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Mallorca Special Report

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Mallorca 2025 Special Report

Mallorca is entering a new phase in its economic evolution. As the largest and most influential island in the Balearic archipelago, its performance continues to set the pace for the region. *The Business Year: Special Report – Mallorca 2025* takes a closer look at how the island is navigating the complexities of economic diversification, sustainable development, and social cohesion—all while maintaining its status as one of Europe’s most iconic destinations.

According to BBVA Research, the Balearic Islands are expected to lead Spain’s regional economic growth in 2024, with a projected increase in GDP of 3.4%, well above the national average of 2.8%. This strong performance reflects a broad-based recovery and ongoing transformation of the island’s economy, underpinned by robust domestic demand, private investment, and an increasingly diversified business landscape.

Tourism remains the cornerstone of Mallorca’s economy, but the model is evolving. The island—long considered the birthplace of a global tourism standard—is embracing a more regenerative and sustainable approach. Visitors are no longer simply looking for sun and sea; they seek meaningful experiences, responsible travel options, and a deeper connection with the destination. In response, Mallorca is refining its tourism offering to prioritize quality over volume and to integrate environmental and social considerations into the visitor economy.

At the same time, other sectors are gaining ground. Healthcare, education, real estate, sports, yachting, and leisure are attracting in-

vestment and contributing to a more balanced and resilient economic structure. The growing importance of these sectors is supported by a regional administration that is working to improve the regulatory framework, ease the path for investment, and align the economy with broader EU sustainability and innovation goals.

Despite its strong economic outlook, Mallorca faces significant structural challenges. Rising housing costs, land-use pressures, infrastructure capacity, and the environmental impact of economic activity are all pressing issues that require coordinated solutions. The island’s shift toward a circular economy—focused on reducing waste, reusing resources, and designing for sustainability—is not just aspirational, but essential.

The population itself is changing. Increasingly, Mallorca is not just a place to visit, but a place to live and build. More residents are arriving from across Europe, bringing with them high expectations for quality of life, services, and connectivity. These demographic shifts add new layers to the island’s economy and social fabric, offering both opportunities and challenges.

In this context, *The Business Year: Special Report – Mallorca 2025* captures a moment of transition. Through exclusive interviews and on-the-ground insights from leaders in business, government, and civil society, the report explores how Mallorca is balancing growth with sustainability, tradition with innovation, and short-term recovery with long-term vision. What emerges is a portrait of an island determined not only to maintain its global relevance but to set the pace for the future of Mediterranean prosperity. ✦

This publication has been produced by The Business Year International’s expert cadre of journalists, writers, editors, and designers. The content contained within is original and was compiled by our team on the ground.

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Mallorca 2025 Special Report



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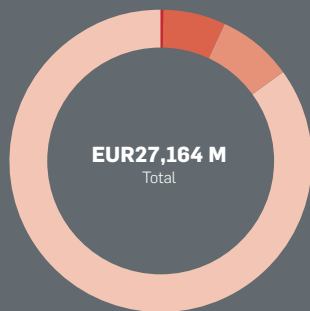






GROSS VALUE ADDED BY SECTOR, 2022

SOURCE: FUNDACIÓ IMPULSA BALEARS FROM EUROSTAT



- 84.9% Services
- 8.1% Construction
- 6.6% Industry
- 0.4% Agriculture

UNEMPLOYMENT RATE

SOURCE: FUNDACIÓ IMPULSA BALEARS FROM IBESTAT

2020	13.4%
2021	12.2%
2022	7.4%
2023	5.8%
2024	5.2%



Public Administration & Business

Mallorca was recently represented by the Government of the Balearic Islands (GOIB) and Consell de Mallorca at WTM 2024 (London), FITUR 2025 (Madrid), and ITB 2025 (Berlin).



ISLAND *paradise*

Llorenç Galmés, President of Consell de Mallorca, has a vision to balance economic growth with sustainability, diversifying the island's economy and enhancing its global tourism appeal.

Llorenç Galmés
PRESIDENT,
CONSELL DE MALLORCA



How do you plan to strike a balance between growth and sustainability?

Tourism is our main economic industry in Mallorca, and it has contributed to significant growth and improvement in the quality of life in our region. However, we understand that if we want to continue being pioneers and an international benchmark, we must now focus on people at the center of our policies. We do this by improving social and environmental coexistence. We are committed to fighting against illegal accommodations, which harm the Mallorca brand and unfairly compete with legal businesses and individuals. We are also focusing on increasing value rather than volume. As part of this effort, we are working on reducing the maximum number of tourist accommodations in Mallorca from 430,000 to 412,000. Additionally, we are in the process of redefining the Mallorca brand because we want to position it as a higher-quality tourist destination, promoting added value beyond just sun and beach tourism. It is a privilege to live here in the Mediterranean. Therefore, we are prioritizing social and environmental coexistence in all our efforts.

