

# THE SPAIN-US CHAMBER MAGAZINE

## JANUARY EDITION

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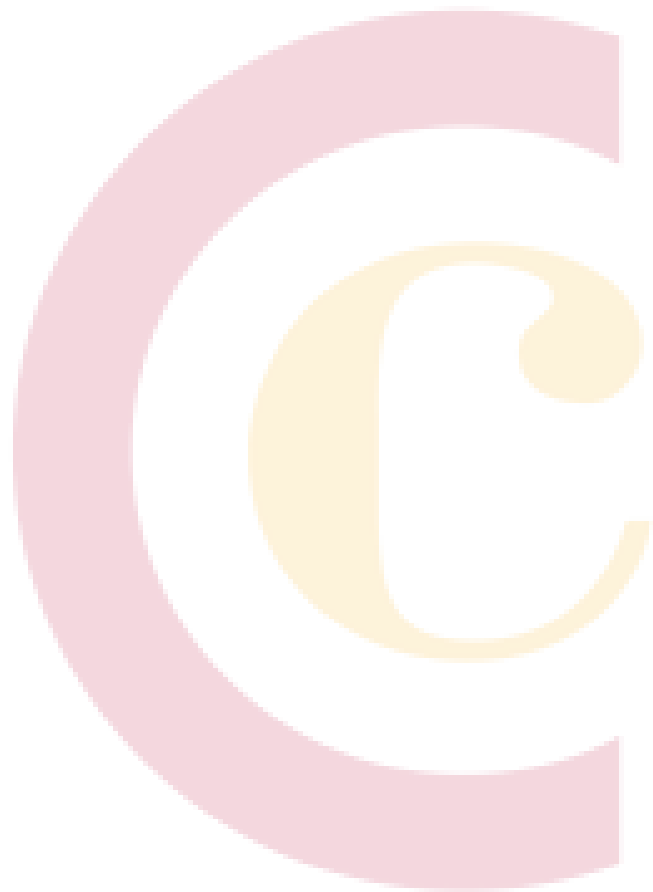
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# MESSAGE FROM THE PRESIDENT

Javier Estades Saez  
President and CEO Tabacalera USA



Dear members,

We start the new year with an agenda full of hopes and new projects, that we are all going to carry out with the best of intentions. After a 2021 marked by the pandemic and with a difficult beginning of 2022 due to the new variant, it seems that gradually we are moving into a new normal.

Firstly, we cannot start this new period without remembering the good times that 2021 has left us: we have celebrated the most important event for the Chamber, the 40<sup>th</sup> Anniversary Gala at the Coral Gables Biltmore Hotel. More than 350 people attended, including government representatives and personalities from the business and culture world. In addition, we have been able to, once again, hold some events that are crucial to create

ties between the Miami business community.

In this 2022, we are delighted to announce the return of in person events. At the same time, we cannot forget about the webinars that provide the attendees with so much valuable content, thanks to the collaboration of our members. **Remember that you can watch most of our webinars again on our YouTube channel.**

Likewise, we are pleased to advance some of the activities that we have on our agenda. Firstly, on **February 3<sup>rd</sup>**, organized in collaboration with the **WhE** association, the conference **"Change Mindset – No miedo al Cambio"** by **Pilar Jericó**, recognized as one of the top leading women in Spain in the category of thinkers and experts, and as one of the great international references in No Fear and Change Mindset in organizations. Furthermore, on **February 15<sup>th</sup>**, we will have our second webinar hosted by **xNova International platform** where we will learn about **top trending products to export to the USA and discover importers who are buying these products.** On **February 23<sup>rd</sup>**, we'll have the third edition of the **Talk on pensions and social security for Spanish residents in the US.** Finally, starting in **March**, we will have events organized jointly

with the other **European Chambers of Commerce located in Florida**, such as the **Networking event on March 10<sup>th</sup> and Blockchain on April 27<sup>th</sup>**.

In the same order, I wanted to tell you, that throughout the year, we will have several **golf, tennis, paddle tennis, and mus tournaments**, starting with this last one on **March 6<sup>th</sup>**. These types of activities are our favorite, as they constitute an opportunity to reunite partners, colleagues and friends in a more relaxed and close environment. I also wanted to announce that in the upcoming months we will return to our blog, where we will share news of interest on different topics and more valuable content for all our readers.

We recommend you **keep an eye on our web calendar and social networks**, so you do not miss these and other activities, as we will be publishing all the details in the upcoming months.

I can finally announce that the publication project we have been working on for some time now, together **with 20 companies**, will be released at around mid-year. To commemorate the **40<sup>th</sup> anniversary of the Spain-US Chamber of Commerce**, we will officially present the book **40 Years of Partnership, 500 Years of History Together**, a volume in which we highlight the significant footprint of Spanish companies in the US, and where we bring together the successes of Spanish and American companies recognized in both countries. As many of you already know, I have had the opportunity to **meet in Washington D.C. with the Minister of Foreign Affairs of Spain, Hon. Mr. José Manuel Albares Bueno**, and with the **Hon. Mr. Santiago Cabanas, Ambassador of Spain in the**

**United States of America**, to deliver the first copies of our book.

Last but not least, I am pleased to **welcome the new members**, to whom I am grateful for having decided to participate in our great mission of business twinning between Spain and the United States. The Spain-US Chamber of Commerce will work by your side more than ever to achieve and overcome all the challenges that lie ahead.

On behalf of the entire Board of Directors and the Chamber team, I wish you would have started this 2022 full of prosperity and health, and in the meantime, take care of yourselves and follow the instructions of the authorities.

Best regards,

Javier Estades.

# MENSAJE DEL PRESIDENTE

Javier Estades Saez  
Presidente y CEO Tabacalera USA



Estimados miembros,

Damos comienzo a un nuevo año con la agenda cargada de ilusiones y nuevos proyectos. Tras un 2021 marcado por la pandemia y con este primer mes de año un tanto extraño por la nueva variante, parece que poco a poco vamos volviendo a la normalidad y se vislumbra un año lleno de esperanzas y nuevos proyectos que entre todos vamos a sacar adelante con la mejor de las intenciones.

No podemos iniciar este nuevo año, sin antes, recordar los buenos momentos que el 2021 nos ha dejado: **hemos celebrado el evento más importante para todos nosotros, la 40<sup>th</sup> Anniversary Gala en el Hotel Coral Gables Biltmore**, al que asistieron más de 350 personas y

entre los que destacaban personalidades del mundo de los negocios, cultura y representantes gubernamentales. Además, hemos podido volver a realizar algunos eventos presenciales que tantos éxitos cosechan y son tan necesarios para crear comunidad y lazos entre la comunidad empresarial de Miami.

En este 2022 tenemos toda nuestra ilusión puesta en la vuelta de los eventos presenciales, pero a su vez, sin olvidarnos de los seminarios online que tanto contenido de valor aportan, gracias a la colaboración de nuestros miembros. **Recuerda que puedes volver a ver la mayoría de nuestros webinars en nuestro canal de Youtube.**

Asimismo, nos complace adelantaros algunas de las actividades que tenemos en nuestra agenda, comenzando el **3 de febrero** con la conferencia **"Change Mindset – No miedo al Cambio"** de **Pilar Jericó**, organizado en conjunto con la **asociación WhE**. Pilar Jericó es reconocida como una de las Top Mujeres Líderes en España en la categoría de pensadoras y expertas, y como una de las grandes referentes internacionales en el No Miedo y Change Mindset en las organizaciones. Además, el **15 de**



febrero, de la mano de la plataforma xNova International, tendremos nuestro segundo webinar donde charlaremos sobre **la búsqueda de importadores en EE.UU. y de cómo éstos están evolucionando**. El 23 de febrero, continuaremos con la tercera edición de la **Charla sobre pensiones y seguridad social para españoles residentes en EE.UU.** Por último, a partir de marzo contaremos con eventos organizados conjuntamente con las otras **Cámaras de Comercio Europeas** ubicadas en Florida, como son el evento de **Networking** el próximo 10 de marzo, y otro sobre **Blockchain** el próximo 27 de abril.

En el mismo orden, quería contaros que a lo largo del año tendremos varios **torneos deportivos de golf, tenis, pádel, e incluso uno de mus el próximo 6 de marzo**. Este tipo de actividades nos encantan, ya que son la forma de volver a reunir a socios, compañeros y amigos en un ambiente más distendido y cercano. También, quería aprovechar para anunciar que en los próximos meses retomaremos nuestro blog donde compartiremos noticias de interés sobre diferentes temáticas y más contenido de valor para todos nuestros lectores.

Para no perderte estas y otras actividades, os recomendamos permanecer atentos **a nuestro calendario web y redes sociales**, ya que iremos publicando todos los detalles durante los próximos meses.

