

@ NEWSLETTER ISSUE 13 – FEBRUARY 2007

INDEX

TOPIC OF THE MONTH:

- @ THE I CONGRESS OF URBAN CLUSTERS, ORGANIZED BY 22@BARCELONA, CIDEM AND BARCELONA CITY COUNCIL, HAS TURNED BARCELONA INTO THE EUROPEAN CAPITAL OF INNOVATION
- @ SUCCESSFUL ATTENDANCE, WITH MORE THAN 300 PARTICIPANTS, IN THE I CONGRESS OF URBAN CLUSTERS

- @ THE 22@NETWORK, THE 22@BARCELONA COMPANIES AND INSTITUTIONS ASSOCIATION, DONATES ALMOST A HUNDRED COMPUTERS TO INSTITUTIONS OF THE SANT MARTÍ DISTRICT
- @ SPONSORED BY 22@BARCELONA AND FRAMED UNDER THE 3GSM WORLD CONGRESS: THE COMMUNITY OF MOBILE PROFESSIONALS, MOBILEMONDAY, SELECTS THE BEST INITIATIVES FOR THE GLOBAL PEER AWARDS
- @ A DELEGATION OF SCANDINAVIAN COMPANIES EXCHANGES EXPERIENCES WITH SPANISH COMPANIES SETTLED IN 22@BARCELONA DISTRICT
- @ 22@BARCELONA AND THE INTERNATIONAL COOPERATION AGENCY FOR KOREA IT AGREE TO PROMOTE THE PRESENCE OF KOREAN COMPANIES IN THE INNOVATION DISTRICT
- @ THE LANDING PROGRAMME (UPC, THE LA SALLE INNOVATION PARK AND 22@BARCELONA) ORGANIZE A GATHERING OF CATALAN AND KOREAN COMPANIES PRESENT IN THE 3GSM TO SET UP BUSINESS RELATIONSHIPS
- @ ALFONS CORNELLA, INFONOMIA DIRECTOR, IN THE 22@UPDATE BREAKFAST OF FEBRUARY: "2015 WILL BE A *GOOGLE INSIDE* WORLD: A WORLD WHERE USEFUL TOOLS WILL BE AVAILABLE TO SOLVE YOUR NEEDS"
- @ THE F.C. BARCELONA HANDBALL PLAYER, DRAGAN SKRIBIC, PARTICIPATES IN THE I GATHERING OF HANDBOL POBLENOU DISTRICTE DIGITAL, SPONSORED BY 22@BARCELONA
- @ THE NORTH-AMERICAN COMPANY VISTAPRINT SETTLES DOWN IN THE 22@BARCELONA DISTRICT TO MANAGE ITS EUROPEAN EXPANSION

TOPIC OF THE MONTH:

1.- THE I CONGRESS OF URBAN CLUSTERS, ORGANIZED BY 22@BARCELONA, CIDEM AND BARCELONA CITY COUNCIL, HAS TURNED BARCELONA INTO THE EUROPEAN CAPITAL OF INNOVATION

The 22@Barcelona project fosters the diversification of uses and the settlement of knowledge-based, innovative and dynamic companies that, in coexistence with neighbourhood proximity activities –shops, small workshops, services–, configure a rich productive fabric that favours the synergies among knowledge and innovation processes and allows improving the competitiveness of the business group.

In order to achieve this goal, 22@Barcelona promotes the creation of numerous projects aimed at stimulating the competitiveness and international resonance of the group of companies and institutions present in the territory that are willing to become “engines” of the economic development of the new productive centre of Barcelona.

These initiatives permit the creation of clusters in several fields of knowledge with which Barcelona is able to achieve international leadership, by means of the concentration of companies in the territory, as well as public organizations and scientific and technological centres of reference in those sectors considered strategic: Media, Information and Communication Technologies (TIC) and Medical and Energy Technologies.

