



# THE ENTREPRENEURIAL ECOSYSTEM IN MURCIA

ESTHER PEÑALVER | CEEIM MANAGING DIRECTOR



Project No. 10117MAG



Co-funded by  
the European Union

# REGION OF MURCIA

WHERE ENTREPRENEURSHIP AND INNOVATION ARE KEY STRATEGIC DRIVERS



1.5M INHABITANTS

2.2% OF SPAIN'S  
LAND AREA

HIGHEST GDP  
GROWTH IN 2024  
BY 4.5%

## MAIN SECTORS

SERVICES (52%)  
INDUSTRY (23%)  
AGRICULTURE (4,3%)

20% OF SPANISH  
EXPORTS OF FRUITS  
AND VEGETABLES

# REGION OF MURCIA

WHERE ENTREPRENEURSHIP AND INNOVATION ARE KEY STRATEGIC DRIVERS



1.5M INHABITANTS

2.2% OF SPAIN'S  
LAND AREA

HIGHEST GDP  
GROWTH IN 2024  
BY 4.5%

## MAIN SECTORS

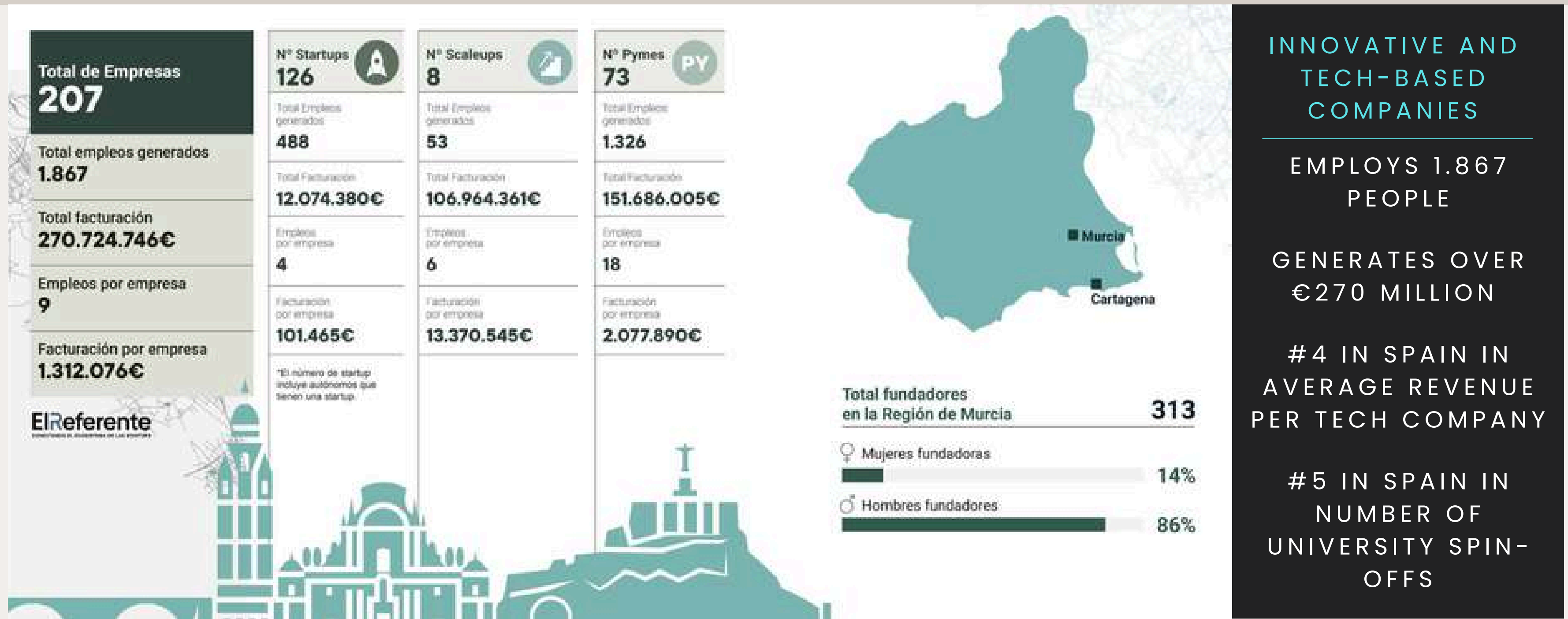
SERVICES (52%)  
INDUSTRY (23%)  
AGRICULTURE (4,3%)

