

2016 Report

# Fira de Barcelona



**Fira Barcelona**



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Foreword

Fira de Barcelona



## Industrial capital



Ada Colau i Ballano  
*Mayor of Barcelona  
and President of the General  
Council of Fira de Barcelona*

Fira de Barcelona's 2016 balance not only reflects its good economic results, but also the importance of

the institution as a great driving force behind the economy of the city and its metropolitan area, and contributes to building new models and new opportunities for development and to anticipating the challenges of the future.

Fira de Barcelona is growing, and its own exhibitions are too, especially those related to innovation, industry and technology with the weight of external international events and the growth of foreign activity. Altogether, it draws out a perspective of economic growth that we must not lose sight of, but the effects of the crisis are still affecting many families, people and small and medium-sized companies in our city. Our commitment in both the Council and Fira de Barcelona is to apply all of our resources to turn this situation around, and this must be a collective goal.

In this sense, I would like to highlight the support that Fira de Barcelona gives small and medium enterprise, entrepreneurs, the whole of the productive fabric and the different manifestations of the social and solidary economy gradually making way for itself. This support helps to make Barcelona a place of exchange and of generation of new productive opportunities that consider people and the environment.

### Pioneering entity

Fira de Barcelona is a pioneering entity in dealing with new questions of interest both to the productive fabric and the whole of the city. I specifically refer to the holding of exhibitions related to the so-called "new industry", or industry 4.0; additive manufacture; the Internet of things and the circular economy as a way to better use resources. These initiatives are related Barcelona's vocation as an industrial and sustainable city, and to the city's commitment to pass the wealth produced by proposals such as the Barcelona Mobile Capital to all of its residents.

In short, with all of the events it organises, Fira de Barcelona is confirmed as a meeting place with a will to constantly renovate for a wide range of productive sectors, and of great tradition in the city.

## Platform open to the world



Jordi Baiget i Cantons  
*Minister of Business and Knowledge of the Government of Catalonia and First Vice President of the General Council of Fira de Barcelona*

You now hold in your hands the 2016 Report on the activities of Fira de Barcelona, a good year balance that allows me to express my recognition and congratulations to the Chairman of the Governing Board, to the management and workers who make

Fira de Barcelona a success story for an entire country.

From a Catalan economic perspective, 2016 was a good year; all macroeconomic figures back this and we are now able to highlight the 14 consecutive quarters of growth in GDP, the increase in the number of tourists arriving and their expenditure, the growth in employment with the creation of 100,800 new jobs and the 41 consecutive months of falling inter-year rates of unemployment.

And according to the main institutions and study services 2017 will also be a good year. However, it must be also be said that our economy and our society face challenges and reforms that still remain to consolidate an economic model based on added value, knowledge and internationalisation, and to generate more and better quality employment.

The wager on this growth model places internationalisation and innovation as the main challenges facing our economy, and Fira de Barcelona is a key institution for the Catalan economy and for the process of internationalisation, a drive to innovation and to the transmission of knowledge between companies.

Thanks to Fira de Barcelona, our companies have a platform that takes them out into the world, helps them to sell and be placed on a global market, and favours the exchange not only of goods and services, but also of knowledge, acting as a driving force behind a culture of cooperation and collaboration between companies to facilitate their growth and expansion.

### Rigorous management

It also allows us to situate ourselves in the world as a country and as a city that is a reference in terms of trade fairs and congresses. All of this is done with good and rigorous management that closed 2016 with the best turnover in history and a record number of international events.

Fira de Barcelona is a benchmark of internationalisation and innovation, of capacity to adapt to changing surroundings; one of the mainstays of the Catalan economy thanks to the international projection of its shows and congresses; an institution that has consolidated a model of quality management and excellence, and which stands out for its enterprising capacity and commitment to the economic progress of Catalonia.

It is therefore the demonstration that when between the public and private sectors we work together and there are good professionals, we not only join forces but also multiply the results. I hope and wish that this might go on for many years.

## Commitment and responsibility



Miquel Valls i Maseda  
*President of the Barcelona  
Official Chamber of Commerce,  
Industry and Navigation; Second  
Vice President of the General  
Council of Fira de Barcelona*

Once again this year, one of many, Fira de Barcelona has produced a satisfactory balance in its activities. The fairground, one of the largest in Europe, each year exceeds its own numbers and now brings

over 2,600 million euros a year to the economy of Barcelona and its surroundings.

The institution's firm wager on bringing in top level congresses, its capacity to innovate, above all in the technological and industrial fields, and its progressive internationalisation give Fira de Barcelona and its halls a privileged position in the world that each year brings hundreds of thousands of highly qualified and specialised professionals to visit our city for the different events.

2016 saw a change in the general management of the institution based on a continuity that reveals that the senior levels' decisions take into account not only the interest of business, but also those of the city and the country as a whole. The former general manager Agustí Cordón played a decisive role in bringing around Fira de Barcelona, in its great leap to internationalisation and in re-launching its most profitable and emblematic halls. In these months, Constantí Serrallonga has brought new dimensions to the distinctive traits of the institution in recent years, to ensure that Fira de Barcelona remains a modern, efficient entity and the world benchmark in organising trade fairs and congresses.

### Innovation and internationalisation

It is impossible to separate the international prestige that the fairground has achieved from the Barcelona brand in itself and our city's capacity to attract talent and business, making it a driving force behind the city and the country, capable of attracting investment and directing as a platform for business people at home.

In the Barcelona Chamber of Commerce we have formed a part and wish to continue forming a part of these successes and we remain firm in our commitment and our responsibility to consolidate Fira de Barcelona and to make it grow.

I am sure that this year and in the coming years, Barcelona City Council, Government of Catalonia and Chamber of Commerce will continue to work together to keep the commitments of innovation, internationalisation intact and to place Fira de Barcelona at the service of companies.

## Joining efforts



**Josep Lluís Bonet**  
*Chairman of the Governing  
Board of Fira de Barcelona*

As Chairman of the Governing Board, I want to express my satisfaction at the results that Fira de Barcelona has

achieved in 2016, as beyond the obvious importance of the figures, these back the strategy and the way our institution works, with vision and ambition.

Throughout the year, an improvement in the productive economy could be seen which has a positive repercussion on fairground activity, just as the Fira de Barcelona's strategy, based on constant work well done, keeps it firmly present in an ever more competitive global market.

To continue working to reactivate the economic activity is one of the great challenges facing the public and private economic and social institutions and the whole of our society. Fira de Barcelona does so from its will to always be attentive of the needs of the productive fabric, of companies and of the country, with a continuous wager on innovation, knowledge and competitiveness, focusing on internationalisation as an essential contribution to creating wealth and well-being. The driving role of the Fairground activity on the country, with an estimated annual impact of more than 2,600 million euros and over 40,500 jobs produces synergies of all kinds and opens up opportunities in many fields.

### **The city's reputation**

Fira de Barcelona's contribution to the economy of Barcelona and of the country is clear in the broad sense of the creation of tools and joining of efforts to strengthen the city's international reputation. And we do so from a firm will of consensus and agreement with all institutions of the Fira de Barcelona Consortium, Government of Catalonia, Barcelona City Council and Barcelona Chamber of Commerce; and also with the business organisations, the economic and social forces and the whole of society. This is a good example of co-operation between the public and private sector expressed in the triple reality of business commitment, professional management and public vocation.

## Facing new challenges



Constantí Serrallonga  
*General Manager  
of Fira de Barcelona*

In 2016, Fira de Barcelona achieved very good results not only from the strict point of view

of the balance, but also as an economic and social impulse, generator of initiatives and activity for the city, the territorial surroundings and the whole of the country.

It is obvious that this year has reaffirmed the nature of our institution as one of the leading fairs in Europe that works to solidly face up to future challenges. In the pages that follow, there is information and an analysis is made of the evolution of the more than 167 million euros of income, the highest of its history and even more than 2014, which had recorded the best results to date. Full details can also be found of the intense activity supported by the productive fabric, innovation, internationalisation and the fairground's synergies with Barcelona.

This year's balance particularly shows the favourable evolution of the shows organised directly by Fira de Barcelona, such as the particular case of Alimentaria, the benchmark for the food industry, and the solidity of great events which have Fira de Barcelona as the best platform of growth and international promotion, as well as the progressive development of the institution's strategy abroad, with the joint organisation of fairs in several countries.

### **New industrial reality**

Alongside all of this, I think there is one feature which makes 2016 special: the firm wager on fairs that take into account the new dimension of industry, technology and sustainability, with support to entrepreneurship and new ways of understanding economic activity. In this sense I particularly mention the week of sustainability and innovation with shows and meetings like Smart City Expo World Congress, Iwater, Circular Economy and the European Utility Week, which confirm the Fira de Barcelona's vocation to be an international benchmark of smart cities at the service of efficient functioning, which improve the conditions of life for people.

We have also taken steps to offer answers to the new realities of industry, to the demands for industrial and technological transformation. The exhibitions dedicated to the additive industry and to the Internet of things held in 2016 were the first taste of the Fira de Barcelona's commitment to a new reality 4.0 that affects all economic and social sectors and which we will approach in 2017 with new initiatives.

## Governing bodies

### General Council

#### President

Ada Colau i Ballano

#### 1st Vice President

Jordi Baiget i Cantons

#### 2nd Vice President

Miquel Valls i Maseda

#### Members

Joan Aregio i Navarro

Alfred Bosch i Pasqual

Josep Cercós Martínez

Ferran Falcó i Isern

Joan Gaspart i Solves

Núria Marín Martínez

Carina Mejías Sánchez

Josep Morell i Miró

Joaquim Nin i Borredà

Pau Relat i Vidal

Josep Lluís Salvadó i Tenesa

Xavier Trias i Vidal de Llobatera

### Attendees

#### Chairman of the Governing Board of Fira de Barcelona

Josep Lluís Bonet i Ferrer

#### General Manager

Constantí Serrallonga i Tintoré

#### Member of the Official College of Commercial Agents of Barcelona

Enric Enrech i Artal

#### General Secretary

Ignacio Toda Jiménez

## Governing Board

### President

Josep Lluís Bonet i Ferrer

### Members

Núria Basi i More

Lluís Conde Möller

Agustín Cordon i Barrenechea

Enric Crous i Millet

Pedro Fontana García

Enrique Lacalle Coll

Miquel Martí i Escursell

Carles Vilarrubí i Carrió

## Attendees

### General Manager

Constantí Serrallonga i Tintoré

### General Secretary

Ignacio Toda Jiménez

## Executive Committee

### General Manager

Constantí Serrallonga i Tintoré

### Deputy General Manager

Miquel Guiot i Rocamora

### Director of In-House Business

Salvador Tasqué i Díez

### Director of External Business

Pere Camprubí i Nieto

### Director of International Business

Ricard Zapatero i Camps

### Director of Administration and Finance

Salvador Fosalba i Auró

### Director of Venue Services

Marc Serra i Arnau

### Director of Legal Affairs and Compliance Officer

Fátima Soro Borrega

### Director of Communications and Studies

Amparo Losada Torres

### Director of Human Resources

Olga Figuerola i Giménez-Coral

### Director of Institutional Relations and Protocol

Emili Farrerons i Pascual

### Director of ICT

Xavier Michavila i Asensio

### Deputy Director of In-House Business

Gonzalo Sanz Moreno





2016 Report

General context



## Growth among emerging countries

### Economic context

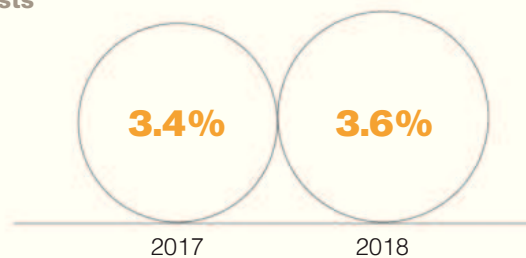
World economic growth in 2016 was estimated at 3.1%, supported above all by the weight of the so-called emerging economies. The maintained development indices of China, India's acceleration and improvement in the Brazilian Russian economies favoured this scenario.

On the other hand, the more advanced areas, and above all the United States of America, the Eurozone and Japan, suffered a cooling of their economies.

The international Monetary Fund maintains its world growth forecasts for 2017 and 2018 and 3.4% and 3.6%, respectively. The factor which will have most weight on the improvement of the world perspectives is still the role of the emerging economies.



### World growth forecasts



## The weight of internal demand

### Europe

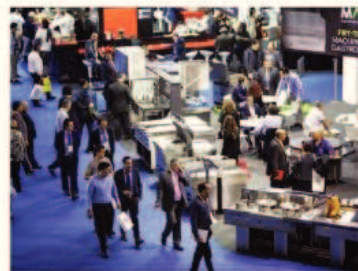
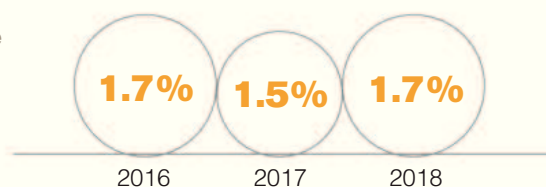
In 2016, the Eurozone continued to advance at a more moderate rate, very similar to that of 2015. The European Commission predicted a growth of 1.7% for 2016 and expects 1.5% for 2017 and 1.7% for 2018.

The slowing growth of world trade is one of the factors behind the difference of the European economy, which is largely forced to depend on its own demand. Private consumption is one of the principal mainstays of the economic recovery in the Eurozone.

Regarding the effect of Brexit, in the short term it has not had any particular impact on the British economy or that of the European Union.

Domestic consumption is expected to continue at the same rate in 2017, supported by the improvement in the jobs market and the low interest rates.

#### Growth in the Eurozone



## Leading the Eurozone

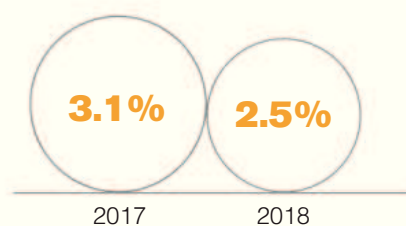
### Spain

The Spanish economy ended 2016 with a growth of 3.2%, with a gradual deceleration after the first half-year. The intensity of the Spanish economy's economic recovery in the early months of the year was similar to that of the world economy, led by the Eurozone.

In the Spanish case too, the growth was basically propped by domestic demand, although less intensely than in 2015. The foreign sector has also made a positive contribution to the growth of the Spanish economy and recent years; exports were the fastest growing item of GDP since 2007, when the crisis was beginning to bite in. Exports specifically grew by 25.5%.

The forecasts for coming years point to a slight deceleration in the Spanish economy. The bank of Spain forecasts GDP growth of 3.1% for 2017 and 2.5% for 2018.

#### Growth in GDP



## Dynamism of Catalan industry

### Catalonia

The Catalan economy evolved strongly in 2016 and exceeded the initial forecasts to end the year with a growth of 3.5%, one tenth up on 2015 and above the European average.

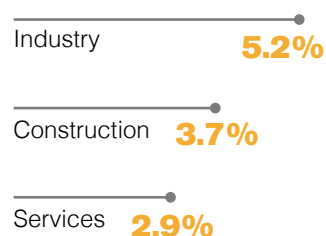
Industry was particularly dynamic, increasing by 5.2% (2.5 points more than in 2015). The industrial sector advanced faster than at any time since 2000, apart from 2010, above the Spanish average and that of the Eurozone. The most positive behaviours were seen in the textile sector, making up, leather and footwear, mechanical machinery and equipment, water and pharmaceutical products.

Construction also behaved favourably, rising 3.7% over the year, focused basically on housing; services rose by 2.9%.

Foreign tourism increased by 4% in 2016, a little more slowly than in 2015, but even so overnight stays registered a 6.9% increase.

The forecasts for the Catalan economy in 2017 point to a slight deceleration in the growth rate, and set 2.7% for the whole year.

#### Growth in sectors



## A driving force of the jobs market

### Barcelona

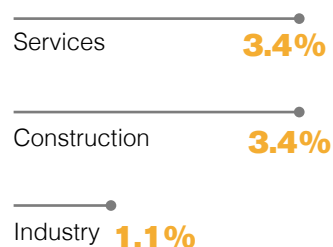
The economy of the city of Barcelona, just as that of its surroundings, was fast expanding in 2016. The growth in the metropolitan GDP stood at 3.5% and occurred in a general manner in most productive sectors.

Services related to tourism and manufacturing exports continued to develop strongly. Construction and practically the whole of the service sector came in.

One of the aspects that best defines this expansive economic situation in Barcelona is the sustained recovery in the jobs market. At the end of 2016, the city's productive fabric accounted for 1,061,171 jobs, 3.3% up on 2015. 93% of the new jobs in Barcelona come in the tertiary sector, which increased by 3.4%. In construction, employment also grew by 3.4%, whereas in the industrial sector a more moderate increase of 1.4% was seen.

In 2016, the average hotel occupation in Barcelona was 76.7%, in line with the expansion of tourist demand. El Prat airport grew by 11.2% and exceeded 44 million passengers.

#### Growth in employment



Source: National Statistics Institute, Idescat, Bank of Spain, Barcelona Chamber of Commerce, Industry and Navigation, Barcelona City Council

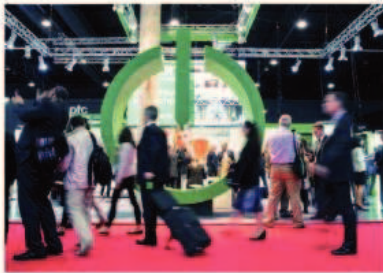
## Leading fair organisation

### The institution

Fira de Barcelona is one of the most important trade fair organisations in Europe and leader in the Spanish market, above all in professional meetings. Each year it hosts more than 120 exhibitions, congresses and corporate events, gathering 30,000 exhibiting companies and receiving over 2 million visitors from 200 countries.

It has a gross exhibition area of around 400,000 m<sup>2</sup>, one of the largest in Europe, which is distributed between two venues: Montjuïc, one of the most emblematic sites in the world in the centre of the city, built in 1929 for the International Exhibition, and Gran Via, considered one of the largest, most modern and sustainable complexes, designed by the Japanese Toyo Ito, a Pritzker Architecture award-winner.

The institution is clearly international by nature. It helps Spanish companies to open up to new markets; it promotes the presence of exhibitors and foreign visitors and works to bring in large international events. It also stands out for its activity abroad, jointly organising shows in several countries, participating in the management of exhibition and convention halls and giving consultancy services to other organisers and fairgrounds. It has a large network of delegations abroad and is a member of the large international fairground associations.



Fira de Barcelona is an important economic motor and platform for promoting companies and industrial and commercial activity, which generates social and public value in the country. Its annual contribution to the economy of the city and its surroundings is estimated at more than 2,600 million euros, producing over 40,500 direct and indirect jobs.

Fira de Barcelona gathers tradition, innovation, competitiveness and technological development to face the challenges of globalisation and the changes in the trade fair market. Its international position is very closely tied to the Barcelona brand, a city with over a century of fairground tradition.

Support platform for  
businesses and generator  
of value for the region

# Highlights 2016

## Venues

Fira de Barcelona venues, blending tradition and modernity, are among the most iconic in Europe.