What plans does the Consell de Mallorca have to diversify the economy beyond tourism?

Our growth forecast for 2025 is around 2.5%. We are satisfied with the fact that the service sector is the main economic driver of Mallorca. We are actively working on diversifying services across various strategic sectors, such as aeronautics, water management technologies, and, through Next Generation EU funds, we are aiming to strengthen the audiovisual sector. Renewable energy is another area with significant growth potential, not just globally, but particularly for us here in Mallorca. As an island with limited space

and resources, separated by the sea, we face unique challenges in generating renewable energy. That is why we are keen to focus on this area, using the opportunities presented by the Next Generation funds from the EU to advance in this line of work.

How will sustainable tourism initiatives economically benefit local communities in Mallorca?

One key element is the restoration of our historical and cultural heritage. In the past, what was primarily sold here was the sun and beaches; however, now we want to emphasize other aspects, especially in central Mallorca, to help boost the economies of towns across the island. These heritage funds allow us to define our tourism model and improve economic activity while maintaining our position as pioneers in the global tourism industry. Our goals are to achieve sustainable development for our destination, ensuring it contributes to balanced rural development, creating more job opportunities, and most importantly, improving the quality of life for residents. We have already seen economic growth in towns that previously did not receive many tourists. This growth has revitalized traditional establishments, many of which have been able to adapt to the modern realities we face. Additionally, we have witnessed the establishment of new brands in these areas, further boosting the local economy.

What message would you like to send to potential investors who are considering coming to Mallorca and exploring the opportunities the island has to offer?

We are committed to developing an even higher quality of life than we currently enjoy. We want to improve the coexistence between residents and tourists,

and we also want to encourage international investments that contribute to this economic development. From the administration's side, we need to lay the groundwork to ensure that investments here are not only profitable, but also attractive for people from anywhere in the world to choose Mallorca. We are working to streamline all administrative processes related to investments through the Consell de Mallorca, ensuring there are no abrupt regulatory changes, that investors know what to expect, when, and how. ✖

BIO

Llorenç Galmés Verger was born in Santanyi on September 28, 1983. He holds a degree in Economics from the University of the Balearic Islands and a postgraduate degree as a University Specialist in Urban Planning Law and Territorial Planning from the same institution (2007-2008 academic year). He served as the mayor of Santanyi from 2013 to 2019, after previously holding the position of first deputy mayor and acting as the councilor for Economy and Finance, Interior, Public Administration, Public Works and Urban Planning, and General Services. In 2008, he was elected regional president of Noves Generacions of the Partido Popular of the Balearic Islands, a role he held until 2012. Between 2011 and 2015, Galmés served as a regional deputy in the Parliament of the Balearic Islands. During this time, he was a member of the Economic and Budget Committee, the Health Committee, and the Oversight Committee for the Public Broadcasting Service of the Balearic Islands. In the previous legislative session, he was the spokesperson for the Partido Popular in the island institution. Since 2021, he has served as the president of the Partido Popular of Mallorca. His political career has always been closely linked to social activities. A passionate musician, Galmés is a member of the Santanyi Municipal Band and has contributed to numerous charitable projects.

INTERVIEW

DEVELOPING *sustainably*

Composed of 59 elected seats, the Parliament of the Balearic Islands meets in the city of Palma on Mallorca.

Antoni Costa Costa
VICE PRESIDENT & REGIONAL MINISTER
FOR ECONOMY, FINANCE AND INNOVATION,
GOVERNMENT OF THE BALEARIC ISLANDS



What key initiatives is Mallorca implementing in innovation and technology?

We have observed that innovation policy across the Balearic Islands is fragmented, with responsibilities divided among multiple ministries. In 2024, our mission was to centralize these efforts, consolidating all innovation initiatives under the Regional Ministry of Economy, Finance, and Innovation. One essential aspect of this consolidation is revitalizing Balearic Innovation Technology Park (ParcBIT) alongside the Digital District in Palma. ParcBIT has historic significance as one of Spain's early technological parks, predating even Malaga's now-thriving tech center; however, we have not fully capitalized on its potential. By revising the ParcBIT urban plan, we aim to integrate co-living spaces to address the island's high housing costs—a known barrier to attracting talent. Additionally, we are facilitating the development of a full-service area to ease the process for companies looking to set up at ParcBIT. To drive this growth, we have leveraged Next Generation funding to issue a call for projects focused on private-sector innovation, particularly within tourism. We have allocated EUR13.5 million to support sustainable tourism initiatives, developed credit lines for innovation investment, and introduced tax incentives to encourage companies to reinvest profits in innovation projects within the region.

