

# IGUALADA



# Where?

- In Catalonia (Spain)
- 60 km from Barcelona
- 8 km<sup>2</sup>
- 39,000 inhabitants



# Key economic sectors

Traditionally, Igualada's economy has been based on the industrial sector, mostly the **leather** and **textile** industry.

As the industry has suffered a significant decline in the last years, Igualada is now promoting other sectors such as the **ICT**, **Health** and several **events** to attract visitors to the city.

# Igualada, European Capital of Quality Leather

- Igualada's tanning and leather processing industry has over 700 years of tradition.
- 30 companies, 1,200 jobs and a turnover of 170 million € per year.
- They export 80% of its production to the main international brands of luxury sector (Dior, Prada, etc).
- University Studies + Chair A3 in Leather Innovation



# Textile – Knitting fashion

- 140 knitting companies, 2,900 jobs and a turnover of 340 million € per year.
- Decline over the past few years due to liberalization processes and the relocation of companies to lower-wage countries.
- Igualada is now promoting the textile **reindustrialization process**. As a result, some productions are returning to Igualada.



# ICT

- 80 companies
- Existing professional training offer
- ICT companies in Iguualada are demanding more jobs than the existing ones >>> there is a **need to train more professionals** in this area.
- The City Council has requested a University degree in this field.

# Health

- New studies in **Nursery**
- **4D Health Innovation Simulation Centre:** a pioneering simulated centre in Spain and Southern Europe that recreates the whole health environment. It is a simulated hospital to reduce the health errors by training professionals using simulation.



# Events

Different leisure and cultural activities take place in Igualada along the year. They are great opportunities to promote the economic activity.

- European Balloon Festival
- Urban Running Night Show
- Rec.0
- Fairs: Aerosport, FirAnoia
- Children's Theatre Festival
- FineArt exhibition



# European Balloon Festival

Largest balloon concentration in Catalonia and one of the largest in Europe.

More than 50 hot air balloons coming all around the world and more than **25.000 visitors**



# Urban Running Night Show

Night race through the streets of Igualada.

The race is complemented with other activities to attract visitors to Igualada such the Shopping Night and concerts.



## REC.0 Experimental Stores

Retail event that over 4 days twice a year, tanneries are transformed into pop-up stores where international brands, local brands and designers offer their products with special offers. Complemented with culture, music and gastronomy offer.

More than **117,000 visitors** and a turnover of **7.5 M €** in 2014.



# TWINNINGS CITIES

Igualada enjoys two types of twinning :

- **Twinning of Cooperation (North-South)** with a focus on solidarity among municipalities of industrialized countries and Third World countries.

Igualada is twinned with:

- Nueva Esperanza (El Salvador)
  - Mahbes, Sahrawi refugee camp (Tindouf)
  - Trávník (Bòsnia)
- **Europeans twinning**, between EU cities and in the context of the integration process.

# EUROPEANS TWINNINGS

3 European twinned cities:

- Lecco (Italy)
- Aksakovo (Bulgary)
- Guimaraes (Portugal)

Twinning aims at encouraging the cooperation, cultural and economic relations among cities.

# GOALS

- The goals are:
  - Defending the importance of the relations between cities.
  - Make known our culture.
  - Keep exchanges.
  - Utilize new technologies to improve and deepen relations between the citizens of Europe.
  - Strengthening relations with twin cities.

# Lecco - Italy

- Municipality of the region of Lombardy, north of Italy, on the shores of Lake Como.
- 48,000 inhabitants
- Twinned with Igualada since **September 23, 1990**.
- [www.comune.lecco.it](http://www.comune.lecco.it)



# Guimaraes - Portugal

- Located in the North of Portugal, in the district of Braga, in the historical and cultural province of Minho.
- 162,000 inhabitants
- Twinned with Igualada since **June 24, 1995**.
- [www.cm-guimaraes.pt](http://www.cm-guimaraes.pt)



# Aksakovo - Bulgaria

- Located in the North East of Bulgaria, in Varna Province
- 20,000 inhabitants
- Twinned with Igualada since **26 de Septiembre de 2009.**
- [www.aksakovo.info.bg](http://www.aksakovo.info.bg)



# Activities of twinned towns

## Aksakovo – Guimaraes – Lecco

- Meetings of various cultural entities twin cities:
  - Dance.
  - Folk Acts.
  - Exposition, etc...

Lecco



Lecco



# Activities of twinned towns

## Aksakovo – Guimaraes – Lecco

- Meetings between industry organizations for potential trade and business exchanges:
  - Union of Entrepreneurs.
  - Chamber of Commerce.
  - Important local companies in different sectors.



Guimaraes



GUIMARÃES - PORTUGAL

# Activities of twinned towns

## Aksakovo – Guimaraes – Lecco

- Lectures on various aspects of public services and possible solutions :
  - Selective waste collection.
  - Sewage and water treatment.
  - Commercial network between cities.

Aksakovo



Aksakovo



# Ajuntament d'Igualada

## ПОСТАНОВЛЕНИЕ

*Ние, Жорди Аймами и Рока и Атанас Стоилов,  
Кметове на Игуалада и Аксаково.*

*С правото да отговаряме на желанията на нашите граждани  
следното убеждение:*

*Местната среда е тази, в която може да се осъществи желан  
създаване на свят с реално хуманно измерение, където хората*

# Ajuntament d'Igualada

## **AGERMANAMENT**

Nosaltres, Jordi Aymamí i Roca i Atanas Stoilov,  
alcaldes d'**Igualada** i d'**Aksakovo**

Amb la seguretat de respondre la voluntat dels nostres ciutadans i  
el convenciment:

L'espai en què pot fer-se més possible l'anhel de forjar el  
vertaderament a la mesura humana, on les persones puguin des

# CONCLUSIONS

- Twinnings are a good method to begin the internationalization of the municipalities.
- They are ideal for knowledge management of cities.
- Networks are tools that enable connection and relationship to achieve goals and create opportunities.
- Twinnings and networks are important for building the **“European Citizenship”**, to generate future European projects and seek business opportunities through business contacts.