### Venues **2**



Montjuïc



Gran Via

Total gross exhibition area

**400,000 m<sup>2</sup>**

**14** pavilions distributed between **2** venues

**2** large spaces for congresses

## Economic and social impact

The contribution to the region is very important in terms of economic development, employment, social value, talent and innovation.

Economic impact

**2,600 million euros**

Jobs

**+ 40,500**

Fiscal return

**+ 780 million euros**

## Economic results

These reflect the good performance of our own shows, those organised by other operators and trade fair activities abroad.

### Income

**167 million euros**

The best results in Fira's history.

### Ebitda

**20,4 million euros**

Also, the best result.



### Workforce

**349** employees  
49% men  
51% women

## Trade fair activity

Fira is a great place for holding shows and congresses and for a whole range of corporate, social and institutional activities.

### Fairs and congresses

**65**

Including all the service and production sectors.

### Shows abroad

**9**

Latin America, Africa, Middle East and Asia.

### Corporate activities

**+ 50**

Meetings and events of business, cultural, social and institutional type.

### Events as part of the trade fairs

**+ 1,000**

Symposia, seminars, discussions and presentations of products.

## Turnover generated by the trade fair activity

Professional and industry-oriented, most trade shows and congresses are among the leading events in their sector.

### Total occupied area

**+ 1,100,000 m<sup>2</sup>**

Net, including both trade shows and congresses.

### Total tradeshow floorspace

**56%**

Professional

**44 %**

Public and mixed

### Visitors

**+ 2 million**

From 200 countries.

### Exhibitors

**+ 13,700**

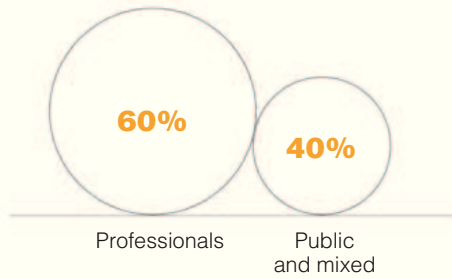
Direct exhibitors

**30,000**

Including companies or brands represented.

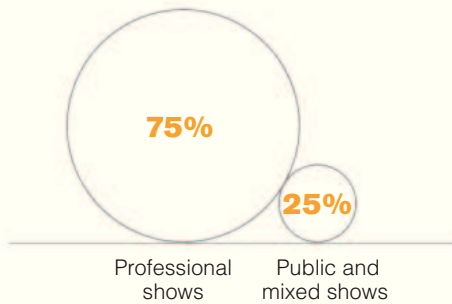
**Type of shows**

Depending on the type of visitors. Most of the shows held at Fira's venues are aimed at professionals.



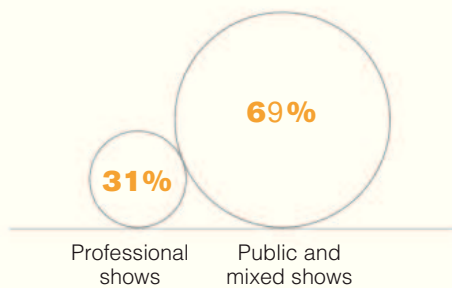
**Exhibitors**

Participation depending on the type of shows. Most exhibitors are taking part in business events.



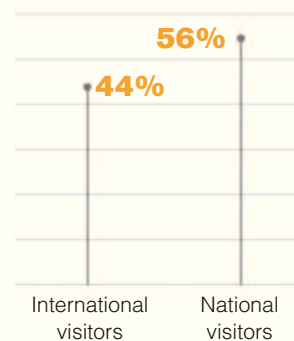
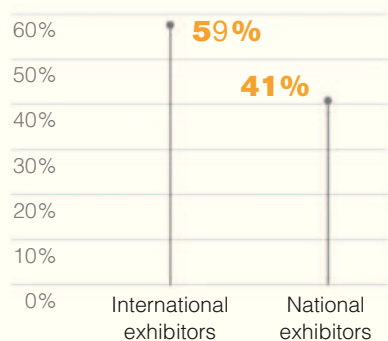
**Visitors**

Presence depending on the type of shows. The trend concerning the concentration of visitors is reversed.



**International nature of business events**

Participation of foreign visitors and exhibitors. The presence of international exhibitors, visitors and organisers is growing steadily.





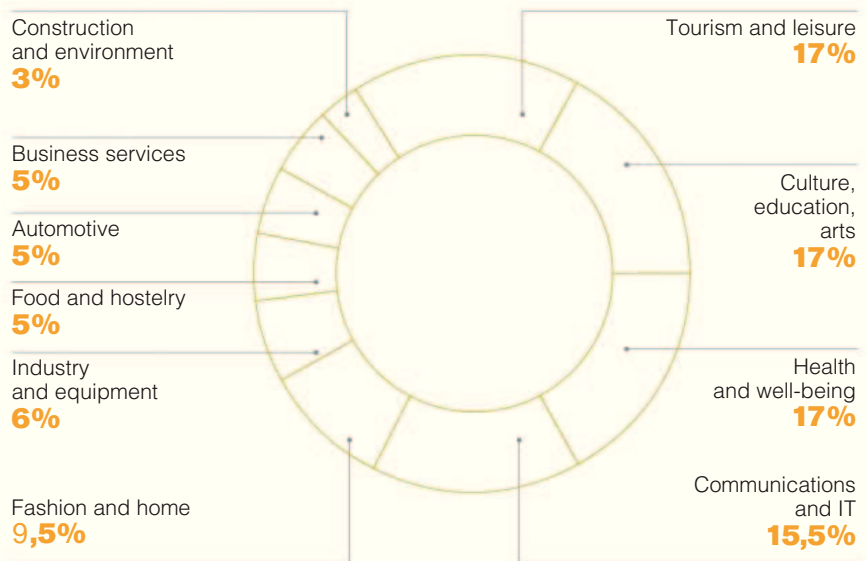
### Origin of business visitors

Business visitors to events held at the Fira de Barcelona's venues are mainly from: Germany, China, United States, France, United Kingdom and Italy.



### Events by activity sector

The congresses and shows cover almost all production and services sectors. The importance of technology, health and welfare, and tourism and leisure, must be highlighted.



## Fira in the world

It co-organises trade shows in different countries, takes part in managing venues and offers consultancy services to other operators.

### Shows abroad

**9**

In Latin America, Africa, Middle East and Asia countries.

### Delegations abroad

**15**

In Europe and emerging economies.

### Partners abroad

**20**

In several cities all over the world.

## Services to exhibitors, visitors and organisers

The trade fair institution offers a wide range of logistics, technology and catering products and services.

### Designer stands

**52,000 m<sup>2</sup>**

Constructed by the BuildUp service.

**570**

Projects completed.

**42**

Shows worked on.

### Technology

**+ 11,000**

Technology services managed for the exhibitors and visitors.

**+ 30,000**

Users connected to the Wi-Fi network simultaneously.

**280 km**

Length of the fibre optic cables installed in the 2 venues.

**60,000**

Daily catering services during the Mobile World Congress.



## Sustainability and social commitment

As well as developing an active environmental policy, Fira cooperates with organisations working against social exclusion.

**Surplus food donated to charity organisations**

**+ 2 tons**

Delivered to Nutrition Without Borders and the Food Bank.

**+ 500 tons**

Recycled waste.

**Goal**

**0 waste**

Initiative launched by the Smart City Expo World Congress.



## Presence in the media

The increase in visits to the show and institutional websites and the increase in social media followers reflect the interest in this type of activity.

**Total media impacts**

**+ 29,000**

On the press, radio and TV, excluding the events organised by other operators that Fira helps to promote.

**International impacts**

**6,325**

Impacts of the shows organised by Fira on foreign media.

**Visits to Fira websites**

**4,904,000**

Show and corporate websites.

**Registered journalists**

**8,975**

**Followers on Fira show social networks**

**382,000**





## Economic and social powerhouse

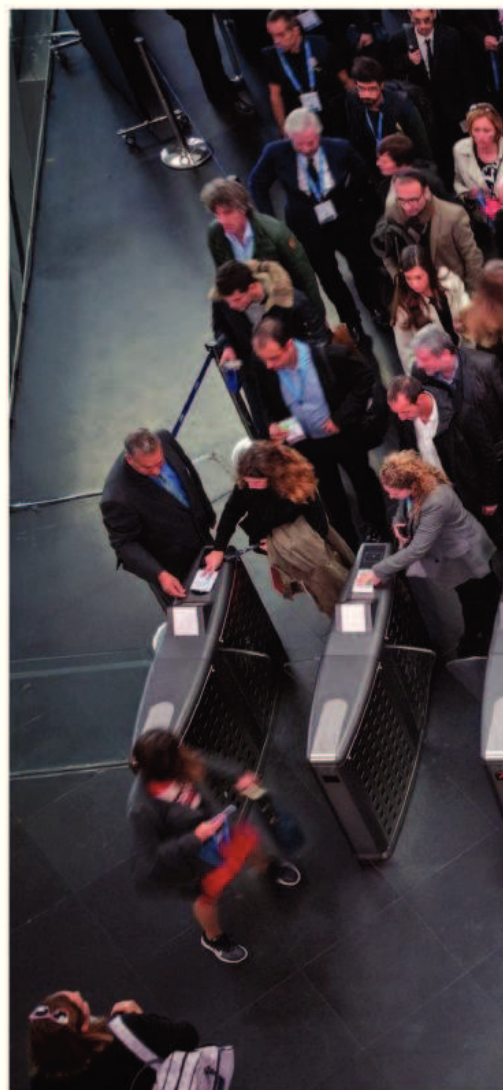
2016 was a very positive year for Fira de Barcelona, characterised by growth and strategic positioning, with a focus on taking on new financial and technological challenges as well as the emerging needs of businesses and organisations. This falls within a general context of an improving financial situation, although there are still many problems that need to be resolved in terms of businesses, people and job creation.

The success of the 3 main business areas had a big impact on the results achieved, which were the best in the history of the institution: progress was made in directly organised events; Fira managed to attract prestigious international events organised by third parties; and there was an increase in activity abroad, with events held in other countries. This is within the framework of a clear commitment to innovation, especially in terms of technology and industry.

This all helped to underscore the role of Fira as an economic and social driving force. This is in accordance with the organisation's strategy to strengthen its capital and organisational capacity, supporting businesses and especially SMEs and the production network as a whole. These exceptional results have allowed Fira to carve a place in a very competitive market, and to strengthen its position among European trade fair venues. The 167 million euro turnover represents an increase of 16.7% compared to the revenue forecast, and a 9.8% increase compared to 2014, a comparable year in terms of the event agenda, and which had achieved a record turnover at the time

(152.6 million euros). There has been an increase of 11.4% in comparison to 2015. The organisation's EBITDA also reached its peak, at 20 million, 50.4% more than in 2015 and 0.7% higher than in 2014.

The activity carried out by Fira de Barcelona has continued to have a significant impact on the local area, which is valued at around 2,600 million euros and has created over 40,500 jobs. The sec-



Considerable presence  
in a highly competitive trade  
fair market



tors that saw the biggest financial impact are catering, hotels, technology, commerce, leisure, real estate, food, transportation, chemicals, construction and the automotive industry. The contribution of Fira should also be measured in terms of its social and public value, as well its contribution to society as a whole. It encourages innovation, synergies between different companies and industries, technology transfer, a central urban structure, and social cohesion.

On 8 June 2016 the first Global Exhibitions Day was held, organised by UFI,

the Global Association of the Exhibition Industry. The aim was to draw attention to how important fairs are to the economy of host cities and countries, and the impact they have on their surrounding areas.

Fira also makes a significant contribution to the international positioning and projection of the city. Equally, the reputation, image and economic, cultural and creative strengths of Barcelona help to strengthen the value of the events organised by the trade fair institution at the venues of Montjuïc and Gran Via.

The trade shows, congresses and events held at the Montjuïc and Gran Via venues play an important role in driving the country's economy.

## The level of internationalisation in trade shows strengthens the institution in a European context

### 120 events

In 2016, Fira de Barcelona saw an intense level of activity in its venues of Montjuïc and Gran Via, which hosted 65 shows and conferences. In addition, 9 events were held abroad, as well as over 50 corporate, trade, entertainment and sports events; altogether, around 120 events were hosted. In addition, around one thousand activities were organised as part of the framework of the shows, including training sessions, conferences, debates and workshops.

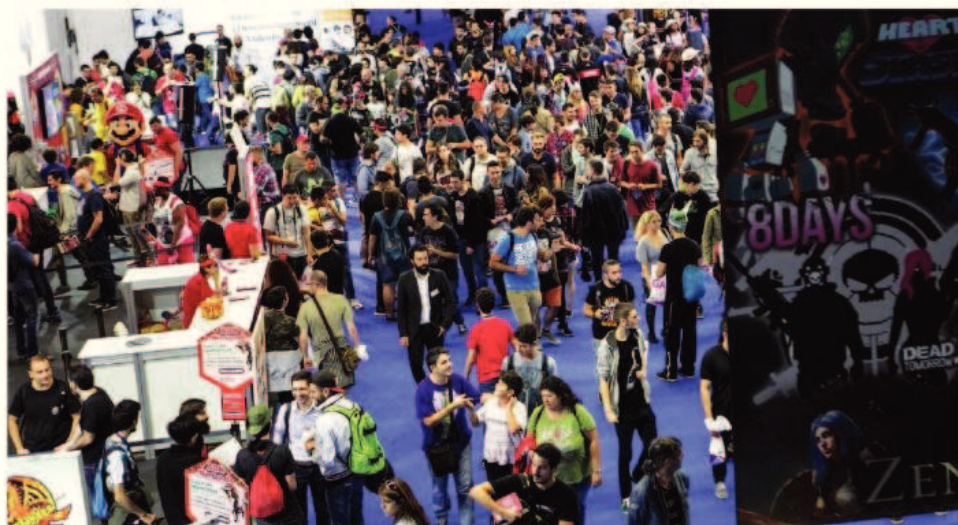
The events included around 13,700 direct exhibitors, not counting those from other companies or brands represented, and they received around two million visitors from over 200 different countries from around the world. The professional trade shows were very international, confirming that Fira de Barcelona is a leader in Spain, and cementing its position as one of the leading European trade fair organisations. 44% of exhibitors at professional trade shows, and 59% of visitors, came from abroad.

Among the events organised directly by Fira de Barcelona, one that stands out in particular is Alimentaria, which celebrated its 40th anniversary this year and is ranked as one of the largest food industry exhibitions in Europe. It is characterised by its innovative outlook and its position as a platform for promoting the food industry and Spanish cuisine. This year's event was attended by 4,000 companies from 70 countries and had more than 140,000 visitors, 35% of whom were from abroad. 11,200 business meetings were held at the event between senior foreign buyers and exhibitors.

### New projects

To further enhance its leadership in the sector, Fira announced that Hostelco, the Restaurant, Hotel and Community Equipment Exhibition, which usually takes place in October, would be moved forward to April 2018, to coincide with Alimentaria and fill the whole of the Gran Via venue. The sum of both trade shows will create an added value that will

Important additions to the trade fair calendar were made during 2016. In the photograph, a view of the first Barcelona Games World.







allow participating companies to create new business and international expansion opportunities.

The 2016 Hostelco edition was held alongside the Fòrum Gastronòmic and the Congress of Collective Catering.

It is worth highlighting the smooth running of events such as: the Barcelona International Boat Show; Caravaning, which showed the sector is recovering; and Barcelona Bridal Fashion Week, a leading event for bridal fashion that launched an interesting study into the tastes of Millennials. Fira also took on the organisation of Liber, a leading Spanish publishing event, promoted by the Spanish Association of Publishers' Guilds.

### Many new developments

During the year covered in this report there were other new developments, such as hosting the first edition of Barcelona Games World, an event dedicated to the world of video games, and organised in conjunction with the Spanish Videogames Association (AEVI). The show had

previously been held in Madrid, but Barcelona has a lot of potential for growth, since the city and Catalonia are where 27% of companies in the video games and social games sector are located. Social games have applications in other fields, such as culture, education and health, and offer learning potential for future professionals in this field.

Another new development was attracting Motoh!, a fair dedicated to a very important sector in Barcelona and Catalonia. Fira will also be organising the Livestock Forum for the first time, specialising in animal health and focusing on livestock production methods.

Furthermore, significant events for their respective fields were also held, such as: B-Travel, which specialises in tourism experiences; Bizbarcelona, which supports entrepreneurship; and the Higher Education and Employment Week, which turns around the Education Exhibition, and is a leading event for young adult and teenager education. Expohogar incorporated BCN Joia as a new space. Important events such as the Comic Fair

Trade fair events demonstrated the recovery of various sectors. These included the Barcelona International Boat Show, held at Port Vell.



The trade fair organisation remained committed to large congresses, particularly those involving technology and health. A picture from the congress of the European Association for the Study of the Liver.

and Manga Fair also held an important place, as well as the International Logistics and Material Handling Exhibition, the Sónar Festival and many more, which were organised by external parties.

Attention should be drawn to the efforts made by the In-House Business Area, in terms of sustainability, technology and industry 4.0., to strengthen the Fira's position in a field that is essential for industrial processes and has an undeniable social impact. This is the case for the new In(3D)ustry show, which focuses on additive manufacture, and the Internet of Things Solutions (IoTS) World Congress, or the industrial Internet, with a successful second edition that consolidated its international standing.

In the autumn, the week of sustainability and innovation was organised in the Gran Via venue. The Smart City Expo World Congress, a leading fair on smart cities, coincided with the launch of Iwater (the International Integrated Water Cycle Show), the Circular Economy European Summit (on efficient resource use and reusing waste in production systems), and the European Utility Week.

## Outstanding international events

Fira de Barcelona is a great platform for business promotion, innovation and networking. It is important to emphasise the importance of the international events held at Fira venues. Most notable among them was the Mobile World Congress, organised by GSMA, which showcases the worldwide mobile ecosystem. This year beat records to exceed over 2,200 exhibitors, and it was attended for the first time by over 100,000 visitors from 204 countries. The contribution of Fira in terms of the organisation and logistics of the show was key to its success.

Linked to the internationally renowned congress for the mobile communications industry, 4YFN took place at the Montjuïc venue. It was organised by Mobile World Capital Barcelona, and focused on entrepreneurship in mobile technology companies.

It should be highlighted that in 2016, according to a report by Mobile World Capital Barcelona, the Catalan capital has positioned itself as the fifth European city

## Innovation, promotion, business and networking: key features of Fira de Barcelona shows



Area, CPhI Worldwide was particularly important. The event, the leading global trade fair for chemical pharmaceuticals, was held for the first time in Barcelona, bringing together 36,000 professionals from 153 countries and introducing many new sector developments.

Another travelling fair was Euro Attractions Show, an event that specialises in the needs of a growing sector: amusement parks, cruises and large resorts. ibtm world, the leading international exhibition dedicated to business tourism, was held for another year running, with an influx of professional visitors that has not stopped growing.

As for congresses and corporate meetings, the events organised by the European Association for the Study of the Liver and the Spanish Society of Rheumatology stand out in particular. Equally, in the communications and IT field, events were held by SAP, VMware and Huawei, among others. 14 corporate conferences and events took place in total.

for technology, surpassed only by London, Berlin, Paris and Amsterdam. Barcelona is the location for 28% of Spanish technology start-ups, most of which specialise in e-commerce, followed by business services, tourism and mobile apps.