To promote the consolidation of each cluster, 22@Barcelona fosters:

- The presence of companies of reference in the sector;
- The support and presence of the most relevant institutions;
- The existence of spaces for small and medium companies;
- The settlement of universities, continuous training and professional training centres;
- The set-in-motion of technologic centres;
- The creation of specific business incubators;
- The construction of housing for professionals;
- Spaces of exhibition and spreading of the innovations and advances of the sectors;
- Specific services and spaces for the entrepreneurs of each of the areas,
- The provision of a group of specific services: aids, access to venture capital, networking, etc.

Therefore, these areas of excellence permit the creation of a dynamic model of innovation based on the concept of the “triple helix” that promotes the confluence of Administration, University and Company so that the generated synergies among these strategic agents increase the competitiveness of the productive system.

The Barcelona Media Park, the Media cluster of 22@Barcelona district

The audiovisual sector is a strategic option of the city of Barcelona, both because of its economic dynamism and because of its cultural interest. For this reason, 22@Barcelona promotes the creation of a great **multidisciplinary centre** of reference, the **Parc Barcelona Media**, a platform of equipment and services on audiovisual and communication that is becoming a space of reference for the audiovisual sector.

The main public and private agents of this field are involved with the goal of improving the competitiveness and international scope of the project.

The Parc Barcelona Media will be an urban complex, open to citizens, where modern premises and offices will confluence with research and innovation, university training, company incubator services of the Media sector and housing facilities for entrepreneurs, students and teachers related to the communication sector.

Thus, more specifically, within the Parc Barcelona Media, the **Universitat Pompeu Fabra** will concentrate, in the new Communication Campus located in Ca l’Aranyó, the activities of training, research and production that develops in the fields of communication and information technologies, grouping almost 4.000 students, professors and researchers of Journalism, Audiovisual Communication, Advertising and Public Relations, Linguistics, Translation and Interpreting, Telecommunications and Computer Sciences. That is why the UPF will count with a total of 19.000 m² distributed in several buildings.

In the same area, 22@Barcelona and **MediaPro** have started the building works of a great centre of audiovisual production equipped with studios, technical and advanced services rooms, as well as the **Mediacomplex Building**, of almost 12.000 m² addressed to companies and institutions involved in the audiovisual sector, such as **MediaPro**, the **Escola de Mitjans Audiovisuals (EMAV)**, **Barcelona Plató-Catalunya Film Commission** and, in a future building, the **Audience Foundation of Culture and Communication (FUNDAC)**, among others.

In this same space, **Barcelona Media-Centre d'Innovació** will be located, a centre of the Technology Centre Network of the CIDEM, that emerged as an initiative of Pompeu Fabra University, also having Barcelona city council, the Generalitat, the Universitat Oberta de Catalunya, La Salle in its Board, as well as important companies like Alcatel, Anima Graphics, Fairplay Films, Grup Godó, Indra, Lavinia, Mediaplanning Group, Mediapro, Telefónica, T-Systems, TVC Multimèdia, Plataforma TIC and Catalan associations of producers.

This centre is aimed at contributing to the improvement of the competitiveness of companies in the communication and audiovisual field, paying attention both to technology and contents, working for research and innovation in these fields and promoting the generation and development of technology; the research and creativity inherent in innovative processes; the transference of the research generated in the companies; the spreading and exhibition of the results in the whole society; an integrated training of all the fields of communication. In this sense, it develops very diverse tasks such as those related to animation, cinema, editorials, games, music industry, radio and press, theme parks, advertising or television. Barcelona Media is the first Technology Centre nationwide that provides exclusive services to all the areas that constitute the Media industry.

The network of international relationships of this Centre has made it possible for the **Yahoo!** research centre to settle there.

Other companies of the communication field are also to be found in the immediate surroundings of the Parc Barcelona Media. Thus, **Lavinia TC** group, pioneer in Spain in developing projects for Internet and web broadcasting and producer of television programmes, has located its offices and television studios in the 22@Barcelona district, with more than 150 workers and with the presence of **Tele 5** or **Cuatro**. Another media that is also present in the innovation district is **Barcelona Televisió**.

22@Barcelona, el cluster TIC de Barcelona

The 22@Barcelona district is setting itself as a space of reference in Europe within the framework of Information and Communication Technologies (ICT), thanks to the advanced infrastructures that are being implemented in the district and to the promotion of three variables that are meant to be key for their proper development: economic and territorial conditions, the organizational capacity of the *cluster* and those conditions specific to its development.

