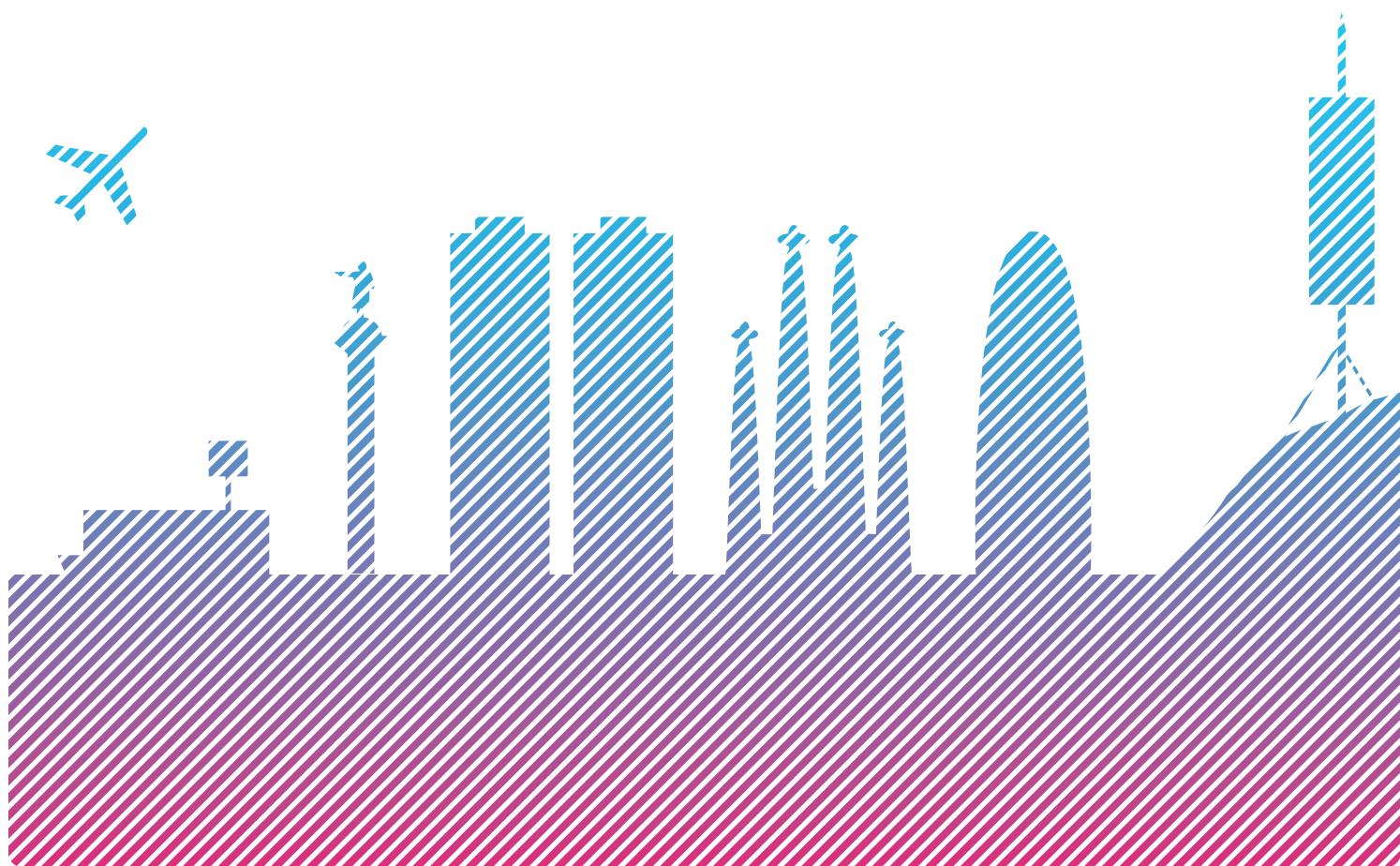


Economic Promotion
Area

BARCELONA DATA SHEET 2011

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



Ajuntament de Barcelona

www.bcn.cat/barcelonabusiness



The Tram passing in front of the Agbar Tower in the 22@Barcelona innovation district.

Executive Summary

Barcelona, centre of a mega-region with 25 million inhabitants

- Barcelona, the capital of Catalonia, is home to more than 1,600,000 inhabitants and the centre of a metropolitan region with more than 5,000,000 residents, making up 66.7% and 11% of the Catalan and Spanish populations, respectively.
- Current development of metropolitan areas has spread beyond their direct geographic area, creating mega-regions¹ or polycentric groups of cities as the natural unit of economic influence in a geographic area. In southern Europe, the Barcelona-Lyon corridor stands out in this respect, with 25 million inhabitants and productive turnover of nearly €1 billion, ranking it 16th and 11th in the world, respectively.
- In comparison with consolidated and emerging metropolitan agglomerations around the world that make up the Consolats de Mar network,² the population of the Barcelona Metropolitan Region is approximately one fourth that of large metropolises like Cairo, Mexico City or New York City, but surpasses those of Berlin, Montreal and Dubai.
- Barcelona's cosmopolitan, diverse and multicultural spirit 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

- Barcelona maintains its positive international positioning, in addition to being a highly recognized city brand. Barcelona is ranked among the top five best cities in Europe for doing business according to the Cushman & Wakefield European Cities Monitor, for the sixth consecutive year. Moreover, the city has maintained its top ranking on the list of the best cities for workers' quality of life, and stands out for its ranking as the second best city in Europe as a business centre and fourth most recognized by European executives. The city is also at the top of other rankings of international prestige, including that of FDI Magazine –the Financial Times magazine- which ranks Barcelona fifth on the list of European cities and regions for the future 2010/11, and the Toronto Board of Trade Scorecard on Prosperity 2010, on which it ranks third among the most prosperous cities in the world and first in attractive job markets.
- The city of Barcelona's gross domestic product (GDP) was €57,237 millions in 2006, with a per capita GDP of

€35,800. In the distribution of gross 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, the Barcelona Metropolitan Area has the most diverse productive structure in all of Spain.

- Barcelona has an important industrial sector, which employs 8.9% of all salaried workers and its Metropolitan Region makes up more than half of all industrial jobs in Catalonia. Particularly strong in this sector are the automotive (one of the main European producers) pharmaceutical and chemical, food products, electric materials and equipment, paper and graphic arts and waste treatment clusters.
- The city promotes development of strategic value-added sectors like media, information and communication technology (ICT), biotech and medical technology, energy, design, aerospace and mobility. It is also committed to research in the food industry and the electric vehicle.
- In 2010, Catalonia's GDP was €209,727 millions, making up 20% of the Spanish total. The Region's per capita GDP was 21% higher than that of the European Union.

Barcelona has dynamic and flexible business 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%) surpasses countries with a long business tradition, like Finland and Germany, as well as the European (5.8%) and Spanish (5.1%) averages. A total of 6,094 companies were created in Barcelona in 2010, a rate of 3.8 companies created per 1,000 inhabitants, and in the province of Barcelona 8.3 companies were created for each one that was closed, putting it at the head of the ranking of large urban areas in Spain in this respect.
- After the first ten years of the project, there are now 7,064 companies and some 4,400 freelance workers located in the 22@Barcelona area, for a total of 90,000 workers. Since 2000, some 4,500 new companies and 56,000 workers have moved to the district, an average of 545 new companies per year. Of these 4,500, 47.3% are new start-ups and the rest have moved from other locations. 30% of the companies are knowledge and technology intensive.
- In the city of Barcelona, it takes 48 hours to start up a new company.
- The European Committee has shortlisted the 'Barcelona Entrepreneurship Centre' project for the **European Enterprise Awards 2011**, in the category of Promoting Entrepreneurial Spirit.

¹ R.FLORIDA (2007), *The Rise of the Megaregion*, Richard Florida The Martin Prosperity Institute at The Joseph L. Rotman School of Management, University of Toronto.

² The Consolats de Mar international network is made up of 16 metropolises that are driving forces behind the global economy, where Barcelona has an economic promotion office integrated into the Government of Catalonia's ACCIÓ offices.

