

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Business Growth line of the Subsidy Programme for Industrial Development and Employment Creation in Andalusia 2015-2018, in the province of Seville

Agency for Innovation and Development of Andalusia (IDEA)

Programa Operativo de Andalucía

Año 2020

Fondo Europeo de Desarrollo Regional

The Good Practices of the Agency for Innovation and Development of Andalusia IDEA are presented herein, consisting of the aid granted in the Business Growth line of the Subsidy Programme for Industrial Development and Employment Creation in Andalusia 2015-2018, in the province of Seville

This line of Business Growth includes investment projects for business growth and consolidation, which are highly employment-generating, and which involve major investments and employment creation, as well as innovation projects linked to the productive specialisation of Andalusia. Within this line, the aids for the province of Seville, and as part of them, the companies **Cointer Electrónica**, in Dos Hermanas, **Best Medical Diet**, in Alcalá de Guadaíra, and **Almacenes y Depósitos Portuarios (Aldeport)**, in the city of Seville, **are particular exponents of the foregoing.**

Cointer Electrónica is a company that is dedicated to the sale and distribution of electronic products throughout the national territory. With this project, the company has moved to new facilities in Dos Hermanas (Seville). Alongside the construction of the warehouse, it has invested in an assembly/manufacturing line for electronic equipment and management software.

The distributor of cosmetic and dietary products **Best Medical Diet** makes the investment with the aim of expanding its production capacity. It has acquired an industrial warehouse adjacent to its current facilities that have been converted into new clean rooms with 4 automatic manufacturing lines for the production of cosmetic products, food supplements, diet products and a new line of sanitary products exclusively for sale in pharmacies.

In the case of **Aldeport**, it is a company that operates in the sector of stowage and unloading of vessels, and with the execution of this project has begun with the activity of storage and deposit of all types of bulk goods, with the construction of a ship for that purpose.

The eligible cost of this line of incentives in Seville is **19,235,397.41 euros**, of which **4,650,298.54 euros** correspond to financing from the European Regional Development Fund (ERDF).

The impact of the line of Business Growth incentives in the province of Seville has entailed the **creation of 124 employments.**

It is considered good practice since it meets the criteria defined for this purpose.

1. The role of the ERDF has been conveniently disseminated amongst beneficiaries, potential beneficiaries and the general public¹

The companies have installed the mandatory identification plates both in a place accessible to the public and in the machinery acquired in the framework of the projects subsidised by the ERDF.



Furthermore, the investment made, and the financial support of ERDF funds has been reflected in the media through the dissemination in news agencies about aid in general or specific aid to these and other companies, as well as through the dissemination in local media (print edition, digital edition and profiles on social networks) in the province of Seville.

In the same way, this information has been disseminated through the official Twitter, Facebook and LinkedIn profiles of the IDEA Agency and the Andalusian Regional Government to which the IDEA Agency is attached (currently the Ministry of Economic Transformation, Industry, Knowledge and Universities) and on the websites of both organizations:

¹ The data that appears in the press releases, publications on social networks and web pages, and in the audiovisual elements may have suffered some variation due to the evolution of the projects between their approval and their certification.

ABCdesevilla ECONOMÍA

SEVILLA

Cointer Electrónica ensambla en Sevilla 55.000 televisores de última generación al año

La compañía hispalense fundada por Pedro Álvarez en 1985 acaba de entrar en el mercado marroquí



Nuevo centro de fabricación y almacenamiento de equipos electrónicos

Conseguir un tejido empresarial más competitivo

HA RECIBIDO UN INCENTIVO DE MÁS DE 387.000 EUROS DE LA AGENCIA IDEA COFINANCIADO CON FONDOS FEDER

1 Así son los cinco años en venta con mejor relación calidad y precio en Sevilla capital

2 ¿A devolver o a pagar? Ya está disponible el simulador para la declaración de la renta 2021

3 El Gobierno andaluz aprueba este martes nuevas ayudas directas a empresas y autónomos

La empresa, que creará seis nuevos puestos de trabajo, persigue con este proyecto mejorar su posicionamiento comercial y su consolidación frente a sus principales competidores. Entre sus líneas estratégicas, destaca la apertura de 50 franquicias entre los años 2016 y 2018 en el ámbito nacional para venta exclusiva de productos fabricados por Best Medical bajo la marca Globaldiet. Contará, además, con el apoyo de una unidad de nutrición especializada en dieta proteínada, un producto que presenta una importante demanda en el mercado. Este proyecto requiere una inversión global de más de 2,6 millones de euros, para los que la Agencia ha aprobado un incentivo de 629.290,07 euros.

