



The Higher Education Sector in Barcelona



Edition
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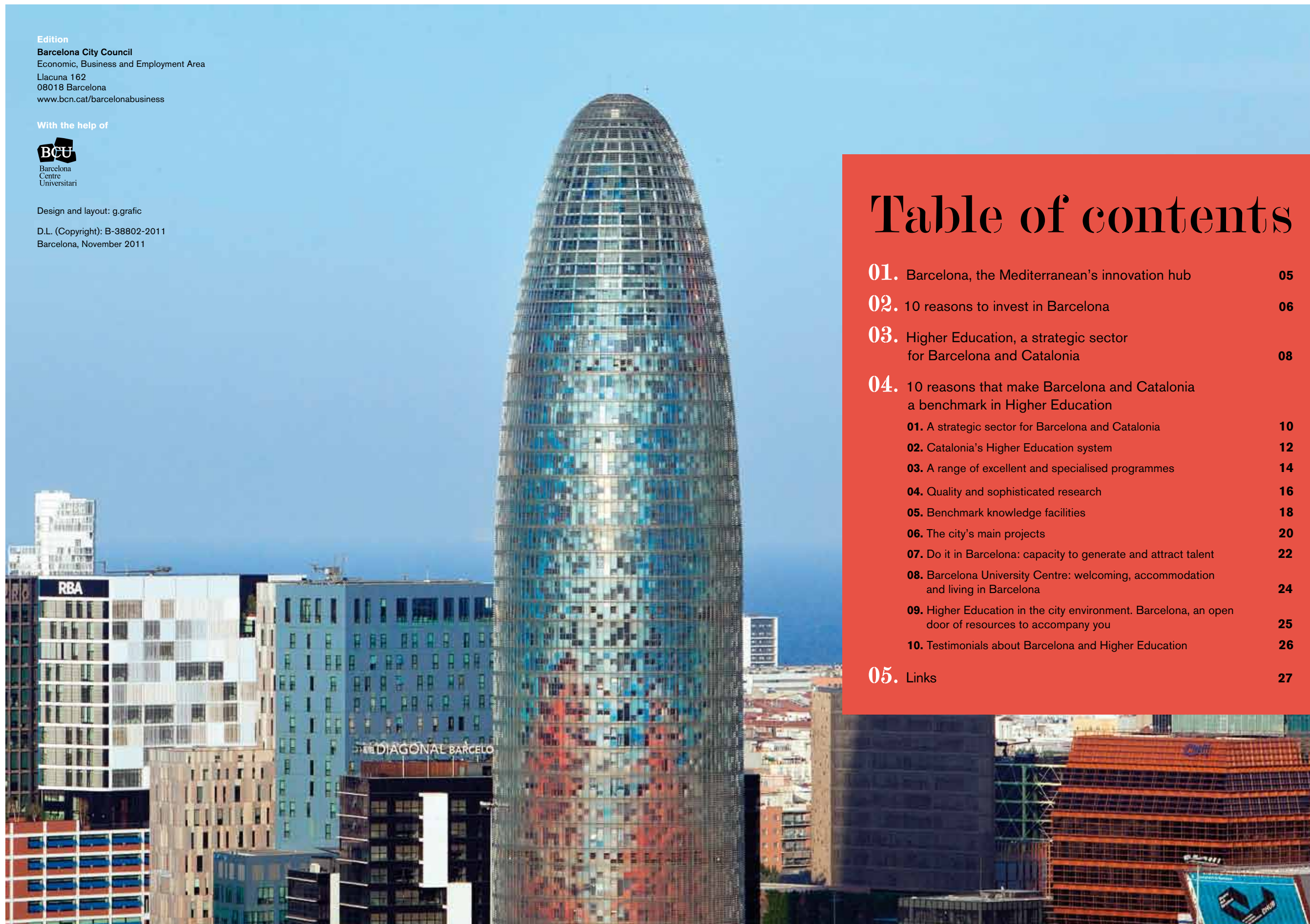


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01

Barcelona, the Mediterranean's innovation hub



Barcelona, located in northeast Spain on the Mediterranean coast, is one of the main European metropolises and the center of an extensive metropolitan area with more than 160 municipalities, home to nearly 5 million inhabitants. It is the economic, cultural and administrative capital of Catalonia and leads an emerging economic area in southern Europe, with 17 million inhabitants and more than 800,000 companies. This EuroMediterranean region, which includes the Balearic Islands, Valencia, Aragon and southeast France, focuses mainly on new strategic sectors that are competitive and international. It is consolidating its position an international level as one of the main European metropolises.

With a long industrial tradition and a dense business fabric, Barcelona's economic structure is highly diversified. More traditional sectors coexist with new sectors of emerging activities to create new knowledge clusters that prioritize specialization and competitiveness, focus on internationalization, and help create a dynamic and innovative

economy in the city, driving Barcelona's strategic leadership in these fields. Catalonia is currently home to more than 3,400 international companies and received 37% of all foreign investment in Spain in 2010, with 90% this invested in the Barcelona area.

Taking into account the gross value added by sector of activity, Catalonia, in terms of industry, carries the most weight of all autonomous communities in Spain (25.2%) and, regarding services, is ranked second in the nation for gross value added generated. Catalonia concentrates 23% of all innovative companies and 20% of the total expenditure on innovative activities in Spain.

Additionally, Barcelona's entrepreneurial activity rate in 2010 was 5.5%, above both the Spanish and European averages according to the Global Entrepreneurship Monitor (GEM) 2010.

Barcelona's Trade Fair, Port, Airport, Zona Franca Consortium, Barcelona Tourism Consortium, Barcelona City

Council and new technological innovation districts are the main driving forces behind international economic activity in the Barcelona area.

Regarding this last aspect -and given its importance for the development of competitiveness, productivity, attracting and retaining talent, and the internationalisation of companies-, Higher Education is a key sector for Barcelona and Catalonia. Barcelona and Catalonia have positioned themselves as international benchmarks in the training sector, bringing together 12 universities, a variety of top business schools and more than thirty international schools that all together offer more than 500 masters and postgraduate programmes to more than 233,000 students.

