Chamber of Commerce and President of the Madrid Chamber of Commerce, Ángel Asensio, received the award, in recognition of the Chamber’s support for self-employed workers by means of the España Emprende entrepreneurship scheme.

### 20<sup>th</sup> anniversary Leading Brands of Spain Forum



*Spanish Brands President, Ignacio Osborne, with the President of the Spanish Chamber of Commerce, José Luis Bonet*

The Honorary President of the Leading Brands of Spain Forum and President of the Spanish Chamber of Commerce, José Luis Bonet, received recognition for his work at the launch of the Leading Brands of Spain Forum, during the celebrations commemorating the Forum’s 20<sup>th</sup> anniversary.

06

**International  
Representation**





## Main actions in 2019

International representativeness is one of the strategic axes of the Spanish Chamber of Commerce's activity.

In 2019, the Spanish Chamber of Commerce strengthened its International Department in order to foster strategic alliances with national and international bodies in new joint programmes and projects.

Within this framework, the launch of new initiatives is encouraged in regions considered to be strategic for companies' interests (Africa, Caribbean and Latin America), closely cooperating with entities located in those countries and with the network of Spanish Chambers of Commerce abroad.

The Spanish Chamber of Commerce's new international strategy pivots upon four axes that incorporate various lines of action:

- International positioning: Strategic alliances.
- National positioning: with other public-private Spanish institutions.
- Strengthening of plans and action programmes with countries.
- Regional and global initiatives.

In order to launch this new strategy, over the course of 2019 the Spanish Chambers of Commerce commenced the design and launch of two strategic plans for two priority regions with a view to fostering the business presence and activities of Spanish chambers: Latin America and Africa. The most notable goals of these two plans are:

1. To create a framework for permanent collaboration between the Spanish chamber system and the national and local chambers of countries in those regions.
2. To foster investment in Spanish SMEs and strengthen the positioning of our business community in those countries via the official Chambers of Commerce and private Spanish entities operating there.
3. To improve knowledge of those markets and the opportunities they offer by means of business gatherings.
4. To foster the involvement of the Spanish Chamber of Commerce and the Spanish network of chambers in projects and programmes financed by the European Union and international financial institutions in those countries.

Among the measures implemented in 2019 within the framework of these two plans, we highlight the MOU for technical collaboration between the Spanish Chamber of Commerce and AICO, the adjudication to the consortium led by the Spanish Chamber of Commerce of the vocational training programme in Mauritania (Archipiélago-Formaemploi), financed by the European Union, and the business gatherings and events organised together with Spanish Chambers of Commerce Abroad (CAMACOES).

## Cross-border projects

European Union cross-border cooperation fosters partnerships whose impact goes beyond national borders so as to apply joint solutions to shared problems and challenges. In 2019, the Spanish Chamber of Commerce took part in and, in some cases, led, six of these cross-border projects.





## GREENinMED

The European project GREENinMed, aimed at the hotel sector in the Mediterranean region, subsidises innovative eco-projects focusing on the efficient use of water and energy. Led by the Spanish Chamber of Commerce, the project involves French and Israeli technological centres that are internationally renowned for their cutting-edge technological solutions in water and energy.



Avraham Israeli, co-founder of the Israel Water Association (IsWa) during the project's presentation



## CVETNET

A European project, co-financed by the Erasmus+ programme, aimed at strengthening the networks of continuous vocational education and training (CVET) suppliers so that they can offer better responses and support to European SMEs, in particular, when it comes to updating the expertise and skills of workers and entrepreneurs in the sphere of digitalisation and inter-generational learning. The project's partners are: Austria, Bulgaria, Czech Republic and Spain.



## ERIAS

The “European Refugees Integration Action Scheme” (ERIAS) is aimed at the socio-economic integration of refugees and migrants from countries outside the European Union, by means of orientation, training and advice to help them work for themselves or others. It is led by EUROCHAMBRES with partners in the following countries: Italy, Bulgaria, Greece, France and Spain.



## World Bank – EBRD-EIB-WBG Enterprise Survey Spain 2019

The Spanish Chamber of Commerce was chosen in 2019 to implement this project, which is a joint initiative of the World Bank, European Bank for Reconstruction and Development, European Investment Bank and European Commission. The purpose of the project is to obtain an array of business environment and performance indicators.



The President of the Spanish Chamber of Commerce, José Luis Bonet, alongside representatives of the World Bank, Jorge R. Meza and David C. Francis



## FORMEMPLOI Mauritania

Project financed by the European Union's “Archipelago” programme aimed at improving the employability of young Mauritians engaged in vocational training by updating the training curriculum and practical training. The project is led by the Spanish Chamber of Commerce in consortium with the Chamber of Commerce of Mauritania. The chambers of Las Palmas de Gran Canaria and Santa Cruz de Tenerife are also involved in the project.







### Entrecomp- COSME Programme

The Entrecomp-Europe project is an initiative led by EURO-CHAMBRES involving fifteen entities from Belgium, Italy, France, Moldavia, Turkey and Spain. It aims to disseminate and put into practice the European entrepreneurial framework known as “Entrecomp”, comprising technical and transversal skills for entrepreneurs.



### IEWEXHE Project (Integrating Entrepreneurship and Work Experience into Higher Education)

This project, coordinated by the University of Groningen (Netherlands), comprises a team of 10 partners from 8 countries. In 2019, it identified success stories in companies’ offerings of internships to students, graduates and entrepreneurs, and established models to help design training in work centres tailored to the needs of companies.



### Grant Scheme for Turkey – EU Business Dialogue (TEBD II)

This is an institutional strengthening project by the Spanish Chamber of Commerce and the Chambers of Commerce of Ankara and Düzce in Turkey. The Spanish Chamber of Commerce provides these two institutions with advice in the process of launching an SME competitiveness observatory.



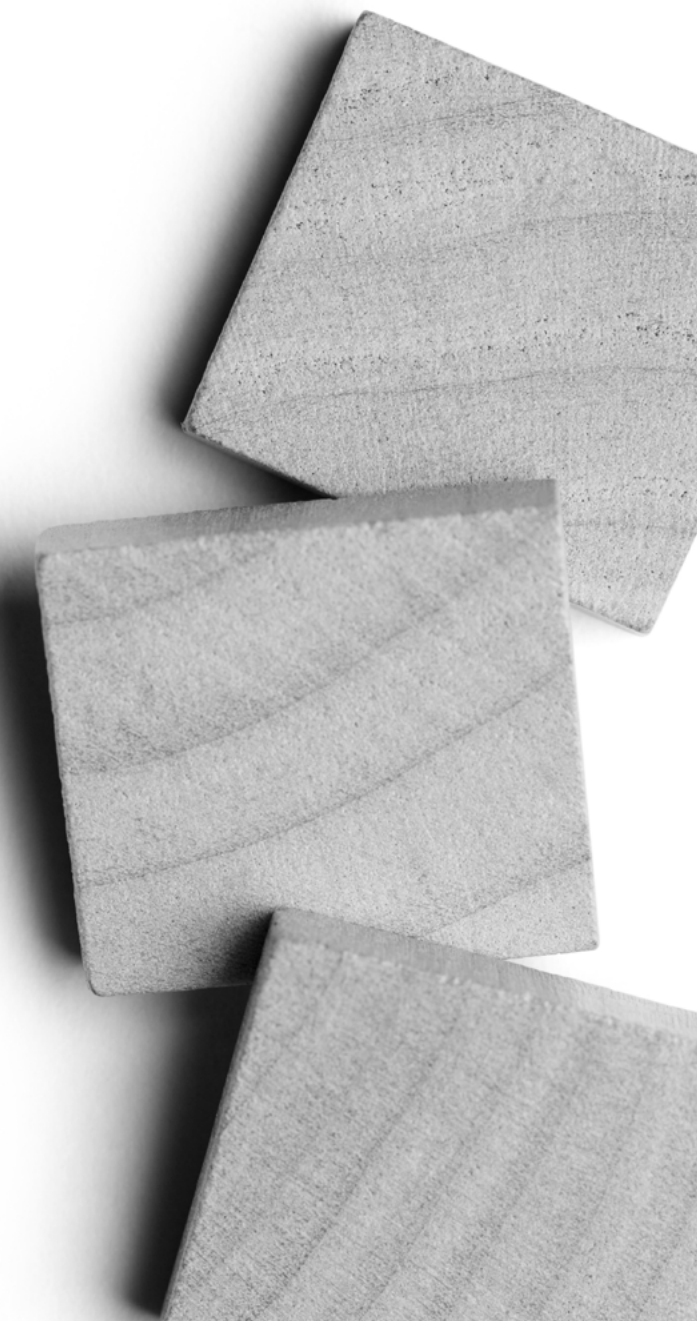
This Project is co-funded by the European Union  
and the Republic of Turkey



## Business events

The organisation of and participation in business gatherings both in Spain and elsewhere, coinciding with State visits or official government visits by national or foreign officials are a unique opportunity to hone relations and boost business for Spain’s production fabric.

These meetings are organised within the framework of the so-called “Tripartite”, comprising the Spanish Chamber of Commerce, the CEOE and the Office of the Secretary of State for Trade, via ICEX. In addition to these activities, in 2019 the Spanish Chamber of Commerce was very busy supporting Spanish companies in their internationalisation process and in strengthening Spain's image in the world.



## United States of America, epicentre of globalisation

The importance of the US market for Spanish companies and for Spain's economy, and the pivotal role and influence both countries have in Latin America, led to the significant deployment of assets by the Spanish Chamber of Commerce in the US.

Spanish CoC President, José Luis Bonet, took part in the Forum "Latin America, the United States and Spain in the global economy", organised by the Spain-U.S. Chamber of Commerce in New York and Spanish daily newspaper El País. This event, where (then) acting Spanish President, Pedro Sánchez, gave the closing address, hosted notable political, economic and business leaders from Spain, the United States and Latin America, for a discussion of the current situation and the economic outlook for the three regions.

Another major event that took place in the US was the "Spain Economic Conference", organised in New York in conjunction with the Leading Brands of Spain Forum and the Spain-U.S. Chamber of Commerce in New York, in which the Spanish CoC, represented by its President, José Luis Bonet, played an active role. At the same event, José Luis Bonet took part in the awards gala for the Friends of Spain Brand in the United States, an event organised by the Leading Brands of Spain Forum, the Spanish Chamber of Commerce and the Spain-U.S. Chamber of Commerce in New York.

Lastly, in Spain, the 9<sup>th</sup> edition of the Spain-United States Forum took place, organised by the Spain-U.S. Chamber of Commerce and the Spanish Chamber of Commerce. The meeting brought together more than one hundred Spanish and US companies and was attended by the (then) acting Development Minister, José Luis Ábalos.



*The President of the Spanish Chamber of Commerce, José Luis Bonet, in his speech at the Forum "Latin America, the United States and Spain in the global economy"*



*The Spanish Ambassador to the United States, Santiago Cabanas; the President of the Spain-U.S. Chamber in New York, Alan Solomont; the Secretary of State for Global Spain, Irene Lozano; the President of the Spanish Chamber of Commerce, José Luis Bonet; and the President of the Leading Brands of Spain Forum, Ignacio Osborne, at the Spain Economic Conference.*



*Group photo before the start of the 9<sup>th</sup> edition of the Spain-US Forum, with Development and Transport Minister, José Luis Ábalos.*

## Argentina, strategic country

Spain is the second-largest foreign investor in Argentina, and more than 300 Spanish companies operate there, mainly in key sectors, so the Spanish Chamber of Commerce considers Argentina to be strategic for Spanish interests.

Consequently, in 2019, three business gatherings were held in the South American country. The first was organised under the auspices of the Tripartite on the occasion of the King and Queen's official visit to Argentina and was chaired by the King of Spain and by the President of Argentina, Mauricio Macri. During the trip, the President of the Spanish Chamber of Commerce noted that, despite its pitfalls, Spanish companies continue to trust the country.



*Business event in Spain with the Vice-President of the Argentine Republic, Gabriela Michetti.*



During the visit to Spain by the Vice-President of Argentina, Marta Gabriela Michetti, the second meeting was held, also hosted by the Tripartite.

Lastly, a third meeting was held in Buenos Aires, with the Argentine Production and Labour Minister, Dante Sica, and the leading organisations and business chambers in Argentina, represented on the Export Panel. At this event, the President of the Spanish Chamber of Commerce, José Luis Bonet, explained to Argentine entrepreneurs the Spanish economy's process of external opening over the last few decades.



*The Presidents of the Spanish Chamber of Commerce and the CEOE, José Luis Bonet and Antonio Garamendi, at a meeting with Argentine exporters in Buenos Aires.*



## Cuba: a historic trip



The Spanish and Cuban Foreign Affairs Ministers, José Borrell and Bruno Rodríguez, sign an agreement in the presence of His Majesty the King of Spain and the President of Cuba, Miguel Díaz-Canel.



Group photo of the entrepreneurs that travelled to Cuba, accompanied by the Industry, Trade and Tourism Minister.