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 (79%) and employment (66.2%) rates in Barcelona are above the Catalan, Spanish and European averages.
- Barcelona now has one of the top labour markets in Europe in terms of critical mass in high value-added sectors: Catalonia maintains its position among the top five European regions with the highest number of workers in high and medium-high technology manufacturing sectors and in science and technology, and is now ranked seventh in terms of knowledge-intensive high-technology services. It is among the top six European regions with the highest concentration of jobs in the creative and cultural industry.
- Catalonia has 12 universities with nearly 234,000 students, 83.9% of which study in the Barcelona Metropolitan Area. In the 2001-2010 period, the city has added three new universities to the five that existed previously and the number of students has increased by 22,591 (13%).
- In 2009, the percentage of workers that were university graduates was 36.9%, which is above the Spanish (36.7%) and European Union (29.7%) averages. This shows 2.5% growth from 2008 according to data from Eurostat.
- Two business schools in Barcelona, IESE and ESADE, are ranked among the top 10 in Europe and, together with EADA, give Barcelona three business schools among the top 25 in the world according to the Financial Times 2011 MBA ranking. Additionally, IESE was ranked first on the Economist Intelligence Unit 2010 European MBA ranking and fifth in the world.

Barcelona is leading Spain's move towards a knowledge economy

- 30% of companies and 49% of salaried workers in the city are employed in knowledge-intensive sectors.
- The province of Barcelona generates 14% of all patent applications and 20% of all utility models in Spain.
- 23% of all innovative companies in Spain are concentrated in Catalonia, accounting for 20% of the total national expenditure in innovative activities.
- The drive for research in Catalonia in recent years has brought R&D expenditure to 1.7% of the GDP in 2009 and increased the number of workers devoted to research and development to more than 47,324.
- The Barcelona area has 212 technology parks and technology and research centres in 2010, 6 of which are benchmark science and technology facilities on an international level.
- Barcelona's commitment to driving research over the past decade has been recognized by the journal Nature, which ranks the city as the best in Spain, 22nd in Europe and 54th in the world for doing science of excellence,

up 11 positions in the world ranking between 2000 and 2008. Additionally, in 2010, the city of Barcelona was ranked 6th in terms of scientific production in Europe and 18th in the world.

- 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 and the UB is ranked 44th in life sciences and 49th in clinical and health sciences.
- Barcelona has nearly 89,000 workers in creative industries, making up almost 52% of all employment in this sector in Catalonia. The areas of software, videogames, e-publishing, advertising, architecture and engineering employ 52% of all workers in creative industries in the city.
- Barcelona is the only large Spanish city to have been recognized as a "City of Science and Innovation" for its commitment to research, and leads the Innpulso network of 30 Cities of Science chosen by the Ministry of Innovation and Science.

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 the surrounding areas and brings together the best business and investment opportunities in the knowledge economy:

- **22@Barcelona (Besòs)** is the innovation 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. It is also home to the Porta Europa project, which is building the high-speed train station in Sagrera.
- **Parc de l'Alba (Vallès)** is one of the main hubs for sectors linked to science, technology and nanotechnology with benchmark facilities like Creapolis, the Alba Synchrotron and the UAB Research Park.
- **Delta BCN/BZ Barcelona 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's economy is open and connected to the world

- Catalonia is home to more than 3,400 foreign companies and received a total influx of €3,951.9 millions in foreign productive investment in 2010, an all time high and more than one third (34%) of that received throughout Spain. In the same year, Catalan companies invested €1,264 millions abroad.

- Exports from the province of Barcelona totalled €37,979.14 millions in 2010, up 16.9% from the previous year. The Barcelona area is the main export hub in Spain and generates more than one fifth of all sales abroad, much higher than its relative GDP.
- Furthermore, high and medium-high technology exports from Barcelona were valued at €22,427.44 millions in 2010, making up 59% of all sales abroad. This province alone generates one fourth of all Spanish exports and clearly leads the national ranking.
- The Barcelona airport was ranked tenth in 2010 in terms of passenger volume, with 29.2 million people and 34 different inter-continental routes, with more being added throughout 2011.
- Port activity in 2010 totalled 42.9 million tons transported, a 2.6% increase from 2009. Containerized rail traffic in the Port has increased significantly over the past years, reaching 8% in 2010, and further growth is expected after direct service between Barcelona and Lyon is established with European gauge rails. Furthermore, the Port of Barcelona was ranked 12th in Europe for container traffic in 2009.
- The high-speed train (AVE) between Barcelona and Madrid transported 2.6 million passengers in its third year of service.

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

- The city finished 2010 with an all time high in key indicators: 7,133,524 visitors —up 10.1% from 2009— mainly due to an increase in foreign visitors, and more than 14 million overnight stays —9.6% more than the previous year.
- Barcelona is ranked second in the world for organizing trade fairs and congresses and is also the second European urban area in terms of hotel supply.
- Barcelona remains the leading cruise destination among Mediterranean ports, with more than 2 million passengers, in addition to being ranked the fourth cruise homeport in the world by World's Top 20 Cruise Homeports 2009. Additionally, the Port of Barcelona received three awards in 2010 from the prestigious Dream Cruise Port Destinations: 'Port with the most efficient services', 'Port with the best turnaround connections' and 'Best destination homeport'.

In October 2010, the Barcelona City Council passed the 2015 Strategic Plan for Tourism, which establishes the foundation of a tourism model that fosters a balance between residents and visitors, as well as the continuity and consolidation of the city's international leadership as a benchmark, innovative destination.

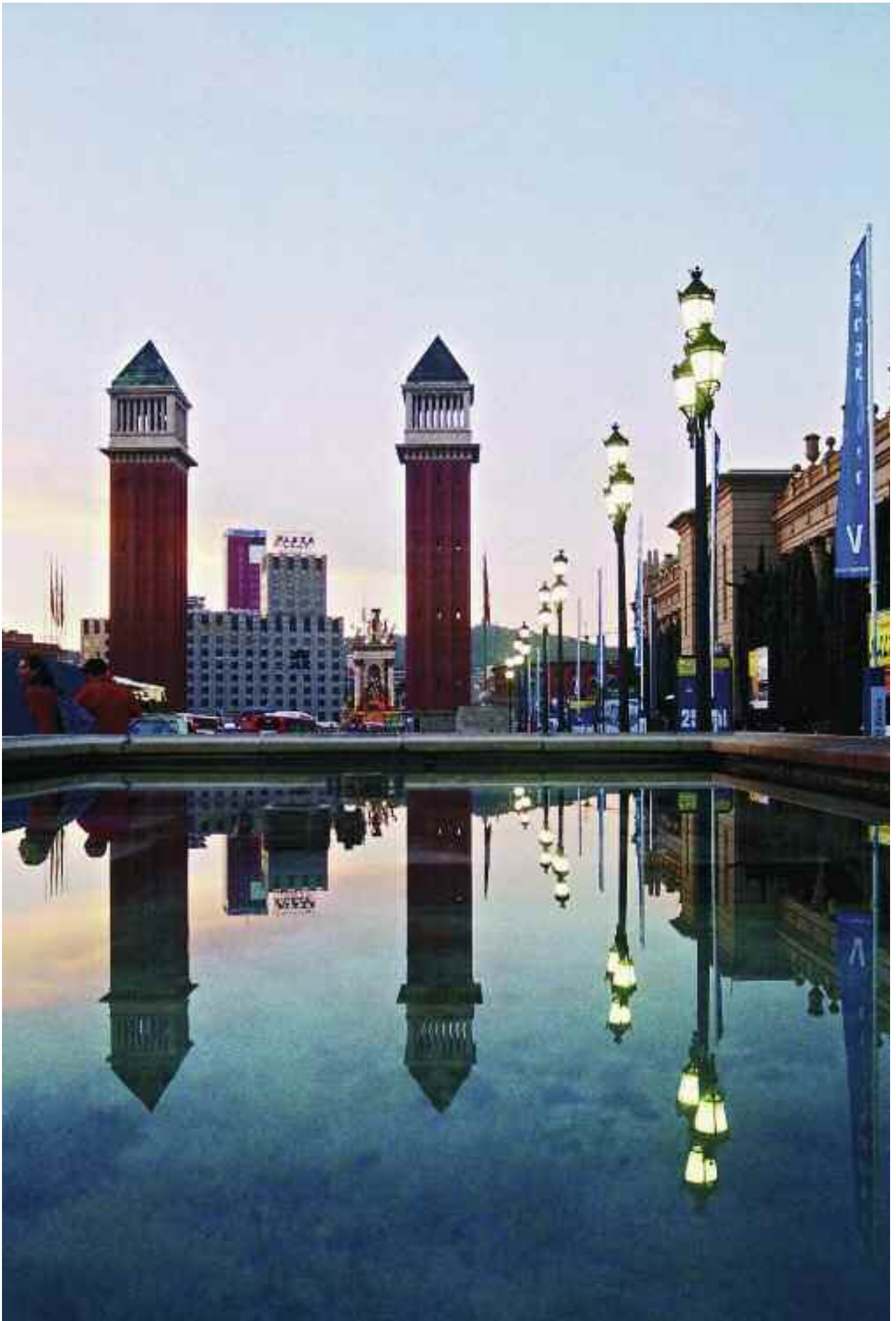
- Also noteworthy is the process of implementation of a Responsible Tourism System in the city of Barcelona, linked to the "Biosphere Destination" certification.