This wide ranging offer has meant that 36.9% of Catalonia's population now has university studies, rates that are higher than the European average (29.7%), and a trend which is still increasing.

02

10 reasons to invest in Barcelona

Barcelona offers a number of different elements that make it an attractive place to live, work and do business. Today the city is a highly interesting location for new economic activities. Some good reasons to invest here are as follows

01. Strategic geographic location

Two hours by road from France and one day from the main European cities. The gateway to Southern Europe and capital of the Union for the Mediterranean, Barcelona's port, airport, logistics parks, international trade fairs and city center are found within a five-kilometer radius.

02. Comprehensive transport infrastructure

A network of motorways connected to Europe; the fastest growing airport in Europe; the top Spanish port and largest container port in the Mediterranean; wide reaching underground, train and bus networks; high-speed train connections to the European rail network as of 2013.

03. Center of a large, dynamic and diverse economic area

The Barcelona area has nearly 5 million inhabitants. It is the capital of Catalonia, with 7.5 million inhabitants, and the center of the Mediterranean Basin, an economic area with 18 million inhabitants. It accounts for 70% of Catalonia's GDP, and is the sixth largest urban area in Europe and has the fifth highest concentration in Europe in terms of industry.

04. Successful foreign investment

Barcelona is ranked the sixth best city in Europe for business*, and Catalonia accounts for approximately 34% of all foreign investment in Spain and is home to more than 3,400 foreign companies.

05. Internationally renowned positioning

Barcelona tops a number of international rankings, which rate its urban environment, ability to attract foreign capital, entrepreneurial spirit and quality of life very highly.

06. Human resources prepared for the future

Highly responsible; highly productive, one of the best in Europe according to the OECD; 8 public and private universities; a number of prestigious business schools including ESADE, IESE and EADA; 33 international schools; wide-spread use of new technology and a natural tendency for innovation and creativity.

07. Excellent quality of life

Ranked first among European cities for quality of life*. Temperate climate, sun, beach, skiing; great cultural activities; an ample network of quality educational institutions; modern and accessible healthcare system; easily accessible using public transport; and a network of natural parks surrounding the city.

08. Large-scale urban-planning projects for the future

Transformation of 1,000 ha and 7 million m² of floor space.

Llobregat Area: commitment to logistics, aerospace and mobility, with expansion of the port and airport.

Besòs Area: urban renewal, universities and research and innovation centers; Porta Europa-La Sagrera: arrival of the high-speed train; 22@Barcelona: the new technology and innovation district, and the Diagonal-Besòs Campus for activities related to energy, water and sustainable mobility.

Vallès Area: strategic concentration of technology, nanotechnology and research facilities; the Alba Synchrotron, the Vallès Technology Park and the UAB Research Park.

09. Competitive real estate market

Wide range of offices, retail spaces and industrial warehouses with excellent price/quality balance and a high occupation rate.

10. Unique public/private cooperation

Barcelona City Council and the Catalan Government are highly committed to companies; the success of traditional public/private collaborations has been key to Barcelona's transformation.

*According to Cushman & Wakefield, European Cities Monitor 2011.

03

Higher Education, a strategic sector for Barcelona and Catalonia

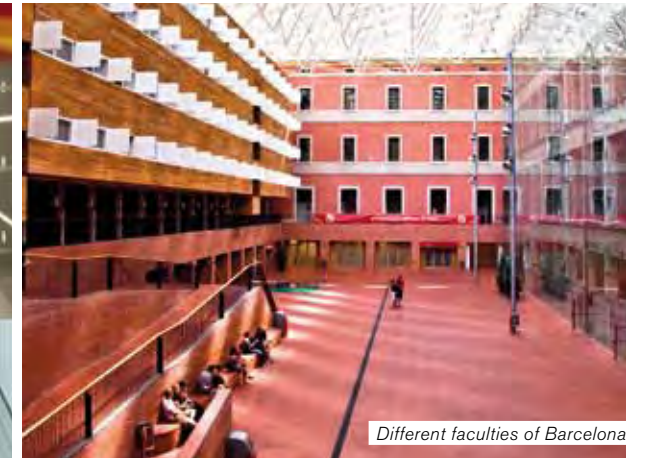
Barcelona has always had a strong commitment to make its Higher Education sector an engine for its economy, knowledge-generation and innovation. It is a strategic sector that will be developed over the coming years, according to the strategic plan "Barcelona Vision 2020", which explicitly identifies this area as one of the potential motors for the economy of the Metropolitan Region of Barcelona.

Catalonia has a total of 233,538 students at 12 universities, 8 of which are located in the metropolitan area of Barcelona, and first-rate business schools -two of these are among the top 25 in the world, according to international rankings. In terms of university research, Catalonia boasts more than 550 consolidated research groups, 137 R&D centres and over 300 university departments. According to data from Eurostat (2009), 36.9% of the population in Catalonia has university degrees, significantly above the European average of 29.7%, and following a clear upward trend.

Higher Education institutions, which are responsible for transmitting knowledge through undergraduate and graduate degrees, are also major generators of new knowledge across all disciplines, both in terms of basic knowledge and that applied through technology development and applications. As such, Higher

Education institutions are training the researchers, professionals and entrepreneurs of the future. In short, they generate talent for society. The ability to attract and retain this talent is a key to success for businesses and regions that want to be innovative and competitive in a high growth environment subject to continuous change in terms of technology, economics and business.

A few years ago, Catalonia, and Barcelona in particular, started positioning itself as an international benchmark in education -undergraduate and especially graduate studies- with the capacity to produce a skilled and talented workforce, and yet also capable of attracting talent from around the world- all this with the objective of creating a dynamic economy, generating new knowledge and stimulating innovation and its transformation, and as such contributing to economic and social development. Currently Catalonia



Different faculties of Barcelona

has more than 233,000 students, with about 20,000 coming from outside Catalonia, and the majority of these attending universities in the metropolitan area of Barcelona. This positioning hasn't been limited to the local sphere, but rather extended to the global environment, effectively putting Barcelona on the map in terms of being a benchmark in Higher Education, especially in certain subject areas.

This trend towards the internationalisation of Higher Education offered at Catalan institutions has increased over recent years and is now a strategic priority, especially given the framework of the European Higher Education Area (EHEA), initiated by the 1999 Bologna Declaration.