Quisiera mencionaros que ya, por fin, podemos anunciar que verá la luz a mediados de año, el proyecto editorial en el que hemos estado trabajado desde

hace un tiempo junto con **20 empresas**. Para conmemorar el **40º aniversario de la Spain-US Chamber of Commerce**, presentaremos oficialmente en unos meses el libro **40 years of partnership, 500 years of History Together**, un ejemplar donde destacamos la importante huella de compañías españolas en EE.UU. y la ayuda y apoyo de compañías americanas al éxito de las mismas y a la prosperidad en ambos países. Como muchos ya sabréis, he tenido la oportunidad de reunirme en **Washington D.C.** con el ministro de **Asuntos Exteriores de España**, **Excmo. Sr. José Manuel Albares Bueno**, y con el **Excmo. Sr. Santiago Cabanas**, **embajador de España en los Estados Unidos de América**, para hacerles entrega de los primeros ejemplares de nuestro libro.

Por último, me complace **dar la bienvenida a los nuevos miembros**, a quienes os agradezco que hayáis decidido ser partícipes de nuestra gran misión de hermanamiento empresarial entre España y Estados Unidos. La Spain-U.S. Chamber of Commerce trabajará a vuestro lado más que nunca para conseguir y superar todos los retos que tengáis por delante.

En nombre de todo el Consejo de administración y del equipo de la Cámara, deseo que hayáis empezado este 2022 lleno de prosperidad y salud, y mientras tanto, cuidense y sigan las indicaciones de las autoridades.

Atentamente,

Javier Estades.

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ORGANIZED BY:



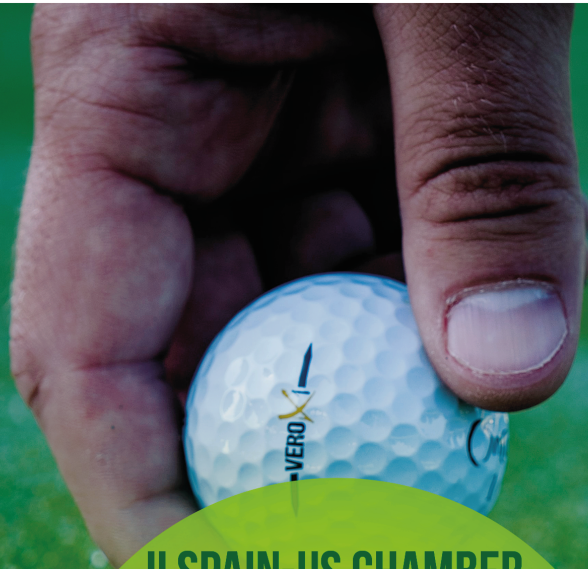
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TABACALERA USA  
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II SPAIN-US CHAMBER

GOLF

TOURNAMENT



Miami Beach Golf Club  
2301 Alton Rd, Miami  
Beach FL, 33140.



DATE:  
Friday, May 13<sup>th</sup>

SAVE THE DATE

For sponsorship opportunities, please  
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# MUS TOURNAMENT 2022



PLACE: CENTRO CULTURAL ESPAÑOL



MARCH 6

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WORLD TRADE CENTER®  
MIAMI



# Americas Food & Beverage Trade Show

## SPANISH PAVILION

September 12-13, 2022

Reserve your booth at one of the most important food and beverage fairs in the US, that will take place, as every year, at the Miami Beach Convention Center, FL.

### WHO ATTENDS THE AMERICAS FOOD & BEVERAGE TRADE SHOW?

The event holds every year more than 11,600 customers who come specially from Latin America and the Caribbean. In addition, customers from the United States, Central America, Europe, Africa, and the Middle East also attend the fair.

The profile of the attendees is usually importers, distributors, hypermarkets, supermarkets, wholesalers, retailers, specialty stores, hotels, cruise lines, chefs, and tourist area operators, among others.

FOR ADDITIONAL  
INFORMATION

+1 305 358 5988  
americasfb@spainchamber.org  
www.spainuschamber.com



MEET SPAIN  
MEET US





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## VISITOR'S PROFILE

Importers, distributors, producers, sellers, exporters, restaurants, chefs, supermarkets.

## EXHIBITOR'S PROFILE

Producers in the agri-food sector with commercial interests in the United States, Latin America and the Caribbean.

## WHAT ARE THE ADVANTAGES OF EXHIBITING IN THE SPANISH PAVILION?

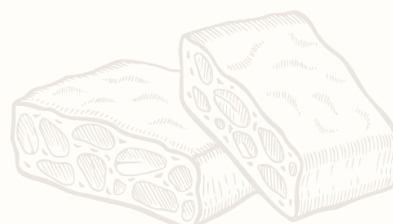
1. More visitors in the Pavilion.
2. Higher visibility.
3. Premium location in the Spanish Pavilion.
4. 10x10 feet booth with metal structure and the company label identification on the front.
5. Assistance in communication and management between producers and exhibitors for any additional needs (costs to be covered by the exhibitors).
6. Specific and previous communication actions to attract buyers.
7. Placement on the exhibitor's directory.
8. One table covered in a long cloth and two chairs.
9. 500-watts electrical outlet.

## WHY BEING AN EXHIBITOR?

1. Most important food show in Florida.
2. \$100 million in audited sales in 2018 edition.
3. More than 11,000 buyers coming from Africa, Central America, the Caribbean, Europe, Middle East, United States and South America.
4. Presence of other international pavilions: Argentina, Brazil, Canada, USA, etc.
5. Addressed for companies that want to increase their sales in Latin America, the Caribbean and the United States.

FOR ADDITIONAL  
INFORMATION

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www.spainuschamber.com





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## PARTICIPATION FEES

### General Fee

Inline booth: \$3,200.  
Corner booth: \$3,600.

### Members of Spain-US Chamber of Commerce in Florida:

\$200 discount.

### Members of other Chambers of Spain :

\$100 discount.



## CONDITIONS FOR PARTICIPATION

1. Those companies interested in participating in the show must send their request as soon as possible.
2. Applications will be processed in strict order of receipt of payment.
3. Applications will be processed in a first come first serve basis of receiving payments. The space is limited.

If you want to visit the website of the show, please click here:  
[www.americasfoodandbeverage.com](http://www.americasfoodandbeverage.com)

FOR ADDITIONAL  
INFORMATION

+1 305 358 5988  
[americasfb@spainchamber.org](mailto:americasfb@spainchamber.org)  
[www.spainuschamber.com](http://www.spainuschamber.com)





# WELCOME TO THE CHAMBER!

Some of our New Members

## PLATINUM MEMBERS



USA Fruit Fresh Bubba  
Food & Beverages

## CORPORATE MEMBERS

**B**UROTEC

Burotec  
Consulting  
[www.burotec.es](http://www.burotec.es)

## GENERAL MEMBERS



Alava International  
Construction  
[www.alavainternational.com](http://www.alavainternational.com)



Antonio Nadal  
Food & Beverages  
[www.antonionadal.com](http://www.antonionadal.com)

# WELCOME TO THE CHAMBER!

Some of our New Members

## GENERAL MEMBERS

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**CARIBBEAN**

Balearia Caribbean  
Travel  
[www.baleariacaribbean.com](http://www.baleariacaribbean.com)



Barquillos Gonzalo Ríos  
Food & Beverages  
[www.barquillosgonzaloarios.com](http://www.barquillosgonzaloarios.com)



SDV & Partners  
Construction  
[www.sdvandpartners.com](http://www.sdvandpartners.com)



# PLATINUM MEMBER

## 1. BRIEFLY DESCRIBE YOUR BUSINESS AND ITS VALUE FOR THE CLIENTS. WHAT IS YOUR COMPETITIVE ADVANTAGE?

Our business is a company dedicated to the production, handling, distribution, import, and export of fresh products.

We have 30 years of experience producing, processing, and selling perishable goods, and we now feel obligated to share our knowledge with the American market. Thru a study of American consumers, we discovered that our organization could serve them and meet their needs thru our products.

To summarize, our competitive advantage is unquestionably our experience in Spain and the market that has already been successfully carved out here.

## 2. DO YOU HAVE CLIENTS IN THE UNITED STATES? IF YES, COULD YOU GIVE SOME EXAMPLES?

We are new to the American market, but we plan to organize one or more commercial agendas via the Spain-US Chamber of Commerce to gain the trust of our potential clients.

We have also planned to carry out our sales thru the online channel, direct distributors of markets and supermarkets, and thru small and medium-sized businesses with the help of their central supply markets and their distributors.

## 3.WHY DID YOU DECIDE TO STABLISH YOUR COMPANY IN THE USA?

We have been analyzing this market for some time. We believe that there is great potential in it, and we will find a niche for ourselves in this market.

Rather than positioning ourselves as a Spanish company, our goal is to be recognized as an American company with American workers, farms, and farmers, supplemented with Spanish products during the season (when there are no products available there).





# PLATINUM MEMBER

## 4. WHY DID YOU DECIDE TO BECOME A MEMBER OF THE SPAIN-US CHAMBER OF COMMERCE?

In our opinion, the Chamber of Commerce is a very useful representative in the United States because its mission is to promote business development. Our specific case has provided us with guarantees about which we were uncertain.

Furthermore, we believe that being a member of the Spain-US Chamber of Commerce is very beneficial to our business because it allows us to get to know the companies or their economic activity, which fosters and encourages the development of relationships with people who share professional interests.