Some of the most important companies of the sector have already settled their headquarters in the innovation district. This is the case of T-Systems, Indra, Ono or Microsoft. However, some others have announced their future settlement such as Telefónica.

In order to promote this cluster, 22@Barcelona is developing a series of projects that tries to serve as magnet of companies and institutions of the sector and promotes the creation of synergies among the different agents present in the innovation district, such as:

- **La Casa de les TIC**

The ICT House will be equipped with cutting-edge innovations in Information and Communication Technologies, and it is aimed at turning itself into a space of interrelation among companies, and between them and citizens, where an intensive ICT use will act as catalyst.

Promoted by Barcelona Digital Foundation and 22@Barcelona, the Casa de les TIC allows the citizens and the companies to understand the implications coming from technological innovations, being able to assess the impact and to act accordingly in order to make the most of those opportunities. For the companies, this equipment allows the technological innovations to be translated into competition advantages; for the citizens, these innovations are translated into different tools to improve their quality of life.

- **22@Interface Building**

22@Barcelona promotes the construction of the 22@Interface Building, a new concept of office building that allows offering services of added value, flexible

spaces and state-of-the-art infrastructures to small and medium companies (PIMES) of the Information and Communication (ICT) sector in order to favour their competitiveness.

- **ICT Technology centre**

22@Barcelona district will house the future technology centre of reference in Catalonia, as far as Information and Communication Technologies (ICT) is concerned. It is a centre serving the ICT sector in Catalonia and it is promoted by CIDEM, in the framework of its network of technology centres of Catalonia.

- **22@ Living Labs**

Integrated by 22@Barcelona, TecnoCampus Mataró, Sant Cugat Obert and Barcelona Digital Foundation, Living Labs Catalunya is a platform aimed at promoting the development of products and services based on mobile communications and portable technologies.

This platform is constituted by three activity nodes (Barcelona, Mataró and Sant Cugat) that contribute to promote collaboration projects among companies and public and private institutions for developing new mobile services and products based on ICT and addressed to citizens, companies and visitant.

The Living Labs Catalunya activity node based in Barcelona is developed by means of the collaboration between 22@Barcelona and the Barcelona Digital Foundation.

Living Labs Catalunya is integrated within the European Living Labs Europe network, a consortium of innovating cities of the continent, pioneer in the promotion of the creation of mobile products and services, and that is present in the following areas and cities: Uusimaa Area in Island: Helsinki, Tampere and Vantaa; Estonia area: Tallin; Kalmar area in Swedena: Västervik; Baden-Württemberg German area: Stuttgart; the Italian area of Piemonte: Torino; French Provence-Alps-Côte d'Azur: Sophia-Antipolis; Danish area of Oresund: Copenhagen; London area: City of Westminster; Amsterdam metropolitan area: Almere.

- **Mobile Infrastructure**

ICING (Innovative Cities for the Next Generation) is a European programme that promotes several activities of research, development and supply to provide intelligent services by means of mobile technologies. In this project of international scope there are several institutions from Barcelona city involved, along with Helsinki and Dublin's.

The Medical Technologies cluster in 22@Barcelona district

In the bioscience field, Catalonia has a great potential both in terms of investigation and of generation of knowledge thanks to the research centres of first international order already present. From 22@Barcelona we are working for the bio-corporation sector to evolve at the same step as other European areas with a scientific, industrial and innovative activity resembling the Catalan.

Thus, by means of activities which foster these areas of excellence in the Bio sector, 22@Barcelona fundamental mission is to boost the creation and growth of companies related to biotechnology and biomedical engineering, and to attract them in order to develop a cluster with both international and national references.

In fact, 22@Barcelona will develop specific spaces (offices and investigation labs) so that the companies of that sector emerged around universities or scientific parks have a ground to grow and settle establishing the necessary links with those related institutions. These business initiatives will coexist with activities of development and research, technology transfer, training, etc..

