

ACTIVITY REPORT 2019

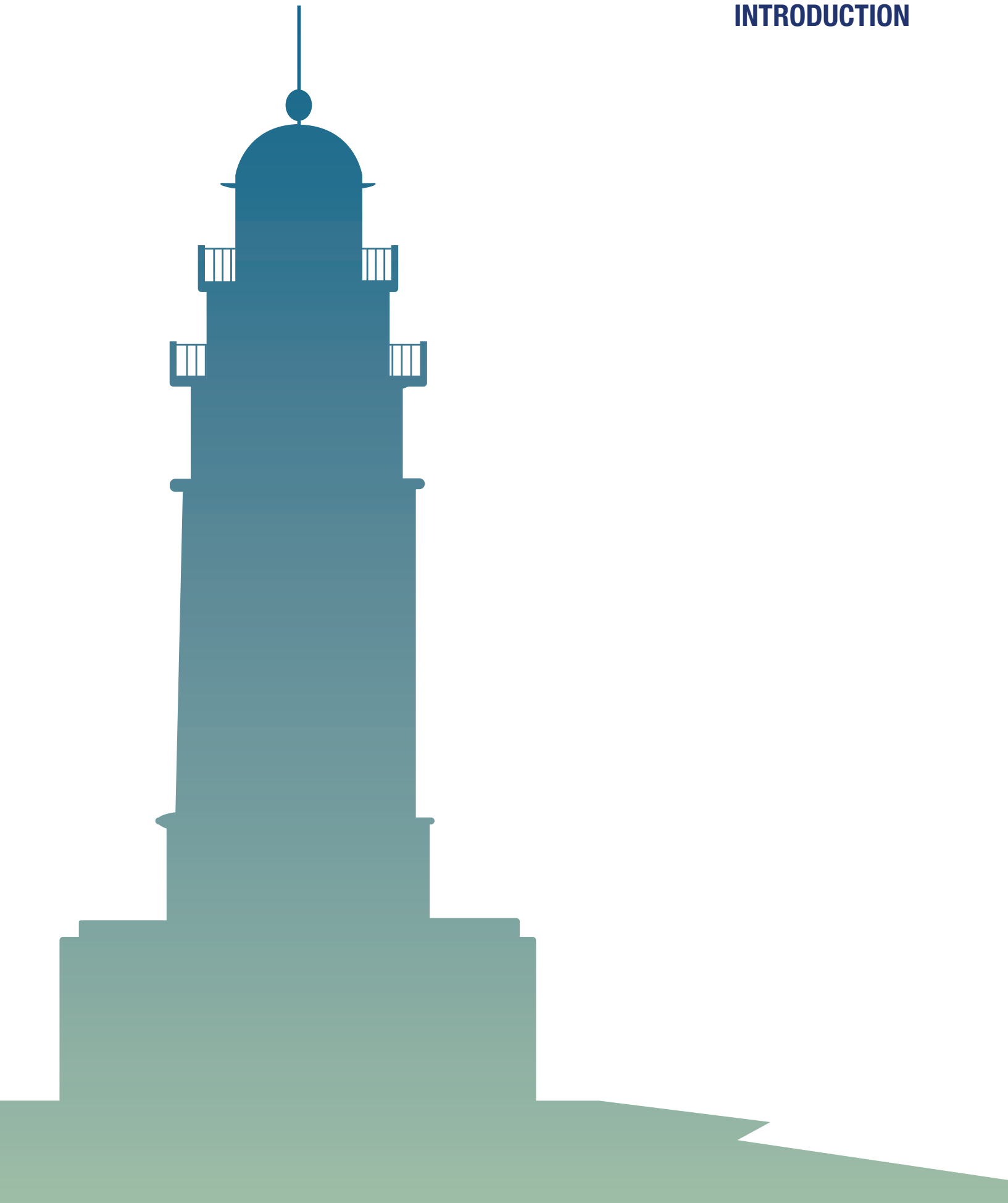


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**The impacts in the media correspond to Spanish media, so should you wish to see them, please read the Spanish version.

INTRODUCTION





Technological modernisation and the industry's adaptation to environmental challenges have been the leading features of the Maritime Cluster of Cantabria's activity during 2019. International blue economy is shifting inexorably towards a more sustainable and innovative model; a new paradigm defined, among other aspects, by the new IMO regulations that have accelerated the processes to reduce greenhouse gas emissions. In the circumstances, MarCA, the Maritime Cluster of Cantabria, took the initiative to lead the transition of the industry and thus take advantage of all the business opportunities offered by the current context.

Our 2019 figures show that the cluster is cruising in the fast lane. As stated in the Cantabria Maritime Sectoral Report, a document prepared by the cluster to ascertain the real impact of the blue economy in the region, the maritime sector is a fundamental pillar for both the economic development and the social welfare of the autonomous community. This sector is a driving force that reached a 1.175 billion turnover (9% of GDP) and employed 23,700 people last year (10.3% of the total). It also centralised over 20% of the R&D+i investment in Cantabria (with a value of 8.25 million Euros).

The MarCA Cluster also grew significantly in 2019. The incorporation of Aenor, Demoliciones Submarinas, DNV GL, Erhardt, Estudio de Fluidos, EuroControl, Fct Inversiones Comerciales and Mademan bolster MarCA's capacity to offer services related to virtually the entire value chain of the sector. This data entails going from 28 to 36 members, increasing our critical mass by 30%.

Another sign of our maturity as a cluster has been the first edition of the Cantabria Blue Industry Award in 2019. This award was presented to Íñigo Losada for his valuable contribution to the blue sector, who was warmly received by entities in the maritime industry, the media and Cantabrian society. Thanks to the effort and the work of communication and dissemination throughout 2019. In this respect, we have multiplied by four the number of news items sent to the media and generated a reach of over 40,000 visits on LinkedIn.

Faithful to our strategic plan, in which the objective is to increase the number of companies to generate synergies that will lead to more competitive projects, in 2020 we would like to continue expanding the sectors that are part of the cluster. Fishing and canning, which have a huge impact on Cantabria's economy or recreational boating are attractive options with which to strengthen relations.

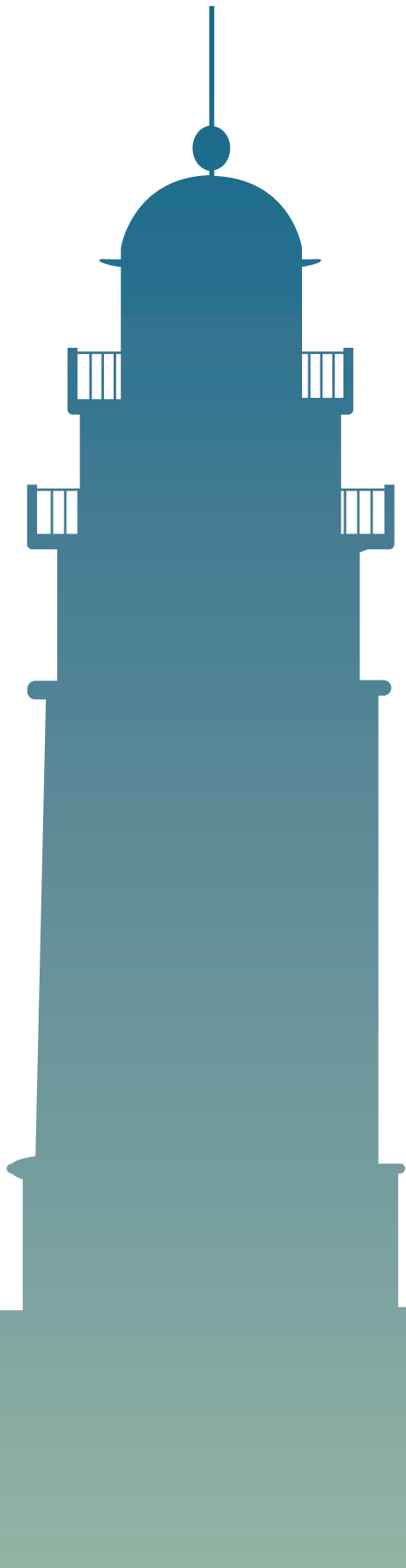
All this is happening in the context of a global pandemic that has forced us to recalculate the route and time needed to reach our goals. The global crisis caused by COVID-19 has slowed down our progress considerably. However, it has also demonstrated the resilience of Cantabria's maritime industries. The growth of the maritime sector in recent years will enable us to cushion the blow better and recover more quickly. The arrival of the new normality will allow us to return to our activity with a clear objective: continue to be one of the benchmark sectors for the economy of Cantabria.



Juan Luis Sánchez Echevarría
President of the Cantabria Maritime Cluster

PRESENTATION OF THE MARCA CLUSTER

EXECUTIVE SUMMARY



The maritime sector has changed significantly in the last year in terms of technological and digital modernisation and adaptation to environmental challenges. With the certainty that innovation and sustainability will mark the future of the blue economy, the Maritime Cluster of Cantabria - MarCA wanted to lead the transition and pursue business opportunities.

Cantabria has people working on the challenges posed by the current market, such as the new IMO regulations to reduce greenhouse gas emissions, the reduction of noise pollution in cities, the sustainable use of maritime spaces or eliminating biological contamination from ship ballasts. The members of the MarCA Cluster are tackling all these areas from their different areas of action, whether it be shipbuilding, the auxiliary industry, scientific-technological research, specialised classification and certification services, higher education or the Administration.



Macroeconomic data confirm the excellent state of the maritime sector in our community. With an estimated turnover of 1,175 million Euros, the industry linked to the sea contributes 9% of Cantabria's GDP and employs, directly and indirectly, 21,700 people, 10.30% of the employment in the region.

The Cantabria maritime industry has consolidated traditional sectors in the region. Such is the case of shipbuilding and repair; or ports and port logistics, with the Port of Santander ranked as the best in Spain for car companies. Cruise tourism is also well established in Cantabria, with 150% more cruise passengers than the previous year stopping in the Cantabrian capital; fishing and canning, with a notable year in the Bocarte

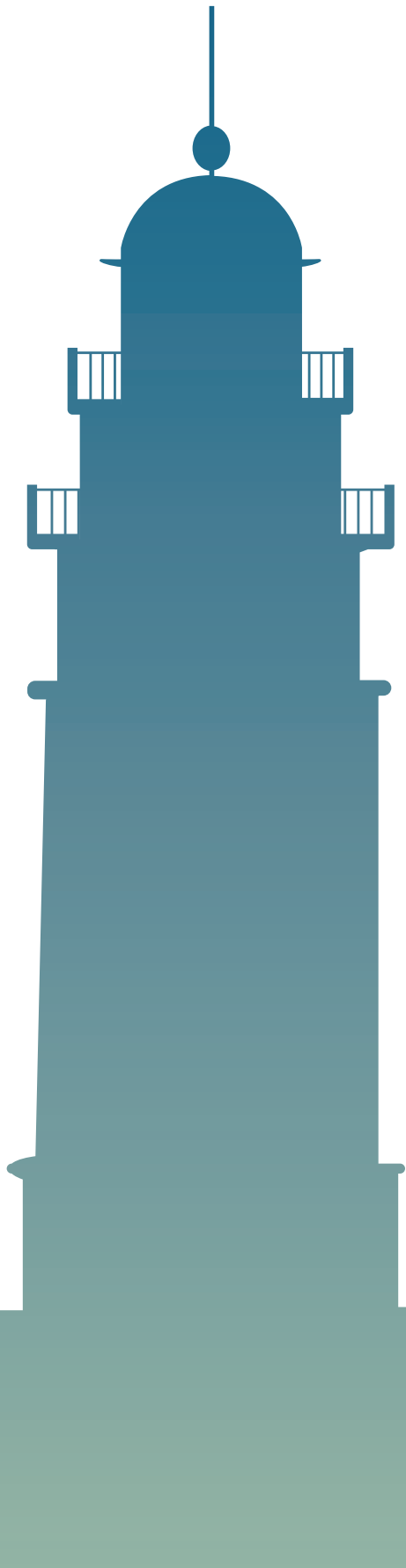
coast and international awards for tuna and anchovies; and sports and leisure sailing. We have to mention activities as diverse as research, certifications, testing and trials, technical offices and suppliers of equipment and services recognised worldwide.

