

@ [NEWSLETTER ISSUE 14 – MARCH 2007](#)

INDEX

TOPIC OF THE MONTH:

- @ 22@BARCELONA, BY MEANS OF THE LANDING PROGRAMME, WILL COUNT WITH CHINESE, MEXICAN, KOREAN AND FRENCH COMPANIES
- @ THE CHAMBER OF COMMERCE AND INDUSTRY AND THE AGENCY OF COMMERCE AND INDUSTRY OF ESSONNE (FRANCE) PROMOTE THE PRESENCE OF FRENCH COMPANIES IN THE 22@BARCELONA DISTRICT
- @ A DELEGATION OF MONTERREY (MEXICO) VISITS 22@BARCELONA TO PROMOTE THE PRESENCE OF MEXICAN TECHNOLOGY-BASED COMPANIES IN THE INNOVATION DISTRICT
- @ TELEFÓNICA WILL INVEST 15 MILLION EUROS FOR NEW TECHNOLOGIES AND BIOMEDICINE PROJECTS THAT WILL DEVELOP IN THE 22@BARCELONA DISTRICT
- @ THE HEAD OFFICE OF THE AUDIOVISUAL COUNCIL OF CATALONIA IN 22@BARCELONA WILL BE BUILT BY THE END OF 2009
- @ THE USE OF PUBLIC TRANSPORT AND THE GAES BUSINESS MODEL, PROTAGONISTS OF THE 22@UPDATE BREAKFAST OF MARCH
- @ 22@BARCELONA AND THE CATALAN FOUNDATION FOR INNOVATION AND RESEARCH Y CREATE THE MANAGEMENT UNIT OF PROJECT AIDS (UGAP)

THE TOPIC OF THE MONTH:

1.- BY MEANS OF THE LANDING PROGRAMME, 22@BARCELONA WILL COUNT WITH CHINESE, MEXICAN, KOREAN AND FRENCH COMPANIES

By means of the Landing Programme that is jointly promoted by the municipal society and the Innova Programme of UPC and La Salle Innovation Park, 22@Barcelona district will count with Chinese, Mexican, Korea and French companies.

As a result of the agreements signed with different technology parks and institutions of these countries during the last year, the Landing Programme tries to provide mechanisms for Catalan and Spanish companies to grow and internationalize their activities in these countries while attracting foreign technology companies so as to settle in Catalonia, and especially in the 22@Barcelona district.

Furthermore, it generates a network of relationships and knowledge that are to be used as a platform for stimulating and facilitating the expansion of local companies towards other countries that are determined to grow in other geographic contexts.

That is why Barcelona has the innovation district, 22@Barcelona, where a global incubator is being built that provides great opportunities of growth facilitating the housing of potential companies.

Zero distance

The Landing Programme works to progressively reduce the distance between Catalonia, Spain and the rest of the world with the goal of achieving what is called “zero distance among its innovation systems”. The Programme tries to make Spanish companies aware of the need for being created with a global paradigm and with an international scope.

Agents participating in this programme are:

- University and research systems.
- Companies and business organizations.
- Civic services that promote the internationalization of knowledge-based and new technology companies.

The Landing Programme has a plan of action that comprises four stages:

1. **Promotion:** The objective is to motivate the agents of the innovation system of a selected territory.
2. **Innovation points:** To create a link with the innovation system of far-off countries by making the distance between the country of origin and the one of the destination into the desired “zero distance”.
3. **Landing in Barcelona:** The companies that have been interested in settling down in Barcelona and that have been selected begin their landing in the city by means of a personalized side-by-side plan that comprises:
 - Pre-arrival: To provide the businessman or woman with a first idea of the city to which the company will move and about the incubator services.
 - Housing: To fully facilitate the housing of the company’s personnel in the city.
 - Pre-Landing: It involves the entry the company in the business world of Barcelona and in the incubator.
 - Landing: Real incubation of foreign knowledge-based companies and their connection to the Spanish system of innovation.
4. **Post-Landing or consolidation:** Follow-up of the company during the five years after their landing to see its consolidation within the 22@Barcelona district, where the first two years will have been in the incubator and later, it will have settled down in its own space.

Argentina, India, Sweden and Brazil

The Landing Programme is working to reach agreements with institutions and technology parks of Argentina, India, Sweden and Brazil to attract knowledge-based companies that will settle down in the 22@Barcelona district.