El Programa de Incentivos al Desarrollo Industrial y a la Creación de Empleo, cuyo plazo de solicitud ya ha finalizado, tiene como destinatarios a las pymes y autónomos del sector industrial y servicios a la industria y se desarrolla en el marco de la Subvención Global Competitividad-Innovación-Empleo de Andalucía 2014-2020, integrada en el Programa Operativo FEDER Andalucía 2014-2020, cofinanciada con el Fondo Europeo de Desarrollo Regional.

Cointer ensambla y vende cada año 55.000 televisores de ultra definición (4K UHD y Smart TV), además de TV Full HD, a razón de 400 diarios, en sus instalaciones del polígono industrial La Isla, en Dos Hermanas (Sevilla), donde la compañía está ubicada desde 2017. Ello es posible gracias a que en 2017 realizó una inversión de 1,4 millones de euros para construir un nuevo centro de fabricación y almacenamiento de equipos electrónicos. El 27% de la inversión fue cofinanciada por la Agencia Idea con fondos Feder. La ejecución del proyecto permitió a Cointer no sólo ampliar su capacidad de producción, sino incorporar la

It is worthwhile mentioning, aside from the foregoing, the undertaking of an audio-visual micro-space offering a description of each one of the projects and in which it is recorded that EFDR's support has been involved in these, as can be seen from the following screenshots:



These videos are published on the YouTube profile of the IDEA Agency, at the following links:

- **Aldeport:** <https://youtu.be/AsQdYTOrgLI>
- **Best Medical Diet:** <https://youtu.be/oTEZm6KcCfo>
- **Cointer Electrónica:** <https://youtu.be/mxSIqeq1jqM>

2. The activity incorporates innovative elements

This line of incentives has amongst its aims the improvement of the competitiveness of companies in Andalusia, through the incorporation of advanced services, the increase in economic activity, generated by increasingly more competitive companies, and the creation of more and higher quality employments.

In the case of **Aldeport**, the ERDF incentives have been used to build a warehouse for the storage of bulk goods, mainly cereals and derivatives, on land owned by the Seville Port Authority. Aldeport offers the customer-producer comprehensive logistics involving the stored merchandise: the merchandise arrives by ship from international origins, is unloaded with cranes, transported by trucks for deposit to the storage warehouse object of the project and classified by its quality, adjusting to food safety parameters, so that as the client needs to incorporate said merchandise into their production process, the controlled exit of the warehouse takes place. The project

contemplates as one of its investments a port warehouse management system, one of whose functionalities will be that the client can track their merchandise in real time. As an innovative aspect of the project, a strict process of selection and control of the merchandise is established, so that the traceability of the stored product is fully controlled from its origin to its destination by computer.



For its part, the **Best Medical Diet** project provides the company with new clean rooms with 4 automatic manufacturing lines for the production of cosmetic products, food supplements, dietary products and a new line of healthcare items exclusively for sale in pharmacies. The company is also equipped with new R&D rooms. A part of the investment corresponds to the endowment of the necessary technology to equip the new production facilities.



Cointer Electrónica has built a warehouse and an assembly/manufacturing line for electronic equipment. Cointer markets small household appliances, television and sound equipment, under the Grunkel and Royanec trademarks. With this investment, it carries out production and manufacturing tasks that it had previously outsourced.



3. Adaptation of the results to the stated aims

The improvement in the production of companies such as those that have been supported in the Business Growth line in the province of Seville, establishes a direct link between this improvement in production and the increase in competitiveness in their sectors.