# CORPORATE MEMBER

## 1. BRIEFLY DESCRIBE YOUR BUSINESS AND ITS VALUE FOR THE CLIENTS. WHAT IS YOUR COMPETITIVE ADVANTAGE?

Burotec started its activity in 1989, based on engineering and consulting. Since its inception, Burotec has focused on international technical assistance. Burotec has diversified its activities, successfully managing more than 10.000 technical files of industrial, technological, telecommunications, construction, or health care products, among others. Burotec specializes in project engineering, technical assistance, construction management, control of safety, and third-party inspection for the energy sector.

Apart from the activity in the Houston area, which began in 2014, Burotec has established over the years offices throughout the world, having presence in the following countries nowadays: Spain, the United States, Mexico, Colombia, Kuwait, China, Portugal, and Luanda. Furthermore, Burotec has an international network of inspectors that allows technical inspection solutions to be provided in 48 hours in any country around the world.

For 33 years, Burotec has based its activity on a customer-focused philosophy, working with both national and multinational companies on a wide range of different projects. Burotec wants to resume its activities in the country and offer its wide range of services to the machinery manufacturers of Illinois, the medical device designers of New Jersey, or the energetic companies of Texas. In addition, Burotec provides help to American companies that want to expand in the EU, assisting them with all the necessary regulations for their implementation, and to Spanish companies that want to settle in the USA due to their previous experience in the area.

## 2. DO YOU HAVE CLIENTS IN THE UNITED STATES? IF YES, COULD YOU GIVE SOME EXAMPLES?

In 2021, Burotec has worked on different third-part inspection contracts in the USA (e.g., ICONTEC, KOC, BCYSA, or KNPC). Furthermore, over the last 7 years, Burotec has collaborated with many other companies such as TEKNIK, CITGO, PETROLOG, PEMEX or AMERICAN STEEL, among others.



# CORPORATE MEMBER

## 3.WHY DID YOU DECIDE TO STABLISH YOUR COMPANY IN THE USA?

Because of our services, which require qualified people with extensive know-how, countries such as the USA are Alava's natural market. Services like value engineering or state-of-the-art technology solutions are appreciated and priced accordingly. Furthermore, a look at data from the American Society of Civil Engineers and the U.S. Army Corps of Engineers shows how far U.S. infrastructure has actually aged, with an average age of over 50 years for some specific infrastructure, meaning that there is a lot to do in this field. Some of the projects we are currently involved in, such as California High-Speed Rail or the Hampton Roads Bridge-Tunnel Expansion Project in Virginia, indicate so. Finally, even though it is our primary focus, we must also highlight that being in the USA and having an office in Miami allows us to approach the LATAM market better than from Spain.

## 4. WHY DID YOU DECIDE TO BECOME A MEMBER OF THE SPAIN-US CHAMBER OF COMMERCE?

To relaunch the Houston delegation, in this new post-covid stage, Burotec found it essential to count on the Spain-US Chamber of Commerce for its guidance in this early stage of making yourself known to companies established in the US. Taking advantage of the previous knowledge of the area and the opportunities offered by this new relationship with the Chamber of Commerce, Burotec is eager to offer its best services in strategic consulting, CE marking, international management of quality marks, and third-party inspection within the Burotec Group.



Alava International  
GRUPO ÁLAVA

# GENERAL MEMBER

## 1. BRIEFLY DESCRIBE YOUR BUSINESS AND ITS VALUE FOR THE CLIENTS. WHAT IS YOUR COMPETITIVE ADVANTAGE?

Alava International's business in the USA is currently focused on the infrastructure industry, offering a wide range of engineering services, from instrumentation and monitoring to value engineering or project management.

Our mother company, Grupo Alava, offers state-of-the-art technology solutions for different industries beyond infrastructures, such as energy or aeronautics, among others. As a result, our long-term strategy entails incorporating all the business divisions that can be developed in this country.

As part of Grupo Alava, Alava International has over 45 years of experience providing innovative solutions worldwide, working together with partners and clients to successfully complete all entrusted projects.

## 2. DO YOU HAVE CLIENTS IN THE UNITED STATES? IF YES, COULD YOU GIVE SOME EXAMPLES?

Alava International has been present in the US market from 2014, counting among its clients with some of the leading players in the industry, such as Ferrovial, Stantec, Dragados, Pulice, GPI, Sacyr, Granite or Vinci.

With them, we have participated (or we are currently involved) in significant projects all over the US: TX, FL, CA, CO, NC, VA.

## 3. WHY DID YOU DECIDE TO ESTABLISH YOUR COMPANY IN THE USA?

Because of the services we provide, which require qualified people with extensive know-how, countries such as the USA are Alava's natural market, where services like Value Engineering or state-of-the-art technology solutions are appreciated and priced accordingly.

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Alava International  
GRUPO ÁLAVA

GENERAL  
MEMBER

currently involved in, such as California High-Speed Rail or the Hampton Roads Bridge-Tunnel Expansion Project in Virginia, indicate so.

Finally, even though it is not our main focus, we must also highlight that being in the USA and having an office in Miami allows us to approach the LATAM market better than from Spain.

#### 4. WHY DID YOU DECIDE TO BECOME A MEMBER OF THE SPAIN-US CHAMBER OF COMMERCE?

We strongly believe in the synergies that collaboration between Spanish companies can bring out. We can't forget that we have some mega-projects in the infrastructure arena and that not even the bigger companies can do them by themselves.

So, being part of the Chamber of Commerce allows us to meet some other companies with the same interests and goals as Alava, and it facilitates our getting to know each other.

In addition, it is also a helpful tool to give us some visibility and support us when approaching American companies and/or institutions.



# GENERAL MEMBER

## 1. BRIEFLY DESCRIBE YOUR BUSINESS AND ITS VALUE FOR THE CLIENTS. WHAT IS YOUR COMPETITIVE ADVANTAGE?

Antonio Nadal has been producing high-quality spirits since 1898. Part of Group Tunel, we are currently present in 40 countries and growing. Our factory capacity allows us to offer high-quality products at a very competitive price. Our catalogue includes more than 200 references to provide our partners with all the information they need to enhance their portfolio.

## 2. DO YOU HAVE CLIENTS IN THE UNITED STATES? IF YES, COULD YOU GIVE SOME EXAMPLES?

We are currently negotiating with several importers in the US.

## 3.WHY DID YOU DECIDE TO STABLISH YOUR COMPANY IN THE USA?

A competitive price for the service given, plus the assurance of having a long-term partner in the US supporting us.

# BALEARIA CARIBBEAN

## GENERAL MEMBER

### 1. BRIEFLY DESCRIBE YOUR BUSINESS AND ITS VALUE FOR THE CLIENTS. WHAT IS YOUR COMPETITIVE ADVANTAGE?

Balearia Caribbean provides fast ferry service connecting the United States to The Bahamas (Bimini and Grand Bahama Islands) from Port Everglades. The Business Model of Balearia Caribbean, just as the parent company, is based on scheduled sea crossings combining passenger and cargo transport.

Clients find the value on the services we provide because we give them the opportunity to travel to another country, enjoy a quick getaway or go back home, see family and friends and be able to transport their goods.

Being the only Ferry transportation providing these types of services, makes us a leading company and in turn our competitive advantage.

### 2. DO YOU HAVE CLIENTS IN THE UNITED STATES? IF YES, COULD YOU GIVE SOME EXAMPLES?

Its part of the expansion project that Balearia has in the Caribbean. The Bahamas and Florida are located strategically in the plan of maritime connections that the company has.

### 3.WHY DID YOU DECIDE TO STABLISH YOUR COMPANY IN THE USA?

To have the ability of meeting new people, connections and expand our business opportunities. Utilizing the additional resources through this partnership such as webinars, advertising, member benefits and social connections, we look forward to the many channels of communications to continue to grow.

### 4. WHY DID YOU DECIDE TO BECOME A MEMBER OF THE SPAIN-US CHAMBER OF COMMERCE?

We are looking to stablish ferry connections in different areas around the Caribbean and the United States, were we can grow our fleet and presence.



# GENERAL MEMBER

## 1. BRIEFLY DESCRIBE YOUR BUSINESS AND ITS VALUE FOR THE CLIENTS. WHAT IS YOUR COMPETITIVE ADVANTAGE?

We are a family business that provides rapid, individualized, and effective care to its customers and we are a pioneer in the manufacture and marketing of artisans. We manufacture a variety of rolls, fans, tulips, and cones, as well as distribute and market a variety of ice cream accessories.

Our mission is to produce a wide range of ice cream parlor items of exceptional quality and flavor using high-quality raw materials. In addition, we provide our clients with a personal and professional service.

Our Vision is to be a professionalized company where every team member feels committed to a demanding and motivating work environment, and to be the leader in artisan wafer production since 1958.

Our values include self-discipline and the pursuit of efficiency and commitment, as well as honesty, humility, and professionalism.

## 2. DO YOU HAVE CLIENTS IN THE UNITED STATES? IF YES, COULD YOU GIVE SOME EXAMPLES?

We have already gotten our first customer, and we plan to receive a lot more, but we are still just getting our feet wet in the market.

## 3.WHY DID YOU DECIDE TO STABLISH YOUR COMPANY IN THE USA?

The USA is a challenging market, and we bet for diversification and deseasonalization of our sales.