Could you share some key projects financed by those EU's Next Generation funds?

The Next Generation EU funds have been transformative, with the Balearic Islands receiving over EUR1 billion. Tourism has received approximately EUR260 million, while renewable energy projects were allocated around EUR280 million. These funds have enabled us to tackle pressing needs across sectors, including transport, where we invested EUR49 million in en-

hancing Mallorca's rail infrastructure. In energy, we have focused on expanding renewable resources, particularly photovoltaic energy. In tourism, we have worked with municipalities to revitalize mature tourist areas, with EUR60 million dedicated to sustainable tourism development, which we recently expanded with an additional EUR15 million. The eco-tax, a Balearic-specific measure, complements these funds. Generating about EUR130 million annually, the tax finances tourism, environmental initiatives, water management, and heritage conservation. This tax revenue is channeled into high-impact areas, including projects that support water management, a priority in our sustainability efforts.

In addition to tourism, which sectors are you investing in to diversify the economy?

We are prioritizing biotechnology and bio-health, which are showing significant promise. Key entities, such as IDISBA, are leading research in these fields, and our focus on the pharmaceutical sector aims to advance bio-health research and strengthen our position within this growing industry. The blue economy also represents a valuable diversification opportunity. The Balearic Islands have a rich marine environment that, if managed sustainably, can drive growth. However, our role is not to direct the economy, but to enable private enterprise. We aim to create a supportive framework that allows sectors like tourism, biotech, and the blue economy to thrive based on their unique advantages.

How do you ensure a balance between economic growth and sustainability?

Sustainability is fundamental to our approach, and a key component of this is the blue economy, which holds immense potential for future development. For decades, the Balearic Islands' economic

growth has been fueled by volume-based tourism. This model brought about a tremendous transformation as the region shifted from an agriculture-based economy to a service-oriented one. Over the past 20 years, however, while tourism volume has surged, our per capita income and added value have declined, causing us to lose competitive standing. This trajectory signals an urgent need to transition from a volume-focused model to one that prioritizes quality and value-added services. To address this, we are implementing an unprecedented, island-wide social and political sustainability pact. We have organized 12 working groups based on World Economic Forum guidelines to lead this process. Their work centers on transforming the tourism model to prioritize sustainability within our 86% service-based economy. It is a nuanced approach, focusing not on eliminating tourism, but on creating a sustainable framework that redefines the sector for long-term growth. ✕

BIO

Antoni Costa Costa holds a diploma in business studies and degree in economics from the University of the Balearic Islands (UIB). He also holds a master's in public finance, tax system and tax procedures from the UIB, and master's in autonomous and local finance from the University of Barcelona, as well as a PhD in economics from the UIB (2008). Costa has been a professor of the department of applied economics at UIB, and coordinator of Campus Extens Illes. In addition, he has served as the general director of budgets and financing of the Balearic Islands' government, and was secretary of the faculty of tourism. He has been a member of the Parliament of the Balearic Islands since 2019 and was spokesman of the Popular Parliamentary Group from 2021 to 2023.

MADE IN *Mallorca*

María del Pilar Amate Rotger
COUNSELOR FOR ECONOMIC
PROMOTION AND LOCAL
DEVELOPMENT,
CONSELL DE MALLORCA



Consell de Mallorca is the governing institution of Mallorca working to boost promotion and enhance the appeal of Mallorca for both tourists and residents.

What are the key economic challenges facing Mallorca, and how are you addressing them?

Mallorca faces several economic challenges, primarily its dependence on tourism. The pandemic highlighted the risks of relying solely on a single sector, and our current focus is on economic diversification. I am committed to efficiency and support for trade, particularly for local businesses. We have announced two lines of aid amounting to EUR1.7 million for trade and local products, adding to the EUR1.4 million approved in 2024, totaling EUR3.1 million that will go directly to cooperatives, the primary sector, and local commerce. We are also focused on engaging young people and promoting 100% Mallorcan products with the “Product of Mallorca” brand, benefiting consumers and companies alike.

How do you ensure that the economic development of Mallorca aligns with sustainable practices?

There is nothing more important than working our own land. This approach helps maintain the landscape and enables us to create local products. Our focus is on caring of vineyards to produce high-quality wines and supporting our livestock and agricultural enterprises to obtain traditional and native products. Products such as sobrasada, olive oil, and Mallorcan almonds represent some of the most traditional practices, reflecting our commitment to our environment. Consell de Mallorca collaborates with and supports local markets and agricultural fairs, where farmers can sell their products directly. We actively support these events and conduct awareness campaigns to encourage the consumption of our local products.