20% OF SPANISH  
EXPORTS OF FRUITS  
AND VEGETABLES

KEY SECTORS: AGRI-TECH, WATER & SUSTAINABILITY, INDUSTRY & ENERGY, ICT,  
HEALTH TECH, LOGISTICS

# THE ECOSYSTEM

A VIBRANT INNOVATION TERRITORY SUPPORTING INNOVATION AND ENTREPRENEURSHIP



# THE ECOSYSTEM

A VIBRANT INNOVATION TERRITORY SUPPORTING INNOVATION AND ENTREPRENEURSHIP



**INFO:** REGIONAL  
DEVELOPMENT AGENCY

UNIVERSITIES  
TECHNOLOGY CENTRES  
SCIENCE & TECH PARK  
INCUBATORS  
ACCELERATOR  
BUSINESS ASSOCIATIONS  
CORPORATES  
INVESTORS  
STARTUPS



# THE ROLE OF CCEM

SUPPORTING ENTREPRENEURS AND FACILITATING ECOSYSTEM GROWTH

A photograph of a modern office interior. The space features large windows on the right side, allowing natural light to fill the room. In the foreground, there are orange sofas and a red armchair. A large potted plant is visible near the windows. The ceiling is white with recessed lighting. A large abstract painting is hanging on the wall.

SUPPORTED BY INFO  
(CREATED IN 2007)

C\*(I+EMP)/RIS3  
STRATEGIES ACTOR

PART OF NATIONAL/EU  
NETWORKS  
(ANCES & EBN)

## MAIN SERVICES

SUPPORTING  
ENTREPRENEURS  
(PRE-SEED & SEED)

INCUBATION AND  
ACCELERATION

ACCESS TO PUBLIC &  
PRIVATE FUNDING

ECOSYSTEM  
CONNECTIONS

# OUR BOARD

---



# OUR ASSEMBLY

---





# HOW WE GET FUNDED?

50%

REGIONAL & NATIONAL  
COMPETITIVE  
GRANTS  
AND SERVICES

25%

EUROPEAN  
COMPETITIVE  
GRANTS

25%

INCUBATOR  
INCOMES

# OUR OBJECTIVES

PROMOTE THE  
ENTREPRENEURIAL  
SPIRIT,  
FOSTERING AN  
ENTREPRENEURIAL  
CULTURE AT AN  
EARLY AGE

ENCOURAGE THE  
CREATION AND  
CONSOLIDATION  
OF INNOVATIVE  
AND  
TECHNOLOGY-  
BASED COMPANIES

FACILITATE THE  
ACCESS TO PUBLIC  
AND PRIVATE  
FINANCING OF  
INNOVATIVE AND  
TECHNOLOGY-BASED  
COMPANIES

PROMOTION OF  
ENTREPRENEURSHIP  
AT EARLY AGES



CEEM  
WORKING  
AREAS

INCUBATION and  
ACCELERATION



INTERNATIONAL  
INITIATIVES



ADVICE AND  
ACCESS TO  
FINANCING



# PROMOTION OF ENTREPRENEURSHIP AT EARLY AGES



# OBJECTIVES



- ① DESIGN ACTIONS FOR STUDENTS AT ALL EDUCATIONAL LEVELS, WHICH PROMOTE THE **ENTREPRENEURIAL SPIRIT AND SKILLS**: COMPETITIONS, EVENTS...
- ② DEVELOP AWARENESS AND EDUCATION ACTIVITIES ON **INNOVATION AND ENTREPRENEURSHIP**, BRINGING THE BUSINESS FIELD TO THE CLASSROOMS.
- ③ CONTRIBUTE TO IDENTIFYING **VOCATIONS AND CAREER PATHS**, PARTICULARLY PROMOTING SCIENTIFIC-TECHNOLOGICAL DISCIPLINES (STEAM) AMONG YOUNG PEOPLE IN THE REGION.





