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TABLE OF CONTENTS

TOPIC OF THE MONTH:

-  22@BARCELONA HAS ATTRACTED MORE THAN 1,000 NEW COMPANIES AND ALMOST 32,000 NEW JOBS SINCE 2000, ACCORDING TO UB STUDY PRESENTED DURING THE MAYOR'S VISIT TO THE INNOVATION DISTRICT
  
-  MAYOR OF BARCELONA, JORDI HEREU, TOURS 22@BARCELONA DISTRICT: "THIS PROCESS IS IRREVERSIBLE AND UNSTOPPABLE"
  
-  MAYOR OF BARCELONA, JORDI HEREU, MEETS WITH 22@NETWORK AND HIGHLIGHTS THE ASSOCIATION'S SUPPORT OF THE 22@BARCELONA DISTRICT
  
-  AMERICAN/EUROPEAN MULTINATIONAL BASED IN SILICON VALLEY, ELASTIX CORPORATION, FIRST LANDING PROGRAM COMPANY TO MOVE IN TO THE 22@BARCELONA DISTRICT
  
-  TELECOMMUNICATIONS A COMPETITIVENESS TOOL FOR COMPANIES IN THE BARCELONA METROPOLITAN AREA, MAIN TOPIC OF THE 22@BREAKFAST
  
-  22@BARCELONA PARTICIPATES IN THE POBLENOU CHRISTMAS PARADE

TOPIC OF THE MONTH:

② **1.- 22@BARCELONA HAS ATTRACTED MORE THAN 1,000 NEW COMPANIES AND ALMOST 32,000 NEW JOBS SINCE 2000, ACCORDING TO UB STUDY PRESENTED DURING THE MAYOR'S VISIT TO THE INNOVATION DISTRICT**

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A total of 1,063 companies and almost 32,000 new jobs have been created in the 22@Barcelona district since the project began in 2000, according to the study carried out by the University of Barcelona (UB), which was presented during Mayor Jordi Hereu's visit to the innovation district.

This study confirms the proper functioning of economic activity concentrated in the 22@Barcelona territory and shows manifest economic dynamism in Poblenou.

Among the newly established companies, two thirds are service providers. Additionally, 69% of the companies located in Poblenou have at least ten workers, while 48.62% have between one and five workers. This data also reflects the increase in knowledge-intensive companies located in the 22@Barcelona district (53%), with an important presence of R&D and talent-based activities, as professor Martí Parellada from the UB pointed out in his presentation of the study.

47% of the companies located in Poblenou were created in the district; at the same time, there has been an increase in the number of companies with foreign capital, which currently make up 11% of the new companies that have moved into 22@Barcelona.

The importance of talent in knowledge-intensive companies intensives is demonstrated by the fact in that 19% of the companies that have moved to the district since 2000 over 75% of workers are university graduates and in 31% of companies, 50% of workers have this level of studies.

As a result of this study, Martí Parellada concluded that in Barcelona **“the economy clearly follows urban-planning advances, as is demonstrated by the 22@Barcelona district”**.

## 2.- MAYOR OF BARCELONA, JORDI HEREU, TOURS 22@BARCELONA DISTRICT: “THIS PROCESS IS IRREVERSIBLE AND UNSTOPPABLE”

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January 23, 2008- Mayor of Barcelona, **Jordi Hereu**, toured the 22@Barcelona district in order to get a first-hand look at the different social, economic and urban-planning projects that are being developed in the area. Throughout the visit the mayor was accompanied by the president of 22@Barcelona, **Jordi William Carnes**; the managing director of 22@Barcelona, **Josep Miquel Piqué**; city councilor for the Sant Martí district, **Francesc Narváez**, and the president of the district council, **Montserrat Ballarín**.

The visit began at the Farinera Civic Center where they visited the technology workshop that houses the Virtual Memory of the Elderly initiative, a 22@Barcelona socio-educational project through which students use new technologies to discover the life experiences of the district’s elderly residents.

The next stop was the corner of Roc Boronat and Sancho d’Àvila Streets, where the mayor and representatives from the press visited the space where the Information and Communication Technology (ICT) and Media clusters are being developed with the presence of companies like Indra as well as the Mediatic building, the headquarters of RNE and the Audiovisual Council of Catalonia and the Pompeu Fabra University, among others. Hereu called the transformation currently underway in the neighborhood of Poble Nou the “**third revolution in the economic structure of the city of Barcelona.**” Jordi William Carnes defined it as a show of “**quality urban planning.**”

The last stop was the Necso block, located between Agricultura, Josep Pla, Cristòbal de Moura and Venezuela Streets, where the mayor was able to witness the result of the transformation process led by 22@Barcelona in a block where companies, subsidized housing, green areas, facilities and infrastructures co-exist. Finally, the mayor concluded that Barcelona “**chose wisely**” with the 22@Barcelona project. “**This process is irreversible and unstoppable. However, that doesn’t mean that it’s finished but that we’re half-way through.**”

### **3.- MAYOR OF BARCELONA, JORDI HEREU, MEETS WITH 22@NETWORK AND HIGHLIGHTS THE ASSOCIATION'S SUPPORT OF THE 22@BARCELONA DISTRICT**

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During the mayor's visit to the 22@Barcelona district, Jordi Hereu spoke with some members of the Association of Businesses and Institutions, 22@Network, in order to find out about the association's latest projects. A total of 40 representatives from the companies that make up the Association attended the event.