To develop these projects, 22@Barcelona collaborates with the main bio agents in the city, such as the Parque Científico de Barcelona (PCB - UB), the Parque de Investigación Biomédica de Barcelona (PRBB - UPF), the Centro de Investigación en Bioingeniería Biomédica, the recently created biotech association Catalonia Bio, the Centro de Innovación y Desarrollo Empresarial de la Generalitat de Catalunya (CIDEM), under the Bioregión de Cataluña framework.

b_TEC, the Energy cluster in 22@Barcelona

22@Barcelona promotes the Energy cluster in Barcelona by means of the creation of Barcelona Innovació Tecnològica, b_TEC, a new model of knowledge-based space where

training, research and development activities are carried out along with business activities and an innovative and entrepreneur culture.

b-TEC project is an jointly initiative of the Generalitat de Catalunya, through the University, Research and Information Society Department (DURSI), the de Barcelona and Sant Adrià de Besòs city councils and the Diputació de Barcelona.

The new Campus, located in the Fòrum area, will comprise a total of 148.260 square meters that will be built in several phases and will house companies, incubators, a library and services, a community home, a research centre and university services

b_TEC will develop activities linked to vectors of Energy, Mobility, Water, Architecture and Urbanism knowledge.

These four areas of specialization have been selected by means of the productive potential of the Catalan business fabric and the most outstanding knowledge areas of the academic and institutional fields in their respective research programmes

According to this new model of space of knowledge, all the specialized areas of the Campus will develop training, research and innovation products and services and business.

Around this future Campus The European Fusion Agency has settled, an organization that manages the 50% of the European contribution to the ITER project (International Termonuclear Experimental Reactor). This project has gathered Europe, EUA, Korea, China, Japan, Russia and India in a common objective: designing, building and setting into motion an experimental reactor that is to show, for the first time, fusion energy as a variable technical reality.

2.- SUCCESSFUL ATTENDANCE, WITH MORE THAN 300 PARTICIPANTS, IN THE I CONGRESS OF URBAN CLUSTERS

“The who is who of urban clusters around Europe has taken place today in Barcelona and in the 22@Barcelona district, agreeing in the urge to promote strategic sectors such as Information and Communication Technologies, Media, Medical and Energy technologies, and in the suitability of Barcelona as head of this movement”. With these words Miquel Barceló, 22@Barcelona president, summarized the success of the I Congress of Urban Clusters, which has gathered more than 200 national and international experts of the most outstanding companies and institutions of the four clusters or economic sectors constituting the Innovation district.

In view of such important participation of the I Congress, also resounding among top business directors, its organizers (the 22@Barcelona municipal society, the Innovation and Business Development Centre (CIDEM) and the Barcelona city council) have already started to plan the next edition that again will turn Barcelona city into the capital of innovation.

Opening

The congress has been inaugurated by the Innovation, University and Company counsellor, **Mr. Josep Huguet**, the Occupation and Innovation alderwoman of Barcelona city council **Ms. Maravillas Rojo**, the general director of the Industrial Technologic Development Centre of the Ministry of Industry, Trade and Tourism, **Mr. Maurici Lucena** and the 22@Barcelona president, **Mr. Miquel Barceló**.

Those present have highlighted the great interest of the Congress and, especially, have understood very positively the team work that came up in the workshops, where the most innovative projects around Europe were shown, such as the Virium Forum of Hèlsinki and Images et Réseaux of Brittany, in the media sector; the Torino Wireless or the Oresund IT Cluster in Denmark, in the ICT sector; the German experience of Baden-Württemberg, in the Medical Technologies cluster, or the renewable energy experience of Rhône-Alpes (France) and the Energy cluster of Fionia (Denmark), in the Energy cluster.

Jointly with these foreign experiences, the I Congress of urban clusters has presented the most significant projects that are being developed in Barcelona and in the 22@Barcelona district in the Media, ICT, Energy and Medical Technologies, such as the Barcelona Media

Parc promoted by Barcelona Media- Innovation Centre of Pompeu Fabra University; the ICT cluster in 22@Barcelona; the cluster in Health Technologies that is developed by the Biomedical Engineering Research Centre and the Energy Park promoted by b_TEC, respectively.