## 4. WHY DID YOU DECIDE TO BECOME A MEMBER OF THE SPAIN-US CHAMBER OF COMMERCE?

We chose to join the Spain-US Chamber of Commerce because we are confident in its efficient help and quick entry into the American market. We expect that with their help we will easily conquer our vision in this new market.



# GENERAL MEMBER

## 1. BRIEFLY DESCRIBE YOUR BUSINESS AND ITS VALUE FOR THE CLIENTS. WHAT IS YOUR COMPETITIVE ADVANTAGE?

SDV & Partners develops construction and FF&E projects in Spain and all around the world. Our projects include Luxury Hotels, Headquarters and Flexible Work Spaces, Colivings, Hospitality, Retail and Luxury Residential Projects.

Our dedication to quality is reflected in the detailed attention we pay to every aspect of each project. This is the only possible path to excellence and the future, and we want to follow it with you.

## 2. DO YOU HAVE CLIENTS IN THE UNITED STATES? IF YES, COULD YOU GIVE SOME EXAMPLES?

Yes.

## 3.WHY DID YOU DECIDE TO STABLISH YOUR COMPANY IN THE USA?

We realized that coming to the USA was the logical way to grow. Taking into account that our main clients are international, Miami is the gateway to Latin America and our goal is to have our main headquarters in the USA.

## 4. WHY DID YOU DECIDE TO BECOME A MEMBER OF THE SPAIN-US CHAMBER OF COMMERCE?

The chamber of commerce had the answer to many of our concerns and it was the best way to get in touch with Spanish companies that are already established in the USA.

From the first moment they have helped us, and we hope to collaborate more actively in touching the activities of the Spain-US Chamber of Commerce.

# JOB OPPORTUNITIES 2022

Find your next professional challenge through the Spain-US Chamber of Commerce in Florida.

## Rivafloors

### ACCOUNTING ASSISTANT | RIVAFLOORS

Rivafloors is an all-encompassing lifestyle brand that specializes in the manufacturing of luxury hardwood floors from Spain. It prides itself in delivering the best quality European Oak wooden floors with beautiful designs to offer for both residential and commercial purposes.

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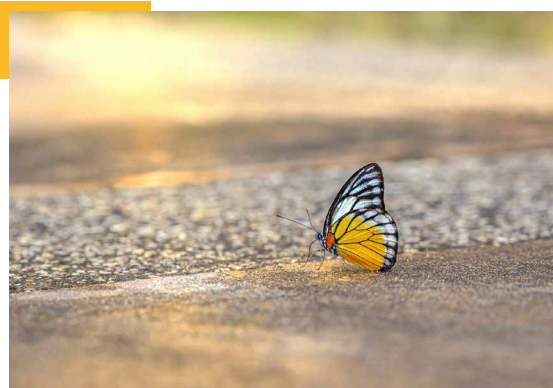
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INVESTMENT MANAGEMENT INFORMATION AS & WHEN REQUIRED

### A DEFENSIVE STANCE

**Bank of America Forecasts a "More Challenging" 2022 for European Asset Managers.**

After a positive 2021 for European asset management driven by the recovery and strong risk appetite, the analysts of Bank of America think 2022 will be more challenging given conflicting messages on markets, growth, inflation, rates and COVID. In their last report, they reveal that they are taking a defensive approach at this stage in the cycle...



### EXPECTED RETURNS REPORT 2022-2026

**Robeco Forecasts a Transition to the "Roasting Twenties" with Climate Risk as a Major Theme**

Robeco has published its eleventh annual Expected Returns report (2022-2026), a look at what investors can expect over the next five years for all major asset classes, along with post-pandemic economic predictions. The asset manager shows a "tempered optimism"...



### ESG INVESTING

**HSBC Launches the First Equity Indices that Screen Biodiversity**

HSBC has announced the launch of the Euronext ESG Biodiversity Screened Index series, jointly developed with Euronext and Iceberg Data Lab. The firm has explained that these are "the first investable biodiversity screened benchmark indices based on a broad range of equities"...

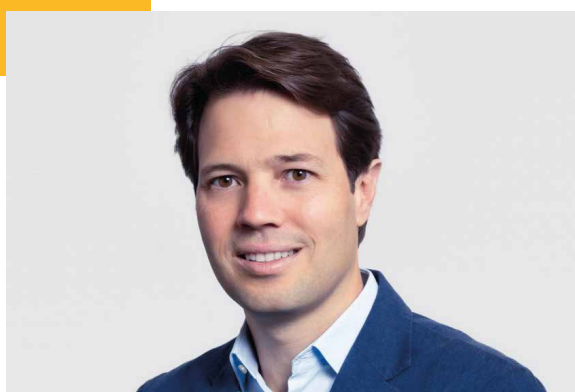




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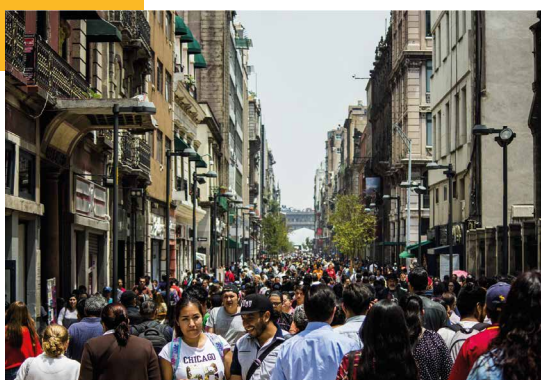
INVESTMENT MANAGEMENT INFORMATION AS & WHEN REQUIRED



### INTERVIEW WITH STEPHAN DE SABRIT

**Leste Group Plans to Reach 8 Billion Dollars in AUM by 2025**

Since its creation in 2014, Brazilian-born firm, **Leste Group**, has been consolidating its presence in the alternative asset market, with offices in Miami, London, Sao Paulo and soon New York. In an interview with **Funds Society**, **Stephan de Sabrit**, the firm's managing partner and co-founder, shared that something that makes them special is...



### OPINION COLUMN BY BLACKROCK

**Infrastructure for Smart Portfolios**

Smart cities are no longer a topic of the future. Across the world, industries from infrastructure, to resource management to transportation to technology are mobilizing to make them a reality. **Omar Moufti**, BlackRock's Thematic Investment Specialist for EMEA, explains the investment opportunities that may arise from this urban transformation...

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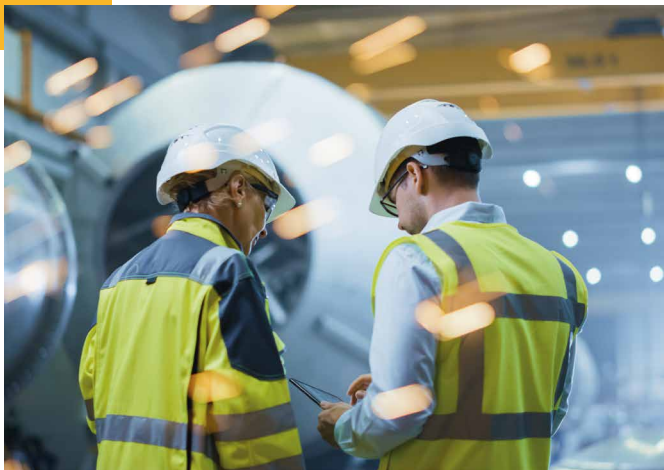
# R & D TAX INCENTIVES FOR THE CONSTRUCTION, ARCHITECTURAL AND ENGINEERING INDUSTRIES

The Research & Development Tax Credit (R & D) is one of the best-kept secrets of the Internal Revenue Service. Many corporate executives have never even heard of it, let alone understand it. Unfortunately, if you are like most executives, you are likely underestimating – or ignoring entirely – the amount of R & D your firm performs. This means your company is missing potentially tremendous cost savings in the form of R & D tax credits.

When executives think of R & D, they imagine people in white lab coats and clipboards. They do not recognize many of their own firm's R & D efforts, such as improvements in **spec designs, modeling, technology, and infrastructure investments**. Executives frequently view these activities simply as ordinary business operations. In doing so, they are missing the opportunity to recoup substantial expenditures as R & D Tax Credits-dollar for dollar credit against their tax liability in addition to their regular tax deductions for R & D expenses. (You can receive both a credit and a deduction!)

## What is the R&D Tax Credit?

Congress created the R & D Tax Credit in 1981 as an incentive for more significant private industry research investments. Recognizing that technological innovation drives economic growth, productivity, and competitiveness, the purpose of the credit was to reverse a decline in U.S. research and development and encourage U.S. companies to expand their research activities. It was meant to be used by businesses of all sizes in various commercial activities, including engineering, manufacturing, processing, customization, and innovation.



Recently issued IRS regulations have made it easier to qualify for the R & D credit by broadening the array of eligible activities and industries and providing greater flexibility in record-keeping requirements.

Having a technical understanding of your company's qualifying R&D expenditures is the first step toward maximizing your savings. **Whether or not you qualify is determined by the nature of the activities performed, not by their outcome or the job titles of the personnel performing the activities.** Companies can apply for credit for the current year and up to three prior calendar years. In addition, 32 state governments also offer additional R&D Tax Credits.