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

- With 16,429 companies and 150,808 workers, retail sales is one of the most important activities in Barcelona's economy. In fact, despite the impact of the recession on activity and occupation levels, the sector made up 22.8% of all companies paying into the Social Security system and 14.2% of all salaried workers in the city as of December 2010.
- The municipals markets, with more than 200,000 m² of floor space and an economic impact of €1,000 million, are one of the benchmarks in Barcelona's retail model due to their economic and social impact on the city's neighbourhoods.

Barcelona, leading European city in quality of life for thirteen consecutive years

- Barcelona was once again 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). Furthermore, rankings in American and British magazines like Forbes, Askmen, Monocle's and Time Out show Barcelona among the best cities in the world to live according to their readers.
- In terms of sustainability, the city is committed to energy savings and efficiency, with considerable municipal effort going to develop renewable energies 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 (which has decreased from 133 to 110 litres per inhabitant in 10 years) and the technical plan to take advantage of alternative hydraulic resources.
- Furthermore, Barcelona continues working to implement electric mobility through the public/private platform LIVE (Logistics for the Implementation of the Electric Vehicle) and the MOVELE plan. The city will host the sector's most important international symposia on electric technology and mobility in 2013: the World Electric Symposium and Exposition.
- There is a wide range of quality cultural and educational opportunities. In 2010, there were 33 international schools in the Barcelona area. There are 36 public libraries in the city and seven creation factories have been set up to meet the rehearsal and creative-space needs of a variety of artistic disciplines.



Barcelona Trade Fair (Montjuïc)

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, centre of a megaregion with 25 million inhabitants

POPULATION AND SURFACE AREA DATA

	POPULATION JANUARY 2010 (inhabitants)	PERCENTAGE OF TOTAL SPANISH POPULATION	SURFACE AREA (km ²)	DENSITY (inhab/km ²)
Barcelona	1,619,337	3.4%	102.2	15,845
Metropolitan Region	5,012,961	10.7%	3,242	1,546
Catalonia	7,512,381	16.0%	32,107	234
Spain	47,021,031	100.0%	505,990	93

Source: Barcelona City Council, NSI

POPULATION OF METROPOLITAN AREAS AROUND THE WORLD

METROPOLITAN AREA	POPULATION
Cairo	19,439,541
Mexico City	19,239,910
New York	19,069,796
Sao Paulo	18,850,000
New Delhi	16,000,000
Buenos Aires	12,944,000
London	12,200,000
Paris	11,746,000
Barcelona	5,012,961
Berlin	4,070,991
Montreal	3,814,738
Dubai	2,262,000
Copenhagen	1,209,627

Source: Network of Consulates of the Sea

CLIMATE INDICATORS FOR BARCELONA, 2009

Average yearly temperature	18.1°C
Highest temperature	36.8°C
Lowest temperature	0.7°C
Yearly hours of sunshine	2,711.5

Source: Barcelona City Council, 2010 Statistical Year Book

1.2. Demographics of Barcelona

DEMOGRAPHIC INDICATORS FOR BARCELONA

Age structure (2010)

0-14	12.05%
15-64	67.38%
65 and over	20.57%

Life expectancy (2008)

Men	79 years
Women	85.2 years

Birth rate (2009)

8.7 ‰

Mortality rate (2009)

9.4 ‰

Fertility rate (2008)

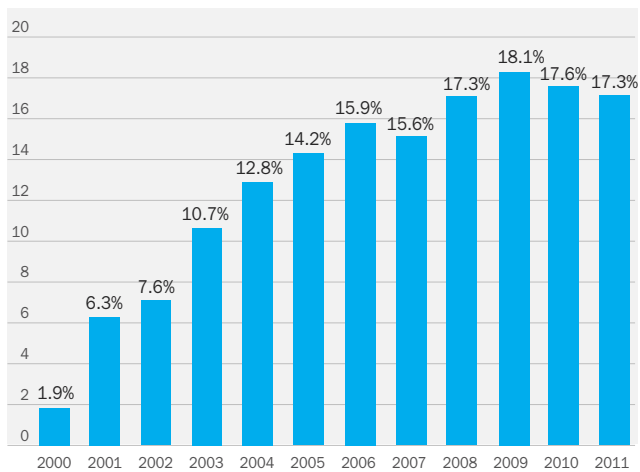
38.7 ‰
Births per 1,000 women
between the ages of 15 and 49

Source: Department of Statistics, Barcelona City Council

1.3. Foreign population

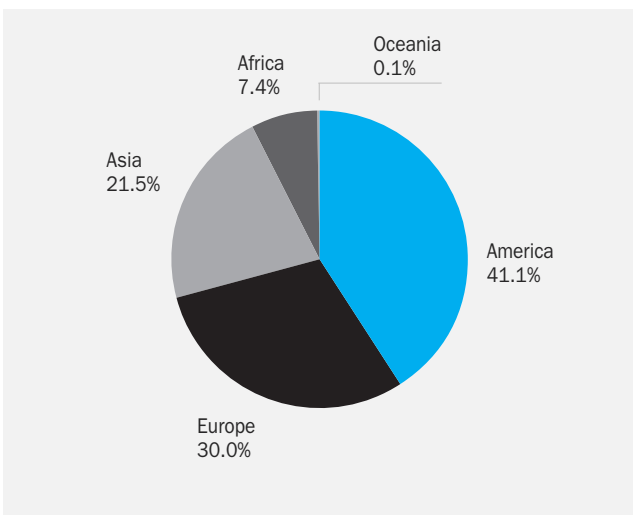
Cosmopolitan, diverse and multicultural city

FOREIGNERS AS A PERCENTAGE OF THE GENERAL POPULATION (January 2011)



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

FOREIGNERS IN BARCELONA BY CONTINENT OF ORIGIN (January 2011)



Source: Department of Statistics, Barcelona City Council

FOREIGNERS IN BARCELONA BY COUNTRY (January 2011)

Pakistan	22,342
Italy	22,002
Ecuador	17,966
China	15,001
Bolivia	14,867
Peru	13,847
Morocco	13,659
Colombia	12,612
France	11,524
Argentina	8,107
Philippines	7,891
Brazil	7,178
Dominican Republic	6,998
Romania	6,592
Germany	6,413
India	5,708
United Kingdom	5,387
Chile	4,843
Paraguay	4,422
Mexico	4,227
Other countries	66,734
Total foreign population	278,320

Source: Department of Statistics, Barcelona City Council

02.

