

PREPARATION OF THE STRATEGIC DIAGNOSIS FOR THE ECONOMIC DEVELOPMENT OF URIBE KOSTA

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Naider has assisted [Uribe Kostako Behargintza](#), the Economic Promotion Support Service of the Local Councils of Uribe Kosta (Bizkaia), in the preparation of the [diagnosis of the business ecosystem](#) and the **identification of the areas of opportunity for economic promotion** in the region.

The process has relied on the **active participation of the main actors** in the region, highlighting the strategic orientation of the **Association of Municipalities**, the involvement of the **municipal corporations** of all the **municipalities** and the collaboration of the main companies and institutional actors in the territory.

Throughout the project, several activities were carried out, including **in-depth interviews** with the heads of the Mancomunidad, the business sector and other institutional bodies in the region, as well as **a survey and a workshop** to contrast the diagnosis with municipal representatives. These activities were complemented by the analysis of the **main socio-economic variables** and the **identification of the main global trends** affecting regional competitiveness.

The strategic diagnosis was presented at [a joint event organised by the Department of Economic Promotion of the Provincial Council of Bizkaia and the Association of Municipalities of Uribe Kosta](#). The presentation highlighted the importance of **strengthening the promotion of industrial activities and advanced services** as a lever for transforming the regional economic model and **integrating its high quality of life with the generation of wealth and quality employment**.

