

# CASA AFRICA

*Casa Africa is an instrument of public and economic diplomacy, and as such, it uses non-traditional channels to establish relations with government and civil society in Africa.*

*Casa Africa is based in the Canary Islands due to the archipelago's strategic location and represents Spain's commitment to Africa.*

## PRIORITIES:

1. Foster the relations between Spain and Africa in the economic, institutional, cultural and development cooperation fields
2. Casa Africa - a platform for encounter and exchange between public and private entities from Spain and Africa
3. Promote the Canary Islands as a multipurpose hub for Africa



CASA ÁFRICA



# CANARY ISLANDS, A STRATEGIC LOCATION

- 100 KM FROM THE AFRICAN COAST
- STRATEGIC LOCATION BETWEEN THREE CONTINENTS:  
AFRICA, EUROPE AND AMERICA
- IDEAL PLATFORM TO PROMOTE RELATIONS WITH AFRICA



# CANARY ISLANDS, A MULTIPURPOSE HUB FOR AFRICA

- 2 million people live in Canary island, and we receive 12 million tourists every year
- 6 international airports
- 10 commercial ports
- The port of Las Palmas de Gran Canaria is the 4th most important port in Spain, and it is also among the 100 biggest ports of the world
- Advanced technological and engineering services
- Biggest naval and offshore platforms repair centre in the area
- Center for transshipment at sea and the most important Atlantic fuel station
- Humanitarian platform for West Africa: Red Cross, UN World Food Program
- Potential base for UN missions in the field of Peace and Security
- 3 new submarine telecommunication cables between West Africa and the Canaries and a new connection (CanaLink) with the Iberian peninsula provide full connectivity
- Court of Maritime Arbitration
- Full offer of services including education, health care and human resources

# SPANISH BUSINESS PRESENCE IN AFRICA

- The Spanish export to Africa is increasing at a high speed
- In 2013, Africa became Spain's nº 1 export destination
- The biggest Spanish export advance occurred in South Africa (+56%)
- In the last 5 years Spanish companies have won 23 bids for public contracts guaranteed by the African Development Bank
- Spain is a benchmark in tourism, infrastructure management, railway and aeronautical infrastructures, naval engineering, renewable energies, fashion and health technologies, and many other sectors

## PRIVATE SECTOR ASSOCIATIONS & CLUSTERS



# SPAIN'S TOURISM SECTOR



- Spain is a world power in tourism
- 2<sup>nd</sup> most visited country in Europe and 4<sup>th</sup> in the world
- 2<sup>nd</sup> leading country in the world for **tourist revenue**
- 4<sup>th</sup> most **competitive country** in the world in the field of tourism
- Recognized globally for its **quality of life**

# SPANISH COMPANIES IN THE AFRICAN TOURISM SECTOR

**Morocco:** Iberostar, Barceló, Husa Hoteles, Globalia Handling, RIU Hoteles y Grupo Xaluca

**Senegal:** Air Europa, Amadeus, Africa Experience SARL, Iberia, Binter

**Cape Verde:** Riu, Iberostar, Meliá, Aparthotel Praiabaixo, Maryvent, Naviera Armas, Sab Sab Sal

**Mauritania:** Canary Fly

**Ecuatorial Guinea:** Viajes Guinea Ecuatorial; Binter Technic

**Angola:** Agencia de Viajes Dialma, Navegação Angola Iberica Lda- Naiver



# SUCCESS STORY: CAPE VERDE

Riu, Iberostar, Meliá, Aparthotel  
Praiabaixo, Maryvent, Naviera Armas,  
Sab Sab Sal, among others



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Thank you!

Consortium Casa Africa:



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