There are increasingly more companies in the region working on marine renewable energies, R&D+i and new technologies applied to the maritime industry. In this sense, the University of Cantabria, through its research groups and institutes, and the CTC Technology Centre, the only private technology centre in the region, are two clear benchmarks. These sectors are in a phase of expansion and have enormous potential. So much so they have made it possible for Spain's first solar-powered passenger ship to sail in the Bay of Santander; the installation of exhaust gas filters on ships or the construction and installation of the first rigid sail for maritime transport in Cantabria, among other milestones.



PRESENTATION OF THE MARCA CLUSTER

OBJECTIVES



The main objective of the Maritime Cluster of Cantabria - MarCA is to promote and stimulate cooperation between economic activities in the marine environment or use its resources in their processes to obtain a higher level of competitiveness of the entire maritime sector in Cantabria and the companies that make it up.

This purpose includes all the entities that form the value chain of the blue sector (product, equipment and components manufacturers and importers, and service providers, the shipping industry and industry in general which requires maritime services) and establishes the basis for ensuring adaptation to technological changes and market challenges.

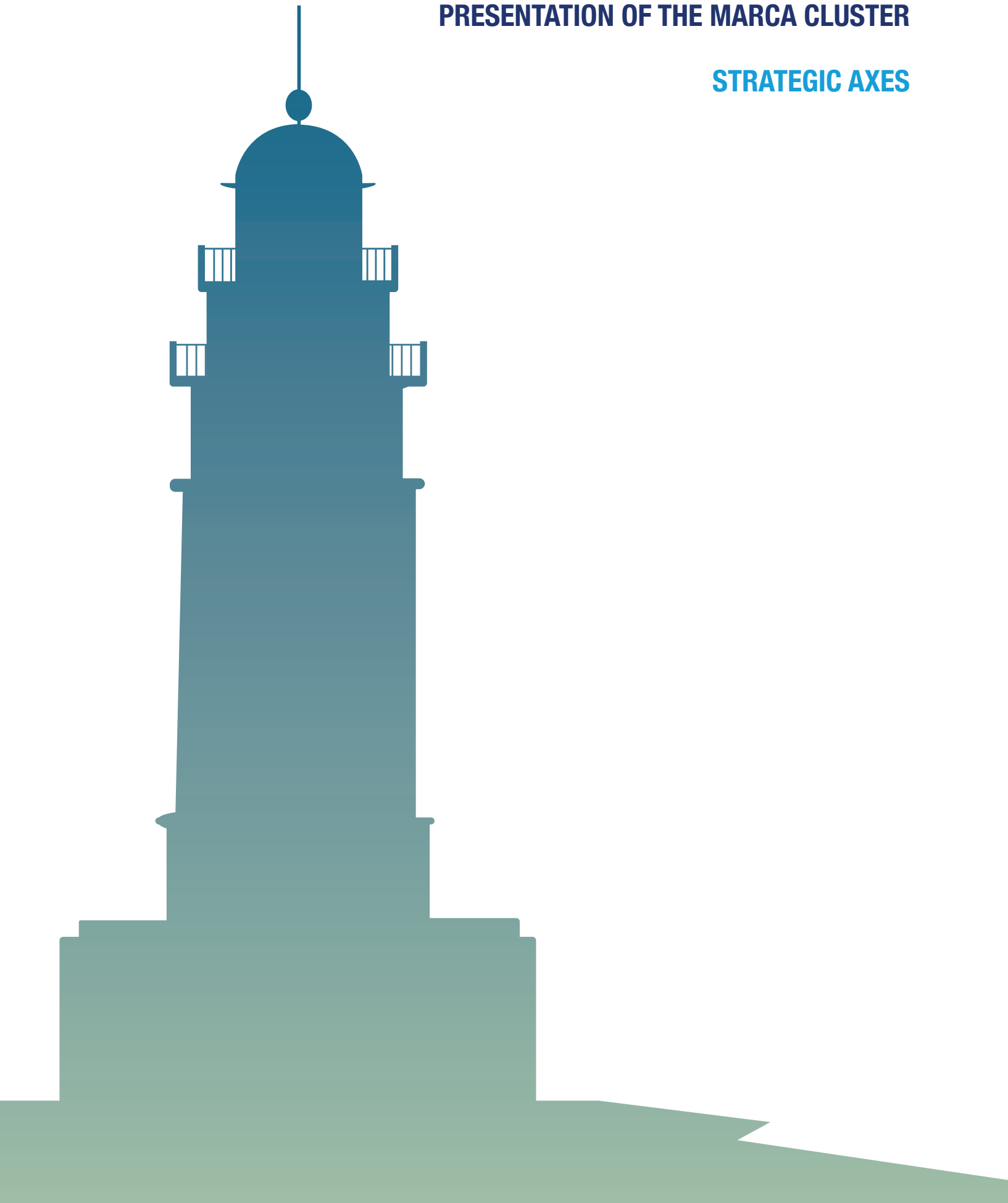
It aims to become a common element that facilitates the defence of the interests of the maritime industries in Cantabria.

This general goal is complemented by several more specific objectives, as set out below:

- 1 **Reinforce** the naval maritime sector in Cantabria and act as a benchmark for other actors of the industry and represent both the interests of the sector and the associates of the maritime industry before the public administrations and any other decision-making bodies.
- 1 **Increase** the competitiveness and the business opportunities of the companies or entities in the naval maritime market, combining synergies that facilitate access to the most critical projects both in Spain and abroad.
- 1 **Position** the maritime industry of Cantabria in its maximum exponent of development to lead areas of specialisation in strategic international markets.
- 1 **Promote** the presence and international recognition of the Cantabria maritime sector.
- 1 **Involve** the companies, associated entities, bodies, universities, technological, research and training centres, both public and private, in research and knowledge transfer processes, to obtain advantages and benefits derived from the execution of innovative projects in the naval maritime sector.
- 1 **Communicate** and disseminate the importance of the sector to our society and economy.
- 1 **Promote** and facilitate the training of professionals in the naval/maritime sector with a state-of-the-art technological qualification also valid for other industries and markets.
- 1 **Create** qualified employment, from vocational training to engineering.
- 1 **Promote** the implementation of the key technologies of the future in manufacturing and services according to the digital model.
- 1 **Monitor** the national and international maritime and naval market to identify the challenges, trends and perspectives of the sector and raise awareness of the short and medium-term movements among the participants of the Cluster to define the joint strategy of action.
- 1 **Encourage** and foster communication and knowledge exchange between partners and different sectors and activities of the Cluster to promote and encourage debate, cooperation and collaboration on projects and the generation of synergies.
- 1 **Identify** the general and cross-sectional interests of the maritime sectors and cluster members, and the value creation levers and actions to respond to the challenges of the sector, promoting and defending these interests in the different regional, national and international forums, both public and private, without detriment to the particular interests of the different members.

PRESENTATION OF THE MARCA CLUSTER

STRATEGIC AXES



The strategic axes form the backbone of the Maritime Cluster of Cantabria and represent the main lines of action for the fulfilment of the objectives stated above. MarCA's strategic axes are:

1. Competitiveness
2. Innovation and technology
3. Internationalisation
4. Talent
5. Communication and Society
6. Sustainable development and protection of the marine environment
7. Digitisation

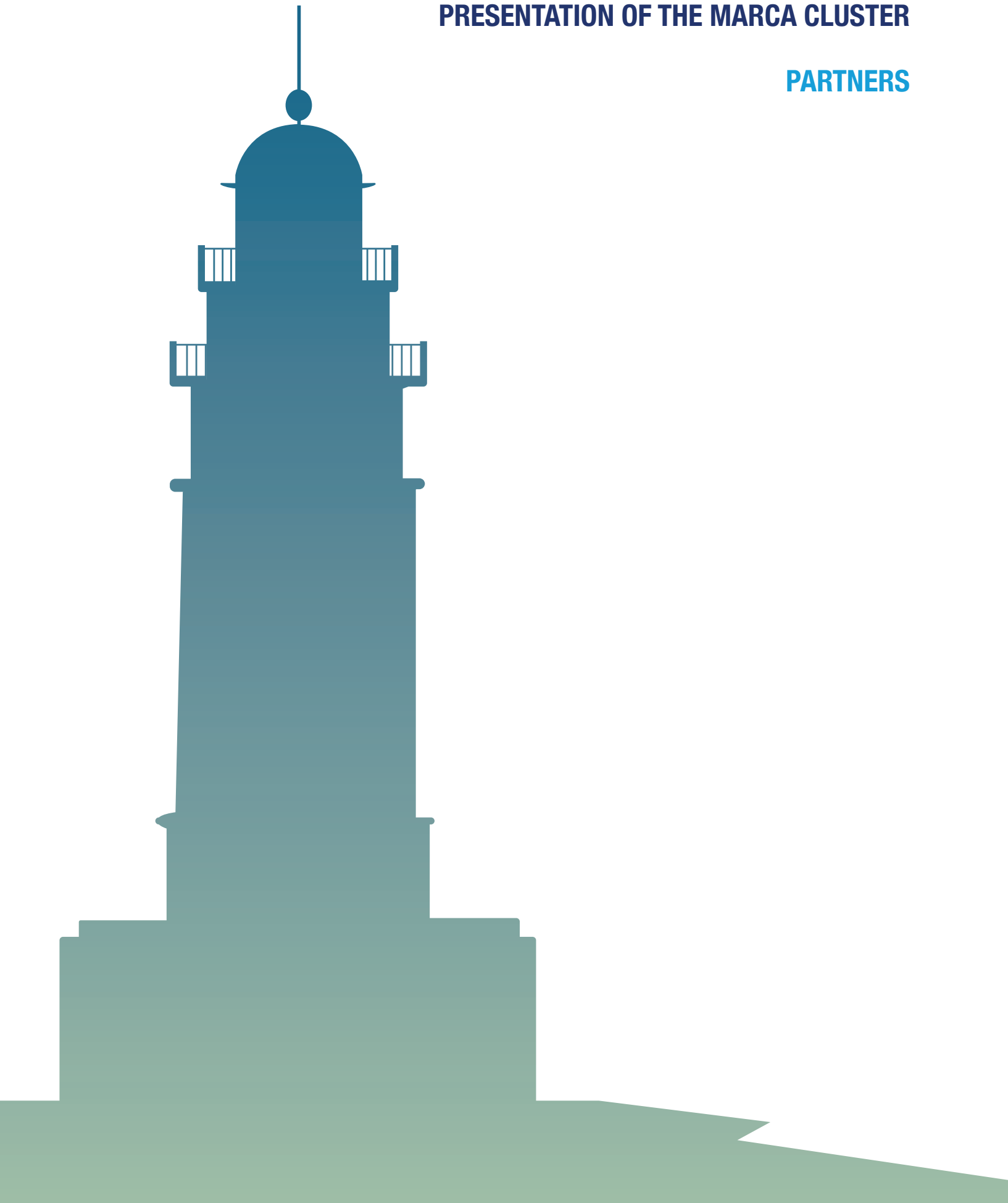
Thanks to the close collaboration of the cluster members and the promotion of the identified strategic axes, the members are expected to contribute and receive different value proposals generated by the synergies created by the mutual knowledge and cooperation.