2.- THE CHAMBER OF COMMERCE AND INDUSTRY AND THE AGENCY OF COMMERCE AND INDUSTRY OF ESSONNE (FRANCE) FOSTER THE PRESENCE OF FRENCH COMPANIES IN THE 22@BARCELONA DISTRICT

The 22@Barcelona president, Miquel Barceló, as representative of the Landing Programme that is jointly promoted by the municipal society and the Innova Programme of the Universitat Politècnica de Catalunya (UPC) and La Salle Innovation Park, have signed an agreement with the Chamber of Commerce and Industry of Essonne in França (CCI) and the Agency of Commerce and Industry of Essonne (AEE) to promote the presence of French companies in the innovation district.

By means of this agreement, both the Landing Programme and CCI and AEE French institutions join together to connect the innovation system of Catalonia to the one from Essonne in order to favour their economic cooperation.

Thus, the different agents will offer the companies of each region willing to work in the other country the physical incubator infrastructure: the office and technological platform, as well as the professional and consultancy services and the networking actions with the information and the connection to facilitate the setting up of the companies in the new market.

Particularly, the International Incubator of the Landing Programme, located in the 22@Barcelona district, offers French companies willing to settle in Barcelona offices in temporary spaces; its own services, both personal and professional, for their location and networking professional services, favouring the contact with other companies of the sector already present in 22@Barcelona. Furthermore, from 2009 onwards, the incubator will count with spaces in the future MediaTIC building, that is to be built at the centre of the innovation district.

Moreover, those future French companies to be settled will be able to get in touch with other companies coming from countries such as China and Mexico, which have also reached agreements through the Landing Programme.

With this agreement, Catalan companies will also have another link with France in order to settle down there to get in touch with international competitiveness hubs such as Systematic or Médicene.

3.- A DELEGATION OF MONTERREY (MEXICO) VISITS 22@BARCELONA TO PROMOTE THE PRESENCE OF MEXICAN TECHNOLOGY-BASED COMPANIES IN THE INNOVATION DISTRICT

A Mexican delegation of Monterrey has visited 22@Barcelona these days in order to get to know this project so as to promote the presence of Mexican technology-based companies in the innovation district.

The delegation has been constituted by the main representatives of the National Chamber of Electronic, Telecommunications and Information Technologies industry (CANIETI), of the Incubator and Business Development Centre of Monterrey University (UDEM) and the Mexico-United States Foundation for science (FUMEC).

During the stay, the delegation has visited the innovation district, the UPC and, particularly, the Escola Tècnica Superior d'Enginyeria de Telecomunicació, the Innova Programme and the Mare Nostrum Supercomputer. They have also enjoyed La Salle Innovation Park and some of the companies and agents of Information and Communication Technologies (ICT) located in 22@Barcelona, such as the Telecommunication Market Committee.

4.- TELEFÓNICA WILL INVEST 15 MILLION EUROS FOR NEW TECHNOLOGIES AND BIOMEDICINE PROJECTS THAT WILL DEVELOP IN THE 22@BARCELONA DISTRICT

The Barcelona city council and Telefónica have signed an agreement to promote new investment projects in the city related to the development of new technologies, the society of information and research in the biomedicine field of a total of 15 million euros.

Out of this, 8,7 millions will be devoted to projects related to the 22@Barcelona district and 6,3 millions to scientific research programmes into the biomedicine and health science field in collaboration with the Institut Municipal d'Investigació Mèdica.

Projects in the 22@Barcelona district

Among the projects that will be carried out related to 22@Barcelona district, the following stand out:

- To create a company of multilingual services in the 22@Barcelona district (three million will be invested to the project).
- To promote the House of TIC (two millions will be invested).
- To develop innovative projects for the improvement of urban management (1'7 million euros).
- To foster business or R+D projects of technology-based companies located in the 22@Barcelona district.

Future head office in 22@Barcelona

In signing the agreement, **César Alierta**, Telefónica president, has presented the Project of a new head office of the company in Barcelona, a building of 110 meters high, built by the Consorcio of Zona Franca and that will be located in the Forum area, next to the b_TEC or the Besós Campus. This building will also house the R+D centre of Telefónica.

5.- THE HEAD OFFICE OF THE AUDIOVISUAL COUNCIL OF CATALONIA IN 22@BARCELONA WILL BE BUILT BY THE END OF 2009

Manuel Royes, delegate of the Consorci de la Zona Franca of Barcelona (CZFB), and **Josep Maria Carbonell**, president of the Audiovisual Council of Catalonia (CAC), have signed a protocol of intentions for the promotion of the new CAC head office in the plot located in Sancho de Ávila street, between Roc Boronat and Ciudad de Granada streets.

This protocol includes the commitment of arranging a right of building in favour of Consorci during 30 years. The investment expected for the building of the CAC office, of 4.500 m², will be recuperated by means of a tenancy agreement with the CAC for 30 years. In finishing this period of renting and right of building, the building will be owned by CAC.

