

MEWSLETTER ISSUE 25 – APRIL 2008

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TOPIC OF THE MONTH:

NEARLY 800 PARENTS OF STUDENTS FROM SANT MARTI SCHOOL PARTICIPATE IN "FAMILIES ONLINE" PROJECT, LED BY 22@BARCELONA

Since its beginnings in 2006, nearly 800 parents of school children from primary and secondary schools in the Sant Marti district have participated in the "Families Online" project.

This initiative is led by the 22@Barcelona municipal company, the Barcelona City School Board and the Sant Marti Pedagogical Resource Center, with collaboration from the Sant Marti district and the Catalan Secretary for the Information Society.

The project, aimed at Parents' Associations and families with children in Sant Marti schools, gives training workshops for parents, teaching them to use computers so they can share with their children the opportunities and benefits of new technology both at school and at home.

In these workshops, parents also learned about tools to help families face privacy and data protection issues.

Since the project began, the following 34 primary and secondary schools in the Sant Marti district have participated:

- Bernat Metge,
- Infanta Isabel,
- Joan d'Austria,
- Joaquim Ruyra,
- Asunción de Nuestra Señora, Salvador Espriu,

Catalonia,

Antoni Balmanya,

Clot,

Grèvol,

Brasil,

• Sant Josep de Calassanç,

Miralletes,

- · General Prim,
- la Palmera,

- Antoni Brusi,
- Bac de Roda,
- Bogatell,
- Concepción Arenal,
- Eduard Marquina,
- Diagonal Mar,
- Dovella,

Els Porxos.

· Escola Casas,





- La Farigola del Clot,
- Arc de Sant Martí,
- Conxa Espina,
- Provençals,
- Vila Olímpica,

- Els Horts,
- Joaquim Ruyra,
- Lope de Vega,
- Sant Joan de Ribera,
- Virrei Amat.



2.- PARTICIPANTS IN EVENT CLOSING "FAMILIES ONLINE" PROJECT REFLECT ON THE USE OF NEW TECHNOLOGIES IN THE HOME

One hundred parents that have participated in the "Families Online" initiative attended an event closing the project this month.

The event, titled "Symposium on New Technologies. The digital era: new opportunities for communicating with our children", was presided over by the city councilor for the Sant Martí District, **Francesc Narváez**; Barcelona city councilor for education, **Montserrat Ballarín**; and the managing director of 22@Barcelona, **Josep Miquel Piqué**.

Participants reflected on their role as parents in a digital era, when the use of new technologies is key to the future but also a new source of uncertainties and problems in the family. The practical workshops that took place during the Symposium helped participants share the personal experiences of having computers, the Internet and videogames at home.

They also reflected on topics like the changes that have occurred in the educational systems, computers and technology as parental substitutes, and tools to help families face privacy and data protection issues.



3.- IMAGINA INAUGURATES NEW PRODUCTION CENTER IN 22@BARCELONA DISTRICT

The Imagina Group, comprised of Mediapro and the Arbol Group, inaugurated their new headquarters in the 22@Barcelona district. The president of the Government of Catalonia, **José Montilla**, and the mayor of Barcelona, **Jordi Hereu**, as well as the group's directors Jaume Roures, Taxto Benet and José Miguel Contreras, and managing director of 22@Barcelona, **Josep Miguel Piqué**, presided over the event.

The inaugural event included a complete tour of the Imagina Audiovisual Center's innovative installations, which is a new benchmark in the audiovisual industry. The building, designed by architect Carles Ferrater, is unique in its lack of interior pillars and has over 50,000 m² on 16 floors, including offices, 5 television stages and an auditorium.

In September, the Mediapro production company and other companies in the group, like the newspaper *Público*, as well as other design and advertising firms, will move in to the building.

The new production center in the 22@Barcelona district is part of the Barcelona Media Park, a platform of facilities and services focused on the audiovisual and communication fields, which is becoming a benchmark in the sector.

