Spanish economy stays among Europe’s leading pack

As Spain’s economy has grown steadily, it has surpassed the growth rates of many other European countries. The country’s gross domestic product (GDP) has shown significant increases year over year, with a focus on sector growth and development.

Spain’s automotive industry has undergone a transformation, becoming one of the world’s largest suppliers of vehicles. The recent significant increase in production and exportation has brought economic benefits to various regions, including increased employment and growth in related industries.

The automotive sector, which includes the manufacturing of vehicles and motorcycles, has experienced robust growth in recent years. With the introduction of new models and technologies, Spain has emerged as a global player in the automotive industry, competing with established players such as Germany and Italy.

Several factors contribute to Spain’s success in the automotive industry. The country’s strategic location between Europe and Latin America provides an ideal position for accessing both markets. Additionally, a strong infrastructure, including well-developed roads and ports, supports efficient transportation of goods.

Spain’s automotive industry has also benefited from its strong relationships with key partners, including Japanese manufacturers. These partnerships have led to the development of new technologies and the expansion of production capacities.

In conclusion, Spain’s automotive industry is experiencing a period of significant growth. The country’s strategic position, strong infrastructure, and robust partnerships with key international players position it well for continued success in the future.
**Speed and flexibility drive Kubota**

When Kubota launched operations in Spain in 1967, Europe was on the verge of an economic recession, pressuring the Japanese tractor maker to shift operations from distribution to customer service for the European market.

Since then, Europe has re-emerged from the economic downturn, and Kubota has built its dealership network on a solid foundation in the country.

"Kubota has always been committed to developing strong relationships with our customers," says Ken Kobayashi, president of Kubota Spain.

Kubota España President Takashi Naka percent over the past two decades. In fact, Spain has become one of the company’s main markets in Europe.

"Kubota (tractors) are compact, have high horse power and are easy to operate. Even under stress, our machines do the job," says Kobayashi.

Kubota believes its new production facility will be a model for the European market.

"From Spain, we are looking to design Kubota’s agricultural machinery with specifications for our own local market,” he adds.

**Taking charge of growth in Europe**

Opening operations in Barcelona in 1970, Sinor-Kao, now Kao Chemicals Europe, has grown from a modest sales office to a European marketing and sales operation.

"Today, Kao Chemicals Europe is a major source of profit for Kao Corporation and plays a key role in our global strategy," says Fons Guedj, managing director of Kao Chemicals Europe.

"To be successful in Europe, we need to have a local presence in Europe and not just in Japan. The head office expects Kao Chemicals Europe to be a profit center for the company’s main product is Phthalic Anhydride (PA). The error is regretted.

**CONTINUED FROM PAGE B1**

"There are more than 300 companies actively involved in this segment in Spain," says Toru Kurimoto, general manager of NYK Logistics Iberica.

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Suzuki reinvents itself in Spain

Japanese car manufacturers have heavily invested in the Spanish economy in recent years. Being one of the biggest vehicle markets in Europe, Spain has become a vital manufacturing center in the region. The industry, in turn, has grown to be a vital pillar of the country’s economy.

On the global stage, Japanese auto giant Suzuki Motor Corp. has experienced significant growth and stronger brand recognition. Suzuki’s success at the 2007 Tokyo Motor Show proved that its “Small Cars for a Big Future” campaign has capitalized on the attention of car enthusiasts and general customers alike. It has garnered an upper hand in most European markets with its expertise in designing compact cars and environmentally friendly models.

That growth is also reflected in Spain, where the company first entered the market in 1983. In 1985, Suzuki, with a capital of $26.5 million, set up its first assembly plant in Madrid with a capacity to produce 30,000 cars per year. In 1987, it launched the first generation of Japanese motorcycles, the GSX-R 1100. In 1991, Suzuki introduced the Samurai to the Spanish market as a mini 4x4.

Since becoming a major player in the Spanish market, Suzuki has experienced several ups and downs, including a period of decline in the early 1990s. However, the company has been able to recover and sustain its presence in the market. Currently, Suzuki is the fourth largest motorcycle brand in Spain, with a significant market share in the moped and scooter segment.

The company has also made efforts to improve its environmental footprint by introducing more fuel-efficient and eco-friendly models. The Suzuki Swift, for example, is known for its low fuel consumption and low emissions, making it a popular choice among environmentally conscious consumers.

Overall, Suzuki’s reinvention in Spain has been marked by growth, innovation, and a focus on sustainability. The company continues to attract customers with its diverse range of models and commitment to quality, making it a vital pillar of Spain’s automotive industry.

Suzuki designed its compact model Swift with the European consumer specifically in mind.