Official conclusion

The second deputy mayor and president of the Economic Promotion Commission of the Barcelona city council, **Mr. Jordi Portabella**, has been in charge of the official conclusion of the Congress, where he has highlighted the role of Barcelona in promoting urban clusters that concentrate both companies and institutions of a strategic sector for the city in the same territory.

3.- 22@NETWORK, THE 22@BARCELONA COMPANIES AND INSTITUTIONS ASSOCIATION, DONATES ALMOST A HUNDRED COMPUTERS TO INSTITUTIONS OF THE SANT MARTÍ DISTRICT

The Sant Martí district alderman, **Francesc Narváez**; the 22@Barcelona president, **Miquel Barceló**; the president of 22@Barcelona Associació d'Empreses i Institucions, 22@Network, **Josep Maria Vilà**, and the president of the Federació d'Entitats del Poblenou, **Josep Alòs**, have agreed that 22@Network companies will transfer almost a hundred computers to Sant Martí institutions during the following twelve months.

Aimed at reinforcing the associative life of 22@Network in the neighbourhood, the companies of the 22@Barcelona Associació d'Empreses i Institucions have decided to donate those computers that become obsolete in their companies. Thus, 22@Network has served the first twenty-four units from Indra to institutions of the neighbourhood.

The president of 22@Network association, Josep Maria Vilà, **“We, the companies present in the 22@Barcelona district, are also neighbours. Thus, we would like to collaborate with local institutions to favour and promote the use of new technologies both in cultural and social and educational associations of the district”**.

This initiative is aimed at 200 institutions, grouped in four institution coordinators of the Sant Martí district (Federació Coordinadora d'Entitats del Poblenou, Federació d'Entitats Clot-Camp de l'Arpa, VERN-Coordinadora d'Entitats de la Verneda de Sant Martí and Coordinadora d'Entitats de l'Eix Prim) that work together with 22@Barcelona, the Sant Martí district and 22@Network to guarantee equitable spreading and distribution of the equipment.

On his behalf, the 22@Barcelona president, Miquel Barceló, has stated that this initiative responds to **“the effort that is being carried out from the municipal society, together with the Sant Martí district, to integrate local institutions into Information and Communication Technologies, as well as the fight against the exclusion that is involved in the lack of access to digital culture”**.

Districte Digital Project

This initiative is part of the Districte Digital project, a project promoted by 22@Barcelona municipal society and the Sant Martí district, and it is aimed at promoting the knowledge and use of new Technologies among the district neighbours, and the collaboration among all local agents for the creation of projects of implementation of Information and Communication Technologies in social and cultural spheres.

4.- SPONSORED BY 22@BARCELONA AND FRAMED UNDER THE 3GSM WORLD CONGRESS: THE COMMUNITY OF MOBILE PROFESSIONALS, MOBILEMONDAY, SELECTS THE BEST INITIATIVES FOR THE GLOBAL PEER AWARDS

Sponsored by 22@Barcelona and framed under the 3GSM World Congress, Barcelona has housed the Global Peer Awards 2007 that is granted by the professional mobile community MobileMonday awarding talent, creativity and innovation. The awards have been available to the 23 best initiative or start-ups around the world that have presented their most innovative products and services.

Thus, the winner this year has been Realeyes 3D de París (jury award), for offering solutions in transforming mobiles into scanners; Mobile Complete de Silicon Valley (selected by MobileMonday), as specialized company in mobile user experiences by means of the development of products that enable us to observe how people use mobiles and their content with the goal of making usage easier, and Plazes de Ginebra (audience prize), for being a campaign that uses GoogleMaps so that users are able to offer their exact location at any time.

Those 23 companies participating have been selected by all MobileMonday around the world. In the end, finalist were those, for example, from Canada, China, Australia, India, Italy, Japan, Russia, Thailand, France, Turkey, Ucrany, Malaysia, Germany, United Kingdom, Sweden, Singapore, United States, Belgium, Spain and Finland.

