

INDUSTRIAL LAND ASSESSMENT AND STRATEGIC PLANNING IN MENDIALDEA

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NAIDER is supporting [Cederna Garalur](#) in shaping a strategy to improve the competitiveness of Mendialdea's industrial areas, unlock new business opportunities and strengthen economic development across the district.

Mendialdea, a district in northern Navarre made up of ten municipalities, faces the challenge of consolidating its productive base, supporting the growth of local firms and making the most of its potential as a business location. In this context, **the availability, suitability and promotion of industrial land** are strategic factors in driving economic activity and creating new opportunities for investment and employment.

Within the framework of the Mendialdea Socio-economic Activation Plan, NAIDER is carrying out an **assessment and strategic plan for the district's industrial land** on behalf of Cederna Garalur. The aim is to understand the current state of its industrial estates and productive spaces, identify their main needs and opportunities, and set out a **roadmap** to improve their competitiveness.

The project combines territorial and economic analysis with a study of accessibility, infrastructure, services and the availability of land and industrial premises. Particular attention is paid to the specific features of a **rural-industrial territory**, where established industrial hubs, small businesses and scattered economic activities coexist and call for solutions tailored to their scale and characteristics.

The work also includes compiling an **up-to-date inventory of industrial plots and premises**, along with developing **digital tools for consultation and visualisation** to support their management and promotion. This information will help to raise the profile of business location opportunities through [Mimukai](#) and other specialised channels.

The methodology brings together desk and cartographic analysis, technical site visits and consultation with local councils, businesses and economic stakeholders in the area. On this basis, **strategic priorities and key actions** will be defined, focusing on upgrading productive spaces, activating available assets, attracting new activities and strengthening existing businesses.

The goal is to turn knowledge of industrial land into an **operational decision-making tool**, providing Mendialdea with a **shared strategy** that links its territorial assets to the needs of local businesses and the opportunities for sustainable economic development.

