

Economic Promotion
Area

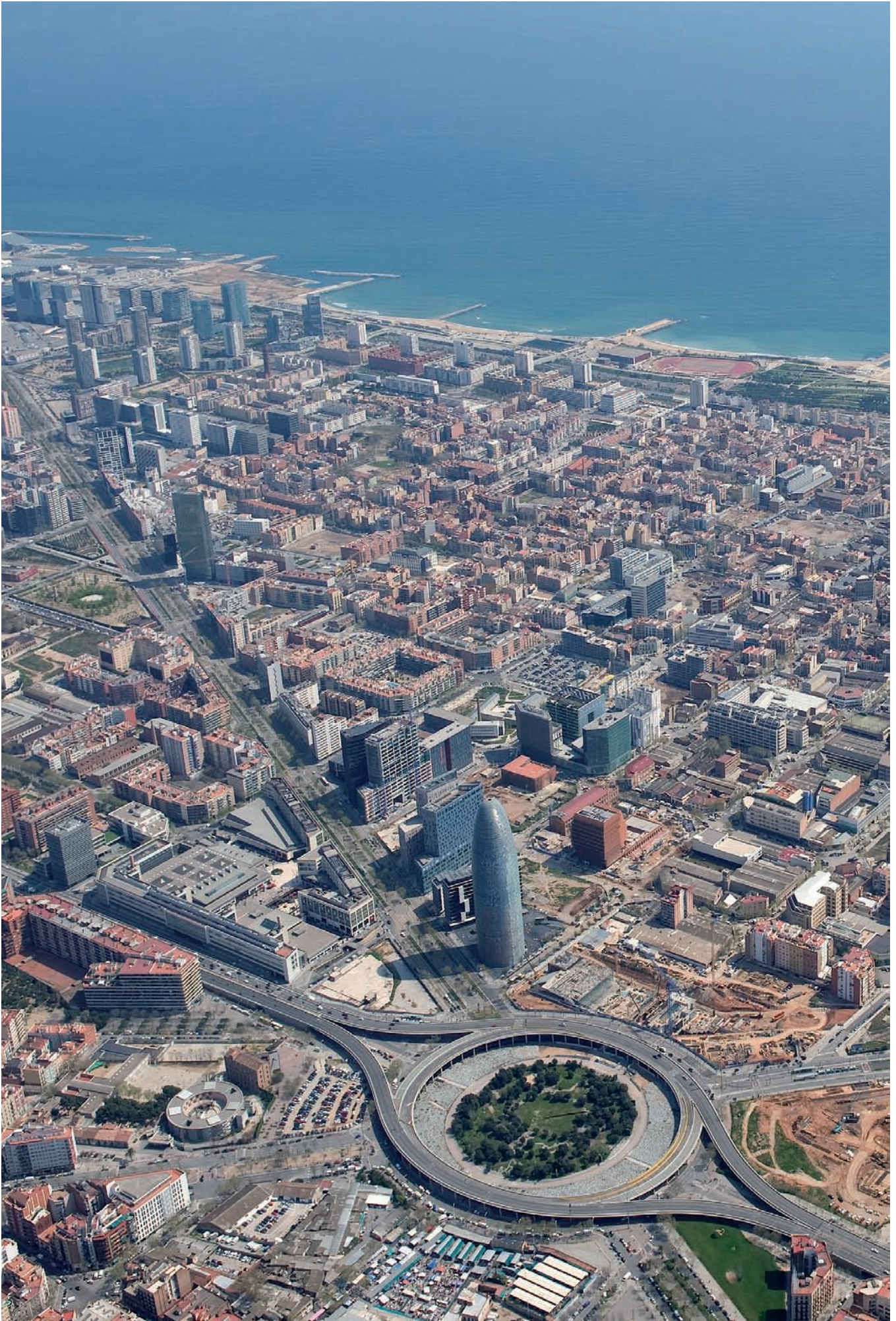
BARCELONA DATA SHEET 2010

CREATE
INVEST
WORK
LEARN
RESEARCH
NETWORK
GROW
GLOBAL
SMILE
/
DO IT
IN
BARCELONA



Ajuntament de Barcelona

www.bcn.cat/barcelonabusiness



Panoramic view of 22@Barcelona

Executive Summary

Barcelona is one of the ten largest urban areas in Europe

- It is the capital of Catalonia and centre of a Euroregion that is one of the driving hubs of Southern Europe and the Mediterranean area, approximately 15 million inhabitants.
- With more than 1,600,000 inhabitants, the city is the centre of a metropolitan area with nearly 5,000,000 inhabitants, making up 11% of the Spanish population.
- The cosmopolitan, diverse and multicultural spirit of Barcelona is clearly demonstrated by the fact that nearly 18% of the city's residents are foreigners.

Barcelona is a dynamic economic motor with a diversified structure that is internationally renowned

- In a global economic climate characterized by the current recession, Barcelona has held a solid international position and very strong brand recognition. In 2010, Barcelona was ranked the fifth best city for doing business by the *European Cities Monitor* (Cushman & Wakefield). Additionally, the publication *Scorecard on Prosperity 2010* (Toronto Board of Trade) ranked Barcelona third in global prosperity, above metropolitan areas like San Francisco, Paris, Madrid, Seattle and Hong Kong.
- Barcelona's gross domestic product (GDP) totalled 57,237 million euros in 2006, with a per capita GDP of 35.8 thousand euros. In the distribution of value added by sector, the significance of business services and real estate agencies is noteworthy, making up nearly one fourth of the total (24.3%), followed by collective services (20.7%), industry (12.7%), retail and repairs (11.5%) and transport (9.6%). Additionally, Barcelona has the most diverse productive structure in all of Spain.
- Barcelona has an important industrial sector, employing 9.5% of salaried workers, which is particularly strong in the automotive –one of the main European producers–, pharmaceuticals and chemicals, food products, electric materials and equipment, and waste treatment clusters.
- In 2009, Catalonia had a GDP of 206,966 million euros, making up 20% of the Spanish total, and a per capita GDP 26% higher than that of the European Union.

Barcelona is a centre of dynamic and flexible entrepreneurial activity

- Barcelona is the headquarters of 458,918 companies, 14% of the Spanish total. They are mainly SMEs (98%), characterized by their greater flexibility and ability to adapt to complex environments.
- The rate of entrepreneurial activity (6.7%) is higher than that of countries with a long business tradition, like Finland and Germany, and the European (5.8%) and Spanish (5.1%) averages. A total of 6,233 companies were created in Barcelona in 2009 and the city has the highest rate of businesses created per 1,000 inhabitants of all large urban areas in Spain.
- The rate of business regeneration, measured by comparing the number of business people who have closed their company to that of new entrepreneurs, is more favourable in the province of Barcelona (26%) than in Catalonia (39%), the European Union (49%) and Spain (62%). The average entrepreneur in the province of Barcelona is male, under 35, with a university degree and a job, according to the Global Entrepreneurship Monitor for Catalonia in 2009.
- In the city of Barcelona, it takes 48 hours to set up a new company.
- Additionally, Catalonia received the 2010 Entrepreneurial Region Award from the European Union's Committee of the Regions.

Barcelona's labour market has a critical mass and qualified human capital

- More than one million jobs are located in the city and nearly 2.5 million in the surrounding metropolitan area. Activity and employment rates in Barcelona (79% and 65.6%, respectively) are above the Catalan, Spanish and European averages.
- 40% of all people employed in the city are university graduates and 80% have completed secondary education. Catalonia is ranked fifth in the European Union in number of people employed in science and technology and has 12 universities, with nearly 227,000 students.
- Barcelona offers high quality university education, as shown by the International Campus of Excellence recognition received by both the University of Barcelona's (UB) Barcelona Knowledge Campus and the Autonomous

University of Barcelona (UAB), as well as the fact that 59 masters' degrees of global excellence are offered in the metropolitan area. The UB and the UAB are the only Spanish universities ranked among the top 200 on the **2010 QS World University Rankings**.

- Furthermore, two of Barcelona's business schools –IESE and ESADE– are ranked among the top 10 in Europe and the top 20 in the world according to the *Financial Times* 2010 MBA ranking. Likewise, IESE has been first on the Economist Intelligence Unit's global MBA ranking since 2009.