**IMAGINA > Business Ideas Competition**  
**INNOTECA > Inventions Competition**  
**OLIMPIADA CREATIVIDAD > Creativity Competition**  
**BeSTEAM > STEAM Role Model Event**  
**SCIENCE STARS > STEAM Bootcamp**  
**MAKERS SCHOOL > Tech workshops**  
**CLASSROOM TALKS & CEEIM VISITS**



# PROMOTION OF ENTREPRENEURSHIP AT EARLY AGES



+40k

STUDENTS  
INVOLVED

+100

EDUCATIONAL  
CENTRES  
INVOLVED

+20

PRIVATE  
COLLABORATION

LUPER

IPITEC

NAWTER

SOLTEC

INEQA

INSTITUTO42

WIDHOC-DQ AGRO

ASOC. TALENTOS

+10

INSTITUTIONAL  
COLLABORATION

INFO

UMU

UPCT

AJE

UCAM

F. SÉNECA

AGA/MINISTRY

C. EDUCATION

CAIXABANK

# INCUBATION AND ACCELERATION



# OBJECTIVES

- ① MANAGE AND COORDINATE THE **BUSINESS INCUBATOR**
- ② IDENTIFY TRENDS, PROJECTS AND SUPPORT THE **TECHNOLOGICAL COMMUNITIES** OF THE REGION IN THEIR POSITIONING.
- ③ **PROMOTE COLLABORATIONS** BETWEEN STARTUPS, R&D CENTERS, CORPORATES AND ENTITIES.
- ④ DESIGN AND IMPLEMENT **ACCELERATION PROGRAMS** FOR INNOVATIVE AND TECHNOLOGICAL PROJECTS.





**INCUBATOR MANAGEMENT > 1.000 m2**  
**INNOVATION & TECH EVENTS > Talent & Projects Atraction**  
**ACCELERATION PROGRAMES > Design and Implementation**  
**ECOSYSTEM CONNECTIONS > Awards, visits & events**  
**OPEN INNOVATION > Corporates and startups**



# INCUBATION AND ACCELERATION



+400

TECHNOLOGICAL  
EVENTS  
ORGANIZED

+7.800

PARTICIPANTS IN  
EVENTS

+500k€

ON STARTUPS  
ACCELERATION

44

TECH-BASED  
CERTIFICATED  
COMPANIES

120

INCUBATED  
COMPANIES

INCUBATOR  
ANNUAL  
REPORT

# INTERNATIONAL INITIATIVES



# OBJECTIVES

- 1 PROMOTE THE PARTICIPATION OF **TECHNOLOGICAL AND INNOVATIVE COMPANIES IN INTERNATIONAL INITIATIVES** (PROJECTS, EVENTS, CONFERENCES), PROMOTING ITS VISIBILITY AND ACCESS TO OPPORTUNITIES.
- 2 ORGANIZE INFORMATIVE SESSIONS ON **EUROPEAN FINANCING INSTRUMENTS**, DISSEMINATE OPPORTUNITIES AND ACCOMPANY THE PROCESS.
- 3 PARTICIPATE DIRECTLY IN **EUROPEAN PROJECTS** OF A STRATEGIC NATURE AND WHICH BENEFIT OUR ECOSYSTEM AND COMPANIES.



# Centro I+D+i

Visita HACK4SCAIRA a Renault

**EU PROJECTS > Preparation & Implementation**  
**EU COACH PROGRAMME > Supportins companies on EU funds**  
**INTERNATIONAL EVENTS > Visibility, experiences exchange**  
**ECOSYSTEM CONNECTIONS > Awards, visits & events**  
**OPEN INNOVATION > Corporates and startups**