EHEA is based on four principles: quality teaching, the mobility of students and teachers, recognition of teaching diversity, and improving the competitiveness of graduates in Europe's open labour market.

These fit perfectly with the Higher Education priorities promoted by Barcelona in recent years: a range of high-quality degree and graduate programmes, excellence in certain fields of specialisation, the capacity to generate and attract talent, the internationalisation of the sector, support for the creation of quality and added value jobs, and the promotion of entrepreneurship.

The objective of this document is to explain the current and future trends of the Higher Education sector in Barcelona and more generally in Catalonia and its basic characteristics, via the following **10 points**:

- 01** A strategic sector for Barcelona and Catalonia
- 02** Catalonia's Higher Education system
- 03** A range of excellent and specialised programmes
- 04** Quality and sophisticated research
- 05** Benchmark knowledge facilities
- 06** The city's main projects
- 07** Do it in Barcelona: capacity to generate and attract talent
- 08** Barcelona University Centre: welcoming, accommodation and living in Barcelona
- 09** Higher Education in the city environment
- 10** Testimonials about Barcelona and Higher Education

04

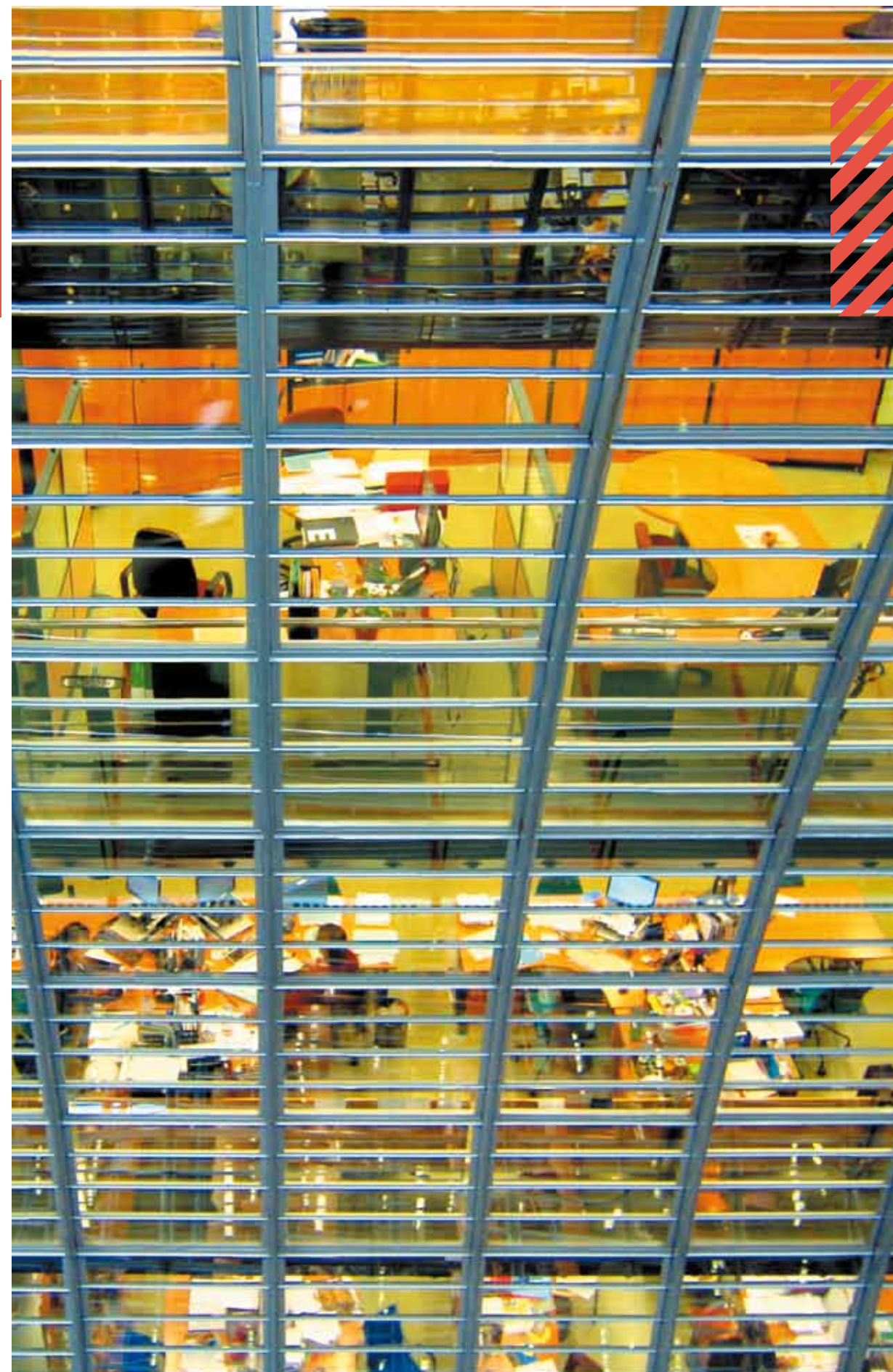
10 reasons that make Barcelona and Catalonia a benchmark in Higher Education

01.

A STRATEGIC SECTOR FOR BARCELONA AND CATALONIA

Barcelona has built up a significant business fabric, the result of a **long and deeply-rooted industrial tradition** that has consolidated many industries and clusters of innovative and very competitive companies. Catalonia and Barcelona's business frame is characterised by the dominance of **SMEs** (Small and Medium Enterprises), but also in terms of internationally **recognised firms** in the fields of infrastructure management, energy, and financial services. It is also a **very strong in the services sector in general**, especially the development of the tourism sector as a major driver for the local economy.

As well, Barcelona has made a strategic commitment to the development and consolidation of **emerging industries** such as Information and Communications Technology (ICT), design, media, energy and biotechnology. These sectors have become clusters, mostly located in the city's innovation district, 22@Barcelona. In this district alone there are more than 4,500 companies employing more than 56,000 employees. These businesses are committed to innovation and the creation of high added value employment and they especially need the talent that is emerging from Catalonia's Higher Education institutions or from other countries.