2019 was a milestone year, with an official visit by a Spanish monarch to Cuba. Moreover, the Royal visit took place at a delicate time for Spain's presence on the island, amid extra-territorial measures imposed by the United States on investors from third countries in Cuba under the Helms-Burton Act.

King Philip VI chaired a meeting with Spanish entrepreneurs, in which the President of the Spanish Chamber of Commerce took part, outlining the main issues impacting on the activities of Spanish companies, such as payment defaults or the tougher application of the Helms-Burton Act by the United States.

Before the King's trip, the Tripartite organised a meeting in Havana with more than 120 Spanish businesses from all sectors, at which Industry, Trade and Tourism Minister, Reyes Maroto, made the closing speech. Government, Spanish Chamber of Commerce and CEOE expressed their full support for companies installed in Cuba and their unequivocal rejection of the activation of Title III of the Helms Burton Act.



The Director General of the Spanish Chamber of Commerce, Inmaculada Riera, at the business meeting in Havana, with Industry, Trade and Tourism Minister, Reyes Maroto.

## México: for a new EU-Mexico Treaty



Visit to Mexico by Spanish President, Pedro Sánchez, to take part in the business meeting along with Industry, Trade and Tourism Minister, Reyes Maroto, Director General of the Spanish Chamber, Inmaculada Riera, and CEOE President, Antonio Garamendi.

In 2019, a business gathering was held in Mexico City on the occasion of the official visit by the President, Pedro Sánchez. The event was chaired by the Spanish President, and included speeches by the Industry, Trade and Tourism Minister, Reyes Maroto, the Director General of the Spanish Chamber of Commerce, Inmaculada Riera, and the CEOE President, Antonio Garamendi. Inmaculada Riera highlighted the need for progress on updating the Trade Treaty between the European Union and Mexico, currently in force, to establish a new framework that strengthens commercial ties between the two countries.



Visit by the Spanish business delegation to the company Gestamp in Mexico

Another meeting was organised on the occasion of a second visit by the Industry, Trade and Tourism Minister, Reyes Maroto. The Director General of the Spanish Chamber of Commerce accompanied the Minister on her visit to two companies, members of the Spanish Chamber Plenary Assembly, Gestamp and CAF, which, as Inmaculada Riera pointed out, represent “the commitment of Spanish companies to Mexico, and are an example of the transfer of knowledge, training and employment”.



## Morocco, a new policy towards Africa

Once again, an official visit by their Majesties the King and Queen, this time to Morocco, brought the Tripartite together to organise a business meet in Spain's southern neighbour. The President of the Spanish Chamber of Commerce, José Luis Bonet, highlighted that Spain should lead a new policy towards Africa within the European Union, in which Morocco should have a major role. The Industry, Trade and Tourism Minister, Reyes Maroto, who also took part in the meeting, offered Spain's cooperation in the process to modernise Morocco's economy.



Spanish CoC President, José Luis Bonet, took part in the business event, which was organised on the occasion of King Philip VI's visit to Morocco.



Another business gathering took place in Casablanca, namely the Spain-Morocco Forum for Investment and Business Cooperation, which was also organised by the Spanish Chamber of Commerce, the CEOE and the Office of the Secretary of State for Trade, via ICEX, and was attended by the Industry, Trade and Tourism Minister, Reyes Maroto. The Director General of the Spanish CoC, Inmaculada Riera, noted that Morocco is a strategic ally for Spain, "constituting the entry point to Africa".



Spain-Morocco Forum for Investment and Business Cooperation, involving the Director General of the Spanish Chamber of Commerce.

## South Korea and Spain, parallel economies

His Majesty King Philip VI inaugurated the Spain-Republic of Korea business gathering held in Seoul, organised by the Secretary of State for Trade/ICEX, the Spanish CoC and the CEOE. From Seoul, Spanish CoC President, José Luis Bonet, undertook to help Spanish companies to gain a foothold in the Korean market, which is ideal for geographically diversifying Spanish exports, especially those of SMEs.

The headquarters of the Spanish Chamber of Commerce was the venue for another meeting, the 20<sup>th</sup> Plenary session of the Bilateral Hispano-Korean Committee, which analysed business and investment opportunities between the two countries, that were enhanced by the entry into force of the EU-Korea Free Trade Agreement of July 2011.



The President of the Korean Chamber of Commerce, Yongmaang Park, led the 20<sup>th</sup> Plenary Session of the Bilateral Hispano-Korean Committee.



The Spanish Chamber of Commerce was the venue for the 20<sup>th</sup> Plenary Session of the Bilateral Hispano-Korean Committee.



Group photo of all participants in the business meeting organised on the occasion of King Philip VI's visit to Seoul.



## Get ready for Brexit



*A meeting organised by the Spanish Chamber of Commerce to discuss Brexit was held at the headquarters of Banco Santander Spain. The Chamber's Director General, Inmaculada Riera, chaired a round table.*



*The headquarters of the Spanish CoC hosted the meeting "Get ready for Brexit". Senior Spanish and British officials took part in the event.*



The Chamber of Commerce of Spain together with the CEOE, the Secretary of State for Trade and the Spanish Directorate General of Customs, launched an informative campaign on the consequences of the withdrawal of the United Kingdom from the European Union, aimed particularly at small and medium-sized enterprises.

Moreover, in collaboration with ICEX-España Exportación e Inversiones, the Spanish Confederation of Employers' Organisations (CEOE) and the British Embassy in Spain, the Chamber organised the event "Get ready for Brexit", which was attended by senior British, Spanish and EU officials to explain to Spanish economic agents the repercussions of the UK's withdrawal from the European Union. Changes in customs procedures, tariffs, regulation of trade in goods and services, mobility and recognition of professional qualifications were the main topics discussed at the event.



*The Spanish Chamber of Commerce in the UK was very active in organising events to discuss the consequences of Brexit. In the picture, the President of the Spanish Chamber of Commerce in the United Kingdom, Eduardo Barrachina, and the Director General of the Spanish CoC, Inmaculada Riera.*



## Business activities in Spain 2019

### Meetings organised within the framework of the Tripartite: Spanish CoC, CEOE, ICEX-Office of the Secretary of State for Trade

23/01/2019

**Spain-China** business event on the occasion of the visit by the Deputy Trade Minister of the People's Republic of China.

28/02/2019

**Spain-Peru** business event on the event occasion of the State visit by the President of the Republic of Peru.

05/03/2019

**Spain-Argentina** business lunch, on the occasion of the visit by the Vice-President of Argentina.

12/03/2019

**Spain-Paraguay** business event on the occasion of the visit of the Industry and Trade Minister of Paraguay.

13/03/2019

**Spain-Romania** business event on the occasion of the visit by the Romanian Minister for Business, Trade and Entrepreneurship.

19/03/2019

**Spain-Ghana** business event on the occasion of the visit of the Ghana Business Development Minister.

19/03/2019

**Spain-Kazakhstan** business event on the occasion of the visit by the Deputy Foreign Affairs Minister of Kazakhstan.

20/05/2019

**Spain-Senegal** business event on the occasion of the visit by the Emerging Senegal Plan Minister.

12/06/2019

**Spain-United Arab Emirates** business event on the occasion of the visit by the Infrastructure Development Minister.

15/06/2019

**Spain-New Zealand** business event on the occasion of the visit of the New Zealand Trade Minister.



10/09/2019

Information session on the **EU-Japan Economic Partnership Agreement**, involving EU Trade Commissioner Cecilia Malmström.

23/09/2019

**Spain-Vietnam** business event on the occasion of the visit by the Chairman of the Economic Affairs Commission of the Central Committee of the Vietnam Communist Party.



01/10/2019

**Spain-Brazil** business event on the occasion of the visit of the Brazilian Infrastructure Minister.

11/10/2019

Meeting of the Bilateral **Hispano-Korean Committee**, on the occasion of the visit by the President of the Korean section of the Bilateral Committee.

17/10/2019

**Spain-Moscow Regional Government** business event on the occasion of the visit by the Deputy Governor of the Moscow Region.

17/10/2019

**Spain-Malta** business event on the occasion of the visit of the Maltese Transport Minister.

23/10/2019

“Get ready for **Brexit**” meeting

26/11/2019

Meeting to discuss the “European Union-**Singapore** Free Trade Agreement”.



## International activities led/attended by the Spanish Chamber of Commerce

12/03/2019

Working meetings with CAIPA – Caribbean Export Development Agency.

19-20/03/2019

Business delegation from Bangladesh, led by senior representatives of the Trade Ministry.

*Miscellaneous*

Coordination meeting of the Hispano-Cuban Bilateral Committee (President of the Spanish Section and the Cuban Embassy in Spain).

26-27/03/2019

Assembly of the Official Spanish Chambers abroad – working sessions.

30/04/2019

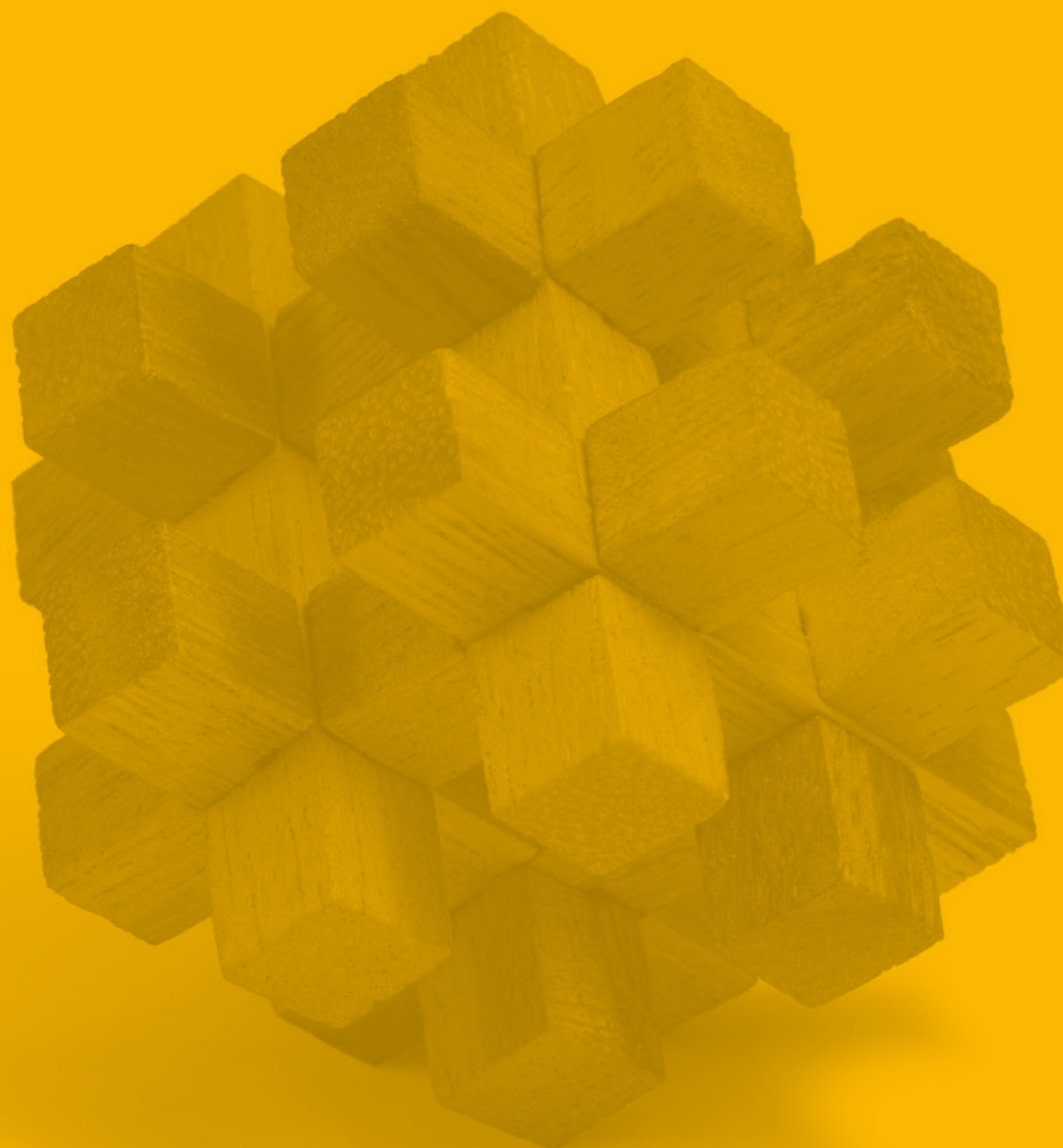
Coordination meeting with CRECEXC – Costa Rica.

27/06/2019

Working Breakfast on the occasion of the visit of the Former US **Secretary of Commerce**. Headquarters of Spanish CoC.

3-5/07/2019

Meeting of the Bilateral Hispano–Saudi Committee, organisation of activities for the Spanish section of the Bilateral Committee.



07/10/2019

Presentation of the 2019-2020 Action Plan for the internationalisation of the Spanish Economy.