Barcelona is leading Spain in the move towards a knowledge economy

- 29% of companies and 48% of employees in the city work in knowledge-intensive sectors.
- The province of Barcelona generates 15% of all patent applications and 22.4% of all utility models in Spain.
- 23% of all innovative companies in Spain are concentrated in Catalonia, accounting for 19% of the total national expenditure in innovative activities.
- The drive for research in Catalonia over the past years brought R&D expenditure to 1.6% of the GDP in 2008 and increased the number of workers devoted to research and development, now totalling more than 46,500.
- The Barcelona area has more than 210 technology parks and technology and research centres as of 2010, as well as 9 science and technology facilities that are benchmarks at an international level.
- The strategic commitment to moving towards a knowledge and creativity based economy has brought about significant breakthroughs. Particularly noteworthy among these is that Barcelona is now ranked 15th in the world and 6th in Europe for scientific production.
- According to the Times Higher Education Ranking, the UB and the University of Pompeu Fabra (UPF) are among the top 200 universities in the world; the UB is ranked 44th in life sciences and 49th in clinical and health sciences.
- Barcelona has a rich ecosystem of highly competitive business schools, foundations and educational institutions, making it one of the most popular international destinations for business management studies. Together with Paris and London, Barcelona is the European city with the highest proportion of international MBA students (78%) and is ranked 8th in the world in number of full-time MBA students.

- The creative sectors, like cultural industries, architecture, design and advertising, generate 13% of all jobs in the Barcelona area.

Barcelona has a competitive supply of business real estate

The Barcelona metropolitan area is developing 7 million m² of floor space for economic activities with high value added. This space will be able to generate more than 200,000 new jobs, concentrated in the three areas of economic activity that make up the Barcelona Economic Triangle, which works as a catalyst for other projects in their surroundings and bring together the best business and investment opportunities in the knowledge economy:

- **22@Barcelona (Besòs)** is the technology district located in the centre of Barcelona, which is devoted to advanced services and knowledge-intensive activities linked to information and communication technology, media, medical technology, energy and design.
- **Parc de l'Alba (Vallès)** is one of the main hubs for sectors linked to science and technology with benchmark facilities like Creapolis, the Alba Synchrotron and the UAB Research Park.
- **Delta BCN/BZ Innovation Zone (Llobregat)**, located in one of the main industrial and logistics areas in Spain, focuses mainly on emerging sectors like aerospace, mobility, health, media, food and other advanced industries.

Barcelona has an economy that is open and connected to the world

- Catalonia is home to the headquarters of nearly 3,400 foreign companies and received a gross total of 1,804.3 million euros in direct foreign investment (DFI)¹ and 153 DFI projects in 2009. In the same year, Catalan companies invested 2,169.3 million euros abroad.
- Barcelona generates one fifth of the total Spanish exports (much higher than its part of the GDP) and has maintained a volume of foreign sales equivalent to 32,262 million euros in 2009, a year marked by the serious international recession.

⁽¹⁾ Total gross investment, including foreign shareholding entities (ETVES).

- Furthermore, Barcelona leads Spain in medium-to-high technology exports, with 25% of all Spanish exports in this category. In 2009, more than 14% of all exports from Barcelona had a high technological content and 46% were medium-to-high, more than Spain.
- In 2009, Barcelona airport was ranked ninth in terms of passenger volume, with a total of 27.3 million travellers, 59% of which were international passengers, and 24 different intercontinental routes, to which 4 more were added in 2010. Additionally, Barcelona airport has been chosen the best airport in Europe with more than 25 million passengers per year by ACE EUROPE 2010. This organization has highlighted the airport's achievements in quality services, range of products, safety and environmental awareness.
- The Port of Barcelona was ranked the 12th most important European container port in 2009. Port activity is currently at 41.8 million tons transported, despite the effects of the international recession.
- The high-speed train (AVE) between Barcelona and Madrid recorded 2.7 million passengers in its second year of service.

Barcelona is an international benchmark in tourism and the organization of trade fairs and congresses

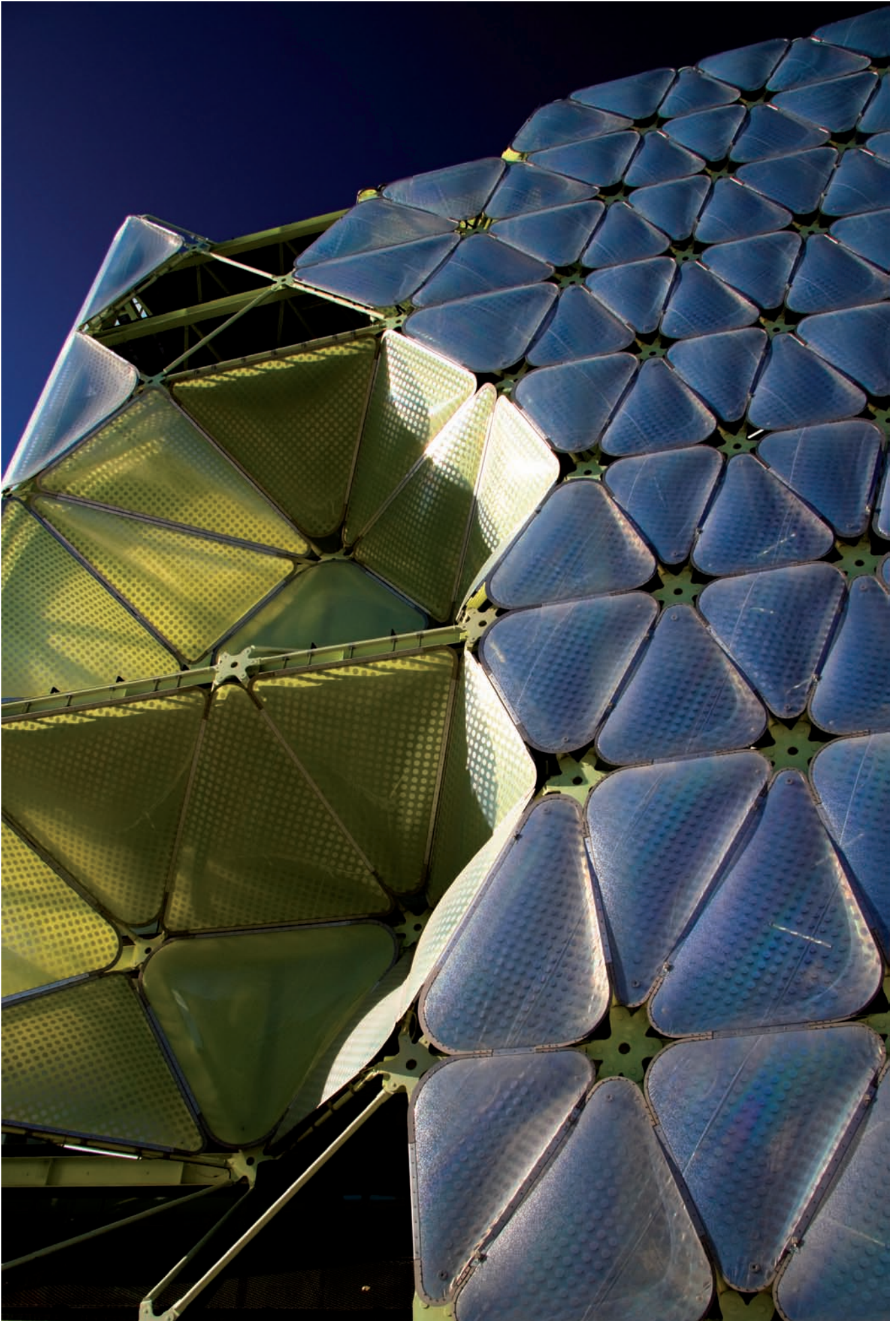
- Barcelona maintains an excellent position among leading urban-tourism destinations in Europe, ranked fifth in number of visitors and was one of the cities least affected by the recession in 2009.
- The city received 6.5 million visitors in 2009, with 12.8 million over-night stays in the wide range of quality hotels available. 69% of all visitors were foreigners.
- Moreover, it remains the leading destination for cruises among Mediterranean ports, with more than 2 million passengers.
- Barcelona is ranked 2nd in the world for organizing trade fairs and congresses according to the International Congress Association (ICCA), with 280,000 m² of indoor exhibition space and nearly 3 million visitors in 2009. Furthermore, Barcelona was ranked the second best city in the world in organizing congresses, after London, by *Conference and Incentive Travel*.

