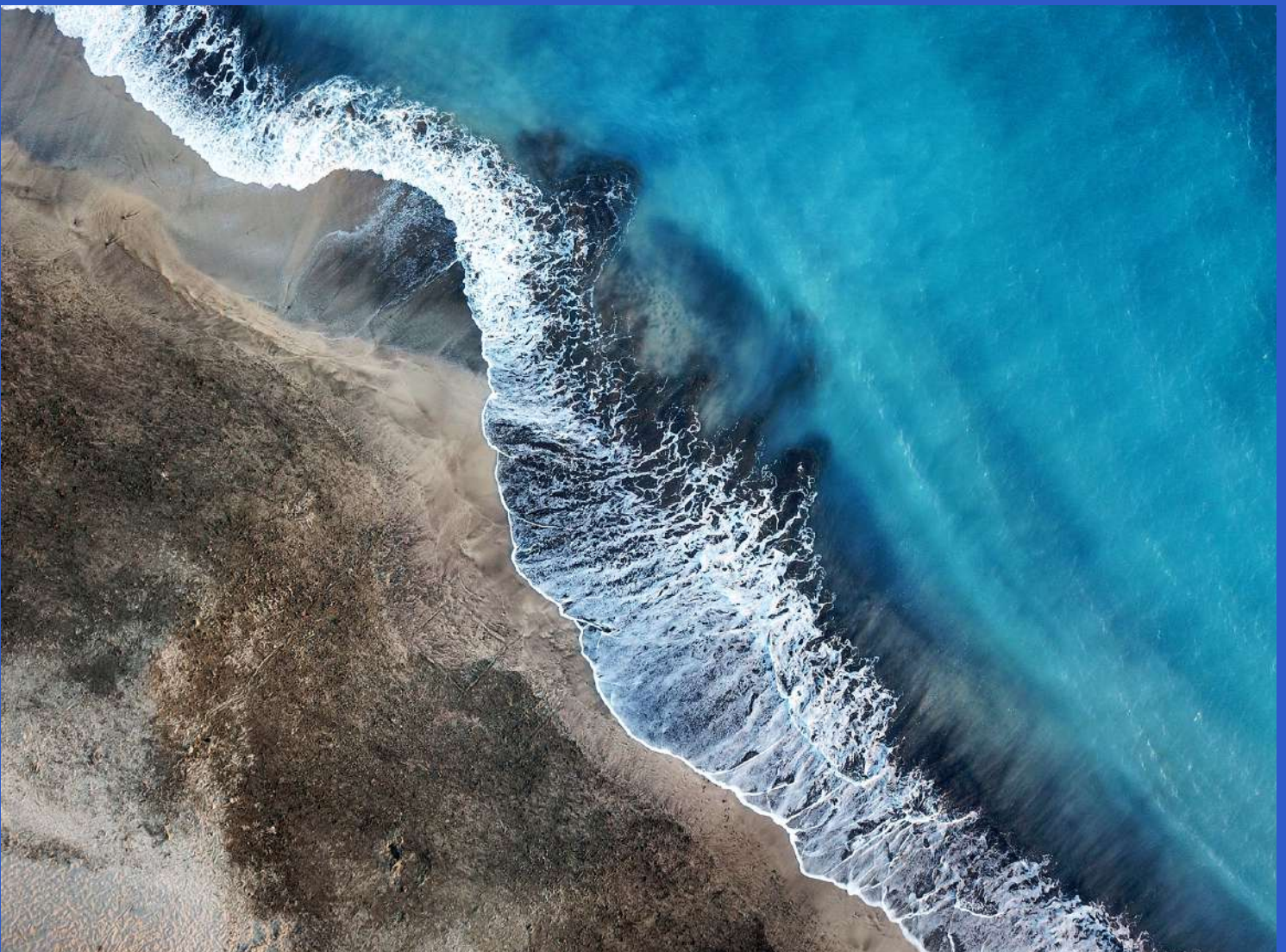


Press Pack

Why Tenerife?