The jury has been constituted by some of the most renowned thinkers and experts of the sector:

- * Oliver Star, MobileCrunch
- * Carlo Longino, TechDirt Wireless, Mobhappy
- * Kelly Goto, Gotomedia
- * Russell Buckley, Mobhappy
- * Carlos Domingo, General Manager, Telefónica I+D
- * Peter Versterbacka, Some Bazaar
- * Daniel Appelquist, Sr. Technology Strategist, Vodafone Group
- * Michel Wendell, General Partner, Nexit Ventures

Also awarded has been the prize for the Host of the Year of the Carnival of Mobilists. Mobilists, as they like being so-called, are a group of top-class bloggers writing about mobility. They have an enormous impact in the community of bloggers and have significantly contributed to getting close, spreading and supporting the latest innovations of the sector. This edition of the awards have been granted to Rudy de Waele, author of M-Trends, a blog analyzing how mobiles transform everyday life from Barcelona and with a global scope.

More than 600 professionals of the sector, press, analysts and investors have participated in this initiative.

Mobile Monday

MobileMonday is a community of mobile professionals organized around local events of networking in almost 40 cities around the world. This open community promotes the mobile sector, fosters cooperation and networking among people and companies by means of opportunities of personal and virtual contact.

5.- A DELEGATION OF SCANDINAVIAN COMPANIES EXCHANGES EXPERIENCES WITH SPANISH COMPANIES SETTLED IN 22@BARCELONA DISTRICT

Outstanding Scandinavian companies have participated in a gathering with Catalan companies organized by 22@Barcelona and the Economic Promotion of Barcelona city council.

The gathering has involved the exchange of personal experiences among all participating companies, having as goal the detecting the business opportunities for the parties. Among those participating, fifteen companies of the most relevant strategic sectors promoted by the 22@Barcelona district (Information and Communication Technologies, Media, Medical Technologies and Energy) are like the Norwegian Medhelp AB, Marakanda AB, the Swedish Chamber of Commerce or the Spanish Visual Engineering, Microjocs, Barcelona Mèdia-Centre d'Innovació, Intercom, Adamo, Voz Telecom, among others.

6.- 22@BARCELONA AND THE KOREA IT INTERNATIONAL COOPERATION AGENCY AGREE TO PROMOTE THE PRESENCE OF KOREAN COMPANIES IN THE INNOVATION DISTRICT

The 22@Barcelona president, **Miquel Barceló**, and the president of the Korea IT International Cooperation Agency (KIICA), **Sun-Bae Kim**, have signed a collaboration agreement to promote the presence of Korean companies of the Information and Communication Technologies sector in the innovation district through the Landing Programme.

By means of this agreement, 22@Barcelona and KIICA try to facilitate business mobility of both countries and to promote business exchanges.

Landing Programme

The Landing Programme is an initiative that is jointly promoted by Universitat Politècnica de Catalunya (UPC), the La Salle Innovation Park and 22@Barcelona and that is aimed at attracting international talent and foreign investment to Catalonia, and precisely, to the innovation district.

By means of this programme, agreements have been signed with several incubators of China and Mexico, and it is the first that is signed with Korea. Likewise, it is working for signing similar agreements with institutions and technology parks of United States, India, Finland, France and Brazil.

Catalonia and the Korean Republic collaborate in the telecommunication field

In the same event, the Counsellor of Public Management and Administrations, **Joan Puigcercós**, and the Vicepresident of Information and Communication Technologies of the Korean Republic, **Noh Young-Kyu**, have signed an agreement of collaboration in the telecommunications and radio broadcasting field.

The agreement between both nations, a two-year collaboration, establishes several collaborations about wideband and digital multimedia spreading by means of pilot tests.

The Ministry of Information and Communication of the Korean Republic is developing a network of technologic convergence of wideband that allow to create an environment of

unique service and to set up the base of new engines of development of information and communication industries. This initiative coincides with the desire of the Catalan Government to unfold a service of digital multimedia spreading to offer quality radio and video services to portable devices and vehicles.

On the other hand, the agreement also foresees the organization of seminars in e-health, e-learning, digital infrastructure and content spreading fields.

The Telecommunication Infrastructure Director Plan (PDIT) and the Services and Contents Plan (PSiC) of the Catalan government are the frameworks that enable to set a close collaboration among those Catalan agents involved and the Korean companies and institutions in order to materialize the contents of the memorandum.