10 reasons that make Barcelona and Catalonia a benchmark in Higher Education

02. CATALONIA'S HIGHER EDUCATION SYSTEM



Catalonia and Barcelona in particular have a large number of Higher Education institutions with a proven track record and significant international prestige.

These institutions are well connected to Higher Education institutions in other countries, via permanent and firm collaboration agreements aimed at encouraging student mobility between institutions, coordinating research, or collaborating with the teaching of graduate programmes. As such, thanks to this international experience and academic and research background, Catalonia's institutions have become true international benchmarks in some areas of knowledge.

The Catalan Education system is made up by:

Universities

12 universities form part of the Catalan Education system. The Metropolitan Region of Barcelona boasts the following public universities:

University of Barcelona (UB): based in Barcelona, this is Catalonia's pioneering university with 555 years of history behind it. It has numerous sites and affiliated centres and its main programmes are in the fields of social sciences and the sciences.

Autonomous University of Barcelona (UAB): Founded in 1968, it offers a wide range of studies both in science and social sciences. It now has three campuses: Bellaterra focused on teaching and research; Sabadell for technology, work and enterprise, and finally, Sant Pau for the health sciences.

Polytechnic University of Catalonia (UPC): It has its beginnings in what was then known as the Higher Technical Institute founded in 1968 and which brought together the existing technical schools in Barcelona of the time. In 1971, this became the UPC. Over the years other technical schools joined the UPC and its university sites spread across the country. Its teaching programmes are basically in the technology and science areas.

Pompeu Fabra University (UPF): established in 1990, it has three campuses located in the heart of the city. With a recognised teaching quality, highly targeted research, and high levels of internationalization, it focuses on three areas of expertise: social sciences and humanities, health sciences and life sciences, and communication and information technologies.

Another university brings together on-line studies:

Open University of Catalonia (UOC): which was created in 1995 thanks to the development of new information technologies (ICT) and the information society that developed around it, and that offers an educational model based on the personalisation of courses, accompanying students in an on-line context

There are also the following private universities:

Ramon Llull University (URL): Founded in March 1990, its taught courses are varied, but specialise in the social sciences area and others like engineering, architecture or the health sciences and sports.

International University of Catalonia (UIC): Founded in October 1997, it offers studies in such diverse areas as law, architecture, management and public administration, areas related to health sciences and information technology, among others.

Abat Oliba University (UAO): started offering courses in 1974. Its teaching focus is mainly on economics and social sciences.

Outside the metropolitan area, there are four other universities:

Rovira i Virgili University (URV), in Tarragona-Reus, was created in 1991. With a range of about 50 courses, its main objective is to put knowledge to work for society in

order to contribute to the social and economic development of its local environment.

University of Girona (UdG): was established in 1991 with a clear vocation to serve its community and the world. Here there are more than forty degrees on offer in 5 areas of knowledge: science, health sciences, social sciences, humanities and technical sciences.

University of Lleida (UL): was founded in 1991. Because of its relationship with the local community, UdL is noted for its agricultural and forestry studies, but also in other areas.

University of Vic (UVic): since 1997 UVic offers applied teaching, which is both open and transparent, focusing on the changing needs of society. It has studies in experimental science and technology in medical sciences, the humanities, and social sciences.

University Foundations

These include IL3 (UB), IDEC (UPF), and the Polytechnic Foundation of Catalonia - FPC (Technical University of Catalonia), the International Graduate Institute (UOC), which provide Life Long Learning programs to professionals and companies mainly aimed at professionals, with a high degree of specialisation.

Business Schools

Barcelona has one of Europe's highest concentrations of prestigious business schools. Especially noteworthy are IESE, ESADE, and EADA, which are among the best schools in the world, according to a

ranking by the Financial Times. At the European level, IESE was placed fourth and ESADE seventh, regarding the ranking of the best MBA full time programmes in Europe. EAE, BES-La Salle, ESIC and BSM (IDEC), amongst others, also have strong international reputations.

Inter-university postgraduate specialist platforms

Some prominent examples of platforms also located in Barcelona include Barcelona Graduate School of Economics (BGSE), including the participation of the UPF and the UAB and the Institute of International Studies (IBEI) with the active participation of the UB, UAB, UPF, and the UOC.

The Catalan education system focuses on excellence in teaching, research and development initiatives that boost both these aspects.

Catalonia has 12 universities, 8 of these in Barcelona and its metropolitan area. The best-placed Spanish universities in the international university rankings are located in Barcelona. Barcelona has exceptional business schools, positioned high in international benchmark rankings. 2 of these are amongst the world's top 25, namely IESE and ESADE, and they attract huge student interest from around the world. Barcelona comes **8th** regarding the top cities preferred by students for an MBA.

10 reasons
that make
Barcelona and
Catalonia a
benchmark in
Higher Education

03. A RANGE OF EXCELLENT AND SPECIALISED PROGRAM

Catalonia and Barcelona have a wide variety of graduate studies in subject areas such as the arts and humanities, sciences, health sciences, social sciences and law, engineering and architecture.



In Catalonia, education institutions offer more than 500 post graduate and masters programmes.

These programmes have three main traits: they focus on research, courses for professionals, and management training. Particularly important in Barcelona are those courses aimed at professions, followed by research and management.

Barcelona, a multilingual city, this means it can offer many of these programmes in different languages, or in a combination of various languages. The main teaching languages are Catalan, Spanish and English.

Barcelona and its strategic commitment to inter-university and international programmes.

Barcelona and its institutions of Higher Education have always been very open to collaboration between institutions, not just in the same geographical area, but also regarding a spirit of international cooperation especially with universities and business schools located in other countries. These inter-university programmes have been designed with others to allow students to complete their training by taking courses in more than one institution and thus benefiting from inter-university and often international expertise.



Many programs offered by the Catalan universities are part of *Erasmus Mundus*, along with other European and foreign universities, and which have created very internationalised post-graduate programmes.

The support of Education institutions of excellence in Barcelona.

In Barcelona there are a series of Higher Education programmes that are internationally renowned in their fields that attract students from around the world. These programmes, called Masters of Global Excellence, include 92 masters. Regularly updated information can be found at:

www.barcelonaglobalmasters.com

These programmes have partly or wholly taught courses in English, with international students from around the world that have excellent academic records. These programmes have a 60% in-take of international students.