The city is committed to a quality, diverse and proximity-based retail model

- With 16,650 companies and 151,724 jobs, retail sales is one of the most important activities in Barcelona's economic structure.
- The municipal markets, with more than 200,000 m² of floor space and an economic impact of 1,000 million euros, are one of the benchmarks in Barcelona's retail model due to their economic and social impact on the city's neighbourhoods.

Barcelona is the leading European city in quality of life

- Barcelona was ranked first in 2010, for the 13th year in a row, on the European Cities Monitor list of the best European cities for workers quality of life (Cushman & Wakefield).
- In terms of sustainability, the city is committed to energy savings and efficiency, with considerable municipal effort going to develop renewable energy and self-generation of electricity.
- The compact urban model favours sustainable mobility, with 8 out of 10 trips within the city being done by public transport, bicycle or on foot. Other noteworthy areas include the reduction in household water use in the city (from 133 litres per inhabitant per day 10 years ago to 110 litres per inhabitant per day in 2009) and the technical plan to take advantage of alternative hydraulic resources.
- The "UPC Energy Campus, Energy for excellence" project, which aims to help move the energy sector towards a more sustainable and innovative model, has received recognition as an International Campus of Excellence for the Polytechnic University of Catalonia.
- There is a wide range of quality cultural and educational opportunities. In 2009, there were 35 public libraries in the city and the museums are free on Sunday afternoons, allowing all residents of Barcelona access and proximity to culture.



Media-TIC building

Index

01. One of Europe's main metropolitan areas	08
02. Economic motor with a diversified structure	10
03. Qualified human capital	12
04. City of knowledge and creativity	14
05. Competitive business real estate	16
06. An economy open to the world.....	18
07. Benchmark in tourism and city of trade fairs and congresses	21
08. Retail sales	23
09. Quality of life	23
10. International positioning of Barcelona	26

01.

One of Europe's main metropolitan areas

1.1. Population, surface area and climate

Barcelona, one of the ten largest metropolitan areas in Europe by population

POPULATION AND AREA DATA

	POPULATION JANUARY 2009 (inhabitants)	PERCENTAGE OF TOTAL SPANISH POPULATION (%)	SURFACE AREA (km ²)	DENSITY (inhab/km ²)
Barcelona	1,621,537	3.5%	101	16,055
Metropolitan Region	4,992,193	10.7%	3,242	1,540
Catalonia	7,475,420	16.0%	32,107	233
Spain	46,745,807	100.0%	505,990	92

Source: Barcelona City Council, INE

RANKING POPULATION IN EUROPEAN METROPOLITAN AREAS

RANKING	CITY	POPULATION*
1	London	12,730,234
2	Paris	10,145,314
3	Cologne	10,130,822
4	Amsterdam-Rotterdam	6,487,918
5	Liverpool-Manchester	6,444,953
6	Milan	6,244,760
7	Madrid	5,541,480
8	Barcelona	4,613,839
9	Naples	4,586,245
10	Berlin	3,909,764

* Data from 2005

Source: Papers 50, European Metropolitan Agglomerations
Barcelona Institute of Regional and Metropolitan Studies

CLIMATE INDICATORS BARCELONA

Average yearly temperature	18.1°C
Highest temperature	36.8°C
Lowest temperature	0.7°C
Yearly hours of sun	2,526.3

Source: Barcelona City Council, 2010 Statistical Year Book

1.2. Demographics of Barcelona

DEMOGRAPHIC INDICATORS BARCELONA

Age groups (2009)

0-14 years	11.8%
15-64 years	67.8%
65 and over	20.3%

Life expectancy (2008)

Men	79 years
Women	85.2 years

Birth rate (2009)

8.7 %

Mortality rate (2009)

9.4 %

Fertility rate (2008)

Births per 1000 women
between 15 and 49 years

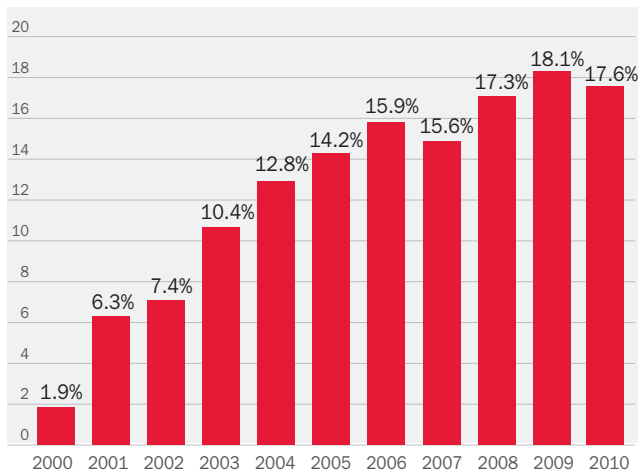
38.7 %

Source: Barcelona City Council Department of Statistics

1.3. Foreign population

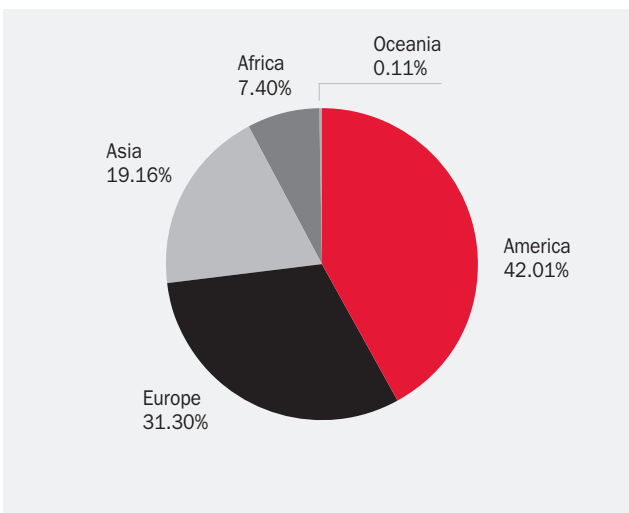
Cosmopolitan, diverse and multicultural city

PERCENTAGE OF FOREIGNERS IN TOTAL POPULATION



Source: Barcelona City Council. Note: data as of 1 January each year

FOREIGNERS IN BARCELONA BY CONTINENT OF ORIGIN (January 2010)



Source: Barcelona City Council Department of Statistics

FOREIGNERS IN BARCELONA BY COUNTRY, (January 2010)

Italy	22,946
Ecuador	20,459
Pakistan	18,150
Bolivia	15,541
Peru	14,717
China	14,398
Morocco	13,916
France	13,238
Colombia	12,962
Argentina	8,855
Brazil	8,070
Philippines	7,752
Germany	7,304
Dominican Republic	7,053
Romania	6,490
United Kingdom	6,125
India	5,753
Chile	4,977
Mexico	4,350

Source: Barcelona City Council Department of Statistics

02.

Economic motor with a diversified structure

2.1. Economic activity and growth

Catalonia generates one fifth of the Spanish GDP

BARCELONA AND BARCELONA METROPOLITAN REGION. GROSS DOMESTIC PRODUCT AT MARKET PRICES (GDP)(1). 2006

	million euros	GDP per inhabitant thousands of euros	Catalonia Index=100
Barcelona	57,237	35.8	131.0
Metropolitan Region	137,474.20		

(1) GDP 2006. Base 2000. Valued at market price
Source: Catalan Institute of Statistics

GROSS DOMESTIC PRODUCT AT MARKET PRICES (Current prices) million €

	SPAIN	CATALONIA	(%) CAT/SPAIN
2007	1,052,730	208,680	19.8
2008	1,088,502	214,714	19.7
2009	1,051,151	206,966	19.7

Source: Idescat, INE

PER CAPITA GDP purchasing power parity*. 2009

	Index (UE 27=100)
Catalonia	126.40
Spain	103.10
Euro Zone	108.00
European Union	100.00

*Harmonized GDP
Source: Eurostat and INE

ANNUAL RATES OF VARIATION IN GDP AT CONSTANT PRICES (in %)

	2007	2008	2009
Catalonia	3.2	0.2	-4.0
Spain	3.6	0.9	-3.6
European Union	2.9	0.7	-4.2

Source: Eurostat, INE, Idescat

2.2. Productive specialization

Diversified structure with a predominance of services and significant industrial-based clusters