What is the goal of the Generational Renewal initiative for local businesses in Mallorca?

The aim is to ensure that family and local businesses preserve their traditions and authenticity. By facilitating the transition of these businesses to the next generation, we strengthen the island’s economic stability, the local economy and the job market. Young successors often bring new ideas and innovative approaches, helping to modernize traditional businesses while preserving their

original essence and adapting to current market demands. The campaign has been well received, though this is just the beginning. We want to showcase these businesses as viable career options, demonstrating their potential to grow and thrive in their sectors.

How does Consell de Mallorca facilitate collaboration between local companies and international markets?

We have focused on promoting our companies and products by participating in fairs. One notable achievement was sponsoring the stage at HORECA, which allowed us to showcase local products and connect with new sectors and companies not previously reached. We also take Balearic wineries to ProWein in Düsseldorf, which has helped local wineries connect with international distributors, yielding positive results. Additionally, we were present at Fitur, highlighting Mallorca’s products and its gastronomy. By creating new experiences, we aim to boost promotion and enhance the appeal of Mallorca for both tourists and residents, ensuring the authenticity and quality of our local offerings are appreciated.

What is your vision for Mallorca by 2025, and what objectives have been set to achieve it?

The vision for 2025 includes the digital transformation of local companies, which will be a requirement by 2026. We also aim to improve the quality of life for local residents through infrastructure development and access to high-quality services. The works and services plan, approved early in our term, is a key component of this support, primarily aimed at infrastructure development. We have doubled this construction plan from EUR20 million to EUR40 million, totaling EUR80 million in investments. Generating employment in non-tourism sectors, such as technology, biotechnology, and other emerging fields is also a crucial step. Additionally, improving water management is a priority, including promoting efficiency in its use and adopting advanced technologies for water conservation and recycling. We are also focusing on the “Product of Mallorca” brand and are working on the regulations to protect producers and consumers. ✖

*Focused on
diversifying
economy
beyond tourism
for economic
stability*

*Assists local
companies
to modernize
operations
through digital
training and
cybersecurity
initiatives*

BIO

With over 30 years of experience in leading national financial institutions, María del Pilar Amate Rotger serves as counselor for economic promotion and local development at the Consell de Mallorca. A skilled financial advisor and business manager, she has also cultivated expertise in community management. Educated at Colegio Santa Mónica in Palma, she has completed various certifications in insurance, finance, and information security. Her extensive professional journey reflects a commitment to fostering economic growth and local development through strategic leadership and exceptional client relationship management.

INTERVIEW



Carmen Planas Palou
PRESIDENT,
CONFEDERATION OF BUSINESS
ASSOCIATIONS
OF THE BALEARIC ISLANDS
(CAEB)

A NEW *system*

CAEB plans to accelerate economic diversification by promoting sectors like sports, culture, and gastronomy, investing in workforce training, and integrating SDGs to create a more sustainable, diversified economy.

BIO

Carmen Planas holds a degree in pharmacy from the University of Navarra, a degree as a specialist pharmacist in clinical analysis from the Ministry of Education, a master's degree in hospital management and administration from ESADE, and an executive master's degree in hospital and healthcare company management from EADA, among others.

How does CAEB intend to accelerate economic diversification efforts, especially in light of the recent increase in turnover in various sectors?

According to Instituto de Estadísticas de Baleares, we closed 2023 with a 4% growth in GDP, a significant achievement considering the 20% drop during the Pandemic. With 18 million tourists, we have regained 2019 activity levels, but with a 4% decline in productivity and competitiveness among Balearic companies, resulting in lower per-capita income. At CAEB, our challenge is to boost the productivity of Balearic businesses to improve overall welfare. We need to diversify beyond sun and beach tourism by promoting activities such as sports, culture, and gastronomy, attracting different audiences and distributing tourists throughout the year. As president of the Balearic Union of Health Entities (UBES), I emphasize the value of our top-tier public and private healthcare systems. High-quality healthcare is a significant advantage for tourists, ensuring they receive excellent care in the event of emergencies. The government has a strategic project, involving public and private sector collaboration, to develop a 20-year vision with necessary changes to achieve common goals. CAEB stresses the importance of decisive action in both the public and private sectors to reach a consensus on our future vision. We need to shift focus from volume to value, emphasizing quality over quantity. This means attracting other type of tourists, but ones with higher purchasing power, upgrading infrastructure, and improving hotel quality. Our vision is to

create a sustainable, diversified economy providing high-quality experiences for tourists and better living conditions for residents.

