

Press release – 24 April 2019

## World-leading visual effects company settles in Tenerife

*Emmy award winning El Ranchito is set to open a new production studio in Santa Cruz, hiring up to 40 employees.*

Recognised as one of the best visual effects companies in the world, El Ranchito has decided to open a new production studio in Santa Cruz, Tenerife. The move will see up to 40 new jobs created on the island, boosting the local economy.

The world-leading visual effects company already has studios in Barcelona and Madrid alongside commercial representatives in Mexico and Los Angeles. It gained an Emmy Award for its work on 'Game of Thrones', one of many high calibre productions the team has worked on since 'El Ranchito' was founded.

The plans for a new hub in Tenerife were announced by Felix Bergés, Director of El Ranchito, following a meeting with the Cabildo (Tenerife Government) which included the island's president, Carlos Alonso, and the president of the Canary Islands Government, Fernando Clavijo.

"We want to establish a team and start training people in Tenerife," said Bergés, who credits the tax incentives offered by the Canary Islands through the Economic and Fiscal Regime (REF) and the Canary Islands Special Zone (ZEC) as one of the key reasons for moving.

The president of the Cabildo, Carlos Alonso, thanked the El Ranchito representative for his commitment to the island and commented that the company's planned arrival in Tenerife "culminates three years of talks in coordination with the Government of the Canary Islands to attract companies in the production and animation sector, from which the island is already home to almost a dozen companies that employ 300 people."

Alonso, who has recognised the great future that is glimpsed for the sector, also pointed out that "although fiscal incentives open the door, you must then have the ability to train people and the infrastructures in place which are important for attracting companies from these industries, such as the supercomputer, submarine cables, optical fibre or the Datacentre."

For his part, Fernando Clavijo has highlighted the "high level" El Ranchito represents in the industry of audio-visual production and special effects companies "which are now installed in Tenerife thanks to the joint work carried out by the Government of the Canary Islands and the Cabildo to promote the tax advantages of the REF and the internationalisation of the islands".

The Canarian president has insisted that little by little a very favourable ecosystem is being generated for companies that, in the case of El Ranchito, "come with a future vocation to generate talent and knowledge".

El Ranchito is a Spanish visual effects company for film, television and advertising. Created in 2004, it has participated in the postproduction of more than one hundred commercials and a hundred movies and television series, many of them for the international market. The work of El Ranchito, which currently employs more than 150 professionals, has been recognised with eight Goyas in the section of best special effects; five VES (Visual Effects Society Awards) for Game of Thrones and The Impossible; three Gaudí and with an Emmy and an HPA (Hollywood Professional Association) Award for the best visual effects for Game of Thrones. They have also shown their professionalism in other film titles such as *Ágora*, by Alejandro Amenábar; *A monster comes to see me*, from J. Bayona, *Superlopez*, *Wild* or *Beautiful Tales*.

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### **About Tenerife**

Tenerife is the largest of the Canary Islands and one of the most popular and easily accessible holiday destinations for UK travellers. Guaranteed sunshine, diverse landscapes, idyllic beaches and charming villages make the island an ideal holiday choice all year round, while its vast array of fantastic activities, from year-round whale watching and stargazing on Spain's tallest peak to caving adventures inside Europe's largest lava tubes, ensure that the island's variety of experiences are as unforgettable as its flavours and friendly people.

For general tourism information on Tenerife, please visit: [www.webtenerife.co.uk](http://www.webtenerife.co.uk) / [www.tenerifefilm.com](http://www.tenerifefilm.com) or follow Tenerife Tourism Corporation online:



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