PRODUCTION STRUCTURE. PERCENTAGE OF SALARIED EMPLOYEES BY ECONOMIC SECTOR, 2009

	BARCELONA	BMR	CATALONIA	SPAIN
Agriculture	0.0%	0.1%	0.3%	0.4%
Industry	9.5%	16.9%	18.3%	15.5%
Construction	4.8%	6.5%	7.5%	8.4%
Services	85.7%	76.6%	73.9%	75.0%
Total	100.0%	100.0%	100.0%	100.0%

Source: Prepared by the Barcelona City Council Department of Statistics with data from the Catalan Department of Labour and the INSS

BARCELONA. GROSS VALUE ADDED (GVA)(1). 2006. FOR 13 BRANCHES OF ACTIVITY

	% of total
Agriculture, cattle, forestry and fishing	0.01
Energy, chemicals and rubber	3.60
Food, drinks and tobacco	1.11
Textiles, wood, paper and publishing	3.03
Machinery, electronics and transport	4.01
Metalwork, metal products and other manufacturing industries	0.94
Construction	6.64
Retail and repairs	11.57
Hotels	7.50
Transport, storage and communication	9.57
Financial advisory	7.02
Business services and real estate activity	24.35
Other services	20.71
Total Sectors	100.00

(1) GVA 2006. Base 2000. Value of basic prices
Source: Catalan Institute of Statistics

2.3. Companies

Business fabric with entrepreneurial dynamic and predominance of SMEs

TRADING COMPANIES

	2007	2008	2009	% SPAIN
Created in the city of Barcelona	9,315	7,765	6,223*	7.96%
Created in the province of Barcelona	19,195	14,875	11,038	14.12%
Created in Catalonia	25,482	19,282	14,112	18.05%
Created in Spain	142,763	104,912	78,171	100.0%
Closed in the province of Barcelona	1,154	851	1,163	6.7%
Closed in Catalonia	2,562	1,962	2,356	13.6%
Closed in Spain	18,047	16,368	17,385	100.0%

*Provisional data

Source: INE. Central Business Directory (DIRCE)

COMPANIES IN BARCELONA* BY NUMBER OF SALARIED WORKERS, 2009

	NUMBER OF COMPANIES	PERCENTAGE
No salaried workers	260,253	56.7%
With salaried workers:		
1 to 199 salaried workers	197,708	43.1%
More than 199 salaried workers	957	0.2%
Total companies	458,918	100.0%

*Provisional data

Source: INE. Central Business Directory (DIRCE)

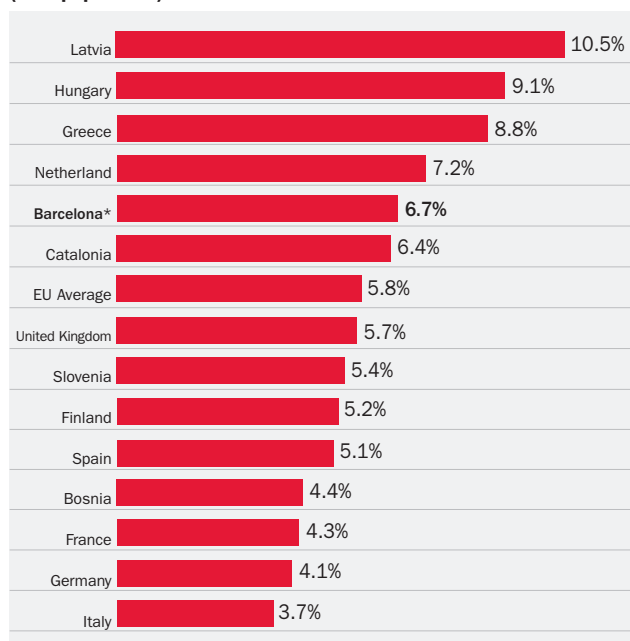
COMPANY HEADQUARTERS, 2009

	NUMBER OF COMPANIES	PERCENTAGE SPANISH TOTAL
Barcelona*	458,918	13.9%
Catalonia	609,670	18.5%
Spain	3,291,263	100.0%

*Provisional data

Source: INE. Central Business Directory (DIRCE)

ENTREPRENEURIAL ACTIVITY IN EUROPEAN COUNTRIES, 2009 (% of population)



*Provisional data

Source: Global Entrepreneurship Monitor (GEM), Executive Report Catalonia 2009

03.

Qualified human capital

3.1. Rates of activity, employment and unemployment

Activity and employment rates above the European average

RATES OF ACTIVITY, EMPLOYMENT AND UNEMPLOYMENT 2nd QUARTER OF 2010 (In %)

	ACTIVITY RATE	EMPLOYMENT RATE	UNEMPLOYMENT RATE
Barcelona	79.2	65.6	17.2
Catalonia	77.9	64.0	17.9
Spain	74.5	59.4	20.2
European Union	71.1	64.3	9.6

Source: Labour Force Survey and Eurostat

3.2. Jobs in Barcelona

More than 1 million jobs in the city and nearly 2.5 million in the surrounding metropolitan area

WORKERS AFFILIATED TO SOCIAL SECURITY. 2nd QUARTER 2010

	TOTAL	% SPANISH TOTAL
Barcelona	1,009,834	5.7
Barcelona province	2,325,310	13.2
Catalonia	3,109,445	17.7
Spain	17,587,252	100.00

Source: Catalan Department of Labour

40% of all jobs are done by university graduates

JOBS BY WORKERS' LEVEL OF FORMAL EDUCATION 2006 (In %)

	BARCELONA	BMA
No formal education	1.6	1.9
Primary education	19.6	27.7
Secondary education	39.2	40.6
University education	39.6	29.8

Source: IERMB, Idescat. Survey on living conditions and habits of the population of Catalonia, 2006

3.3. Salaries

Competitive salaries at an international level

SALARY LEVEL IN WORLD CITIES, 2010

GROSS SALARY (NEW YORK=100)		NET SALARY (NEW YORK=100)
121.8	Zurich	126
118.2	Copenhagen	88
117.3	Geneva	113.1
100	New York	100
82.2	Munich	72.3
79.2	Miami	81.9
78.8	Frankfurt	71.7
73.3	London	78
73.1	Amsterdam	65.6
68	Vienna	67.9
65.4	Paris	66.8
64.5	Lyon	67.3
51.9	Barcelona	58.2
43.8	Athens	44.9
47.5	Rome	44.8

Source: UBS. Prices and Earnings around The Globe 2010

3.4. Training and attractiveness of universities

TRAINING AND UNIVERSITIES

Catalan universities	12
University students (2008-2009 school year)	226,787
Foreign students in PhD courses (2008)	34%
Number of Masters of excellence	66
Foreign students in Masters of excellence (2009)	65%
Foreign schools	25

Source: Barcelona City Council

3.4. Training and attractiveness of universities

Business schools, universities and masters of global excellence with international projection

TOP EUROPEAN BUSINESS SCHOOLS IN 2010

EUROPEAN RANKING 2010	WORLD RANKING 2010	BUSINESS SCHOOL	CITY
1	1	London Business School	London
2	5	Insead	Fontainebleau
3	6	IE Business School	Madrid
4	11	IESE Business School	Barcelona
5	15	IMD	Lausanne
6	16	University of Oxford: Saïd	Oxford
7	18	HEC Paris	Paris
8	19	Esade Business School	Barcelona
9	21	University of Cambridge: Judge	Cambridge
10	24	Lancaster University Management School	Lancaster
10	25	Rotterdam School of Management, Erasmus University	Rotterdam
12	26	Cranfield School of Management	Cranfield
13	32	Imperial College Business School	London
14	38	SDA Bocconi	Milan
15	40	Manchester Business School	Manchester
16	41	City University: Cass	London
17	42	Warwick Business School	Coventry
18	51	University of Strathclyde Business School	Glasgow
19	73	Aston Business School	Birmingham
19	74	Durham Business School	Durham
21	75	Birmingham Business School	Birmingham
22	87	University of Bath School of Management	Bath
23	87	Vlerick Leuven Gent Management School	Gant
24	89	University of Edinburgh Business School	Edinburgh
25	89	Bradford School of Management/TiasNimbas Business School	Bradford
26	97	EM Lyon	Lyon
27	98	University College Dublin: Smurfit	Dublin

04.