What other specific strategies is CAEB implementing to address productivity challenges?

Training is crucial for talent development and retention. Currently, about 40% of jobs are mismatched with employees' qualifications. We must improve vocational and university training to better align skills with jobs, enhancing productivity. We are also committed to continuous improvement and adaptation to new technologies and innovations. Upskilling and reskilling our workforce is vital for maintaining competitiveness and fostering economic growth in the region. Public-private collaboration is crucial, especially with the housing shortage affecting worker attraction. We support training projects, public or private, to address the shortage of professionals such as doctors. This issue is national, but worse here due to unaffordable housing for incoming workers, including doctors and nurses. We also advocate for dual vocational training, where individuals receive training while working in a company, often staying on afterward.

How is CAEB integrating sustainable development goals into its framework to ensure that the business sector contributes positively to environmental and social sustainability?

CAEB launched a Circular Economy Commission to ensure compliance and awareness of the sustainable development goals set by the UN's 2030 Agenda.

CAEB aims to pioneer the shift towards a circular tourism system, setting benchmarks in Europe and worldwide. In line with sustainable development goals, we are actively promoting awareness and education on regenerative tourism. We urge every sector to adopt practices, such as recycling, and to embed sustainability into their operations. This shift is gradually becoming intrinsic to companies' DNA. We advocate for regenerative tourism that enhances our islands while supporting growth. It is crucial that visitors understand our commitment to

being a circular tourism destination. The circular economy guides us in reducing plastics, managing waste, and improving businesses practices. We highlight diverse projects promoting circularity across sectors, including construction, energy, and sustainable fashion, actively showcasing these initiatives.

What are CAEB's key priorities for 2024 and 2025?

Our roadmap remains unchanged for the coming years: we aim to foster wealth, employment, and societal well-being.

Our transition to a circular economic model hinges on elements such as education, technological investment, innovation, and sustainability across sectors. Furthermore, CAEB will actively support the implementation of the Balearic government's social and political pact for sustainability. It is essential that this pact represents all of Balearic society—businesses, political leaders, and local communities alike. CAEB is fully committed to this initiative, advocating for comprehensive solutions to safeguard our way of life. ✖

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INTERVIEW

ENHANCED services

Eduardo Soriano
PRESIDENT,
CHAMBER OF COMMERCE
OF MALLORCA



The Chamber of Commerce of Mallorca continues to support the local business community in encouraging greater competitiveness while promoting export strategies and ensuring sustainable growth.

How does the chamber support the integration of advanced technologies into Mallorca's business ecosystem?
The Chamber of Commerce of Mallorca leads the Digital Innovation Hub of the Balearic Islands (DIHBAI-TUR), a public-private consortium dedicated to fostering and developing disruptive technologies in the Balearics, including AI and blockchain. DIHBAI-TUR aims to be a one-stop shop for promoting competitiveness among SMEs by incorporating digital technologies into their processes, products, or services.

How does the Chamber foster innovation in traditional sectors to make them more competitive and sustainable?
The chamber offers innovation advisory services through the Innobal Office, under the General Directorate of Innovation and Digital Transformation. These programs aim to cultivate an innovation culture within companies, particularly in traditional sectors such as industry and agriculture, which require support for restructuring processes, finding more efficient and sustainable solutions, and enhancing competitiveness. This advisory service targets SMEs and includes basic innovation guidance, funding avenues, and support for obtaining regional and national innovation certifications.

How does the Chamber support local companies in navigating the current economic landscape to remain competitive?

The chamber's roadmap is to support the business community in addressing daily challenges. This involves participating in regional, national, and European programs that promote innovation and business acceleration for SMEs, such as the Start-Up Accelerator, the Innovation Promotion Office, DIHBAI-TUR, and the Acelera Pyme Office (OAP). OAP provides both physical and virtual spaces for advisory and technological support, helping businesses in their digital transformation process to enhance their productivity and compete with other regions. OAP also assists companies in accessing the Digital Kit program, which has now been expanded to include businesses with up to 250 employees. This initiative has facilitated the adoption of technological solutions in sectors historically resistant to digitalization, often due to a lack of knowledge. The chamber actively promotes the use of technology across business processes to ensure it becomes embedded within the local business fabric.

What role do international collaborations play in Mallorca's economic development, and what efforts are being made to strengthen these relationships?

Chambers of commerce represent a global network with significant influence in nearly every country. The Mallorca Chamber is part of INSULEUR, the Network of Insular Chambers of Commerce of the EU, established in 2000 to advocate for island regions. The network, comprising 45 chambers, aims to lead a new approach to insular regions in Europe, progressively addressing disparities between continental and insular areas. The chamber also promotes export strategies and business development in new markets. It actively participates in initiatives like the Enterprise Europe Network (EEN), the largest business support network in Europe established by the European Commission. The network spans 50 countries, with nearly 600 organizations, including regional development agencies, universities, and tech centers, offering services like competitiveness improvement, innovation promotion, partner searches, and advice on European legislation.