The benefits expected by the members of the Cluster thanks to the collaboration and internal cooperation include technological development and innovation, the achievement of new market products of interest to the naval sector; increase of the market share, access to new commercial activities both national and international, the execution of R&D+i projects related to naval transformations and other benefits related to internationalisation, the competitiveness of the sector; social relevance or environmental sustainability.



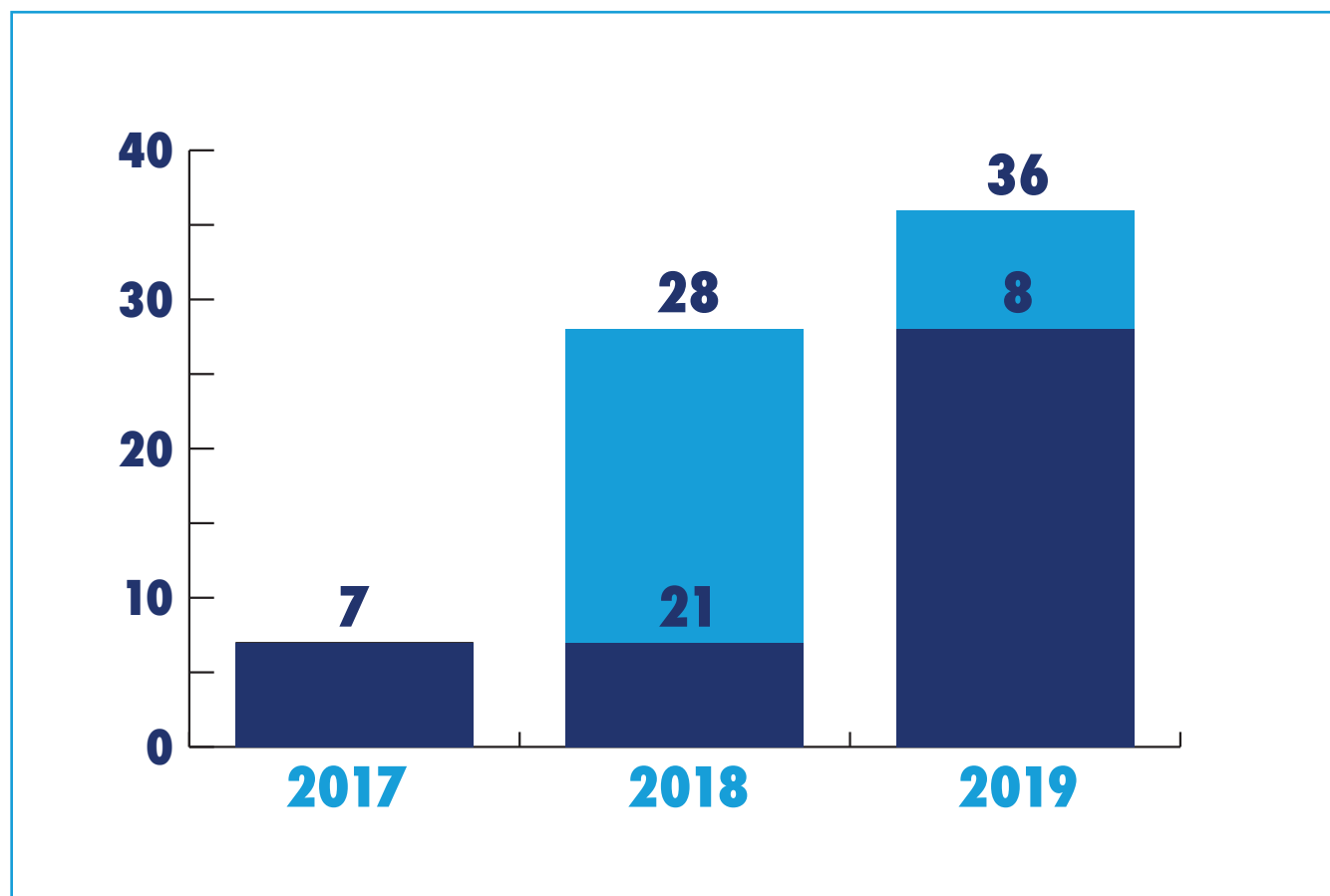
PRESENTATION OF THE MARCA CLUSTER

PARTNERS



The Maritime Cluster of Cantabria has continued to add companies interested in belonging to the group. 2019 has been a decisive year for the consolidation of the Cluster, which celebrated its second anniversary in September. Over the past year, the number of Cluster members has increased from 28 to 36, a 30% increase.

The constant increase of critical mass related to the blue economy identifies MarCA as a leading spokesperson in pursuing the sector's interests. During this year, eight partners have joined the group and are involved in various activities. Aenor, Demoliciones Submarinas, DNV GL, Erhardt, Estudio de Fluidos, EuroControl, Fct Inversiones Comerciales and Mademan are the new faces of the cluster. Their incorporation allows the Cantabrian cluster to advance in new business possibilities and to represent, with increasing accuracy, the activities that the maritime sector carries out in Cantabria.



ANNUAL MEMBERSHIP GROWTH



PRESENTATION OF THE MARCA CLUSTER - PARTNERS

SHIPBUILDING



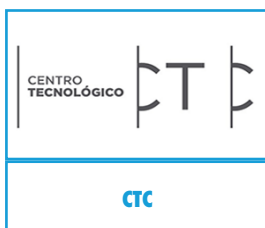
TECHNICAL OFFICES, INSPECTION AND CERTIFICATION