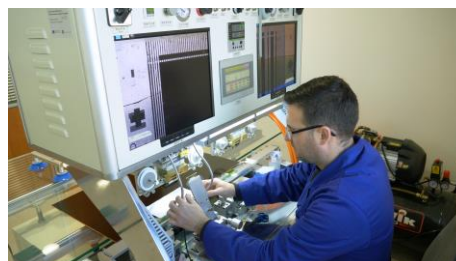
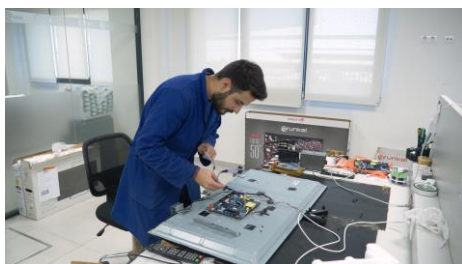
In the case of **Aldeport**, the investment made allows it to adapt to the growing demand of its customer base, and it does so with the expansion of its facilities for the reception of goods and storage, which on the one hand allows it to increase its production and provide enhanced customer response. It also incorporates new production equipment and modernises its process and stock control system, in addition to expanding the transportation fleet, a clear example of business growth. With the undertaking of the project, the group aspires to have greater competitive power in the market for grain bulk and derivatives that may allow it to improve its good position in the port area of Seville. In order to expand its client portfolio, Aldeport is in contact with companies in the cereal and food sector in general.



On the other hand, the project carried out by **Best Medical Diet** responds to a strategy to expand its portfolio of products, having access to the development of products for the prevention, treatment or relief of diseases and injuries, as well as expanding its potential market, opening up to a market that annually moves more than 85 billion euros in Europe. The company is in the process of obtaining the necessary permits required by the Spanish Agency for Medicines and Health Products. The investments made meet the requirements established as a producer of this type of manufacture.



In the case of **Cointer Electrónica**, the new facilities will allow it to increase its production capacity, reducing its output times and costs, by incorporating the TV manufacturing and assembly activity, previously carried out by an external company. With this project, the television sets are assembled and tested for sale at the company's facilities, through two production lines they have a production capacity of 3,392 units on a daily basis, which allows it to meet the existing demand for this product.



4. Contribution to the resolution of a regional problem or weakness.

This incentive programme, in its Business Growth line, tackles as its main challenge the increase and improvement of economic activity, generated by increasingly more competitive companies, this growth in activity inducing the creation of more and higher quality employment. In Andalusia, unemployment is compounded by the difficulty of access to business financing, a major obstacle faced by Andalusian companies, especially SMEs and which, on occasions, can

slow down the development of investment plans, meaning that these projects are another instrument to contribute to reducing barriers to business development.

The adaptation of the Business Growth line of this incentive programme in the province of Seville is embodied in the fact that ERDF financing has promoted an investment of more than **19.2 million euros**, which, as has already been said, it has allowed for the creation of **124 employments**. In the specific case of the projects of the companies **Aldeport, Best Medical Diet and Cointer Electrónica**, their eligible investment exceeds **4.2 million euros** and their commitment to create employment amounts to **9**.



5. High degree of coverage of the target population

The Business Growth Line of the Subsidies Programme for Industrial Development and Employment Creation in Andalusia 2015-2018 covers all SMEs in the industrial sector and services to industry in the province of Seville.

In the case of **Aldeport**, its project has been developed in the Service Zone of the Port of Seville, one of the main centres of economic activity in the city. In addition, it is a site adjacent to the facilities of Haribéricas XXI, a company that is configured as the main client of Aldeport for the activity that is the object of this project and that is dedicated to the manufacture of flour and semolina. With the undertaking of the project, the group aspires to have greater competitive power in the market for grain bulk and derivatives that may allow it to improve its good position in the port area of Seville. The project is included in a larger initiative in which in the future the company could undertake investments for the construction of a port terminal and the continuation of the construction of other ships with similar characteristics, which would offer comprehensive logistics.



