

## ALICANTE INVESTMENT ATTRACTION OFFICE

IMPULSALICANTE  
AGENCIA LOCAL DE DESARROLLO



ALIA is the Investment Attraction Office of the city of Alicante, promoted by the Local Development Agency of Alicante Town Hall, whose mission is to **attract, advise and assist companies and projects that wish to establish themselves in the city**, through personalised consultancy services, economic diplomacy and information about the potential, sectors, services and competitive advantages of Alicante, as well as business opportunities and its business network.

ALIA acts as an **institutional intermediary** between local agents and service providers and national or international investment projects interested in the city, endeavouring to provide support and help them in their location decisions, while creating a **"territory brand"** to **promote Alicante as an investment destination**.



To this end, ALIA aims to generate a **local stakeholder network** to facilitate the reception of these potential implementation and/or investment projects, reinforcing its commitment to the city of Alicante, providing quality products and services, as well as agile and fluid communication with the investment attraction office, which will result in the improvement and social and economic development of the city.

The terms and conditions that will govern the collaboration between ALIA Alicante Investment Agency and those companies and professionals that are members of Alicante's public-private stakeholder network are as follows:

1

### PRIMARY ATTENTION

Local companies or professionals interested in joining ALIA's public-private stakeholder network will have to commit themselves to **giving priority to requests or projects being handled by the Alicante investment attraction office** in order to provide an efficient response to the opportunities generated.



2

### AGILE COMMUNICATION

Providing a rigorous and agile response is one of the main demands of investment projects, whereby the collaboration between companies and ALIA will be established and maintained based on the speed and efficiency of communications between the two. The maximum response period should not exceed 48 hours.



3

### A SINGLE INTERLOCUTOR

A direct and efficient flow of information will be ensured through the designation of a single interlocutor, **fluent at least in English**, representing the local company or professional, who is available and has sufficient knowledge and decision-making capacity to handle requests diligently and accurately.



4



5



### PARTICIPATION

ALIA will undertake to coordinate schedules to establish contact between local companies or professionals and the foreign company. The partner company must be **willing to attend events or meetings** it may be summoned to and may form part of the welcoming committee for these new projects.



### UPDATED INFORMATION

For the correct development of the advisory function, ALIA must have updated information about the products and services of the local companies and professionals, as well as commercial data, corporate image and contact information through any of ALIA's channels, without prejudice to any legal obligations regarding personal data protection that must be fulfilled.

The partner company must keep updated all information provided to ALIA that may have undergone changes as well as, and especially, results and progress made as a result of contacts and negotiations with the investment projects.

7

### TRANSPARENCY

The partner company **undertakes to provide the information**, as well as required reports regarding the materialisation of any possible commercial agreements between the local company and the foreign one. Transparency will be essential in this aspect to maintain the collaboration link with ALIA, as this is an essential part of the agency's monitoring and evaluation tasks.



6

### FREE COMPETITION

ALIA's objective is to provide the most appropriate support and solutions to the specific requests of the investment projects. Therefore, ALIA will select those companies from our network that, due to their attention and services, are ideal for handling such requests and that have formalised their commitment to participate in the public-private stakeholder network. **All companies will compete under equal conditions**, although they will have to assume ALIA's final decision in the exercise of its own advisory work, as well as the criteria and final preference regarding the investment projects.



8

### COLLABORATION

Once the terms and conditions have been approved, willingness to collaborate with ALIA's investment attraction office in its aim to attract projects, investments or initiatives for the city of Alicante is thus expressed. This will be extended to the transfer of information on any possible contacts or investment projects that may be detected by the local company itself and which, without breaching any legal framework of confidentiality, will be provided to ALIA.



9

### INSTITUTIONAL INTERMEDIATION

ALIA, in the exercise of its functions of monitoring the projects and subsequent follow-up, will remain outside the possible commercial processes that may develop between the investment projects and the local companies or professionals once contact has been established. Similarly, ALIA's work may not be remunerated in any way since this intermediation is carried out under the institutional protection and support, and as an initiative, of Alicante Town Hall.



10

### SERVICE EXCELLENCE

This collaboration agreement will be automatically renewed each year, unless expressly stated otherwise. ALIA reserves the right to terminate the agreement in the event of repeated non-compliance with the above terms. In the event of termination, the local company or professional may reapply to join ALIA's public-private stakeholder network at the beginning of each calendar year.