The Barcelona Media Park is an urban complex, open to the public, where modern technical spaces, research and innovation offices, university training, incubation services for new companies in the Media sector and housing for entrepreneurs, students and professors linked to the communication sector, coexist.

In this area, in addition to the new production center, the Pompeu Fabra University (UPF) will also concentrate their training, research and production activities in the communication and information and communication technologies fields, which include 4,000 students, professors and researchers from the Journalism, Audiovisual Communication, Advertising and Public Relations, Linguistics, Translation and Interpretation and Computer Sciences departments. To do this, the UPF will have a total of 19,000 m² of space in a number of buildings.



4.- CASTELLVÍ GROUP MOVES INTO FINAL PHASE OF CONSTRUCTION ON INTERFACE BUILDING, LOCATED IN THE 22@BARCELONA DISTRICT

The real-estate company Castellví Group has begun the final phase of construction on the Interface Building, an office building located in the 22@Barcelona district, which is scheduled to be finished this summer.

The Interface Building is located at the corner of Ciutat de Granada and Tanger Streets and has a total aboveground surface space of 20,000 m² and 10.000 m² underground for a 300-car parking garage.

Approximately 80% of the office space is already rented out.

Designed by Batlle i Roig Architects, the Castellví Group has invested nearly 45 million euros in its construction. The Interface Building has a modular structure and each of the first four floors offer 2,000 m² of unobstructed space, while floors five through twelve have a surface space of 900 m² each.

The building also has a technical floor with spaces for specific tenant needs.

The Interface Building is a landmark in the 22@Barcelona district, conserving the façade of the old Netol factory. The façade has been protected with a state-of-the-art glass skin. These characteristic features reflect the Castellví philosophy by "on one hand, maintaining the industrial character of Poblenou by conserving the façade and, on the other, promoting 22@Barcelona's technological character by using complex apparatus to support the old façade," explained president Joaquim Castellví.



5.- 22@BARCELONA DISTRICT, A GATEWAY FOR INNOVATION AND TALENT IN THE MEDITERRANEAN REGION, PRESENTED IN SWEDEN

Around 60 representatives from the most important Scandinavian companies located in Stockholm, like Erikson, the Kista Technology Park and Marakanda, among others, met for the event organized by the Barcelona City Council's Economic Promotion Department and the 22@Barcelona district. The main goal of the event was to establish investment attraction strategies for the city in the Media, ICT (Information and Communication Technologies) and Biotech sectors.

Speakers included the director of International Economic Relations for the Barcelona City Council, Mario Rubert; the president of Biocat, Manel Balcells; and 22@Barcelona Marketing and Communication manager, Jordi Sacristán, who emphasized that Barcelona and the 22@Barcelona district are "a gateway for innovation and talent in the greater Mediterranean region."

Participants also learned about the Swedish ITC, Telemedicine and Biotech companies located in the 22@Barcelona district, like Adamo and Golden Gekko, among others. The director of Adamo Europe, **Fredrik Gillstrom**, called Barcelona "a cosmopolitan city with great potential to attract international talent."

The general director of Golden Gekko, **Magnus Jern**, emphasized the great importance of the technology fairs held each year in Barcelona, like the Mobile World Congress, which "help foster our business both in the city and around the world."

This meeting provided the chance to explain and discuss wide-reaching market opportunities and important sources of talent. The Scandinavian companies offered their experience in applying talent in engineering, Information and Communication Technologies (ICT), design and management. And Barcelona presented itself as a natural space to provide both local and global talent by combining a high quality of life with culture and education.

To finish up, the companies that attended were invited to visit Barcelona in order to get to know other companies in the city and in the 22@Barcelona district, and see first-hand the benefits of setting up offices there.