In terms of major international events, within the scope of the External Business



Fira is a platform for the big international meetings. In the picture, CPhI Worldwide, a world leader for pharmaceutical products, which brought together 36,000 professionals from 153 countries



Activity abroad is one aspect of the international dimension of Fira, which co-organises trade shows and offers consultancy services in various countries.

### Remarkable activity abroad

Over the course of the year, significant activity took place abroad. This has helped companies to have opportunities for a presence on international markets through the co-organisation of new shows in several countries. This was possible through two subsidiary companies of Fira, Alimentaria Exhibitions and Fira de Barcelona International Exhibition and Services.

A new edition of the Alimentaria show was held in Mexico after Alimentaria Exhibitions, the Fira de Barcelona company that organises Alimentaria and other events, reached a strategic agreement with ANTAD, the main network of outlets in Mexico, to hold Expo ANTAD & Alimentaria México at the exhibition centre in Guadalajara, the third largest city in the country. The agreement was reached with the aim of consolidating the company's position as an international reference point for food industry fairs in the Americas.

One of the activities that had the biggest impact abroad was the event related to smart cities, based on the experience of the Smart City Expo World Congress held annually in Barcelona, and which is

the leading international event in this area. In conjunction with other exhibition organisers and institutions, 2016 saw the launch of editions in several cities: Kyoto, Puebla (Mexico), Istanbul and Casablanca.

In Doha, Fira de Barcelona co-organised the Qatar Motor Show, the most important car show in the Middle East, and the Doha Jewellery and Watches Exhibition, which brought together companies from around the world. The exhibition institution also continued to co-manage the Doha Convention Centre via the VPM company, a joint venture with the Qatari company ELAN. During the year, new service divisions were boosted.

The agreement signed with the Cuban government bodies entered into force, meaning that the state company Palco could hold the first HostelCuba fair in Havana, an exhibition focusing on hotel equipment, and Alimentos Cuba, following the Fira de Barcelona's experience with related fairs such as Hostelco and Alimentaria.

Within the intense activity carried out by the Fira's International Business Area, it is worth mentioning that agreements were reached with several government consultancy firms for business plans and designs for trade fairs. More spe-

Growing activity abroad is an opportunity for businesses to access new markets



cifically, advisory services were offered in Morocco and Ethiopia, and the required procedures were started to found a new company to operate in Mexico.

### New projects under way

Throughout the financial year, events and shows were scheduled for the 2017 agenda, the year in which this Report is published, and which are particularly important in terms of size and impact.

Highlights include the renaming of the Barcelona Motor Show as Automobile Barcelona, an event that focuses on mobile connectivity and smart cars as well as commercial offers. In the 2017 calendar the Barcelona Building Con-

strumat is also one of the key events. It is part of a general focus on industry and innovation in the events planned for October, at the Gran Via venue, in the area of technology (IoT Solutions and In(3D)ustry) and advanced chemistry: Expoquimia, Equiplast and Eurosurf, the World Congress of Chemical Engineering and the first ever World Chemical Summit, a forum for discussion of the chemical industry worldwide. It will be a very important week in terms of industry fairs.

Among other news, Fira also prepared the launch of Healthio for 2017, a new conference that will pick up from the experience of MIHealth and specialises in new uses for technology in the healthcare field. From the point of view

Industry, technology and innovation are the defining features of the policy of the trade fair institution for 2017, as announced during the Smart City Expo World Congress.

## The arrival of the metro at Gran Via and its connection to the airport makes the venue more central

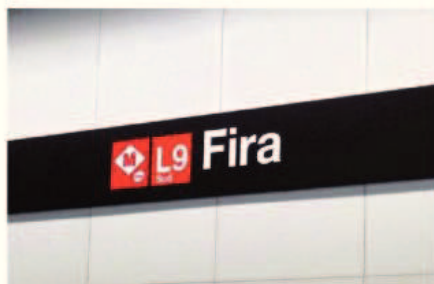
of healthcare, 2017 will be a year of intense activity, as the European Cardiology Congress, the world's most important fair for this medical speciality, will be held for the fifth time at the Gran Via venue. Meetings for the European Societies of Gastroenterology, Burns and MRI will also be held, as well as shows with a closer focus on technology.

One of the events being held this year includes Piscina & Wellness Barcelona. In preparation for this event, a Piscina Forum was held in November 2016 in Madrid.



Interior of the Montjuïc venue, where investment has been made in improvements.

Line 9 South of the Metro came into operation in 2016, connecting the Gran Via venue with the airport.



## Events at the venues

During the year studied in this report, several activities were carried out to improve the venues of Montjuïc and Gran Via, which were crucial to ensure trade fairs were carried out efficiently and competitively.

At the Gran Via venue, work is still being carried out in order to make the area even more flexible, in accordance with the current needs of conferences and congresses, especially large-scale ones. The most important actions were opening the new doors, to allow easy access to Pavilions 4 and 6, with the aim of allowing the venue to operate several medium-sized shows simultaneously. The new Europa exhibition hall was also built, while the Barcelona exhibition hall was enlarged, with both located in Pavilion 2. This area is a new convention centre with a floor space of 5,760 m<sup>2</sup>, which can accommodate 103 new meeting rooms measuring between 16 m<sup>2</sup> and 32 m<sup>2</sup>.

As for the Montjuïc venue, Fira will continue the investment plan to ensure it complies with requirements and offers basic services for comfort, accessibility, capacity and competitiveness. During summer 2016 the skylights in Palau 1 were renovated, in order to ensure they were watertight and to give more light to the interior.

## New metro stop

One of the most important points of 2016 in terms of the Gran Via venue was that, to coincide with the Mobile World Congress, Line 9 South of the metropolitan railway service arrived at two stations, Europa/Fira and Fira, giving the venue a better connection with the centre. The train line uses all the latest



technology, is safe and secure, and fits with the modern design of the site itself and its needs.

Thanks to the actions carried out during 2015, in close collaboration with Transports Metropolitans de Barcelona, the metro can now be accessed from inside the venue. Line 9 can be accessed from the Europa Hall at the venue, via a tunnel. Access to Line 9 from Palau 3 is via the street, in the direction of the venue.

The new section connects Terminal 1 of the airport to Zona Universitària in 32 minutes, with trains every 7 minutes that run even more frequently for events, including shows, that require increased mobility. The 20 km-long stretch has 15 stations, connecting the municipalities of Barcelona, Hospitalet and El Prat de Llobregat. This makes it easier to travel by public transport to schools, shopping areas and logistical and commercial areas, such as the Logistics Park and Mercabarna, as well as Fira de Barcelona.

### **Sustainability, technology, services**

Sustainability and encouraging environmental policies are among the cornerstones of the Fira's management of venues and shows.

The institution's services continued working to meet demands for technology, an essential aspect for the success of major events. During the year that forms the basis of this report, over 11,000 services were used by exhibitors and visitors. Over 1,300 Wi-Fi antennas were installed at the Gran Via venue, with a speed of 22 Gb/s, which allowed for more than 30,000 users to connect to the network at the same time during the Mobile World Congress.

During 2016, the volume of information exchanged on the Internet was 342 terabytes, and Fira had 280 kilometres of fibre optic cables as well as 330 kilometres of network cabling.

Meeting demand in terms of information and communication technologies during the big events is a challenge which has been successfully met.



Catering and refreshment services are fundamental for the success of events.

The total services offered at Fira have grown significantly over the year, in line with the growth in activity at the venues. In this regard, the Build Up by Fira Area deserves a special mention, which completed 570 projects for stands in 42 fairs, resulting in more than 52,000 m<sup>2</sup> of space built. The areas that most stand out are those created for Ericsson and Nokia for the Mobile World Congress and the Microsoft area for the Smart City Expo World Congress.

### Gastronomic offer

**G**astroFira, which recently redesigned its web presence, continues to provide a catering service that is extremely important for the success of events. The Nucló restaurant, located in the Europa Hall of the Gran Via venue, has continued to be a leader in the area for business clients, thanks to its value for money.

Nucló Catering has continued to grow as a premium brand at events, including highlights such as major events in technology, healthcare and industry, such as SAP, the Mobile World Congress (MWC), EASL, CPHI and VMworld, which accounted for 70% of its annual activity. During the MWC event held in the Gran Via venue, over 60,000 meals were offered each day.

There is further data to illustrate the volume handled by GastroFira, such as the 245,000 sandwiches produced for stands, conferences, corporate events and local restaurants, in addition to the 62,000 snacks and cocktails served and 40,000 litres of soft drinks provided in a single event.

Over two tons of surplus food were donated to different organisations (Nutrition Without Borders and the Food Bank) to be distributed to those in need.

Ensuring high quality food and guaranteeing food hygiene, both in the restaurants in the venues and in the catering service, are fundamentally important for GastroFira. Cuina Justa, an organisation in the social economy that works with people at risk of social exclusion or with mental problems, continued as one of the leading suppliers of healthy food for catering. In addition, further staff were employed through the Caritas "Feina amb Cor" programme.

### Human Resources

**S**taff are one of the keys to success at Fira de Barcelona. Including the two subsidiary companies, Fira employed 349 people at the end of 2016, 30 more than in 2015. With slightly more women than men (51%), an average age of 44 years old, the workforce is also more diverse in terms of country of origin.



## Fira won the Education Award granted by the UFI, the Global Association of the Exhibition Industry

The number of employees born outside Spain has grown in recent years: 6% of the workforce were from outside Spain in 2013, which rose to 9.5% in 2016. More than a quarter of those hired during 2016 did not have Spanish nationality, in response to the Fira's internationalisation strategy, as well as the dual role of attracting visitors and exhibitors to Barcelona, and the business of consulting, managing and co-organising events venues abroad.

It should be noted that Fira in Barcelona was awarded the 2016 Education Award by the UFI, the Global Association of the Exhibition Industry. The award recognises the organisation's International Talent Development Programme, which is based on recruiting and training professionals in the exhibition, conference,

incentive, congress and event organisation industry, so that they can be integrated in international business.

In 2016, 9% of the workforce had signed an individual flexi-time agreement (reduced hours, long distance working, etc.), in addition to the general flexible policy that Fira has established for all employees.

The Human Resources and Organisation Area dedicated 2.1 days of training to each employee. The new skills acquired include a Code of Conduct established as part of the Corporate Compliance programme, as well as other skills.

A collective agreement was signed for the 2015-2017 period, in which, for the first time at Fira, staff salaries were linked to company profits.

The role of the increasingly international workforce is one of the keys to the successful operation of the trade fair organisation.



The institution's presence in the digital environment received a strong boost in 2016

### Legal support

The Corporate Legal Area offered support to the different areas and departments in 2016, with about 600 commercial contracts being handled and a substantial increase shown in the number of biddings managed through the Contracting Profile, in accordance with the rise in Fira's activity.

Moreover, the expansion of the International Area into several countries required legal support for the implementation of the different actions and business lines, while working on the aim of preserving the exhibitors' intellectual property and industrial rights.

Started in 2015, the Corporate Compliance programme took a step further in its consolidation through training actions, specifically in terms of data protection, and the development of policies and protocols on good governance.

### Institutional relations

Over the 2016 year, the Fira de Barcelona venues held an important activity as related to visits by authorities and personalities on the opening of shows or events. In this sense, the Department of Institutional Relations, Protocol and the Chairman's Office was also very busy during the year under review. Outstanding visitors included the president of the Catalan Government, ministers and senior representatives of the State, ministers of the Catalan Government and the mayors of Barcelona, L'Hospitalet and other cities, as well as ambassadors and representatives from the European Commission and other international bodies, members of enterprise, professional and trade union organisations, and officers of the different autonomous communities.

Moreover, this Area collaborated actively in events held parallel to most shows, performing organisational, ceremonial and support work. The Area also gave support to the representative functions of the Chairman of the Governing Board and the General Manager, the celebration of organising committee meetings of shows and other assemblies, such as those of the General Council, the highest governing body of Fira, which meets twice a year.

### The importance of communication

The action of the Communication and Studies Area was focused on designing the global corporate communication strategy and communication related to the shows and events as a whole. The Area also provided support for strategy related to marketing the shows, corporate identity and brand in addition to other



An information meeting of the General Council of Fira in December 2016. From left to right, Miquel Valls, President of the Barcelona Chamber

of Commerce; Jordi Baiget, Minister for Business and Knowledge of the Government of Catalonia; Ada Colau, Mayoress of Barcelona

and President of the General Council; Josep Lluís Bonet, Chairman of the Governing Board, and Constantí Serrallonga, General Manager.



market research tasks. Commitment was made to the professional and social side of communication, based on values, corporate reputation, and considering information as a public service.

Over the year 2016, 8.975 journalists were accredited and more than 29,000 media impacts were generated, that is to say news, reports and comments about shows, congresses and corporate activity. These figures increase significantly if we include shows and events that are managed by other organisers but which receive great support from the Fira Communication Area.

Over the year 2016, Fira boosted greatly its online visibility. Particularly, the corporate website had more than 545,000 users and received more than 728,000 visits with more than 1,310,000 page views.

The corporate Twitter account was followed by 14,300 users. The brand-new Facebook and LinkedIn corporate accounts concluded the year with 7,300 and 11,500 followers respectively. The

institutional blog registered a balance of over 7,000 page views; and the Firanews magazine, over 13,800. It is also worth noting that the websites of shows organised by Fira de Barcelona had four millions users, and that the institution's social networks had 382,000 followers as a whole.

### Market research

The Study Service, in addition to working on market research, corporate data and surveys for exhibitors and visitors on their participation in fair events, also managed the Fira de Barcelona General Archive (AGFB). The AGFB has continued to develop its catalogue of relevant historical resources, including documents from the Barcelona International Exposition of 1929 and historical photographs (1888-1980). In addition, it collaborated with several shows and public initiatives to choose and exchange material related to the impact of Fira on the social and economic history of the city.

Almost 9,000 journalists were accredited to follow events organised by Fira.

## Record turnover

# Economic results

Fira de Barcelona has closed another financial year of great activity thanks to the combination of a long calendar of exhibitions organised by itself and outstanding events produced by other operators.

The sum of these factors brought us to the historical ceiling in turnover of over 167 million euros of income. These are figures never before achieved, with a volume of activity that gives us great confidence in the maintenance and projection of Barcelona as a great platform for holding all kinds of professional events.

This level of income is the result of a line started now years ago, focused on a strategy of innovation in new exhibitions, on a wager on the international stage and on the offer of more and better prod-

ucts adapting to new social and business demands.

### Turnover breakdown

The components of the Fira's turnover change each year depending on the calendar and the type of events held. In an even year like 2016, with Alimentaria on the schedule, the weight of our own business, in other words the shows organised directly by the institution, grows significantly. In this sense, this year nearly 35% of income came from exhibitions and congresses we organise ourselves. Furthermore, 28% of total income comes from the sale of services and restaurant facilities thanks to the operations of our own business or businesses from outside.

#### Fira de Barcelona Income Statement

	2011	2012	2013	2014	2015	2016
<b>REVENUES</b>	<b>114,740</b>	<b>115,270</b>	<b>117,831</b>	<b>152,629</b>	<b>150,504</b>	<b>167,517</b>
PARTICIPATION	62,850	68,787	53,496	72,014	100,389	109,598
SERVICES	43,612	37,944	48,255	61,794	32,121	34,995
HOSTELRY	8,278	8,539	16,080	18,821	13,803	12,239
INTERNATIONAL	–	–	–	–	2,078	8,753
OTHERS	–	–	–	–	2,113	1,932
<b>Ex PENSES</b>	<b>103,621</b>	<b>104,259</b>	<b>108,295</b>	<b>132,764</b>	<b>137,208</b>	<b>147,127</b>
PARTICIPATION	45,426	49,338	40,966	49,733	77,611	79,522
SERVICES	31,440	28,076	34,109	44,544	23,171	25,003
HOSTELRY	5,665	5,322	10,350	13,433	9,521	9,246
INTERNATIONAL	–	–	–	–	1,705	7,130
OTHERS	–	–	–	–	976	743
STRUCTURE (NET)	21,090	21,523	22,870	25,053	24,224	25,483
<b>EBITDA</b>	<b>11,119</b>	<b>11,011</b>	<b>9,536</b>	<b>19,865</b>	<b>13,296</b>	<b>20,390</b>
% EBITDA/REVENUES	10%	10%	8%	13%	9%	12%

The results are the consequence of a strategy of innovation, internationalisation and response to business demands

This percentage, two points lower than previous years, is not a bad indicator; it is correlated to the fact that turnover in global terms has grown a great deal (+11.5% on 2015), which shows that the weight of participation (number of exhibitors, metres and volume contracted) has risen. This makes a direct contribution to improving the exhibitions' offer, or in other words, it increases their value by making them more attractive to visitors, as they find a broader and more varied offer.

### Prominent events

As for the principal events, Alimentaria stands out as the most important meeting in Fira de Barcelona's own portfolio. The successful holding of other very important shows must also be highlighted, such as the very international Smart City Expo World Congress, Barcelona Boat Show, Hostelco, Barcelona Bridal Fashion Week, Week of Training and Work, or Caravaning, to mention but a few.

Expansion abroad, understood as the joint organisation of exhibitions and the provision of fairground advisory services to operators from other countries, has grown strongly since 2015 and now accounts for 5.4% of all income. For the first time, Fira has consolidated a full year of the complex it operates in Doha as a joint venture with the Qatar company Elan Events. There has also been continuity in the organisation of the Doha Jewellery and Motor shows, and two food and hospitality exhibitions were held in Havana as part of the agreements between Fira de Barcelona and the Cuban state company Palco. What's more, the Smart City Expo has also been held in Puebla, Casablanca, Istanbul and Kyoto, strengthening the edition that takes place each year in Barcelona, and Alimentaria has also been held in Mexico.



Investment has been made in information systems and management and in optimising the venues

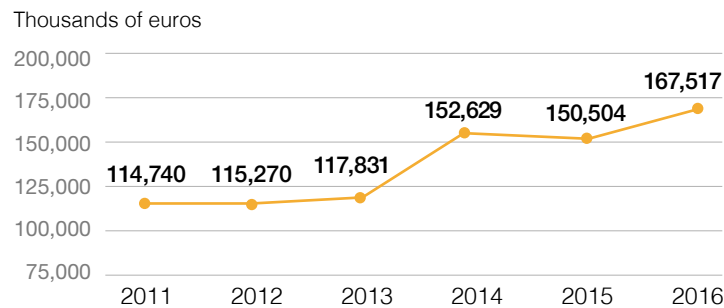
Apart from this, with respect to the events of other operators held in the Gran Via and Montjuïc complexes, in some cases organised jointly with Fira, a new edition of the Mobile World Congress stands out, which is still the main event in terms of its contribution to the institution's turnover. In 2016 too, we must highlight the first edition in Barcelona of the Cphl, the world's most important pharmacy product trade fair. Other corporate events in the areas of technology and health were VM World, SAP Fkom and SAP Tech Ed, the congress of the European Association for the Study of the Liver, and others that have contributed very significantly to the fair's large volume of activity.

