

# Madrid Emprende collaborates with the Millennium Project

The Agency Madrid Emprende has participated actively in the Spanish node of the Millennium Project, which has drafted the reports “The state of the future 2011” and “Scenarios for Latin America 2030”, which have enjoyed the collaboration of experts from universities, NGO’s and UN agencies and representatives of local, regional and national governments of 40 countries throughout the world. These studies examine the details of confronting 15 of the human race’s global challenges.

The global challenges include areas crucial for society such as sustainable development and climate change, democracy, global convergence of information technologies, the gap between the rich and the poor and energy, or science.

The Minister of Economy, Employment and Citizen Participation, Miguel Ángel Villanueva, who presided over the closing ceremony of the presentation of the Millennium Project, confirmed in his speech that “although the City Council has a relatively small territorial scope, everything that we do today has a global impact, and for this reason, each action that we undertake should be part of the solution to the problems of humanity,” and he went on to remind us of the decisive role that cities with global influence, such as Madrid, can play at a moment when the urban population continues to grow throughout the world.

Villanueva emphasized the open and cosmopolitan spirit of Madrid, the headquarters of leading institutions such as the General Secretariat of Ibero-America, which is always willing to collaborate in the celebration of international events that “help to position Madrid in the group of the world’s most influential cities.”

The Spanish capital has gone from a peripheral and somewhat irrelevant city in Mediterranean Europe to a global city, Europe’s gateway to Latin America, considered by many studies as the continent’s third most influential city. The talent and innovation involved in the operation of the Economic Development Agency Madrid Emprende has helped to achieve this, since this agency has been in charge of generating riches and employment, and hence a solid and healthy growth of the economy, which in turn implies social welfare and sustainable growth.

Madrid’s relevance in the European urban panorama is due to the commitment to quality public services, collaboration with the private sector, the impetus for innovation in all areas, and a strong investment in infrastructures and to social dialogue.

“Globalization is a fact, and there is no turning back – emphasized Villanueva – today it is the only space in which the emerging economies can progress. We must not fear the internationalization of businesses but rather understand the whole world can become a target market for our products and services.”

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