

# LEADING THE CHANGE.

10-11 MARCH 2023  
MÁLAGA SPAIN



## **Business, beaches and parties: Málaga - the perfect location for EVO NXT**

2,800 years of growth and change as a model for the next generation products segment

Next generation products (NGPs) are in great demand, with many - especially young - consumers currently preferring e-cigarettes and heat-not-burn products over conventional smoking materials. This is a fundamental break that offers a great many opportunities for new and incremental business, and the growth associated with this. How to tap into this phenomenon, and how to reach the interested target groups are two of the core topics at the new EVO NXT business festival to be held next year in the Spanish city of Málaga.

But why Málaga of all places? The people behind EVO NXT certainly didn't choose the city at random. Indeed, Málaga is a city of constant growth and successful change. Over the millennia, Málaga first developed into southern Spain's centre of industrialisation, and later, with the emergence of tourism on the Costa del Sol, into the region's key transport hub with 13 million travellers using Málaga airport each year. The origins of this go back to the 8<sup>th</sup> century BC when the Phoenicians established the first settlement at this natural harbour.

## **Business festival in Europe's Silicon Valley**

Good connections to the rest of the world have also been a decisive argument for several international companies in locating their head offices and research and development centres in Málaga. As many as 30 years ago, the Parque Tecnológico de Andalucía (the 'Technology Park of Andalusia'), was founded on the edge of the city and now boasts over 600 businesses and start-ups. Among these are 60 global players such as Google, Ericsson, Vodafone and Telefónica, who take their technical innovations from Málaga across the entire world. For this reason, the city is often referred to as 'Southern Europe's Silicon Valley'.

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In recent years, Málaga has finally evolved from a place of transit to a travel destination in its own right. With a beautiful old town, a historic fishing port and several beaches on the Mediterranean coastline, Málaga offers a number of attractions and is considered a real insider tip. Over 320 days of sunshine per year are also instrumental in attracting people to the Andalusia's second largest city.

Business, beaches and parties: at Málaga on the Costa del Sol, these three factors combine to form an ideal setting for the EVO NXT business festival to celebrate the NGP sector in spring 2023. The constant growth and adaptability of this Spanish city set a great example and bode well for delegates, because changed consumer behaviour offers plenty of opportunities that can be exploited much more easily with the aid of the content and talks offered at EVO NXT. Above all, though, EVO NXT will offer the industry a forward-looking platform for next generation products, the like of which has not yet been seen – because it combines business, beaches and parties, with Málaga as the perfect venue.

For more information on Málaga, head across to [www.spain.info/en/destination/malaga](http://www.spain.info/en/destination/malaga). Current news and information on EVO NXT can be found at [www.evo-nxt.com](http://www.evo-nxt.com).

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