TRANSPORT





EDUCATION AND R & D



INSTITUTIONS

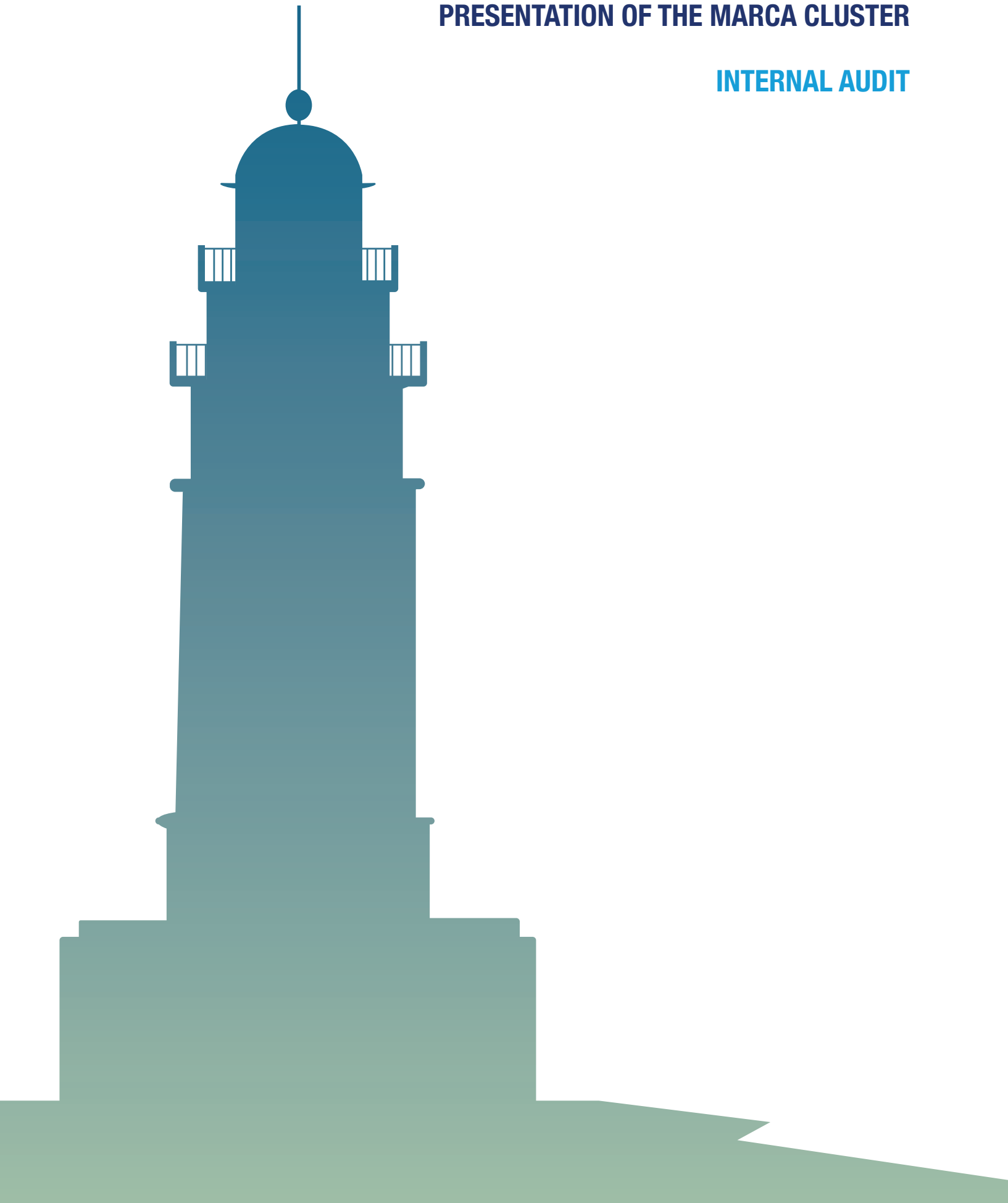


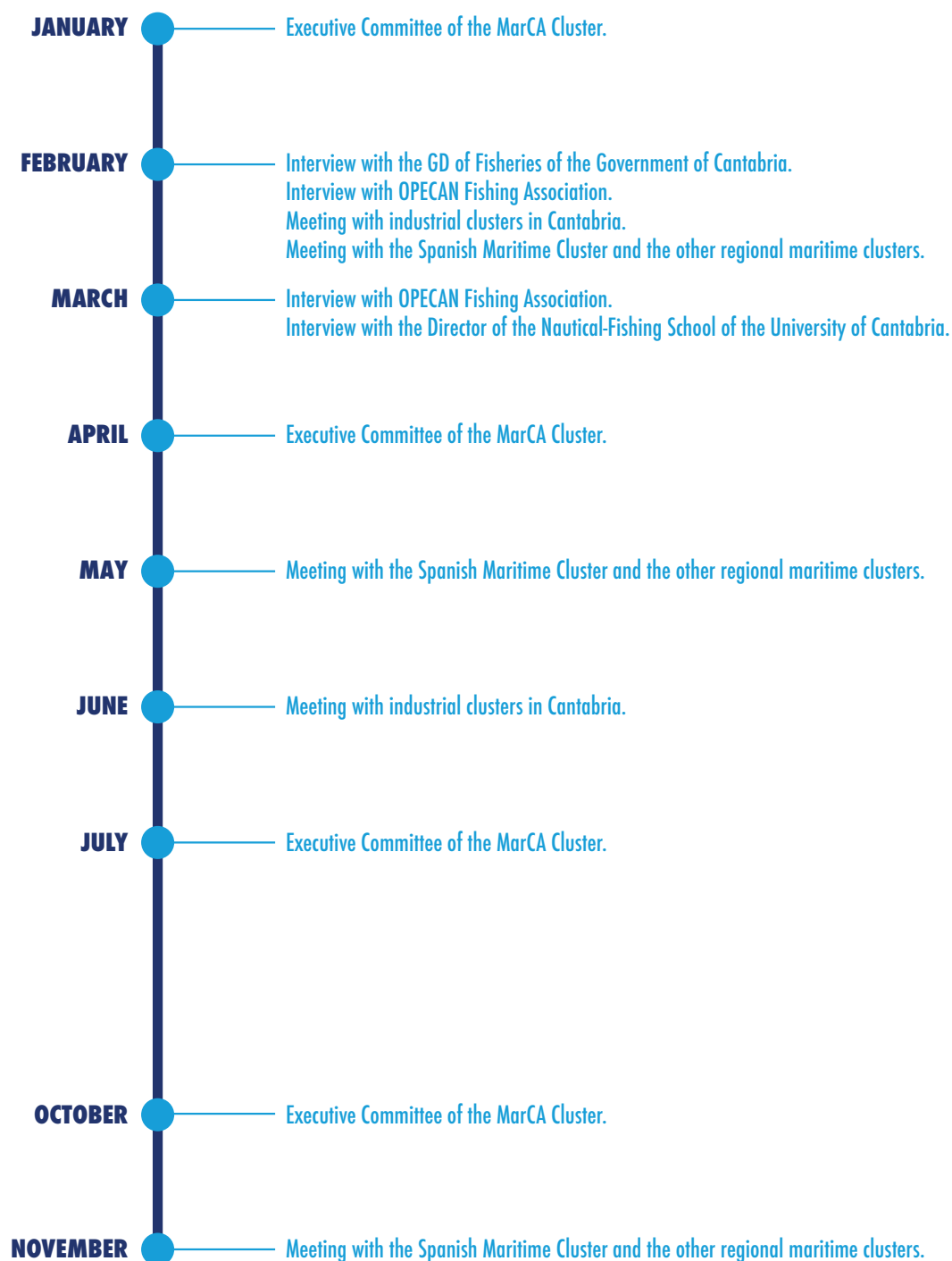
ANCILLARY INDUSTRY

 <p>GRUPO FERNÁNDEZ JOVÉ</p>	 <p>FAED</p>	 <p>SETELSA</p>	 <p>GRUPO GOMUR</p>
 <p>ENWESA</p>	 <p>CASUSO PROPELLERS</p>	 <p>MINDASA</p>	 <p>DEGIMA</p>
 <p>ECOL</p>	 <p>SAJA INDYNA</p>	 <p>SILECMAR</p>	 <p>GAMESA ELECTRIC</p>
 <p>ERZIA</p>	 <p>SIDENOR</p>	 <p>VELASCO & CO ABOGADOS</p>	 <p>NAVINSNORT3</p>
 <p>ESTUDIO DE FLUIDOS</p>	 <p>DEMOLICIONES SUBMARINAS</p>	 <p>MADEMAN</p>	 <p>FCT</p>

PRESENTATION OF THE MARCA CLUSTER

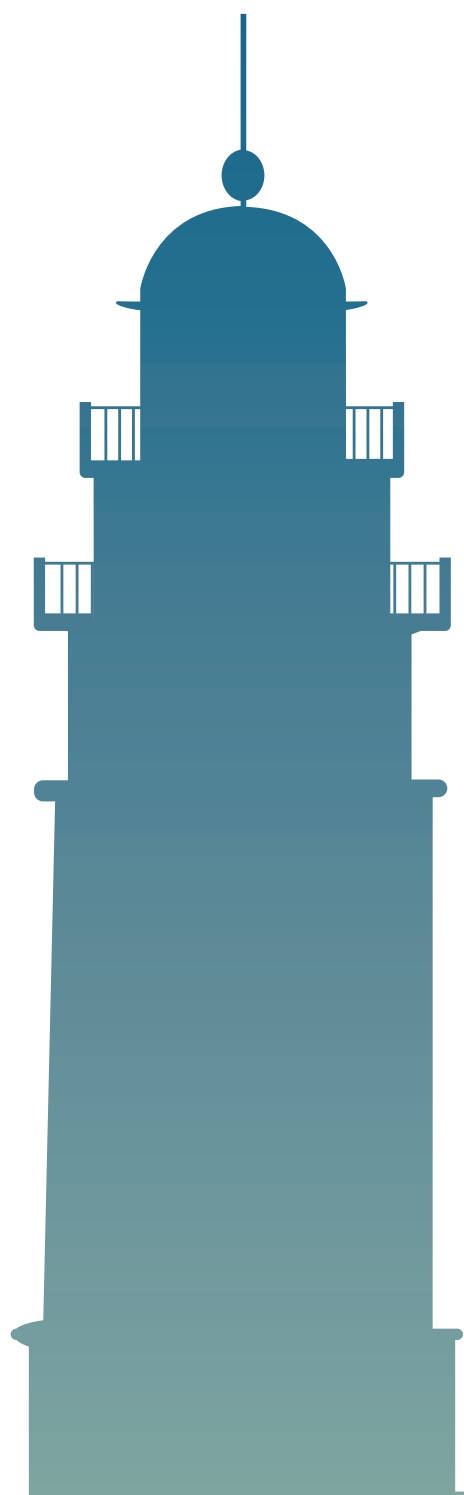
INTERNAL AUDIT





ACTIVITIES

INTRODUCTION



2019 has been a busy year for the Maritime Cluster of Cantabria - MarCA. The organisation that groups the Cantabrian maritime industry has intensified its international presence and strengthened its reputation in its closest environments thanks to a busy agenda of activities.

In this sense, the launching and awarding of the I Cantabria Blue Industry Award sets a new milestone for the group. The presentation of this award, created as an additional instrument to promote the maritime sector of the region at a national level, brought together fifty people and caused a considerable media impact.

For the first time since its foundation, the MarCA Cluster hosted its own space at the most renowned sectoral event in Europe. The group's presence at the Nor-Shipping 2019 fair, held in Oslo in early June, helped strengthen the alliances between the Cantabrian maritime industry and leading European players.

The MarCA Cluster has also continued the path of the specialised conferences that yielded such good results in 2018. In this respect, the board of directors designed events on strategic issues such as innovation or sustainability. Likewise, the conference organised around the fishing and canning sector in Cantabria shows the willingness to integrate all the activities related to the blue economy.

Finally, the Cluster firmly commits to informing the professionals of the future about all the possibilities offered by the maritime industry. MarCA is actively collaborating with CEOE - Cepyme and the training programmes in place. These initiatives, framed within the strategic axis of Talent of the Maritime Cluster of Cantabria, aim to awaken the interest of young people in developing a professional career linked to the blue sector.

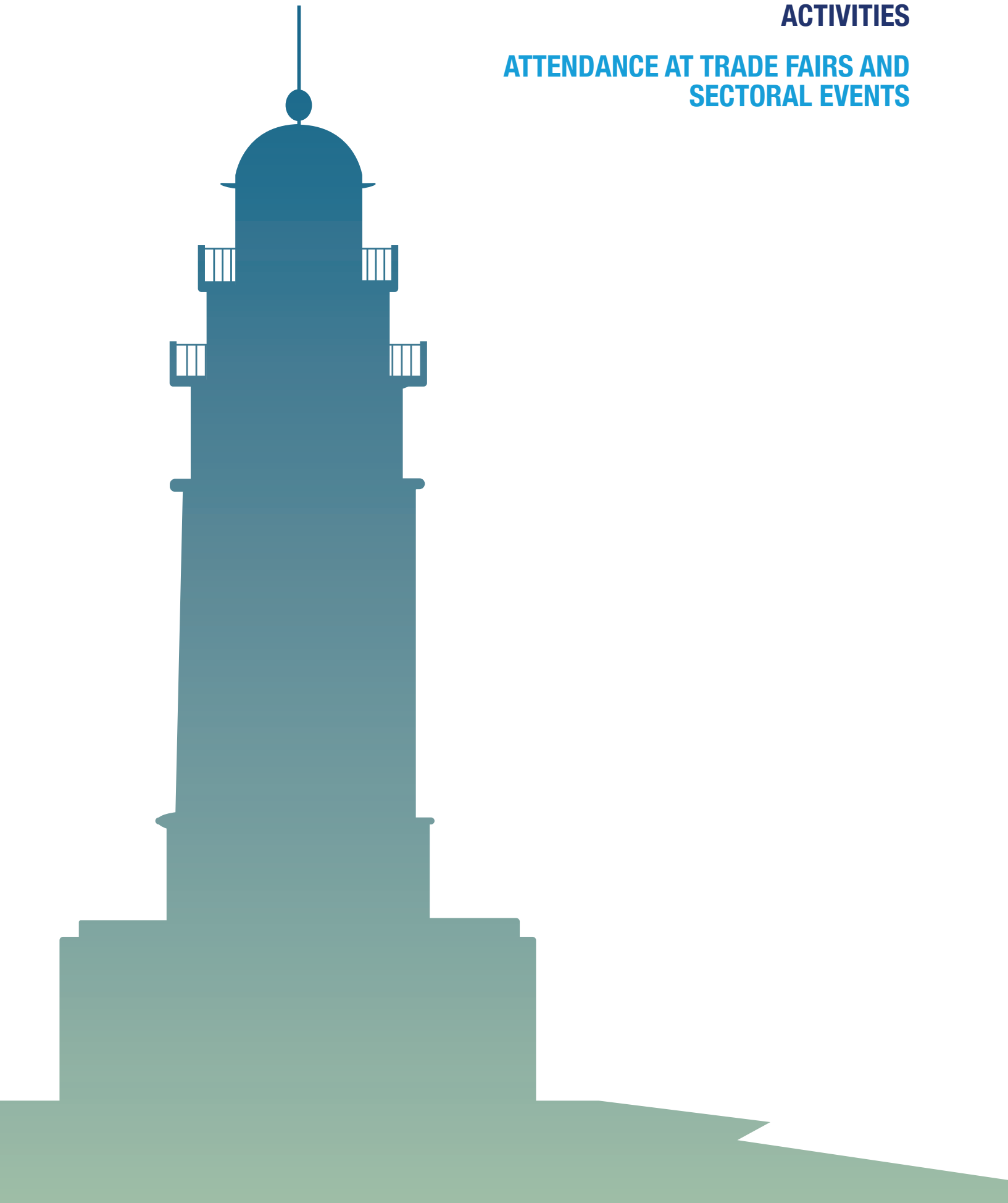
This section is divided into:

1. Attendance at trade fairs and sectoral events
2. Technical seminars
3. Cantabria Blue Industry Award
4. School days



ACTIVITIES

**ATTENDANCE AT TRADE FAIRS AND
SECTORAL EVENTS**



a) SINAVAL - INTERNATIONAL SHIPBUILDING. Bilbao (Spain) 12 - 14 February.