What measures are being taken to balance tourism growth with the island's sustainable development goals?

The Chamber of Commerce of Mallorca's Tourism Commission contributes to the Sustainable Tourism Strategy 2030 through eight working groups focusing on talent development, environmental sustainability, economic and social sustainability, digitalization, differentiated tourism destinations, innovation in experiences and products, connectivity and mobility, and collaborative governance. Through the European I-STARS project, in collaboration with the Mallorca Tourism Foundation and other European regions, the chamber is raising awareness and providing sustainable services to tourism-linked businesses. This project has allocated EUR140,000 in grants to 25 SMEs in Mallorca to implement services aligned with the UN's Sustainable Development Goals. As an island, resource limitations have fostered a collective awareness of the need for sustainable tourism and production activities. Promoting local products, supporting the circular economy, and seeking a balance between economic and social growth are essential. This involves adding value rather than focusing solely on volume, aligning with the desired economic and social equilibrium. ✘

600 companies,
450 students
in vocational
training in 2023

€140k
in grants for
25 SMEs on
sustainability

Digital Kit
expanded to
businesses with
250
employees

BIO

Eduardo Soriano was elected president of the Chamber of Commerce of Mallorca at the plenary session held on July 14, 2022, as representative of the company Ciments de Balears, S.A. Born in Palma de Mallorca and a businessman by training, he worked for more than two decades in companies belonging to the Banesto Industrial Corporation. For 40 years, Soriano has been a member of the boards of directors of companies in different sectors, directs his own companies, is president of several companies and, since 2018, has also been president of the Sociedad de Garantía Reciproca de Balears ISBA.

SUSTAINABLE *future*

Jaime Martínez Llabrés
MAYOR,
PALMA



The largest city on the Balearic Islands, Palma is focused on transforming its economy to diversify from simple tourism into a much more holistic, interconnected generator of revenue.

What measures are you implementing to diversify the tourism offering and ensure Palma remains internationally competitive without losing its identity?

The strategy of the Ajuntament de Palma is focused on establishing the city as a year-round accessible tourist destination. To achieve this, we are promoting transformative projects that integrate culture, heritage, sustainability, gastronomy, leisure, and sports, always with a sustainable and innovative approach. Our goal is for both residents and visitors to experience Palma as a complete destination. We are currently working intensively on Palma's candidacy to become the European Capital of Culture in 2031. As part of this initiative, key projects are being promoted, such as the restoration of historic buildings, the renovation of Plaça Major—which will house the city's interpretation center—and the creation of the Central Culture and Innovation Building. This new cultural and innovation hub will be located in the former Gesa building, recently acquired by the City Council, right on Palma's seafront. At the same time, we are promoting Palma's unique local gastronomy, year-round cultural events, and sports activities. Through all of this, we aim to position Palma as an integrated tourist destination that retains its identity while looking to a more sustainable and accessible future.

What are the most innovative infrastructure and sustainability projects that could define the city in the coming decades?

One of the most transformative projects we are promoting is the Palma Culture & Innovation Bay, which is based on principles of innovation, sustainability, the blue economy, culture, and housing. This ambitious initiative will completely transform the Nou Llevant neighborhood and the seafront area, turning it into a hub for emerging businesses and projects, helping to stimulate the local economy. Innovation will be a core pillar, with major initiatives such as the Central Culture and Inno-

vation Building, which, as mentioned, will serve as the headquarters for the future innovation district and a key center for art, culture, and technology in the city. Sustainability and the blue economy will also be central, with the development of large green areas and support for projects related to the nautical industry. The initiative also includes the construction of new housing and improvements in connectivity—such as the future Palma-Llucmajor train line—to better connect the capital with other parts of the island. Palma Culture & Innovation Bay is more than just an urban project—it is a unique opportunity to modernize the city, drive sustainability and innovation, and position Palma as a cultural and economic benchmark.

How is your administration encouraging business participation in creating a more innovative and resilient ecosystem in Palma?