University Students:
233,538
(2009-2010)

International students:
Barcelona has 20,000 international students. More than 5,000 are on masters and postgraduate courses in addition to 2,000 doctoral students.

Programmes:
517 post graduates

Professors and investigators:
15,486 people
(2009-2010)

10 reasons
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04. QUALITY AND SOPHISTICATED RESEARCH

Catalonia accounts for 15% of the population of Spain, yet it contributes 20% to Spain's GDP and generates 25% and 2.5% of Spain's and Europe's scientific production respectively. This is especially relevant in the fields of biomedicine, science and technology. The overall rate of research and development (R&D) in Catalonia stood at 1.68% of GDP in 2009, above the Spanish average (1.38%).

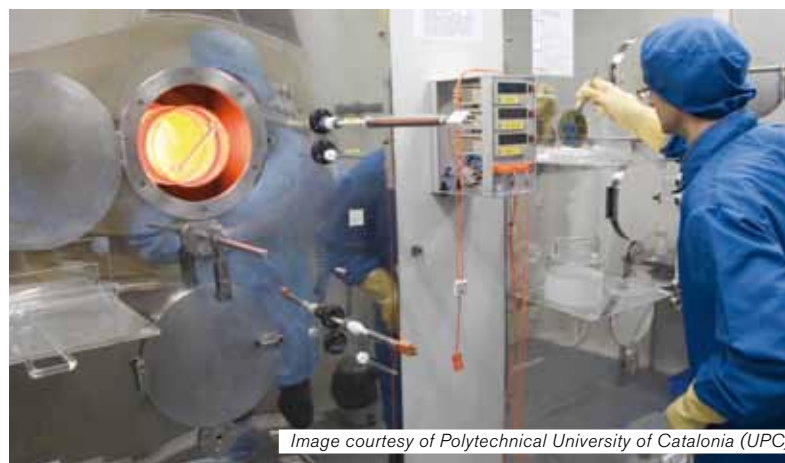


Image courtesy of Polytechnical University of Catalonia (UPC)

Barcelona occupies the 18th and 6th positions in the worldwide and European rankings respectively in terms of scientific output. In 2010 they contributed 11,798 scientific publications.

To achieve this reputation in research, Catalonia has made significant investments that represent 25.2% of all research spending in Spain.

The **improvement in research** in Catalonia has been recognised by the European Research Council, with nearly 60% of their grants awarded to Spain between 2007 and 2010 going to researchers working in centres located in Catalonia (38 grants from a total of 64). Barcelona accounts for the majority of these with 31 of the 38 researchers located in centres in the city itself.

38 grants awarded to Catalonia:

- Starting Grants (26)
- Advanced Grants (12)

21 of the 38 grants have been awarded to researchers on the ICREA programme, a policy measure designed to attract the best talent in the world.

Patents and Utility Models

Barcelona and Catalonia head the ranking of applications for patents and utility models in Spain. In 2008 there were 397 PCT patent registrations in Barcelona, a ratio of patents per million inhabitants of 74.92.

Regarding patent applications, Barcelona and Catalonia represent 16.9% and 20% respectively of all Spanish applications (2008).

In terms of utility models, Barcelona and Catalonia account for 23.6% and 27.5% of the Spanish total respectively (2008).

Employment

Catalonia has seen the number of people engaged in intensive research increase from 18,300 in 1996 to 47,300 in 2009, reflecting a wider commitment to research, innovation and knowledge generation.

With regard to the percentage of the population working in science and technology, Catalonia occupies the 5th position in the European regional ranking with 630,000 workers boasting a higher education degree engaged in these activities. This fact has helped attract 22% of Spain's innovation-based companies to Catalonia.



Image courtesy of University of Barcelona (UB)

Collaboration between universities and business

Companies and Higher Education institutions also collaborate closely with the development of specific research-related projects, whether defined by companies themselves or coming from university research units, or jointly defined. The expertise of universities in certain areas and the availability of infrastructure provide companies with new ways to develop their ideas in the best way possible.

Research and Innovation Map

In 2008, Barcelona created the Research and Innovation Map. Initially it included Bio and IT facilities, but gradually it has expanded to include more fields. Currently, it boasts 417 facilities and projects across the following fields:

- Research Institutions (9)
- Research Centres (169)
- Technology Centres (25)
- Scientific-technical Facilities (6)
- Technology and Research Parks (12)
- Creativity Environments (15)
- Support for Innovation (30)
- Finance for Innovation (36)
- Successful Cases (115)

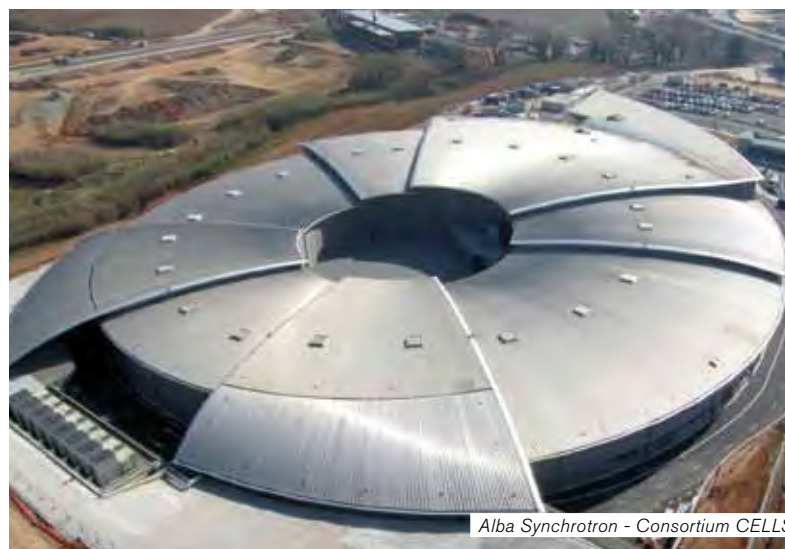
The map summarises Barcelona and the metropolitan area's capabilities in research, technology and innovation.