The Maritime Cluster of Cantabria - MarCA hosted a stand at the SINAVAL fair: a naval congress held as part of the World Maritime Week representing a unique meeting in Europe of one of the most critical sectors of the economy of the old continent. During this meeting, the Cluster informed the visitors and other exhibitors about the strengths and opportunities of the maritime sector in Cantabria. In this context, the partners who attended the event presented their products and services.

b) IV NATIONAL MARITIME CONGRESS. Madrid (Spain) 8 - 9 May.

The Maritime Cluster of Cantabria - MarCA also participated in the IV National Maritime Congress, promoted by the Spanish Maritime Cluster. The event was a snapshot of the moment the sector was going through in our country and promoted a model of cooperative work inherent to all regional clusters.

Within the framework of this sectoral meeting, six regional maritime clusters, including MarCA, signed ten commandments to contribute towards strengthening a vital sector for the functioning of the Spanish economy. The text established the basis for a sustained collaboration over time, which allows increasing the business possibilities of all the members of the value chain of the blue macro-sector.

Aspects such as defending and promoting the maritime industries (Navy, shipowners, shipping companies, recreational boating, State Ports, marinas and utilities) and manufacturing industries (shipyards and auxiliary industry) of the sector; encouraging public-private collaboration mechanisms; retaining talent and promoting the qualification of human teams; fostering improvements in the fiscal model or increasing the capacity for foreign trade are just some commandments.

Besides, the document devotes almost half of its recommendations to highlighting the crucial role of innovation in the sector's medium-term sustainability, which is key to retain competitiveness against other, more technologically advanced markets. In this sense, questions such as improving the coordination of R&D+I plans, strengthening the processes of digitalisation and industrial connection, improving efficiency and reducing energy consumption thanks to technological improvements have been raised.

c) NOR-SHIPPING - Oslo (Norway) 4 - 7 June

For the first time since its foundation, the Maritime Cluster of Cantabria - MarCA attended Nor-Shipping. This is one of the most prominent events in the sector in Europe and a unique showcase to the international market, both for the cluster and for the companies that form it individually.

MarCA was one of the 1,000 exhibitors, from 48 countries, that participated in this fair held at the beginning of June in Oslo. On the table: its most cutting-edge projects, its areas of expertise and experience and its commitment to cooperation and innovation for development.

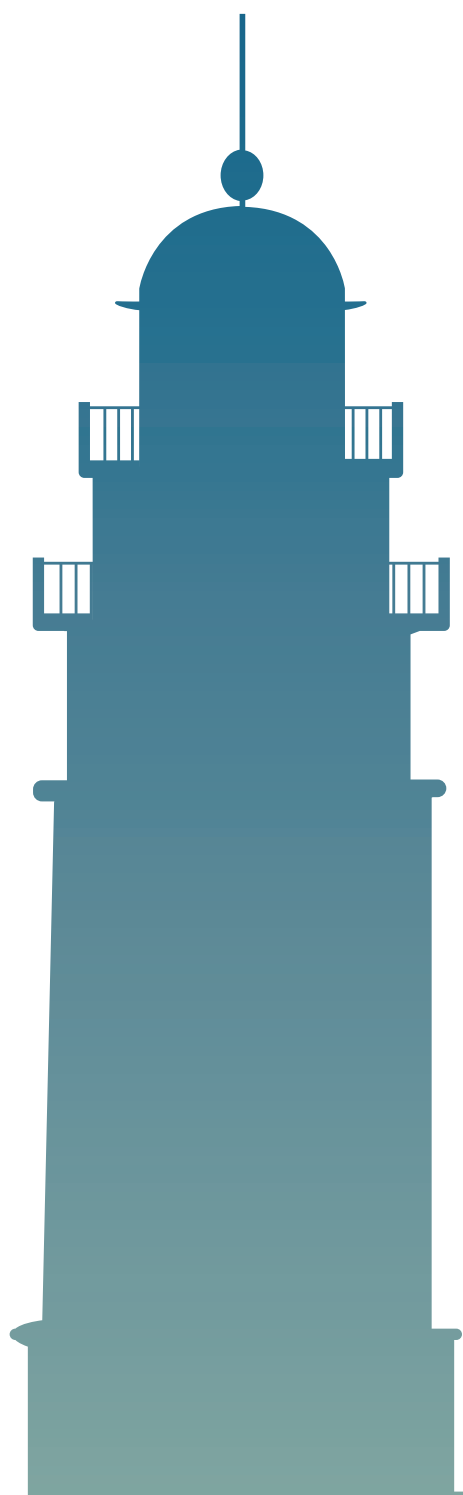
The aim of this event is that the industries of the international maritime sector, whether shipowners, operators, technical offices, technology centres or equipment suppliers, show their capabilities, facilities and products to the over 30,000 delegates from companies and institutions travelling from 75 countries to the Norwegian capital.

After four days of intense activity, the balance was very satisfactory. The maritime industry in Cantabria aroused remarkable interest among several benchmark players in Northern Europe. The Cantabrian Maritime Cluster - MarCA in Nor-Shipping led to organisations such as the German Maritime Cluster (Maritimes Cluster Norddeutschland) and the Trade Office of the Spanish Embassy in Oslo to show their interest in the activity and capacities of related companies in the region. They offered to serve as a bridge between the Cantabrian cluster and German and Norwegian companies that may demand professionals from the maritime sector in Spain in the short and medium-term.



ACTIVITIES

TECHNICAL DAYS



a) Conference on R&D+i in the naval sector (12 March - PCTCAN's events room)

The Maritime Cluster of Cantabria organised an information day in which the “Strategic Plan for R&D+i of Small and Medium-sized Shipyards.Vision 2030” [Plan Estratégico de I+D+I de los Medianos y Pequeños Astilleros.Visión 2030”] was presented for the first time outside Madrid.A document was drawn up by the Spanish shipyards describing the future lines of the naval sector in terms of R&D+i

Juan Luis Sánchez hosted the event that included speeches by Francisco Martín Gallego, Minister of Innovation, Industry, Tourism and Trade of the Government of Cantabria; Eva Mª Novoa Rojas, Director General of the SOERMAR Technology Centre Foundation; Alfonso Carneros, Technical Director of the same Foundation; and Galo Gutiérrez Monzonís, Director General of Industry and Small and Medium Enterprises of the Ministry of Industry, Trade and Tourism.

This document is structured around the fulfilment of three primary missions. Achieving a clean and safe maritime transport; enhancing the competitiveness and sustainable growth of the Shipbuilding sector; and contributing to the consolidation and growth of the blue economy to promote new business models are the main lines of a text backed by the Ministry of Industry, Trade and Tourism through the Shipbuilding Sector Agenda.



Likewise, during the event, the President of MarCA announced that the Cantabrian cluster and the Soermar Technology Centre, author of the document, had signed a collaboration agreement to implement the measures of the plan in the region and to facilitate the participation of Cantabrian companies in developing upcoming projects. Industry 4.0, cloud computing, big data, robotisation or artificial intelligence will be key disciplines to generate new business models that will lay the foundations for the shipyards of the future. More and better-used technology to repair, transform and build ships, and smart, energy-efficient, connected and non-polluting devices.

b) Signing the collaboration agreement with SOERMAR for implementing the plan in Cantabria. (13 May)

The Maritime Cluster of Cantabria - MarCA signed a collaboration agreement with the Soermar Technology Centre to implement the measures of the “Strategic Plan for R&D+i in Small and Medium-sized Shipyards.Vision 2030”, which are more interesting for developing the maritime industry in the region.



This agreement establishes an ideal cooperation framework to facilitate the participation of companies in specific projects derived from the Strategic Plan.The MarCA Cluster intends to take advantage of the stimulus provided by the cooperation with Soermar to increase its business possibilities and encourage new partners. The CTC Technology Centre, the University of Cantabria, the Directorate-General for Innovation of the Government of Cantabria and the Society for the Development of Cantabria, SODERCAN, participated in the conference.

Cantabrian companies linked to the maritime sector will focus on the objectives of the Plan, such as promoting the creation of new business models, encouraging the incorporation and training of human resources in R&D+i or promoting their development to benefit society's challenges, the preservation of the environment and sustainability.

The auxiliary industry behind the work of the shipyards, of great importance in Cantabria, will also benefit from the actions stemming from this Strategic Plan.The document itself calls for the participation of the equipment and service manufacturing and supply industry, Classification Societies, shipowners and operators, public and private Technology and Research Centres, and Universities.

Introducing technology in shipbuilding is the critical tool proposed by the Strategic Plan for R&D+i to make the naval sector more competitive.This is how to make the Spanish sector stand out within Europe and, especially, face the booming Asian market.A strong industrial network is, therefore, essential, one equally committed to innovation and technological actions.

c) Information Seminar for the Fishing and Canning Sectors in Cantabria. (20 May - Auction room of the Lonja de Santander)

The Maritime Cluster of Cantabria - MarCA started these information seminars to deepen into the fishing and canning sectors in the region. Two activities related to the blue macro-sector, with which the MarCA Cluster is interested in exploring new business possibilities.

Juan Luis Sánchez, President of the Maritime Cluster of Cantabria, moderated a very interesting round table in which Marta López, Director General of Fisheries and Food of the Government of Cantabria, Alberto Rentería, President of the Organisation of Deep-Sea Fishing Producers, OPECA; José Luis Marsella, Secretary of the Association of Semi-Canned and Salted Fish Producers of Cantabria - CONSESA; and Enrique Paz, Secretary of the Organisation of Artisan Producers of Cantabria OPACAN, participated.



MarCA was created to promote cooperation within the Cantabrian maritime sector and create business opportunities and synergies with which to boost its competitiveness. This cluster, to which industries as diverse as shipbuilding, maritime transport, technology centres or the auxiliary industry belong, aims to incorporate the fishing and canning industries of the region with which it shares the same environment.

MarCA committed to adapt its services and capacities to produce new business opportunities with the region's fishing and canning industry. MarCA and the sectoral fishing and conservation organisations will work together to generate more wealth for the Cantabrian economy. Aspects such as the modernisation of ships, the need for innovation and the difficulty of renewing generations in certain posts were addressed during the debate.

The fishing sector, with 133 boats and 825 crew members, exercises considerable weight in the economy of the region. Not surprisingly, their work accounts for 4% of total sales nationwide. The canning industry employs 2,530 people and generates 11% of the turnover of the food sector in Cantabria.

d) Conference “Business opportunities for a more sustainable maritime sector” (15 October - IH Cantabria Assembly Hall).