Qualified R&D expenditures mainly consist of salaries and wages for employees who work on or supervise business activities or projects. Nearly 70% of the R&D tax credit dollars claimed by the business are investments in the salaries of researchers, support staff, contract labor, materials, and supply costs.

#### What qualifies as R&D?

- **A new or existing business development or process.** The purpose of the research must result in increased performance, function, reliability, or quality.
- **Elimination of uncertainty.** The uncertainty elimination standard is met when uncertainty exists regarding the optimal or final design being ultimately validated.
- **Process of experimentation.** During a design project, collaboration in developing and accessing a design thru modeling or computational analysis satisfies the experimentation requirement of qualified research.
- **Technological in nature.** An activity will qualify as research if it relies on engineering, computer, biological, or physical sciences.





### Corporate activities that typically qualify as R&D include:

- **Experimenting** with new materials and integrating the material to improve products or processes is called **process improvement**.
- **Analyzing** functional requirements.
- **Engineering** to evaluate new or improved specifications in terms of performance, reliability, quality, and/or durability.
- **Conceptual design, testing, and modification** of possible product or process alternatives.
- Design, construction, and testing of **prototypes and models**.
- Design tools, jigs, molds, etc., involving **new or improved technology**.
- Activity is required to advance a product's design to the point that it meets specific **functional and economic** requirements and is ready to be constructed.
- Experimenting with new or existing technologies.
- Searching for applications of **new research knowledge** or findings.
- **Software** development/internal-use software.
- **Patents/IP**.

Documentation is essential for receiving and supporting the credits. It is vital to clearly demonstrate to the IRS that the project work was indeed R&D activities.

### Does contract work qualify as R&D?

An R&D activity does not need to be internally generated. It can come thru having to **solve technical problems** related to new customer orders or changes in product application. Engineering firms routinely conduct qualifying research under contract with their clients. Neither the contract nor payments received for services under the contract will necessarily disqualify the activity from qualifying for the R&D credit.

**FI Group** is an international tax consultancy specializing in implementing state and federal tax incentives and research and development (R&D) tax credits for corporations. The FI team consists of CPA's, engineers, IT, legal, and business operation specialists. With over 18,000 clients in 14 different countries in Europe, America, and Asia. Our client's benefits exceed more than \$1.5 B in tax savings annually.

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# IRS AUDIT CAMPAIGNS TARGET FOREIGN INVESTMENT IN U.S. REAL ESTATE

An innovative and educational space developed through the partnership of two well-versed families in the wood floor industry.

The U.S. Internal Revenue Service (IRS) through two audit campaigns is targeting U.S. tax non-compliance when non-U.S. persons acquire, rent or dispose of U.S. real estate. One campaign targets non-compliance with the withholding, filing and remittance of tax obligations of foreign persons acquiring and/or disposing of U.S. real estate, while the other campaign focuses on U.S. tax non-compliance when foreign persons receive rental income from U.S. real estate. The purpose of the IRS announcing these two audit campaigns is to increase voluntary U.S. tax compliance through examinations, education and outreach.

## Why These Two Audit Campaigns?

The purchase of U.S. real estate by foreign nationals is a major source of investment in the United States. Property sales to foreign buyers in 2021 totaled \$54.4 billion. So, it is not surprising that the IRS wants to target non-compliance by foreign persons acquiring, renting or disposing of U.S. real estate.

## U.S. Real Estate Tax Regime Applicable to Foreign Investors

**Purpose.** A special and complex tax regime called the Foreign Investment in Real Property Act (FIRPTA) was enacted by Congress to deal with U.S. taxation and compliance of foreign persons acquiring and disposing of U.S. real estate. This regime has two primary components.

- The first is to ensure that foreign investors cannot avoid U.S. tax when they sell or dispose of U.S. real estate, which had been the case prior to the enactment of FIRPTA in 1981. This objective is accomplished by mandating that gain from the sale or disposition of U.S. real estate is subject (generally) to U.S. income taxation.
- The second is to ensure that U.S. tax actually is collected when a foreign person sells U.S. real estate. This objective is accomplished by imposing a 15% withholding tax requirement on sales proceeds, which the purchaser must remit to the IRS when the purchaser acquires U.S. real estate from a foreign seller. Apart from ensuring the collection of U.S. tax. This requirement also is intended to incentivize foreign persons to file required U.S. tax returns to report income from the sale and to claim a credit for the withheld funds, particularly if the withheld tax exceeds the actual U.S. tax due.

**FIRPTA Compliance Issues.** FIRPTA compliance is exceedingly complex, and reporting, withholding and payment mistakes are commonplace, resulting in significant non-compliance by foreign investors. That is why the IRS has instituted the first compliance audit campaign. In illustration, foreign purchasers may not know of their U.S. withholding tax obligation when they purchase U.S. real estate from a foreign seller, and thereby fail to follow the procedures to identify the nationality of the seller and/or request other information that might reduce or eliminate the withholding obligation. So too, sellers may not know of their FIRPTA tax compliance obligations, including to provide appropriate confirmations of foreign or U.S. status, thereby causing an error in withholding or a false belief that they do not have a U.S. tax filing obligations because of the withholding obligation.

### U.S. Taxation of Rental Income

FIRPTA deals with the U.S. taxation on a sale or disposition of real property, and not the taxation of income from the real property. The second campaign focuses on the proper U.S. tax compliance when NRAs receive rental income from U.S. real estate and the foreign investor is not engaged in a U.S. trade or business.

A foreign investor not engaged in a U.S. trade or business as a result of renting real property, such as through a triple net lease of that property, has two U.S. options with respect to the taxation of rental income.

- First, foreign persons that are not in a U.S. trade or business in connection with rental property are subject to a 30 percent (or lower U.S. treaty rate) U.S. withholding tax imposed on the gross amount of the rents received (i.e., without the benefit of deductions).
- Second, by making a so-called "net election" under the U.S. tax code or a bilateral income tax treaty, the foreign investor can elect to be treated as engaged in a U.S. trade or business. The benefit of making this election is to treat the rental income as business income, which enables the foreign person to reduce the gross rental income by attributable deductions, including operating expenses, interest and depreciation, provided a true and accurate U.S. federal income tax return is timely filed.
- Comments.
  - Although the rental business income is subject to U.S. tax at ordinary income rates, that may be beneficial compared to the imposition of a 30 percent withholding tax on the gross amount of the rental income.
  - Note, the summary description herein does not cover the Form W-8 reporting (withholding form filing obligations of these two taxation options).

## Conclusion

The foregoing is a high-level overview of some of the basic U.S. income tax rules related to foreign persons investing in U.S. real estate. In view of the complexity of these rules, in advance of purchasing U.S. real estate, foreign investors should seek appropriate U.S. tax advice (to include federal income/estate/ gift, as well as state tax consequences) with respect to the acquisition, operation and disposition of U.S. real property interests and associated withholding and form filing obligations, as well as coordinating the U.S. advice and structuring with the foreign investor's home country tax rules.

**Takeaway.** The audit campaigns place foreign investors on notice that the IRS is focusing on these areas and that foreign investors should take appropriate actions to comply with the applicable U.S. tax rules. Otherwise, if a foreign investor is audited and found to be non-compliant, the foreign investor may find that its expectations are not met and, apart from costs incurred in the audit, may incur additional tax, interest and penalties. Thus, forewarned is forearmed.



Andrea Darling de Cortes



Alan Winston Granwell

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# THE ONEUP TOTEM CONTINUES TO SAVE LIVES!

The OneUP Totem is a 1.80-meter cylindrical structure placed near bathing areas (beaches, lakes, swimming pools, puddles, etc.). It is entirely self-sustainable as it has a solar panel that charges its battery.

When used, it activates an audible and visual alarm to signal an emergency. At the same time, it helps scare away anyone who wishes to vandalize the OneUP Totem. The audible warning, consisting of a beep, will last for about 10 seconds, which is the time it takes to establish a call with the emergency response team (911).



**Totem installed on a beach**

Anyone can help! To do so, they just must break the glass of the Totem with the hammer and take the OneUPs inside. After that, they must go to a safe area and throw them to the victim to keep them afloat. Meanwhile, another person can notify emergency services of the situation via the automatic call generated by the Totem, which will know where the incident is occurring due to its geolocation.

Precisely this situation has occurred several times on the Canary coasts during the last few months. The most recent one occurred on January 2, 2021, when a person was rescued after being dragged out of a bathing area by the sea.



**Photo of a rescue of a beach user at La Playa de Las Canteras (Las Palmas)**

Several users of the bathing area approached the totem pole and broke the glass, alarming the emergency services and helping the victim to stay afloat thanks to the launch of one of the OneUPs. The emergency services quickly arrived and, using a helicopter, managed to complete the rescue of the victim.



Helicopter rescue of the Dutch police training with OneUP.