Economic motor with a diversified structure

2.1. Economic activity and growth

Catalonia generates one fifth of the Spanish GDP

**BARCELONA AND THE BARCELONA METROPOLITAN REGION
GROSS DOMESTIC PRODUCT AT MARKET PRICES (GDP)(1), 2006**

	GDP mp Millions of euros	GDP per inhabitant Thousands of euros	Index Catalonia =100
Barcelona	57,237.0	35.8	131.0
Barcelona Metropolitan Region	137,474.2	-	-

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

**GROSS DOMESTIC PRODUCT AT MARKET PRICES
(Current prices) millions of €**

	SPAIN	CATALONIA	(%) Cat/Sp
2008	1,088,124	215,181	19.8
2009	1,053,914	207,237	19.7
2010	1,062,591	209,727	19.7

Source: Idescat, NSI

**PER CAPITA GDP
Adjusted for purchasing power parity*, 2009** Index (UE 27=100)

Catalonia	120.90
Spain	103.00
Euro Zone	109.00
European Union	100.00

*Harmonized GDP
Source: Eurostat and NSI

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

	2008	2009	2010
Catalonia	0.1	-4.2	0.1
Spain	0.9	-3.7	-0.1
European Union	0.5	-4.2	1.8

Source: Eurostat, NSI, IDESCAT

2.2. Productive specialization

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

**PRODUCTION STRUCTURE.
PERCENTAGE OF SALARIED WORKERS BY ECONOMIC SECTOR,
4th QUARTER 2010**

	BARCELONA	BMR	CATALONIA	SPAIN
Agriculture	0.0%	0.1%	0.3%	0.4%
Industry	8.9%	16.2%	17.7%	15.3%
Construction	4.3%	5.7%	6.6%	7.8%
Services	86.8%	78.0%	75.3%	76.5%
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 AREAS 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	11.51%
Hotels	7.50%
Transport, storage and communication	9.57%
Financial consulting	7.02%
Business services and real estate activities	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 spirit and predominance of SMEs

BUSINESSES

	2007	2008	2009	2010*	% of Sp. TOTAL
Created in the city of Barcelona	9,315	7,765	6,223	6,094	7.62%
Created in the province of Barcelona	19,195	14,452	11,438	11,381	14.23%
Created in Catalonia	25,482	18,751	14,607	14,384	17.99%
Created in Spain	142,763	103,565	78,171	79,963	100.00%
Closed in the province of Barcelona	1,154	832	1,163	1,336	7.20%
Closed in Catalonia	2,562	1,937	2,356	2,558	13.90%
Closed in Spain	18,047	16,222	17,416	18,467	100.00%

*Data provisional

Source: NSI, Central Business Directory (DIRCE)

BUSINESSES IN BARCELONA* BY NUMBER OF SALARIED WORKERS, 2010

	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%

* Provincial data from January 2010

Source: NSI, Central Business Directory (DIRCE)

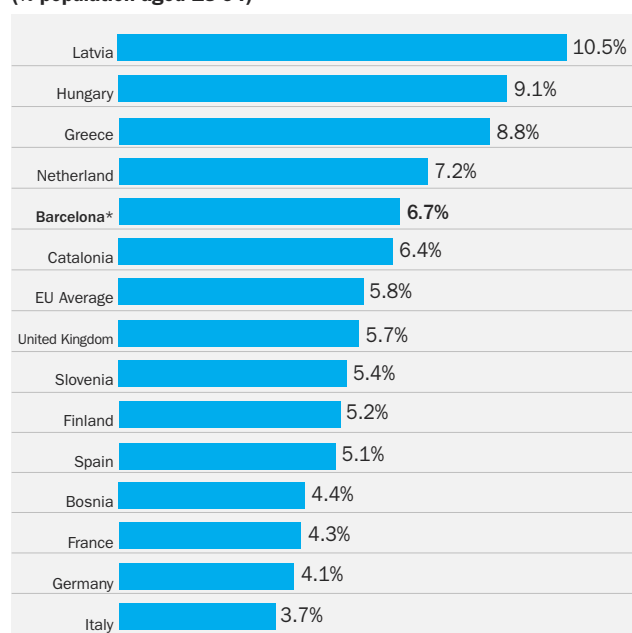
COMPANY HEADQUARTERS, 2010

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

* Provincial data from January 2010

Source: NSI, Central Business Directory (DIRCE)

ENTREPRENEURIAL ACTIVITY IN EUROPEAN COUNTRIES, 2009 (% population aged 18-64)



* Provincial data

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

03. Qualified human capital

3.1. Activity, employment and unemployment rates

Activity and employment rates above the European average

ACTIVITY, EMPLOYMENT AND UNEMPLOYMENT RATES, 4th QUARTER 2010 (%)

	ACTIVITY RATE	EMPLOYMENT RATE	UNEMPLOYMENT RATE
Barcelona	79.0	66.2	16.2
Catalonia	78.0	63.9	18.1
Spain	74.5	59.2	20.5
European Union*	71.3	64.6	9.4

* 3rd Quarter 2010
Source: Work 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, 4th QUARTER 2010

	TOTAL	% OF SPANISH TOTAL
Barcelona	1,015,007	5.81%
Barcelona province	2,334,644	13.36%
Catalonia	3,086,563	17.66%
Spain	17,478,095	100.00%

Source: Catalan Department of Labour

In Catalonia, approximately 37% of jobs are held by university graduate

% WORKERS WITH UNIVERSITY STUDIES *, 2009

	WOMEN	TOTAL
Catalonia	40.7%	36.9%
Spain	41.2%	36.7%
European Union	32.6%	29.7%

* % of total population between 25 and 64 years of age with a university degree
Source: Eurostat

3.3. Salaries

Competitive salaries on an international level

SALARY LEVEL IN WORLD CITIES, 2010

GROSS SALARY (NEW YORK=100)		NET SALARY (NEW YORK=100)
121.8	Zurich	126.0
118.2	Copenhagen	88.0
117.3	Geneva	113.1
100.0	New York	100.0
82.2	Munich	72.3
79.2	Miami	81.9
78.8	Frankfurt	71.7
73.3	London	78.0
73.1	Amsterdam	65.6
68.0	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	Roma	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 (2009-2010 School year)	233,538
Number of official Masters degrees offered at Catalan universities (2010-2011)	498
Number of students with Masters degrees (2008-2009)	3,999
Foreign students studying Masters of excellence (2009)	65%
Foreign schools	30

Source: Barcelona City Council

3.4. Training and attractiveness of universities

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

TOP EUROPEAN BUSINESS SCHOOLS, 2011

EUROPEAN RANKING 2011	WORLD RANKING 2011	BUSINESS SCHOOL	CITY
1	1	London Business School	London
2	4	Insead	Fontainebleau
3	8	IE Business School	Madrid
4	9	Iese Business School	Barcelona
5	14	IMD	Lausanne
6	18	HEC Paris	Paris
7	21	Esade Business School	Barcelona
8	26	University of Cambridge: Judge	Cambridge
9	27	University of Oxford: Saïd	Oxford
10	28	SDA Bocconi	Milan
11	29	Manchester Business School	Manchester
12	32	City University: Cass	London
13	34	Cranfield School of Management	Cranfield
14	36	Rotterdam School of Management. Erasmus University	Rotterdam
15	37	Imperial College Business School	London
16	41	Lancaster University Management School	Lancaster
17	55	Durham Business School	Durham
18	55	Vlerick Leuven Gent Management School	Gant
19	58	Warwick Business School	Coventry
20	61	Hult International Business School	London
21	68	Birmingham Business School	Birmingham
22	74	University of Strathclyde Business School	Glasgow
23	78	University College Dublin: Smurfit	Dublin
24	84	Eada	Barcelona
25	88	University of Edinburgh Business School	Edinburgh
26	90	Bradford School of Management/TiasNimbas Business	Bradford
27	94	Leeds University Business School	Leeds
28	96	Politecnico di Milano School of Management	Milan
29	100	EM Lyon Business School	Lyon