6.- REPRESENTATIVES FROM SWEDISH TEKNIKHUSET TECHNOLOGY CENTER VISIT 22@BARCELONA DISTRICT

Representatives from the Teknikhuset Technology Center, made up of Teknikhuset Software, Teknikhuset e-learning, Teknikhuset AudioIndex and Wawo Technology, visited the 22@Barcelona district.

The visit was organized by 22@Barcelona, the Barcelona City Council's Economic Promotion Department and the Barcelona Digital Foundation, and allowed the Swedish group Teknikhuset to meet and establish relationships with Catalan companies that may be interested in attracting business partners in order to compete on the global market.

During their stay in Barcelona, representatives from this Technology Center learned about the innovation district's history and challenges, as well as meeting and exchanging experiences with executives from more than 40 Catalan companies from the Information and Communication Technologies sector.



7.- 22@BARCELONA, THROUGH THE EUROPEAN EASY PROGRAM, PARTICIPATES IN 14th INVESTMENT FORUM

22@Barcelona participated in the 14th Investment Forum organized by ACC1Ó CIDEMICOPCA, which reports to the Department of Innovation, Universities and Business.

During the event, more than 1,000 representatives of entrepreneurship and private investment saw 101 business projects from leading sectors that stand out due to their high level of innovation and potential for growth. Live at the event, investors were presented with a total of 41 business projects, 30 from Catalonia and 11 from the rest of Europe, either on video or in short presentations.

Over 100 European private investors and venture capital funds participated in this latest edition of the Forum, thanks to collaboration from the European program EASY (Early Stage Actions for Growth of Innovating Business), jointly financed by the European Union through their 6th Framework Program and members in Catalonia: Highgrowth Partners, Catalonia Business Angels Network and 22@Barcelona.

With this international component, the Investment Forum is becoming a global project aimed at positioning Catalonia as a model for public-private cooperation policies and the creation of high-growth start-ups.

The general Director of ACC1Ó CIDEMICOPCA, Carme Botifoll, and the Minister for Innovation, Universities and Business, Josep Huguet participated in the event. Additionally, experts Nelson Gray, private investor, and Yoav Andrew Leitersdorf, founder of YL Ventures, explained their take on entrepreneurialism, risk, innovation, business growth and internationalization.



8.- OVER 3,700 STUDENTS REFLECT ON NEED TO TAKE CHARGE ON ENVIRONMENTAL ISSUES IN B_TEC FOUNDATION'S 2ND SYMPOSIUM ON CLIMATE CHANGE

More than 3,700 high-school and professional training students from 58 schools in Barcelona, Sant Adrià, Santa Coloma and Badalona participated in the 2nd Symposium on Climate Change organized by the b_TEC Foundation in the 22@Barcelona district's Forum Auditorium.

Over two days, these young people analyzed the current state of the environment. The Symposium included a screening of the BBC film "Planet Earth". Based on the realities shown in the film, students reflected on day-to-day actions they can take to slow down the process of climate change.

Based on questions from expert professors at the Polytechnic University of Catalonia, Josep López and Francesc Pozo, the young people expressed their own opinions on the state of the environment. This way, they showed that "climate change and the water situation are problems for all of us and we must all, companies and individuals, take action."

The manager of the b_TEC Foundation, Jordi Bosch pointed out that "b_TEC leads the Besos Campus in the 22@Barcelona Fòrum area, where knowledge transfer in the energy, water and mobility arenas will take place. However, this is why it is necessary to make people aware that climate change is a problem affecting all sectors."

The general director of the Barcelona Energy Agency, **Cristina Castells**, and the director of Caixa Catalunya's Territory and Landscape Foundation, **Jordi Sargatal**, also participated in the Symposium.

After the symposium, students were asked to enter a composition with their conclusions in the b_TEC Foundation's Essay Contest. Winners will be recognized at the Barcelona Tech Summer Sessions, which is an international symposium on energy, water and mobility issues organized by b TEC in June and July.