City of knowledge
and creativity

4.1. Knowledge economy and society

The city leads Spain's move towards the knowledge economy

COMPANIES BY KNOWLEDGE INTENSITY, 2009

	BARCELONA	(%) OF TOTAL
High technology manufacturing sectors	163	0.22%
Medium-high technology manufacturing sectors	817	1.09%
Knowledge-intensive service sectors	21,086	28.03%
TOTAL KNOWLEDGE-INTENSIVE COMPANIES	22,066	29.34%
Non knowledge-intensive companies	53,151	70.66%
TOTAL COMPANIES IN THE CITY	75,217	100.0%

Source: Prepared by the Research Unit of the Communication, Marketing and Economic Prospection Department of Barcelona City Council using data from the INE

DISTRIBUTION OF SALARIED EMPLOYEES BY ECONOMIC SECTOR ACCORDING TO KNOWLEDGE INTENSITY, 2009

	BARCELONA	% OF TOTAL	CATALONIA	% OF TOTAL
High technology manufacturing sectors	8,364	0.93%	27,503	1.09%
Medium-high technology manufacturing sectors	36,138	4.02%	137,185	5.42%
Knowledge-intensive service sectors	383,944	42.74%	805,299	31.82%
TOTAL KNOWLEDGE-INTENSIVE EMPLOYEES	428,446	47.69%	969,987	38.33%
Non knowledge-intensive employees	469,893	52.31%	1,560,451	61.67%
TOTAL SALARIED EMPLOYEES	898,339	100.00%	2,530,438	100.0%

Source: Prepared by the Research Unit of the Communication, Marketing and Economic Prospection Department of Barcelona City Council using data from the INE

ICT IN THE HOME
(% OF POPULATION OVER 16)

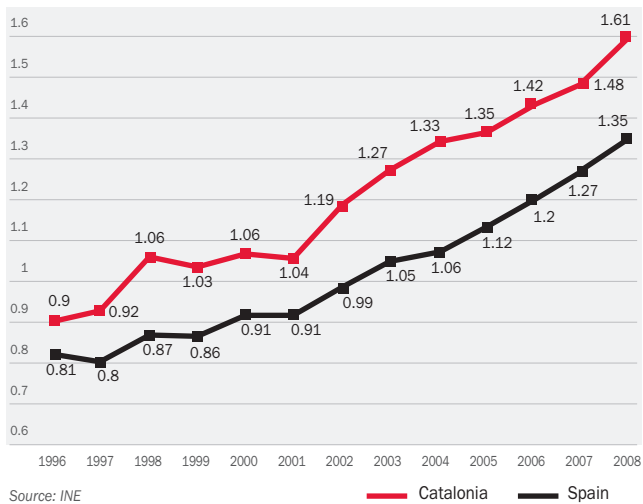
	2008	2009	VARIATION 08/09
Computer at home	65.4	69.6	4.2
Internet connection at home	58.8	62.3	3.5
Habitual use of Internet	57.4	59.6	2.2

Source: Programming Technical Office. Barcelona City Council

4.2. Research

Qualitative and quantitative commitment to research, with benchmark science facilities at an international level

EVOLUTION OF R&D EXPENDITURE AS PERCENTAGE OF GDP IN CATALONIA AND SPAIN, (1996-2008)

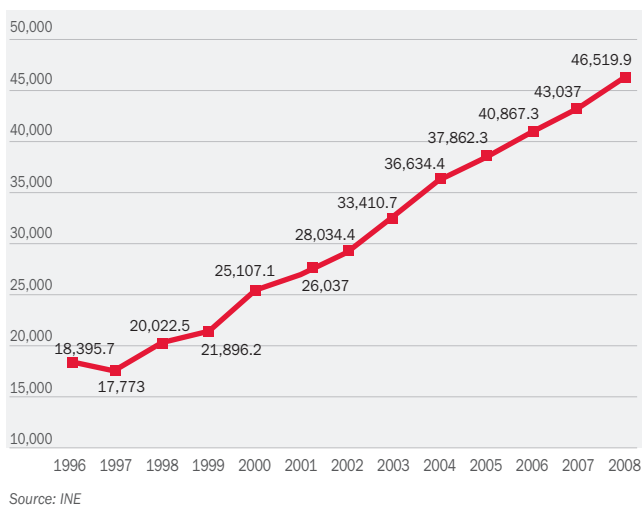


BENCHMARK INTERNATIONAL SCIENCE AND TECHNOLOGY FACILITIES IN BARCELONA

- Nuclear Magnetic Resonance Laboratory
- Mouse-Clinic Platform
- Proteomic Structural Biology Facility
- Catalan Computing and Communications Centre (CESCA)
- National Supercomputing Centre
- National Microelectronics Centre White Room
- Maritime Research and Experimentation Channel
- International Centre for Numerical Methods in Engineering (CIMNE)
- ALBA Synchrotron

Source: Ministry of Education and Science, Map of unique science and technology facilities

EVOLUTION OF R&D PERSONNEL. CATALONIA (1996-2008)



05.

4.3. Business innovation

Barcelona and Catalonia, leaders in innovation among Spanish businesses

INNOVATION INDICATORS

	PATENT APPLICATIONS		UTILITY MODEL APPLICATIONS	
	2009	% SPAIN	2009	% SPAIN
Barcelona*	557	15.0	571	22.4
Catalonia	658	17.7	697	27.4
Spain	3,712	100.0	2,545	100.0

*Provincial data

Source: Spanish Patent and Trademark Office

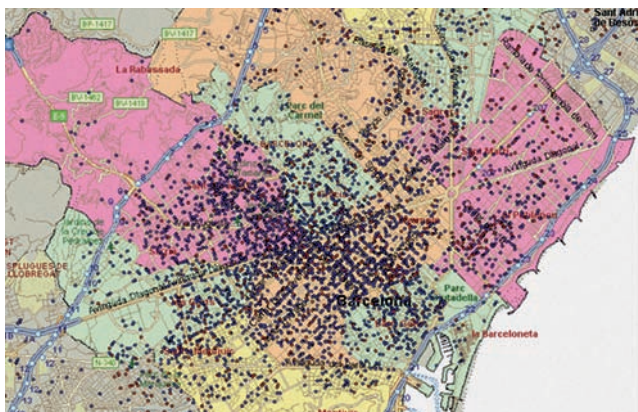
	NUMBER OF INNOVATIVE COMPANIES		TOTAL EXPENDITURE ON INNOVATIVE ACTIVITIES	
	2008	% SPAIN	2008	% SPAIN
			thousands of euros	
Catalonia	8,184	22.6	3,780,644	18.98
Spain	36,183	100.0	19,918,946	100.00

Source: INE

4.4. Creative sectors

Cultural industries, architecture, design and advertising generate 13% of employment in the Barcelona area

COMPANIES IN CREATIVE SECTORS IN BARCELONA, 2010



5.1. Offices

Over 7 million m² of floor space for knowledge-intensive activities generating more than 200,000 new jobs in strategic sectors

OFFICE MARKET (Barcelona city)

Total stock of offices (December 2009)	568,000 m ²
Available office space (2010)	721,000 m ²
Vacancy rate	12.70%

Source: 22@Barcelona and Barcelona Activa

OFFICE PRICES (Barcelona city)

Prime (Pg. Gràcia-Diagonal)	18-21.5 € m ² /month
Business district (consolidated centre)	15-20 € m ² /month
Periphery (Sabadell, St. Cugat, Esplugues, etc.)	11.5-16 € m ² /month
New business areas	16-19.5 € m ² /month

Source: 22@Barcelona and Barcelona Activa

Competitive business real estate

Barcelona Economic Triangle
The Barcelona Metropolitan Area has three main areas that drive economic activity, forming a large economic triangle:

DRIVING AREA	SECTORS	PROJECTS	TOTAL FLOOR SPACE FOR ECONOMIC ACTIVITY	MAIN FACILITIES AND RESEARCH CENTRES
Delta BCN BZ Barcelona Innovation Zone (Llobregat)	Aerospace, mobility, biotech, food sciences, optics & photonics	Aerospace and Mobility Park	245,000 m ²	Technology Centre for the Aeronautical and Aerospace Industry (CTAE) Wind Tunnel International Centre for Numerical Models in Engineering (CIMNE)
		Viladecans Business Park	98,000 m ²	Institute of Photonic Sciences (ICFO)
		Mediterranean Technology Park	93,300 m ²	
		BZ Barcelona Innovation Zone	1,000,000 m ²	
22@Barcelona (Besòs)	Media, ICT, medical technology, energy, design	22@Barcelona	3,200,000 m ²	Barcelona Biomedical Research Park (PRBB) Barcelona Media Innovation Centre Barcelona Digital Catalan Institute for Energy Research (IREC)
		Diagonal- Besòs Campus	60,000 m ²	ITER Project "Fusion for Energy"
		Sagrera station area	436,022 m ²	Barcelona Design Hub Blood and Tissue Bank
Parc de l'Alba (Vallès)	Biotech, energy, nanotechnology, new materials, pharma & health	Parc Alba	1,320,000 m ²	Alba Synchrotron
		Esade Creápolis	39,800 m ²	
		Parc Taulí Health Park	93,700 m ²	National Microelectronics Centre White Room (CSIC-CNM)
		Vallès Technology Park	190,600 m ²	
		UAB Research Park	120,000 m ²	
		Can Sant Joan Business Park	172,330 m ²	Institute for Research on Artificial Intelligence (CSIC-III A)

06.