# INTERNATIONAL INITIATIVES



35  
EUROPEAN  
PROJECTS

+100  
IMPACTED  
COMPANIES

+2.5M€  
RAISED ON  
EU FUNDS

145K€  
EU PROJECTS  
AVERAGE BUDGET  
PER YEAR

+100  
INTERNATIONAL  
PARTNERS

+20  
REGIONAL  
COLLABORATORS

INFO  
ICEX  
CDTI  
CARM  
CENTIC  
UMU  
UPCT  
CETENMA  
DG EUROPA  
CT NAVAL  
PRISMÁTICO  
COUNCILS

ADVICE AND  
ACCESS TO  
FINANCING



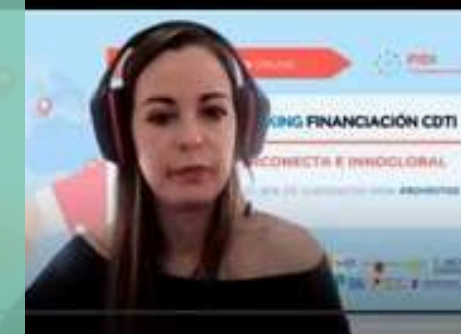
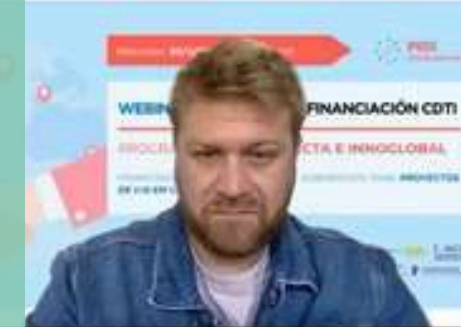
# OBJECTIVES

- 1 RESPONSE TO INQUIRIES, **MENTOR** BUSINESS PROJECTS AND **TRAIN** ENTREPRENEURS.
- 2 FACILITATE THE **ACCESS TO PUBLIC FINANCING**, IDENTIFYING EXISTING OPPORTUNITIES, ORGANIZING INFO DAYS AND ACCOMPANYING THE PROCESSES.
- 3 SUPPORT PROJECTS IN THE **ECOSYSTEM**, THROUGH THEIR PARTICIPATION IN AWARDS AND EVENTS, AND PROMOTING ACCESS TO OTHER COLLABORATORS AND KEY ACTORS.
- 4 FACILITATE **PRIVATE INVESTMENT** IN BUSINESS PROJECTS, TRAINING AND CONNECTING.





**ADVISORY AND MENTORING** > Guidance & support  
**FUNDING INFO EVENTS** > Regional, National and EU grants  
**PUBLIC FUNDRAISING** > Assistance and support  
**PRIVATE FUNDRAISING** > Connection, training and assistance  
**WORKSHOPS & TRAINING** > Aligned to startups needs