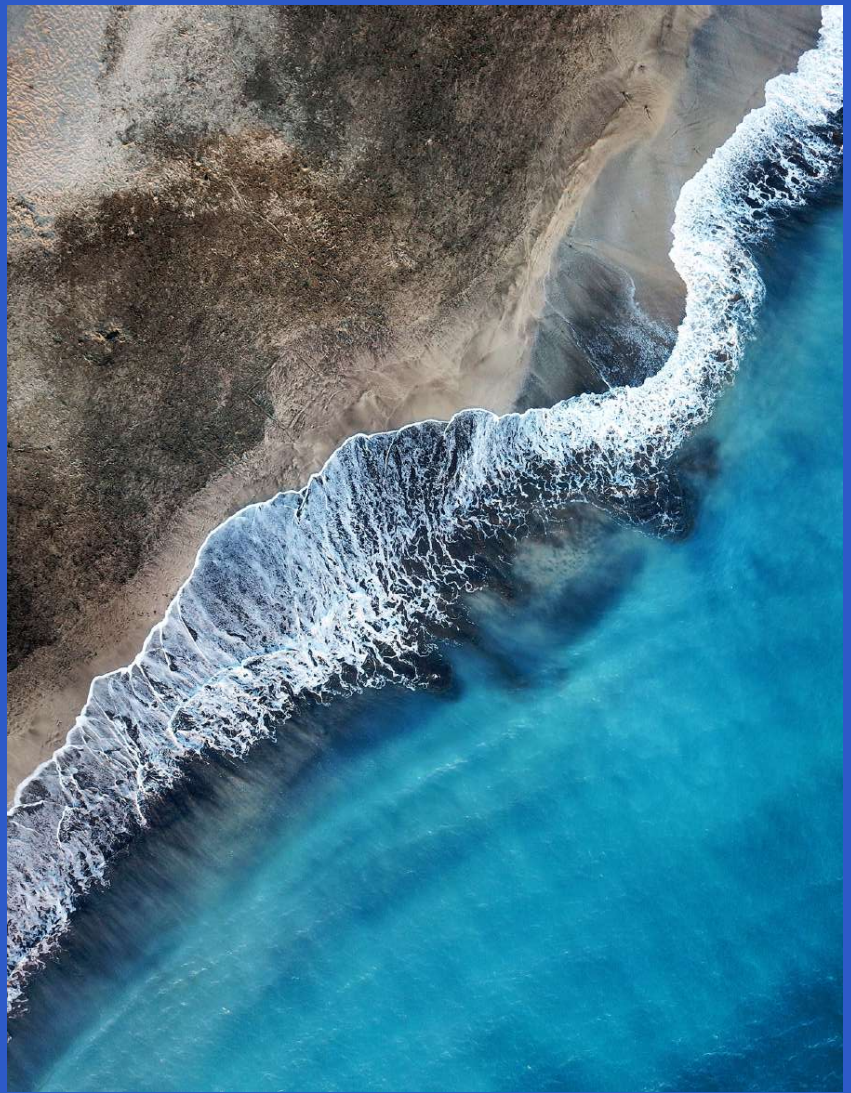


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Why Tenerife?

THE BEST PLACE TO LIVE AND INVEST



Gateway to three continents. Work in a balmy 23°C every day of the year. A unique tax regime in the European Union. Low living and operating costs. Connectivity of goods, data, and people. Institutional support. Idyllic landscapes. Quality of life.

Why
Tenerife?



whytenerife.com
#WhyTenerife

A PLATFORM TO ATTRACT INVESTMENT

Why Tenerife? is a platform that works to support investors and promote the island of Tenerife, the largest of the Canary Islands (Spain), as a place of and for business. Why Tenerife? comprises Tenerife's council or 'Cabildo' (Tenerife Tourism and the Department for International Relations), the Port Authority of Tenerife, the Tenerife Chamber of Commerce, the Special Canary Zone, and the Free Trade Zone of Tenerife.

At Why Tenerife?, public and private institutions join forces to attract investments and projects, digital creators, and independent professionals.

PROEXCA (Sociedad Canaria de Fomento Económico, S.A.) and ICEX, a public business entity under the Spanish Ministry of Industry, Trade and Tourism, also collaborates on this project.

TAX INCENTIVES

Our island has the most advantageous tax regime in Europe. It is within the Special Canary Zone (ZEC), with Corporation Tax at just 4%, compared to 25% charged under the general scheme and well below the EU average. VAT in the Canary Islands, known as IGIC, is just 7%. The Economic and Fiscal Regime in the Canary Islands is unique in Europe:

legal, transparent, and compatible with European Union rules.

Any organisations or divisions that intend to develop industrial, commercial, or service activity within the list of permitted activities can benefit from these advantages. Within the limits of EU legislation, the tax advantages of the ZEC are compatible with other tax incentives.