18/10/2019

Information session on the Economic Situation of Australia and the state of negotiations concerning the **EU-Australia Economic Partnership Agreement**.

24/10/2019

Meeting with a delegation from China – All-China Federation of Industry and Commerce (ACFIC).

14/11/2019

**International Markets on Qatar** event, marking the visit by a delegation from the Qatar Financial Center.

21/11/2019

9<sup>th</sup> **Spain–US** Business Forum, organised jointly by the Spanish CoC and the Spain-U.S. Chamber of Commerce in New York.

25/11/2019

Meeting with delegation from KADIN, Indonesia.

26/11/2019

21<sup>st</sup> Spain-Japan Forum.

27/11/2019

1<sup>st</sup> Ibero-American Forum on Open Innovation.

28/11/2019

19<sup>th</sup> edition of OECD Economic Forum on Africa.



## Business activities abroad in 2019

Business meetings organised within the framework of the Tripartite:  
**Spanish CoC, CEOE, ICEX-Office of the Secretary of State for Trade**

29-31/01/2019

**Spain-Mexico** business event on the occasion of the visit of the President of Spain.

*Mexico City.  
(Mexico)*

29-31/01/2019

**Spain-Jordan** business event coinciding with the visit of the Secretary of State for Trade to attend the Joint Committee meeting.

*Amman  
(Jordan)*

13-14/02/2019

**Spain-Morocco** business event on the occasion of the visit of their Majesties the King and Queen.

*Rabat  
(Morocco)*

23-24/02/2019

**Spain-Korea** business event on the occasion of the visit by their Majesties the King and Queen.

*Seoul  
(South Korea)*

12-13/03/2019

**Spain-Mexico** business event on the occasion of the visit of Industry, Trade and Tourism Minister.

*Mexico City.  
(Mexico)*

25-26/03/2019

**Spain-Argentina** business event on the occasion of the visit of their Majesties the King and Queen.

*Buenos Aires  
(Argentina)*

5-8/05/2019

**Spain-Cuba** business event, within the framework of the activities organised by the Bilateral Committee on the occasion of the official visit by the Industry, Trade and Tourism Minister, as part of the FITCuba tourism fair.

*Havana  
(Cuba)*

1-4/06/2019

Business meetings and Tripartite event focusing on the tourism sector, **Spain-China**, within the framework of the official visit by the Industry, Trade and Tourism Minister.

*Shanghai  
(China)*

1-3/06/2019

**Spain-Morocco** Business Investment and Cooperation Forum, on the occasion of the visit of Industry, Trade and Tourism Minister.

*Casablanca  
(Morocco)*

11-14/11/2019

Institutional and business activities on the occasion of the State Visit by the King and Queen of Spain to **Cuba**.

*La Habana,  
Santiago de Cuba  
(Cuba)*

## Other activities abroad

6-8/03/2019

Participation in the official delegation that accompanied the **Minister of Foreign Affairs and Cooperation** on his official visit to Ethiopia.

*Addis Ababa (Ethiopia)*



4-5/05/2019

Institutional visit to **the Philippines** coinciding with the visit to mark the 120<sup>th</sup> anniversary of the Spanish Chamber of Commerce in the Philippines.

*Manila (Philippines)*



9-10/06/2019

Participation in the official delegation that accompanied the Minister of Foreign Affairs and Cooperation on his official visit to **Kenya**.

*Nairobi (Kenya)*

10-13/06/2019

Involvement in the **48<sup>th</sup> Executive Board Meeting of AICO and the 11<sup>th</sup> World Chambers Congress**.

*Rio de Janeiro (Brazil)*



10-11/06/2019

**4<sup>th</sup> Ibero-American Meeting on the Pacific Alliance** (Organised by Fundación Iberoamericana Empresarial).

*Santiago de Chile (Chile)*



25-26/06/2019

General Assembly of **CAMACOES in the United Kingdom.**  
*London (United Kingdom)*

18-19/06/2019

Gala Dinner and awards ceremony by **Friends of Spain Brand and Friends of Spanish Brands in the US, Spain Economic Conference and Spain Business Global meeting co-organised by the Leading Brands of Spain Forum.**  
*New York (USA)*



9-10/09/2019

**5<sup>th</sup> Ibero-American Meeting on the Pacific Alliance** (Organised by Fundación Iberoamericana Empresarial).  
*Quito (Ecuador)*

23-26/09/2019

**Latin America, Spain & US in the Global Economy Forum co-organised by the Spain-U.S. Chamber of Commerce in New York.** Visit to Spain's representatives before the IMF, Inter-American Development Bank, World Bank and Ofecomes.  
*New York and Washington (USA)*

7-9/10/2019

EUROCHAMBRES Economic Forum.  
*Rome (Italy)*

14-15/10/2019

Inauguration of the new ASISA headquarters in Dubai, and meetings with the **Spanish Chamber of Commerce in the United Arab Emirates.**  
*Dubai (United Arab Emirates)*

14/10/2019

Participation in the awards ceremony of the **Spanish Chamber of Commerce in the United Kingdom.**  
*London (United Kingdom)*



24-28/10/2019

Institutional visit by the President of the Spanish Chamber of Commerce to South Korea  
*Seoul (South Korea)*



14/11/2019

Gala dinner of the **Spanish Chamber of Commerce in the United Kingdom.**  
*London (United Kingdom)*

14-16/11/2019

Gala dinner of the Spain-US Chamber of Commerce in Miami and meetings with institutions.  
*Miami (USA)*

11-13/11/2019

Spain-Brazil business meet organised by ICEX.  
*Rio de Janeiro (Brazil)*



10-11/12/2019

Information visit to the European Commission, Economic and Financial Experts. European Semester.  
*Brussels (Belgium)*



# 07 | Competitiveness





## Main actions in 2019

Another pivotal axis of the Spanish CoC's activity is to promote measures to boost business competitiveness, working especially in the field of digital transformation and innovation. In addition, sectors that are seen as a priority for the Spanish economy, such as tourism and retail trade, receive a more tailored service. All the programmes implemented by the Competitiveness department are co-financed by the European Regional Development Fund (ERDF).

### Innovation Expertise Unit

At the end of 2019, the Spanish Chamber of Commerce joined forces with the Centre for Technological and Industrial Development (CDTI) to launch the "Innovation Expertise Unit", which will provide funding for RDI business projects. The basic goals of this new programme are:

1. To increase private spending on innovation in Spain.
2. To promote development and business competitiveness.
3. To support and select high-quality, innovative projects.

Over the course of 2020, the programme is expected to develop, consolidate and drive the generation of knowledge in the business environment.



CEVIPYME stand at Biz Barcelona trade show

### InnoCámaras

This programme was launched in 2007 to foster the adoption of a culture of innovation and to incorporate it into business management practices. The Spanish CoC considers that innovation must become a strategic tool to achieve sustained growth for small and medium-sized enterprises that enables them to become more competitive. The programme is characterised by its approach to the specific demands of SMEs, by developing a mixed methodology of diagnosis, support for the process of innovation and economic assistance.

Among the main actions performed in 2019, the InnoCámaras programme was launched as guidance on best practices as part of the initiatives co-financed using European funds in the Annual Regional Policy Event held on 25 and 26 November in the offices of the Madrid Architects' Association.

Also among the notable events of 2019 was the involvement in the Biz Barcelona trade show — focusing on entrepreneurs, start-ups, SMEs and self-employed — in a stand under the umbrella of the Centre for Support to SMEs for Protecting Innovation (CEVIPYME). This is a joint initiative by the Department of Industry and SMEs, the Spanish Office of Patents and Trademarks and the Spanish Chamber of Commerce. The aim is to boost innovation and expertise with a view to generating more economic activity.



### An SME from Jerez at the Annual ERDF Event

The Spanish CoC presented Jerez company Lesielle Cosmetics as an example of best practices at the Annual ERDF Communications Event.

This company, which focuses on personalised cosmetics manufacturing, managed, by means of the funds granted to it under the InnoCámaras programme, to optimise its production processes, both for certain components and in the tracing of its electric circuits, in order to boost energy efficiency.

In the presence of more than 250 delegates, representatives of the State, regional and municipal administrations, as well as various beneficiaries of ERDF funds, the company's owner, Rubén Rubiales, showcased his firm and outlined its achievements thanks to the European Union funds received.

European Regional Development Fund  
**A way to build Europe**



The President of Lesielle Cosmetics, Rubén Rubiales, during his company's presentation

TICCámaras

The TICCámaras ICT programme helps to boost SMEs’ competitiveness by adopting, using and harnessing information and communications technologies. In recent years, companies are being urged to harness the commercial opportunities offered by e-commerce and digital marketing.

Among the most notable events of 2019 we might include the organisation, in partnership with the Digitalisation Commission, of the forum “Spain, Digital Enterprise”, which was held at the headquarters of the Spanish CoC and at which the “Spain, Digital Enterprise” strategy was unveiled.

To disseminate this strategy within the framework of the TIC-Cámaras programme and in partnership with Mapfre and Telefónica, various chambers organised an event called: “Digitalisation as a competitive lever”.



Events to discuss digitalisation as a competitive lever

Chamber of Commerce	Event date
Álava	13 June
Almería	6 June
Cádiz	10 October
Cantabria	18 September
Ciudad Real	5 June
Oviedo	12 September
Santiago de Compostela	26 September
Sevilla	6 November
Tortosa	15 November

Integrated Support Plan for Retail Competitiveness

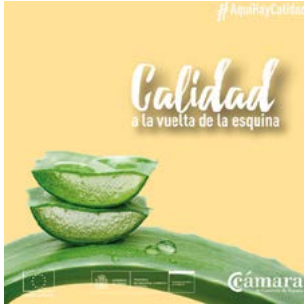
The Spanish Chamber of Commerce, in collaboration with the Office of the Secretary of State for Trade, implemented specific support actions for the retail sector once again this year.

Fostering the adoption by participant retail SMEs in solutions that enable them to boost their degree of digitalisation and, accordingly, their level of competitiveness; implementing innovative promotional actions aimed at incentivising consumption and sales in commercial axes and measures for the modernisation or equipment of retail premises were the main lines of action last year.

During the period, a total of 38,467 retail businesses benefited directly or indirectly. There were 612 events and 109 revitalisation actions in 2019.

Line of	final beneficiaries
Retail innovation diagnosis	679
Innovation events (*)	13,031
Retail revitalisation actions (**)	20,028
Singular projects (***)	4,729
<b>TOTAL</b>	<b>38,467</b>

42 projects were selected in 2019 in connection with improvements to the urban retail space, and 15 were chosen. These projects generated an induced investment of €14 million and directly benefited 8,268 retail businesses in seven Spanish regions: Andalusia, Canary Islands, Castilla-La Mancha, Catalonia, Valencia, Extremadura and Basque Country.





Competitiveness: the picture in 2019

**Programmes carried out by the Chambers of Commerce with the support of the European Regional Development Fund (ERDF) and other public bodies.**

Programme	Autonomous regions	Budget (€)	Direct beneficiaries	Indirect beneficiaries
InnoCámaras	Andalusia, Balearics, Castilla-La Mancha, Castilla y Leon, Catalonia, Valencia Region, Extremadura, Galicia, Murcia and Basque Country	€ 6,245,725	709	1,945
Retail	All regions of Spain	€ 3,755,278	947	37,693
Tourism	Andalusia, Castilla-La Mancha, Castilla y Leon, Catalonia, Valencia Region, Extremadura, Galicia, Murcia and Basque Country	€ 2,632,663	359	2,129
TICCámaras	Andalusia, Balearics, Asturias, Castilla-La Mancha, Castilla y Leon, Catalonia, Valencia Region, Madrid Region, Extremadura, Galicia, Murcia and Basque Country	€ 12,499,432	1,430	5,061

**Note:** The data refer to commitments made. Definitive execution is pending at year-end

European Regional Development Fund  
**A way to build Europe**



### The Chamber’s Internationalisation Plan (PIP)

The Chamber’s Internationalisation Plan (PIP) encompasses all the activities conducted by the Chamber of Commerce network to support Spanish companies in their internationalisation process.

Among the actions implemented in 2019, in October, the Spanish Chamber of Commerce organised a Direct Trade Mission to Silicon Valley involving 20 technology-focused companies. The mission was aimed at learning the characteristics and operation of the world's most successful innovation, entrepreneurship and growth ecosystem.



Participants in the trade mission in Silicon Valley, outside Google headquarters

Participants in the mission also had the opportunity to learn first-hand the latest market trends and to establish ties with potential partners.

The mission, in which the Spanish Office for Economic & Commercial Affairs in Los Ángeles participated, visited the University of Stanford, Google, PayPal, Twitter, HP, Nissan and private equity firms.



The Android mascot was also a presence on the trade mission organised by the Spanish CoC



## Industrial Subcontracting

The Spanish Chamber of Commerce is the organisation certified by ICEX- España Exportaciones e Inversiones to support the internationalisation of companies in the industrial sub-contracting sector, by means of its Industrial Sub-Contracting Sector Plan, and its specialist support service is called SUBCONTEX.