### Structure of expenditure

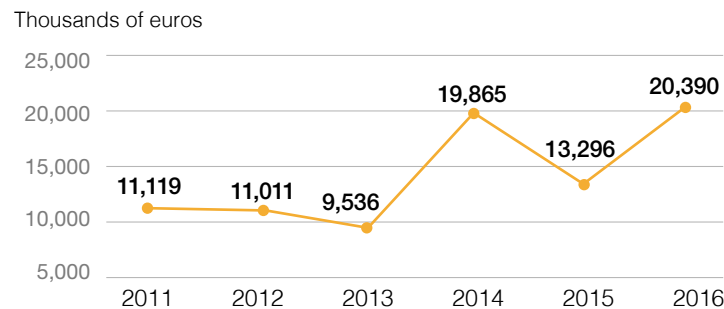
It must be said that expenditure correlates globally with the evolution of income by business line and its proportionality is what has a greater effect on the margin or Ebitda.

In recent years, the change in the composition of the turnover has been consolidated. This means that Fira is becoming an integral operator for exhibitors and organisers by offering a wide range of services (stands, technology, catering, etc.) which complement and perfect their presence. The increase in the weight of participation in the events, not only increases the more profitable

### Revenue evolution



### EBITDA evolution





line, but also improves the quality and quantity of the offer, making the shows more attractive and interesting to visitors.

In terms of costs, the provision of services and restaurant offers, for instance, is very much more than the simple “production” of exhibitions. An increase in the sales of services and restaurant offers is necessarily associated with increased expenditure. This is something very significant in relative terms, although in absolute terms and in years of as much activity as 2016, the results achieved in terms of margin and/or Ebitda depend greatly on the composition of the turnover, in other words the weight that the participation or the different services might have. It is for this reason (the different mix or composition of the turnover), that the Ebitda may be very different, even with similar volumes. In 2016 it was 20.4 million euros, which is another historical amount; Fira had never before reached this figure,

although in relative terms (percentage over income) it was slightly lower than the figure for 2014, precisely due to the effect mentioned above.

### Investments

With regard to the investments approved in 2016, some of which will end up being carried out in 2017 or beyond, these amounted to 3.6 million euros and include the improvements to Information Systems related to the international business and the continuity of the development of CRM, which together amount to 320,000 euros. Concerning fairground facilities, the largest investments were made in weatherproofing the roofs of Palau 2 in the Montjuïc complex at a cost of 500,000 euros, in the cooling towers on Palau 8 and improvements to the Gran Via convention centre costing 312,000 euros.

Fira is becoming an integrated operator for exhibitors and organisers, offering a wide range of services.





2016 Report

## Activity at the venues



# 2016 Trade Fair Calendar

## JANUARY

**Expohogar Spring**  
23-26 January. Montjuïc  
International Trade Show of Gift and Home Articles

**Qatar Motor Show**  
28 January-1 February  
Doha Exhibition and Convention Center

## FEBRUARY

**Mobile World Congress**  
22-25 February. Gran Via



**4YFN**  
22-25 February. Montjuïc  
Mobile Technologies Enterprise Event

**Doha Jewellery & Watches Exhibition**  
23-27 February  
Doha Exhibition and Convention Center

## MARCH

**ITworldEdu**  
7-8 March. Montjuïc  
Innovating in Education

**Saló de l'Ensenyament**  
9-13 March. Montjuïc  
Education Exhibition

**Futura**  
11-12 March. Montjuïc  
Masters and Postgraduate Exhibition

**Expo Sports**  
11-13 March. Montjuïc  
Outdoor Sports Fair (Run, Tri, Bike, Trail)

**eShow - eFintech Show**  
16-17 March. Montjuïc  
International Expo & Congress, E-commerce, Digital Marketing and Social Media Exhibition on Innovative Technological Solutions for Banking and Finances

**Expo ANTAD & Alimentaria Mexico**  
16-18 March  
Expo Guadalajara (Mexico)

## APRIL

**Handmade Festival Barcelona**  
8-10 April. Montjuïc  
A Unique Experience about Do it Yourself

**ILC-The International Liver Congress**  
13-17 April. Gran Via  
The European Association for the Study of the Liver (EASL)

**Motoh! Barcelona**  
15-17 April. Montjuïc



Motorcycle Show

**B-Travel**  
15-17 April. Montjuïc  
The new Travel and Tourism Show

**Magic Grand Prix**  
15-17 April. Montjuïc  
Role-Play Games Tournament

**RT Imaging Summit&Expo Europe**  
21-22 April. Montjuïc  
Printer Consumables & Printer Suppliers European Show

**Alimentaria**  
25-28 April. Gran Via



International Food and Beverage Fair

**Barcelona Bridal Fashion Week Fashion Shows**  
26-29 April. Montjuïc  
Bridal Fashion Catwalks

**Barcelona Bridal Fashion Week Professional Trade Fair**  
29 April -1 May. Montjuïc  
Professional Fashion Trade Fair for Bridal Gowns, Suits for Grooms, Party, Communion and Ceremony Dresses and Accessories

## MAY

**Comic**  
5-8 May. Montjuïc  
Barcelona International Comic Show

**Livestock Forum**  
10 May. Gran Via  
Animal and Nutrition Health

**SEUD Congress**  
12-14 May. Montjuïc  
Congress of the Society of Endometriosis and Uterine Disorders

**Smart City Expo Puebla**  
16-18 May  
Centro Expositor Puebla (Mexico)

**HostelCuba**  
17-19 May  
International Restaurant, Hotel and Equipment Exhibition  
Pabexpo Exhibition Centre, Havana

**Smart City Expo Casablanca**  
17-18 May  
Hotel Hyatt Regency, Casablanca (Morocco)

**Denim by Première Vision**  
18-19 May. Montjuïc  
European Exhibition of the Denim Industry

**SER Congress**  
18-21 May. Montjuïc  
Spanish Society of Rheumatology Congress

**Bebés&Mamás**  
21-22 May. Montjuïc  
Mother-to-be, Babies and New Families Show

## JUNE

**Bizbarcelona**  
1-2 June. Montjuïc  
Solutions for SMES and Entrepreneurship

**Smart City Expo Istanbul**  
1-3 June  
Haliç Congress Center, Istanbul

**Smart City Expo Kyoto**  
1-3 June  
Kyoto (Japan)

**SIL**  
7-9 June. Montjuïc



International Logistics and Material Handling Exhibition

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**Sónar****16-18 June.****Montjuïc-Gran Via**

Barcelona's International Festival of Advanced Music and New Media Art

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**In(3D)ustry****21-23 June. Montjuïc**

Additive & Advanced Manufacturing Global Forum

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**JULY**

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**Feria Alimentos Cuba****5-7 July**

International Food and Beverages Exhibition  
Pabexpo Exhibition Centre, Havana

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**SEPTEMBER**

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**ICSB****16-20 September. Montjuïc**

International Conference on Systems Biology

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**Expohogar Autumn****17-20 September. Montjuïc**

International Trade Show of Gift and Home Articles

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**EAS****20-22 September. Gran Via**

Euro Attractions Show

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**Arnold Classic Europe****23-25 September. Gran Via**

Event and Exhibition on Fitness and Bodybuilding

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**Cosmetorium****28-29 September. Montjuïc**

Exhibition and Conference for the Creation & Manufacture of Cosmetic and Personal Care Products

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**SWAB****29 September - 2 October. Montjuïc**

Barcelona International Art Fair

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**Tattoo Expo****30 September - 2 October. Montjuïc**

Barcelona International Tattoo Exhibition

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**OCTOBER**

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**Cphl Worldwide****4-6 October. Gran Via**

Pharma Sourcing Platform

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**Barcelona Games World****6-9 October. Montjuïc**

Video Games and Digital Entertainment Show

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**Liber****12-14 October. Gran Via**

International Book Fair

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**Barcelona International Boat Show****12-16 October. Port Vell****VMWorld****17-20 October. Gran Via**

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**Caravanning****15-23 October. Gran Via**

International Caravanning Show

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**Barcelona Meeting Point****19-23 October. Montjuïc**

International Real Estate Show

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**Hostelco****23-26 October. Gran Via**

International Restaurant, Hotels and Community Equipment Exhibition

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**Fòrum Gastronòmic****23-26 October. Gran Via**

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**IoT Solutions World Congress****25-27 October. Gran Via**

The leading global congress focused on industrial IoT solutions

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**NOVEMBER**

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**Manga Show****29 October - 1 November. Montjuïc**

Manga and Anime Convention

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**SAP TechEd****8-10 November. Gran Via**

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**Expominer****11-13 November. Montjuïc**

Minerals, Fossils and Jewellery Exhibition

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**MiBoda****12-13 November. Montjuïc**

Organizing the Perfect Wedding

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**Iwater Barcelona****15-17 November. Gran Via**

International Integrated Water Cycle Show

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**Smart City Expo World Congress****15-17 November. Gran Via**

International Summit on Smart Cities

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**Circular Economy****15-17 November. Gran Via**

Platform for the transition to a Circular Economy

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**European Utility Week Barcelona****15-17 November. Gran Via**

Connecting the Smart Energy Community

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**Auto Retro****24-27 November. Montjuïc**

Antique Cars and Motorcycles Exhibition

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**IBTM World****29 November - 1 December. Gran Via**

Exhibition for the Incentive, Business, Travel and Meeting Industry

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**DECEMBER**

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**Ocasión****2-11 December. Montjuïc**

Second Hand Guaranteed Vehicles Trade Fair

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**Children's Festival****27 December - 4 January. Montjuïc**

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• Unless otherwise specified, the trade show area is offered in gross square metres.

• The concept of exhibitors extends to those companies represented but not directly taking part in an event.

• Unless otherwise stated, it is understood that the shows or events are organized by Fira de Barcelona.

## Events by industry

# Automotive

The sector and those related to it (distribution, insurance, finance, etc.), account for 8.7% of Spanish GDP and employ 210,000 people. In 2016, manufacturing expectations were exceeded with 2,885,900 units, 5.6% up on 2015 and of which nearly 85% went to the foreign markets, largely from the factories of the Barcelona area.

Throughout the year, 1,147,007 cars were registered, 10.9% up on 2015.

Source: ANFAC

## Auto Retro

### Antique Cars and Motorcycles Exhibition

More than 300 exhibitors from 10 countries with around five hundred classical vehicles, cars and motorcycles, and a wide range of professionals dealing in spares, accessories and complements.

One particular feature was the Rolls Royce Silver Ghost "Roi des Belges" of 1911, valued at more than one million euros, originally commissioned by Leopold II, King of the Belgians, from whence its name comes. Made between 1907 and 1925, it was the most highly desired, well-equipped and expensive car of its time.



**The antique cars meeting at the Montjuïc Legends Series, a great attraction of the event**

24-27 November

VENUE Montjuïc

EDITION 33rd

AREA 20,000 m<sup>2</sup>

EXHIBITORS 300

TYPE Public

ACTIVITIES Exhibitions;  
car meetings; homages

ORGANISED BY ERM Events

[www.autoretro.es](http://www.autoretro.es)

2016 saw the return of motorcycles to Fira de Barcelona and to the Montjuïc complex. The event recovered the institution's motorcycling tradition and received the main brands, distributors and importers of motorcycles, mopeds, quads and equipments, accessories and components. Demonstrations were also given by professional riders, workshops and dynamic vehicle tests were held. The meeting was supported by Anesdor, the main association of the sector.

## Motoh! Barcelona

### Motorcycle Show

**2015 saw an 18.3% increase in the registrations of motorcycles in Spain compared with 2014**

National Association of Companies in the Two Wheels Sector (Anesdor)



15-17 April

VENUE Montjuïc

EDITION 1st

AREA 13,400 m<sup>2</sup>

EXHIBITORS 95

TYPE Public

ACTIVITIES TDriving safety workshops; stunt and trial exhibitions; custom motorcycles display

[www.motohbarcelona.com](http://www.motohbarcelona.com)

In ten days, the Ocasión second-hand trade show sold 91% of the 2,675 vehicles displayed by the participating brands. The operations made at the fair also increased by 12% over the past 2015 edition. In 2016, cars with a maximum age of five years were transferred above all, giving an average saving of 25% with respect to an identical, new model. The buyers mainly chose vehicles with prices ranging between 12,000 and 25,000 euros.

## Ocasión

### Second-Hand Guaranteed Vehicles Trade Fair

**In 2016, 2 million second-hand vehicles were sold in Spain, 276,000 of these in Catalonia**

(Study by the Catalan Federation of Motor Vehicle Sellers, FECAVEM, and Gremi del Motor)



02-11 December

VENUE Montjuïc

EDITION 36th

AREA 21,200 m<sup>2</sup> (net)

EXHIBITORS 34

TYPE Public

ACTIVITIES Seminars, family activities

[www.salonocasion.com](http://www.salonocasion.com)

## Business services

In developed economies, services to companies have grown considerably and continuously since the mid-nineteen nineties. This is the provision of non-financial services to other private and public companies and organisations which complement or substitute functions inside the company.

It includes activities such as consultancy, human resources, IT, technological applications, marketing, etc. As well as impacting the competitiveness of the user companies, these services have a positive effect on the creation of employment.

Source: Barcelona Activa

## eShow

### E-commerce and Online Business Show and Congress

eShow hosted more than 200 activities on digital business and electronic commerce. An analysis was made of the setup of an online store, the sales and loyalty strategies, the logistics delivery service, the technological solutions to optimise user experience, security and payment, and also the trends in digital and mobile marketing. The exhibition awards recognise the creator of Lets Bonus and joint founder of Wallapop, Miguel Vicente, as the digital personality of the year.



**74% of Spanish Internet users make online purchases**  
(IAB Spain / Elovia)

16-17 March  
VENUE Montjuïc  
EDITION 24th  
AREA 13,400 m<sup>2</sup>  
EXHIBITORS 141  
TYPE Public and professional  
ACTIVITIES Conferences; eCoffees with experts; eAwards  
ORGANISED BY The EWorld Team SL  
[www.the-eshow.com](http://www.the-eshow.com)

**Changing trend: more entrepreneurship is done out of opportunity than out of need**

Bizbarcelona by Barcelona Activa opened the BizEconomiaSocial space in which proposals were made in relation to the social, cooperative and collaborative economy. This new area was added to Bizemprèn, which aims to foster entrepreneurship, and to Bizpimes, with a special offer to promote the growth of small and medium enterprises. The Bizfranquicias area was also opened in which 60 companies sought to enhance their commercial network on the Catalan market.

With this design and more than 300 activities of knowledge, networking, financing and consulting, the event connected to a larger number of people and managed to visualise and drive the business network and entrepreneurship activity of Barcelona and Catalonia.

The fair is promoted by Barcelona City Council, the Government of Catalonia, CaixaBank, Barcelona Provincial Council, PIMEC and Barcelona Chamber of Commerce.

## Bizbarcelona

### Solutions for SMEs and Entrepreneurs



1-2 June

VENUE Montjuïc

EDITION 6th

AREA 6,000 m<sup>2</sup> (net)

EXHIBITORS 86

TYPE Professional and public

ACTIVITIES Conferences and workshops; networking and consulting spaces; financing market; employment market

[www.bizbarcelona.com](http://www.bizbarcelona.com)

## Communications and IT

This fully growing sector with more than 32,100 companies has significantly increased its results in the last two years. Turnover stood at 97,931 million euros in 2015, with an increase of 8.5% over 2014. Up to July 2016, both activity and jobs had increased considerably.

The total turnover of the sector, widely established in Barcelona, comes above all from services, with 79.6%.

Source: 2016 Annual Report on the IT Sector and Digital Content

**In 2016, Barcelona became the fifth most important technological hub in Europe**  
(Mobile World Capital)

### 4YFN

#### **Mobile Technologies Entrepreneurship Event**

In its fourth edition, the 4YFN, the main international event on digital entrepreneurship, relied on the 3+3+3+1 structure: three days, three themes, three competitions. The chosen themes were the disruptive technologies (22 February), the Internet of Things (23 February) and the digital media (24 February). The most outstanding speakers included Jimmy Wales, founder of Wikipedia, Dirk Ahlborn, CEO of Hyperloop, and Rich Miner, the joint founder of Android.



22-24 February  
VENUE Montjuïc  
EDITION 3rd  
AREA 19,000 m<sup>2</sup>  
EXHIBITORS 500  
TYPE Professional  
ACTIVITIES 4YFN Awards;  
Founders & Investors; Pitch  
the Press  
ORGANISED BY Mobile World  
Capital Barcelona and GSMA  
[www.4YFN.com](http://www.4YFN.com)



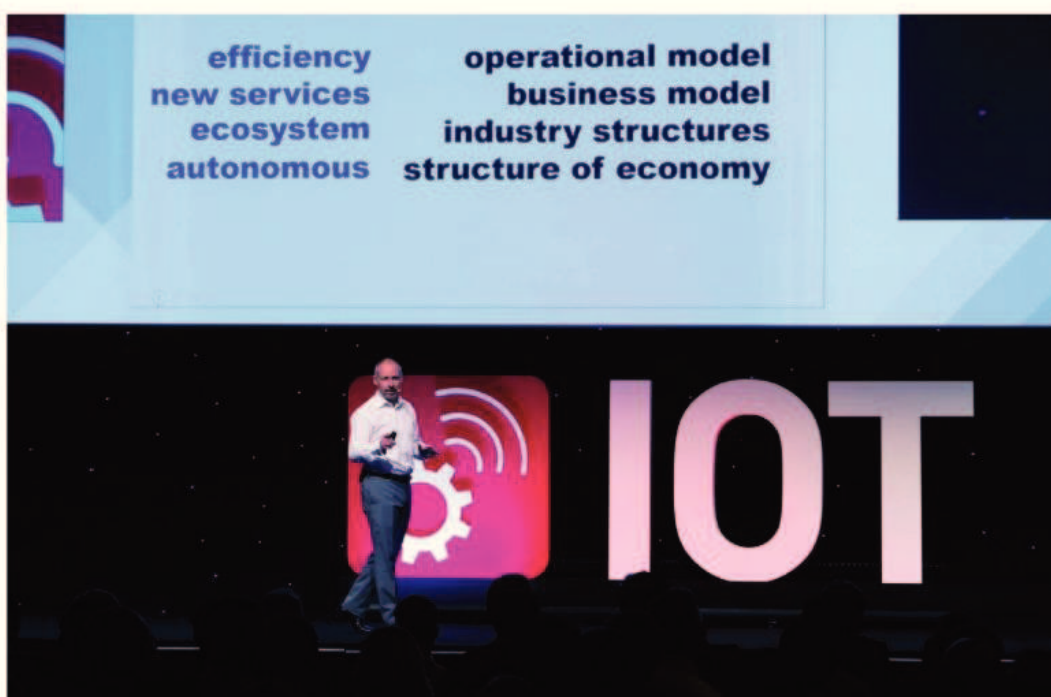
# Internet of Things Solutions World Congress

The fourth industrial revolution that will involve the arrival of the Internet of Things (IoT)

in industry was obvious at the main meeting of the industrial Internet, which, in its second edition, received the support of the main international associations entrusted with promoting this transformation: Industrial Internet Consortium, Industrie 4.0 and the Industrial Valuechain Initiative.

