

DRIVING THE DEVELOPMENT OF THE BUSINESS STRATEGIC PLAN FOR THE BETERRI-BURUNTZA COMARCA (GIPUZKOA)

Posted on 16/04/2026 by Naider

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The [Beterri-Buruntza Commonwealth](#), with NAIDER's technical assistance, has launched the development of a **Business Strategic Plan** for the next four years. The aim is to address the needs of the comarca's business fabric in a context of growing competitive demands and rapid technological and digital change.

The project seeks to strengthen support for SMEs in this Gipuzkoan comarca, aligning interventions with current public strategies and defining an approach to improve business competitiveness in the medium term. To that end, it will include an analysis of the current situation and future trends, which will serve as the basis for defining strategic priorities and concrete actions.

The process is guided by an applied outlook, focused on turning analysis into a practical instrument for decision-making and for activating economic development policies suited to the territory's specific reality.

Illustration: Logan Voss