A unique free trade zone in Europe

Doing business in Tenerife brings major tax benefits to all companies. But in addition, the island offers a unique Free Zone Port in

Europe. The Free Trade Zone of Tenerife (ZFT) is a limited and safe space for the storage, handling and processing of goods, regardless

of their origin, destination, quantity or nature; an area that is exempt from the payment of taxes, excise or customs duties until the final destination is decided. If the goods are re-exported, there is no tax to be paid.

The difference with other free trade deposits is that, in addition to this tax exemption, the Tenerife Free Trade Zone offers additional incentives based on the advantageous eco-

nomical and fiscal regime of the Canary Islands. This is as good as it gets.

The ZFT is located in the port of Santa Cruz de Tenerife, offering the logistical advantage of proximity to the docking and arrival lines of containers as well as proximity to the new Port Inspection Centre, which streamlines the inspection process.

TENERIFE, THE BEST PLACE TO LIVE AND INVEST

Can you imagine working in a natural and technological paradise with an average temperature of 23°C? This is what Tenerife offers, a strategic enclave located in the EU, a bridge between Europe, Africa, and the Americas, with all the infrastructures and resources you need to develop your business to its full potential.

With 3,000 hours of sunlight a year, more than 340 kilometres of coastline and scenic gems such as the Teide National Park (UNESCO World Heritage Site and Starlight Tourist Destination), quality of life is unbeatable in Tenerife, an island ready, willing and able to accommodate any business project and offer you everything you need to grow.

Living costs are extremely low when compared to any other European or American city. In Tenerife, the cost of renting a three-bedroom apartment in the city centre is 936.35 euros, less than a third of the cost in Miami or Dublin.

With a salary of €2400 a month in Tenerife, you can enjoy a quality of life that would cost

you €5,056 in Luxembourg and €3,210 in Madrid. Tenerife offers outstanding quality of life with highly competitive real and operating costs.

Renting a city office in Tenerife is priced per square metre, ranging from 5 to 30 €/m², compared to 90 €/m² in London and 68 €/m² in Paris. Thanks to its low operating costs, Tenerife emerges a clear winner in every respect: broadband connection, electricity, wages, petrol, land costs, day care...

Tenerife, the largest of the Canary Islands, is in the European Union, with all the guarantees this offers at all levels. Its time zone is Greenwich Mean Time (GMT), the same as the United Kingdom, Ireland, Portugal, and Iceland.

Source: www.numbeo.com, November 2020

Gastronomy is another of the island's greatest treasures. The nutritious and healthy traditional fare of the Canary Islands is complemented by the most avant-garde gastronomy so you can celebrate signing a new business deal, opening up a new office on the island, or setting up a business. Tenerife has several restaurants with a total of six Michelin stars between them, culinary temples where food becomes art.

The MB restaurant owned by the prestigious Basque chef Martín Berasategi has two Michelin stars. It is located in the Ritz-Carlton

Abama Hotel, which is also home to a Michelin-starred Japanese restaurant, Kabuki Abama.

Other shining stars in the firmament of the prestigious Michelin Guide include Kazan in Santa Cruz de Tenerife, El Rincón de Juan Carlos in Santiago del Teide, and Nub in La Laguna. A further ten restaurants have amassed a total of 15 stars in the Repsol Guide, which recommends another 14 restaurants and selects another 11 temples to cuisine, where eating is a real pleasure.

PEOPLE, GOODS AND DATA CONNECTIVITY

Tenerife has an excellent transport network for passengers and goods, connecting the island by air and by sea with many strategic destinations. Two international airports and two busy international ports, located respectively in the north and south, give you wings to travel and expand your business without limits. Together with its strategic location in the world, these infrastructures make Tenerife an important gateway to any country on the old continent, as well as in Africa and the Americas.

Casablanca, Marrakesh, Caracas, London, Reykjavik, Amsterdam, Berlin, and Brussels are just some of the cities with direct flights to Tenerife. At its two airports, Tenerife Sur (Internacional Reina Sofía) and Tenerife Norte, aircraft arrive from 264 international destinations and 64 Spanish cities. More than 17 million passengers passed through the

island's airports in 2019, where close to 70 airlines operate.

The island also has three major ports, including two international ports, with a free trade area for all types of ships, and routes to a global network of 278 ports. The Port of Santa Cruz de Tenerife, located in the capital, and the ports of Granadilla and Los Cristianos, in the south, are modern logistic platforms, equipped with the latest technologies and prepared for multiple uses: passenger transport, goods, cruise ships, and pleasure boats.