The Maritime Cluster of Cantabria - MarCA developed this conference to bring attendees closer to the latest technological developments for the exploitation of wind energy and the many business opportunities this sector offers the community.

The Maritime Cluster of Cantabria invited Luis Malumbres, head of R&D+i at Iberdrola, and José Miguel Bermúdez, CEO of Bound4Blue. The speakers shared their most innovative experiences in renewable energies and talked about the needs and implications of their projects in the short and medium-term. Jorge Muyo, Director General of Innovation, Technological Development and Industrial Entrepreneurship of the Government of Cantabria, closed the conference.

During this event, Juan Luis Sánchez gave the first figures corresponding to the first Report on the Situation of the Sector prepared by the Cluster. The President indicated that the maritime industry in Cantabria has an annual turnover of around 1,175 million euros and employs 23,700 people. These figures mean that the Cantabrian blue industry produces 9% of the regional GDP and generates 10.3% of the jobs in the community. A firm and decisive commitment to digitalisation and sustainability was presented as the main ways to underpin and increase its economic role in the region.

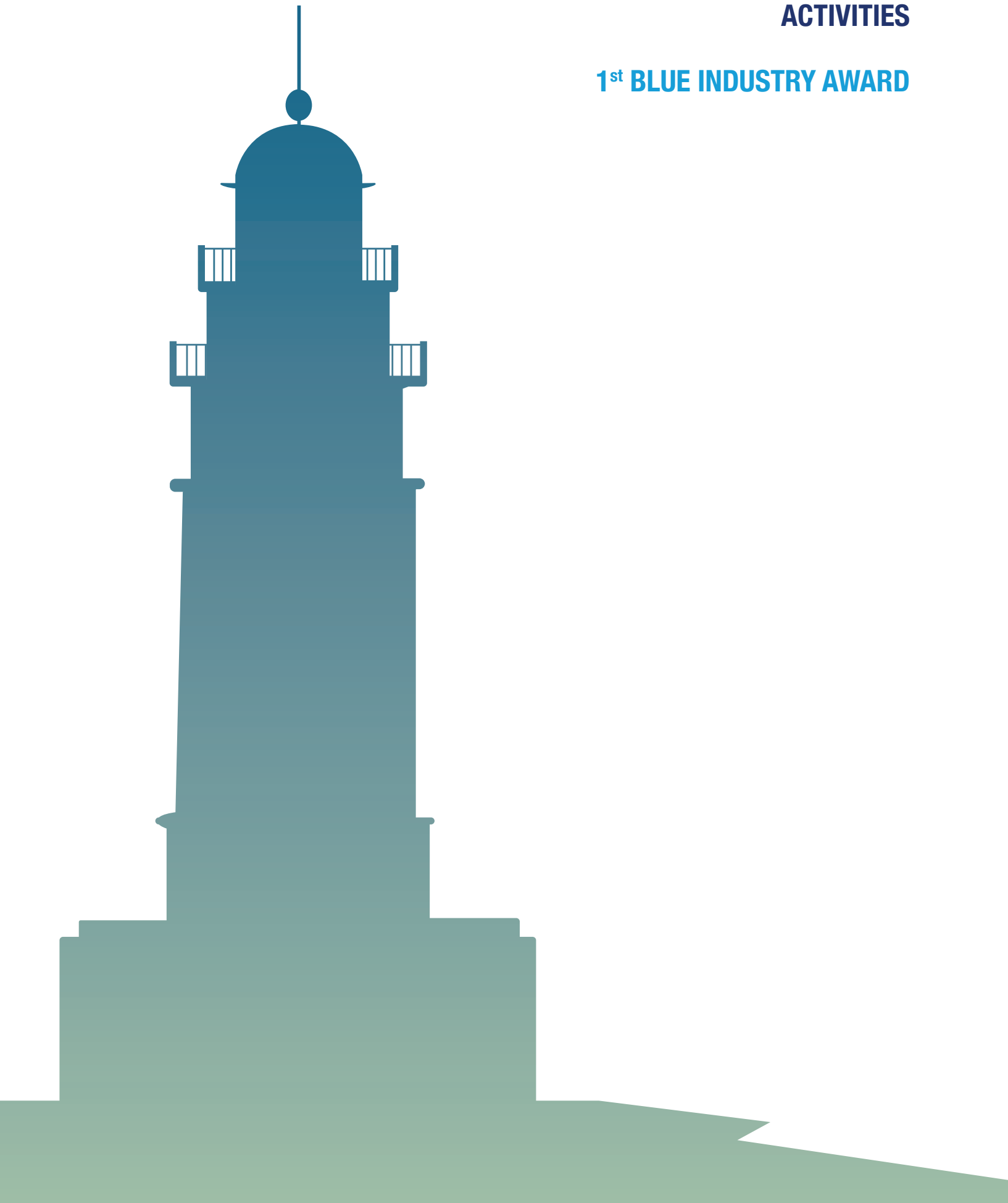


Besides organising these four technical conferences, the MarCA Cluster has participated in:

- Conference for the Reorganisation of the Maritime Space organised in Madrid by the Ministry of Ecological Transition. (March)
- Series of conferences on Ports 4.0, organised by the Port of Santander. (25 February, 24 April, 12 July and 28 November).
- Forum for the modernisation of Cantabria, in which relevant economic were analysed, which will allow for an improvement in the competitiveness of its companies. (February)
- Conference on Digital Transformation, organised by SODERCAN in Santander (January and April)

ACTIVITIES

1st BLUE INDUSTRY AWARD



a) Spirit of the Prize

The Maritime Cluster of Cantabria - MarCA announced the 1st edition of the Cantabria Blue Industry Award as an instrument to promote the region's maritime sector at a national level. This annual award is part of the cluster's Communication and Society strategic axis and was created to become a benchmark within the blue sector business sphere.

The Cantabria Blue Industry Award intends to be a lever to promote future strategic alliances, which will contribute to the growth and expansion of the Cantabrian industry beyond regional borders. Likewise, it intends to raise awareness of the people of Cantabria of the relevance of the maritime industry and to value it through the award winners.

The Cantabria Blue Industry Award aims to recognise the contribution of individuals to developing the maritime industry in Cantabria. The bases approved by the board of directors of the MarCA Cluster indicate that attitudes such as determination, effort and confidence will be rewarded to consolidate the regional sector and boost its competitiveness, visibility and expansion. Any professional or representative of the maritime sector, without being from Cantabria, may aspire to this distinction. The main requirement is that his or her work has served as an impulse and inspiration for the Cantabrian sector.

The members of the cluster make the nominations they consider most appropriate to receive the award each year. Each candidate who applies must come with a short form explaining his or her work and defending the reasons for his or her application. The executive committee will send the jury a maximum of five candidates for the award from among all those proposed.

The cluster will present the winner with an honorary title and a commemorative gift, personalised for each annual edition of the awards. It will be a "trophy" in the shape of a lighthouse, the corporate image of the cluster.



b) Award Ceremony > How the event unfolded and the creativities and design of the award.

The First Cantabria Blue Industry Award was presented on 21 November 2019 at an official ceremony held at Hotel Bahía de Santander, which was attended by various representatives of institutions and companies linked to the Spanish maritime sector. The winner was Íñigo Losada, Research Director of the Environmental Hydraulics Institute IHCantabria, for his outstanding work in developing the region's maritime industry and its promotion at an international level.

Juan Luis Sánchez, president of the Maritime Cluster of Cantabria, opened the event. Sánchez explained the painstaking work of the regional maritime industry "to innovate, specialise and adapt to digitalisation and the arrival of the industry 4.0", and to grow sustainably "to reverse its benefits in welfare and wealth for the community". Likewise, the President was proud to have Íñigo Losada as "a fantastic ambassador for this sector". He also thanked the institutional support that MarCA receives through Sodercan, in the presence of Francisco Martín, Minister of Industry, Innovation, Trade and Tourism.

In an interesting speech, Losada acknowledged the potential of the Cantabrian maritime industry to adapt to the rapid changes in the sector and the dedication of the cluster itself as a leader in the transformation. IHCantabria's Research Director reviewed the history of the regional maritime industry since 2007 and the government's firm commitment to the blue sector. Losada highlighted the development of a knowledge economy based on this area of activity, with a technological and innovation component which has placed Cantabria among the most outstanding regions of the Atlantic Arc. The award-winner also highlighted the need for alliances and adding critical mass as the best way forward for the regional maritime industry.

Environmental sustainability played a leading role in the first edition of this award. Juan Luis Sánchez listed areas in which the cluster partners were making progress -beyond a significant reduction in greenhouse gas emissions, accelerated by international regulations- such as reducing noise pollution in cities, the sustainable use of maritime spaces or eliminating biological pollution from ship ballasts. Along the same lines, the Cluster invited the organisation Centinelas Cantabria to present its work in the conservation of the coastal marine environment. Adriana Sanjurjo, the representative of the NGO, made a brief presentation to build bridges to possible future collaborations as part of the corporate social responsibility strategies of the companies present.



c) Media impact > Most relevant photographs and media impacts.

The presentation of the First Cantabria Blue Industrial Award was well received by the regional media. The uniqueness of the initiative and the relevance of the award-winner led to publications in these journals: El Diario Montañés, Alerta, La Vanguardia, Agencia EFE, Europa Press, El Faradio, eldiario.es, Yahoo Noticias and Cantabria Directa.

The news also appeared in the specialised magazines Rotación and Naucher; the news portal of the University of Cantabria; the economic magazine Cantabria Negocios; the current affairs section of the Spanish Maritime Cluster and the section on communications from the Government of Cantabria.

In addition, the award generated interviews on Cadena Cope, Radio Nacional de España and Ondacero Radio.

Viernes 22 de noviembre de 2019

ELDIARIODECANTABRIA / ALERTA 7

Región Torrelavega Santander Cantabria

RECONOCIMIENTO

Íñigo Losada: «La economía azul va a crecer de forma brutal»

El clúster marítimo de Cantabria-MarCA celebró la primera edición del Premio Industria Azul Cantabria, que fue otorgado al director de investigación del Instituto de Hidráulica

ALERTA / SANTANDER

El director de investigación del Instituto Hidráulica (IH Cantabria), Íñigo Losada, ha destacado que la economía azul «va a crecer de forma brutal» y ha añadido que la industria marítima de Cantabria «tiene que hacer lo que ha hecho hasta ahora: alianzas, conseguir masa crítica y colocarse de forma adecuada». El clúster marítimo de Cantabria-MarCA celebró la primera edición del Premio Industria Azul Cantabria, que se ha dado a Íñigo Losada.

Losada dijo que este premio le hace «muchísima ilusión», porque viene directamente de su región, y especialmente porque «lo que hace es reconocer la labor de quienes trabajan en IH Cantabria y de muchas

de las entidades que han trabajado para que hoy en día Cantabria sea un referente en el sector marítimo en muchos ámbitos».

El director de investigación del IH resaltó que esta región promocionó desde el Gobierno la industria marítima «como una forma de promocionar la economía del conocimiento», basándose en un sector con el que esta comunidad «siempre ha estado muy ligado. Y ha insistido en que además hay una componente tecnológica y de innovación que «hacen que Cantabria sea una de las regiones destacadas» en el Arco Atlántico en este campo, y en muchas otras zonas del mundo.