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, 2010

	BARCELONA	(%) OF TOTAL	CATALONIA	% OF TOTAL
High-technology industrial sectors	159	0.22	672	0.27
Mid-to-high-technology industrial sectors	707	0.98	5,163	2.06
Knowledge-intensive service sectors	20,726	28.74	50,389	20.07
TOTAL KNOWLEDGE-INTENSIVE COMPANIES	21,592	29.94	56,224	22.40
Non knowledge-intensive companies	50,532	70.06	194,790	77.60
TOTAL COMPANIES IN THE CITY	72,124	100.00	251,014	100.00

Source: Prepared by the Barcelona City Council Office of Occupation and Economic Activity Studies using data from the Labour Department

DISTRIBUTION OF SALARIED WORKERS BY ECONOMIC SECTOR ACCORDING TO KNOWLEDGE INTENSITY, 2010

	BARCELONA	% OF TOTAL	CATALONIA	% OF TOTAL
High-technology industrial sectors	8,263	0.94	28,021	1.15
Mid-to-high-technology industrial sectors	32,337	3.70	123,042	5.04
Knowledge-intensive service sectors	387,711	44.31	820,551	33.63
TOTAL KNOWLEDGE-INTENSIVE SALARIED WORKERS	428,311	48.95	971,614	39.82
Non knowledge-intensive salaried workers	446,665	51.05	1,468,381	60.18
TOTAL SALARIED WORKERS IN THE CITY	874,976	100.00	2,439,995	100.00

Source: Prepared by the Barcelona City Council Office of Occupation and Economic Activity Studies using data from the Labour Department

ICT IN THE HOME
(% OF POPULATION BETWEEN 16 AND 74)

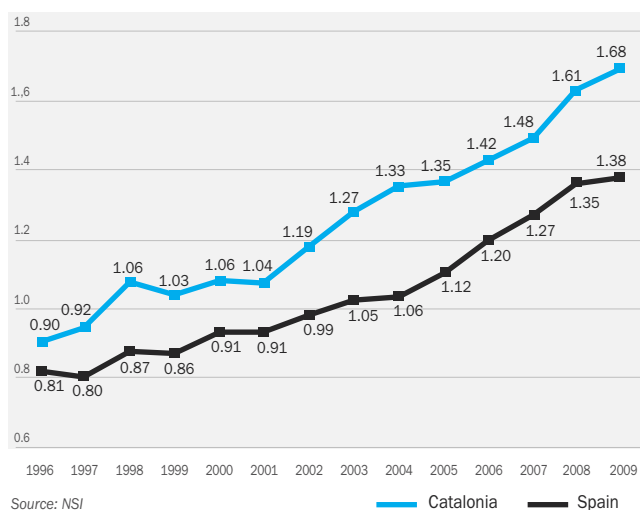
	2009	2010	VARIATION (%) 2009-2010
Have a computer at home	76.1	75.7	-0.4
Internet connection at home	71.1	72.4	1.3
Use the Internet regularly	65.9	78.3	12.4

Source: Survey on equipment and use of information and communication technology in the home

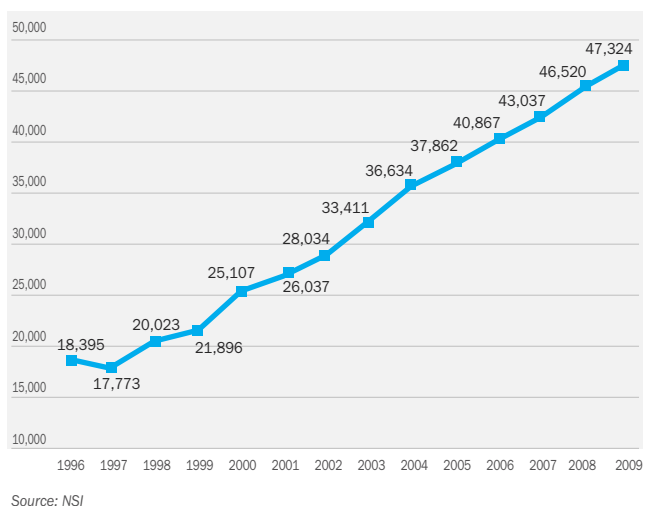
4.2. Research

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

EVOLUTION OF R&D EXPENDITURE AS A PERCENTAGE OF GDP IN CATALONIA AND SPAIN (1996-2009)



EVOLUTION OF R&D PERSONNEL. CATALONIA (1996-2009)



INTERNATIONAL BENCHMARK SCIENCE AND TECHNOLOGY FACILITIES IN BARCELONA

- Barcelona Supercomputing Centre - National Supercomputing Centre (BSC-CNS)
- Maritime Research and Experimentation Channel (CIEM)
- Catalan Computing And Communications Centre (CESCA)
- Barcelona Nuclear Magnetic Resonance Laboratory (LRB)
- National Microelectronics Centre White Room
- ALBA Synchrotron

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

TOP WORLD CITIES IN TERMS OF SCIENTIFIC PRODUCTION IN 2010

	WORLD RANKING	EUROPEAN RANKING
Beijing	1	-
London	2	1
Tokyo	3	-
Paris	4	2
New York	5	-
Seoul	6	-
Boston	7	-
Shanghai	8	-
Moscow	9	3
Los Angeles	10	-
Madrid	11	4
Rome	12	5
Toronto	13	-
Baltimore	14	-
Philadelphia	15	-
Chicago	16	-
Houston	17	-
Barcelona	18	6
Cambridge Massachusetts	19	-
Berlin	20	7

Source: Polytechnic University of Catalonia - Centre for Land Policy and Assessment

05.

4.3. Business innovation

Barcelona and Catalonia, leaders in innovation among Spanish businesses

INNOVATION INDICATORS

	PATENT APPLICATIONS		UTILITY MODEL APPLICATIONS	
	2010*	% SP. TOTAL	2010*	% SP. TOTAL
Barcelona	514	14.0	536	20.4
Catalonia	628	17.1	665	25.3
Spain	3,669	100.0	2,629	100.0

Note: Provisional data for 2010

* January - October 2010

Source: Spanish Patent and Trademark Office

	NUMBER OF INNOVATIVE COMPANIES		TOTAL EXPENDITURE ON INNOVATIVE ACTIVITIES	
	2009	% Sp. TOTAL	2009	% Sp. TOTAL
Catalonia	7,045	23.5	3,494,868	19.8
Spain	30,014	100.0	17,636,624	100.0

Source: NSI

4.4. Creative sectors

More than half of all Catalonia's jobs in creative industries are concentrated in Barcelona

OCCUPATION IN CREATIVE INDUSTRIES, 2010

	BARCELONA	BCN/ CATALONIA TOTAL		BARCELONA	BCN/ CATALONIA TOTAL
Heritage-related activities	2,424	65.71	Creative research and development	8,434	58.27
Architecture and engineering	11,839	41.82	Fashion	2,169	14.60
Graphic arts and printing	3,793	20.22	Advertising	13,130	68.54
Cinema, video and music	3,284	59.77	Radio and television	1,360	28.64
Design and photography	6,257	61.38	Software, videogames and e-publishing	21,244	69.10
Publishing	10,421	73.32	Total creative industries	88,808	51.97
Writing, theatre arts, visual arts, and artisans	4,453	71.44			

Source: Prepared by the Barcelona City Council Communications and Economic Prospects Directorate's Department of Studies using a database from the Barcelona Institute of Regional and Metropolitan Studies. IERMB

5.1. Offices

Over 7 million m² of floor space in the Barcelona Economic Triangle (BET) for economic activities with high value added and the capacity to generate more than 200,000 new jobs

OFFICE MARKET

Total stock office space (December 2010)	5,796,352 m ²
Available office space (2011)	811,342 m ²
Vacancy rate (December 2010)	14.02%

Source: Aguirre Newman and Cushman&Wakefield

OFFICE PRICES

Prime (Pg. Gràcia-Diagonal)	16-19.5 € m ² /month
Business district (consolidated centre)	14-17.5 € m ² /month
Periphery (Sabadell, St. Cugat, Esplugues, etc.)	10.5-12 € m ² /month
New business areas	15-20 € m ² /month