10 reasons that make Barcelona and Catalonia a benchmark in Higher Education



National Supercomputing Centre (Mare Nostrum Supercomputer)

05. BENCHMARK KNOWLEDGE FACILITIES



Alba Synchrotron - Consortium CELLS



Barcelona Science Park (PCB)

Barcelona has several prestigious international facilities with a huge potential for doing advanced research. These facilities are a magnet for talent, especially for scientists from around the world and for building and developing new projects.

Alba Synchrotron - Consortium CELLS

This facility boasts the most powerful synchrotron light source in Southern Europe and it is currently Catalonia's most advanced scientific facility. It will help place Catalonia at the cutting edge of molecular analysis applications across many fields. Thanks to the synchrotron facility, many experimental laboratories now stand to benefit from this light source on a range of different research projects. Some 160 people -scientists, engineers and technicians- currently work there.

National Supercomputing Centre (Mare Nostrum Supercomputer)

This is a benchmark centre and one of the world's fastest supercomputers. Its mission is to research, develop and manage information technologies to facilitate scientific progress. This facility is participating in European supercomputing projects along with 5 other EU member countries. It has more than 200 researchers from over 20 countries working there. The main areas of research being done here are related to computer, life and Earth sciences.

Barcelona Biomedical Research Park (PRBB)

This is a major scientific facility that came about from an initiative led by the Autonomous Regional Government of Catalonia, Barcelona City Council and the UPF, in connection with Barcelona's Hospital del Mar. It incorporates six closely coordinated public research centres and is designed to generate knowledge in the field of health and life sciences, and also to transfer technology and knowledge to the business world. The profile of the 1,300 people that work there is very international.

Barcelona Science Park (PCB)

This facility is designed to promote innovation mainly in the field of life sciences, especially incorporating the collaboration of universities and companies. Developed by the University of Barcelona, it was Spain's first science park and has become an international benchmark regarding the fostering of innovation. The park boasts 2,200 professionals with 3 research institutes, 75 companies, an incubator for biotechnology companies and 70 research groups.

National Centre for Genome Analysis (CNAG)

This centre was created in 2009 in order to carry out projects analysing large-scale DNA sequences in collaboration with researchers from Catalonia, Spain and Europe. CNAG offers a wide range of applications, including the complete sequencing of *de novo* genomes, the re-sequencing of complete genomes, the re-sequencing of specific regions, the sequencing of micro-RNA (RNAseq) or mRNA, the location of binding sites in DNA or RNA (ChIPseq), epigenome sequencing and validation of genomic variants. This facility is expected to become one of Europe's top 5.

10 reasons that make Barcelona and Catalonia a benchmark in Higher Education

06. THE MAIN HIGHER EDUCATION PROJECTS

In recent years Barcelona has pushed through a series of major Higher Education projects that have had a dual purpose. On the one hand, they aim to develop what will be a key economic sector for the future especially training, learning and development; and, on the other hand, they will bring together the promotion of knowledge generation and the attraction of talent in the overall environment.



Barcelona's pavilion at Expo 2010 Shanghai

Some of the leading projects in this field are:

International Excellence Campus (CEIs)

CEIs objectives, amongst others, are to improve the quality of universities, promote their internationalisation in terms of training and research, and to establish a closer relationship between universities and their surrounds. The CEI award is given by the Spanish government's Ministry of Education to the most active collaboration projects. It has become a true hallmark of quality and prestige to those educational institutions that receive it.

Catalonia has a number of International Excellence Campuses:

In 2009 winners included:

- Barcelona Knowledge Campus (BKC), a joint project between the UB and UPC.

- UAB CEI, a UAB project committed to knowledge generation and innovation.

In 2010 award winners included:

- Barcelona University Campus Health (HUBc), a University of Barcelona project.
- Campus Energy UPC: Energy for Excellence, a UPC project.
- Campus UPF-Icària International, a UPF project.

CEIs projects also include the participation of municipalities, research centres, hospitals, associations, etc...

International Excellence

Campus (CEIs) awards: 2 in the 2009 awards and 3 in the 2010 awards. Catalonia and Barcelona lead the International Excellence Campus ratings in Spain.

Higher Education Cluster: Barcelona Campus

The Higher Education sector in Barcelona and Catalonia is in fact organised by a variety of stakeholders that interact and work together to develop a range of highly attractive programmes for students. The clearest example of this is the future association Barcelona Campus. It will establish strengthening links between academic institutions offering graduate programmes whilst jointly tackling some of the major challenges facing the sector and the process of adapting to the European Higher Education Area. This entity represents the Higher Education cluster, bringing together all the sector's institutions in Barcelona and most of those in Catalonia. It also facilitates the collaborative action of Higher Education institutions in fields such as internationalisation and improving excellence in training. Barcelona Campus is the brand name for channelling all these activities.

International Corporate Universities Forum (ICUF)

Barcelona is the gateway to southern Europe, the centre of an emerging Euro-regional economic centre, the capital of the Mediterranean, a bridging location to North Africa and a platform link with Latin America. With its long industrial tradition and a dense business fabric, Barcelona has

made a strategic commitment to the information economy and knowledge-intensive activities, especially in advanced services and new economic activities.

Aligned with this objective, Barcelona City Council has made a strategic commitment to the Higher Education sector, specifically for strategic corporate training and executive education, by organising the first edition of the International Corporate Universities Forum (ICUF) in 2010. This is designed as an annual international event for multinational executives from around the world in charge of strategic corporate education, that -in collaboration with the educational stakeholders in the city- meet for two days to debate and exchange ideas on the key issues facing corporate training strategy, learning and best practices cases, and to identify future trends in the industry.

Barcelona is a model for public-private cooperation and as such this project has been given full backing by other institutions such as Barcelona's Chamber of Commerce and the Autonomous Regional Government of Catalonia's own Education Sector (universities and business schools). ICUF is also being sponsored by large businesses working the field of corporate universities. This is a network initiative including the

city's and country's main economic development stakeholders, business schools and university foundations, and the actual business community. ICUF has contributed to Barcelona's positioning as a benchmark -in a permanent or temporary way- for large corporations' executive training and an ideal meeting point for those responsible for companies' executive education and management strategy all around the world. Some of the main factors that have been decisive in this positioning include Barcelona's excellent geographical position, its good international connections, and its meetings facilities for hosting multinational companies' strategy meetings for their management teams. Barcelona is second-placed in the world ranking of cities organising international meetings out of a total of 135. A final key to the city's success in this area is its internationally renowned business schools, like IESE and ESADE, and its prestigious universities.