El consejero de Industria de Cantabria, Francisco Martín, elogió a Losada, una persona «trabajadora,



Íñigo Losada con el galardón. / JOSÉ RAMÓN

absolutamente comprometida con su trabajo» y «un profundo universitario».

«Esta región no es especialmente buena para ser profeta en tu tierra, pero en este caso hay unanimidad en que el mayor valedor y el mayor experto que hay en España de cambio climático en materia de

hidráulica ambiental es Íñigo Losada. Tardaría 32 años, que son los que hace que le conozco, en contar sus virtudes», indicó Martín.

A su juicio, «en este país el mundo del medio ambiente ha sido impulsado y lo seguirá siendo» por Íñigo Losada. «Es un honor y una virtud poder tenerlo en Cantabria, es uno

de los grandes activos de la Universidad y de los centros tecnológicos», ha asegurado. Martín agregó que el Gobierno apuesta por el IH «como motor de la economía», y que este centro «es un buen generador de empleo», con 135 personas trabajando en proyectos de investigación «que venden en el mercado de la ciencia». «El IH ha puesto a Cantabria en una situación de privilegio», recaló.

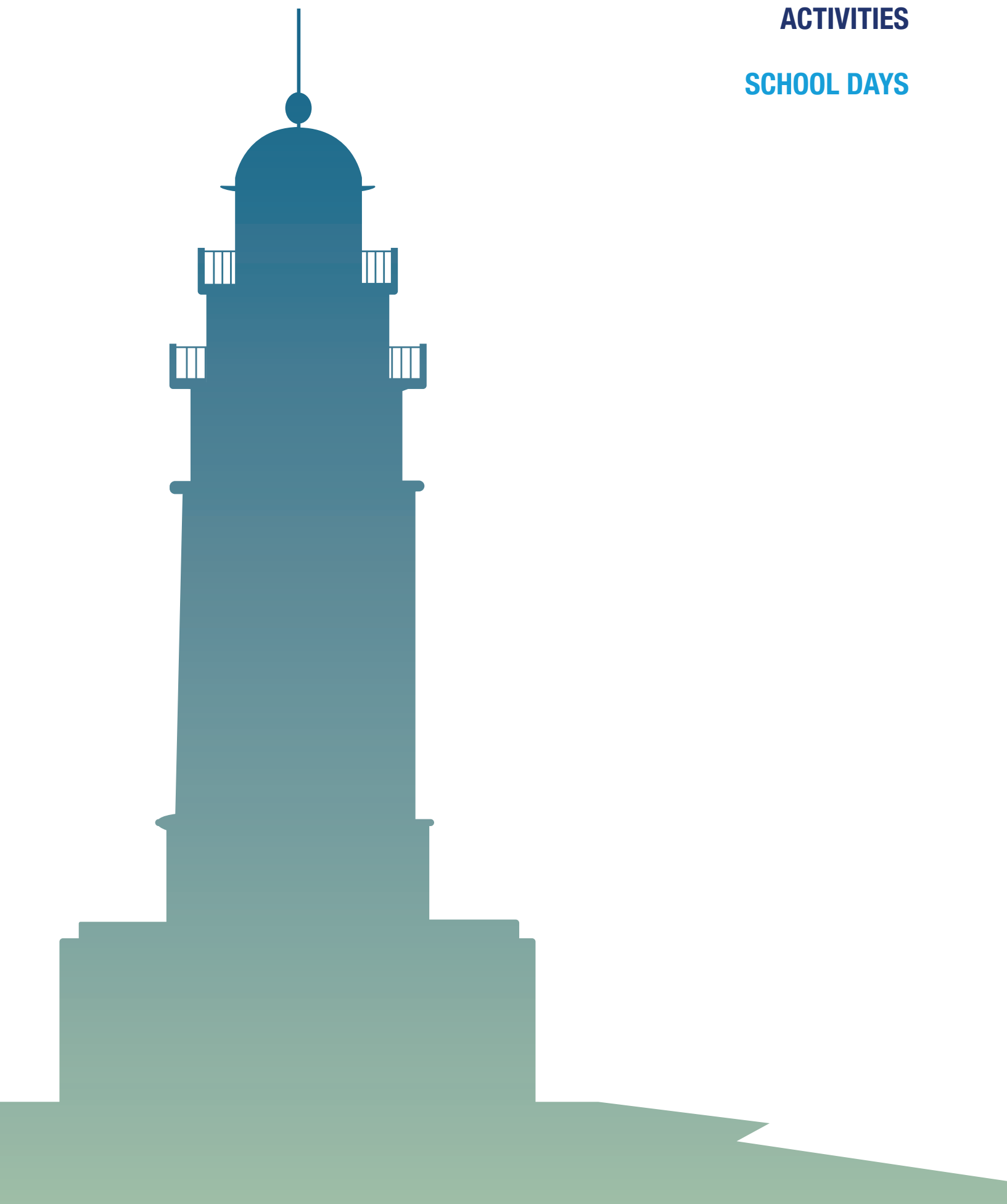
El Premio Industria Azul Cantabria quiere reconocer «la notable contribución» de una persona en el desarrollo de la industria marítima de Cantabria y su promoción fuera de la región. Este premio, que se entregará de forma anual, se enmarca dentro del eje estratégico de comunicación y sociedad del clúster marítimo, y nace con la ambición de convertirse en un referente dentro de la esfera empresarial del sector azul en España.

INNOVACIÓN. El clúster MarCA fomenta la innovación y la cooperación entre sus socios para ganar competitividad en mercados especializados tanto nacionales como internacionales. En esa línea, la entrega de este galardón se plantea «como una palanca impulsora de futuras alianzas», que contribuyan al crecimiento y expansión de la industria cántabra fuera de las fronteras regionales.

Asimismo, el Premio Industria Azul Cantabria tiene la misión de sensibilizar a la sociedad y poner en valor la industria marítima a través de los premiados.

ACTIVITIES

SCHOOL DAYS



a) Visit to institutes with CEOE - CEPYME

Representatives from different companies in the Cantabria Maritime Cluster - MarCA gave various talks in educational centres to familiarise young people with industrial activity. These visits, organised in collaboration with the Spanish Confederation of Business Organisations - CEOE CEPYME Cantabria, aim to strengthen the relationship between companies and students while awakening their interest in developing a professional career linked to the blue sector.

About 80 students from Secondary Education and Baccalaureate participated in these training sessions. The IES Ricardo Bernardo de Solares, Ntra. Sra. de los Remedios of Guarnizo and Miguel Herrero of Torrelavega were the pioneers of this initiative developed during the month of May.

The impulse received from the Fundación de Aceros Especiales, FAED Group, was key to setting up this session. Its Human Resources director, Olga Dasgoas, was the driving force behind this initiative. Other representatives of MarCA companies, such as the head of Human Resources at Astander, Iván García, also participated.



b) FP - CEOE - CEPYME Ambassadors Network

The Cantabrian Maritime Cluster - MarCA has conveyed to the younger generation in the region the need for qualified technical professionals demanded by companies in the blue sector. Through talks carried out in November, the members of the cluster presented the studies on Vocational Training (VT) as a promising job opportunity with an employability rate that reaches 100% in Cantabria.

Representatives from Grupo FAED, Astander, Grupo Fernández Jove and Mademan were to inform the students about the potential of the blue economy as a stable and future job opportunity. The initiative also hoped to help reverse a situation where human resources departments are having difficulty finding specific profiles in certain fields, especially in techniques ranging from machining to boilermaking, welding and carpentry.

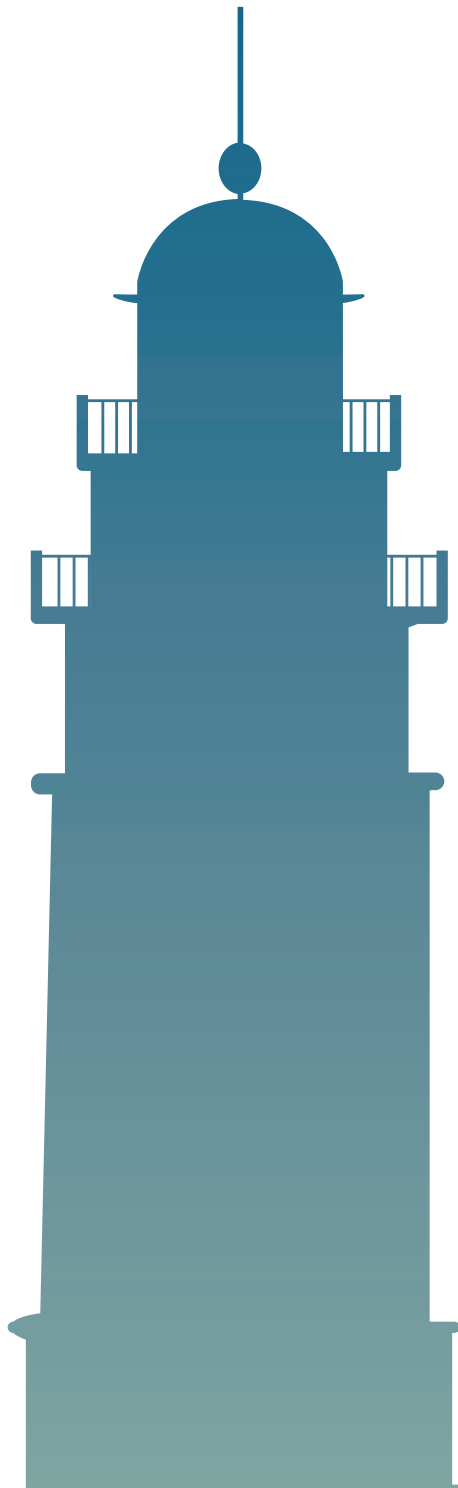


After the informative experience, the spokespersons of the maritime industry agreed on the importance of approaching the families of the students to change the mentality that technical studies have a lower rank or worse job prospects.

This is the second year in which the MarCA Cluster acts as a leading interlocutor for the CEOE CEPYME Cantabria within its FP Ambassadors Network.

COMMUNICATION

EXECUTIVE COMMUNICATION SUMMARY



MarCA's global evolution in 2019 has not been alien to the communication area. Communication work has been identified within the Cluster's Strategic Plan as a priority axis to facilitate achieving the group's objectives, and during this period, it has managed to increase the entity's reputation significantly. Nowadays, the Maritime Cluster of Cantabria is an agent fully recognised by its counterparts in other communities and also by the Spanish Maritime Cluster. In 2019, this organisation invited the Cantabrian organisation to participate in drawing up the Maritime Sector Agenda 2019, a strategic document that defines the priority challenges of the sector with a 2030 horizon.

Actions such as organising the first Cantabria Blue Industry Award or drawing up the first Report on the Maritime Sector in Cantabria have contributed towards increasing the Cluster's entry to all sectors of society while increasing its prestige to its target public.

Thanks to the board's commitment to intensify the activity in communication and the professionalisation of the service, the MarCA Cluster has also gained visibility in both the analogical media (press, radio and television) and digital portals. The media impact of the Cantabria Maritime Cluster has quadrupled in the last year.