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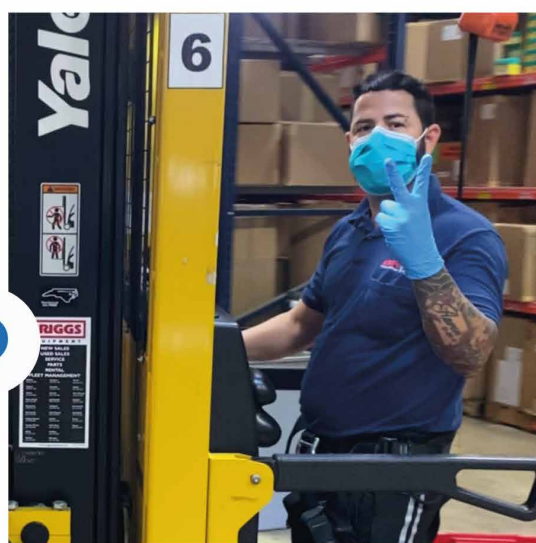
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# IS INFLUENCER WORK EFFECTIVE?



The Influencer subject is currently on the rise due to the fact that all companies are looking to work with them. The numbers speak for themselves, and this can be seen in the accounts of the companies that work with them, giving rise to a significant increase in sales over a certain period of time and given that the best-known influencers now have more than a million followers on their own social media accounts.

Although the numbers are high, there are still people who question whether this work really constitutes a benefit for all companies or not.

The influencer phenomenon started a few years ago, and it didn't take long for companies to realize that it was a way to make themselves known. In marketing, there have always been marketing forms of advertising thru opinion leaders such as sportsmen and sportswomen or renowned people. However, nowadays, influencers will be those who have a large number of followers on social networks. Therefore, they can bring a company's product to a large part of their audience.



The companies that have worked with this new advertising method come from different sectors, such as fashion, tourism, and technology. Few sectors have decided to use this tool to reach a larger target audience; however, there are different social networks that have Influencers being the most used Instagram, Youtube and Tik-Tok.

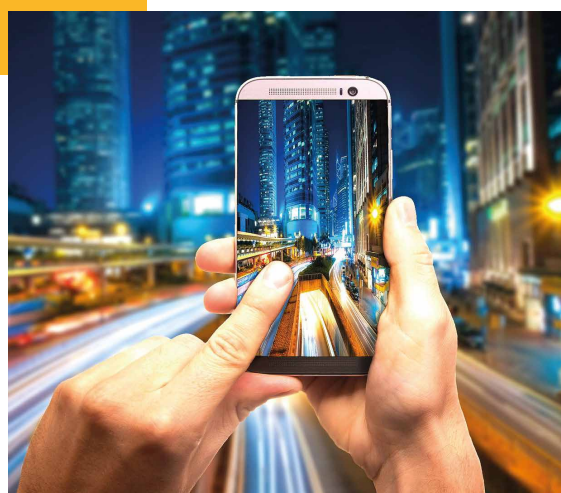
This type of marketing strategy, such as the use of Influencers, will provide companies with further collaborations thru different social networks such as Instagram, Facebook, Tik-Tok, and even Twitch. In addition, they provide companies with other advantages, such as the credibility and reputation that the influencer transmits about the product to their audience, and a greater reach of this type of advertising due to the high number of followers that some content creators have. They are also the ideal vehicle to promote flash offers or special discounts due to the sensation of scarcity that they can transmit. They can even make the brand known by converting their followers into followers of the advertising company, among other advantages.

However, there are also several disadvantages that can be harmful to a company when it comes to marketing with Influencers.

Some of these are the decrease in reach due to the transience of some collaborations, which are sometimes short-term, the limitation of this association due to the high amount of money required to have different Influencers sponsoring a brand, and the difficulty that often arises when tracking purchases if they come from the influencers or another source.

All this makes us wonder, are Influencers profitable for a company? The answer is yes, and it can be if you find the right influencers, the ideal promotional techniques, really targeted and interested audiences, and a large enough budget.

According to a 2019 survey by The Influencer Marketing Hub, companies earn \$5 on average for every \$1 spent on influencer marketing. Most companies get positive results from influencer marketing, and only 15% of enterprises do not generate any revenue. Often, these companies do not understand the mechanics of influencer marketing. Some companies simply select the wrong influencers for their brand. They fail to choose influencers with followers like the target audience of the brand's product.



In addition, marketers clearly see how lucrative influencer marketing can be for a brand if it is done correctly. Nearly 2/3 of companies that budgeted for influencer marketing in 2022 set out to increase their spending in the next 12 months, while 17% expect their influencer marketing budget to stay the same.

In conclusion, we can say that influencer marketing is effective and can offer companies good results if done correctly. That is why it is important to analyze different factors when developing a campaign with Influencers such as the company, the audience we want to target, the values, and the followers that the content creator must have high profitability values.



# GONZALO RIOS S.L., FAMILY BUSINESS, GOURMET QUALITY.

Gonzalo Rios and Purificación Cagigas founded in 1958 a family micro-enterprise dedicated to the manufacture of ice cream wafers. Their beginnings were hard, starting from scratch, without any business training, and guided only by a tremendous entrepreneurial spirit and hard work and sacrifice. The seed was planted on the ground floor of the building where they lived, working in a very artisanal way. Purificación oversaw production while raising four children since Gonzalo concentrated on commercial and distribution work.

In 1982 they made a qualitative leap and **moved their installations to a 1200 m. industrial building, modernizing machinery and increasing production.**

In 2007, the second generation of the founders, their children, were already working together with the founders. They were already working on a process of modernization of machinery and the conquest of external markets. It has not been an easy road, especially during economic crises in the '70s, '80s, early '90s, 2008, and most recently, COVID-19. Nevertheless, despite all the circumstances, we are proud to say that we have consolidated our presence in domestic markets, and we have even grown our international representativeness in more than 20 countries on all continents.



GONZALO RIOS wafers are a gourmet product with a soft vanilla flavor to not interfere with the taste of the ice cream. With a very crunchy texture and a balanced sugar level, it makes the experience of eating a wafer a pleasant one.



It is an elegant wafer with soft toasted colors in harmony, making the ice cream stand out. It is a strong wafer that does not break in transport and is very good to work with, both for those who serve ice cream with a scoop or with a paddle.

It is a product for those ice cream makers who want to differentiate themselves from their competition and build customer loyalty by offering a product they like to eat. Do you want to differentiate yourself from your competition? Do you want to build customer loyalty? Try our wafers.

In any of its sizes, it is a product with its **own personality** that enhances and differentiates the ice creams that use it.

Gonzalo Rios Wafer is a wafer to eat until the last piece, with a strong grip. Try breaking it, tasting it, feeling how it crunches in your mouth, savoring the combination of ingredients, and remaining with its soft taste. Ideal for serving ice cream with a spoon or scoop. If you make your ice cream in cream, our wafer will allow you to make attractive figures that will delight your customers.

Because our heart fans or our short rolls seduce with their flavor, and because they add an extra touch to the presentation of the ice cream, remember that we eat with our eyes.

The purpose of wafers, rolls, tulips, artisan cinnamon, etc., is not only to be a complement to ice cream, as they have their own personality, it is also delicious in our breakfast as cereal, or with rice and milk, and what about with strawberries, and/or strawberries and blueberries, or as a snack, or while watching your favorite film?

We also provide a premium service to our customers. For example, we work with transport companies that offer a good service at reasonable prices during the whole year. But if the customer wants to manage the transport themselves, that is not a problem.

All our references have a high rotation, so our customers always have a fresh product. The product's shelf life is 18 months.



Finally, we would like to highlight 5 top products for the American market:

- 1.- Artisan Wafer N°70 Dark Chocolate Crown: handmade, super eye-catching, vegan.
- 2.- Premium Artisans American wafer N° 270: the ideal combination of height/diameter, handmade and vegan.
- 3.- Wafer N° 60: large, vegan.
- 4.- Dark chocolate artisan cones 45 mm: amazing, vegan.
- 5.- Colored short roll: fantastic, unique on the market.



More details <https://en.barquillosgonzaloRIOS.com/>



# JACOLIVA, AN OLIVE OIL MILL IN THE NORTH OF EXTREMADURA, SPAIN.

From this remote place, we have specialized since 1868 in producing extra virgin olive, oil, organic, premium, and PDO Gata - Hurdes, with the native variety Manzanilla Cacereña.

Our region has the First Private Olive Oil Tasting School in Extremadura. In addition, we are pioneers in producing organic and early harvest monovarietal (Picual, Arbequina, Manzanilla Cacereña, Verdial, and others).

History supports us with more than 70 awards in recent years, with the fourth generation at the company's helm. But, perhaps we are most proud of our cohesion role in rural areas. We are betting on local farmers and maintaining the native olive variety, Manzanilla Cacereña, with a sustainable and environmental vision.



In the last year, we also acquired vital farms to continue growing innovative, high-yielding varieties of olives, which are appreciated in the international market thru our production. A resource with which to continue expanding our production base.



Of course, we also must not forget the hospitality industry and kitchens' role in developing and projecting our rich gastronomy. In addition to developing our commercial brands for the hospitality industry and retail (Jacoliva, El Lagar del Soto, MO, Centum. Check the products here: [www.jacoliva.com](http://www.jacoliva.com) and



[www.luxurymo.com](http://www.luxurymo.com)). We manufacture private label third parties, extra virgin olive oil, and organic extra virgin olive oil in more than 28 formats and different packaging (PET, Glass, TIN, BIB, and others). In addition, we are specialists in brand licensing for third parties in the retail channel.