Over the course of the event, the 22@Network Association of Businesses and Institutions told the mayor about the objectives and projects being developed by the Association, which currently has 64 associated members, including technological companies like Indra, T-Systems, Futurlink, Microsoft, Infonomia, Gaes, Ecotècnia, Informàtica El Corte Inglés, Yahoo! and institutions like the UOC, the UPF, IL3-UB and the Catalan Technology Institute, among others.

During his visit, the mayor affirmed that **“the creation of the 22@Network in 2004 and the member companies' support of the 22@Barcelona district is a challenge with a certain future.”** Moreover, Hereu said, **“Barcelona has reached a critical mass of companies and a level of development that will allow 22@Barcelona and the 22@Network to continue growing”**.

#### 4.- AMERICAN/EUROPEAN MULTINATIONAL BASED IN SILICON VALLEY, ELASTIX CORPORATION, FIRST LANDING PROGRAM COMPANY TO MOVE IN TO THE 22@BARCELONA DISTRICT

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In January the 22@Barcelona district welcomed the first company from the Landing Program: Elastix Corporation. Founded by American and European entrepreneurs, this company is based in a Silicon Valley (California).

##### **Elastix Corporation**

Elastix Corporation is a private company specializing in automation of electronic design, which creates IC design tools that allow their clients to produce high performance, low consumption microchips.

Elastix has chosen to establish an office in Barcelona, in the 22@Barcelona district, because **“this is where microchip design technology was created, even though there aren’t any Spanish microchip production companies”**, explained the president and CEO of Elastix, Vigyan Singhal. **“We’ve created a global company with global talent that caters to a global market”**, he assured.

Elastix has potential clients in the semiconductor industry around the world, including American companies like Intel, AMD, NVIDIA, Qualcomm and Texas Instruments, European companies like ST Microelectronics, NXP, Infineon and ARM, and Asian companies like Panasonic, Samsung, Renesas and Canon.

##### **Landing Program**

The Landing Program, which is sponsored jointly by the UPC’s Innovate Program, the La Salle Innovation Park and 22@Barcelona, aims to provide mechanisms to help Catalan and Spanish companies grow and internationalize their activities, as well as encouraging foreign technology companies to set up offices in Catalonia, specifically in the innovation district.

Josep Miquel Piqué, managing director of 22@Barcelona, explained that the Elastix Corporation brings together the four key elements of an innovative company: **“talent, a team of entrepreneurs, global markets and financing, which led them to move in to**

the 22@Barcelona district, the best platform for international entrepreneurs to move to Barcelona”

“Elastix Corporation is a global company that was born out of research groups located in different areas (England, Russia, Italy and Barcelona) and has used science intelligently. Using their entrepreneurial talent they are aiming their product toward a global market”, according to Piqué.

The critical step for companies that start out in incubators is finding financing because “the knowledge based economy is focused on intelligent capital”, remarked the Managing Director of 22@Barcelona.

22 5.- TELECOMMUNICATIONS A COMPETITIVENESS TOOL FOR COMPANIES IN THE BARCELONA METROPOLITAN AREA, MAIN TOPIC OF THE 22@BREAKFAST

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The state of telecommunications in the Barcelona Metropolitan Area (BMA) was the main topic for January's 22@Update Breakfast. To this end, the report carried out by the Barcelona Digital Foundation: "**The State of Telecommunications in the Barcelona Metropolitan Area**" was presented in the Barcelona Activa building.

General coordinator of the Barcelona Strategic Metropolitan Plan, **Francesc Santacana**, participated in this event by defining the role of telecommunications in the Strategic Metropolitan Plan and pointing out that companies need appropriate telecommunications infrastructures.

Following that, as part of the Innovator of the Month program, general manager of the Barcelona Digital Foundation, **Vicenç Gasulla**, presented a report on telecommunications that analyzes the projects that make up this sector as a tool for competitiveness. This study aims to identify which telecommunications initiatives and projects allow companies in the Barcelona Metropolitan Area to be more competitive.

The report, published by the Barcelona Strategic Metropolitan Plan, deals with topics like laying fiber optics or fostering ICT innovation, and cites key points like the high cost of telecommunications services and unequal supply of service in different parts of the BMA.

Finally, managing director of 22@Barcelona, **Josep Miquel Piqué**, briefly reviewed the latest progress in the 22@Barcelona project.

 **6.- 22@BARCELONA PARTICIPATES IN THE POBLENOU CHRISTMAS PARADE**

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The Three Wise Men visited the 22@Barcelona district. After visiting the Wad-Ras penitentiary center, the Magi rode their floats in the Poblenou parade, organized by the ACR Poblenou Commission of Street Festivals.

During the parade the Kings were accompanied by the Secretary of Penitentiary Services, Rehabilitation and Juvenile Justice for the Government of Catalonia, Albert Batlle, city councilor for the Sant Martí district, Francesc Narváez and representatives of the Poblenou Cultural and Recreational Commission of Street Festivals.



**QUOTES:**

**Jordi Hereu,**  
Mayor of Barcelona

“Barcelona has reached a critical mass of companies and a level of development that will allow 22@Barcelona and the 22@Network to continue growing.”

**Josep Miquel Piqué**  
Managing Director of 22@Barcelona

“22@Barcelona is the best platform for worldwide entrepreneurs to establish themselves in Barcelona”.

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