MarCA's press releases have featured on pages of El Diario Montañés and El Alerta; fed into tickertapes of the EFE and Europa Press agencies; inspired reports in Cantabria Económica and Cantabria Negocios magazines; and generated pieces and interviews in audiovisual media such as SER and TVE. Specialised national publications such as Rotación magazine or Naucher portal are also regular broadcasters of our contributions.

Finally, the group's official page on LinkedIn went live in May 2019. The MarCA Cluster in this professional network intensified the reach of its messages and provided all audiences with a fast and direct communication channel.

In the seven and a half months since it was launched until the end of 2019, the MarCA website gained 380 followers (at the time of writing this report, it had over 700). In this respect, the content shared, 47 until 31 December, generated almost 40,000 organic visualisations with a 7.75% interaction rate. These figures show the interest of the proposed topics and place the interaction of the page in ratios higher than those of other pages with many more followers.

VISIBILITY AND REPUTATION

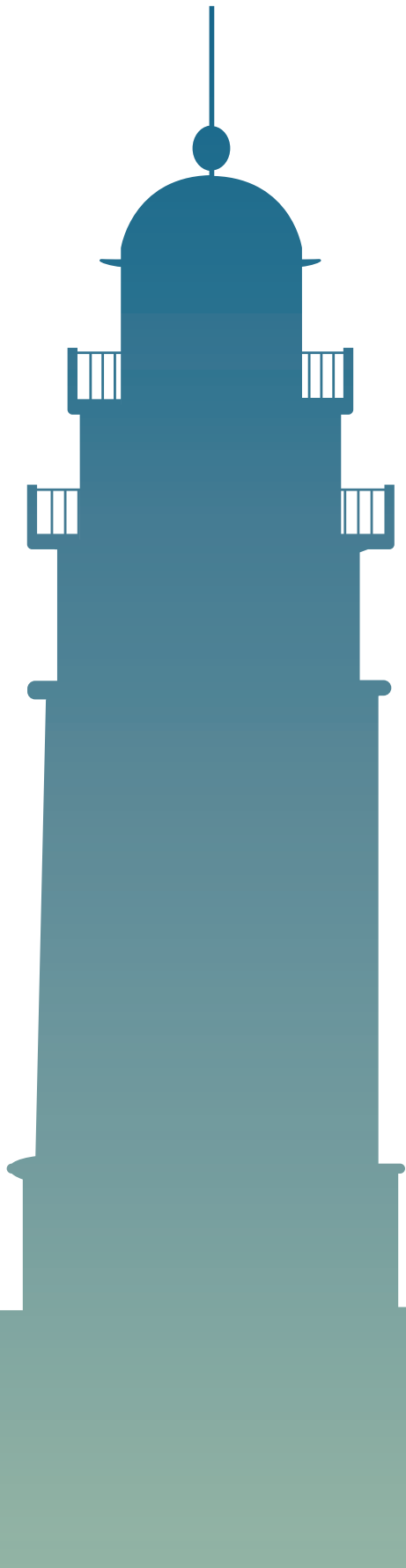
X 4 IMPACTS ON MEDIA

40.000 VIEWS ON LINKEDIN

7,75 % INTERACTION RATE

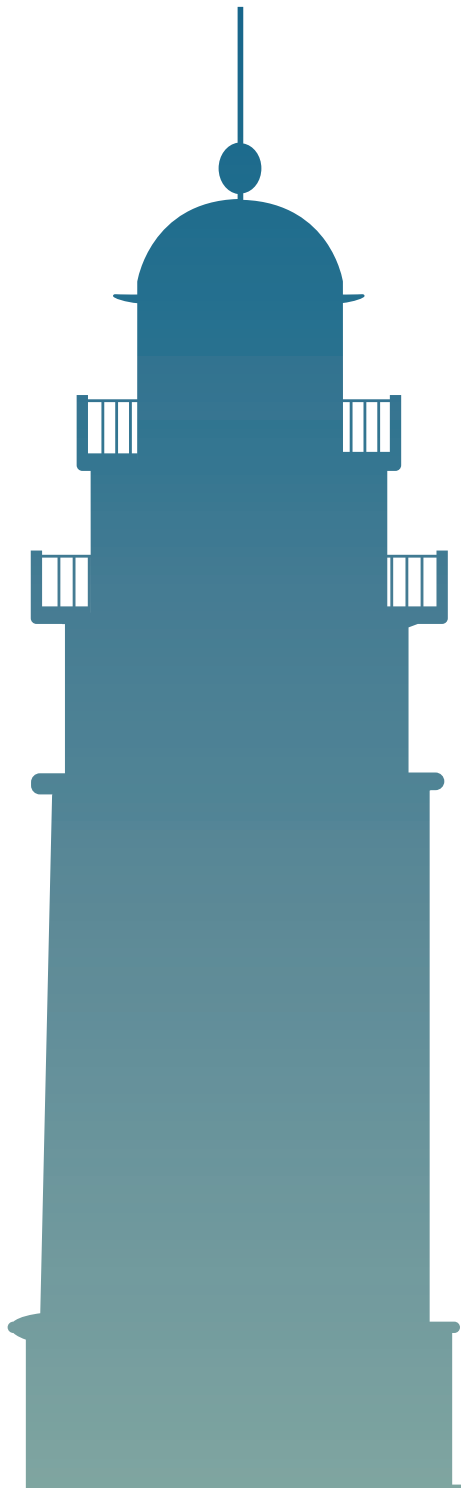
COMMUNICATION

LIST OF NEWS CLIPS



- 12.03** Presentation of the “Strategic Plan for R&D+i in Small and Medium-sized Shipyards.Vision 2030
- 15.04** Talk “Brittany Ferries and Astander: a success story for Cantabria”
- 02.05** The MarCA Cluster reaches out to the fishing sector
- 13.05** MarCA approves the Ten Commandments for collaboration with other regional clusters to promote the maritime sector
- 14.05** Collaboration agreement signed with SOERMAR
- 15.05** The fishing and canning sector is cited with the MarCA
- 20.05** MarCA reaches out to the fishing industry to boost the competitiveness of the blue sector
- 28.05** MarCA brings the professional opportunities of the blue sector to secondary and high school students
- 31.05** Cantabria’s maritime industry will connect with the vanguard of the blue sector in North-Shipping 2019
- 06.06** MArCA strengthens its international network in Nor-Shipping
- 11.07** The PORTS 4.0 open innovation fund will stimulate R&D+i projects in the port logistics community of Cantabria
- 31.07** “The new LNG depot places the Port of Santander in the First Division of Spanish ports”
- 02.08** Cantabria, a Spanish benchmark in the adaptation of ships to the new international regulations on sulphur emissions
- 07.08** Norwegian ship classification giant DNV - GL joins the MarCA Cluster
- 12.09** MarCa attends the celebration of the Festival del Mar in Santander
- 15.10** The maritime industry in Cantabria has an annual turnover of more than 1,100 million and employs more than 23,000 people in the region
- 22.11** MarCA presents the First Cantabria Blue Industry Award to Íñigo Losada.
- 04.12** The maritime industry in Cantabria promotes vocational training as a way of working with 100% employability in the region
- 18.12** “The maritime sector is growing at three times the rate of the rest of the economy”

2020 MILESTONES



As reflected throughout this report, macroeconomic data confirm the excellent state of the maritime sector in our community. However, the members of the Maritime Cluster of Cantabria know that digitalisation and the transition to a 4.0 industry will be considerable challenges for most of our companies.

MarCA not only promotes this modernisation but also encourages its partners to share experiences, knowledge and relationships from which they can all benefit. This proactivity is perfectly in line with one of the priority objectives of the Cluster, which is to encourage the creation of business synergies that increase the competitiveness of its partners and, therefore, generate wealth for the region. In this sense, the eight incorporations materialised in 2019 open the doors of MarCA to new activities of the maritime sector in a position to create more business volume.

The recent accessions of multinationals to the cluster, their presence at national and international events and the consolidation of their relationship with the local administration and the rest of the sectoral institutions suggest that MarCA is following the right road map. Faithful to its non-conformist character, the Maritime Cluster of Cantabria, MarCA, looks to the future with enthusiasm and goals to be achieved in the short and medium-term.

Expanding the sectors related to the Blue Economy that want to join the Cluster and, therefore, maintaining critical mass growth are the organisation's priorities. The figures in the first "Report on the Maritime Sector in Cantabria" reveal the enormous potential of sectors such as fishing and canning, with which meetings have already been held during 2019 and with which it would be very beneficial to strengthen relations in 2020.

MarCA will also try to approach recreational boating, a growing sector, with a great tradition in the region and with which exciting synergies could be generated. This is a field of work full of opportunities with which to boost the competitiveness of the maritime industry and continue to create value and wealth for society.

Finally, after having Iñigo Losada as the first ambassador of the Cantabria Blue Industry Award, the Cantabria Maritime Cluster is firmly committed to perpetuating these annual awards. They are an excellent way to give more visibility to the Maritime Industry of Cantabria and help its positioning outside the region.

The other targets and milestones planned for 2020 are somewhat complex to venture. The edition of this report during the first months of the year gave us further insight into the new socio-economic reality caused by COVID-19. A situation of uncertainty that forces MarCA to rethink many of its annual purposes, such as promoting international expansion or intensifying the organisation of conferences and events.

Despite the storm unleashed by the coronavirus, the Maritime Cluster of Cantabria - MarCA maintains its determination to get the region's maritime industry to react efficiently to the new scenario posed by the pandemic.



The following is a list of actions planned for 2020:

- 1 Rethink and intensify visits to companies. Erzia and Sidenor
- 1 Due to the growing number of partners, this visit will be segmented, and this opportunity will be used to invite different authorities and companies that might also be interested.
- 1 Organise meetings with the associations representing the water sports sector. (April)
- 1 The final objective is to design and hold an informative day on this sector and the opportunities it offers. ANEN
- 1 Hold a conference with DNV-GL and Siemens to introduce new fuels in the maritime sector. (March)
- 1 Information will be provided on hydrogen and gas as fuels; on how they are being used and the benefits they can give to the companies in the cluster.
- 1 Develop a conference or lecture on the history of the Navy Engineers Corps. (November)
- 1 This initiative will be addressed in collaboration with the College of Naval Engineers, within the 250th anniversary of the creation of this body.
- 1 Collaborate with the Association of Naval Engineers, whose Technological Action Plan - I8 ENERMAR contemplates a conference on marine renewable energies at IH Cantabria in June.
- 1 Attend and host a stand at the international exhibition SMM in Hamburg, planned for September, which has been postponed to February 2021, and the International Shipbuilding Industry Exhibition, NAVALIA, that was going to be held during the month of May in Vigo and has been delayed to October.
- 1 Organise a two-day seminar with SOERMAR on technological topics of interest to members (March and October)
- 1 Issues such as digitisation, big data, cybersecurity, additive printing will be addressed. We will have technologists of recognised prestige to develop the working groups that will give rise to projects that cover the needs of the companies.
- 1 Design and execute, with CEOE Cepyme, a day dedicated to the metal industry in Cantabria. (October)
- 1 Given that professionals in this branch are in high demand by the companies in the cluster, a conference will be prepared to present the market demands and the capacities of the metallurgical sector in the region.





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