The figures recorded in 2019 give an idea of the movement of these infrastructures: 4.4 million passengers, 1 million vehicles transported and 12 million tonnes of goods in a year, during which 12,584 vessels docked in Tenerife's two ports.

Teide HPC supercomputer

This is one of the greatest examples of Tenerife's technological prowess. The Teide HPC (High Performance Computing) supercomputer is one of the most powerful supercomputers in Spain. This wonder of technology allows operations to be carried out at 370 teraflops of computing capacity and is used by companies such as Airbus and the European Space Agency (ESA). Its exceptional computing power is equivalent to that of 1,000 office computers and can perform operations that a laptop would take years to do in a single day.

Teide HPC is at the service of business, educational and scientific projects. It is a driving force behind the development of information technologies and contributes to the creation of a cutting-edge industrial fabric.

This supercomputer is one of the main resources of the Technological Institute of Renewable Energies (ITER) in Tenerife. It is located in Granadilla, where ITER has its D-ALIX centre for high-capacity, high-speed data access and storage, the neutral access point (NAP) for West Africa and the Canary Islands.

The Teide HPC supercomputer incorporates three types of computing platforms, NetApp storage with 500 TB net capacity, high security measures that enable private VLANs to be established for customers, high connectivity, and transfer nodes that copy large amounts of data to the user space by directly accessing the data backbone network.

INNOVATION, SCIENCE, AND TECHNOLOGY

Talent and avant-garde technology are part of Tenerife's human landscape. Two essential ingredients in any business project in the global economy of the 21st century. As part of its strategy to diversify the local economy, Tenerife's firm commitment to the promotion of networks and technological resources has turned the island into a knowledge hub with cutting-edge infrastructures, at the service of companies, researchers, and entrepreneurs.

With the aim of training the best professionals in different sectors, Tenerife has two

universities: Universidad Pública de La Laguna (ULL) and la Universidad Europea Canarias, a private university in La Orotava, with an innovative, comprehensive, high quality education proposal. The ULL campus offers a wide range of research programmes. One example is the General Research Support Service (SEGAI), an innovative entity that provides scientific, instrumental, and technical support to in-house R&D groups, as well as external researchers and private companies.

ULL is also a campus of international excellence, forming the Atlantic Tricontinental Campus together with the Universidad de Gran Canaria (CEI-Canarias). It is a catalyst for talent and R&D projects for the Europe-Africa-Latin America axis. Marine and Maritime Sciences and Technologies, Astrophysics and Biomedicine applied to development cooperation are the 3 pillars of this knowledge excellence project that transcends borders.

There are also interesting projects in the island's educational universe, including grants awarded by the Centre for Excellence in Development and Innovation (CEDeI) to train

Network of technology parks

Tenerife has its own ecosystem of science and technology parks under the name INTECH, with technology centres in Santa Cruz de Tenerife, La Laguna and Granadilla. This network provides training for children, young people, professionals, and businesses in the profiles demanded by today's digital society. With the digital locomotive hurtling forwards, resting on our laurels is not an option, so we are setting our sights on very distant horizons, allowing us to work every day to tackle the challenges of the future.

Canary Islands Astrophysics Observatory

The natural conditions of Tenerife and the astronomical quality of its skies, together with its leading scientific resources, make Tenerife a perfect laboratory for innovation and technological research. Open to the international community, the Canary Islands Astrophysics Observatory is one of the best places in the world for research, the development of scien-

professionals in the ICT sector to meet the demands of business personnel.

Communication and connectivity, essential tools today in any business, are guaranteed in Tenerife through cable networks that connect the Canary Islands under water to each other and internationally. Tenerife has high-speed Internet and secure networks through the Tenerife Insular Telecommunications Ring and the Submarine Cable that links to other continents. Google is one of the companies that has noticed the potential of the Canary Islands and plans to connect Tenerife to its underwater cable linking Lisbon and South Africa.

Through its network of centres, Intech offers R&D support, innovative solutions and technology transfer between research groups and companies. Thanks to our strategic position, our state-of-the-art research, one of the world's largest infrastructures for underwater and terrestrial connectivity, and our tax incentives, we are the perfect place to make any business or research project a reality.

tific instrumentation linked to astronomy, and staff training.

In June 2019, a new telescope was unveiled at the Teide Artemis Observatory, which will look for earth-like planets around very faint and close stars. With this addition, the network of 1 m robotic telescopes, SPECULOOS (Search for habitable Planets Eclipsing Ultra COOL

Stars) inaugurated its Northern hemisphere observatory in Tenerife, a project also involving the Liège Université of Belgium and MIT from the USA. It is one of the largest telescopes in the Teide Observatory, which allows

researchers to capture unprecedented images of the sky, black holes, zodiacal light, or other planets, providing valuable information to enhance global knowledge.