# ADVICE AND ACCESS TO FINANCING



+400

SUPPORTED  
COMPANIES

+3.400

ADVISED  
ENTREPRENEURS

+6.5M€

PRIVATE  
FUNDRAISING

+14.5M€

PRIVATE  
FUNDRAISING

 **MurciaBan**  
BUSINESS ANGELS NETWORK

130 INVESTORS

95 PROJETS

21 AGREEMENTS



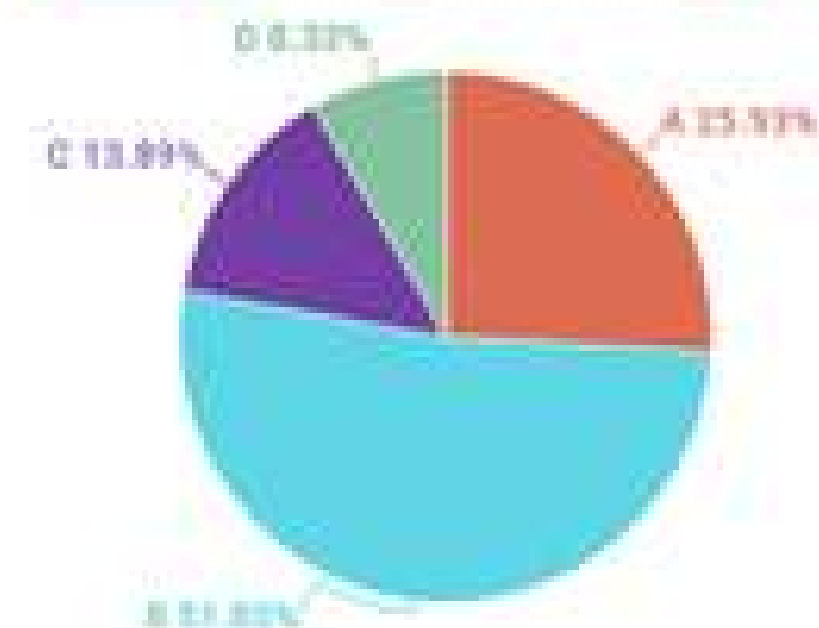
# ANNUAL EVENTS

+100  
EVENTS  
PER YEAR

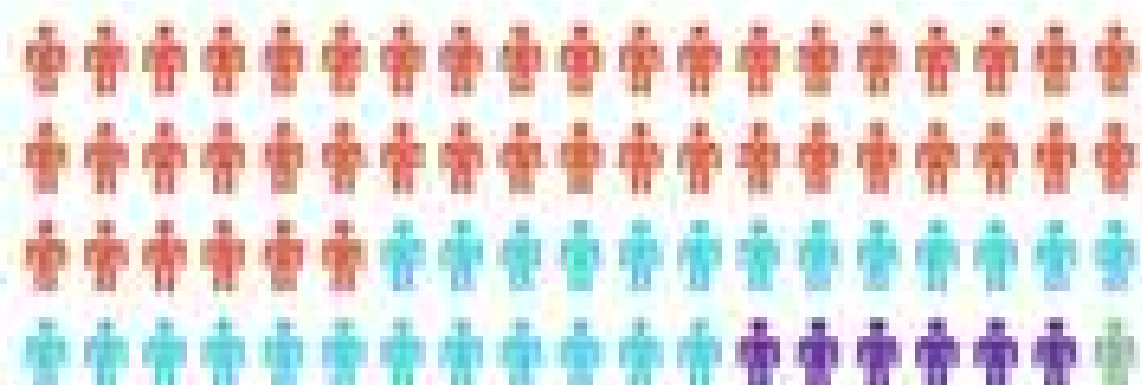
+2.000  
PARTICIPANTS  
PER YEAR

EVENTS  
REPORT  
(2024)