If you are thinking of developing your own extra virgin olive oil brand or want a reliable partner to expand this category, we would love to know more about your company and your project. We are ready, are you?





# DO YOU KNOW YOUR TAX OBLIGATIONS IN SPAIN AS A NON-RESIDENT?

All individuals or legal entities not resident in Spanish territory are subject to tax in Spain for the income obtained in Spain, whether property or property, thru the Non-Resident Income Tax.

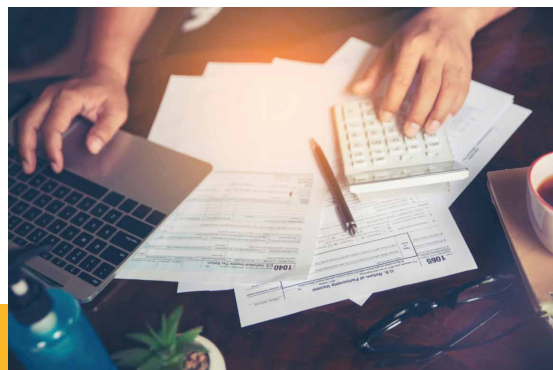
## INCOME TAX FOR NON-RESIDENTS IN SPAIN:

This is a tax established by the Spanish legal system, directly levied on income obtained in Spanish territory by individuals or legal entities not resident in Spain, whether for the development of an economic activity, possession of a second residence, pensions or income from real estate capital located in Spain.

For tax purposes, an individual or legal entity is considered to be a non-resident in Spain when they spend less than 183 days a year in Spanish territory.

It should be borne in mind that non-residents of Spain have two different ways of obtaining some form of income:

- With a permanent establishment: These are companies or individual companies which, being resident abroad, carry out all or part of their activities in Spanish territory thru a permanent establishment located in Spain.
- Without a permanent establishment: This is income derived from economic activities without intermingling with a permanent establishment located in Spain.



**JLCA & AS**  
LAWYERS - ABOGADOS

In this article, we will focus on the procedure for declaring **income obtained by individuals or entities not resident in Spain without a permanent establishment**, and whose obligation arises in the following cases:



- Income derived from work, economic activities or artistic activities obtained in Spain.
- Income from “movable capital”.
- Income derived from urban property located in Spanish territory not used for economic activities.
- Capital Gains in Spain.
- In the case of losses arising from the transfer of real estate, a tax return must also be filed if you wish to exercise your right to a refund against the non-resident withholding tax (3%) levied by the purchaser at the time of the sale of the property.

The aforementioned income must be declared to the Spanish State Tax Administration Agency by filing the corresponding 210 forms for each type of income separately and individually.

Depending on the type of income to be declared, the applicable tax rates are as follows:

- Generally, 24%, reduced to 19% for residents of another Member State of the European Union or the European Economic Area.
- In the case of pensions and similar, the following scale applies:
  - 8% (up to €12,000)
  - 30% (from 12.000 € to 18.700 €)
  - 40% (from €18,700)
- In the case of income from movable capital (dividends and interest) and capital gains, 19% would be applied.

The **deadline for presentation** this forms varies depending on the type of income to be declared:

- a)** Income attributed from urban property: During the calendar year (from 1st January to 31st December) following the date of accrual.
- b)** Income derived from the transfer of real estate: Three months after the expiry of a period of one month from the date of transfer of the property.
- c)** Other income: The first twenty calendar days of the months of April, July, October and January, in relation to income for which the accrual date falls within the previous calendar quarter.

It is important to note that the non-presentation or extemporaneous filing of this return by taxpayers leads to the imposition of surcharges or tax infringement charges in specific cases.

In the event of late filing of the tax return, without notification to the Administration, there will be a surcharge of 5% in the following 3 months; 10% between 3 and 6 months; 15% between 6 and 12 months; and from 12 months onwards, the surcharge will be 20%, and in this last case, late payment interest (3.75%) will also be charged for the period from the day following the end of the 12 months until the filing of the tax return.

In the case of late filing of the tax return, with a notification to the Administration, there will be an infraction that carries a penalty ranging from 50% to 150% of the total debt, depending on the "economic damage" caused to the Tax Office.

It is essential to be up to date with your tax obligations in order to avoid future tax sanctions and issues. JLCA & AS. - Lawyers are pleased to offer our legal services to ensure timely presentation on your behalf.

Please do not hesitate to contact us for any further questions or clarifications you may have on your tax matters.









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Our team is ready to aid fellow members with their communications efforts, offering consulting, public relations, social media, corporate videos, marketing, and creative services —at Chamber-exclusive discounted rates— to promote their businesses.”

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Kind testimonials of Miami Empresarial Magazine’s coverage from executives of the Spain-US Chamber of Commerce



“Thank you very much for your magnificent coverage and your support to our Chamber!”  
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President and Chief Executive  
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“Thank you very much, dear Arquimedes!”  
— Monica Vazquez, Director,  
ABANCA USA



“Thank you Arquimedes, for sharing great content throughout the business community”  
— Juan Carlos Pereira,  
CEO / Executive Dir. at  
Spain-US Chamber



**MIAMI EMPRESARIAL**  
Expanded Digital Edition



# ROYAL OIL MILLS OF ALCAÑIZ: THE SECRET OF THE BEST OIL

From the best olive trees, we collect the best olives to convert them, thru careful and careful processing, into the best oil with Protected Designation of Origin "Oil of Bajo Aragon"

**That is the secret of the best oil.**

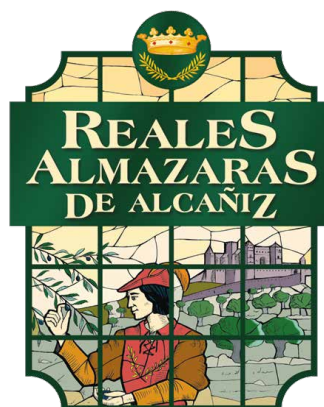
The secret of the quality and flavor of the oil produced by Reales Almazaras de Alcañiz is a rigorous selection of olives of the Empeltre variety, freshly harvested in plots registered in the Protected Designation of Origin "Aceite del Bajo Aragon" and at its optimal ripening.

Our secret is none other than the result of knowing how to adapt, at all times and throughout all processes, the appropriate operating conditions to obtain and preserve in the oil produced all the characteristics of the fruit from which it comes: the Empeltre olive.



Its main features are those of an early harvest, with their characteristic fruity, soft nuances of almond and apple, and moderate bitter and spicy notes, without losing the sweetness of this olive, which is regarded by professionals in the sector as the best variety of oil for confectionery.

Its main features are those of an early harvest, with their characteristic fruity, soft nuances of almond and apple, and moderate bitter and spicy notes, without losing the sweetness of this olive, which professionals in the sector regard as the best variety of oil for confectionery.



Liquid gold is the purest form of vital essence. This is the oil of Bajo Aragón, the perfection of how many olive trees shape the fields that make up the Denomination of Origin. The differential features of the Lower Aragón Oil can be defined by three points: appearance (clean, without signs of turbidity or dirt), color (yellow with shades from golden yellow to old gold, characteristic of the Empeltre variety), and flavor (oil soft, fluid and very pleasant on the palate, with flavors reminiscent of the fragrance of the olive tree).

In addition, the extra virgin olive oil from Bajo Aragón is emerging as a real treasure for health. It is the food par excellence of the widely appreciated Mediterranean diet. Not surprisingly, true olive juice has long been the most consumed monounsaturated fat in the Mediterranean environment. Appreciated for thousands of years for its extraordinary taste, nowadays a close relationship has been found between its consumption and a longer life expectancy, which implies a reduction in diseases caused in large part by not too healthy Western culinary habits.

In recent years, numerous medical researchers have turned their attention to the virtues of the Mediterranean diet in general and of extra virgin olive oil in particular. On closer examination, this ancient liquid has proven to be more than just a source of monounsaturated fat. It is also a rich source of antioxidants and therefore helps prevent damage caused by molecules known as "free radicals" to body tissues. Free radicals have been linked to heart disease, cancer, and aging. In addition, the beneficial effect of oleic acid favors the reduction of blood clotting in the arteries.



# SMART AND FLEXIBLE WORKPLACES PLEASE

On this occasion, I am pleased to write taking for granted all those principles that we have been preaching in recent years about the transformation of workspaces and launch a positive and reflective message about what awaits us. The increasing use of hubs, business centers close to the employee, and the HR team's new role that unites and shapes the company culture are the most obvious responses to change.

Now, there are two axes that I want to focus on, as they will remain with us from now on, **smart spaces and flexibility**:

**We are information**; we produce and consume data every second. According to Allianz Global Investors, **more than 90% of the data that exists in the world has been created in the last two years**. We can measure, analyze, and therefore anticipate needs with astonishing speed. We must take advantage of this information to adapt our spaces to each user's tastes; Artificial Intelligence will help us personalize them and later make that investment profitable.