INVOLCAN

Due to its geography and relief, Tenerife is an important field of study for volcanic activity. It is home to the National Volcanology Centre (INVOLCAN), which seeks to improve volcanic risk management and the sustainable development of the Canary Islands and other volcanic regions of the planet. It is best known for its R&D&i&d (Research + Development +

Innovation + Diffusion) projects related to the reduction of volcanic risk, analysis, and evaluation of geological resources, and geotourism. Its projects include the development of geothermal energy as well as a scientific and technical cooperation programme with Cape Verde.

CIBICAN

The Canary Islands Centre for Biomedical Research (CIBICAN) is actively researching in the field of Health Sciences and Biomedicine. It incorporates research groups from the University Institutes of Biomedicine and clinical research units from the two teaching hospitals to accelerate biomedical findings and

their application. Its latest contributions to humanity include the development of a bioinformatics application that facilitates the teaching of DNA study, as well as the discovery of specific areas of the brain that allow us to initiate, maintain and stop speech.

University Institute of Tropical Diseases

Teachers, researchers and professionals in Public Health and Biotechnology are all part of this multidisciplinary institution. Based at the Universidad de La Laguna, its main function is R&D/Innovation in these fields. Awarded the Gold Medal of the Canary Islands, public and private health centres use this leading centre to diagnose and solve cases of uncertain

origin. Climate change and globalisation have made the term "tropical diseases" obsolete, as these pathologies are no longer found only in the tropics; they travel in food and passengers, which further reinforces the need for and work of this pioneering parasitology centre.

OUR STRATEGIC SECTORS

Digital Economy

With a mature and sophisticated local market and an increasingly advanced digital environment, Tenerife has strong potential for growth across three continents: Europe, Africa, and Latin America. Other advantages include the extraordinary quality-cost-risk ratio, the existence of highly skilled local professionals

and the ability to attract talent, thanks to the high living standards offered by Tenerife. From our island, it is possible to carry out multiple national and international commercial operations in digital production and marketing, e-commerce, software development and Apps, videogames, and eSports.

Creative and cultural industries

Thanks to our consolidated local industry, public subsidies, and a comprehensive range of services available, Tenerife is the perfect setting for audiovisual productions. On the island, you can shoot in a balmy 23oC every day of the year and find the perfect backdrop for any project thanks to our diverse

landscapes, whether it be a colonial drama, a series set on Mars, an action film or an advert set in the desert. Films, series, documentaries, animation projects, music videos and commercials find their ideal backdrop in Tenerife in addition to unique tax advantages in Europe.

Blue Economy

Seas and oceans are powering Tenerife's economy. With more than 45,000 workers, the blue economy accounts for 7% of direct activity in the Canary Islands and contributes 7.4% to its GDP. Thanks to the island's geostrategic location, the ports of Tenerife are a major export enclave to countries on the

African coast: logistics hub for transit and tricontinental activity as well as the provision of services to operational platforms. Domestic and foreign companies offer naval repair, oil & gas, offshore, cold storage or bunkering and supply services.

Tourism

This is a leading industry, thanks to the millions of tourists (6.1 million in 2019) who every year recognise our island as a first-class

destination, with exceptional services, and good air, sea, and land connections. Tenerife is an extraordinary setting for businesses and

activities related to value-added services in the tourism, leisure, and sports industries. It is also an ideal test bed for pilot projects. There

are great business opportunities in specialised areas such as health and wellbeing, ICT, scientific and sustainable tourism, tourism intelligence and related auxiliary industry.

Professional Services

Tenerife is a highly attractive market for multinationals interested in the provision of services (Business Process Outsourcing - BPO - and Contact Centres) within the stable legal, political, and financial framework of the European Union. Business opportunity is rooted in the advantageous quality-cost-security ratio. The island has excellent telecommunications

and data connectivity infrastructures, talented multilingual university graduates, and competitive salary costs. Advantages that are already benefiting the support centres, call centres and back office services of many transnational companies based on our island.

Renewable Energy & Cleantech

The abundance of renewable resources, especially solar and wind energy, and the challenge of obtaining 45% of Tenerife's electricity supply from renewable sources by 2025 offer great opportunities to develop projects and test banks in the field of alternative energy and clean technologies.