Sub-contracting Trade Show in Bilbao.

### Sub-Contracting Trade Show in Bilbao

In 2019, the Spanish Chamber of Commerce, alongside the chambers of Álava, Barcelona, Bilbao, Madrid, Cantabria, Girona, Guipúzcoa, Manresa, Sabadell, Pontevedra, Vigo and Vilagarcía, took part in the Sub-Contracting Trade Show, the biggest trade fair in the industrial sub-contracting sector in Spain, which was held between 4 and 6 June in Bilbao.

A total of 67 exhibiting companies took part in the show, with the Spanish CoC's SUBCONTEX service.

During the event, the chambers held European Sub-Contracting Encounters, involving 88 international buyers and 231 sub-contractor companies, resulting in more than 800 business meetings.

## Xpande & Xpande Digital

Individual, tailored advice is the basis of the Xpande programme's methodology. The Chamber of Commerce's technical specialists help companies to devise an export plan and provide the necessary tools to gain a strong foothold in the chosen target market.

Furthermore, the Xpande Digital programme is aimed at SMEs wishing to nurture and develop digital marketing as a basic tool to enhance their position in international markets. Both schemes envisage economic aid to launch an internationalisation plan.

In 2019, these two programmes to support internationalisation helped more than 700 SMEs make the leap abroad.



The Director of Labour, Training and Entrepreneurship, María Tosca, and the Director of Competitiveness of the Spanish Chamber of Commerce, Julián López-Arenas, during the recording of Plató Exterior, organised annually by Empresa Exterior



Competitiveness: the picture in 2019

**Programmes carried out by the Chambers with the support of the European Regional Development Fund and other public bodies.**

Programme	Autonomous regions	Budget (€)	Direct beneficiaries	Indirect beneficiaries
International promotion	Andalusia, Aragon, Asturias, Canaries, Castilla-La Mancha, Castilla y Leon, Catalonia, Valencia Region, Extremadura, Galicia, Navarra and Murcia	€ 7,007,066	1,432	11,218
Xpande	Andalusia, Aragon, Balearics, Castilla-La Mancha, Castilla y Leon, Catalonia, Valencia Region, Extremadura and Murcia Region	€ 2,202,696	149	0
Xpande Digital	Andalusia, Balearics, Canaries, Castilla-La Mancha, Castilla y Leon, Catalonia, Valencia Region, Extremadura, Galicia, Murcia and Basque Country	€ 3,915,939	557	0
InnoXport	Andalusia, Balearics, Canaries, Castilla-La Mancha, Castilla y León and Galicia	€ 259,076	29	0
GMI	Andalusia, Castilla-La Mancha and Galicia	€ 611,760	51	0
Industrial Sub-Contracting	Andalusia, Aragón, Asturias, Cantabria, Castilla-La Mancha, Castilla y León, Catalonia, Madrid, Valencia, Galicia, Murcia and Basque Country	€ 1,422,472	1,201	0

**Note:** The data refer to commitments made. Definitive execution is pending at year-end

European Regional Development Fund  
**A way to build Europe**

## Chamber certifications

### ATA Carnets

The ATA carnet is a temporary goods acceptance document, valid in more than 80 countries, which replaces national temporary import-export documents under certain circumstances.

It allows goods to be transferred between different customs territories without the need for specific temporary import-export procedures in each territory (without paying related VAT or customs duties).



**63**  
Issuing chambers



**4,966**  
Issuer carnets

#### 2019 Data

	INTERNATIONAL TRADE SHOWS		TRADE EXHIBITIONS		PROFESSIONAL MATERIAL	
	Carnets	Value	Carnets	Value	Carnets	Value
2017	655	€47,485,039	816	€35,454,541	3,326	€144,730,979
2018	710	€36,976,409	769	€42,830,754	3,446	€142,595,267
2019	646	€47,172,838	766	€36,523,028	3,554	€151,026,344

## Certificates of origin

This document proves that the merchandise to be dispatched originates from a given country or territory in compliance with trade requirements.

The origin is determined by the country or territory in which the product was manufactured or underwent the last substantial transformation.

In 2019, efforts continued to promote the use of the “eTrámites” procedural platform to apply for and process certificates of origin. This Platform allows certificates to be requested at any time and from any location. It also enables the procedure to be performed without having to travel in person to the Chamber of Commerce headquarters.



**The entire Network of Chambers**  
No. of issuing chambers



**408,650**  
Certificates issued

## Legalisation of commercial documents

All Spanish public documents require legalisation to be valid abroad (unless there is an agreement between countries that exempts said obligation).

Legalisation takes place by means of verifying the authenticity of the signature that appears on the document and the capacity in which the person signing it is acting.

Chambers of Commerce legalise mercantile documents such as certificates of origin, certificates of free sale, invoices, packing lists and other commercial documents.



**The entire Network of Chambers**  
No. of chambers providing this service



**158,912**  
Legalised documents

## Business certifications

The catalogue of certifications comprises the following:

- 1. Certificate of registration in the census:** This document proves that a company is registered in the public census of companies on the date of issuing the certificate and from a certain date, indicating the IAE (tax on economic activity) and Activities categories, existence or not of mercantile establishment within the demarcation of the chamber, and years since the company was first registered in the company census.
- 2. Certificate of Enterprise Size:** This proves a company's classification by size at a given time, in accordance with the regulations and definitions of the European Union.
- 3. Certificate of Brand Recognition and Renown:** This proves the distinctive nature of a brand, distinguishing its products and/or services in a sector or in a particular territory.
- 4. Certificate of Free Sale and consumption:** This proves that the product to be exported is compliant with Spanish legislation and free sale regulations in Spain.

### Endorsed by the Health Ministry

In 2019, the Department of Public Health, Quality and Innovation of the Ministry for Health, Consumer Affairs and Social Well-Being sent a memorandum to the health authorities of Spain's regions, recognising the issuance of Certificates of Free Sale on the part of chambers of commerce. This recognition supports the issuance by the chambers of this kind of certificate for food products, facilitating their export to countries requiring certification of this type.



**The entire Network of Chambers**  
Issuing chambers



**13,547**  
Certificates issued



# 08 | Employment, Training and Entrepreneurship



## Main actions in 2019

Improving the employability of young people, adapting training to companies' needs and fostering entrepreneurship are strategic goals in the activities of the Spanish Chamber of Commerce. With the financial support of the European Social Fund, a number of programmes and initiatives were implemented focusing on training as a way to boost the competitiveness of Spanish companies.

*Dual Vocational Training Fair, organised by the Chamber of Commerce of Granada*



### Integrated Programme of Qualification and Employment (PICE)

The Integrated Qualification and Employment Programme (PICE) is an individually tailored scheme to accompany young people aged 16 to 29, previously registered in the National Youth Guarantee System, in a process to improve their skills, thereby increasing their chances of insertion in the labour market or setting up as self-employed. The PICE has two pillars: Skill-Building and Mobility.

#### Skill-Building

In 2019, the programme's fifth year, the strength of the network of chambers in the sphere of the Youth Guarantee scheme was reinforced. The work of Chambers of Commerce translated into a sharp increase in the PICE's social impact, in terms of both students trained and aid granted.

Between 1 January and 31 December 2019, more than 16,000 young people were trained throughout Spain (60% more than in the previous year) and more than €4 million in aid was granted for companies throughout the country deciding to hire young people who have taken part in the PICE scheme. 1,500 recruitments were made in the period.

#### Mobility

Over the course of 2019, almost 400 young people worked or completed practical work experience at Spanish and international companies in the European Union with a total allocation of €660,000 in grants. Among the notable companies that signed up the scheme are NH Hotel Group, Banco Santander, BBVA and Indra.

In 2020, the Spanish Chamber of Commerce plans to expand the Mobility Plan, offering 40 young people international practical experience and training in countries that do not belong to the European Union.



Employment, Training and Entrepreneurship: the picture in 2019

Programmes carried out by the chambers with the support of the European Regional Development Fund and other public bodies.

Programme	Autonomous regions	Budget (€)	Direct beneficiaries	Indirect beneficiaries
Skill-Building Plan (PICE)	Andalusia, Aragón, Asturias, Balearics, Canary Islands, Castilla y León, Castilla-La Mancha, Catalonia, Ceuta, Madrid, Valencia, Extremadura, Galicia, Murcia, Navarra and Basque Country	€ 39,099,041.56	25,815 young people attended to	9928 member companies 441 recruitment subsidies
Trade Fairs (PICE)	Andalusia, Aragón, Asturias, Balearics, Canary Islands, Castilla y León, Castilla-La Mancha, Catalonia, Ceuta, Madrid, Valencia, Extremadura, Galicia, Murcia, Navarra and Basque Country	€ 1,444,079	5,199 beneficiaries of the Youth Guarantee Scheme	14,072 attendees
Mobility Plan	Andalusia, Castilla-La Mancha, Castilla y Leon, Catalonia, Ceuta, Valencia, Extremadura, Galicia, Navarra and Basque Country	€ 1,263,291.65	390 beneficiaries of the Youth Guarantee Scheme	287 young people trained 350 vacancies published



PICE trainees at a cooking workshop.







## Dual Vocational Training

The main purpose of this programme is to expand the dual vocational training system in Spain by promoting, advising and supporting companies.

The number of participating chambers increased by 300% from 13 in 2018 to 39 in 2019, and more than 2,000 companies have received information and awareness initiatives concerning dual training.

- Among the activities to promote dual vocational training, in 2019 the Chambers of Commerce helped organise 14 Dual Vocational Training Fairs, in order to provide a meeting place between the local business fabric, potential participants and other stakeholders linked to dual vocational training. Various of these Fairs were co-financed by Fundación Bankia para la Formación Dual (Bankia Foundation's dual vocational training scheme), which gave the initiative a significant boost. More than 450 companies took part in these events.
- Another of the initiatives fostered by the Spanish CoC, this time in partnership with Fundación Créate, is the launch of the "e-FP" project aimed at strengthening the entrepreneurial capacity of more than 1,500 vocation and dual vocational training students by means of an agile and dynamic online methodology.



- Furthermore, in the final quarter of 2019, the Spanish CoC and the network of Chambers of Commerce, along with Fundación Atresmedia and Fundación Mapfre, implemented a project called "Acércate a la FP" which consisted of 6 meetings using speed dating methodology between companies and centres offering vocational training to afford them the chance to share information and experiences and to pinpoint needs as a means of bringing dual vocational training closer to companies.
- Lastly, note the launch of a pilot scheme, in partnership with the Bertelsmann Foundation, aimed at providing direct support to dual vocational training tutors at SMEs and micro-SMEs. Accordingly, the Spanish Chamber of Commerce endeavours to support and facilitate the work of company tutors, so that the latter need only dedicate time to providing training and receive support when it comes to performing tasks that are not critical to the learning process.

*Meeting with Spanish daily newspaper El Español to discuss dual vocational training, involving, among others, CoC President José Luis Bonet, Training Committee President Salvador Lorenzo, and the Director of El Español, Pedro J. Ramírez*





España  
Emprende

The España Emprende entrepreneurship scheme, launched in 2017, supports the implementation of new business activities. By means of the chamber network's entrepreneurial support services, entrepreneurs access the following services: support for devising business plans; training for entrepreneurs; advice throughout the business creation process; support in processing paperwork, and follow-up and accompaniment, all with the aim of helping to boost the business's chances of survival.

In 2019, 1,574 companies were created through the programme, generating more than 1,852 new jobs, and the programme helped 6,662 entrepreneurs.



Business Support Scheme  
for Women (PAEM)

Raising awareness among women and in their environment about self-employment and entrepreneurial activities has been the foremost goal of this programme to support women entrepreneurs from its outset. In its 19 years of existence, it has proven to be an efficient instrument for the creation and consolidation of companies led by women.

In 2019, 2,201 new companies headed by women were created via this programme, generating a total of 2,341 jobs. In the same period, 9,400 enterprising women and women entrepreneurs were helped at the entrepreneurial promotion and support units located at chambers of commerce. The programme also offers online advice on the website: [empresarias.camara.es](http://empresarias.camara.es)

The services offered by the PAEM scheme include a micro-loan programme for enterprising women and women entrepreneurs which provides funding in advantageous conditions without the need for guarantees to finance business projects that are seen as being viable. In 2019, a total of 207 micro-loans were approved for a total amount of €3,768,191.