7.- THE LANDING PROGRAMME (UPC, THE LA SALLE INNOVATION PARK AND 22@BARCELONA) ORGANIZE A GATHERING OF CATALAN AND KOREAN COMPANIES PRESENT IN THE 3GSM TO SET UP BUSINESS RELATIONSHIPS

Those institutions making up the Landing Programme (the Universitat Politècnica de Catalunya, the La Salle Innovation Parc and 22@Barcelona) and the Secretary of Telecommunications and the Society of Information of the Generalitat de Catalunya, in collaboration with the International Cooperation Agency in Information Technologies in Korea (KIICA), have organized a gathering between the Catalan and Korean companies present in 3GSM.

The gathering, that is aimed at promoting the presence and settlement of Korean companies in Barcelona and, precisely, in the 22@Barcelona district, has been chaired by the KIICA president, **Kim Sun-bae**, together with the 22@Barcelona president, **Miquel Barceló**, and the president of the Comité Bilateral Hispano-Coreano and president of Telefónica Catalunya, **Kim Faura**.

During the event, new strategies and opportunities for international business cooperation have unfolded both in Catalonia and in Korea. Likewise, those actions carried out by the Landing will be shown, an initiative that is focused on attracting international talent and foreign investment to Catalonia, and in particular, to the innovation district to turn it into international incubator for knowledge-based and technologic companies.

Also fostered by the gathering has been the exchange of personal experiences among participants by means of individual interviews among those interested business representatives.

8.- ALFONS CORNELLA, INFONOMIA DIRECTOR, IN THE 22@UPDATE BREAKFAST OF FEBRUARY: “2015 WILL BE A *GOOGLE INSIDE* WORLD: A WORLD WHERE USEFUL TOOLS WILL BE AVAILABLE TO SOLVE YOUR NEEDS”

“The current situation of technologies set the guidelines of how 2015 information society will be like”. This way, Infonomia’s director, **Alfons Cornella**, has advanced the lines of how the future of the Information Society will be like. Cornella has participated in the monthly edition of the 22@Update Breakfast, which has been organized by 22@Barcelona and that has been chaired by the municipal society manager, **Pere Fons**.

For Cornella, 2015 will be defined as **“a google inside’s world, that is to say, a world where useful tools will be available for solving your needs”**. That is why, it could be said that the evolution of technologies will be based on automation, expansion, interface creation, i-ubiquity and personal development.

Precisely, Cornella has explained that **“automation will bring about specialized machines to perform similar functions to people’s”**. Next step will be the expansion corresponding to the **“creation of tools to allow an increase in people’s performance”**.

2015 will also be **“a world of physical interfaces, where touch screens will be found everywhere to broadcast simulations”**. Finally, for Alfons Cornella this year will be featured by “i-ubiquity”, that means to have access to whatever information from anywhere. Likewise, it promotes the “personal development that will bring about a series of tools that allow building and creating whatever you want from your own home”.

Today’s innovation

As a counterpoint to the future, the company information specialist and journalist **Ariadna Boada**, has presented eleven innovative companies settled in the 22@Barcelona district as an example of a model to follow in this sector.

Thus, Boada has explained cases such as the one of the advertising agency Atletico International “that turns its consumers into fans, working as a Champions football team”; Ecotècnia, company that is among the worldwide top ten producing aerogenerators; the architecture team Xavier Claramunt, that is producing a prototype of hotel; the mobile technology company Futurlink which has created devices for mobiles to interact using

Bluetooth or Wi-fi technology; GTD, a company devoted to the creation of software and system engineering for the aerospace sector and part of the European Ariane-5 project.

Also highlighted have been for example Justinmind, which has created a programme that allows companies to create tailor-made software according to their needs; Leitat, technology centre that offers services to companies willing to innovate; Microjocs, a mobile games design and development company and the professional web design consultancy, Multiplica, which is willing to make web visitors buy and do business.

Finally, among other outstanding examples there is Southwing that designs mobile headphones with bluetooth technology and Telemedicine, a company that makes remote x-ray diagnosis and that, as an innovative company model, works with hospitals in Norway, Sweden, United Kingdom and Spain. With this technique, the company has succeeded in reducing the number of waiting lists.