A favourable tax regime and the high scientific and technological qualification of centres such as ITER (Technological Institute of Renewable Energies) and ITC (Technological Institute of the Canary Islands) are just some of the advantages available to companies and entrepreneurs to develop clean energy projects here.

Centres of Excellence and R&D

The state-of-the-art, world-renowned infrastructure available on our island facilitates the development of cutting-edge activities in the fields of Astrophysics (electronics, instrumentation, optics), Biotechnology (genomics, pharma), Biomedicine (personalised medicine,

telemedicine, rare diseases), Agrobiology (biodiversity, fertilisers, nutrition), the marine sector, and the treatment of water and waste. With an exceptional natural and geographical landscape, Tenerife is a top destination for investments in centres of excellence, and in science, technology, and research activity.

Hub for West Africa

Many foreign companies with investments in the African continent have set up their logistics or operational offices in Tenerife because of its strategic situation, legal and financial

security and because it offers the best tax regime in Europe. Benefiting from the low rates of the ZEC special tax zone, they have found on our island the ideal place for their

logistics and business hubs with West Africa, a large market of 16 countries and almost 377 million people. With modern infrastructures and specialised professionals, Tenerife is the

perfect place for commodity exporting companies. A base in Europe less than 2 hours from many destinations of interest.

Start-ups and digital nomads

An unbeatable climate, excellent flight connections, low costs, idyllic landscapes, great sports and leisure activities, friendly people and personalised advice and assistance programmes, such as Tenerife Work & Play, are just some of the incentives the island offers if you are looking to set up a new business, work remotely or finally settle down from your wan-

derings as a digital nomad. We also have a specific visa for entrepreneurs and non-EU investors. An important entrepreneurial ecosystem, with new co-working spaces, incubators and supporting infrastructures await you. Welcome digital nomads, service providers and entrepreneurs.

SUCCESS STORIES

Why Tenerife?

This question is answered by the founders and managers of different companies that conduct successful businesses in Tenerife.

They explain why they have settled on the island and also recommend us as an ideal place to locate companies like yours.

Terminal de Contenedores (TCT)

JOSE IGNACIO URIARTE, General Manager

Part of the Aleatica Group, this company is a major logistics platform in the Atlantic, with state-of-the-art equipment and facilities designed to service ships on trade routes in Europe, the Far East, West Africa, and South America.

Reasons: "We are in Tenerife because of its location. The island is at the heart of so many important trade routes. Secondly, there are

excellent opportunities for research, and we are included in the ZEC. Tax rates are also very competitive."

Recommendations: "The climate is perfect, the environment, incredible, it has mountains, the sea... There are all kinds of highly skilled professionals here, ready to commit to your company".

Level 5

JORGE FERREIRA, CTO

A spin off from inMediaStudio, it has its own platform for creating digital content, sharing it, and analysing the results. A creative and technological team that supports its clients with innovation, emerging technology, and digital transformation.

Reasons: "There is great local talent in Tenerife, professionals capable of taking on important and innovative projects. Operating costs are lower compared to big cities like Madrid, Paris, or London. The assistance offered by

Tenerife's Film Commission and the public funding initiatives available for productions are another reason."

Recommendations: "We recommend Tenerife for the growing ecosystem of technology companies, for the quality of life and for the peaceful and charming environment that helps you to focus on your objectives and enjoy life."

Gear Translations

LOURDES RIVAS, founder & CEO

This personalised online translation platform was born in Argentina and found in Tenerife the ideal place to set up its European offices. With translators working remotely, the high speed and stability of the Internet connection is a real boon.

Reasons: "Costs are 30% lower than elsewhere, and we are well connected with other countries. We are an IT company, and we benefit from lower taxes and tax returns by investing in innovation."

Recommendations: "It's an exceptional location that companies have yet to discover. We have the certainty and legal security of doing business in Europe. If you are looking for a base within the European Union, Tenerife is the place for you; it is a good place to work hard in good weather, and the people are very friendly".

ATOS-CEDEI

MIGUEL GIL, leader in team mobility

Atos, a leading global consulting firm in digital transformation, develops projects for customers around the world. The company is part of the CEDeI programme, which trains and prepares staff to work on the day-to-day tasks required by the company.

Reasons: "This is absolute paradise: the bright coastline, wonderful climate, and the people here are very pleasant and friendly. Moreover, taxes are low, and it's very well connected."

Recommendations: "What are you waiting for to come to Tenerife? Come to Tenerife and start working!".