An economy open to the world

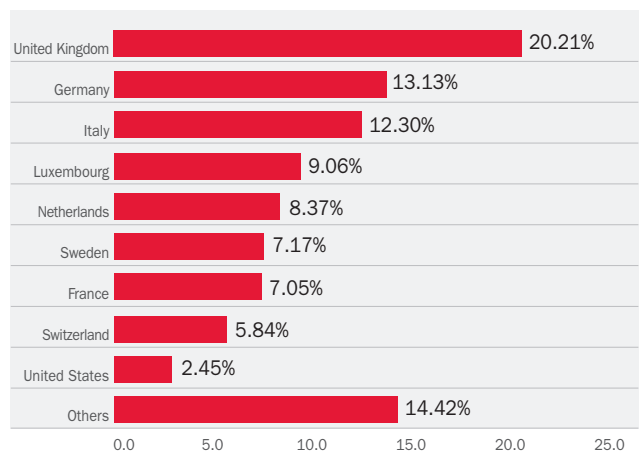
6.1. Foreign investment in Catalonia

One of the leading European regions in hosting foreign investment projects

FOREIGN INVESTMENT. In million €

	2007	2008	2009	% CAT./SPAIN
Catalonia	2,605.6	2,337.3	1,348.3	11.1
Spain	29,133.7	29,515.2	12,116.5	100

Note: Total gross investment not including foreign shareholding entities (ETVE)
Source: Register of Foreign Investment. Spanish Secretariat of Tourism and Commerce

ORIGIN OF FOREIGN INVESTMENT IN CATALUNYA
Percentage of total, 2009

Source: Register of Foreign Investment. Spanish Secretariat of Tourism and Commerce

NUMBER OF FOREIGN COMPANIES IN CATALUNYA, 2009

France	626
Germany	572
United States	366
Italy	346
Netherlands	307
United Kingdom	245
Switzerland	188
Japan	98
Other	633
Total	3,381

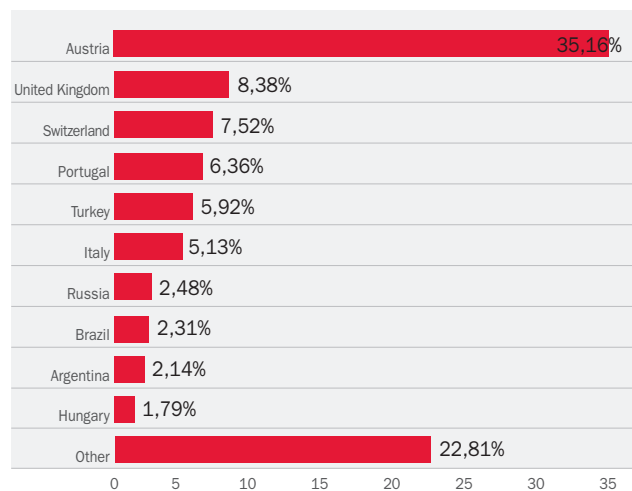
Source: Invest in Catalonia. AccIÓ

6.2. Catalan investment abroad

INVESTMENT ABROAD. In million €

	2008	2009	% CAT./SPAIN
Catalonia	6,275.8	1,873.5	12
Spain	35,021.0	15,654.3	100

Note: Total gross investment not including foreign shareholding entities (ETVE)
Source: Register of Foreign Investment. Spanish Secretariat of Tourism and Commerce

DESTINATION OF CATALAN INVESTMENT ABROAD
Percentage of total, 2009

Source: Register of Foreign Investment. Spanish Secretariat of Tourism and Commerce

6.3. Exports

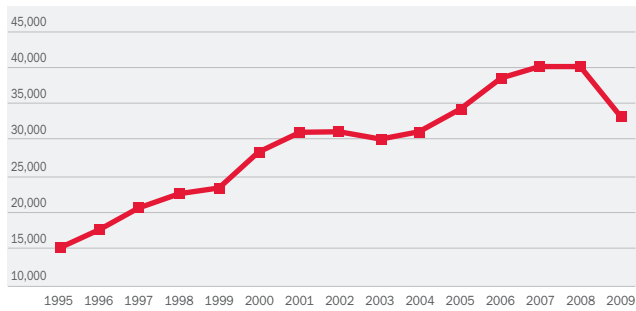
The Barcelona area is the leading exporter in Spain, accounting for more than one fifth of all sales abroad

EXPORTS. In million €

	2007	2008	2009*	% SPAIN 2009
Barcelona	39,442.37	39,814.11	32,261.80	20.4%
Catalonia	49,678.31	50,314.31	41,157.47	26.0%
Spain	185,023.22	188,184.39	158,254.28	100.0%

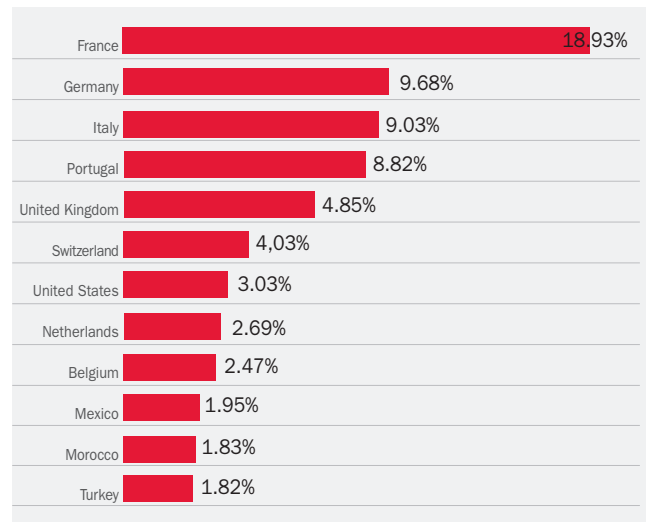
*Provisional data
Source: Ministry of Industry, Tourism and Trade

EVOLUTION OF EXPORTS FROM THE PROVINCE OF BARCELONA (1995-2009)



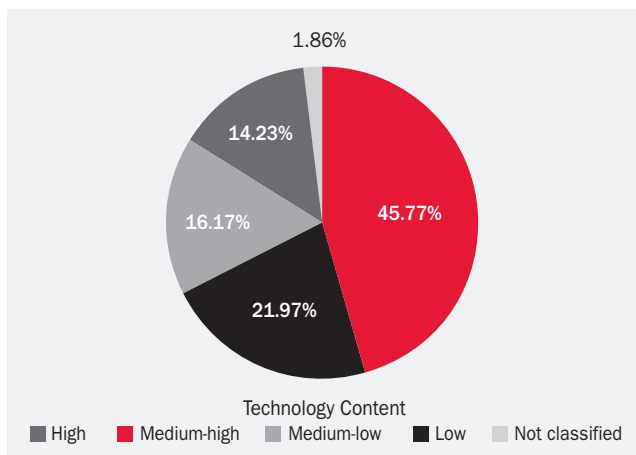
Source: Ministry of Industry, Tourism and Trade

MAIN DESTINATION COUNTRIES FOR EXPORTS FROM BARCELONA (PROVINCE). Percentages of total, 2009