EVENTOS POR ÁREA DE ACTUACIÓN

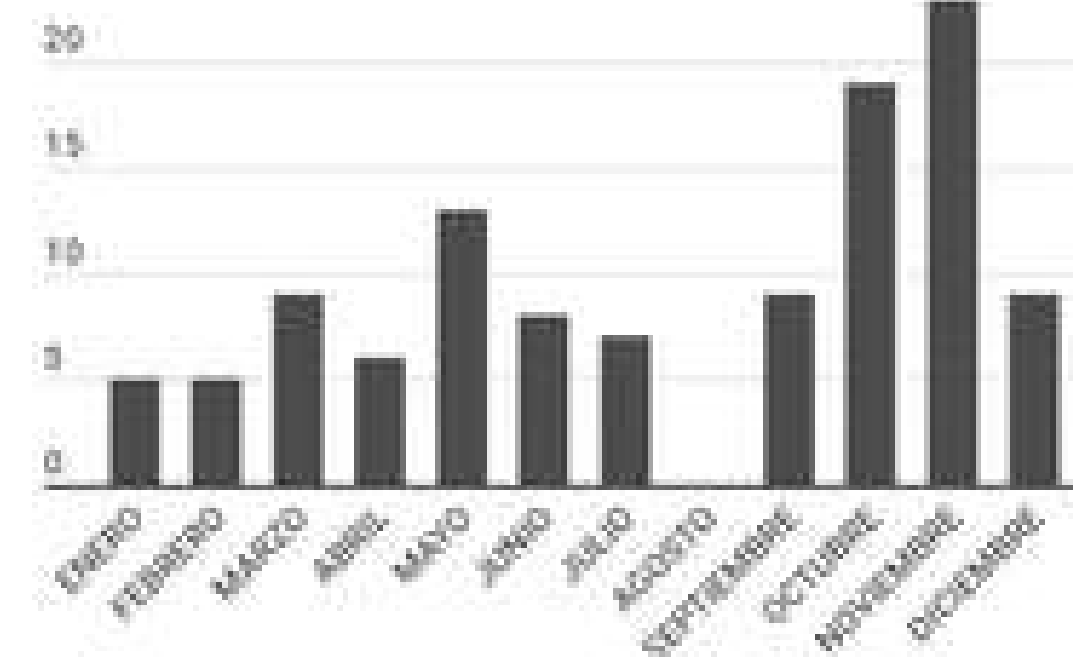


PARTICIPANTES POR ÁREA DE ACTUACIÓN



FOMENTO INCUBA/TECH/INSTITUC INTERNACIONAL ASESOR&FINANC

EVENTOS POR MES



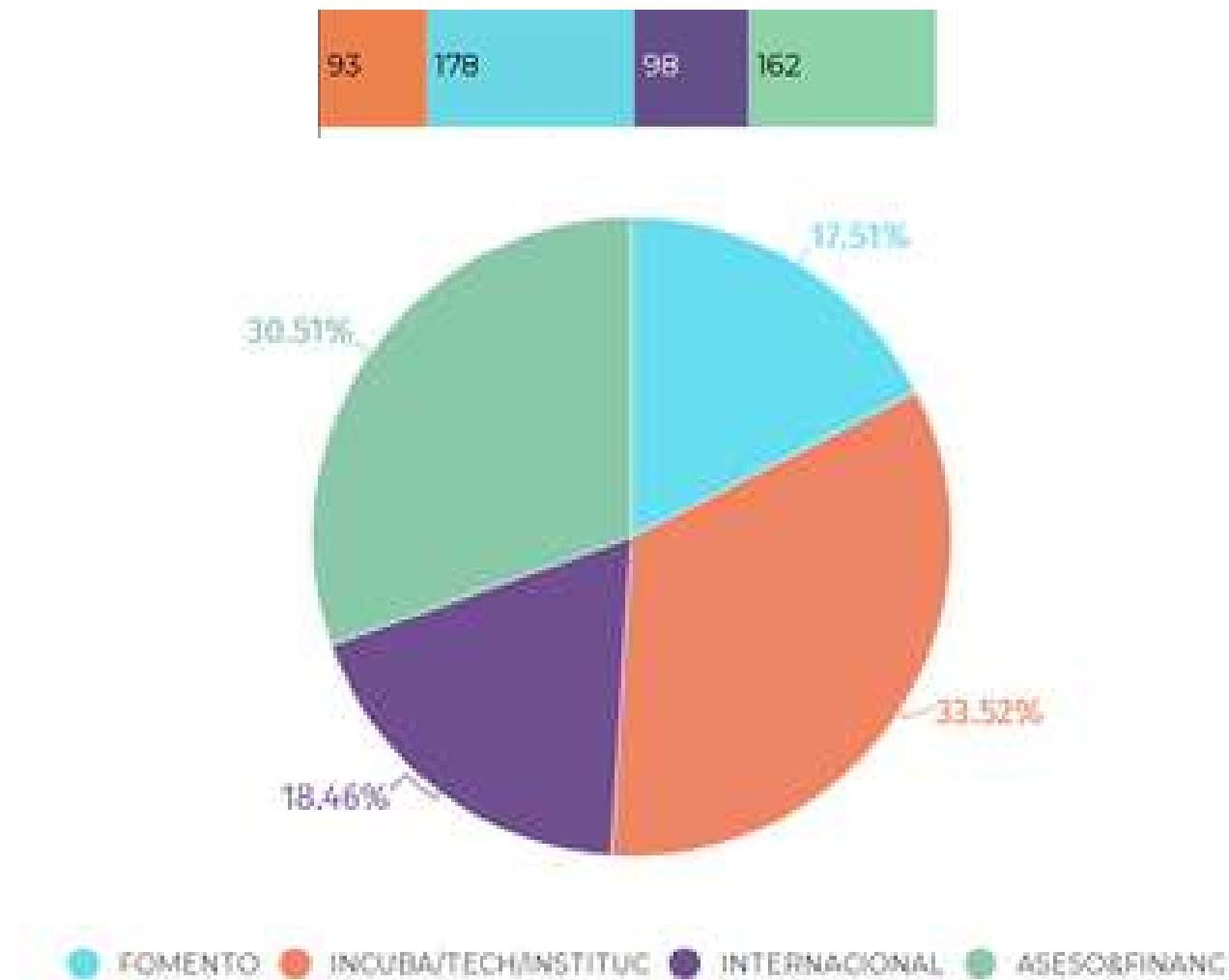
# ANNUAL IMPACTS

IMPACTS  
REPORT  
(2024)

+500  
MEDIA IMPACTS

+70  
WEBSITE  
NEWS

+35  
PRESS  
RELEASES



- DIGITAL MEDIA
- ECONOMICAL MEDIA
- COMMUNICATION AGENCIES
- TRADITIONAL MEDIA
- REGIONAL RADIO
- REGIONAL TV



# TEAM



10  
STAFF  
MEMBERS

+ RECEPTION  
+ COMMUNICATION

STAFF  
HIGHLY  
SKILLED

REGIONAL,  
NATIONAL AND  
INTERNATIONAL  
EXPERIENCE



THANKS

ESTHER.PENALVER@CEEIM.ES