BIOMCA Química

MIGUEL VALCÁRCEL, Manager

The first sodium hypochlorite factory in the Canary Islands, capable of producing more than 27,000 tonnes per year of this product, used for water purification, swimming pool treatment, and cleaning of surfaces and equipment.

Reasons: "Coming here was a strategic decision on account of its financial, legal, fiscal,

and personal security. There are great facilities in the port free trade zone to develop our business, and we have found highly skilled staff here. We are also very well positioned to serve the African market."

Recommendations: "For all these reasons, we think Tenerife is the perfect place to develop any project you want to start."

3Doubles

JAN GOOSEN, producer & DARÍO SÁNCHEZ, CEO

With about 60 professional animators, it is the largest animation and visual effects studio in the Canary Islands. "Momonster", "The Oggies" and "Daily Febles" are some of the creations developed by this studio in Tenerife.

Reasons: "Tenerife is a hub for talent, with infrastructures such as the two airports and the Teide HPC Supercomputer, which allows

us to render and offer many other services. We have the volcano, the ocean, forests, good food and good drink. You can get to so many places on foot. It is very special to us".

Recommendations: "Tenerife is fantastic. It has all the resources we needed not only to set up the studio, but also to find the professionals we want."

INSPIRING ENVIRONMENT AND CREATIVE INDUSTRIES

Creativity knows no bounds in Tenerife. A film destination with the best tax incentives for audiovisual productions. Discover our great film set: more than 2,000 kilometres for filming, 3,000 hours of sunshine a year, excellent teams of local professionals, and the

experience of more than 1,000 productions made in Tenerife since 2000. In short, a 'film-friendly' island with good connections, security, great accommodation, and very competitive tax incentives for productions.

**Why
Tenerife?**

   
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Any audiovisual project can find its perfect location in Tenerife, thanks to its stunning natural landscapes and its built environment: enchanted forests, unique roads, spectacular rocky gorges, lunar landscapes, colonial and modern architecture, charming beauty spots, deserts, volcanic landscapes, picture-postcard beaches...

Several companies decided to settle on the island because of its irresistible attractions. These include Outlabs, which set up its European base in Tenerife with Blackout Films, and the special effects company El Ranchito, recipient of international awards for recreating the tsunami in "The impossible" and epic scenes from "Game of Thrones."

Tenerife Film Commission (TFC)

A subsidiary of SPET- Turismo de Tenerife, the TFC has been working since 2000 to promote audiovisual production on the island, by local producers as well as those from mainland Spain and elsewhere in the world. With the help of TFC, more than 1,000 audiovisual productions have been filmed on the island: films of all genres, commercials, music videos, documentaries...

"Wonder Woman 1984", "Rambo: Last Blood", "Fast and Furious 6", "1898.

"Our last men in the Philippines", "Clash of the Titans" and the sequel, "Wrath of the Titans", and "Jason Bourne" are just some of the films that have found their perfect filming location in Tenerife. Along with Gal Gadot, Matt Damon, Sylvester Stallone, Vin Diesel, Dwayne Johnson and Liam Neeson, movie legends like Raquel Welch in "One Million Years B.C." have been brought to the big screen against our island's natural backdrop.

ISLA CARTOON

The Tenerife Film Commission (TFC) has its own promotional brand, Tenerife Isla Cartoon, to promote the production of animated films.

Mondo TV, 3 Doubles Producciones, B-Water Studios, CAPUB, Casa Animado and Tomavisión are some of the companies based on our

island, which has more than 300 professionals specialised in this genre. "Cleo" and "Daily Febles" are just two of the animation projects made right here in Tenerife, together with "Ozzy", a film rendered by the Teide HPC supercomputer.

VIDEO GAMES

The video game sector also finds the best professionals right here in Tenerife, along with the best opportunities and an unbeatable environment and quality of life to develop any project.

Lethal Games, Pixelfan, PlayMedusa and Promineo Studios are some of the island's gaming companies, along with another two recent additions, indie studios No Brakes Games and Drakhar.

START-UPS AND DIGITAL NOMADS WELCOME

Intech promotes the creation of innovative companies in the best conditions. For start-ups, we have business incubators, co-working spaces, a laboratory maker... The Start-IN entrepreneurship programme provides advice and support at all stages of your project, offering you training and mentoring to design, validate, and launch your business model. Technology-based and knowledge-intensive companies can also benefit from personalised advice and assistance in securing funding.