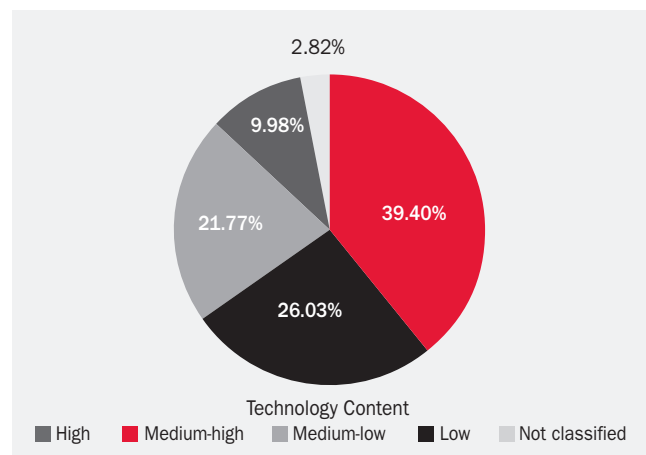
Source: Ministry of Industry, Tourism and Trade

DISTRIBUTION OF EXPORTS FROM BARCELONA BY TECHNOLOGY CONTENT, 2009



Source: Ministry of Industry, Tourism and Trade

DISTRIBUTION OF EXPORTS FROM SPAIN BY TECHNOLOGY CONTENT, 2009



6.4. Port of Barcelona

One of the top twelve European container ports

PORT OF BARCELONA INDICATORS

TRAFFIC (in millions)	2008	2009
Goods (tons)	50.55	41.79
Containers (TEU)	2.57	1.8
Passengers	3.24	3.2
INFRASTRUCTURES		
Surface space (ha.)		828.9
Docks and berths (km.)		20.3

Source: Barcelona Port Authority

RANKING OF EUROPEAN CONTAINER PORTS, 2009

RANKING 2009	CITY PORT	TEU*
1	Rotterdam	9,743,290
2	Antwerp	7,309,639
3	Hamburg	7,010,000
4	Bremen	4,535,842
5	Valencia	3,653,890
6	Algeciras	3,042,759
7	Gioia Tauro	2,857,438
8	Felixstowe	2,800,000
9	Zeebrugge	2,328,198
10	Malta Freeport	2,260,000
11	Le Havre	2,240,714
12	Barcelona	1,800,213

*TEU= Standard measure of maritime transport equivalent to a 20-foot container
Source: Cargo Systems (008), Top 100 Containerports

6.5. Airport

One of the top ten European airports in number of passengers.
Intercontinental flights to 44 destinations, with 157 frequencies per week in 2009

BARCELONA AIRPORT

	2007	2008	2009
Total passengers	32,898,249	30,272,084	27,311,765
Goods (in tons)	104,239	96,770	89,812

Source: Barcelona Economia

MAIN EUROPEAN AIRPORTS BY PASSENGER VOLUME

CITY (AIRPORT)	MILLION PASSENGERS 2009
Londres Heathrow (LHR)	66.0
Paris Roissy (CDG)	57.9
Frankfurt (FRA)	50.9
Madrid (MAD)	48.2
Amsterdam (AMS)	43.6
Rome-Fiumicino (FCO)	33.7
Munich (MUC)	32.7
London Gatwick (LGW)	32.4
Barcelona (BCN)	27.3
Paris Orly (ORY)	25.1

Source: Airport Council International (2009)

HIGH-SPEED TRAIN BARCELONA - MADRID

	PASSENGERS 2009	DURATION OF JOURNEY
AVE Barcelona-Madrid	2,673,900	2 hours 40 minutes

Source: Renfe

BARCELONA AIRPORT. INTERNATIONAL FLIGHTS BY GEOGRAPHIC AREA, 2009

	DESTINATION AIRPORTS	NUMBER OF WEEKLY FLIGHTS	NUMBER OF TOTAL DIRECT PASSENGERS
North America	12	49	627,560
Africa	18	66	587,501
Middle East	6	23	243,697
South America	2	6	163,818
Asia	6	13 (2 cargo)	81,984
Total direct intercontinental passengers	44	157	1,704,560

Source: Bcn Air Route Development Committee

07.

Benchmark in tourism and city of trade fairs and congresses

7.1. Urban-tourism destination

One of the top urban-tourism destinations in Europe. Visitors to the city generate spending of approximately 20 million euros per day, between 8% and 10% of the GDP

TOURISTS AND OVERNIGHT STAYS IN BARCELONA

	2008	2009
Tourists*	6,659,075	6,476,033
Overnight stays	12,485,198	12,817,170

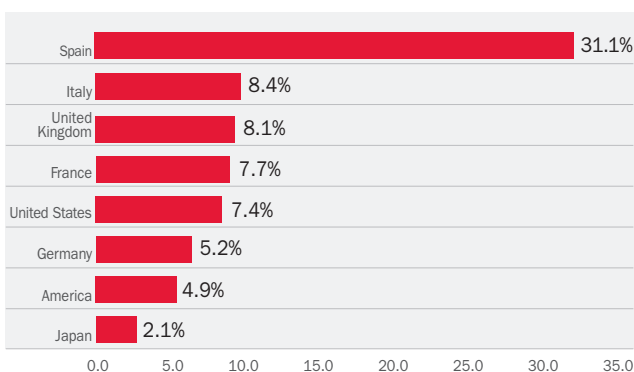
*Tourists staying in hotels
Source: Turisme de Barcelona

RANKING OF EUROPEAN CITIES, 2009

CITY	TOURISTS	% VARIATION VS. PREVIOUS YEAR
Paris	14,416,395	-4.1
Berlin	8,262,957	4.7
Rome	7,737,404	-2.1
Madrid	7,193,177	-1.2
Barcelona	6,476,033	-2.7
Munich	4,983,632	3.2
Vienna	4,756,442	-4.8
Hamburg	4,367,165	6.1
Prague	4,346,079	-5.3

Source: Prepared by Turisme de Barcelona using data from TourMIS
Notes: Number of tourists in hotels, except Berlin, Hamburg and Prague; Vienna data includes the metropolitan area. The rest of the cities count tourists that pay for any type of accommodations

ORIGIN OF TOURISTS IN BARCELONA, 2009



Source: Turisme de Barcelona

HOTEL INDICATORS

	2007	2008	2009	VARIATION (%) 2008-2009
Hotels	295	310	321	3.55%
Rooms	27,806	29,143	30,933	6.14%
Places (beds)	54,036	56,695	60,331	6.41%

Source: Turisme de Barcelona

7.2. Tourist cruises

Top destination for cruise passengers in the Mediterranean

CRUISE INDICATORS

	2009
Cruise passengers	2,151,465
Embarking	592,992
Disembarking	587,247
In transit	971,226
Cruises	799

Source: Turisme de Barcelona

7.3. City of trade fairs and congresses

Barcelona, second city in the world for organizing international meetings

CONGRESS ACTIVITY INDICATORS

	2007	2008	2009	VARIATION 08/09 (%)
Total meetings	1,775	2,482	1,857	-25.18
Congresses	340	383	294	-23.24
Conferences, Symposia, Courses	N/A	286	215	-24.83
Conventions and incentives	1,435	1,813	1,348	-25.65
Total delegates	629,704	695,902	576,157	-17.21

Source: Turisme de Barcelona and Barcelona City Council

WORLD RANKING OF CITIES BY NUMBER OF INTERNATIONAL MEETINGS, 2009

RANKING 2009	CITY	NUMBER OF MEETINGS	RANKING 2009	CITY	NUMBER OF MEETINGS
1	Vienna	160	6	Copenhagen	103
2	Barcelona	135	7	Stockholm	102
3	Paris	131	8	Amsterdam	98
4	Berlin	129	9	Lisbon	98
5	Singapore	119	10	Beijing	96

Source: International Congress & Convention Association

TOTAL INDOOR SPACE (m²) → 280,000

TOP FAIRS IN EUROPE

FIRA DE BARCELONA	OTHER VENUES
MOBILE WORLD CONGRESS	Cebit - Hannover
EIBTM	
PISCINA	Piscine - Lyon
CONSTRUMAT	Batimat - Paris
ALIMENTARIA	Anuga - Köln
HOSTELCO	Host - Milano
SALÓN NAUTICO	Nautico - Genova
EXPOQUIMIA	Achema - Frankfurt
HISPACK	Interpack - Düsseldorf
SALÓ DE LA LOGISTICA	Transport et logistic - Paris
BARCELONA MEETING POINT	Mipm - Cannes
AUTOMÒBIL	Automobil - Frankfurt
CARAVANING	Caravaning - Düsseldorf
SONIMAGFOTO	Photokina - Köln
	Intervad - Düsseldorf
	Bau - München
	Sial - Paris
	Equiphotel - Paris
	Boot - Düsseldorf
	Interchirmie - Paris
	Emballage - Paris
	Expo Real-München
	Mondial de l'Automobile - Paris