Source: Aguirre Newman and Cushman&Wakefield

Competitive business real estate

Barcelona Economic Triangle

The Barcelona Metropolitan Area has three areas that drive the economy, which form 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, Logistics, Agrofood, Media	Aerospace and Mobility Park (DeltaBCN)	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 - ICT Technology Centre Catalan Institute for Energy Research (IREC)
		Diagonal- Besòs Campus	60,000 m ²	ITER Project "Fusion for Energy"
		Porta Europa	446,000 m ²	Barcelona Design Hub Blood and Tissue Bank
Parc de l'Alba (Vallès)	Biotechnology, Nanotechnology, Energy, Pharmaceuticals and Health	Parc Alba	1,320,000 m ²	Alba Synchrotron
		Esade Creápolis	39,800 m ²	
		Parc Taulí Health Park	93,700 m ²	
		Vallès Technology Park	190,600 m ²	National Microelectronics Centre White Room (CSIC-CNM)
		UAB Research Park	120,000 m ²	
		Can Sant Joan Business Park	172,330 m ²	Institute for Research on Artificial Intelligence (CSIC-IIIa)

06.

An economy open to the world

6.1. Foreign investment in Catalonia

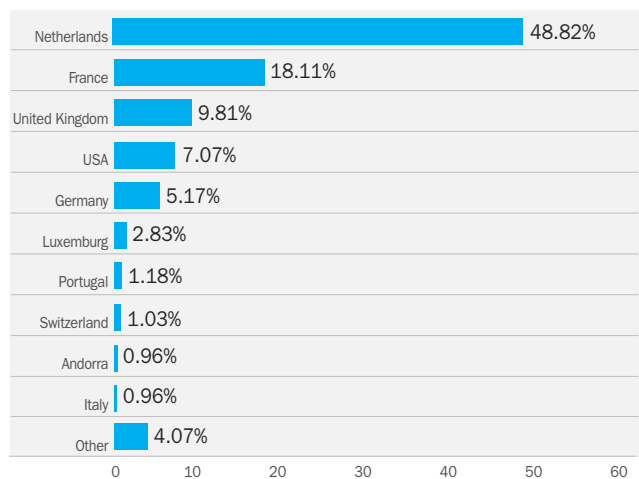
One of the leading European regions in hosting foreign investment projects

FOREIGN INVESTMENT. In million of €

	2008	2009	2010	% CAT/SPAIN
Catalonia	2,345.6	1,410.0	3,951.9	34.0%
Spain	29,501.2	12,248.9	11,637.2	100.0%

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

SOURCE OF FOREIGN INVESTMENT IN CATALUNYA Percentage of total, 2010



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

NUMBER OF FOREIGN COMPANIES ESTABLISHED IN CATALUNYA, 2010

France	620
Germany	615
United States of America (USA)	364
Italy	345
Netherlands	304
United Kingdom	243
Switzerland	186
Japan	99
Other	631
Total	3,407

Source: Invest in Catalonia. Acc10

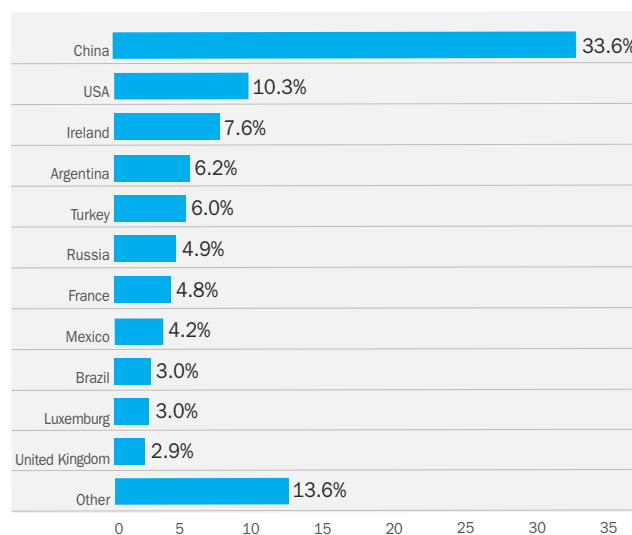
6.2. Catalan investment abroad

INVESTMENT ABROAD. In million of €

	2008	2009	2010	% CAT./SPAIN
Catalonia	6,291.6	2,174.7	1,263.9	4.9%
Spain	35,533.8	17,595.5	25,794.8	100.00%

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, 2010



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

6.3. Exports

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

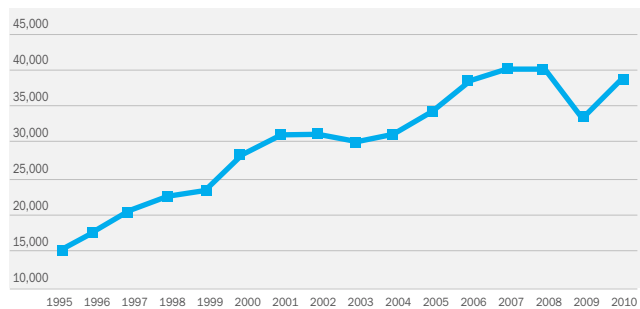
EXPORTS. In million of €

	2008	2009	2010*	% SPANISH TOTAL 2010
Barcelona	39,911.17	32,480.78	37,979.14	20.44%
Catalonia	50,514.43	41,460.90	48,594.51	26.15%
Spain	189,227.85	159,889.55	185,799.02	100.00%

*Provisional data

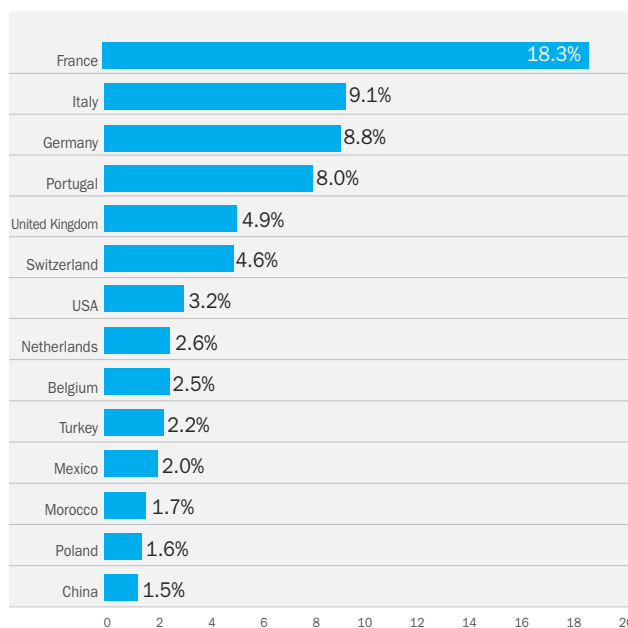
Source: Ministry of Industry, Tourism and Trade

EVOLUTION OF EXPORTS FROM THE PROVINCE OF BARCELONA (1995-2010)



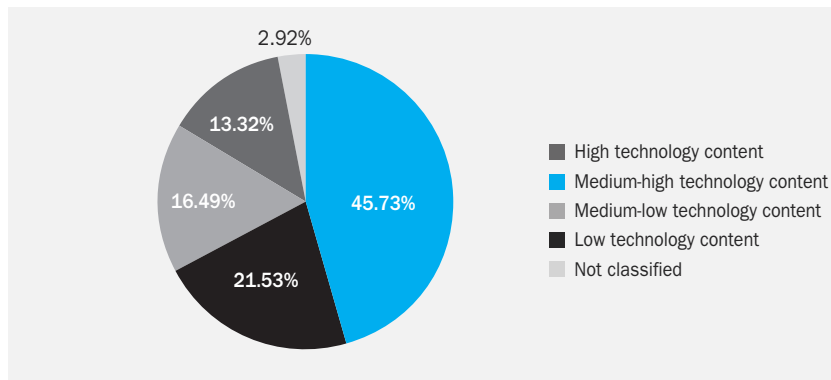
Source: Ministry of Industry, Tourism and Trade