The exhibiting companies showcased the solutions and technologies that are already radically transforming industry.

## IoT Solutions for Industries Show and Congress



**The IoT market reached 130,000 million dollars in 2015 and will exceed the 883,000 million figure by 2022**

(Markets & Markets Review)

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24-27 October

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VENUE Gran Via

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EDITION 2nd

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AREA 14,000 m<sup>2</sup>

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EXHIBITORS 172

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TYPE Professional

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ACTIVITIES IoT Awards;

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Testbed Area

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[www.iotsworldcongress.com](http://www.iotsworldcongress.com)

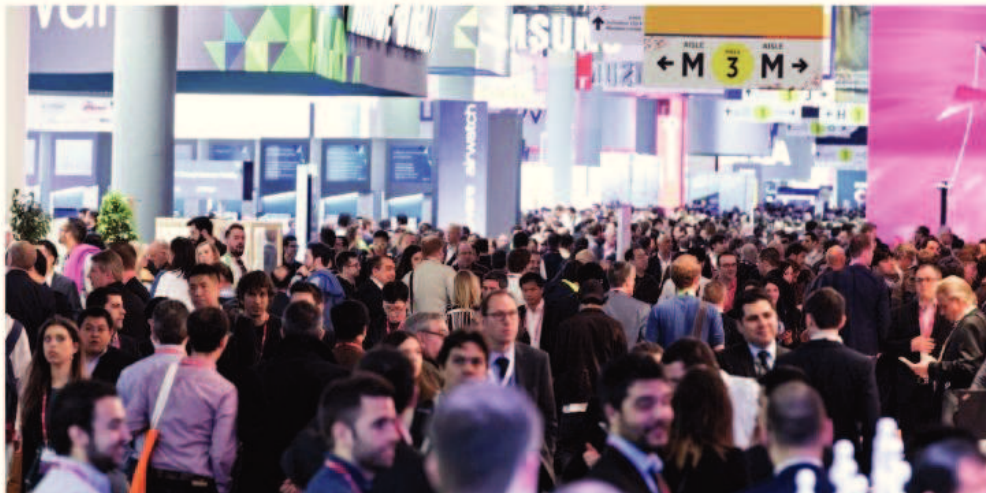
**The mobile industry generated \$3.1 billion in 2016, representing 4.4% of the world's GDP, and saw an increase in its workforce to almost 28.5 million globally**  
(GSMA)

## Mobile World Congress

### Mobile Communications Industry Global Event

The penetration of technologies in a wide range of fields was evident at the 31st edition of the Mobile World Congress, the 11th held in Barcelona, which brought together 2,200 exhibitors and over 100,000 visitors from 200 countries. Wearables, electronic wallets, connected cars, domestic appliances co-starred with the smartphones and tablets that were until recently the sole centre of attention at the world's leading mobile technology event. The presence of firms in sectors such as the automotive, health, banking and financial services, as well as the media, underlined a clear tendency: mobile is everything.

Featuring among the speakers were, for the third year running, Mark Zuckerberg, founder and CEO of Facebook, and Lewis Hamilton, Formula 1 racing driver for the Mercedes Petronas team. The 2016 congress was held after it was announced that Barcelona's role as Mobile World Capital would be extended until 2023, an announcement made the preceding July by GSM Association, which represents the interests of the mobile ecosystem.



22-25 February  
VENUE Gran Via  
EDITION 11th in Barcelona  
AREA 110,000 m<sup>2</sup> (net)  
EXHIBITORS 2.200  
TYPE Professional  
ACTIVITIES Graphene Pavilion;  
Innovation City; ESL Expo  
Barcelona; Garmin Healthband  
Challenge; MWC Tours  
ORGANISED BY GSMA with the  
collaboration of Fira de Barcelona  
[www.mobileworldcongress.com](http://www.mobileworldcongress.com)

**By the late 2020s, cities will have 9,700 million objects connected**  
(Gartner, research firm)

For three days, Barcelona became once more the world capital of cities. More than 600 metropolises together dealt with the strategies and tools available to foster citizens' empowerment and their greater involvement and participation in processes and municipal design. The most outstanding speakers included Ellen MacArthur, the British former sailor and the main person behind the circular economy; Susan Etlinger, expert in Big Data; Parag Khanna, guru of globalisation and geo-strategy; David Bollier, the promoter of the common theory; and Kent Larson, director of the Changing Places research group at the MIT Media Lab.

The 2016 edition was held along with the first Circular Economy European Summit, the first edition of Iwater Barcelona, and the European Utility Week, the meeting on the public service supply industry held for the first time in Spain.

## Smart City Expo World Congress

**International Summit on Smart Cities and Urban Solutions**



15-17 November  
VENUE Gran Via  
EDITION 6th  
AREA 18,000 m<sup>2</sup> (net)  
EXHIBITORS 591  
TYPE Professional  
ACTIVITIES Circular Economy European Summit; Global Smart City Awards; PPP for Cities Conference (IESE); China Forum; Galileo 4 Mobility; International Pneumatic Waste Collection Association Seminar; WomanLiderTIC; International Smart Cities Cluster and Company Projects  
[www.smartcityexpo.com](http://www.smartcityexpo.com)



## SAP TechEd Barcelona

### Learning, Networking, Training

as well as IT managers and systems administrators. Specialised workshops were organised for IT professionals and a specific landing was created for participants wishing to try the applications of the German firm, in order to improve their usability.



**The SAP Business Forum in the year 2000 was the first corporate meeting of the German multinational at Fira de Barcelona**

8-10 November
VENUE Gran Via
AREA 35,000 m <sup>2</sup>
TYPE Professional
ACTIVITIES Workshops; DemoJam; hackathon
ORGANISED BY SAP
<a href="http://www.sap.com">www.sap.com</a>

## VMWorld

### VMware's Annual Event

The new edition of VMWorld in Barcelona was one of the most innovative and important events of the information technology sector. It focused on accelerating company transformation via the most innovative software solutions for business mobility, Data Center and Cloud.

Over the three days, more than 300 sessions were held of the 50 discussion groups organised, gathering more than a thousand experts from the firm calling the meeting, VMware.

**Every year VMware organizes 2 large gatherings, one in the United States and the other in Europe**



17-20 October
VENUE Gran Via
AREA 35,000 m <sup>2</sup>
TYPE Professional
ACTIVITIES Discussion groups; meetings; demonstrations
ORGANISED BY VMware
<a href="http://www.vmware.com">www.vmware.com</a>

## Construction and environment

While private residential building maintained its rate of recovery, public contracting fell by 32% in 2016, which also affected jobs and caused a 12.3% loss.

The value of construction production in Spain in 2015 was 146,350.8 million euros, a small increase of 2.2% over the previous year. However, since 2008, it has accumulated a fall of 53.5%.

Source: ITEC, EUROCONSTRUCT, SEOPAN

On its 20th anniversary, Barcelona Meeting Point boasted the largest current estate offer and also focused on the social side of housing with free talks on real estate for the general public, to inform on the key aspects of buying and selling flats amongst individuals. In this sense, the trade fair revealed the present good state of the Spanish real estate sector, the ninth in the world by turnover and the third in Europe in terms of foreign investment.

## Barcelona Meeting Point

### International Real Estate Show



**With a 15% increase in its display area, the trade fair showed the recovery of the real estate sector in Spain**

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19-23 October  
VENUE Montjuïc  
EDITION 20th  
AREA 19.000 m<sup>2</sup>  
EXHIBITORS 312  
TYPE Professional and public  
ACTIVITIES Conferences, seminars and prizes  
ORGANISED BY Consorci de la Zona Franca de Barcelona  
[www.bmpsa.com](http://www.bmpsa.com)

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**The show dealt with the sustainable management of water and displayed the R&D and technology of the sector**

## Iwater

### **International Integrated Water Cycle Show**

On its first edition, jointly held with Smart City Expo World Congress, Iwater gathered the three key sides to the water sector: the industrial, the innovative, and that of shared knowledge, to deal with the sustainable management of water resources. Operators, engineering companies, builders, entities and corporations from 10 countries displayed their products and services. The hubs presented solutions, R&D projects and technology applied to the comprehensive water cycle and the Iwater Forum talked about resilience, governance, financing and the reuse of water as the great challenges.



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15-17 November

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VENUE Gran Via

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EDITION 1st

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AREA 4.500 m<sup>2</sup> (net)

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EXHIBITORS 127

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TYPE Professional

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ACTIVITIES Iwater forum; InnoHub; TechHub; brokerage event; Iwater Awards; guided visits to the infrastructures

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[www.iwaterbarcelona.com](http://www.iwaterbarcelona.com)

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## Culture, education, arts

In Spain, there are more than 112,000 cultural companies giving work to over half a million people. Spanish homes' expenditure on cultural goods and services is 11,968 million, or equivalent to 260 euros/person.

For the 2016-2017 academic year, more than 8,110,000 students have enrolled at non-university centres, 16.4% of whom did so in Catalonia. In the 82 universities (50 public and 32 private) there are more than 251,000 students with access to 8,378 titles.

Spain has a small share in the world art market, just 1%, or 600 million euros, of which more than 400 were produced in galleries and at auctions.

Source: Ministry of Education, Culture and Sport

This is one of the trade fair's most ambitious editions, with a new record number of visitors and a sensation shared by most editors that this was the meeting when sales recovered. Of particular note were the great display of "Vinyetes sobre rodes" (strips on wheels) and another 12 displays, many conceived to interest a broad and diverse audience. The star guest was scriptwriter and director Frank Miller, who filled the 900 places for his talk. A tribute was made to Francisco Ibáñez with a large display for his 80th anniversary.

## Comic Fair

### Barcelona International Comic Convention



**More than 25 activities between workshops and master classes, aimed at schoolchildren and adults**

5-8 May

VENUE Montjuïc

EDITION 34

AREA 60,000 m<sup>2</sup>

EXHIBITORS 171

TYPE Public

ACTIVITIES Exhibitions; workshops; prizes; master classes

ORGANISED BY Ficomic

[www.ficomic.com](http://www.ficomic.com)

## Expominer

### Minerals, Fossils and Jewellery International Exhibition

Expominer ended its new edition reinforced as one of the most important European displays of fossils, minerals and jewellery. The show focused on “water” as the centre of the activities and different scientific talks, started by the president of the Consejo Superior de Investigaciones Científicas (CSIC), Emilio Lora-Tamayo, which attracted more than 400 people. The attendance of experts as well an important number of primary and secondary school students, consolidated the event as a solid platform of scientific dissemination.



### Expominer strengthened its training and informative vocation with scientific talks

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11-13 November  
VENUE Montjuïc  
EDITION 38th  
AREA 5,000 m<sup>2</sup>  
EXPOSITORS 124  
TYPE Professional and public  
ACTIVITIES Talks; gold-digging workshops; water tasting; display of tactile geology; meteorites; dinosaurs; drawing contest; prizes  
[www.expominer.com](http://www.expominer.com)

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## ITworldEdu

### Innovating in Education

Under the motto of “Digitally competent schools”, the benchmark congress in the ICT sector of education, organised by the Edutech and Eurecat cluster, was held for the second time at Fira de Barcelona.

It presented technological novelties, educational experiences and innovative applications of technology that can be used in schools’ daily work order to improve the students’ training. The speakers highlighted the change of paradigm that the new technologies imply for the current educational system.



### Considered as an ongoing training activity for non-university teachers

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7-8 March  
VENUE Montjuïc  
EDITION 8th  
AREA 5,600 m<sup>2</sup>  
TYPE Professional  
ACTIVITIES Plenary conferences, round table discussions and special sessions  
ORGANISED BY Clúster Edutech  
<https://itworldedu.cat>

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Health sciences and social and legal sciences focused the visitors' interest



The Ensenyament show was once again one of the year's highlights in the field of education in Catalonia, with a wide range of choices aimed at university students and those in other higher and complementary education, vocational training, foreign languages, *baccalaureate* schools and educational services.

Visitors showed a great deal of interest in biomedical sciences and veterinary medicine, information technology, infant and primary education, industrial vocational training, as well as courses related with health, administration and finance, commerce and marketing.

With regard to Futura, the show for Masters and Postgraduate courses, the main attractions for the attendees were studies in health sciences, social sciences and juridical studies.

The Higher Education and Employment Week was held in conjunction with the Catalan government departments of Education and Companies and Knowledge, whose participation was channelled through the Secretariat for Universities and Research. Also included was the holding of the 12th International Fair of Simulated Enterprises.

## Higher Education and Employment Week

**Saló de l'Ensenyament and Futura**



Edition 27th Ensenyament

9-13 March

VENUE Montjuïc

EXHIBITORS 182

TYPE Public

AREA 26,000 m<sup>2</sup>

ACTIVITIES University Advice Area – Activities Room Multimedia and Science Areas

[www.ensenyament.com](http://www.ensenyament.com)

Edition 13rd Futura

11-12 March

VENUE Montjuïc

EXHIBITORS 60

TYPE Public

AREA 5,000 m<sup>2</sup>

ACTIVITIES Consulting service, Speaker's corner and talks

[www.salofutura.com](http://www.salofutura.com)

## Liber

### International Book Fair

In an atmosphere of activity recovery, Liber presented editorial novelties, business models and opportunities for the publishing sector in areas related to digitalisation, commercialisation and internationalisation. With 25% of visitors from abroad, the trade fair generated exports to the tune of 120 million euros. With its meetings, Liber is the main forum of reflection on the concerns of the book world. Juan Marsé and Beatriz de Moura were awarded at this edition.

**One third of annual exports of the Spanish publishing sector occur in Liber**



12-14 October

VENUE Gran Via

EDITION 34th

AREA 14,000 m<sup>2</sup>

EXHIBITORS 346

TYPE Professional

ACTIVITIES Professional seminars; Digital, Apps and Author areas; inverse trade missions; Liber awards

[www.liber.es](http://www.liber.es)

## Manga Show

### Barcelona Manga and Anime Fair

Manga, anime, video games, music, gastronomy and Japanese culture in general arouse growing interest, so this trade fair once again broke records in terms of exhibition area and visitors.

**The most important event on Japanese comics in Spain**

The success of the meeting was partly thanks to the quality of the guest authors: the writers Banana Yoshimoto and Mitsuyo Kakuta; the artists Junji Ito and Toshio Maeda; Hidenori Kusaka and Satoshi Yamamoto, of "Pokémon"; the creator of Yo-kai Watch, Akihiro Hino; and the team of the film "One Piece Gold".



29 October - 1 November

VENUE Montjuïc

EDITION 22nd

AREA 70,000 m<sup>2</sup>

EXHIBITORS 189

TYPE Public

ACTIVITIES Exhibitions; music; Japanese food; films

ORGANISED BY Ficomic

[www.ficomic.com](http://www.ficomic.com)

Sónar again gathered more consolidated artists and emerging talent from all areas of musical and audio-visual production. Sónar by Day was held once more at Montjuïc with concerts, showcases and Sónar+D, whereas the great shows of Sónar by Night were held at Gran Via. The whole event brought together around 115,000 people.

The festival was highlighted by the great performance of James Blake, Anohni, Jean-Michel Jarre, Flume and Richie Hawtin, the urban rhythms of Skepta, Lady Leshurr and Stormzy and the Latin American and African rhythmic and melodic diversity of Nicola Cruz, Las Hermanas, Mikael Seifu and Ata Kak, among many others.

Sónar+D went some way to consolidating its congregating format and now stands as the new channel of activity at Sónar with more than 4,700 professionals from companies and entities of the world of culture, technology, science, education and enterprise from 60 countries.

## Sónar

**Music, Creativity  
& Technology**



**Since 2002, Sónar has organised more than 50 festivals around the world, from Reykjavík to Osaka**

16-18 June

VENUE Montjuïc i Gran Via

AREA 70,000 m<sup>2</sup>

EXHIBITORS 45

TYPE Public and Professional

ACTIVITIES Concerts and Sónar+D

ORGANISED BY Advanced Music SL

[www.sonar.es](http://www.sonar.es)

Artists from the Maghreb, the new Chinese cinema, the Swab House artists' residence and a new independent curating section were amongst the new developments at the International Contemporary Art Fair of Barcelona, which welcomed 73 galleries from 25 countries, and the works of around a hundred artists.

Once more, the MYFAF deserves special mention with four contemporary art galleries under two years old taking part for the first time in an international fair. These all presented artists born since 1975.

## Swab

**International Contemporary  
Art Fair Barcelona**



**There was a space for reflection on artistic production in Latin America**

29 September - 2 October

VENUE Montjuïc

EDITION 9th

AREA 2,800 m<sup>2</sup> (net)

EXHIBITORS 73

TYPE Public

ACTIVITIES Concerts; performances; workshops; presentations; cocktail and gastronomic attractions; prizes

ORGANISED BY Diez-Cascon Arquitectes

<http://swab.es>

## Fashion and home

Fashion sales in the world in 2016 reached 2.4 billion dollars. In the EU nearly 312,000 million euros were made, more than the United States and China. The Spanish fashion industry means 2.8% of GDP and 4.3% of jobs.

In Spain there are 7,675 companies in the textile/making up sector occupying 131,000 people with a turnover of 10,128 million euros, exports of 13,759 million euros and imports of 18,176 million.

Source: Moda.es, McKinsey, CITYC

## Denim Première Vision

### European Denim Industry and Trend Trade Fair

It presented the autumn/winter 2017-2018 trends of 95 exhibitors from 23 countries, gathering the world elite of producers and purchasers of denim fabrics, fibres, technology, finishes and accessories.

Spain is the largest European producer, with 150 million metres of denim a year, and the second largest consumer of jeans, after Germany, with 88 million articles bought in 2015 (1.8 per person). The sector moves 50,000 million euros worldwide and 621 million in Spain.