Source: Fira de Barcelona

08. Retail sales

A model of quality, diverse and proximity-based retail, which generates economic activity and social cohesion in the city's neighbourhoods

RETAIL SALES IN BARCELONA , 2009

RETAIL SHOPS	
Number of companies	16,650
Jobs	151,724
MUNICIPAL MARKETS	
Food	39
Special	4
Number of establishments	2,929
Total floor space	206,769 m ²
Turnover*	€7,511.67

*Average sales per month and establishment
Source: INSS and Barcelona City Council

09. Quality of life

Top city in Europe for quality of life

BEST EUROPEAN CITIES IN QUALITY OF LIFE FOR WORKERS , 2010

RANKING 2010	CITY
1	Barcelona
2	Munich
3	Stockholm
4	Paris
5	Zurich
6	Madrid
7	Copenhagen
8	Edinburgh
9	Geneva
10	London

Source: Cushman & Wakefield, European Cities Monitor 2010

9.1. Energy and the environment

Commitment to energy savings and efficiency and the development of renewable energy

GREEN ZONE INDICATORS IN BARCELONA, 2008

	2008
Urban parks (green zones for public use)	5,593,000 m ²
Urban green (green spaces incorporated into the urban fabric)	10,757,181 m ²
Per capita urban green space	6.7 m ² /inhabitant

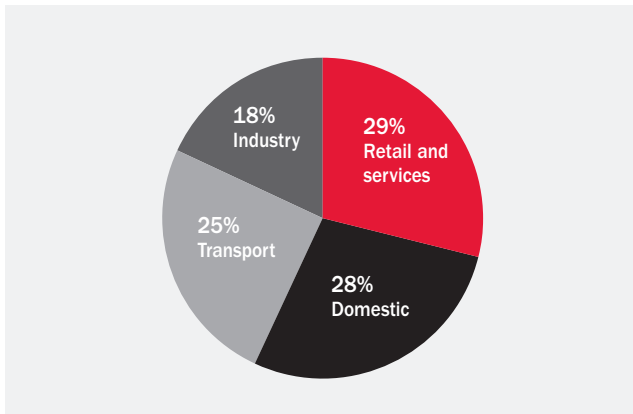
Source: Barcelona City Council. 2009 Statistics Yearbook

BEACHES (NUMBER / KM²) → 7 / 3,910

9.1. Energy and the environment

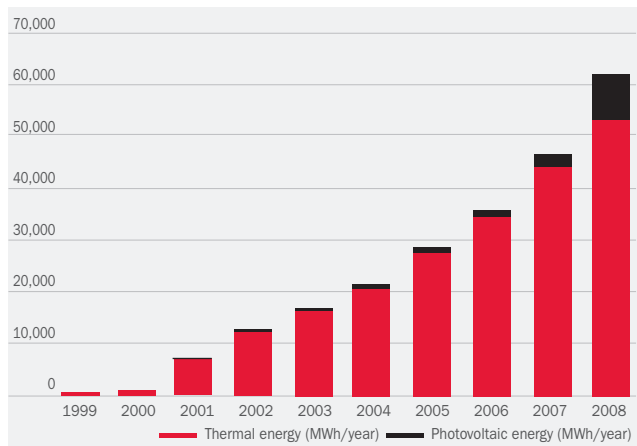
Commitment to energy savings and efficiency and the development of renewable energy

STRUCTURE OF ENERGY CONSUMPTION BY SECTOR (%), 2008



Source: Barcelona City Council Department of Statistics, Barcelona Energy Agency

EQUIVALENT ENERGY PRODUCED BY SOLAR ENERGY FACILITIES IN BARCELONA



Source: Barcelona Energy Agency

EVOLUTION OF SELECTIVE WASTE COLLECTION IN BARCELONA (% OF TOTAL)

Year	2000	2005	2007	2009
Percentage (%)	11.1	29.6	33.2	33.6

Source: Agenda 21 Barcelona

GREENHOUSE GASSES EMITTED IN WORLD CITIES

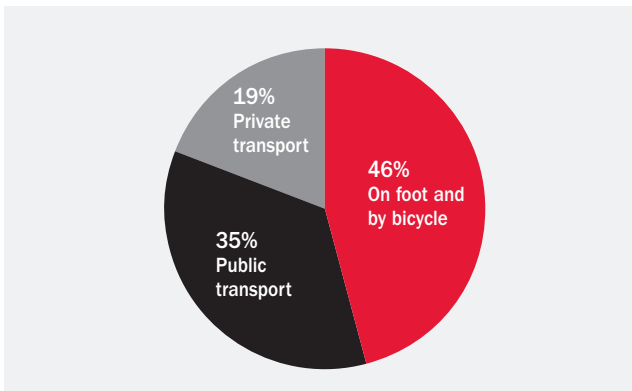
CITY	PER CAPITA TONS OF CO ₂
Barcelona	4.2
Geneva	7.8
Prague	9.4
London	9.6
New York	10.5
Bangkok	10.7
Toronto	11.6
Cape Town	11.6
Los Angeles	13
Denver	21.5

Note: Emissions taking into account total energy consumption in the city
Emissions both from city's consumption and outside its borders
Source: Environmental Science and Technology, American Chemical Society, 2009

9.2. Sustainable mobility

The compact urban model favours predominance of public transport, pedestrians and cyclists

MODES OF TRANSPORT USED FOR INTRACITY TRAVEL, 2009 (% OF TOTAL)



Source: ATM

Note: Results of the analysis of data from ATM stages from the city's traffic-detection reels, tourist activity, school transport, traffic composition flows, bicycle and pedestrian flows

BIKE PATHS (km) → 146.8

Source: Department of Statistics. Barcelona City Council

9.3. Residential real estate market

Adjusted housing prices

AVERAGE HOUSING PRICES IN BARCELONA, 2009

Rent (€/m ² /month)	13.13
New housing sales (€/m ²)	5,442
Second-hand housing sale (€/m ²)	4,097

Source: Barcelona City Council and idealista.com

9.4. Culture and education

Vibrant cultural life, with a wide variety of services and activities

CULTURE AND EDUCATION, 2009

Public libraries (number and users)	35 / 6,119,285
Museums, collections and exhibition centre (number and users)	41 / 17,509,002
Cultural and leisure facilities (users)*	23,640,074
Public sports facilities (number and users)*	1,511 / 358,476
Pre-school, primary and secondary schools*	859

*Data from 2008

Source: Institute of Culture. Barcelona City Council

10.

International positioning of Barcelona



"European Cities Monitor" (2010)

5th best European city for business
 2nd city in Europe of greatest progress
 1st city in Europe for worker's quality of life
 4th best known city in Europe
 6th best city in internal transport
 6th best city in availability of office space
 6th best city in value for money in office space
 9th cost of staff



"Scorecard on Prosperity" (2010)

3rd city in global prosperity
 1st city in labour attractiveness



"European cities and regions of the future" (2010-2011)

5th European City for foreign direct investment potential
 1st Southern Europe city
 4th best city in human resources
 4th best infrastructure in Europe



"World Country & City Rankings" (2009)

2nd city in the world for organising international meetings



"International Meeting Statistics" (2009)

5th city in the world for organising international congresses



"Best Conference Destination" (2010)

Silver –Barcelona (2nd)



"Prices and Earnings" (August 2010)

Purchasing power
 30th global city



"World-wide cost of living survey" (2009)

Out of the group of 30 world more expensive cities



"World's happiest cities" (2009)

3rd world city

"World's best cities to eat well" (2009)

5th world city
 (GFK Custom Research North America)

Most cities locate their business on the outskirts of town. For the space dedicated to the knowledge-based economy, we prefer the city centre. More than 1,500 companies working in media, ICT, energy, Med Tech and design already know this and have created more than 44,500 new jobs.

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