9.- 3RD BARCELONA-SILICON VALLEY-BOSTON TECHNOLOGY AND INNOVATION BRIDGE GIVES BARCELONA'S BUSINESS ACTIVITY INTERNATIONAL PROJECTION

The Barcelona City Council, Barcelona Activa and the Barcelona Chamber of Commerce have jointly organized a new Technology and Innovation Bridge to the United States, comprised of 15 institutions and 35 businesses, mostly from the ICT sector in the Barcelona area.

The mission aims to provide continuity to the international projection of Barcelona, its institutions and, above all, its business fabric—specifically enterprising, proactive businesses from the new-technology sectors, ICT companies, universities, and the science, technology and research sectors. \Box

The delegation, headed by Jordi William Carnes, deputy mayor of the Barcelona City Council for Economic Promotion and the Treasury and president of 22@Barcelona, and Xavier Ricart, deputy manager of business promotion of the Barcelona Chamber of Commerce, spent 5 days visiting emblematic US organizations and businesses, like Oracle and Boston's MIT and Harvard University. The program also included different seminars, presentations and networking events.

This new bridge focused on facilitating tools that allow participants to analyze the opportunities, economic trends and competitive factors of the Silicon Valley area and of the State of Massachusetts—both world leaders in technology; share experiences and help to internationalize our companies and project Barcelona and its economic and social environment

During the visit representatives from Spanish companies and institutions located in California shared their experiences with participants from the Barcelona delegation.



10.- EVOLUTION AND GROWTH OF THE AUDIOVISUAL SECTOR AS A PILLAR OF THE PRODUCTIVE SYSTEM, FOCUS OF THE 22@BREAKFAST

April's 22@Breakfast, organized by 22@Barcelona, analyzed the current state of the audiovisual sector in Catalonia, with the presentation of two reports from the Barcelona Strategic Metropolitan Plan. During the event, participants reached the conclusion that the real change in the audiovisual sector lies in content, especially the way in which new generations relate to this sector. IT (information technology) is playing a fundamental role in this change, since young people use this tool to access the audiovisual world.

Imma Tubella, rector of the Open University of Catalonia (UOC), presided over the event, accompanied by the managing director of 22@Barcelona, Josep Miquel Piqué; the director of New Projects for Mediapro, David Xirau; and the president of Lavinia, Antoni Esteve.

During the 22@Breakfast, the Barcelona Strategic Metropolitan Plan presented two reports analyzing the current state of the audiovisual sector, which is a pillar of the Catalan productive system. Rector of the UOC, Imma Tubella, presented the first of these studies, titled "Audiovisuals in Catalonia. A running engine?" This study analyzes the relevance of this sector, which has become one of the main agents of the ICT (information and communication technologies) revolution, through cinema, radio, advertising and, more recently, videogames, mobile phones and websites. Tubella emphasized the consolidation of the audiovisual sector, saying, "The real revolution is taking place in usage." Moreover she assured that "Knowledge is the new global factory and productive engine of the community, and 22@ is a metaphor for this transition."

David Xirau, director of New Projects for Mediapro, presented the second report, which evaluates the present and future opportunities in the high-definition market and their repercussions on audiovisual companies and innovation in the Barcelona Metropolitan Area of Influence. He emphasized the importance of facilitating high-definition access for all consumers.

Innovator of the month Antoni Esteve, president of the Lavinia Group, explained how to face new challenges for the future in the audiovisual sector of today.





QUOTES:

Jordi Hereu

Mayor of Barcelona "The city has two great landing strips to

foster economic activity: 22@Barcelona and Sagrera to the north, and to the south, Zona Franca, the Fairgrounds,

the port and the airport."

José Antonio Santano

Mayor of Irun "22@Barcelona has brought together

small companies in unique buildings with

high-quality urban activities."

NEW COMPANIES IN THE 22@BARCELONA DISTRICT:

- G-Star Raw
- IMCD
- CBD Travel
- Sell Bytel Singular

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