

BARCELONA
A
LIFETIME
GROWTH
OPPORTUNITY



Barcelona
City Council

Barcelon^activa

Barcelona
Growth



This is Barcelona – city of business. A city that inspires and is known for always being ahead of its time. It is a place that the world looks to, because the people who live there and who build it every day are restless, hardworking and – they say – talented. That is why Barcelona is the ideal place to seek out and discover new opportunities, hand in hand with a human capital that continues to grow in its culture of endeavour, work and solidarity.

We are the city of business because we are perfectly positioned and connected by land, sea and air, and have a world class tourist and business infrastructure. We are the fifth city in the world in

number of organised professional conferences, the sixth best European city in which to do business, and are ranked in the top ten for scientific production worldwide.

And all in an unrivalled setting: bathed by the Mediterranean and surrounded by natural parks, with an enviable climate and quality of life.

In a quickly globalising world, Barcelona has learned to evolve and become a global model as an open, creative and welcoming city, always open to the most unconventional visions for the future: a true land of opportunity.



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- ONE-STOP-SHOP FOR AN EASY LANDING**



LOCATION

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2,000 years of intense social, political, cultural and economic life have made Barcelona unique; **a gateway to southern Europe**, privileged bridge with Latin America, a model in the Mediterranean and the centre of an emerging Euroregion.

We have our breakfast overlooking the sea, then take a high speed train or a direct flight from the airport and in under three hours we are at a meeting in London, Paris, Zurich, Milan, Berlin, Amsterdam or Brussels. We are left with enough time to return home the same day and end it with a stroll or by practicing a bit of sport down on the seafront. Living and working in Barcelona is to do so in the heart of Europe, with one of the best ports in the Mediterranean, high speed train and European loading gauge stations, and one of Europe's fastest growing international airports.

- **Barcelona is a key hub in the Mediterranean Corridor, and one axis of Europe's new core transport network.**
- **The city is a major multimodal logistical hub in Europe, one of Europe's top 20 ports in terms of container traffic, and a Mediterranean leader as a natural gateway for Asian products. Barcelona is also Europe's leading cruise port and fourth in the world.**
- **Barcelona's international airport is the fastest growing in Europe, used by more than 35 million passengers each year and connected to 130 international destinations.**
- **Of Barcelona's 26 million yearly visitors, 45% come to do business or to take part in trade fairs and conferences.**
- **Barcelona is at the centre of an economic Euroregion, less than two hours from all European capitals and directly connected to major overseas destinations.**
- **A short distance by sea to North Africa, and a springboard both to the Euro-Mediterranean (300 million consumers) and Latin American (550 million consumers) markets.**



Barcelona is the capital of Catalonia; a place with an extensive industrial tradition and diverse business network, entrepreneurial in character and sensitive to new trends. It is therefore natural that today the city supports knowledge-intensive activities with a clear export purpose, from automotives to pharmaceuticals, information technology and communications to biotechnology and cultural industries. In Barcelona, knowledge-intensive sectors find an ecosystem and impetus that adds value. 175,000 businesses are based in the city. Thus, it is not surprising that **over 5,500 foreign businesses** have set up in our city as a result, helping to configure our cosmopolitan DNA. Barcelona is a city that looks to the future and is proud of its past and identity.

- **The Barcelona metropolitan area has a gross domestic product of \$188 billion, which is equivalent to \$40,000 in per capita terms (22% above the European Union average).**
- **Attracting 20% of Spain's annual foreign investment, Catalonia is the third European region in number of foreign investment projects (European Investment Monitor, 2013).**
- **Of the foreign companies operating in Spain, Greater Barcelona is the location of 86% of the Japanese companies, 67% of the Italian, 62% of the French, 45% of the German, 63% of the US and 47% of the British companies.**
- **Barcelona is the city with the fourth highest number of consulates in the world. It has a comprehensive network of foreign institutions and Chambers of Commerce that support foreign trade and investment from and into Barcelona.**



MOBILE WORLD CAPITAL

The next time you use your mobile, whether to download an app to your smartphone or simply to have a video conference using 4G, just think that that technology was probably developed, tested and presented to the world in Barcelona. That is because Barcelona is currently home to the **GSMA Mobile World Congress**, which brings together over 70,000 professionals and entrepreneurs each year. We have become the Mobile World Capital; a name that has stimulated various public and private initiatives for the development of new technologies and made Barcelona a true Mobile World Hub. In Barcelona optimal conditions are being created for companies and players from various fields join the mobile transformation, and that this will result in a long-lasting impact on the territory, beyond the Mobile World Congress.

- Barcelona promotes the international mobile technologies sector, with a specific programme called mStartUp aimed at developing new mobile businesses through different kinds of initiatives and an incubator for mobile technology start-ups.
- 57% of Barcelona's mobile phone users have Smartphones with a mobile broadband connection - well above the European average of 49%.
- Barcelona is a leading European city in the deployment of 4G networks.