**Every year, 2,000 million denim items are sold in the world**

(Denim by Première Vision)



18-19 May

VENUE Montjuïc

EDITION 18th (5th at Fira de Barcelona)

AREA 19,000 m<sup>2</sup>

EXHIBITORS 95

TYPE Professional

ACTIVITIES Denim Ville, space for presenting the latest trends; customisation workshop; "Denim Trend Tasting" and "Denim Smart Conversation" seminars with industry experts; "Beautifying the performance" master class by Calik Denim; space dedicated to bib overalls; exhibition in homage to Japanese denim

ORGANISED BY Denim Première Vision

[www.denimpremierevision.com](http://www.denimpremierevision.com)

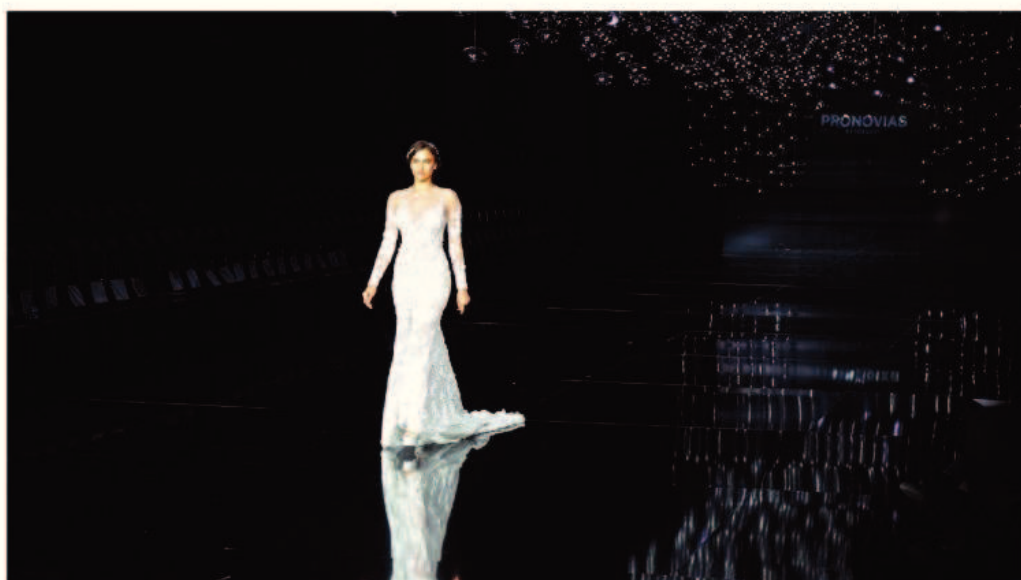
**Exports account for 41% of the annual turnover of the Spanish bridal dress sector, which amounts to 1,300 million euros**  
(Millennial Brides Study)

The new edition was attended by the large national firms and designers of international fame such as the Israeli Galia Lahav and the North American Indian Naeem Khan. With 21 leading brands on the catwalk and 260 exhibitors, half of them international, BBFW brought in 16,000 visitors, 60% foreign, consolidating itself as a solid global platform of the bridal fashion sector.

To strengthen its informative side, the exhibition commissioned the study "*Millennial Brides, born in the eighties, marrying today*" to IESE Professor José Luis Nuño. The results confirm that thanks to internationalisation, Spain is one of the world leaders in bridal fashion and second on the ranking of the sector's export markets. Today its challenges consist of opening up new forms of business in the world and adapting to the demands of the *millennials*, the generation that will set bridal trends in the years to come.

## Barcelona Bridal Fashion Week

**Bridal fashion trade show and catwalk**



26 April – 1 May

VENUE Montjuïc

EDITION 26th

AREA 30,000 m<sup>2</sup>

EXHIBITORS 260 / 21 firms on the catwalk

TYPE Professional

ACTIVITIES Catwalks; Vogue Novias photo show; exhibition by Pedro Rodríguez; Barcelona Wedding Summit industry meeting; "Per dir que sí" exhibition"

[www.barcelonabridalweek.com](http://www.barcelonabridalweek.com)

## Expohogar Spring / Autumn

### International Gift and Home Articles Trade Show

**In its second edition, the Expohogar jewellery and watch sector doubled the number of its exhibitors**

23-26 January (Spring Edition)

17-20 September (Fall Edition)

VENUE Montjuïc

Edition 55th and 56th

AREA 11,000 m<sup>2</sup> and 18,000 m<sup>2</sup>

EXHIBITORS 130 and 212

CARÀCTER Professional

ACTIVITIES Special Expert Event (SEE) with workshops demonstrations and conferences on window dressing merchandising, visual communication, floral art and gift wrapping

[www.expohogar.com](http://www.expohogar.com)



The International Gift and Home Articles Trade Show reaffirmed its status as the sector's benchmark for small and medium enterprise by presenting two editions with more companies, sectors and activities.

In the Autumn edition, it once more brought in the jewellery and watchmaking sector, called BCNJoya, which doubled the number of exhibitors over 2015. The SEE Special Expert Event forum hosted speeches from 15 experts in visual merchandising, window dressing and communication, as well as demonstrations of floral art and gift wrapping which gathered more than 700 people in attendance.

## Mi Boda

**Organised by:  
El Casament Perfecte**

With a 15% increase in the number of visitors, mainly couples, over the previous year, all of the forecasts were exceeded. Visitors and exhibiting companies confirmed the good contacts they made during the event both

in the bridal fashion area and in beauty, leisure, photography and video, gastronomy, travel agencies and organisers, all from the perspective of presenting new developments and offering solutions for one of the most important days in a person's life.

**The average cost  
of a marriage in Spain  
is of 16,534 euros**

(Federation of Independent  
Consumer Users, FUCI)



12-13 November

VENUE Montjuïc

EDITION 24th

AREA 2,400 m<sup>2</sup> (net)

EXHIBITORS 130

TYPE Public

ACTIVITIES Catwalks; talks;  
performances

ORGANISED BY Sinergia Events

[www.mibodabcn.com](http://www.mibodabcn.com)

## Food and drinks

this is the first industrial sector of the country, now engaged in a considerable process of innovation, with more than 28,000 companies that have a turnover of 95,000 million euros and produce 490,000 jobs. It exports for a value of more than 25,400 million, almost a quarter of its production, which represents 11.5% of industrial exports.

Spain is sixth on the EU ranking. Germany (186,000 million euros) and France (183,000) lead the European food industry.

Source: FIAB

**Vicent Guimerà from the restaurant L'Antic Molí in Ulldescona (Tarragona), Chef of the Year 2016**

The Fòrum Gastronòmic, held for the second time at Fira de Barcelona alongside the Hostelco trade show and the Congress of Collective Catering, focused on “the sweet universe” with the bakers Oriol Balaguer, Christian Escribà, Jordi Butrón and Xano Saguer, who, with other chefs like Jordi Cruz, Carme Ruscalleda and the Torres brothers, put on different workshops and activities to show new trends and techniques to both professionals and end-users.

## Fòrum Gastronòmic

**Food and wine congress**



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23-26 October

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VENUE Gran Via

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EDITION 2nd in Barcelona

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AREA 13,300 m<sup>2</sup>

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EXHIBITORS 560

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(Barcelona Hosting Week)

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TYPE Professional and public

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ACTIVITIES Workshops and gastronomic demonstrations;

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The Chef of the Year Award, Josep Mercader Award; InnoFòrum; The Business Forum; National Cocktail Championship; First National Contest of Asian Recipes Udon

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ORGANISED BY Forum Gastronòmic Incatis

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[www.forumgastronomic.com](http://www.forumgastronomic.com)

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**With over 469,000 direct jobs, the food and drinks sector accounts for 21% of Spanish manufacturing industry**  
(FIAB, Federation of Industries of Food and Drinks)

## Alimentaria

### International Food and Beverage Fair

Alimentaria marked its 40th anniversary and consolidated its position as the leading platform for the Spanish food export industry, as well as showcasing the latest consumer trends and innovations in a sector ever more driven by health and well-being. As well as spreading knowledge through conferences and debates, the show highlighted the strength of the key partnership between Spanish gastronomy and restauration in the international promotion of the variety and quality of its food and drinks, presented through 6 large areas: Multiple Foods, Expoconser, Intervin, Intercarn, Interlact and Restaurama.

Fira attracted 140,000 visitors, 32% of whom from abroad, representing 157 countries. Some 11,200 business meetings were held between exhibitors and the 800 importers and distributors. Chosen and invited directly by the organization, these came from Europe, Asia, Latin America and the United States of America.

What's more, Alimentaria left the attendees feeling very upbeat about the recovery of domestic demand in Spain.



25-28 April

VENUE Gran Via

EDITION 21st

AREA 80,000 m<sup>2</sup> (net)

EXHIBITORS 4,000

TYPE Professional

ACTIVITIES The Alimentaria Hub; The Alimentaria Experience; VinorumTHINK; Innoval awards; Gourmet Olive Oil Tasting Bar; "Spain, Land of 100 cheeses"; Halal Supermarket; Alimentaria solidarity initiatives

[www.alimentaria-bcn.com](http://www.alimentaria-bcn.com)



**Sustainability and efficacy set the new trends in hostelry equipment**

Hostelco was held alongside the Fòrum Gastronòmic and the Congress of Collective Catering in the second call to the Barcelona Hosting Week. Attended by 560 companies, 28% international, it confirmed its leadership as a business centre and international platform of products, knowledge and networking in hostelry machinery and equipment.

The new presentations particularly included state-of-the-art equipment incorporating technological solutions and Internet of things systems to be ever more sustainable and efficient. Hostelco, organised by Fira with the collaboration of FELAC, paid host to more than a hundred informative activities, as well as bakery and ice cream demonstrations by international chefs. The commercial activity showed the obvious recovery of the sector driven by innovation, exports and the upturn in the domestic market favoured by tourism.

## Hostelco

### Restaurant, Hotel and Community Equipment Exhibition



23-26 October

VENUE Gran Via

EDITION 18th

AREA 30,000 m<sup>2</sup>

EXHIBITORS 560 (Barcelona Hosting Week)

TYPE Professional

ACTIVITIES Hostelco LAB; demonstrations and workshops; talks with professionals; Café and Fitness areas; prizes; National Barpersons' Championship; Hostelco awards

[www.hostelco.com](http://www.hostelco.com)



## Health and well-being

In Spain there are 3,006 health centres, 10,116 local clinics and 791 hospitals with nearly 159,000 beds, equivalent to 1.8 hospitals for every 100,000 inhabitants. Of every 10 hospitals, 4 are public and 6 are private, but the ratio is inverted in the number of beds: of every 10 beds, 7 are public and 3 private. 112,500 doctors practice in the national health system.

The concern for well-being and health has generalised in recent years and now exceeds the limits of a market that might be considered traditional. In 2015, the number of eHealth start-ups in Spain increased by 53% over the previous year.

Source: Ministry of Health

## Arnold Classic Europe

### Bodybuilding and fitness

The event is also held in Sao Paulo, Melbourne, Johannesburg, Hong Kong and Columbus (Ohio)

The benchmark event for sport, fitness and bodybuilding enthusiasts. A great attraction was the presence of its founder, the athlete, actor and former North American governor, Arnold Schwarzenegger, who took part in a meeting with fans.

It gathers activities related to more than 40 disciplines, and particularly includes the Amateur Bodybuilding and Fitness Championship and the Man's Bodybuilding and Fitness Professional Championship. It has an area displaying nutrition items, sports clothing, training equipment, beauty and complements.



23-25 September

VENUE Gran Via

EDITION 1st in Barcelona

AREA 6,500 m<sup>2</sup> (net)

EXHIBITORS 140

TYPE Public

ACTIVITIES Championships;  
conferences; exhibitions

ORGANISED BY ACE Arnold  
Classic Europe

[www.arnoldsportsfestival.com](http://www.arnoldsportsfestival.com)

**A child's first year of life can cost 2,000 euros only in basic expenses**  
(Idealo magazine)

The show of the world of maternity and child care was consolidated once more as a sector reference meeting. At this edition, new products, services and trends were presented in children's furniture, bathtubs, highchairs, walkers, food, etc., with particular interest in the new technologies applied to the babies' world. Different activities were also organised like massage sessions for babies, children's games, blogger chats, workshops and the Barcelona Fashion Walking parade.

## Bebés&Mamás

**Mother-to-be, Babies and New Families Show**



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21-22 November  
VENUE Montjuïc  
EDITION 17th  
(4th at Fira de Barcelona)  
AREA 13,500 m<sup>2</sup>  
EXHIBITORS 90  
TYPE Public  
ACTIVITIES Talks; fashion catwalk;  
workshops; baby massage  
ORGANISED BY Feria Bebé, SL  
[www.bebesmamas.com](http://www.bebesmamas.com)

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**The Barcelona Marathon is 21st in the world in the number of runners finishing the race**

Expo Sports, the exhibition dedicated to the world of running, trail and triathlon took place on the same weekend as the Zurich Marató de Barcelona, which congregates more than 20,000 runners. This is one of the most important sports fairs in Spain, an event not to be missed by fans of these disciplines. The event presented novelties from the main brands, manufacturers and distributors of sports products and material. The event also organises talks by doctors, physiotherapists and psychologists.

## Expo Sports

**Outdoor Sports Show**



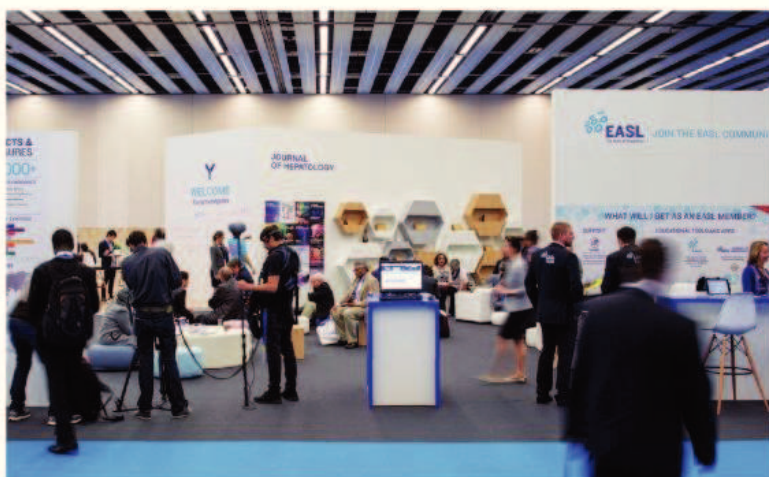
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11-12 March  
VENUE Montjuïc  
EDITION 3rd  
AREA 12,000 m<sup>2</sup> (net)  
EXHIBITORS 150  
TYPE Public  
ACTIVITIES Presentations;  
meetings; conferences; shows  
ORGANISED BY Zurich Marató  
de Barcelona  
[www.zurichmaratobarcelona.es](http://www.zurichmaratobarcelona.es)

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## **ILC** The International Liver Congress

The most important congress in the world on hepatic diseases brought more than 10,000 experts from the medical and healthcare world: hepatology, gastroenterology, internal medicine, cellular biology, transplant surgery, infectious diseases, microbiology and virology, pharmacology, pathology and radiology and image. It highlighted its renowned congress program with symposiums, workshops and seminars to show the latest research in the prevention, detection and treatment of these kinds of pathologies. One of the most frequent is viral hepatitis (type A, B, C, D and E), which causes the death of nearly 1.4 million people each year.



**The EASL was founded in Germany in 1966, inspired by the American Association for the Study of Liver Diseases (AASLD) set up in 1947**

13-17 April
VENUE Gran Via
EDITION 51th
AREA 2,000 m <sup>2</sup> (net)
EXHIBITORS 65
ORGANISED BY Congrex Switzerland – European Association for the Study of the Liver
<a href="http://www.easl.eu">www.easl.eu</a>

## **ICSB** International Conference on Systems Biology

The newly created International Society of Systems Biology (ISSB) is a place for scientific discussion and services for world biological research systems. The Annual International Conference on Systems Biology (ICSB), which was held at the Palau de Congressos, provided a space for a series of symposiums, workshops and educational programs. The ISSB helps to coordinate investigators to form alliances to meet the unique needs of multidisciplinary biology research and international systems.



**The first International Conference on Systems Biology was held in Tokyo in 2000**

16-20 September
VENUE Montjuic
EDITION 17th (1st at Fira de Barcelona)
TYPE Professional
ORGANISED BY The International Society for Systems Biology
<a href="http://www.icbs2016barcelona.org">www.icbs2016barcelona.org</a>

Professional attendees from over 80 companies of the whole value chain of animal production from countries like Germany, France, Argentina and Chile were at the first Livestock Forum Networking Day focused on animal health and food safety organised by Fira de Barcelona with the collaboration of the Ministry of Food, Agriculture and Environment (Magrama), the Department of Agriculture of the Government of Catalonia and the European Commission, and the support of the principal sector associations.

## Livestock Forum Networking Day

**Forum on animal health**



**Better collaboration is needed among professionals to prevent animal pathologies**

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10 May  
 VENUE Gran Via  
 EDITION 1st  
 AREA 6,000 m<sup>2</sup>  
 EXHIBITORS 30  
 TYPE Professional  
[www.livestockforum.com](http://www.livestockforum.com)

More than 1,000 specialists from 75 countries took part in this international congress on uterine diseases. The scientific program dealt with the latest clinical development and research into the diagnosis and treatment of these pathologies, such as endometriosis, adenomyosis, uterine fibroids, polyps and malformations, amongst other things. It also included a live surgery session in which those attending were able to ask the surgeons questions live.

## SEUD Congress

**Congress of the Society of Endometriosis and Uterine Disorders**



**Endometriosis is the second most widespread gynaecological disease, with some 200 million women affected around the world**  
 (Astra Zeneca Foundation)

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12-14 May  
 VENUE Montjuïc  
 Edition 2nd  
 AREA 5,600 m<sup>2</sup>  
 TYPE Professional  
 ORGANISED BY SEUD (Society of Endometriosis and Uterine Disorders)  
<http://seud.org>

## SER Congress

### Congress of the Spanish Society of Rheumatology

Around a thousand experts gathered at this congress which presented the latest developments in diagnosis and treatment of the more than 250 rheumatic diseases that exist and which affect almost 11 million Spaniards. Roundtables, symposiums, workshops and meetings were organised at which all areas of this speciality were analysed: from nuclear pathologies (rheumatoid arthritis, system autoimmune disorders, osteoporosis, osteoarthritis, etc.) to fibromyalgia and muscular-skeletal infections.



**In Spain lower back pain affects 18.6% of the population; followed in percentage terms by hypertension, arthrosis and arthritis (SER)**

18-21 May  
VENUE Montjuïc  
EDITION 42nd  
AREA 5,600 m<sup>2</sup>  
EXHIBITORS 100  
TYPE Professional  
ORGANISED BY Uniontours – Spanish Society of Rheumatology  
[www.ser.es](http://www.ser.es)

## Sport Woman Barcelona

### Women, Health and Sport Exhibition

The show, which coincides with the Women's Race, held a new edition of the fair, offering a wide range of items related to sport, health and beauty, as well as activities and workshops including the Superfitness Barcelona festival with bodybalance, sh'bam, bodyattack and bodycombat.

The race, which started and finished at Montjuïc and covered almost 8 km enjoyed record attendance once more with 29,000 runners, 2,000 more than in 2015. One of the aims of the race is to raise the awareness of the population on the importance of preventing breast cancer and to introduce women to the world of healthy sport.



**Raising awareness about breast cancer prevention, a priority objective**

5-6 November  
VENUE Montjuïc  
EDITION 3rd  
AREA 27,700 m<sup>2</sup>  
EXHIBITORS 35  
TYPE Public  
ACTIVITIES Workshops, training  
ORGANISED BY Motorpress Ibérica / Sport Life  
[www.feriasportwoman.es](http://www.feriasportwoman.es)

## Industry and equipment

Spanish industrial production grew by 1.6% in 2016 and has now increased in three consecutive years. The exception was energy, with an inter-year fall of 0.9%.

The advanced economies face the challenge of the Fourth Industrial Revolution, or Industry 4.0, which involves smart factories, digitalisation, robotics and industrial intelligence (with the Internet of things). In this transformation, Spanish industry has to deal with the increase in competitiveness, investment in R&D and new technologies and the training of human capital.

Source: INE, CaixaBank Research Report

**An addition to the series of Formulating Cosmetics & Making Cosmetics events which has enjoyed great success in Italy and Britain**

The latest trends of the sector in all stages of conception, production and distribution by presenting new products and services, testing and inspection equipment and machinery, laboratory and analysis equipment, processing, packaging and labelling suppliers and companies.