The ESG criteria for a socially responsible investment are a reality. We must design and invest thinking about them, integrating several uses in the same space. The flexibility of our asset and its responsible design with the environment will be the best letter of introduction to any interest group. Mixed uses diversify risk and allow for a greater range of services: Be flexible, friend.



SDV 



In conclusion, **it is time to bet heavily on flexible spaces.** Talent maybe thousands of miles away, but we have it on the other side of the screen. We will have a great chance of success in this new scenario if we can understand this and provide our teams with workplaces loaded with connectivity in which our corporate culture breathes.



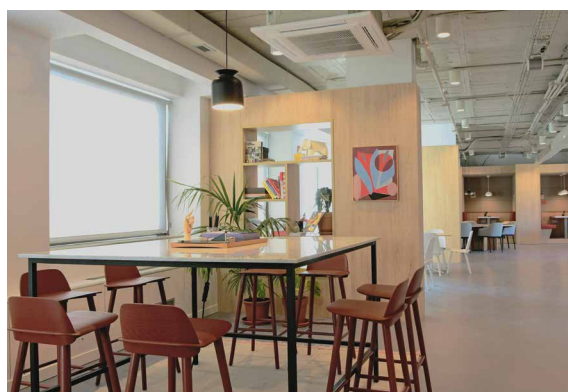
SDV SDV & PARTNERS arises from the need of creating a new way to approach and fulfil the market needs, every day more changing and demanding in terms of quality and deadlines.

Our goal is to help fulfil the client's expectations in everything that concerns the construction and equipment of their real estate investments.

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**Eduardo Santos Simoza.**



# VICHY CATALAN, RECOGNIZED AS “BEST MINERAL WATER BRAND IN EUROPE”

For a sixth consecutive year, Lux Life Magazine has granted the “Food and Drink Awards”, awarding those who strive to offer their customers the best products, services, and experiences.

During another year of uncertainty and doubt, Lux Life Magazine has sought to highlight the innovation and creativity of the Food and Drink industry to adapt to the new customer needs.

Within this context, Vichy Catalan has been recognized as a “2021 Best Mineral Water Brand in Europe”. With this award, the sparkling water brand strengthens its constant internationalization allowing customers worldwide to enjoy its unmistakable bubbles and genuine flavor.

With 140 years of history, Vichy Catalan Genuine is unique for its organoleptic qualities, its taste and its health benefits. It is water deeply-embedded in the gastronomic culture, which brings flavour and personality to countless recipes and which has become essential on the tables of the best restaurants.





### About Vichy Catalan

Vichy Catalan is a sparkling mineral water which spontaneously springs up at 60°C with its own carbonated gas, from the Vichy Catalan spring at Caldes de Malavella in the Girona province, north of Barcelona (Spain). Its special mineral and medicinal properties and genuine flavor have made it one of the favorite mineral water of chefs and restaurateurs, as well as customers. Vichy Catalan is one of the most prestigious brands in the international mineral water market.

# VICHY CATALAN

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## CHANGE MINDSET

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PILAR JERICÓ

No te pierdas esta conferencia impartida por una de las grandes referentes internacionales en el NoMiedo y Change Mindset. Reconocida como una de las Top Mujeres Líderes en España y con más de 400.000 copias vendidas de sus 7 libros, estará con nosotros para hablar sobre las últimas investigaciones en el mundo de las organizaciones y las conclusiones de la neurociencia. Durante esta charla, aprenderás a:

- Motivarte con tu equipo y en la empresa.
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- Contar con un plan de acción y las siete claves que te ayudan a impulsar el change mindset.

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**3 de Febrero**  
6:00 p.m. EST  
Hora de registro:  
5.30 p.m. EST

## CHANGE MINDSET | NO MIEDO AL CAMBIO

February 03<sup>rd</sup> | 6:00 p.m. - 6:45 p.m. EST

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## BEST SPANISH PRODUCTS TO EXPORT TO THE USA IN 2022 & IMPORTERS WHO ARE BUYING THEM.

Join this webinar with xNova International platform to learn about top trending products to export to the USA and discover importers who are buying these products, next Tuesday, February 15th, 2022.

Our panelists will talk about:

- Best Spanish products to export to the USA.
- Top states importing these products.
- Price evolution.
- USA importers for these products.

**SPEAKERS**

- Amado Villar | Co-Founder | xNova International.
- Miguel Ortega | Co-Founder | xNova International.

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**February 15th**  
10 a.m. EST  
4 p.m. CET

## BEST SPANISH PRODUCTS TO EXPORT TO THE USA IN 2022 & IMPORTERS WHO ARE BUYING THEM.

February 15<sup>th</sup> | 10:00 a.m. - 12:00 p.m. AST

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## CHARLA SOBRE PENSIONES Y SEGURIDAD SOCIAL PARA ESPAÑOLES RESIDENTES EN EE.UU.

No te pierdas la tercera edición de nuestra charla sobre pensiones y seguridad social para españoles residentes en EE.UU. organizada en colaboración con la Consejería de Trabajo, Migraciones y Seguridad Social en Estados Unidos y Puerto Rico.

### AGENDA:

- Sistema de pensiones español (jubilaciones anticipadas, ordinarias y activas).
- Normativa relativa al Convenio bilateral de la Seguridad Social entre España y Estados Unidos y su aplicación en las pensiones españolas y americanas.
- Casos prácticos sobre el cálculo de los periodos trabajados y cotizados en España, Estados Unidos y un tercer país de la Unión Europea.
- El teletrabajo y la cotización voluntaria mediante la suscripción de un Convenio Especial de Seguridad Social.

### PANELISTA:

- Pilar González de Orduña Cereijo | Secretaria General de la Consejería de Trabajo, Migraciones y Seguridad Social en EE.UU. y Puerto Rico.

### CONTACTANDOS

+1 (305) 358-5988  
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### REGÍSTRATE AQUÍ

**23 de Febrero**  
**6:00 p.m. EST**  
Hora de registro  
**5:30 p.m. EST**

## CHARLA SOBRE PENSIONES Y SEGURIDAD SOCIAL PARA ESPAÑOLES RESIDENTES EN EE.UU. | ONLINE

February 23<sup>rd</sup> | 6:00 p.m. - 8:00 p.m. EST

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# PAST WEBINARS

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THIS WEBINAR WILL BE HOSTED IN SPANISH



## HOW TO SET UP YOUR ONLINE SALES STRATEGY IN THE U.S.

Are you thinking of entering the North American market and want to start with online sales? Don't miss the second edition of this webinar and discover the basics of starting an online business in the USA.

In this webinar, we will learn:

- Steps to set up an online store.
- Tips on how to organize your US company's administration.
- Things to consider when picking a local 3PL for your order fulfillment.
- How to set-up a successful marketing strategy.
- The importance of the Customer Experience factor in e-commerce.
- Case study: the secrets of the success of a Spanish jewelry company in the US Market.

### SPEAKERS

Cloudya Esther | Director of Business Development at Ameriworld Fulfillment and adjunct professor of Marketing at the Florida International University (FIU).

### CONTACT US

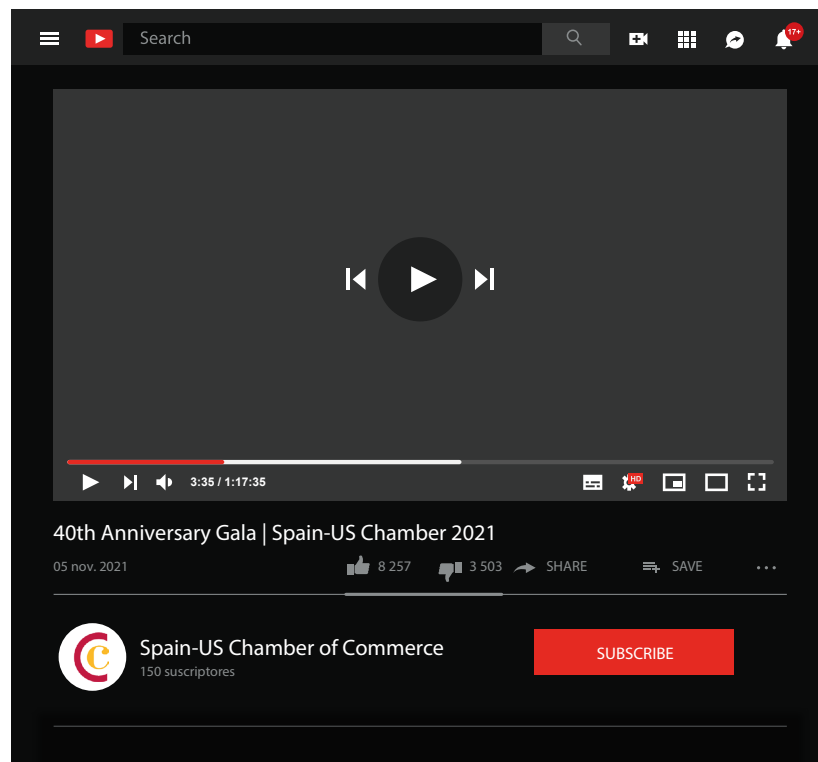
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