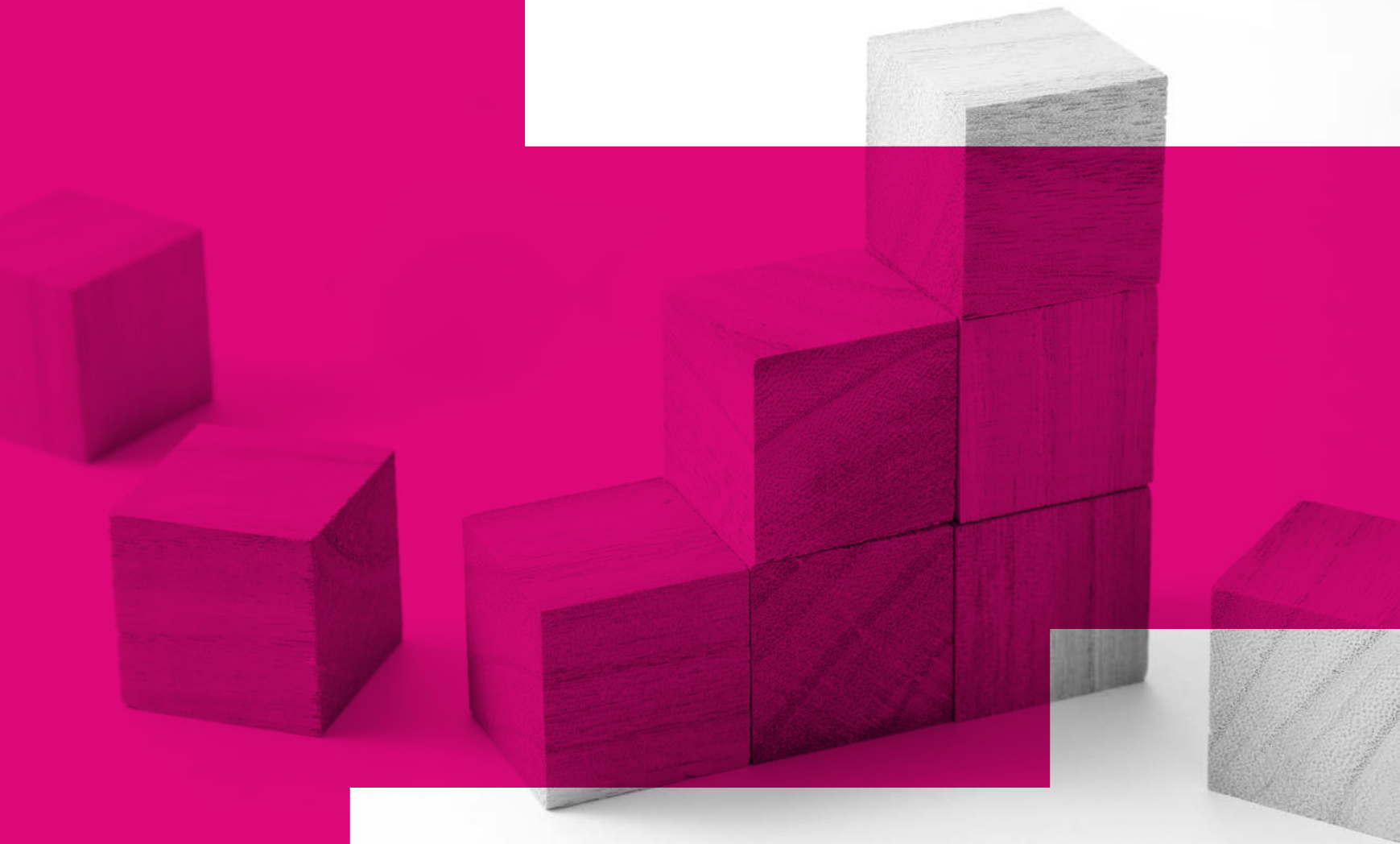


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Fondo Social Europeo  
El FSE invierte en tu futuro

Employment, Training and Entrepreneurship: the picture in 2019  
Programmes carried out by the Chambers of Commerce with the support of the European Regional Development Fund and other public bodies.

Programme	Autonomous regions	Budget (€)	Direct beneficiaries	Indirect beneficiaries
Support Programme for Women Entrepreneurs (PAEM)	Andalusia, Aragón, Asturias, Balearics, Canary Islands, Cantabria, Castilla y León, Castilla-La Mancha, Catalonia, Ceuta, Madrid, Valencia, Extremadura, Galicia, Murcia, Navarra and Basque Country	€ 1,890,028	9,404 users helped	2200 businesses created
España Emprende	Andalusia, Aragón, Asturias, Balearics, Cantabria, Castilla-La Mancha, Catalonia, Ceuta, Valencia, Extremadura, Galicia, Murcia and Basque Country	€ 1,407,395	6,662 users helped	1574 businesses created
Dual Vocational Training in Business	Andalusia, Asturias, Balearics, Canary Islands, Cantabria, Castilla y León, Castilla-La Mancha, Catalonia, Ceuta, Madrid, Extremadura, Galicia, Murcia and Navarra	€ 1,356,902	2,016 companies advised	747 suitable companies
Dual Vocational Training Fairs	Andalusia, Asturias, Castilla-La Mancha, Catalonia, Ceuta, Madrid, Galicia and Murcia	€ 341,835	450 companies advised	More than 80 centres attended the fairs

# 09 | Corporate Development



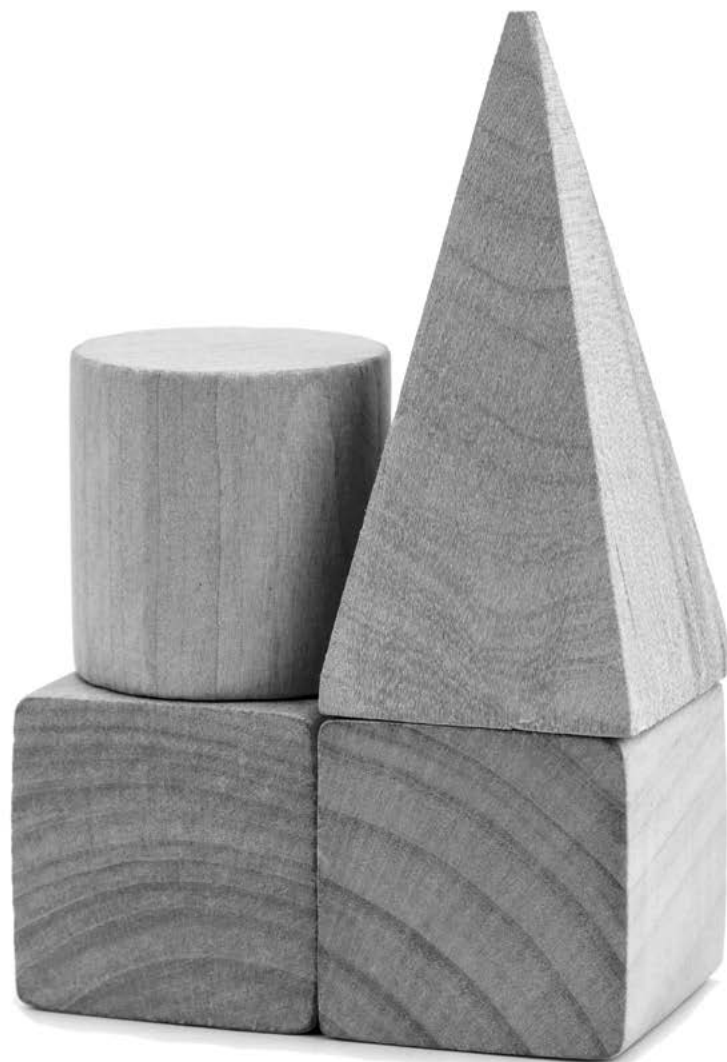


## Committees of the Spanish Chamber of Commerce

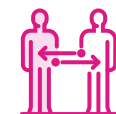
The Spanish Chamber of Commerce is legally tasked with the defence of the general interests of trade, industry, services and shipping, and it discharges advisory duties and collaborates with the Public Administrations. These duties are articulated by means of consultative working committees.

The committees are responsible for in-depth analysis, and they advise and submit proposals to Public Administrations on topics of general interest for companies.

Over the course of 2019, the Financing Committee and Research and Innovation Committee were set up (in January and November 2019, respectively). This brings the number of the Chamber's active consultative bodies to fifteen: Industry, Energy, Commerce, Tourism, Training, University-Company, SMEs, Circular Economy, Ports, Digitalisation, Internationalisation, Communication, Food & Agriculture, Financing and Research and Innovation.



## Results 2019



**15**  
Committees in operation



**31**  
Committee Meetings



**5,000**  
Companies surveyed



**357**  
Companies, Bodies, Chambers and Government Participants



**32**  
Reports, documents and publications



**23**  
Reports on national and European regulations



**58**  
Proposals for the decrease of administrative charges



**14**  
Opinion pieces



## Digitalisation Committee

**Presidency:** Telefónica

The Committee works to promote the process of digital transformation in all sectors of the Spanish economy, especially among SMEs. With this goal in mind, in March 2019 the “Spain, Digital Enterprise” strategy was unveiled, to explain how important it is for SMEs to undertake the process of digitalisation and the benefits deriving from it, and to support them in their own process of digital transformation.

The Strategy includes the report entitled “Digitalisation as a competitive lever for SMEs”, a specific guide to help SMEs and a website, [empresadigital.camara.es](http://empresadigital.camara.es), which contains a catalogue of tools, aid and support programmes for SMEs in digitalisation, both at state and regional levels. Within this framework, nine dissemination events concerning “Digitalisation as a competitive lever for SMEs” were held at territorial Chambers of Commerce.



The Telefónica España CEO, María Jesús Almazor, took part in the presentation of the “Spain, Digital Enterprise” strategy



## Training Committee

**Presidency:** Repsol

Training takes a pivotal place among the functions with which the Chambers of Commerce are tasked by law. Accordingly, the Spanish Chamber of Commerce, via its Training Committee, is highly active in this connection.

In 2019, the Committee focused on submitting proposals to and advising the authorities on regulatory or strategic projects relating to training, with a particular mention for vocational training.

Considering the challenges and opportunities posed by the digital transformation for the productive sector, the Committee collaborates closely in the identification of those digital competencies which should be included or modified in the various professional qualifications, thereby helping to close the digital gap.



Meeting of the Training Committee, chaired by Salvador de Lorenzo



## Ports Committee

**Presidency:** Valencia Chamber of Commerce

The purpose of this Committee is to contribute to strengthening the network of Spanish goods ports and thereby to help boost the competitiveness of Spanish exports and the Spanish economy as a whole. The Committee is therefore a forum for analysis and debate in which a broad representation of the ports and logistics community has a voice.

Throughout 2019, the Committee’s working sub-committees (loaders, logistics operators and transport operators sub-committees) jointly prepared a document in which, based on an analysis and previous diagnosis of the current situation of the Spanish ports system, several areas have been identified for improvement within the port environment in our country.

With a view to devising properly grounded proposals for improvement in response to each challenge identified, the Committee was organised into six working groups focused on the following spheres:

- Operating investment needs and their financing
- Port intermodality and interconnectivity
- Water
- Technological capacity
- Training and talent hunting
- Management and efficiency in controls



## SME Committee

**Presidency:** Banco Santander

This Committee was set up to identify the necessary measures for Spanish small and medium-sized enterprises to develop. To help achieve this goal, the Committee has chosen three broad priority axes that provide cohesion and meaning to its actions: recognition of the economic and social role of SMEs; nurturing of the conditions for their development; and SME sustainability.

In 2019, within the framework of this Committee, the main policies to support SMEs were presented by Raül Blanco Díaz, Director General of Industry and Small and Medium-Sized Enterprises at the Industry, Trade and Tourism Ministry, and Luis Martí, Director General of Economic Policy of the Economy and Business Ministry.

In the consultative sphere, the Committee oversaw the development of the SME Strategic Framework and other regulations the government is working on that have clear implications for SMEs, such as the SME Test.



SME Committee Chair, Isabel Puig, took part in the Internationalisation Meetings



## Circular Economy Committee

**Presidency:** Suez Spain

With the launch of this Committee, the Spanish CoC has targeted the identification and proposal of measures to help attain a sustainable economic growth model, that restores the resources used and is respectful of the environment. Accordingly, the Committee uses the following priority areas of action as a reference: waste; natural resources; and public-private partnerships.

In 2019, the Committee drafted a positioning document concerning water resources, “The Circularity of Water”, which was presented on the occasion of the UN Climate Change Conference (COP25).

Other activities conducted by the Committee were as follows:

- Intensive consultative work to mark the occasion of the presentation of the Spanish Circular Economy Strategy. Likewise, the European Union initiatives in this connection were closely monitored (EU Circular Economy Action Plan; European Green Deal).

- Analysis of sustainability indicators. The goal of this analysis was to ascertain Spain’s position in this sphere from two standpoints: circular economy and emissions of waste and other pollutants. Accordingly, the Committee monitored a broad range of indicators linked to the various areas of sustainability, from waste emissions to recycling, and including efficiency in the use of resources or spending on environmental protection, among others.
- Continuation of the presentation of best practices for companies in connection with the Circular Economy.
- Active involvement in the European Circular Economy mission in Mexico, organised by the European Commission, and in the World Water Forum, which was held in Brasilia.



The President of the Circular Economy Committee, Josep Bagué, at the presentation of the report at UIMP.



## Energy Committee

**Presidency:** Iberdrola

The Committee’s main task is to offer its opinion, vision and recommendations on energy policy and the fight against climate change in the context of Spanish economic policy, focusing on the needs of the energy sector and the challenges of sustainability.