ICUF 2011 Participants:

256 (100 executives)

Companies:

174 (66 multinationals)
27 private collaborators
-sponsors and knowledge partners- amongst them the city's main business schools (IESE, ESADE and EADA).

10 reasons that make Barcelona and Catalonia a benchmark in Higher Education

07. DO IT IN BARCELONA: CAPACITY TO ATTRACT AND GENERATE TALENT

Do it in Barcelona is the name given to a global platform aimed at attracting and retaining talented professionals and entrepreneurs. Launched in 2009 by Barcelona City Council's development agency, Barcelona Activa, the idea is to provide all the necessary information needed to attract talent to the city at different levels:

Students: those wanting to continue their studies at an academic institution in Barcelona.

Researchers: those wanting to carry out research in Barcelona-based centres.

Professionals: those wanting to develop career plans in Barcelona.

Entrepreneurs: those looking to launch a business idea in Barcelona.



The **Do it in Barcelona** programme provides support to these 4 groups, taking into account the peculiarities of each, but also providing support for job creation and entrepreneurship in Barcelona.

Students wanting to continue their studies at an academic institution in Barcelona

Do it in Barcelona helps students with accommodation (via BCU) and the procedures to meet the requirements for the official recognition of country-of-origin studies, access to programmes of excellence aimed at international students, as well as offering more information about the cultural events and activities going on in the city.

On the other hand, Higher Education institutions have ongoing agreements with companies to help students gain internships in

positions related to the programme they are enrolled on. These internships mainly take place in the final year of undergraduate and postgraduate programmes for those on professional or management courses, and this possibility enhances the attractiveness of training programmes offered in Barcelona.

Researchers who want to do research in Barcelona-based centres

Do it in Barcelona provides access to a range of specific services in collaboration with the Catalan Foundation for Research. Services include an online guide to help researcher mobility, a Job Centre specifically for researchers (700 user organization and 2000 CVs), a R&D resource engine search tool with information about calls for grants and funding, information, news, etc., and a helpdesk with personalised attention.



Professionals that want to develop their careers in Barcelona

Do it in Barcelona, provides information about job opportunities in the city and a range of resources to help candidates prepare for company selection processes. As such, they provide resources to facilitate the design of a career strategy, the preparation of CVs, interviews and other key factors in the selection process. It also provides access to a series of industry reports that allow candidates to get in-depth information about the city's sectors and their economic structure.

Professionals looking to develop their careers in Barcelona can find this information and interesting resources at www.bcn.cat/treball/en, including more than 1,000 job profiles and 7,000 job offers for those looking for career opportunities in the city.

Entrepreneurs that want to launch their business idea in Barcelona

Barcelona has consolidated its position as Europe's sixth-best city to set up a business, which makes it attractive for business creation. The programme offers opportunities for entrepreneurs regarding office and real estate to locate their business, counselling regarding the preparation and development of business

plans and ancillary services to support entrepreneurs.

There are a lot of tools, types of information and resources available for entrepreneurs, many of these found via the online **Do it in Barcelona** programme.

Setting up in Barcelona

This is a practical guide available via the Do it in Barcelona programme that provides entrepreneurs all the information needed to start a new business venture, including the different legal forms of companies, incentives, institutions and specialised types of financing, taxation, access to support services and start-up advice, office space to start a company, and entrepreneur networking possibilities. This guide is not only aimed at people who want to develop an idea and set up a company, but also for entrepreneurs or professionals that want to move their business to Barcelona.

These services help provide support for entrepreneurs developing a business idea in Barcelona.

Barcelona is also working on programmes for Higher Education graduates in the city to help them foster new business start-ups with support from the local environment. Talent developed via universities and business schools has access

to resources to translate their knowledge into new innovative business realities.

Barcelona is not just trying to attract and generate academic talent, but rather also laying the foundation for incorporating this talent into the business field via highly qualified job creation and also the creation of companies based on knowledge and innovation, meaning they collaborate with the transformation of the city's economic model.

Some of the locations for entrepreneurs in Barcelona:

- Multisector Incubator (Viver Glòries) or specialised ones (Espai Almogàvers)
- Barcelona Nord Technology Park (aimed at companies with a technological base)

Search tool:

- BCN Business Spaces: search engine for offices and premises
- Barcelona Venture Hub (offers temporary offices for international investors)

10 reasons that make Barcelona and Catalonia a benchmark in Higher Education

08. BARCELONA UNIVERSITY CENTRE: WELCOMING, ACCOMMODATION AND LIVING IN BARCELONA

Barcelona offers newcomers a variety of services ranging from support upon arrival, advice about finding accommodation, access to information and resources to help integration and how to enjoy the city.



As regards accommodation -particularly that of students and other members of the academic and research community-, the city boasts a Barcelona University Centre (BCU) service. BCU coordinates with other institutions in the Higher Education sector and companies offering accommodation. It manages the welcoming processes of new students and provides information and advice on accommodation issues and life in the city outside the university experience. Its remit concerns communities coming from outside Catalonia so, as well as students, it offers support to teachers and foreign researchers arriving in Barcelona.

Barcelona pioneered the implementation of initiatives to support the arrival of foreign students when the BCU platform was set up, and which apart from welcoming and accommodation services also manages initiatives to improve the cultural and social integration of this university group in Barcelona.

Barcelona boasts benchmark and highly innovative companies offering quality accommodation services in this sector, with many of these undergoing a process of expanding their Barcelona operations because of the growth in foreign students coming to the city.

BCU has a website (www.bcu.cat) where you can find different types of accommodation: flats, rooms, rooms with families, student halls, short stay accommodation, teachers' accommodation, each adapted to the individual's needs. Thanks to its network of collaborators, it offers a choice of 13,000 beds in Barcelona, 50 halls of residence with 8,000 rooms for students, doctors, and recently arrived researchers.

