



AA Application 3.2

ESPAÑA GLOBAL (“GLOBAL SPAIN”)

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España Global (Global Spain) is an inclusive and integrating initiative promoted by the Spanish government. Until September 2018, it was referred to as Marca España (Brand Spain), with its remit being to improve the country's image both abroad and domestically in terms of the economy, culture, society, science, and technology. The aim has been to reinforce Spain's global reputation as one of the world's foremost economic and political powers, as a reliable and humanitarian nation that is rich and diverse, flexible and open to change. It does so by highlighting Spain's numerous strengths across culture, heritage, language, science, technology, tourism, fashion, food, and solidarity, as well as its key role in global governance.

- To this end, España Global has engaged local and national authorities, the country's embassies, consulates, and trade delegations abroad, businesses, the media, and the general public both within and beyond our borders, who on a daily basis strive for a better life for all by promoting Spain's image and highlighting its positive aspects as one of the world's 19 full democracies and its duly acknowledged work in international mediation and the defence of human rights. The major role Spain has played in developing and consolidating the European Union (EU) as we now know it.
- The successes recorded by Spanish sportsmen and women and their permanent quest for self-improvement.
- Dancers, writers, actors, painters, sculptors, musicians, singers, fashion designers, architects and chefs who have made a name for themselves through their creativity both inside and outside Spain.
- Aspects such as its quality of life, climate, traditions and the Mediterranean diet generally benefit numerous businesses, especially those related to tourism.

Furthermore, España Global is being used to drive those industries in which Spain excels:

- Infrastructures, telecommunications, railways, textiles and tourism are just some examples of the activities in which Spain and its businesses play a leading role. Spanish companies compete on the international stage with the world's most productive and innovative firms, reflecting the competitiveness of Spain's economy, the fourth-largest in the eurozone and the world's thirteenth in terms of Gross Domestic Product.
- The Spanish industry has a high level of technology. The country's companies and science agencies play a part in the development of major projects in different industries, in which they are internationally renowned for their competitiveness and high value added, such as aerospace, in which Spanish firms has been involved in several missions and projects, including Rosetta and Mars exploration, besides being at the forefront in the fields of the manufacture of satellites; the defence sector, with sophisticated systems in flight simulation, radars, frontier surveillance; the ship-building sector; steel and automotion, as Spain is Europe's second largest carmaker and the country is home to production plants belonging to almost all the industry's multinationals.
- Its ship-building industry is a benchmark in the construction of multi-purpose vessels, frigates, submarines and floating rigs designed to carry anything from a powerplant to a regasification facility, and it is one of the few countries in the world in a position to build an entire aircraft.





- Spanish multinationals hold positions of universal leadership in industries such as construction, infrastructure, and the management of infrastructure for land and air transport, including airports. Spanish companies are involved in many of today's largest infrastructure and civil engineering projects around the world, and manage almost 40% of all global infrastructure.
- Spain is also a leading country in the field of renewable energies. Its companies are at the cutting edge of developing power plants using wind, thermosolar, and photovoltaic energy. In addition, Spain is a pacesetter in treating the full water cycle, and it is the world's largest producer of desalinated water.
- Spain's agriculture, fisheries and food industries are a major driver of our country's economy, and one of its best calling cards beyond our frontiers.

The justification for both Marca España and España Global lies in the fact that, in an increasingly global world, image and reputation are assets that help ensure a country's better positioning at both national and international levels. A positive image attracts more investment, facilitates the internationalisation of companies, drives exports of goods and services, attracts more researchers, academics, and tourists, and ensures a greater presence in international decision-making fora.

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