A full program of talks and seminars helped to disseminate the most advanced research in ingredients and textures, and the new techniques to increase efficiency and productivity in manufacturing cosmetic products.

## Cosmetorium

**Exhibition and congress of cosmetic products**



28-29 September

VENUE Montjuïc

EDITION 1st

AREA 5,600 m<sup>2</sup>

EXHIBITORS 75

TYPE Professional

ACTIVITIES Conferences; seminars

ORGANISED BY The Spanish Society of Cosmetic Chemists (SEQC)

[www.cosmetorium.es](http://www.cosmetorium.es)

**Spain is the fifth most important pharmaceutical market in Europe and creates 37,000 jobs**  
(CPhI)

## **CPhI Worldwide**

### **International Fair for Pharmaceutical Ingredients**

The leading fair of the pharmaceutical industry held its world call for the first time in 2016 at Fira de Barcelona, and did so breaking records with 42,000 visitors, 80% international from 156 countries, and 2,500 exhibitor companies that took up the whole of the Gran Via complex, presenting the latest trends in ingredients, excipients, chemical products, services, equipment, machinery, technology and solutions for handling and packaging medicines.

Great commercial activity was seen with 120,000 contacts made via the online platform Live Pharma Connect (search and contact service). As well as the exhibition area, the show, which was expected to have an economic impact on the city of 150 million euros, presented an outstanding congress program with 47 top speakers to analyse the latest developments in the pharmaceutical market, as well as an area on innovation in which 69,000 sessions were developed.



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4-6 October

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VENUE Gran Via

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EDITION 27th

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AREA 83,700 m<sup>2</sup> (net)

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EXHIBITORS 2,582

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TYPE Professional

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ACTIVITIES CPhI Pharma Awards, conferences, business meetings

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ORGANISED BY UBM EMEA

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[www.cphi.com](http://www.cphi.com)

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**Global demand for energy will grow by 30% before 2040**  
(International Energy Agency)

15-17 November  
VENUE Gran Via  
EDITION 5th, 1st at Fira de Barcelona  
EDITION 1st at Fira de Barcelona  
AREA 42,000 m<sup>2</sup>  
EXHIBITORS 550  
TYPE Professional  
ACTIVITIES Energy Revolution Europe; Intelligent Buildings Europe; Initiate!  
ORGANISED BY Synergy Events  
[www.european-utility-week.com](http://www.european-utility-week.com)

In just four editions, the European Utility Week has been consolidated as one of the benchmark events in the sector of supply of public services: electricity, gas and water. In its fifth edition, the first held in Spain, the meeting, which covers the full value chain of generation, transport and management of resources, opened its field of cover up to new areas such as the Internet of Things, cyber security, smart solutions and data management.

## European Utility Week

**Energy and management of resources**



**This is the only commercial trade fair for printing supplies oriented to visitors from Europe and Africa**

21-22 April  
VENUE Gran Via  
EDITION 1st in Barcelona  
AREA 7,000 m<sup>2</sup> (net)  
EXHIBITORS 56  
TYPE Professional  
ACTIVITIES Meetings; discussions  
ORGANISED BY Recycling Times Media  
[www.rtmworld.com](http://www.rtmworld.com)

The latest market trends, technological solutions and new regulations in the field of printing supplies were presented. The only one of its kind in Europe dedicat-

ed to this sector, the event brought together the leading manufacturers and distributors in the market, replacement suppliers and franchises of replacement ink cartridges. In addition to the exhibition itself, during the event there were numerous meetings and debates about the future of the industry.

## RT Imaging Summit & Expo Europe

**Trade fair for printer consumables**



**One of the fathers of Internet, the scientist Vinton Cerf, took part as a speaker**

## IN(3D)USTRY

### Additive & Advanced Manufacturing Global Forum

The first edition of IN(3D)USTRY organised by Fira made it clear that the so-called Fourth Industrial Revolution led by additive manufacture and the digitalisation of the productive processes is happening, and served to show the current applications and future challenges of this technology

in areas such as architecture, automotive, health and consumer products, as well as favouring business contacts between companies and end-users.

IN(3D)USTRY welcomed more than a hundred prestigious speakers and a broad representation of the economic and social ecosystem arising from the use of 3-D printing. The meeting showed the enormous potential of the community of *makers*, the end users, in the Maker Pro zone, with the presence of more than 60 projects, while the exhibition area was attended by leading manufacturers of these kinds of printers such as HP, Renishaw, Hofman and Arburg.



21-23 June  
VENUE Montjuïc  
EDITION 1st  
AREA 5,000 m<sup>2</sup> (net)  
EXHIBITORS 40  
TYPE Professional  
ACTIVITIES Open Innovation Marketplace; Call for Best Solutions; In(3D)ustry Award  
[www.in3dindustry.com](http://www.in3dindustry.com)



**The leading event in the sector in Spain and the largest in the south of Europe**

This edition focused on innovation and smart logistics. In the exhibition area, the SIL Smart & Innovation and SIL Smart Logistics & Mobility zones presented innovative products, services and solutions that use new technologies to modernise the supply and transport chains in order to be more flexible, sustainable and efficient.

Events were held like the SIL 2016 International Congress and the Latin American Summit of Logistics and Transport, among others.

**SIL International Logistics and Material Handling Exhibition**



7-9 June  
VENUE Montjuïc  
EDITION 18th  
AREA 22,000 m<sup>2</sup>  
EXHIBITORS 540  
TYPE Professional  
ACTIVITIES Prizes; exhibitions; congresses; meetings  
ORGANISED BY Consorci de la Zona Franca  
[www.silbcn.com](http://www.silbcn.com)



## Tourism and leisure

Spain is the third world tourist destination, behind France and the United States. The sector provides nearly 11% of GDP, in fact services, tourism and exports are the pillars supporting the economy on its rise out of the crisis.

In 2016, Spain received 75.3 million international tourists, 9.9% up on the previous year, with an overall outlay of 77,000 million euros. Average expenditure per tourist amounted to 1,023 euros.

Catalonia was once more the main destination for foreign tourists, with 17 million, 22.5% of all international visitors.

Source: Ministry of Tourism

## Barcelona Games World

### Video Games and Digital Entertainment Show

Video games found their perfect habitat at the Barcelona Games World. The first edition of the meeting organised by the Spanish Videogames Association (AEVI) and Fira de Barcelona brought together the industry's main brands, more than 70 novelties and a professional area that gathered investors, editors and developers. All tickets were sold out to the show, which congregated leg-

ends of the like of Katsuhiro Harada, father of Tekken; Hajime Tabata, director of Final Fantasy XV; and Charles Martinet, the voice of the popular Mario Bros.



**In Spain there are 15 million video players who devote 6.2 hours a week to playing**

(AEVI)

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6-9 October

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VENUE Montjuïc

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EDITION 1st

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AREA 50,000 m<sup>2</sup>

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EXHIBITORS 155

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TYPE Professional and public

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ACTIVITIES Co-Op Business Zone; RetroBarcelona; professional competitions; Games Party

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[www.barcelonagamesworld.com](http://www.barcelonagamesworld.com)

**In 2016, 4,821 leisure vessels were registered in Spain, 3.59% up on the previous year**  
(ANEN)

The meeting, the largest in leisure boating in Spain, presented around a hundred novelties, 70 of which came in models of boats and more than 30 in new engines and electronic accesses.

This edition focused on innovation and entrepreneurship with the first meetings of start-ups in collaboration with the National Association of Nautical Companies (ANEN) and Keiretsu Forum. The show had a display area for around twenty technological solutions, a round of funding with investors, and networking sessions.

The intense activity of the show bore witness to the progressive recovery of the boating sector. The activities particularly included the “Sailing Night”, with live music, tastings and fashion parades; the 4th Barcelona SUP Festival, the talks and presentations at the “Espai del Mar” and the workshops of “Marina Tradicional”, an area promoting sea culture and heritage celebrating its 10th anniversary.

## Barcelona International Boat Show

**Sports and leisure boat industry show**



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12-16 October

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VENUE Port Vell

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EDITION 55th

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AREA 54,000 m<sup>2</sup>

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EXHIBITORS 260

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TYPE Professional and public

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ACTIVITIES Professional seminars; sailing discovery excursions; traditional navigation workshops; Sailing Night

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[www.salonnautico.com](http://www.salonnautico.com)

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## B-Travel

### The new Tourism Show

In its second edition, B-Travel took a step further in its form as an exhibition aimed at experience tourism with the creation of new atmospheres and more amusing activities to feel the excitement of a trip without leaving the fair (musical performances, dance, tastings, etc.). With the offer of all autonomous communities and nearly 50 countries and regions of the world, the family tourism proposals and those related to gastronomy and culture, as well as travel to exotic destinations, were those most sought after by visitors.



**Chefs with Michigan stars like Nandu Jubany and Fina Puigdevall, cooked a charity rice mea**

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15-17 April  
VENUE Montjuïc  
EDITION 2nd (24th as SITC)  
AREA 19,100 m<sup>2</sup>  
EXHIBITORS 180  
TYPE Public  
ACTIVITIES B-Delicious tasting area; dances; performances, etc.  
[www.b-travel.com](http://www.b-travel.com)

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## Caravanning

### International caravan and motor home fair

The International Caravanning Show confirmed that it is the benchmark event and the main driving force behind the sector. Over its nine days, the meeting recorded increased sales of 35% over the 2014 edition. The operations registered at the show for many exhibitors amounted to 45% of expected sales for the whole year.

The good results significantly contributed to the recovery that the caravanning sector has started in Spain this year.



**The vehicles met Euro 6 regulations on the limitation of polluting gas emissions**

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15-23 October  
VENUE Gran Via  
EDITION 32nd  
AREA 24,000 m<sup>2</sup>  
EXHIBITORS 103  
TYPE Professional and public  
ACTIVITIES Gastrovaning with street food stalls; Caravanning Kids; Travelvaning area for experience exchange among caravanners; Campervanning display of camper vans; XVII Meeting of Camping and Caravanning Companies; II Caravanning Night  
[www.saloncaravanning.com](http://www.saloncaravanning.com)

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Every Christmas, Fira de Barcelona hosts one of the leading events of the city, the traditional Children's Festival, which in 2016 redesigned its offer to evolve towards a new focus, holding more than a hundred fun, sports and educational activities, and bringing in new leisure proposal such as the Open Camp sports theme park, the Gran Circo Americano and the performances of characters from the Peppa Pig and Ben & Holly cartoon series.

## Children's Festival

**Leisure with values**



**Activities for fostering values such as solidarity, civism and healthy habits**

27 December 2016 - 4 January 2017

VENUE Montjuïc

EDITION 53rd

AREA 45,000 m<sup>2</sup>

EXHIBITORS 77

TYPE Public

ACTIVITIES Skill Training  
Basketball Molinet Trophy;  
+KESPORT!; performances;  
shows; circus

[www.festivalinfancia.com](http://www.festivalinfancia.com)

The amusement parks came together at Euro Attractions Show, organised by the IAPPA, which has 5,000 associates around the world.

More than 500 companies related to the leisure industry took part, presenting their offer on the building of attractions and the designing and definition of themes; theatre and show equipment; ticket sales; restaurants, hotels and tourist complexes. The show was opened at the Tibidabo Amusement Park and several activities were held at Port Aventura.

## Euro Attractions Show

**European fair of the amusement sector**

**The United States and China concentrate the largest number of amusement parks in the world**

(IAPPA)



20-22 September

VENUE Gran Via

EDITION 1st at Barcelona

AREA 13,000 m<sup>2</sup>

EXHIBITORS 525

TYPE Professional

ACTIVITIES Work and training sessions

ORGANISED BY The International Association of Amusement Parks and Attractions (IAAPA)

[www.iaapa.org](http://www.iaapa.org)

## Handmade Festival Barcelona

### A Unique Do-It-Yourself Experience

**Paper therapy and creative recycling turned into the festival's "star" activities**

meet&sweet (bakery), decoration, gardening and DIY, it organised an evening party and offered visitors nearly 300 activities and experiences promoting things like entertainment with a social vocation, such as "creative recycling", or techniques to combat stress, like paper therapy (painting illustrations) and origami.

Organised by Fira with the collaboration of the creative agency Evident Events, in its new edition the festival brought out a more amusing and participative model. In addition to presenting a wide range of articles and materials from the sectors of thread, paper,



8-10 April  
VENUE Montjuïc  
EDITION 3rd  
AREA 12,000 m<sup>2</sup>  
EXHIBITORS 150  
TYPE Professional and public  
ACTIVITIES Workshops and demonstrations of sewing, crochet, painting, DIY or cooking; Handmade Night, night fest with music and cuisine treats; gastronomic offer at food trucks  
[www.handmadefestivalbcn.com](http://www.handmadefestivalbcn.com)

## Tattoo Expo

### Barcelona International Tatroo Convention

It focused on ancestral tattooing and brought together national and international artists using traditional techniques like Su'a Lawrence (the ancient Samoan art of Tufuga); Matthieu Duquenois (sak yan);

**Tattoos were already known in the ancient Egyptian, Japanese and Maori cultures**

and Horimasa-Tosui and his Oriental art.

Tattoo was held alongside the BAUM Festival, an area of demonstrations of the different varieties of urban culture: displays of classical and customised vehicles, tattoo contests, workshops, seminars, art displays, music, dance and demonstrations of extreme sports.

30 September - 2 October  
VENUE Montjuïc  
EDITION 18th (3rd at Fira de Barcelona)  
AREA 3,100 m<sup>2</sup> (net)  
EXHIBITORS 325  
TYPE Public  
ACTIVITIES Exhibitions; workshops; seminars; extreme sports  
ORGANISED BY Pro-Arts Iniciatives Artistiques  
<http://barcelonatattooexpo.com>





**Barcelona is the second city in the world in terms of people attending congresses**

(ICCA, International Congress and Convention Association)

The fair once more gathered the world industry of business, congress and incentive tourism. The 3,000 exhibitor companies from 150 countries, 20% Spanish, presented the latest in destinations, products and specialised services of the sector to travel agencies, tourist operators, congress centers, hotel chains, cities and countries.

At the IBTM World exhibition, more than 87,000 business meetings were held, as well as over 100 conferences, workshops and seminars, and once again the training program exclusively in Spanish to enhance business tourism in Spain stood out with more than 5 million tourists travelling to our country for this reason, and Barcelona offering most congresses and one of the most visited cities in the world.

The event, which has taken place at Fira de Barcelona since 2004, has an estimated economic impact on the city of more than 50 million euros, according to the organisers.

## IBTM World

**Exhibition for the Incentive, Business, Travel and Meeting Industry**



29 November – 1 December

VENUE Gran Via

EDITION 29th  
(13rd at Fira de Barcelona)

AREA 43,000 m<sup>2</sup>

EXHIBITORS 3.000

TYPE Professional

ACTIVITIES Workshops and seminars

ORGANISED BY Reed Travel Exhibitions

[www.ibtmworld.com](http://www.ibtmworld.com)



## Other activities in the venues

meetings, as well as corporate and business events. Among the latter, highlights included conventions held by the companies Allianz, Danone and Wella, as well as the CaixaBank Shareholders' Meeting.

The Montjuïc Palau de Congressos was the venue for the 54th International Association of Women Police Congress, which involved 400 representatives from 27 countries, who debated human trafficking, violence against women, protecting victims in conflict areas and issues related to their career.

Another activity that stands out in particular was iBridges, a meeting for the Iranian community, with a special focus on business development and technology.

The Government of Catalonia held Ifest Catalunya Emprèn for another year running at the Palau de Congressos, an event aimed at young people and acting as a celebration of technology, science and innovation, featuring talks, and a space for exhibitions and experimentation. The same venue was used to host the events in celebration of the Catalan and local police, the Dia de les Esquadres and the Dia de la Guàrdia Urbana respectively.

As usual, the Montjuïc venue served as the main centre of operations for the annual TV3 Marathon, with the space provided by Fira as part of its Social Commitment policy. On this occasion, the TV3 telethon La Marató was raising funds to study strokes, brain injuries and spinal cord injuries. In addition, some 30 commercials were filmed at the venues.

Overall, in 2016 the venues at Fira hosted around 40 association conferences, meetings between cultural organisations and institutional





## Sports and popular culture

As is traditional, the Fira venues also welcomed several citizen sports and cultural events.

Outstanding among these were La Mercè Race, the Zurich Marathon, the Women's Race of Women and the 93 edition of the popular Jean Bouin, the oldest in Spain and with thousands of runners participating in it, as a demonstration of the great support by Barcelona to this sort of events.

Still on the theme of sport, Avinguda Maria Cristina hosted the Catalonia Historic Car Rally, promoted by RACC.

In the field of folklore festivals, we cannot omit to mention the Festival of La Mercè and, most especially, the Piromusical firework, music and water show that closes the programme of activities, the celebrations of Christmas and New Year's Eve, and Fira's cooperation with the Cavalcades of the Kings in both Barcelona and L'Hospitalet de Llobregat.

Also in the calendar of popular celebrations, in early October, Plaça de l'Univers was the site of the Oktoberfest Barcelona, a popular celebration modelled on the "bierfests" in Munich and other cities in Germany, featuring German beer, music and traditional cuisine.



2016 Report

Activity abroad



## Shows, venues and consultancy

During 2016, several new shows were held abroad, co-organized by Fira de Barcelona, as the result of the organisation's partnerships with a range of different institutional and economic parties and operators. Activity abroad grew significantly, exceeding 5% of Fira's total turnover, which improves opportunities for businesses in the country that want to export their products or services.

Some of the most important aspects, which are detailed in the pages that follow, include the international reach of the Smart City Expo World Congress. Since its inception in 2011 at Fira de Barcelona, the project has become an international reference point for smart cities. As well as the parent edition in 2016, 4 other shows were also held in other major cities.

This year also saw agreements signed by Fira de Barcelona and the state-run company Pabexpo to co-organise trade shows in Havana, as part of Cuba's policies for greater economic openness.

This was in addition to the co-management of the Doha Exhibition and Convention Center, in which Fira helped to organise several events, as part of the institution's policy for further global reach. Consultancy agreements were reached with different authorities to draw up business plans and design new trade fair venues in 2017 in Ethiopia and Morocco.





The first edition of this event was held as part of the Fira de Barcelona's agreements with the state company Palco in order to offer new business opportunities to local and foreign companies of the food, drinks and food services industry seeking to expand their business to Cuba, and especially companies from Spain, Chile, USA, El Salvador, Italy, Mexico, Holland, Panama and the Dominican Republic.

The show's offer, which draws inspiration from Alimentaria, was very broad: machinery, equipment and technology and all kinds of agricultural and meat products, preserves, wines and drinks, oils, dairy products, sweets and seafood.

## Feria Alimentos Cuba



5-7 July

VENUE Pabexpo Exhibition Center  
– Havana, Cuba

AREA 4,320 m<sup>2</sup>

EXHIBITORS 100

JOINTLY ORGANISED BY Fira de  
Barcelona i Palco

[www.firacuba.com](http://www.firacuba.com)

## Doha Jewellery and Watches Exhibition

Doha Jewellery and Watches Exhibition, the leading exhibition in the sector of jewellery, precious stones and watches in the Middle East reached its twelfth event, and the third in which Fira de Barcelona has taken part.