The municipal government has always believed in the importance of public-private collaboration to implement projects that benefit the city. A clear example is the previously mentioned Housing Action Plan, where we are working with private developers to build housing at controlled prices, ensuring residents have access to decent housing while maintaining the city's economic vitality. Another example is the creation of Palma's Innovation District, which seeks to attract companies in the technology and knowledge sectors. This space will rely heavily on private sector cooperation to succeed and transform Palma into an innovation hub. We are also supporting the local economy through initiatives such as Employment Month, which connects businesses with job seekers, and free parking campaigns to encourage shopping at local businesses, benefiting both citizens and the commercial community. All of this aligns with a set of important fiscal measures, some of which include tax benefits for companies—facilitating their operations while contributing to Palma's social, cultural, and economic well-being. ✕

Allocated

€21M
*to Playa de Palma
redevelopment by
2025*

*Aiming for
European Capital
of Culture
designation for
2031*

BIO
Jaime Martínez Llabrés is an architect from the Higher Technical School of Architecture of Barcelona (ETSAB). He has developed his professional career both through his own architecture firm and by holding various positions in public administration, including director of land use planning, tourism, and commerce at the Calvià Town Hall, and Minister of Tourism for the government of the Balearic Islands. He has been the mayor of Palma since June 2023.

INTERVIEW



Juan Antonio Amengual Guasp
MAYOR,
CALVIÀ

SMOOTH *sailing*

Located in southwestern Mallorca, Calvià is second only to Palma in terms of population. This wealthy region contains many of the island's major tourism hot spots, including Magaluf, Santa Ponsa, and Palma Nova.

BIO

Juan Antonio Amengual has served as mayor of Calvià since 2023. He was born in 1969 in Palma de Mallorca, and holds a diploma in tourism and a master's degree in business administration, specializing in finance, from the University of the Balearic Islands. His professional career began as a hotel manager, a job he held between 1994 and 2009, and continued as a tourism consultant, an activity he has been carrying out since 2010.

How does Fundació Calvià 365 collaborate with local businesses and hotels to promote Calvià as a top destination all year round?

Fundació Calvià 365 promotes the destination's development and works to redistribute demand to reduce seasonality. Its main focuses are sports, culture, gastronomy, and MICE. The goal is to host numerous events in these areas, increase awareness, boost the destination, and keep the local economy active year-round. The foundation's trustees include presidents of the municipality's hotel associations, ensuring strong collaboration with hotels. The foundation also works closely with private companies, such as restaurants, to enhance the complementary offer. Reducing the seasonality curve is the primary objective, requiring strong relationships and communication among all stakeholders.

How does Calvià plan to promote its sporting, cultural and gastronomic offer to attract different types of tourists all-year round?

Product diversification is crucial for reducing seasonality. Key events such as the Challenge Peguera Mallorca, a leading sports event, and La Mostra Calvià, a gastronomic event, aim to grow in attendance and prominence. Allocating resources to promote these events and valuing collaboration requests will help turn Calvià into a venue for recognized events, as demonstrated by hosting the Events & Sports Workshop by Eventoplus in 2024.

As the new president of the Alliance of Sun and Beach Tourism Municipalities (AMT), what are your key objectives?

Our key objectives for the coming months include promoting destination-oriented knowledge, research, and new technologies; developing joint projects to attract supra-municipal funds; and fostering cooperation between administrations and companies. We also aim to integrate into similar national and international bodies. Additionally, we plan to develop synergies and joint strategies for urban innovation, and promote training and job qualifications in tourism. We seek recognition for our significant contribution to the national GDP through tax advantages to compensate for the efforts made in these eight towns. Our towns rely heavily on tourism, and it is crucial to sustain this industry. Therefore, our economic objectives are

inherently tied to sustainability, a focus we have maintained for years.

What infrastructure improvement initiatives is Calvià Town Hall carrying out, and what impact do you foresee them having on the town?

The Calvià Town Hall is undertaking significant improvement projects, such as renovating the Magaluf's promenade. This renovation, expected to be completed by May 2025, aims to complete a transformation started a decade ago, establishing us as a benchmark among mature Mediterranean destinations. We also face the challenge of refurbishing major arteries such as the Jaume I avenue in Santa Ponça and the Peguera Boulevard. These upgrades will shape a renewed Calvià with a fresh image in a few years. Our projects also focus on creating green spaces across the municipality. Infrastructure adaptations are always viewed through a sustainability lens. We have developed a comprehensive plan to reuse 100% of the regenerated water, replacing drinking water for various uses such as irrigation, urban applications, and environmental purposes, thereby minimizing treated water discharge into the sea.

How do the trends of regenerative tourism, circular economy, and sustainability translate within the municipality of Calvià?