Among the activities conducted by this Committee in 2019, it has made a notable contribution in terms of collaboration and advice in connection with the implementation of the Strategic Energy and Climate Framework which includes three key components: the Draft Climate Change and Energy Transition Bill, the 2021-2030 Integrated National Energy and Climate Plan (PNIEC) and the Fair Transition Strategy.

Likewise, in order to help diversify the analytical perspective of the challenges and transformations facing the sector, the Committee paved the way for various thematic meetings to be held on matters such as the SDGs, energy prices, electric mobility and air quality, digitalisation, technological prospects in hydrocarbons and renewable energy, etc.



The Secretary of State for Energy, José Domínguez Abascal, with the President of the Spanish Chamber of Commerce, José Luis Bonet, and the President of the Energy Committee, Carlos Sallé





## University-Company Committee

**Presidency:** Inditex

In the sphere of improving relations between universities and business, and in particular the transfer of the results of university expertise and research to society and its harnessing at a productive level by companies, in 2019 the Committee compiled the study “Advancing towards the knowledge economy”, the main aim of which was to examine the deficiencies detected and the aspects for improvement identified within the legal framework regulating the transfer of results from universities to business.

The presentation of the study “Advancing towards the knowledge economy. Regulatory reviews concerning the transfer of technology and creation of technology-based companies”, took place on 31 October 2019, with the involvement of the Secretary of State for Universities, Research, Development and Innovation.



The Chair of the University-Company Committee, Antonio Abril, at the presentation of the report



## Commerce Committee

**Presidency:** El Corte Inglés

Due to the mounting interest in e-commerce as a business model, its development and the way it affects the traditional business model, the Committee paid particular attention to online payments as a result of the entry into force of the Payment Services Directive (PSD2) and its transposition into Spanish legislation; tax implications and the recent trends that appear to point to a global escalation in the sphere of e-commerce (OECD proposal on tax in the digital economy) or the rules governing e-commerce in contrast to traditional commerce and the proposal to provide a basis for equal treatment of the two models.

The Committee also monitored the procedural progress of various draft bills presented in Spain's parliament in connection with payment default in trade operations, due to its interest for the payment regime in the Spanish Retail Trade Law and the need to amend the sale below cost system enshrined in that Law as a result of a ruling by the European Court of Justice. The actions pursuant to the Integrated Support Plan for Retail Competitiveness in Spain were also reported.



In the picture, José Luis González-Besada, the Director of Communications of El Corte Inglés during a meeting of the Committee.



## Industry Committee

**Presidency:** Alstom

The Industry Committee of the Spanish Chamber of Commerce determined the need to urgently call for priority measures to drive growth and competitiveness in Spanish industry, especially in an increasingly interconnected global environment that is in constant flux.

To select and prioritise strategic action lines the Committee began by identifying 50 measures to help increase the size and enhance the digitalisation of the business fabric of industry. Subsequently, a comparative analysis was performed between these measures and the main works and proposals from various national and international bodies and institutions.

On this basis, a “Ten-point plan for strategic action” in the short and medium term was devised to relaunch and strengthen industrial policy over the next political term.



Former Agriculture Minister, Isabel Tejerina, took part in a meeting with the Industry Committee, chaired by Antonio Moreno, the President of Alstom



## Food and Agriculture Committee

**Presidency:** Grupo Fuertes

The Food and Agriculture Committee has five spheres of action aimed at helping to boost the competitiveness and prestige of the agrifood sector: internationalisation, research and innovation, digitalisation, sustainability, and quality and security in the sector.

In 2019, in connection with sustainability, quality and security in the sector, an analysis was performed of the regulations concerning plastic from a global standpoint and, specifically, regarding the impact of these regulations on packaging, as well as the new model for front labelling to provide information on the nutritional quality of food products (Nutriscore).



Grupo Fuertes chairs the Food and Agriculture Committee.



## Tourism Committee

**Presidency:** Iberia

One of the Committee's priorities is to drive a sustainable tourism model in Spain that prioritises quality tourism while intensifying efforts to improve the environment for tourism activities and shore up the factors that help consolidate its competitiveness on the global stage.

In 2019, the Committees work focused on the following areas: the implementation of measures to speed up the process of granting tourism visas for distant markets (like China, India, the Middle East, United States and Russia); knowledge and analysis of the policy for promoting Spain as a tourist destination, especially its largest cities; analysis of the importance of air connectivity with long-haul destinations thanks to Iberia; and boosting innovation in the sector through Segittur.



The Secretary of State for Tourism, Matilde Asian, with the Chairman of the Tourism Committee and President of Iberia, Luis Gallego, and the President of the Spanish CoC, José Luis Bonet



## Internationalisation Committee

**Presidency:** MAFPRE

In order to examine and debate proposals for action that boost internationalisation in the Spanish economy with a medium- and long-term strategic vision, over the course of 2019 the economic and trade relations with Mexico and Japan were analysed as a result of the trade agreements signed with the European Union.

In both cases, the Committee took into account the vision of the European Union, the Spanish government and representatives of the governments of Japan and Mexico, familiar with the deals and playing a central role in the respective negotiations.

In the year, the Committee closely monitored the United Kingdom's process to exit the European Union, and events were organised involving expert speakers on both the Spanish and UK sides to explain the implications and effects on economic operators.



Former Labour Minister, Fátima Báñez, and former Energy, Tourism and Digital Agenda Minister, Alvaro Nadal, met members of the Internationalisation Committee.



## Financing Committee

**Presidency:** Caixabank

Aware of the importance of financing for business development, the Spanish Chamber of Commerce launched the Financing Committee in the first quarter of 2019.

The Committee has three main goals:

- To be a forum for strategic reflection on financial issues relevant to the business world, for which purpose it proposes to hold topic-specific sessions to analyse and discuss matters of current interest with notable speakers;

- To work on specific actions to support SMEs, from a financial standpoint. Within this framework, a set of information and training materials is to be developed in connection with financing and financial risk management, aimed specifically at the needs of SMEs.
- To contribute to the development of the Spanish Chamber of Commerce's advisory role within the sphere of business finance.

Among the events organised by the Committee in 2019, we highlight the meeting with the then-President of the Independent Authority for Fiscal Responsibility, José Luis Escrivá.



The President of the Independent Authority for Fiscal Responsibility, José Luis Escrivá, during his meeting with members of the Financing Committee, which is chaired by CaixaBank



## Research and Innovation Committee

**Presidency:** Almirall

This Committee was set up in November 2019 with a three-fold objective:

- To be a forum for strategic reflection on issues of current interest in connection with RDI, for which purpose, among other things, it would invite speakers of national and international prestige.
- To support the development of the Chamber's advisory function, proposing specific measures, having the best possible liaison with the General State Administration.
- To propose pre-agreed specific measures in connection with RDI.



Meeting of the Research and Innovation Committee. Pictured are COTEC President, Cristina Garmendia, CoC President, José Luis Bonet, and Committee Chairman, Pere Berga, scientific advisor at Almirall.



## Communication Committee

**Presidency:** Caixabank

This Committee continued its work to disseminate the report "Socio-economic impact and contribution to the sustainable development of companies by the Spanish Chamber of Commerce", via both media actions and the presentation of the report at the COP25 Climate Conference.



## Meeting of the various Committees

Over the course of 2019, the Spanish Chamber of Commerce organised various meetings in which companies serving on the 15 Committees of the CoC took part, along with other members of the Plenary Assembly. These included:

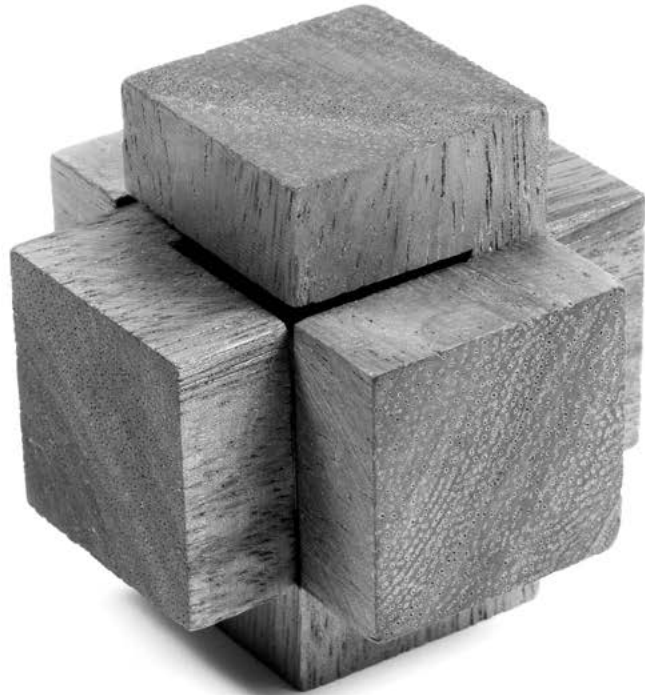
- Meeting with the EU Commissioner for Budget and Human Resources, Günther Oettinger
- Meeting with the Secretary of State for Energy, José Domínguez Abascal
- Meeting with the European Commission Director-General for Environment, Daniel Calleja



## Advisory role:

### Advisory services and collaboration with Spanish Administration, European Union and international bodies

This year, alongside the activity deployed by the Committees, the advisory function of the Chamber has also included the development of an extensive task for the follow-up and reporting on draft regulatory projects and programme documents, both at a national and European level and the institutional collaboration with international economic bodies.



#### At state level

- Preparation of the Spanish Chamber of Commerce's positions in the following projects:
  - Strategic frameworks of SMEs.
  - Strategic Energy and Climate Framework (Draft Climate Change and Energy Transition Bill).
  - Integrated National Energy and Climate Plan (PNIEC 2021-2030).
  - Draft Royal Decree amending the Regulation for the Implementation of the Trademark Law.
  - Draft Royal Decree on railway operational security and interoperability.
  - Draft Royal Decree amending the Technical Building Code.
- Review and follow-up of draft regulatory proposals and draft projects from the Central Government and the Spanish Parliament.
- Dissemination of the main public participation initiatives with business relevance (proceedings for prior public consultation, hearing and public information and public consultation).

#### At EU level

- The Chamber has kept track of the main regulatory dossiers with an extended involvement for companies, increasing the positioning of the Chamber of Commerce to that respect either directly and/or in coordination with Eurochambres. The following are worthy of mention, among others: Implementing Regulation on single-use medical devices; 2021-2024 Strategic Plan for Horizon Europe; Orientation of 2021- 2027 Digital Europe programme; Alignment of EU regulations on capital requirements with international standards (prudential requirements and market discipline); etc.
- Regular contacts have been held with several Directorates General of the Commission and with Spanish MEPs belonging to the various parliamentary groups of the European Parliament.
- Likewise and as in previous years, the Chamber has participated in the informative visits organised by the European Commission for Spanish experts in the fields of finance and economics.

*CoC President, José Luis Bonet, welcomes the European Commissioner for Budget and Human Resources, Günther Oettinger, to the Chamber's headquarters.*

#### At international level

- The Chamber participated in the annual meeting organised by the OECD in Paris, bringing together governments and economic institutions worldwide and in which the annual economic outlook report is presented ("OECD Economic Outlook").



## Research Service

In 2019, the Spanish Chamber of Commerce's Research Service implemented the following initiatives:

### ► Proposed economic policy in the run-up to the 2019 General Election

Preparation of a document with the main economic policy proposals to be presented to the political parties and society as a whole ahead of the elections in 2019.

### ► Participation in public consultations and hearings

The Service reported on 23 regulations and policies with economic and business implications both at national and EU level.

### ► Preparation of economic forecasts

Quarterly, on the basis of the principal economic aggregates. Included in the quarterly Economic forecasts panel from Funcas.



Training session with experts from the World Bank.

### ► Compilation of reports on the economic environment

Preparation of explanatory reports and assessments on the performance of the main economic-business indicators (quarterly GDP, Labour Force Survey, etc.) and on the path of the Spanish economy.

### ► Business Competitiveness Observatory

Periodic research in key areas for business competitiveness, with a specific analysis. In 2019, the document on "Enterprise growth" was published.

### ► Catalonia Economic-Business Observatory

Monitoring of the Catalonia economic-business evolution and comparison with the rest of Spain, based on the collection and analysis of 75 key indicators.

### ► Business Perspectives Survey

To learn the views of European companies on the evolution of their businesses and their expectations. Coordinated by EUROCHAMBRES, with the participation in 2019 of around 3,600 Spanish companies.

### ► Meetings with companies

In 2019, the Bank of Spain and Chamber of Commerce commenced a collaboration to jointly organise meetings with companies to establish a direct and ongoing relationship in the business sphere in connection with matters of interest for the Spanish economy. Five meetings were held in the year with representatives of companies in the construction and property, autos, tourism, retail and energy industries.



### ► Administrative Simplification

Annual study to identify the most onerous bureaucratic procedures for companies and to identify specific proposals to reduce these burdens. In 2019, the analysis focused on SMEs and 58 proposals were submitted.