The actions carried out by **Best Medical Diet** allow it to continue backing its commitment to food quality and safety. It has more than 400 product references of a cosmetic, dietary and food supplement type. They manufacture an in-house brand and also meet the demand of the Nueva Dietética distributor. It also manufactures for other companies and has an R&D department and research staff made up of pharmacists and doctors, formalizing agreements with public research centers such as the Faculty of Pharmacy of the University of Seville and the UPO (Biotechnology). He is a member of the Spanish Association of Bio-companies (ASEBIO).

The market area that **Best Medical Diet** mostly targets is international. The company participates in international trade fairs in the sector and is present in the national and international markets, in countries such as France, the United Kingdom, Portugal, Luxembourg, Italy, Slovakia, Mexico, Colombia, Panama and the USA. It is currently being introduced in the United Arab Emirates, Taiwan and China.



With the investment made, **Cointer Electrónica** increases its production and also reduces its production times and costs. Among its main clients is El Corte Inglés, to which it supplies televisions that the client sells through the INVES brand. Its activity is carried out throughout the national territory and television sets constitute 73% of its sales.



6. The horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability have been taken into account

This line of incentives in Seville aims to, in a general sense, foster and encourage the employability of women, entrepreneurial culture and enhance the social economy, while contributing to the development of a sustainable industrial activity that respects the environment.

With regard to the project developed by **Aldeport**, it responds to the aspirations of the Port and the city of Seville to transfer port traffic from the traditional public docks to this concession area. This removes possible contamination from the city and frees up the old docks area for the city. Additionally, this project is the beginning of a large multipurpose port terminal that will overhaul the means of loading and unloading merchandise, as well as intermodality from ship to rail by having a railway branch that will be used for the distribution of merchandise.



In turn, **Best Medical Diet**, in accordance with the commitment to quality, food safety and the environment, has the certification for the Quality and Environmental Management systems and the standardisation of good manufacturing practices for storage, manufacture and import of both food supplements and cosmetics.



Cointer Electrónica has automated processes and thus has optimised its resources, consequently increasing its capacity and control of inputs and outputs of stock and storage. Furthermore, the aforesaid improvements have brought the incorporation of 5 more employees into the company.

7. Synergies with other public intervention policies or instruments

The aims of the Business Growth line are aligned with those of the Europe 2020 Strategy of the European Union on smart, sustainable and inclusive economic growth, which contribute to the generation of high levels of employment, productivity and social cohesion. This Strategy is reflected in different policies and strategies designed by the Government of Andalusia.

Likewise, **Cointer Electrónica**, along with **Best Medical Diet** and **Aldeport**, have created new employment thanks to this investment, which is aligned with the aims of the Agenda for Employment 2014-2020, regarding the promotion of employment in the information and communication technology sector and in improving the competitiveness of SMEs; as well as with the Andalusian Economic Plan 2014-2020, specifically in its goal of generating employment and bolstering the business sector by increasing the number of companies with between 10 and 50 workers by 20%.

On the other hand, these subsidies are also framed within the Industrial Strategy of Andalusia 2020, in its aim of industrialising Andalusia and increasing industrial employment, as well as creating a more efficient and competitive industry.

Additionally, the supported projects adhere to the Commission communication “A stronger European industry for growth and economic recovery”, especially in pillar A, which recommends “Facilitating investment in new technologies and innovation”, and in the action "Sustainable industrial policy, construction and raw materials".

Furthermore, in the case of **Aldeport**, the project is located in the Port of Seville, catalogued as an “Innovation Space”.

For its part, **Best Medical Diet** also belongs to High and Medium Technology industrial sectors, and its activity falls within the Andalusian Innovation Strategy 2020 (RIS3 - Andalusia), in the line of development of the bio-healthcare business fabric. The new line of manufacturing pharmaceutical specialties for the prevention, treatment or relief of diseases and injuries is valued. To this would be added the expansion of new clean rooms and the provision of equipment to the R&D&i chamber, together with the incorporation into ASEBIO, the National Association of Biotechnology Companies, which demonstrates the business commitment to these strategic lines.

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