

**The Good Practices of the Agency for Innovation and Development of Andalusia IDEA are presented herein, consisting of the aid granted in the Economic Activity Creation line of the Subsidy Programme for Industrial Development and Employment Creation in Andalusia 2015-2018, in the province of Cadiz**

This Economic Activity Creation line aims to support the projects of entrepreneurs and new business initiatives aimed at creating new productive establishments in Andalusia, as well as highly employment-generating projects, serving by such those that, with a low level of investment, lead to the creation of a significant number of employments. Within this line, the aids for the province of Cadiz, and as part of them, the companies **Tedcom Ingeniería Aeronáutica**, in El Puerto de Santa María, and **Quality Drinks**, in Jerez de la Frontera, **are chosen as exponents of the foregoing.**

The project undertaken by **Tedcom Ingeniería Aeronáutica** is a new initiative in the aeronautical industry sector. It is a series production plant for aeronautical structural elements in advanced materials, through resin injection technology.

The company **Quality Drinks** is entrusted with the commercial brand Cervezas La Pepa, a business project envisaged with the aim of making a craft beer from the province of Cadiz. With this project, the beer factory has been built and equipped with the necessary machinery for its production.

The eligible cost of this line of incentives in Cadiz is **9,787,888.49 euros**, of which **2,849,721.53 euros** correspond to financing from the European Regional Development Fund (ERDF).

The impact of the line of Economic Activity Creation incentives in the province of Cadiz has allowed the **creation of 73 employments.**

It is considered good practice since it meets the criteria defined for this purpose.

# 1. The role of the ERDF has been conveniently disseminated amongst beneficiaries, potential beneficiaries and the general public<sup>1</sup>

The companies have installed the mandatory identification plates both in a place accessible to the public and in the machinery acquired in the framework of the projects subsidised by the ERDF.



Likewise, the supported companies have disseminated it on their web pages (if they have it):



<sup>1</sup> The data that appears in the press releases, publications on social networks and web pages, and in the audiovisual elements may have suffered some variation due to the evolution of the projects between their approval and their certification.

Furthermore, the investment made and the financial support of ERDF funds has been reflected in the media through the dissemination in news agencies about aid in general or specific aid to these and other companies, as well as through the dissemination in local media (print edition, digital edition and profiles on social networks) in the province of Cadiz.

In the same way, this information has been disseminated through the official Twitter, Facebook and LinkedIn profiles of the IDEA Agency and the Andalusian Regional Government to which the IDEA Agency is attached (currently the Ministry of Economic Transformation, Industry, Knowledge and Universities) and on the websites of both organizations:

**IDEA incentiva con 1,22 millones la fabricación de componentes aeronáuticos de Tedcom de El Puerto**

Por eso, el objetivo es "estar en una posición competitiva que es la que se pide en el sector. Y en aeronáutica las mejoras son dos: mejoras en peso y mejoras en coste", ha resaltado el socio fundador de la empresa aeronáutica.

Este proyecto ha permitido a Tedcom implantar la tecnología de fabricación de elementales en materiales compuestos por vía líquida (RTM) en Andalucía con los más modernos medios productivos, consiguiendo trasladar el conocimiento y la capacidad técnica a un grupo de trabajadores andaluces.

Asimismo, este proyecto empresarial se desarrolla en el marco de la Subvención Global Competitividad-Innovación Empleo de Andalucía 2014-2020, integrada en el Programa Operativo Feder Andalucía 2014-2020, cofinanciada con el Fondo Europeo de Desarrollo Regional (Feder).

La Subvención Global 2014-2020 tiene como objetivo la "mejora de la competitividad y el incremento del tejido productivo andaluz con la finalidad de impulsar el crecimiento económico y el empleo estable y de calidad en Andalucía".

**QUALITY DRINKS APUESTA POR LA CERVEZA ARTESANA CON UNA INNOVADORA FÁBRICA EN JEREZ DE LA FRONTERA**

La puesta en marcha de la factoría de Cervezas La Pepa, inaugurada a final de 2017, ha generado nuevos empleos

Quality Drinks es la empresa responsable de la nueva comercial Cervezas La Pepa. Un proyecto empresarial nacido con el objetivo de elaborar una cerveza artesana desde la provincia de Cádiz. Una iniciativa ya operativa y que ha conllevado la generación de nuevos empleos en la zona.

Para ello, la empresa gaditana realizó una inversión de 2.460.000 euros. La nueva Agencia de Innovación y Desarrollo de Andalucía IDEA, organismo adscrito a la Consejería de Transformación Económica, Industria, Conocimiento y Universidades, respaldó este proyecto con una ayuda de 599.890,75 euros.

Se trata de una subvención, cofinanciada con FEDER, enmarcada en la Orden de Incentivos al Desarrollo Industrial y a la Creación de Empleo de 2015.

It is worthwhile mentioning, aside from the foregoing, the undertaking of an audio-visual micro-space offering a description of each one of the projects and in which it is recorded that EFDR's support has been involved in these, as can be seen from the following screenshots:



These videos are published on the YouTube profile of the IDEA Agency, at the following links:

- **Tedcom Aeronautical Engineering:** <https://youtu.be/ksrL2brGTNc>
- **Quality Drinks:** <https://youtu.be/v00e1HeueQU>

## 2. The activity incorporates innovative elements

This line of incentives has among its aims the increase in economic activity, generated by increasingly more competitive companies, to support business investments that generate employment and productive innovation.