### ► Specific analyses

Compilation of a corrugated steel index.

Analysis of extractive industries in Andalusia.

Technical support for companies belonging to the Spanish Chamber of Commerce and local Chambers of Commerce.

### Content management, analysis and consultations for the foreign trade database:

- Database of foreign trade operations.
- Directory of exporter and importer companies.



### Brussels delegation

The Brussels delegation of the Spanish CoC continued to safeguard the interests of Spanish companies vis-à-vis European institutions, both in relation to new regulatory requirements and in the detection of European programmes.

During 2019, the delegation laid greater emphasis in the European sphere on its consultative function, with the aim of helping to foster more involvement of the Spanish business community in the decision-making process, as well as on the financing opportunities offered by the European Union and the effective representation of the interests of Spanish companies vis-à-vis European institutions.

The identification of financing opportunities and fostering greater Spanish involvement in the Commission's expert groups were also closely tracked goals.

Moreover, the delegation of the Spanish CoC was actively involved in various European projects by means of EUROCHAMBRES. Also this year, it took part in and coordinated, at national and European level, the organisation of the EUROCHAMBRES Economic Forum, held in Rome in October; and in the 5<sup>th</sup> edition of the Connecting European Chambers event and the launch of the Chambers+ platform, both open to the participation of technical personnel from the territorial network of chambers that manage European projects.



10

**Support for the  
Chamber of Commerce  
network**



## Instruments for liaison with the network of territorial chambers

The Spanish Chamber of Commerce is tasked, by law, with the coordination and representation of the Chamber of Commerce network. The relationship between the Spanish CoC and the territorial chambers is articulated by means of various institutional and operating instruments. The first of these is the involvement of territorial chambers in the Plenary Assembly of the Spanish Chamber, either as full members, pursuant to Law 4/2014, or as guests, as established by the President of the Spanish Chamber of Commerce.



The President of the Chamber of Spain, José Luis Bonet, with the three Presidents of the Chambers of Commerce of Asturias: Félix Baragaño (Gijón); Carlos Panicles (Oviedo) and Luis Nogueira (Avilés)

### The Chambers of Commerce Assembly

The main instrument for channelling the involvement of territorial chambers in the Spanish CoC is its Assembly, the consultative and participatory body for all the chambers, by means of their presidents. In 2019, the Chambers of Commerce Assembly met three times.



Meeting of the General Assembly of Chambers of Commerce in the headquarters of the Spanish CoC

### Meetings of Directors General

Another instrument for relations is the meeting of directors general of the Chambers of Commerce. In 2019, the Spanish CoC called two meetings: the first coinciding with the presentation of the network of chambers' Directory of Best Practices and the second aimed at monitoring and supporting programmes financed using European funds.



The Directors General of the 85 Chambers of Commerce met at the CoC headquarters

## Working Groups to prepare the Assembly

The Assembly of Chambers decided that, prior to each session, a small group would be set up comprising the directors general of the Chambers of Commerce and the General Directorate of the Spanish Chamber of Commerce, to prepare topics of interest to be included in the agendas of the forthcoming Assembly meetings.

The first working group, comprising the Chambers of Commerce of Madrid, Navarra, Tortosa, Valencia, Valladolid, Zaragoza and the CoC of Spain was set up in 2019, and prepared a document concerning public financing of Chambers of Commerce, to be considered by the Assembly.



Visit by the President of the Spanish Chamber of Commerce to the Scientific-Technological Campus of the Linares Chamber of Commerce, accompanied by the Mayor, Juan Fernández, the representative for Promotion and Tourism, Manuel Fernández Palomino, and the President of the Chamber, José María Villén

## Bilateral meetings

In addition to these global meetings of the entire network, more than 100 bilateral meetings were held in 2019 between the Spanish Chamber of Commerce and the various other chambers. Forty-six of them were institutional meetings involving the President, director general or management team. Furthermore, fifty-five operational meetings were held to address specific topics on the programmes co-financed with European funds and other actions such as the Global Management Challenge training competition.

The Spanish Chamber of Commerce organised a series of seven meetings of chamber directors, in groups of ten to twelve attendees from chambers in different regions and with different structures, with a dual objective:

- To benchmark best practices and pool reference bearing models and services.
- To update the Services Map of the chambers network.

## The chambers network and the European Union

The Spanish Chamber of Commerce has launched a number of activities in conjunction with the other chambers to strengthen their ties with the local productive fabric and communities. As explained in more detail in other sections of this Report, one example of these activities is the group visit by the Chambers of Commerce to the European Commission.



Representatives of the Chambers of Commerce visit the European Commission headquarters

## Services Map

Over the course of 2019, the global Services Map of the Chamber of Commerce network, first published in 2018, was updated. Among this year's new inclusions are the Directory of Best Practices for projects and services. Seven meetings were held to exchange information, in which the chambers presented service models, methodologies or projects that might contribute added value to the network as a whole.

These best practices have been compiled into a directory, classified by the areas of activity defined in the services map and highlighting for each one the common features: purpose, actions, results and other information of interest.

The Directory includes a total of 37 best practices, most of which generate income for the chambers that implement them. Best practices relate to various aspects that can be summarised as follows:

Training and human resources	6
Consultancy and research	1
Information and advisory services	4
Other services and other singular practices	19
Promotion abroad	7



## Chamber of Commerce Service Unit

This is a specific service launched in 2017 by the Spanish Chamber of Commerce to efficiently resolve consultations from the chamber network on aspects relating to the management and control of programmes jointly financed with European funds.

### 2019 Quantitative results

- 263 consultations addressed.
- 68 Chambers from all Autonomous Regions and 3 Regional Councils use the Service Unit.
- Response periods between 3 and 6 days, based on whether several departments must take part in the preparation of the response.

In 2019, the Chamber of Commerce Service Unit managed to steadily reduce the response time for consultations or queries from the chamber network, by establishing a system that simplifies processes and improves the quality of information provided.

## Monitoring of the election process

In 2019, services continued to be provided by the Office of Electoral Information, since there were election processes in Andalusia, Cantabria, Castilla-La Mancha and Catalonia.

The Office of Electoral Information was created in 2017 to resolve consultations and queries presented by the Chambers of Commerce in relation to the electoral process.



*The President of the Spanish CoC with the presidents of the Andalusian chambers.*

## Honours awarded by the Spanish Chamber of Commerce

In 2019, 8 Gold Medals and one Medal of Honour of the Order of the Spanish Chamber of Commerce were awarded.

### Gold medallists:

- Manuel Vidal, former President of the Chamber of Commerce of Zamora.
- Francisco Menéndez, former President of the Chamber of Commerce of Avilés.
- Jesús Blanco, former President of the Chamber of Commerce of Teruel.
- Severino García Vigón, former President of the Chamber of Commerce of Oviedo.
- Fernando Fernández-Kelly, former President of the Chamber of Commerce of Oviedo.
- Antonio Fernández Rincón, former President of the Chamber of Commerce of Torrelavega.
- Vicente Villagrà Blanco, former President of the Chamber of Commerce of Palencia.
- Miguel Valls Maseda, former President of the Chamber of Commerce of Barcelona, awarded posthumously.

### Medal of Honour of the Order of the Spanish Chamber of Commerce, Industry, Services and Navigation

- Francisco Martínez-Cosentino, Chairman of Grupo Cosentino and former President of the Chamber of Commerce of Almería.



*The President of the Chamber of Palencia, Vicente Villagrà, receiving the Gold Medal of the Spanish CoC*





### Online Office

In 2019, the process continued to update and improve the electronic administration platform for Chambers of Commerce, focusing on its integration with the national programmes @firma and TS@, and on improving the process for signing and submitting documents.

#### 2019 Quantitative results\*

KPI	Value
No. of calls	1,540
No. of electronic applications	18,551
No. of on-site applications registered	10,463
No. of electronic notifications	16,739
No. of chamber users	622

*\*Cumulative figures*

### 2020 Chamber

In 2019, the justification process, pre-financing procedure and certification payments procedure were simplified in this application dedicated to the management and control of ERDF and ESF funds.

#### 2019 Quantitative results\*

KPI	Value
No. of calls	1,345
No. of operations	19,284
No. of settlements	569,768
No. of documents	1,094,549
No. of chamber users	1,205

*\*Cumulative figures*

11

**Arbitration and Legal  
Area**



## Arbitration

Arbitration has been among the tasks traditionally attributed to Chambers of Commerce. The Spanish Chamber of Commerce was a pioneer in managing institutional arbitration, in the trade sector, by means of the Spanish Court of Arbitration, which deals with internal and international arbitration proceedings.



### New Bylaws and new Regulation

In compliance with the goals established by the Spanish Court of Arbitration the previous year, in June 2019 the new Bylaws of the Spanish Court of Arbitration entered into force, followed, in September, by the new Regulation. The Court underwent a renovation with the aim of adapting to the next-generation arbitration demands, always ensuring that arbitration awards are fair and executable and making arbitration a faster and less costly route than ordinary judicial proceedings.



*Elena Otero-Novas, the first woman to preside over the Spanish Court of Arbitration*



### Governance of the Spanish Court of Arbitration

In November, the Plenary Assembly of the Spanish Chamber of Commerce approved the appointment of three new plenary members of the Spanish Court of Arbitration which, accordingly, now comprises the following persons:

**Elena Otero-Novas** *(President)*

**Jesús Almoguera** *(Vice-president)*

**Antonio Sainz de Vicuña** *(member)*

**José Félix de Luis** *(member)*

**Javier Taberna** *(member)*

**Silvia Iranzo** *(member)*

**Marta Gil de Biedma** *(member)*

**Miguel Klingenberg** *(member)*

With this new composition, the Spanish Court of Arbitration reinforced its commitment to providing a professional, efficient and responsible service, governed by the principles of neutrality, impartiality, independence and transparency.





## Institutional relations

In 2019, the Spanish Court of Arbitration maintained an intense level of institutional activity, noting:

**“9<sup>th</sup> Congress of Arbitration Institutions”**, organised by the Court of Arbitration of the Madrid Bar Association (ICAM), held in Madrid.

The **“Investment in Spain and China-Global Dispute Resolution”**, event, held in collaboration with the China International Economic and Trade Arbitration Commission (CIETAC), at the headquarters of the Spanish Chamber of Commerce; the **“Technical meetings on international arbitration”**, organised by ICEX – España Exportación e Inversiones, along with the General Council of Spanish At-

torneys and in partnership with the Spanish Economic and Commercial Office in Miami, held in Miami.

**“Chamber Arbitration Brazil-Spain”**, event organised by the Brazil-Spain Chamber of Commerce and held in Madrid.

13<sup>th</sup> International Arbitration Congress of the Peruvian Arbitration Institute (IPA) **“Honest arbitration: not only must it be so, but it must seem so”**, held in Lima.

International Congress of the Spanish Arbitration Club (CEA) **“Strengthening the credibility of arbitration: CEA’s Code of Best Practices”**, held in Madrid.



The representative of the association China International Economic and Trade Arbitration Commission (CIETAC), during his inauguration speech



The vice-president of Técnicas Reunidas, Manuel Valencia, chaired the meeting's first round table session: China International Economic and Trade Arbitration Commission (CIETAC), in which Fernando Fernández, Economics Professor at IE Business School, and Javier Sierra, director of internationalisation of ICEX, took part.



## Activity report

There were 28 new arbitration procedures in 2019, all of them domestic. The total amount under dispute amounted to €16 million, in other words, an average of €570,000 million per case.

The administration rights generated by the Court for these new cases amount to €185,722, invoicing a total of €170.00.



## Unification of arbitration courts

In July 2019, the Madrid Arbitration Centre (CIAM) was formally incorporated, in compliance with the MoU signed in December 2017 by the three main arbitration courts in Spain. Moreover, José Antonio Caínzos was appointed President of the arbitration entity and Mellanie Olivares the Secretary General.



The Secretary General of the Spanish Chamber of Commerce and of the Spanish Court of Arbitration, Adolfo Díaz-Ambrona, at the International Congress of the Spanish Arbitration Club

## Legal



### Conduct Committee

The Conduct Committee of the Spanish Chamber of Commerce was created by the Executive Committee in 2017, when the Code of Conduct and Best Practices, the Organisational and Operational Regulation of the Conduct Committee and the Rules of the Whistleblower Channel of the Spanish Chamber of Commerce were also approved.

The Conduct Committee comprises the following members, appointed by the Executive Committee in its meeting of 29 November 2017 and 20 February 2019, respectively:

- Adolfo Díaz-Ambrona, Secretary General of the Spanish CoC, acting as President.
- María Jesús Luengo, Director of Communication, Marketing and the Office of the Presidency.
- Manuel Zafra, Chief Financial Officer.
- José María Fernández de la Mela, Director of Legal Services.

The main duties of the Conduct Committee include:

- To supervise compliance with the Code of Conduct and Best Practices of the Spanish Chamber of Commerce.
- To define the preventive, supervisory and oversight measures to properly apply the principles enshrined in the Code.