YOUNG FOLKS ON THE MOVE

If we put Barcelona's geographical location, climate, character and visions for the future together, it is not surprising that we have become a real international **hub for creating, attracting and retaining talent**. We are a top destination for young people from all over the world who want to be trained to the highest level. There are eight prestigious public and private universities in Barcelona, and business schools that figure among the top ten in the world. Foreign entrepreneurs who opt to come here find business incubators, accelerators, research and development centres and public support programmes to help them to remain with us and make their vision a reality. The City Council, through Barcelona Activa, offers these and many other services to entrepreneurs and companies that want to do business in Barcelona.

- Barcelona is the city with the most business schools (IESE, ESADE and EADA) in the world's top international rankings (**Financial Times and The Wall Street Journal, 2013**).
- Barcelona is a leading destination for international students, with 23,000 foreign university students - 11% of Barcelona's total university population.
- Barcelona provides a comprehensive higher education offer with eight universities, four of which are Campuses of International Excellence, ensuring direct access to new professionals with international profiles.
- Greater Barcelona's 37 international schools provide foreign education at all levels for expatriate families.
- 1,800 companies created in Barcelona Activa in 2013.



SHARING AMBITIONS

By pooling our efforts we are reaching ever higher summits. In Barcelona, we believe in **collaboration between the public and private sectors** to break down barriers, achieve results and always keep ahead of expectations. In recent years, these alliances have been generated and are being solidified nearly exponentially. We currently have projects of this kind in fields as diverse as electric vehicles, the city's economic advancement, and mobility in a series of areas that make us the most important Smart City in Europe.

- Through the Barcelona Growth initiative, Barcelona City Council reinforces a successful city model in which public and private stakeholders connect and work towards common goals and fine-tune strategies to boost economic growth.
- Barcelona's public-private partnership model provides cluster development platforms in a wide range of sectors, logistics, IT, tourism, sustainable mobility, healthcare, media, design and aeronautics.



Two years ago, the Economy, Business and Employment Area of Barcelona City Council set up the Barcelona Growth platform, a meeting place and forum for dialogue between the public and private sector. This dialogue led to the creation of an action plan that incorporates several measures for the reactivation and economic growth of the city. Five of the most important measures have been hand-picked to be promoted in the singular Barcelona Growth Centre.

Situated in the heart of the 22@, the city's innovation district, the Barcelona Growth Centre is the new symbol of a Barcelona geared towards **servicing companies, economic growth and the creation of employment.**

The Barcelona Growth Centre joins many resources and services for boosting business activity, such as:

- **Business Support Office:** new one stop shop for businesses reducing bureaucracy, offering free coaching in online company incorporation, accessing funding, staff recruitment and tax registration,...
- **Incubation spaces:** two different incubators focus on mobile technologies (Mobile Startup Barcelona) or other sectors related to technological, industrial and social challenges (Corporate Startup Barcelona).
- **Mobile World Capital Foundation:** the foundation is striving to consolidate Barcelona as the Mobile World Capital in order to create an industrial legacy for the city beyond the congress itself.
- **Barcelona Brand Agency:** it made up of the public and private institutions to coordinate the strategy for the economic and business positioning of the barcelona brand.
- **Cibernàrium:** the city's leading technological skills acquisition centre for professionals and companies, offering free training activities related to the internet and new technologies.



GIVE ME FIVE...

BUSINESS — FRIENDLY —

Take Barcelona's hand. Forget the headaches, unnecessary paperwork and senseless demands. We know that administrative processes can make starting a commercial enterprise abroad a nightmare, and we are not prepared to let that happen in Barcelona. That is why **Barcelona City Council has made itself your venture companion**, to help simplify the processes prior to setting up a business, and in the day-to-day work that follows. You will find we are a face-to-face administration, with technology that is flexible, accessible and sensitive to your needs, who will accompany you through the whole process of setting up and growing with us.

- Barcelona City Council has a sound fiscal policy and budget, and has one of the smallest municipal debts among major Spanish cities.
- Barcelona is the only major city in Spain that ensures payment to suppliers within 30 days of the date of invoicing.
- Indicative Credit Level rating of 'AA' from Standard & Poor's in 2013.



Barcelona led Spain during the industrial revolution; therefore, it has a long industrial tradition. The Barcelona brand provides added value because of its history and its present, and because it is **a land of big brands, inventions and citizens**. We are a leading architectural city thanks to our Modernist and Olympic legacy. We have witnessed the birth and growth of some of the most important pharmaceutical laboratories in the world. We are a world fashion capital with brands such as Custo, Desigual, Munich and Mango; we produce vehicles on a global scale at the Seat plant (Volkswagen Group); we lead the European online financial sector and have the football club with the most members in the world – a true driver for the export of inspiration and values.