In the case of **Tedcom IngenieríaAeronáutica**, the ERDF incentive has been allocated to a new facility for serial production of aeronautical structural elements in advanced materials, through resin injection technology. These techniques consist in the manufacture of parts in enclosed moulds on which the fibre cloth is placed and the resin is injected, leaving the finished part without the need for curing processes in an autoclave, obtaining greater efficiencies. One of the main reasons for the investment in this project is the acquisition, by the company, of the Airbus Defence and Space contract, for the manufacture of structural parts for the A320 aircraft.



The **Quality Drinks** project has involved the construction of a beer factory in a 2,500 square metre complex located in Jerez de la Frontera. It has been equipped with machinery with an output capacity of 30 hectolitres per day. The facilities have been designed and sized to support an annual production of half a million litres. One of the project developer's aims is to transmit the culture of beer. To achieve this, the factory also has a tasting room open to the public.



### 3. Adaptation of the results to the stated aims

The creation of new companies, such as those that have been supported in the Entrepreneurial Creation line in the province of Cadiz, establishes a direct link between this creation of companies and the increase in economic activity and the creation of more employment.

In the case of **Tedcom Ingeniería Aeronáutica**, there is now a manufacturing plant for structural parts for the aeronautical sector that responds to different contracts. The project provides Tedcom with its own manufacturing capacity at its location in the TecnoBahía Technology Park in El Puerto de Santa María. The project makes an initial investment in Andalusia for an existing company, linked to a new professional engagement and that creates employment.



The project carried out by **Quality Drinks** involves the creation of a new company, linked to a new establishment and which also creates employment. The new beer factory is complemented by this concept of open space for tasting the different types of beer produced under the Cervezas La Pepa brand.



#### 4. Contribution to the resolution of a regional problem or weakness

This incentive programme, in its Economic Activity Creation line, tackles as its main challenge the increase of economic activity, generated by increasingly more competitive companies, this growth in activity inducing the creation of more and higher quality working posts. In Andalusia, unemployment is compounded by the difficulty of access to business financing, a major obstacle faced by Andalusian companies, especially SMEs and which, on occasions, can slow down the

development of investment plans, meaning that these projects are another instrument to contribute to reducing barriers to business development.

The adaptation of the Economic Activity Creation line of this incentive program in the province of Cadiz is materialized in the fact that ERDF financing has promoted an investment of more than **9,7 million euros**, which, as has already been said, it has allowed the creation of **73 employments**. In the specific case of the projects of the companies Tedcom Ingeniería Aeronáutica and Quality Drinks, their eligible investment has been **4,6 million euros** and their commitment to create employment amounts to **21**.



## 5. High degree of coverage of the target population

The Economic Activity Creation Line of the Subsidies Programme for Industrial Development and Employment Creation in Andalusia 2015-2018 covers all SMEs in the industrial sector and services to industry in the province of Cadiz.

In the case of **Tedcom Ingeniería Aeronáutica**, its project has been carried out at the TecnoBahía Technological Park in El Puerto de Santa María. The facilities occupy more than 2,500 square metres, and 9 employments have been created with the project. Since becoming operational, the company has participated in two consortium R&D projects led by Airbus. The Tedcom Group has extensive experience in the sector and knowledge of the product and technology and is currently a European benchmark in RTM technology.



**Quality Drinks** has built the La Pepa beer factory in a 2,500 square metre complex in Jerez de la Frontera. As well as creating 12 new employments, its beer has already been introduced through the HORECA channel in different hotel and restaurant establishments in the province of Cadiz. The intention of the company is to bring this product also to nearby provinces such as Seville, Malaga and Huelva.



**6. The horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability have been taken into account.**

This line of incentives in Cadiz aims to, in a general sense, foster and encourage the employability of women, entrepreneurial culture and enhance the social economy, while contributing to the development of a sustainable industrial activity that respects the environment.

In the case of **Tedcom Ingeniería Aeronáutica**, the products manufactured in the plant have been technologically developed in previous R&D projects. Due to the manufacturing method (for each engine two curing cycles in an autoclave are reduced), significant fuel savings are achieved on the one hand and an outstanding benefit for the environment on the other; and its efficiency and weight reduces fuel consumption in service.



Finally, **Quality Drinks** has opted for an artisanal and environmentally friendly manufacturing process, in which natural ingredients are used and no additives are added, neither is it pasteurised or filtered.

#### **7. Synergies with other public intervention policies or instruments**

The aims of the Economic Activity Creation line are aligned with those of the Europe 2020 Strategy of the European Union on smart, sustainable and inclusive economic growth, which contribute to the generation of high levels of employment, productivity and social cohesion. This Strategy is reflected in different policies and strategies designed by the Government of Andalusia.

Likewise, **Tedcom Ingeniería Aeronáutica**, along with **Quality Drinks**, have created new employment thanks to this investment, which is aligned with the aims set forth on the Agenda for Employment 2014-2020, regarding the promotion of employment in the information and communication technology sector and in improving the competitiveness of SMEs; as well as with the Andalusian Economic Plan 2014-2020, specifically in its aim of generating employment and bolstering the business sector by increasing the number of companies with between 10 and 50 workers by 20%.

On the other hand, these subsidies are also framed within the Industrial Strategy of Andalusia 2020, in its aim of industrialising Andalusia and increasing industrial employment, as well as creating a more efficient and competitive industry.

Additionally, the supported projects are in line with the Commission communication “A stronger European industry for growth and economic recovery”, especially in pillar A, which recommends “Facilitating investment in new technologies and innovation”, and in the action "Sustainable industrial policy, construction and raw materials".