



## PRESENTATION

**Navarracapital.es** is the first online information platform, focused on the distribution of content with high added value, related to the world of economics and business based in Navarra.

**Navarracapital.es** is primarily aimed at those responsible for the business and productive sector of our region. From main decision makers and large company directors, managers of small & medium companies, liberal professionals, freelancers; policy makers and senior administration officials, linked to the business world; university teachers, to researchers and skilled technicians.

A recent survey (January 2016) conducted among 2,200 subscribers **Navarracapital.es** concluded that 53% of them defined themselves as "entrepreneurs or chief executives."

**Navarracapital.es** "was online born" in October 7th 2014 and, in 2015 alone, more than 2,000 published news of Economics and Business of the Autonomous Community, without naming information about events, seminars, trade fairs, training courses and a long etc. A vast amount of words that we also share in social networks (Twitter, Facebook, LinkedIn) with our 4,000 followers, a good example of the most loyal readers from our website. By December 31st 2015, we achieved a total of 17,000 unique monthly users, and nearly 500,000 page views. As a consequence we have become a reference web site to the productive sector of the region.

## ANUARIO CAPITAL NAVARRA CAPITAL YEARBOOK

From the publisher of Navarra Capital, led by journalists connected with the 21st Century, we would like to make the journey upside down, and print a business and economics handbook. A document that will work to keep our main commitment: promote knowledge and foster value regarding the richness and diversity of the Navarra's economic sector.

The **Navarra Capital Yearbook** of economics and business makes a selection of those facts, analysis, data and relevant ideas worth re-reading to understand the past, the present and the economic future of the region. In short, the texts will be enclosed in a single "container" at your fingertips. We hope that this document will be useful for hundreds of companies that place and expand year after year with news of jobs, wealth and success that will benefit by enlarge all of our society as a whole.

Therefore, with the aim of promoting and give visibility to the economic strength and potential capacity of Navarra, this unique media project will actually be publicly presented in the following dates:

- Pamplona (February 9th)
- Madrid (February 16th)
- Brussels (February 23rd -24th)