22@Barcelona current state

22@Barcelona manager, Pere Fons, has presented, as usual in the 22@Update Breakfast, the last advances of the innovation district. **“22@Barcelona already lists more than 300 companies settled and more than 28.000 new employers in the field in Poblenou”**. Among the last companies that have landed in the district, there are Vistaprint, Cecot, Couching 40 or the R+D division of Henkel.

Fons has also highlighted the high advances of the projects that are being developed in 22@Barcelona. **“Out of the fifteen projects that have received aids from CENIT, four are located in 22@Barcelona: The I3 Media project led by Mediapro; the Vision project, managed by the I+D Telefónica centre; an Agbar water project and another of Energy”**.

The CENIT Programme (Consorcis Estratègics Nacionals d'Investigació Tècnica) comprises economic aids that are granted to enterprise associations, technology centres and universities for innovative projects to be developed within a period of four years.

9.- THE F.C. BARCELONA HANDBALL PLAYER, DRAGAN SKRIBIC, PARTICIPATES IN THE I GATHERING OF HANDBALL POBLENOU DISTRICTE DIGITAL, SPONSORED BY 22@BARCELONA

The F.C.Barcelona –CIFEC, Dragan Skribic, has participated in the I Gathering of Handball Poblenou Districte Digital that has taken place in the Nova Icària Stadium, in collaboration with 22@Barcelona, the Handball Catalan Federation and F.C. Barcelona.

Almost a hundred boys and girls of Barcelona gathered together to enjoy the I Gathering of Handball Poblenou Districte Digital, in which eight junior schools and clubs have played a total of eleven matches.

10.- THE NORTH-AMERICAN COMPANY VISTAPRINT SETTLES IN THE 22@BARCELONA DISTRICT TO MANAGE ITS EUROPEAN EXPANSION

VistaPrint España S.L., subsidiary of the North-American VistaPrint Limited, a company specialized in graphic design and on-line printing, has announced the settlement of its European Marketing office in the 22@Barcelona district.

“For VistaPrint Europe is the geographic market that is experiencing the fastest growth and we are very pleased with our selection of Barcelona and the 22@Barcelona district as location of our new office”, Robert Keane said, VistaPrint CEO and president.

VistaPrint, company with an income of 152.1 millions of dollar (119 million euros) in 2006, has decided to spread around Europe with an office in Barcelona to capitalize the strong local talent of Catalonia and around Spain, as well as due to the important presence of multinationals and their quality of life that will facilitate the attraction of personnel across the continent.

VistaPrint does business in a total of 17 countries through web pages, among which the Spanish web (www.VistaPrint.es), that has been working for two years and aims at small business and costumers of the country. Since its publication, this web has become one of the most popular sites of Vistaprint.

The new office

VistaPrint new office, of almost 1.800 square meters, is located in the Parc22@ that is promoted by Metrovacesa, in the 22@Barcelona district. The company expects to gather more than 100 employees in these premises.

“We have searched, very carefully, the best location meeting our needs in Barcelona and we are very pleased with our new office in the Parc 22@ of Metrovacesa”, Sven Ripper stated, VistaPrint Spain managing director.

QUOTES:

Robert Keane,

VistaPrint CEO and
president.

“For VistaPrint Europe is the geographic market that is experiencing the fastest growth and we are very pleased with our selection of Barcelona and the 22@Barcelona district as location of our new office”

Jordi Portabella,

Second deputy major of
Barcelona city council

“The 22@Barcelona model articulates not only the city but also the country”.

Antoni Abad,

CECOT president

“Our selection of 22@Barcelona is a management movement that is a complete newness”.

NEW COMPANIES IN THE 22@BARCELONA DISTRICT:

- CECOT Management
- Henkel R+D Division
- Vistaprint
- Couching 40
- Constructoras San José
- Grapa
- Bancat (Business Angel Network Catalunya)
- Dada Telecomunicacions

For further information:

22@Barcelona Press office: F&A

Tel: 93 419 19 86 - 93 507 35 00 • E-mail: filloy&filloy.com