- **Barcelona's *Book of the Consulate of the Sea* laid the foundations for international maritime law in 1484.**
- **Eric Bernat of Barcelona launched the world famous Chupa Chups lollipop in 1958, with a Salvador Dalí design as its logo.**
- **The Barcelona company Grifols has become the world's largest supplier of plasma-derived products.**
- **Barcelona ophthalmologists Ignasi and Josep Barraquer have led dramatic improvements in cataract surgery in Barcelona since the 1920s.**
- **El Cellar de Can Roca, voted the world's best restaurant (Restaurant Magazine 2013), is located in the Greater Barcelona area.**



- A CRADLE FOR -
CREATIVE
INNOVATORS

With its cosmopolitan ambience, age-old language and culture, Mediterranean light, and its entrepreneurial and unconventional nature, Barcelona has shown itself to be an ideal place to stimulate the creativity and ingenuity of the most brilliant prodigies of art and science. It is a city that inspires. The European Commission has just named Barcelona the first **European Capital of Innovation**, over Grenoble (France) and Groningen (Netherlands).

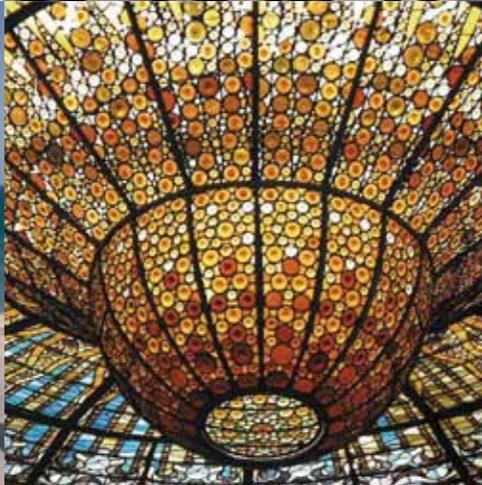
- Narcís Monturiol, a Barcelona engineer, designed *Ictineus* — the world's first self-propelled civilian submarine — in 1858.
- Picasso created the Cubism artistic movement in Barcelona in 1907.
- Antoni Gaudí, with his innovative, nature-inspired architecture, created the world's most celebrated Modernist-Art Nouveau masterpieces - the Sagrada Família, Park Güell and the Batlló and Milà houses - in Barcelona.
- Barcelona's Isaac Carasso produced the first DANONE yoghurt in Barcelona in 1919.
- World-renowned Barcelona chef Ferran Adrià was the world's first to apply molecular chemistry to haute cuisine through the culinary process of spherification (shaping a liquid into spheres similar to caviar) at his award-winning restaurant el Bulli.



2,400
SUN
HOURS A YEAR
CAN'T BE WRONG

We enjoy quality, in all senses of the word. And we are not the only ones saying that. If we look at the data from various recent studies, Barcelona is the dream city in which to live and work all year round. We imagine that the 2,400 hours of sunshine a year have influenced the vote of those surveyed, along with the 4 km of beaches, 180 km of bike lanes, tourist attractions and world class gastronomy, the city's 78 museums, its 46 theatres, natural parks, ski resorts and UNESCO-protected archaeological sites, as well as its excellent universal health service for all residents and high quality education system.

- For 14 years, Barcelona has been ranked the number one European city for quality of life for employees (**European Cities Monitor**) and it is the world's third happiest city according to **Forbes Magazine** in 2013.
- Barcelona is the World's 13th most bicycle-friendly city, thanks to the resounding success of Bicing — its bike share system — and the city's 180 km network of bicycle lanes (**Copenhagenize Index 2013**).
- Barcelona has Europe's greenest bus fleet with a high percentage of hybrid and natural gas buses, and offers one of the most disabled-friendly public transport networks in the world (100% of buses and 86% of underground stations are accessible).
- Barcelona's nine UNESCO World Heritage sites make it one of Europe's top cities by number of sites.
- Barcelona's average temperature is a pleasant 21 °C (69 °F), and the city has 4 km of sandy beaches that have been granted the European Blue Flag for clean water and sand.



WE ARE YOUR ONE-STOP-SHOP FOR AN EASY LANDING

Strategic advice and guidance with a portfolio of free services

- **Information and assistance about legal, administrative and immigration procedures**
- **Online Business Incorporation Service for Limited Liability Companies in only 48 hours**
- **Human recruitment assessment**
- **Financial advisory service to seek funding through diagnosis of the company's needs**
- **Business location service**
- **Temporary soft landing office space (coworking)**
- **Dialogue with other city stakeholders in order to analyse market trends and opportunities**
- **Complete entrepreneurship programme**

Contact us at
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BARCELONA
· A CAPITAL ·
INSPIRING
BUSINESS

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BARCELONA A LIFETIME GROWTH OPPORTUNITY