We are actively working on conservation projects to improve biodiversity and restore natural and agricultural areas. We also promote local culture by restoring and maintaining ethnological and heritage elements, which includes preserving agricultural and livestock areas to offer residents and tourists authentic experiences that benefit the community. Environmental education is another focus, using Galatzó as a center for activities highlighting sustainability and biodiversity. The Esment foundation manages the estate's agricultural and livestock operations, promoting conservation and sustainable development. It produces estate products such as jam, honey, and infusions, contributing to the circular economy. Additionally, through the Calvià Institute for Training and Employment, we offer occupational training programs in forestry and agriculture. We are also improving energy efficiency in the estate's houses and promoting renewable energy. ✖

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INTERVIEW



Llorenç Perelló Rosselló
MAYOR,
ALARÓ

SMALL *town, big potential*

Originally renowned for its shoe industry, Alaró's proximity to Palma de Mallorca makes it a charming mountain getaway for those living in the capital city.

BIO

Llorenç Perelló Rosselló holds a degree in Catalan language and literature and a law degree from the University of the Balearic Islands, as well as a master's degree in cultural management from the University of Girona. Professionally, he is a teaching official specializing in Catalan language and literature. Perelló's political experience dates back to 2011, when he was a member of the governing team of Alaró Town Council, managing the areas of culture, youth and fairs and, from 2015 to 2019, he was the spokesperson for the opposition. He currently combines his work as mayor of Alaró with the post of director of the Institute of Balearic Studies.

What would you consider to be Alaró's main attractions?

The primary attraction lies in its surroundings. Situated at the foot of the Tramontana Sierra, a World Heritage site since 2011, Alaró enjoys a privileged location, blending proximity to essential services with scenic beauty. It is a town located near Palma de Mallorca and Inca, vibrant commercial and business hubs, that still maintains a serene separation from urban areas. Alaró allows residents to enjoy the charm of a small town while being only minutes away from the majestic Tramontana Mountains and with convenient road connections to various destinations. Alaró encapsulates the essence of proximity to urban conveniences, yet providing a pleasantly isolated unique appeal.

What is your assessment on Alaró's business landscape, and what would you consider to be its main sectors?

Alaró's economic landscape is characterized by its smaller market size, owing to its distance from major urban and economic centers. Thus, the services sector dominates opportunities, with a notable absence of heavy industry. Sectors associated with the construction industry, including house maintenance and renovation, painting and landscaping offer substantial employment opportunities. Additionally, the thriving restaurant industry plays a crucial role, catering to both locals and visitors throughout the year, given Alaró's strong position as a dining destination across seasons.

Given that the majority of enterprises in Alaró are SMEs, do you anticipate the potential for larger corporations to be drawn to the area?

While SMEs predominate, Alaró has demonstrated its potential to accommodate larger enterprises, as evidenced by Camper and its operations in the area. Such endeavors, including revitalizing architectural spaces for commercial use, offer opportunities for economic diversification. Moreover, maintaining and enhancing local heritage can attract investment and foster leisure activities, thereby enhancing Alaró's appeal.

How does Alaró support the implementation of sustainability and digitalization initiatives within the municipality?

While the municipality's proactive pursuit of investors may be limited, we prioritize

facilitating project execution by minimizing bureaucratic hurdles. Our small size allows us to offer personalized attention to each project, ensuring efficient processing and avoiding unnecessary duplication of procedures. Direct engagement with investors and stakeholders fosters collaboration and ensures a responsive approach to their needs. Our efforts to simplify bureaucratic processes not only enhance investor relations but also benefit individuals pursuing personal projects within the municipality. By reducing administrative barriers and optimizing procedures, we aim to improve the overall investment climate and promote economic growth. This approach ensures a more efficient use of resources and fosters a conducive environment for both investors and residents alike.

What do you envision for Alaró's future, and what goals has the municipality set?

Looking ahead, we aim to prioritize the enhancement of the water cycle infrastructures ensuring essential services for both residents and prospective inhabitants. Key investments in water supply sources are crucial, alongside initiatives to improve energy efficiency within the municipality. Additionally, leveraging Alaró's innovative character and embracing new perspectives from visitors can position us as a pioneering municipality open to the world. By prioritizing sustainable development and infrastructure enhancement, we aim to realize Alaró's potential as a vibrant and forward-thinking community. Our primary goal is to invest in essential infrastructure, particularly in educational and sports facilities, to support the well-being of our residents, especially the younger population. Improving energy infrastructure is also paramount to ensure sustainability and quality of life. While our cultural initiatives are well-established, our focus is directed to boosting education, sports, and infrastructure facilities related to water and energy. These strategic investments will not only benefit residents, but also attract potential investors seeking a thriving and sustainable community. We remain receptive to collaborating with external companies to address our infrastructure needs effectively. Proposals that align with our vision for the municipality are always welcomed. Our commitment to proximity and personalized attention ensures that all ideas will receive due consideration and evaluation. ✖



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