MEETING TO STRENGTHEN ECONOMIC PROMOTION ACTIVITIES IN THE URIBE KOSTA REGION

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NAIDER was present at the meeting held today between the Department of Economic Promotion of the Provincial Council of Bizkaia (DFB) and the Uribe Kosta Community of Municipalities (UK) regarding economic promotion activities in this region of Bizkaia. Ainara Basurko, Provincial Councillor of the Department of Economic Promotion, and Cristina Múgica, Director General of Territorial Competitiveness and External Promotion, led the Provincial Council representation and Guruzne Carrasson, President of the Commonwealth, the group of Mayors of the region who attended the event.

During the meeting, NAIDER presented the diagnosis of the region's business ecosystem, highlighting the need to strengthen the promotion of industrial activities and advanced services in order to change the course of the region and integrate its high quality of life with the creation of wealth and quality jobs.

For its part, DFB has highlighted the value of its Bizkaia Orekan Sakonduz strategy, encouraging people to participate and make the most of the resources made available to agents in the territory to strengthen the governance of economic promotion in the UK. He also announced that a new call for grants will be launched next April to provide financial support for the development of this type of territorial initiative.

For its part, UK has formulated the institutional commitment of the municipalities to strengthen their economic promotion activities, convinced that they have the differentiating elements to position the region as a reference pole for talent, digitalisation, innovation and entrepreneurship.