09. HIGHER EDUCATION IN THE CITY ENVIRONMENT.

BARCELONA, AN OPEN DOOR OF RESOURCES TO ACCOMPANY YOU

Barcelona boasts renowned international institutions that offer highly specialised programmes and a commitment to overall excellence in Higher Education, whilst providing an open and cosmopolitan city environment that combines tradition and modernity, a mix that is highly valued abroad.



In fact, Barcelona has established itself as the best European city for its quality of work, which means added value for those who come to work here, to continue their studies or start a new company. Barcelona facilitates the arrival of students, teachers, researchers and entrepreneurs who decide on the city for their training and its helps them integrate quickly into city life.

Welcome to Barcelona

This program is available to people who have arrived in the city and provides a series of resources that facilitate their integration into the new host city. A One-stop Window for City Procedures has been set up to help newcomers carry out procedures like getting on the city council's registry or getting a library card with just one click.

Online procedures guide

This was the first welcoming service provided by a local authority and designed to help and guide those who need a visa to enter Spain.

Relocation Guide. Welcome to Barcelona

This is a resource with information about everything you need when you are considering coming to live in Barcelona. It is aimed mainly at professionals to help them with their adaptation process to the city, so

they can get to know how the city works, its cultural offer, accommodation services and its schools and universities.

Barcelona, a university campus for Corporate Training

Barcelona is the second-best city in the world regarding the organisation of international meetings thanks to its excellent geographical location, good international connections, and facilities for hosting meetings and important corporate events. This, in addition to the fact it boasts some of the best business schools in the world, means that Barcelona is an ideal place to host training events for large corporations.

Barcelona, a magnet for events

Higher Education is generating, either directly or indirectly, numerous events that are being held in the city. As such, besides being an ideal location for corporate training, it also has well-equipped facilities for organising these types of events on a permanent basis. Some of the most noteworthy regarding this point include the Barcelona International Convention Centre (CCIB), the city's wide range of hotels, facilities at the Fira de Barcelona trade fair site, and the headquarters of Telefónica University, among many others.

10 reasons that make Barcelona and Catalonia a benchmark in Higher Education

10. TESTIMONIALS ABOUT BARCELONA AND ITS HIGHER EDUCATION

Positive experiences of those who form part of the Higher Education sector in Barcelona

"Barcelona is becoming one of the key innovation hubs worldwide thanks to the efforts of local and international people that come to the city to study, work and innovate".

Francesc R. Subirada.
Associate Director, Barcelona Supercomputing Center.

"Barcelona is a hive of innovation and dynamism. It is attractive in a multitude of ways. People want to go there and people always leave inspired and that is why Telefonica decided to locate its Corporate University there."

Rory Simpson.
Chief Executive learning Officer Telefonica, SA

"We successfully compete for the best scientific talent at an international level, at least in biomedical research. At PRBB we have now 1.400 people from

52 different countries working in cutting edge science and 40% are foreigners. Furthermore, the associated Pompeu Fabra University (UPF) is the Spanish university with most grants from the European Research Council (22). I think it's difficult for young intellectuals to find a better place to dive into excellence."

Dr. Reimund Fickert.
Project Director at the Barcelona Biomedical Research Park (PRBB)

"Barcelona is the definitive choice for graduate studies because of the quality of education, new friendships from all over the world, and the cosmopolitan atmosphere. What else do you need?"

Ignasi Vendrell.
Social Media & Public Relations professor, Barcelona University, President of www.bestrelations.com

Links

Entities connected to Higher Education

Autonomous Regional Government of Catalonia – Secretary for Universities and Research
www.gencat.cat/economia/ur/index_en.html

Association of Public Universities of Catalonia (ACUP)
www.acup.cat

Agency for the Quality of the University System of Catalonia (AQU)
www.aqu.cat

Barcelona University Centre (BCU)
www.bcu.cat

Barcelona Global Masters
www.barcelonaglobalmasters.com

International Corporate Universities Forum (ICUF)
www.icufbcn.com

Universities

University of Barcelona (UB)
www.ub.edu

Autonomous University of Barcelona (UAB)
www.uab.cat

Universitat Politècnica de Catalunya (UPC)
www.upc.edu

Polytechnic University of Catalonia (UPF)
www.upf.edu

Ramon Llull University (URL)
www.url.edu

Open University of Catalonia (UOC)
www.uoc.edu

International University of Catalonia (UIC)
www.uic.es

Abat Oliba University (UAO)
www.uao.es

Rovira i Virgili University (URV)
www.urv.cat/en_index.html

University of Girona (UdG)
www.udg.edu

University of Lleida (UL)
www.udl.es

University of Vic (UVic)
www.uvic.es

University Foundations

IL-3
<http://www.il3.ub.edu>

IDEC
www.idec.upf.edu

Polytechnic Foundation of Catalonia (FPC)
www.fpc.upc.edu

Inter University Platforms

Barcelona Graduate School of Economics (BGSE)
www.barcelonagse.eu

Barcelona International Institute Studies (IBEI)
www.ibei.org

Business Schools

ESADE Business School
www.esade.edu

IESE
www.iese.edu

EADA
www.eada.edu

EAE
www.eae.es

BES-La Salle
www.salle.url.edu

ESIC
www.esic.es

Barcelona School of Management
www.barcelonaschoolofmanagement.es

Facilities

Alba Synchrotron
www.cells.es

Supercomputador Mare Nostrum National Centre
www.bsc.es

Barcelona Biomedical Research Park (PRBB)
www.prbb.org

Barcelona Science Park
www.pcb.ub.edu

National Centre for Genome Analysis (CNAG)
www.cnag.cat

Local and regional organisms

22@Barcelona
www.22barcelona.com/en

Invest in Catalonia
www.acc10.cat/ACC10/cat/internacionalitzacio/invest-catalonia

Barcelona Activa Economic, Business and Employment Area - Barcelona City Council
www.bcn.cat/barcelonabusiness

Do it in Barcelona (Barcelona Activa)
www.doitinbcn.com

Barcelona Chamber of Commerce
www.cambrabcn.org

Spanish organisms

Ministry of Education
www.educacion.es

Universidad.es
www.universidad.es/404_es/lang.en



With co-financing

