

STRATEGIC PLAN FOR BUSINESS ACTION AND COLLABORATIVE GOVERNANCE IN TXORIERRI

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The Txorierri valley has presented its new **Strategic Plan for Business Action and Collaborative Governance**, a roadmap designed to guide the economic development of the area and to strengthen a model of cooperation among the valley's key stakeholders.

The process has been led by Egaz Txorierri, the economic promotion service of the municipalities of Derio, Larrabetzu, Lezama, Loiu, Sondika and Zamudio, with the active involvement of institutional, business and innovation ecosystem representatives. Among them are the Bizkaia Technology Park, Innobasque and the Provincial Council of Bizkaia, together with the mayors of the valley's municipalities.

Naider has provided technical support throughout the process, facilitating a participatory approach that brought together the main economic and social actors of the comarca. The resulting strategy strengthens Txorierri's competitiveness, fosters innovation and reinforces collaboration between administrations, businesses and citizens. In doing so, it lays the foundations for sustainable and collaborative economic development, consolidating Txorierri as one of the most dynamic industrial and technological hubs in the Bilbao metropolitan area.