This new edition gathered the offer of 500 brands from 27 countries, with a large selection of luxurious items made by specialists from around the world like Bulgari, Gucci and Dior, among others, and brought in around 30,000 visitors.



23-27 February

VENUE Doha Exhibition and Convention Center – Doha, Qatar

AREA 25,000 m<sup>2</sup>

EXHIBITORS 500 brands

TYPE Professional

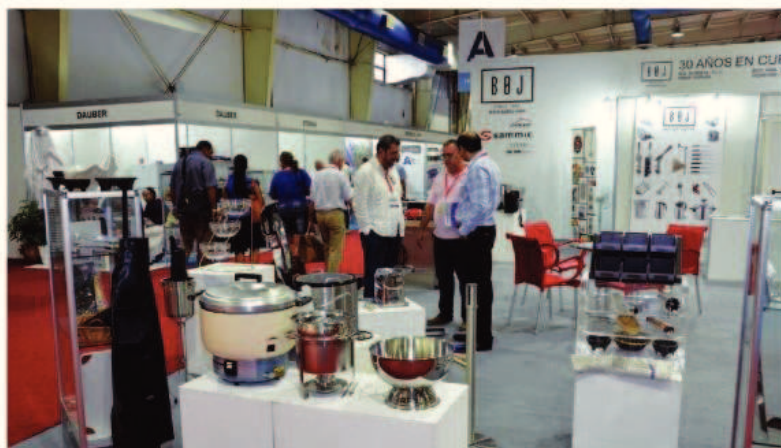
JOINTLY ORGANISED BY Fira de Barcelona, the Qatar Tourism Authority and Elan Events for the third time

[www.djwe.qa](http://www.djwe.qa)

## HostelCuba

The first edition of HostelCuba received exhibitors from 11 countries, and especially from Spain, Italy, Germany, Norway, Switzerland, Ukraine, Dominican Republic, Mexico and Panama, as well as 60 Cuban governmental bodies.

Following the experience of Hostelco, the event is dedicated to equipment and machinery for hostelry, laundry and cleaning; furniture and decoration; table dressing and service; textile; and wellness and fitness services. Over 200 meetings were held with 118 purchasers in the course of the show.



17-19 May

VENUE Pabexpo Exhibition Center – Havana, Cuba

AREA 3.000 m<sup>2</sup>

EXHIBITORS 52

JOINTLY ORGANISED BY Fira de Barcelona and Palco

[www.firacuba.com](http://www.firacuba.com)



The Qatar Motor Show is the most important motor event in Middle East both for vehicle lovers and for the sector's professionals. It gathered some of the most outstanding international vehicle manufacturers with the latest sports and luxury models, middle-range vehicle dealers and accessory companies. Special interest was shown in the Rolls Royce Phantom and Dawn, and motorcycle fans could enjoy international makes like Harley Davidson, Ducati, Triumph and KTM.

## Qatar Motor Show



28 January – 1 February

VENUE Doha Exhibition and Convention Center – Doha, Qatar

AREA 15,000 m<sup>2</sup>

EXHIBITORS 35

JOINTLY ORGANISED BY The Qatar Tourism Authority, Elan Events and Fira de Barcelona

[www.qatarmotorshow.gov.qa](http://www.qatarmotorshow.gov.qa)

Casablanca hosted the first Smart City Expo of the African continent, which focused on open, inclusive and innovative cities and combined a congress for professionals with a program of activities for citizens to promote the concept of smart cities and to turn the event into the key meeting for the urban development of North Africa.

## Smart City Expo Casablanca

The congress program was built around Sustainability and Resilience, Mobility and Urban Planning, Collaborative Cities and Citizens' Participation, and Technology and Sustainable Development.



17-18 May

VENUE Hotel Hyatt Regency – Casablanca, Morocco

SPEAKERS 80

JOINTLY ORGANISED BY Fira de Barcelona and the region of Casablanca-Settat, the municipality of Casablanca and its prefecture, under the patronage of King Mohammed VI

[www.smartcityexpocasablanca.com](http://www.smartcityexpocasablanca.com)

## Smart City Expo Istanbul

The edition of Smart City Expo for south-east Europe and the Middle East took on the motto of Cities in Motion, with a clear reference

to mobility but also to urban transformation as two of the main motors of development. Istanbul faces considerable challenges in this field and is carrying out different projects to face up to its problems, such as new underground lines, a tunnel connecting Asia and Europe, a new airport and traffic smart management solutions. A total of 40 exhibiting companies showcased at the event.



1-3 June

VENUE Haliç Congress Center – Istanbul, Turkey

SPEAKERS 20

JOINTLY ORGANISED BY Fira de Barcelona and the Istanbul Metropolitan Municipality

[www.smartcityexpoistanbul.com](http://www.smartcityexpoistanbul.com)

## Smart City Expo Kyoto

The third edition not only meant an increase in attendance over the previous call, but also stood out particularly for its display of technological products and applications related to

the health sector. It attracted 124 companies and institutions, and visitors from 28 countries interested in applying the policies to transform smart cities in Asia.

It became the ideal platform to show how smart cities can create new business and at the same time to suggest solutions for present urban problems.



1-3 June

VENUE Kyoto International Conference Center (Day 1), Keihanna innovation center (Days 2, 3)

SPEAKERS 72

ORGANISED BY Fira de Barcelona and the Kyoto Prefecture

[www.expo.smartcity.kyoto](http://www.expo.smartcity.kyoto)

[www.smartcityexpo.com/kyoto](http://www.smartcityexpo.com/kyoto)

The first meeting of Smart City Expo Puebla exceeded all expectations: the event was attended by 7,900 professionals from 36 countries as well as more than 80 exhibiting companies, which for three days made the Mexican town the Latin American capital of smart cities.

Through five thematic axes (sustainable cities, equal cities, living and participative cities, urban technologies and digital entrepreneurship, and urban planning and mobility) the main problems facing the continent's large urban agglomerations were discussed.

## Smart City Expo Puebla



16-18 February

VENUE Centro Expositor (Exhibition Center) – Puebla, Mexico

SPEAKERS 165

JOINTLY ORGANISED BY Fira de Barcelona with the support of federal, state and local institutions

[www.smartcityexpopuebla.com](http://www.smartcityexpopuebla.com)

The exhibition is the result of the agreement between ANTAD, the main association of points of sale of Mexico, and Alimentaria Exhibitions, the Fira de Barcelona organiser of Alimentaria, to make it a benchmark among the continent's food trade fairs.

As a showcase of the sector's latest trends, the show presented more than 600 new developments and received a large number of international attendees with exhibitors from China, Korea, Portugal, Indonesia, Italy and Peru, and the participation of a large group of Spanish companies. The 2016 edition was attended by more than 40,000 professional visitors from 45 countries.

## Expo ANTAD & Alimentaria Mexico



16-18 March

VENUE Expo Guadalajara, Mexico

AREA 55,000 m<sup>2</sup>

EXHIBITORS 2,400

JOINTLY ORGANISED BY ANTAD (National Association of Supermarkets and Department Stores) and Alimentaria Exhibitions

[www.expoantad.net](http://www.expoantad.net)



2016 Report

Commitment, social  
impact and innovation



## Value and Social Commitment

The impact of the activity at Fira de Barcelona, including shows, conferences and other events, has an economic and social repercussion on the city, the wider metropolitan area and the region as a whole.



Fira's activities have an impact on the regional, social and industrial environments.

Fira generates an annual impact of more than 2,600 million euros, 1.21% of Catalonia's GDP and over 40,500 jobs. Fira's activity generates more than 780 million euros for public finances every year.

Fira de Barcelona's contribution is two-fold, with a closely-linked economic and social influence, as the organisa-

tion's activities have an impact on business development, job creation, wealth and welfare, as well as creating public resources that can be used for meeting collective demands.

In this regard, Fira's Social Commitment includes several aspects that transcend the more traditional aspect known as Corporate Social Responsibility.

## Creation of public and social value

- **Energising and developing the production network.** Among other trade fairs, special mention should go to the first edition of the In(3D)ustry show, focused on additive manufacture, and the second IoT Solutions World Congress Barcelona, dedicated to the industrial Internet.

- **Supporting SMEs,** entrepreneurs and enterprise associations.

- **Encouraging contacts** between companies from different sectors that generate innovation. The Smart City Expo World Congress, Iwater and the Circular Economy events were also highlights, among others.

- **Strengthening the public space** dimension with the fair venues, which can be used for strictly commercial or more general purposes. In addition

to professional events, around 30 shows were held in the Montjuïc and Gran Via venues during 2016 that were open to the wider public, as well as numerous social, cultural and leisure activities.

- **Promoting the metropolitan centrality,** as both the fair venues and their activity generate powerful impact on quality infrastructure and urban design. The social impact is shown in the construction of Line 9 South of the Metro, which was opened in 2016.

- **Contributing to Barcelona's** international positioning thanks to the large events and increase in business tourism. Several large-scale events were held during 2016, including the Mobile World Congress, Alimentaria, CPhI Worldwide, the International Liver Congress, SAP, and more.



Knowledge transfer and the generation of synergies demonstrate the creation of public and social value.

The trade fair activity has both an economic and social impact

- **Creation and transfer of knowledge**, spreading of innovation in the economic and social sectors, in addition to fostering exchanges between training, professional, university and commercial fields. 2016 thus saw a greater role played by salons such as the Smart City Expo World Congress, 4YFN, Bizbarcelona or Internet of Things, Futura, ITworldEdu, among others.

With this in mind, Fira signed co-operation agreements with various universities to facilitate the hiring of students to do internships.

Another aspect of the Fira's Social Commitment is its commitment to the environment and to sustainability. Fira has

important recycling measures in place, with over 500 tons recycled annually, and energy-efficient, planet-friendly stand design, amongst other steps to minimize the impact generated by its activity.

In line with these policies is the initiative by the Smart City Expo World Congress to achieve a full reduction of residues, based on circular economy and the efficient use of resources. This allowed some 17,000 m<sup>2</sup> of fitted carpet and 2,750 kilos of stand construction material to be re-used, for example. Another achievement is the photovoltaic system on the roofing of the Gran Via venue with 29,500 panels, which cut emissions by more than 2,200 tons of CO<sub>2</sub> annually.

## Active solidarity

In the specific field of solidarity, Fira collaborated during the year 2016 with numerous institutions, corporations and social organisations engaged in tackling the effects of the economic crisis (long-term unemployed, over 45 job seekers, children with difficulties, people with disabilities, young migrants, etc.).

The corporate policy has translated to:

- **Offering the use of Palau 1** at the Montjuïc venue as the operations centre

for the TV3 charity telethon "La Marató". In 2016 this marathon raised funds to study strokes, brain injuries and spinal cord injuries, making over 11,300,000 euros.

- **Work with charities:** Càritas (as part of the "Feina amb cor" programme), the social economy company Cuina Justa, "Mulla't" (for the Multiple Sclerosis Foundation), "Enfeina't" (Fundació Factor Humà and the company Ingeus, with support from the Government of Catalonia and the

Fira remains actively committed to the organisations fighting inequality and social exclusion.







European Social Fund), and Barcelona Magic Line (showing solidarity with the Fundació Hospital Sant Joan de Déu).

- **Youth inclusion.** Fira's e-commerce channel included the option of hiring musicians who had been trained as part of the "Cabal Musical" initiative run by the Taller de Músics, a social innovation project for inclusion, based on training, guiding and accompanying the artistic talent of young musicians in neighbourhoods on the outskirts of the city, especially in the Besòs area. The organisation also worked with other institutions that focus on job placements, such as "Quiero Trabajar" and "Fundació Èxit". Moreover, more than one thousand children and teenagers with difficulties received tickets to the Children's Festival.

- **Alimentaria solidarity initiatives.** Fira, through the shows Alimentaria and

GastroFira in particular, worked with the Food Bank and Nutrition Without Borders to distribute excess food from the events. The organisation also took an active part in the campaign "La fam no fa vacances" (Hunger doesn't take a holiday).

- **Acknowledgements.** Fira de Barcelona's role has been recognised by a range of different organisations, such as the Associació de Persones Aturades (The Association for the Unemployed), which has spent more than 45 years working in Hospitalet. ASSAT50 also awarded Fira in the category "Businesses and people showing social commitment", and the organisation also received the Làbora Seal as a Responsible Business for contributing to equal opportunities for Barcelona citizens. The "Làbora" programme is run by Barcelona City Council.

Every year, Palau 1 at the Montjuïc trade fair venue becomes the main operations centre for the TV3 charity telethon La Marató.

# 10 breakthrough innovations of 2016

Presenting new products and services is a feature of trade shows by definition. We have selected some examples of the abundant, breakthrough innovations presented at the Fira venues in 2016.



**1 IoT Solutions World Congress Smart Airline Baggage Management.** A tracking system developed by General Electric, Oracle, Infosys and M2MI, to prevent luggage being lost at airports. It merges several IoT systems, locating and connecting luggage, handling, transport and baggage management. It aims to reduce the disruption caused by more than 23 million bags lost per year, as well as to cut the compensation costs paid out.

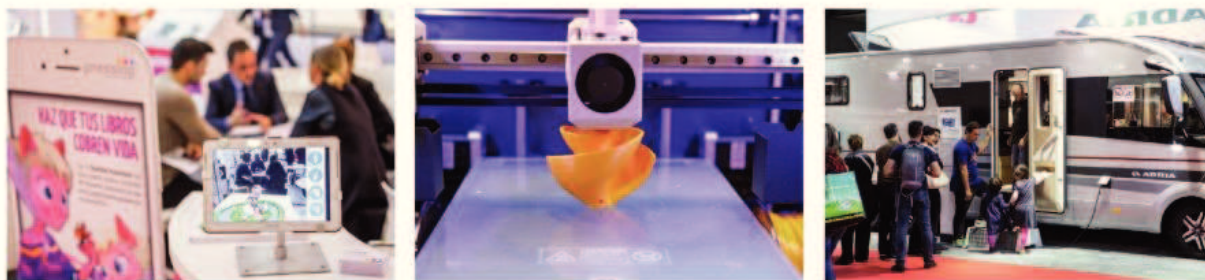
**2 Smart City Expo World Congress Smartflower.** The Austrian company Smartflower has designed an intelligent collapsible solar panel that is suitable for both urban settings and the home: it activates and deactivates automatically when it detects sunlight, and moves towards the sun independently. It is equipped with a storage system, allowing solar energy to be used even on cloudy days. The electricity generated can be used both for traditional purposes and for charging electric vehicles.

**3 Barcelona Games World Samsung Gear 360.** The Korean manufacturer presented the first ever camera able to capture instant 360° photos. It is the first camera of its kind, and is designed for direct interaction with a mobile phone and for use by the general public, not just technology and photography fans. The Korean company came ahead of other companies in starting a range of products that will have further products added in the future, and to which other manufacturers have already joined.

**4 Alimentaria Veggie.** Meat-free sliced sausages by Noel Alimentaria. Made with egg white to provide a protein base, they are ideal for vegetarians who want a meat-free alternative for their diet. The meat content is substituted for egg whites, olive oil and sunflower oil, the product has high protein levels while maintaining the same taste as traditional sausage. It is low in saturated fat and has 10 times less cholesterol than a meat product. Suitable for those with celiac disease and lactose intolerance.

**5 Iwater**  
**Proyecto All-gas.** This pioneering project has an international scope, and is revolutionising the paradigm surrounding wastewater treatment by obtaining clean, sustainable energy from effluent. It turns all of the biomass produced in Wastewater Treatment Plants into biomethane fuel for vehicles. It is already being used in Chiclana (Cadiz, Spain).

**8 Mobile World Congress**  
**eSIM Cards.** Promoted by Apple, Samsung and other manufacturers. The idea is an electronic SIM card, allowing users to do away with the physical SIM card required by current mobile phones. The ability to dispense with a traditional SIM card can simplify and streamline free space on smart devices. It could also make it easier to change the data plan within the same operator.



**6 Liber**  
**Seebook.** The first e-book you can touch. Bringing digital content back to the real world. When you buy one of the cards, it replicates the experience of buying a “physical” book, while being lighter, more affordable and better for the environment. Just scan or copy the code from inside, or download it immediately, using any smart device, smartphone, tablet or computer. You can customise books and still give them as a gift.

**9 Caravanning**  
**AdBlue Technology.** To meet European regulations on nitrogen oxide, carbon monoxide and particulate matter emissions, manufacturers of caravans and motor homes that use Ford, Citroën and Peugeot motors have chosen AdBlue, a gas purification system that uses a tank containing a highly-pure aqueous urea solution in demineralised water. The AdBlue tank needs to be refilled every 6,200 or 12,400 miles (10,000 or 20,000 km).

**7 ITworldEdu**  
**Editorial Vicens Vives.**  
Dash & Dot are two robots designed to help children aged 5-11 years old to get started in the world of programming. These also help them learn the basics in maths, languages, natural sciences and humanities. The many possible uses of these tablet-directed robots include algorithm designs, allowing them to be programmed so as to create geometric shapes and figures.

**10 In(3D)ustry**  
**HP Jet Fusion 3D 4200.**  
The world leader in 3D printers launched a new type of printer aimed at industrial production, and that produces parts at a rate ten times greater than those currently on the market. It is based on how 2D printers run, using inkjet heads with a chemical agent that creates an object by adding layers.

Presidents of the Organisation  
Committees of Fira de Barcelona  
trade shows

**Alimentaria**

Josep Lluís Bonet i Ferrer

**Alimentaria FoodTech**

Llucià Casellas i Puig

**Barcelona International Motor Show**

Enrique Lacalle Coll

**Barcelona Bridal Fashion Week**

Marta Raich i Farré

**Barcelona Building Construmat**

Ana Vallés Blasco

**Barcelona Games World**

Alberto González Lorca

**Barcelona Meeting Point**

Jordi Cornet i Serra

**Bizbarcelona**

Agustí Colom i Cabau

**B-Travel**

Jordi Clos i Llombart

**Caravanning**

Ramón Nuez Pérez

**Equiplast**

Bernd Roegele Greineisen

**Eurosurfes**

Giampiero Cortinovis Scarpellini

**Expoquimia**

Antón Valero Solanellas

**ExpoEcoSalud**

Gabriel Andrés i Ortuño

**Expominer**

Carles Miravittles Torras

**Graphispag**

Lluís Giralt Álvarez

**Hispack**

Javier Riera-Marsà i Bonmatí

**Hostelco**

Rafael Olmos Font

**Infarma**

Jordi de Dalmases i Balañà

**Iwater Barcelona**

Ángel Simón Grimaldos

**Liber**

Daniel Fernández Gutiérrez

**Barcelona International Boat Show**

Luis Conde Möller

**Ocasión**

Jaume Roura i Calls

**Pharmaprocess**

Antoni Capella i Galí

**Piscina & Wellness Barcelona**

Eloi Planes i Corts

**SIL – International Logistics and Material Handling Exhibition**

Jordi Cornet i Serra

**Smart City Expo & World Congress**

Ramon Roca i Enrich

**Smart Mobility World Congress**

Pere Calvet i Tordera

As of 1 July 2017

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