The building, which will count with ground floor plus three floors for offices and two underground floors for parking, archive and service room, will be built in two years, so that the CAC will be moved to the 22@Barcelona area approximately by the end of 2009.

The CAC is the independent authority of regulation of the audiovisual organisation of Catalonia. Among others, it is aimed at ensuring the fulfilment of the regulation applicable to suppliers of audiovisual communication services.

The CAC head office will be located just besides the future new Media-Tic building, audiovisual hub of Barcelona city and nest of information and communication technology companies. The closeness of these two organisms of the audiovisual world is supposed to bring about synergies within the audiovisual campus that is being built in the 22@Barcelona district. The CZFB will also be responsible of building the Media-Tic building.

6. THE USE OF PUBLIC TRANSPORT AND THE GAES BUSINESS MODEL, PROTAGONISTS OF THE 22@UPDATE BREAKFAST OF MARCH

“The use of public transport saves the cities. That is why we have to enjoy our cities by using different means of public transport at hand”. This has been one of the main conclusions of the paper presentation carried out by the president of the International Society of City and Regional Planners Isocarp, **Pierre Laconte**, during the celebration of the 22@Update Breakfast of March, which has been organized by 22@Barcelona and the leading company in hearing solutions Gaes.

Laconte has presented the more than a hundred business representatives attending the different models of innovative cities, where the promotion of cutting-edge public transport has brought about more efficient cities.

This is the case of cities like Zurich, that counts with trains and metros that work with automatic systems, or Singapore, which punishes the individual use of cars by means of tax setting, a measure that has fostered the use of public transport.

Other cities have promoted the renting of bicycles, understood by Laconte as **“one of the most innovative systems”**.

Gaes, host company

The event has also counted with the participation of Gaes chief executive, **Antonio Gassó**, who has presented a new expanding model of business that is being carried out by the company he manages.

Gaes, a family company located in the 22@Barcelona district, which was born in 1949 as distribution company of hearing aids from England, is aimed at **“improving the communication and quality of life of the people by offering the best integral hearing solutions”**, Gassó has stated. Currently, it has a network around the world with more than 400 hearing centres.

22@Barcelona last advances

To finish, the 22@Barcelona Infrastructure director, **Ramón Sagarra**, has highlighted the last advances of the innovation district, among which the fact that 35% of the land of the streets of the 22@Barcelona district are already urbanized and/or refurbished.

7.- 22@BARCELONA AND THE CATALAN FOUNDATION FOR INNOVATION AND RESEARCH Y CREATE THE MANAGEMENT UNIT OF PROJECT AIDS (UGAP)

22@Barcelona, in collaboration with the Catalan Foundation for Research and Innovation (FCRI), has created the Management Unit of Project Aids (UGAP) (ugap@22barcelona.com) aimed at the companies settled in the innovation district.

UGAP tries to foster the competitiveness of companies located in 22@Barcelona by giving advice and support to research and innovation. Thus, this unit centralizes all information necessary to promote innovative projects in the companies, while it fosters a mutual knowledge among district professionals so facilitating the identification of possible strategic partners.

UGAP advises on the different sources of public funding, looks for solutions to business needs and allows businessmen and women to concentrate on expanding their business.

Therefore, UGAP emerges as a key unit of 22@Barcelona. It allows innovation district companies to recognise the environment they are as a privileged space for developing and expanding their activities by means of relationships with other companies and of the execution of common projects.

Furthermore, as member of the Innovation Centres Network of CIDEM (PIC), 22@Barcelona rounds up the catalogue of services offered by UGAP by means of the integration of new technologies in pilot project managements; the creation of new companies; promoting emergent technologies; setting up changes of strategy to access training and expanding markets.

The PIC network is composed by 31 organisms of business support, and it is aimed at capitalizing the innovation policy of Catalonia by taking advantage of the extensive knowledge of local and sectorial reality of the agents present in the territory in order to develop processes adapted to their differential needs.

HAVE SAID:

César Alierta

Telefónica President

“Barcelona will be our reference in research and development, and with the settlement of our headquarters in 22@Barcelona we would like it to be a hub attracting investors to the area”

David Massó

Futurlink General Manager

“It has been very important to us to settle in a place like 22@Barcelona that will provide the company with added value and prestige”

NEW COMPANIES IN THE 22@BARCELONA DISTRICT:

- Barcelona Design
- Oasys Soft
- Banc de Sabadell
- Maetel
- Tech Sales Group
- Recerca Clínica
- Art Gaspar

For Further information:

22@Barcelona press office: F&A

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