In addition, enterprise is so rewarding in Tenerife, where the Work & Play platform works to attract digital talent, remote workers, digital nomads, technological start-ups, and freelance professionals who have the option to develop their project in the best climate in Europe, with high speed Internet, just a short hop from Europe, Africa and the Americas, and with excellent tax rates.

Spain is one of the best countries in the world to establish a start-up thanks to its quality of life. In the heart of the European Union, Tenerife is a haven for these companies, which can

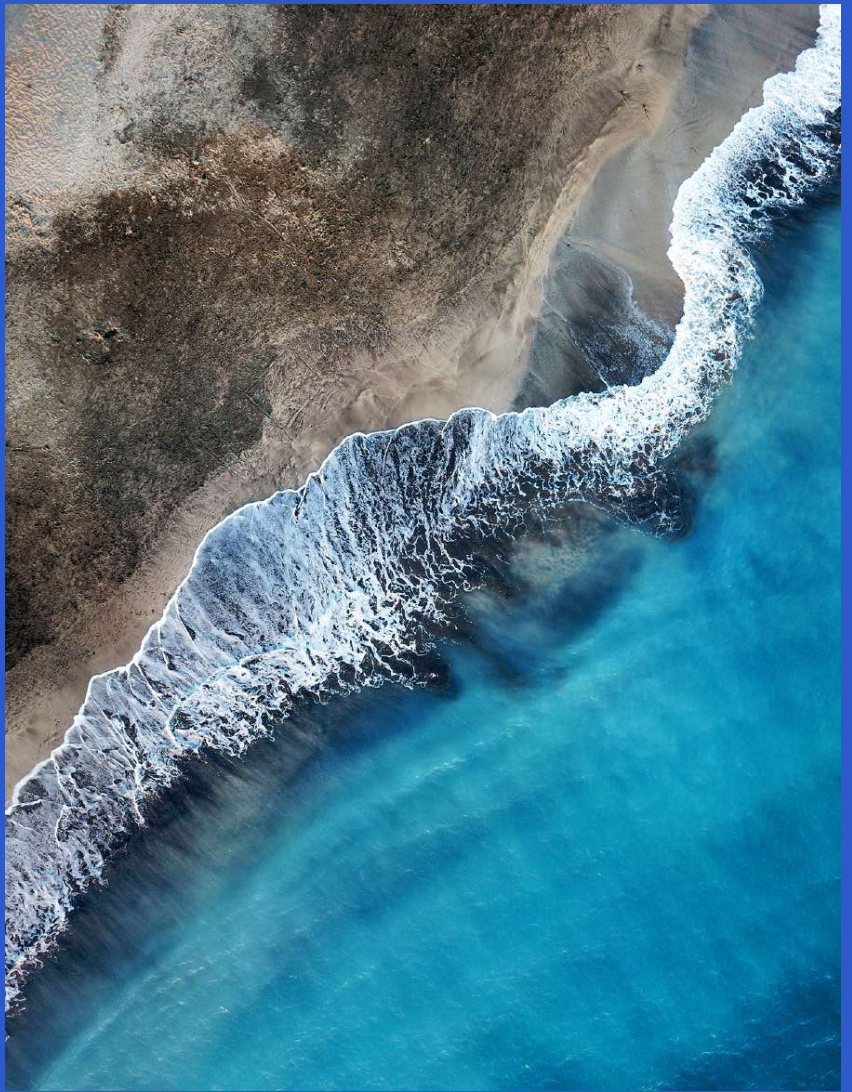
choose from more than 20 co-working spaces with different pricing bands, locations, and specialties to work in a creative and participatory environment.

As any project always has a starting point, there are incubators to take those first steps, but also acceleration programmes to gather momentum. In addition to public funding for enterprise and low taxes, there are four networks of business angels in Tenerife.

With such wonderful conditions, it is no surprise that the port of Tenerife is a traditional stop on the Nomad Cruise, an international cruise liner that brings together entrepreneurs and digital nomads from multiple countries.

Sharing knowledge, enjoying good times, and making friends are the three biggest draws of this voyage designed for that growing number of remote professionals whose work can be carried out anywhere on the planet, outside the four walls of the traditional office.

WHY TENERIFE?



3,000 hours of sunlight per year. More than 340 kilometres of coastline. Teide National Park (UNESCO World Heritage Site and Starlight Tourist Destination). Avant-garde cuisine: 6 Michelin stars and 15 Repsol suns. Teide HPC supercomputer. Intech network of technology centres. More than 1,000 productions filmed on the island since 2000.

Why Tenerife?

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