MAIN DESTINATION COUNTRIES FOR EXPORTS FROM BARCELONA (PROVINCE). Percentages of total, 2010



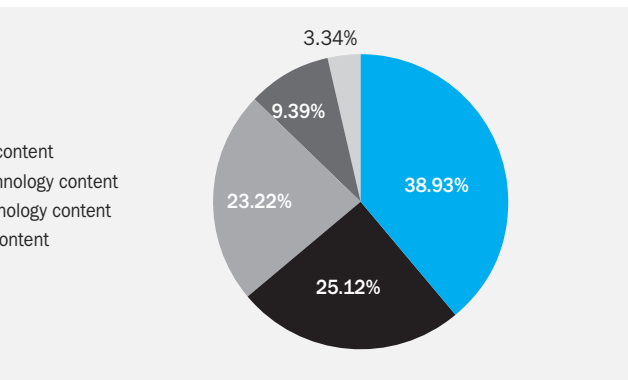
Source: Ministry of Industry, Tourism and Trade

DISTRIBUTION OF EXPORTS FROM THE PROVINCE OF BARCELONA BY TECHNOLOGY CONTENT, 2010



Source: Ministry of Industry, Tourism and Trade

DISTRIBUTION OF EXPORTS FROM SPAIN BY TECHNOLOGY CONTENT, 2010



6.4. Port of Barcelona

One of the top twelve European container ports

PORT OF BARCELONA INDICATORS

TRAFFIC (Data in millions)	2009	2010
Goods (tons)	41.8	42.9
Containers (TEU)	1.8	1.9
Passengers	3.2	3.4
INFRASTRUCTURES		
Surface space (ha.)		828.9
Docks and berths (km.)		20.3

Source: Barcelona Port Authority

EUROPEAN RANKING OF 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

Source: Cargo Systems. Top 100 Containerports

*TEU= Standard measure of maritime transport equivalent to a 20-foot container

6.5. Airport

Tenth European airport in number of passengers
International flights to 34 destinations,
with 148 frequencies per week in 2010

BARCELONA AIRPORT

	2008	2009	2010
Total passengers	30,272,084	27,421,682	29,209,595
Goods (in tons)	96,770	89,815	104,280

Source: Barcelona Economia

MAIN EUROPEAN AIRPORTS BY PASSENGER VOLUME

CITY (AIRPORT)	PASSENGERS 2010 (January-November)
London Heathrow (LHR)	61,071,215
Paris Roissy (CDG)	53,839,620
Frankfurt (FRA)	49,224,096
Madrid (MAD)	46,168,789
Amsterdam (AMS)	41,968,544
Roma-Fiumicino (FCO)	33,585,584
Munich (ZHR)	32,194,509
Istanbul (IST)	29,751,077
London Gatwick (LGW)	29,482,000
Barcelona (BCN)	27,122,284

Source: Airports Council International. Airport Traffic Report. Nov 2010

HIGH-SPEED TRAIN BARCELONA - MADRID

	PASSENGERS 2010	DURATION OF JOURNEY
AVE Barcelona-Madrid	2,610,300	2 hours 30 minutes

Source: Department of Statistics. Barcelona City Council

BARCELONA AIRPORT. INTERNATIONAL FLIGHTS BY GEOGRAPHIC AREA, 2010

GEOGRAPHIC AREA	DESTINATION AIRPORTS	NUMBER OF WEEKLY FLIGHTS	TOTAL NUMBER OF DIRECT PASSENGERS
North America	9	32	627,560
Africa	11	65	587,501
Middle East	4	19	243,697
South America	2	8	163,818
Asia	8	21 (9 cargo)	81,984
Total direct intercontinental	34	148	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

TOURISTS AND OVERNIGHT STAYS IN BARCELONA

	2009	2010	VARIATION (%) 2009-2010
Tourists*	6,476,033	7,133,524	10.15%
Overnight stays	12,817,170	14,047,396	9.60%
Credit-card spending	1,400,337,459	1,602,959,207	14.47%

*Tourists staying in hotels
Source: Turisme de Barcelona

RANKING OF EUROPEAN CITIES, 2009

CITY	TOURISTS
London	24,900,000
Paris	14,416,395
Berlin	8,262,957
Rome	7,737,404
Madrid	7,175,784
Barcelona	6,997,718
Dublin	5,476,000
Munich	4,983,632
Vienna	4,756,442
Amsterdam	4,627,700

Source: Prepared by Turisme de Barcelona using data from TourMIS

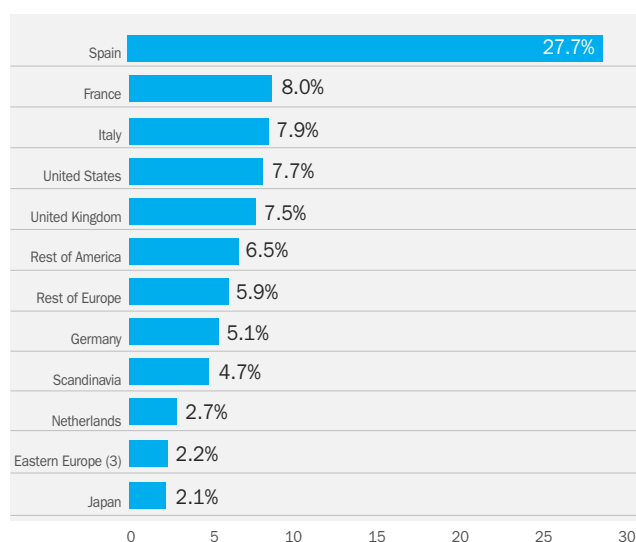
Notes: a) Number of tourists in any type of accommodation, except Paris, Rome, Amsterdam and Munich, which only include hotel stays. London and Dublin include visits to friends and family; b) Data for area inside city limits except London, Dublin and Vienna, which include surrounding areas.

HOTEL INDICATORS

	2009	2010	VARIATION (%) 2009-2010
Hotels	321	328	2.18%
Rooms	30,933	31,776	2.73%
Occupancy (beds)	60,331	61,942	2.67%

Source: Turisme de Barcelona

ORIGIN OF TOURISTS 2010 (%)



Source: Turisme de Barcelona

(3) Eastern Europe: Czech Republic, Russia and Poland

7.2. Tourist cruises

Top destination for cruise passengers among Mediterranean ports

CRUISE INDICATORS

	2010	VARIATION (%) 2009-2010
Cruise passengers	2,350,283	9.24%
Embarking	632,443	6.58%
Disembarking	633,170	7.70%
In transit	1,084,670	11.65%
Cruises	841	5.26%

Source: Turisme de Barcelona

7.3. City of fairs and congresses

Barcelona, second city in the world for organizing international meetings

CONGRESS ACTIVITY INDICATORS

	2008	2009	2010	VARIATION 2009-2010 (%)
Total meetings	2,482	1,857	2,138	15.1%
Congresses	383	294	310	5.4%
Conferences, Symposia, Courses	286	215	226	5.1%
Conventions and incentives	1,813	1,348	1,602	18.8%
Total delegates	695,902	576,157	616,833	7.1%

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

BARCELONA TRADE FAIRS. BENCHMARK IN EUROPE

BARCELONA TRADE FAIR		OTHER EUROPEAN VENUES
MOBILE WORLD CONGRESS	Cebit - Hannover	-
EIBTM	-	-
PISCINA	Piscine - Lyon	-
HOSTELCO	Host - Milan	Equiphotel - Paris
ALIMENTÀRIA	Anuga - Cologne	Sial - Paris
CONSTRUMAT	Batimat-Paris	Bau - Munich
SALÓ NÀUTIC	Nautico - Genoa	Boot - Düsseldorf
EXPOQUÍMIA	Achema - Frankfurt	Interchimie - Paris
HISPACK	Interpack - Düsseldorf	Emballage - Paris
GRAPHISPAG	Drupa - Düsseldorf	Grafitalia+Voverflex - Milan (2013)/IPEX - Birmingham (2014)
AUTOMÒBIL	Saló Internacional de l'Auto - Geneva	IAA - Frankfurt / Mondial de l'Automobile - Paris (alternate years)
BMP Barcelona Meeting Point	Mipim - Cannes	Expo real - Munich
SALÓ DE LA LOGÍSTICA	Int.Logistics Solutions Show Paris	-
SONIMAGFOTO&MULTIMEDIA	Photokina - Cologne	-
CARAVANING	Caravan Salon Düsseldorf	-