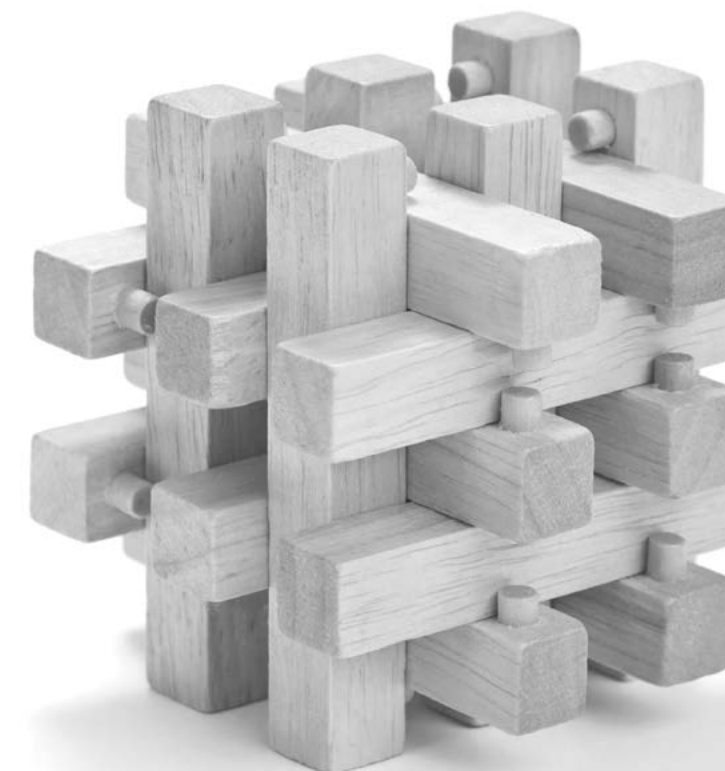
- To foster the dissemination and knowledge of and compliance with the Code, establishing adequate training policies for the staff at the Spanish Chamber of Commerce to apprise themselves of the internal regulation.
- The superior and binding interpretation of the Code.
- To foster the necessary protocols to develop the Code and prevent its breach.
- To approve the regulations, policies and internal procedures for implementing the Code.
- To manage the Whistleblower Channel and approve the rules for its use.
- The annual assessment of the degree of compliance with the Code.

### Código Ético y de Conducta de la Cámara de España

Código Ético y de Conducta de la Cámara de España aplicable en materia de gestión de Fondos de la Unión Europea

In 2019, the Whistleblower Channel that is managed by the Conduct Committee did not receive notification of any incidents and the following agreements were adopted:

- To define a protocol of recruitments for the Spanish Chamber of Commerce staff.
- To approve a welcome pack for new recruits to the Spanish Chamber of Commerce.
- To approve an external communications policy for the Spanish CoC.
- To report on the recruitment activity at each meeting of the Conduct Committee.
- To report on the application of protocols and incidents.
- To approve, with the support of expert external advisors, a new confidentiality and data protection clause for staff at the Spanish Chamber of Commerce.



# Agreements

In 2019, the Spanish Chambers of Commerce signed 42 agreements with various entities, institutions and public administrations. Most of the agreements are aimed at the execution of programmes financed with EU funds by territorial chambers:

**Institution.**  
Chambers of Commerce  
**Purpose.**  
PICE Mobility Plan

**Institution.**  
Chambers of Commerce  
**Purpose.**  
PICE 2019 Job Fairs

**Institution.**  
Chambers of Commerce  
**Purpose.**  
PICE 2019 Mobility Fairs

**Institution.**  
Chambers of Commerce  
**Purpose.**  
Enterprise Plan

**Institution.**  
Chambers of Commerce  
**Purpose.**  
Dual Vocational Training Programme

**Institution.**  
Chambers of Commerce  
**Purpose.**  
Support Programme for Women Entrepreneurs (PAEM)



The Secretary of State for Trade, Xania Méndez, and the President of the Spanish Chamber of Commerce, José Luis Bonet, signed the Chamber Internationalisation Plan for 2019

**Institution.**  
Office of the Secretary of State for Trade - Ministry of Industry, Trade and Tourism  
**Purpose.**  
Chamber Internationalisation Plan for 2019



José Luis Bonet and the Secretary General of Industry for Small and Medium-Sized Enterprises, Raúl Blanco, signed the agreement to establish helpdesks for entrepreneurs

**Institution.**  
Fundación Incyde  
**Purpose.**  
Coworking/Digital Hub project

**Institution.**  
Ministry of Industry, Trade and Tourism  
**Purpose.**  
Support for retail competitiveness programmes 2019

**Institution.**  
Instituto de Crédito Oficial (ICO) (Credit Institute)  
**Purpose.**  
Cooperation line for the development of joint activities and projects, relating to fostering internationalisation and competitiveness



Carlos García de Quevedo, and the Spanish CoC President, José Luis Bonet



**Institution.**

Fundación Lafer

**Purpose.**

Master in Food and Agricultural Business Management



The Secretary General of the Spanish Chamber of Commerce, Adolfo Díaz-Ambrona, and the Chairman of Fundación Lafer, Manuel Lamela, signed the agreement to support the agrifood sector

**Institution.**

Directorate General for Industry and SMEs (DGIPYME)

**Purpose.**

Establishment of helpdesks for entrepreneurs belonging to the Circe Network

**Institution.**

Regional Councils of Chambers

**Purpose.**

Coordination of the PICE Skill-Building Plan

**Institution.**

Asociación Española de Movilidad Internacional (FEEX) (Spanish Association for International Mobility)

**Purpose.**

Laying the groundwork and establishing the areas for collaboration



The Director General of the Spanish Chamber of Commerce, Inmaculada Riera, and the President of the Spanish Association for International Mobility (FEEX), Antonio Naz Altolaquirre, at the signing of the agreement

**Institution.**

Madrid Court of Arbitration, Spanish Court of Arbitration and Civil and Mercantile Court of Arbitration

**Purpose.**

Constitution of Asociación para el Arbitraje Internacional (Association for International Arbitration) in Madrid

**Institution.**

Chambers of Commerce

**Purpose.**

Trade Fairs on Dual Vocational Training in 2019

**Institution.**

Chambers of Commerce

**Purpose.**

PICE pre-financing

**Institution.**

Chamber of Commerce of Amman

**Purpose.**

Memorandum of Understanding

**Institution.**

Romania Chamber of Commerce

**Purpose.**

Memorandum of Understanding

**Institution.**

Jordan-Europe Business Association

**Purpose.**

Memorandum of Understanding

**Institution.**

Ministry of Territorial Policy and Civil Service

**Purpose.**

Identification of administrative charges and reduction thereof

**Institution.**

Agencia Española de Protección de Datos (AEPD – Spanish Data Protection Agency).

**Purpose.**

General Action Protocol

**Institution.**

Fundación Bankia

**Purpose.**

Dissemination and fostering of dual vocational training in Spain



*Inmaculada Riera, Director General of the Spanish CoC, and Amalia Blanco, Deputy Managing Director for Communication and External Relations at Bankia, at the agreement signing ceremony*

**Institution.**

Chambers of Commerce

**Purpose.**

Coworking/Digital Hub project

**Institution.**

Asociación Iberoamericana de Cámaras de Comercio, Industria y Servicios (AICO – Association of Ibero-American Chambers of Commerce, Industry and Services)

**Purpose.**

Development of entrepreneurship and business competitiveness in Ibero-America



*AICO President, Julián Domínguez, and the President of the Spanish Chamber of Commerce, José Luis Bonet, signed a Memorandum of Understanding.*

**Institution.**

Chambers of Commerce and/or Regional Councils of Chambers

**Purpose.**

Skill-Building Plan as part of the Integrated Qualification and Employment Programme (PICE)

**Institution.**

Council of Andalusian Chambers

**Purpose.**

Line of activity: “Latin America Matters” of the Andalucía+20 programme

**Institution.**

Agencia Estatal de Administración Tributaria (AEAT - Spanish Tax Authority)

**Purpose.**

Transfer of tax information to the Official Chambers in order for them to discharge their public-administrative functions.

**Institution.**

Directorate General for Industry and Small and Medium-Sized Enterprises and the Spanish Office for Patents and Trademarks

**Purpose.**

Centro de apoyo a la Pyme para la protección de la innovación (CEVIPYME – Centre of support to SMEs for Protecting Innovation)

**Institution.**

Chambers of Commerce

**Purpose.**

2020 PICE Trade Fairs

**Institution.**

Chambers of Commerce

**Purpose.**

2020 PICE Skill-Building Plan

**Institution.**

Chambers of Commerce

**Purpose.**

2020 PICE Mobility Plan

**Institution.**

Regional Councils of Chambers of Commerce

**Purpose.**

2020 PICE Skill-Building Plan

**Institution.**

Chambers of Commerce

**Purpose.**

Dual Vocational Training Fairs in the first half of 2020

**Institution.**

Chambers of Commerce

**Purpose.**

España Emprende 2020 Enterprise Plan

**Institution.**

Chambers of Commerce

**Purpose.**

2020 Support Programme for Women Entrepreneurs (PAEM)

**Institution.**

Fundación Créate

**Purpose.**

Joint professional training programme

**Institution.**

CESGAR, Reciprocal Guarantee Companies

**Purpose.**

Improving SMEs' access to financing

**Institution.**

Fundación Universidad-Empresa

**Purpose.**

Framework of cooperation in the sphere of young talent, in particular as regards training and improving students' employability

**Institution.**

Comunidad Andina (CAN – Andean Community)

**Purpose.**

Foster economic and trade relations between member countries.







# 12

**Communication and  
Marketing**

Communication is a strategic pillar for the Spanish Chamber of Commerce, structured into three areas: strengthening its institutional positioning; informing society in general and the business fabric in particular in regard to the programmes it implements and the services it provides to companies (especially SMEs); and coordinating communication and marketing actions for the chamber network as a whole.

In the institutional sphere, the Spanish CoC's communication strategy hinges on the activity of the President and senior management, both nationally and internationally, as well as the work of the sector-specific and transverse committees, responsible for the consultative function legally attributed to the Chamber, and the various programmes and campaigns in which the institution takes part, either on its own or in collaboration with other public and private organisations.

In 2019, these actions included the third edition of the SME Awards, in conjunction with Banco Santander; the Values that Build Dreams campaign, with the Leading Brands of Spain Forum and the Office of the Secretary of State for Global Spain; or “Hablemos de Europa” (Let's Talk Europe), in conjunction with the Office of the Secretary of State for the European Union, a series of events to disseminate the Spanish CoC's actions to help SMEs and young people under the umbrella title “SMEs and young people, centre stage in Europe's future”.

Note also the CoC's involvement in the COP25 Climate Summit, where it shared a stand with business organisations and conducted various initiatives with chambers and companies.

At the operating level, communication actions focus on the dissemination of programmes co-financed using European Funds and developed through the network of territorial chambers, based on three main axes: internationalisation, digital transformation and training, with a particular emphasis on dual vocational training. In this sphere, we highlight the coordination of communication actions conducted by the territorial chambers that execute the programmes.

The Spanish CoC's communication policy is executed by means of a number of offline and online tool. In addition to actions involving the media and the organisation of events are the social media and media of our own, such as the Chamber of Commerce Blog, Newsletter and Weekly, an internal publication reporting all the Chamber of Commerce activity



*Europe fosters competitiveness of SMEs, an event at the Chamber of Commerce in A Coruña, chaired by its President, Antonio Couceiro*



## Digital strategy

The Spanish Chamber of Commerce has strengthened its digital presence and has launched a new online strategy with clearly defined objectives in connection with increasing traffic, capturing new registrations and securing user loyalty.

During this period, digital communication has attained notable growth by means of digital marketing campaigns or social media. “Spain, Digital Enterprise”, “I want to be my own boss”, “Quality around the corner” or “Believe in yourself” were the most noteworthy campaigns carried out in 2019.



## Main figures in 2019

### Social media



**4,742**  
newsletter subscribers



**607**  
subscribers



**27,536**  
followers



**1,265**  
followers



**21,585**  
followers



**12,142**  
followers



Presence **in media**

**1,796**  
impacts in  
written press



EAV  
**14.1 million**  
euros



Audience  
**235 million**



**26**  
interviews



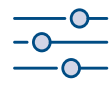
**18**  
expert opinions



**7,031**  
impacts in digital  
media



EAV  
**32.4 million**  
euros



Audience  
**3,240 million**

Radio and **Television**

**117**  
impacts



EAV  
**€3.9 million**



Audience  
**13 million**



The President of the Spanish CoC, José Luis Bonet, interviewed on Capital Radio



CNN interview with José Luis Bonet at the New York Stock Exchange

**Chamber of Commerce of Spain**

C/ Ribera de Loira, 12  
28042, Madrid (Spain)  
(+34) 91 590 69 00  
[www.camara.es](http://www.camara.es)

**Design and layout:**

Externa Marketing & Events, S.A.  
[www.externa-mk.com](http://www.externa-mk.com)

Legal Deposit: M-15980-2020



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Chamber of Commerce of Spain