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, 2010

RETAIL	
Number of companies	16,429
Jobs	150,808
MUNICIPAL MARKETS	
Food	39
Specialised	4
Number of establishments	2,929
Total surface area	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 European city in 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, energy efficiency and the development of renewable energies

GREEN ZONE INDICATORS IN BARCELONA, 2009

Urban parks (green zones for public use)	5,595,000 m ²
Urban green (green spaces incorporated into the urban fabric)	10,771,312 m ²
Per capita urban green space	6.6 m ² /inhabitant

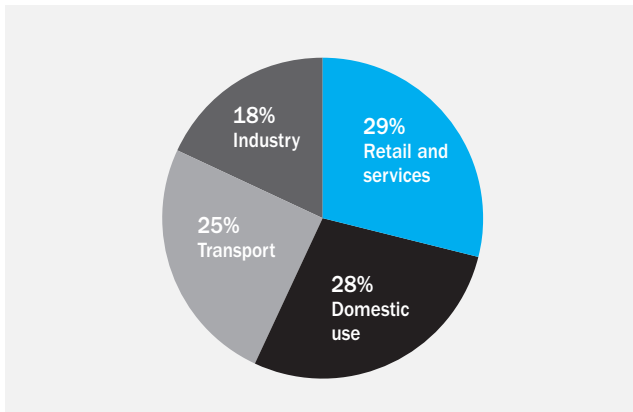
Source: Barcelona City Council. Statistics Yearbook 2010

BEACHES (NUMBER / KM²) → 7 / 4.410

9.1. Energy and the environment

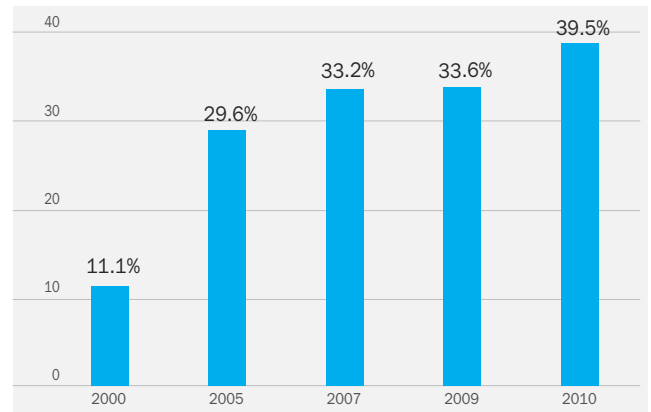
Commitment to energy savings, energy efficiency and the development of renewable energies

BREAKDOWN OF ENERGY CONSUMPTION BY SECTOR (%). 2008



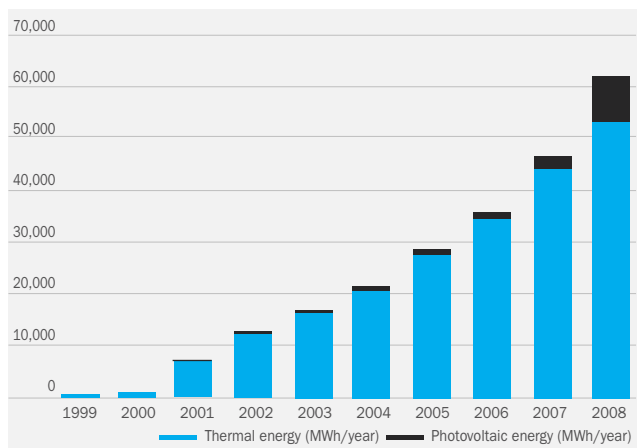
Source: Barcelona City Council Department of Statistics. Barcelona Energy Agency.

EVOLUTION OF SELECTIVE WASTE COLLECTION IN BARCELONA (%)



Source: Barcelona Energy Agency

EQUIVALENT ENERGY PRODUCED BY SOLAR ENERGY FACILITIES IN BARCELONA



Source: Barcelona Energy Agency

GREENHOUSE GASSES EMITTED IN WORLD CITIES

CITY	PER CAPITA TONS OF CO ₂
Sao Paulo	1.4
Delhi	1.5
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	13.0
Denver	21.5

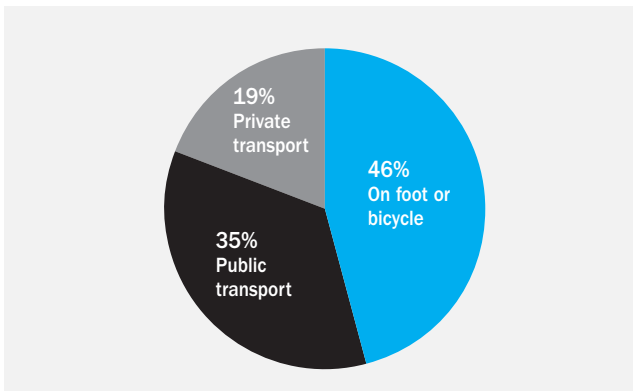
Note: Emissions taking into account total energy consumption in the city. Emissions both from city's consumption and that outside its borders.

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 stages from ATM, the city's traffic-detection reels, tourist activity, school transport, traffic composition flows, bicycle and pedestrian flows.

BIKE PATHS (km/public users) → 180 / 119,529

Source: Department of Statistics. Barcelona City Council

9.3. Residential real estate market

Adjusted housing prices

AVERAGE HOUSING PRICES IN BARCELONA, 2010

Rent (€/m ² /month)	12,93
New housing sales (€/m ²)	5,242
Second-hand housing sales (€/m ²)	4,046

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, 2010

Public libraries (number and users)	36 / 5,982,936
Museums, collections and exhibition centres (number and users)*	41 / 17,509,002
Theatre, music and cinema spectators*	13,818,356
Public sports facilities (number and users)*	1,671 / 182,367
Pre-school, primary and secondary schools*	870

*Data from 2009
 Source: Institute of Culture. Barcelona City Council

10.

International positioning of Barcelona



"European Cities Monitor" (2010)

5th best European city for business
 2nd European city in progress
 1st European city in worker's quality of life
 4th most well-known city in Europe
 6th in internal transport
 8th in value for money in office space
 9th in cost of staff



"Scorecard on Prosperity" (2010)

3rd in global prosperity
 1st in labour attractiveness



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

5th in Europe
 1st in Southern Europe
 4th for human resources
 4th for facilities



"The Urban Elite-Global cities index" (2010)

26th in the world



"World's happiest cities" (2009)

3rd in the world

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

5th in the world



"World-wide cost of living survey" (2010)

Not in the group of the 45 most expensive cities in the world



"World Country & City Rankings" (2009)

2nd in the world for organizing international meetings



"International Meeting Statistics" (2009)

10th in the world for organizing international congresses



"Best Conference Destination" (2010)

Silver –Barcelona (2nd place)



"Prices and Earnings" (2010)

Net hourly wage adjusted by purchasing power
 29th city in the world

Most cities relegate their business sector to the outskirts of the city. But in order to establish knowledge, Barcelona prefers the 22@Barcelona innovation district, on the waterfront in the city center. More than 4,500 companies connected to the media, ICT, energy, bio and design sectors agree and, since 2000, have created more than 56,000 new jobs.

Visit www.bcn.cat/barcelonabusiness



**CREATE
INVEST
WORK
LEARN
RESEARCH
SMILE
/
DO IT
IN
BARCELONA**



Economic Promotion Area

Barcelona City Council

Llacuna 162

08018 Barcelona · Spain

www.bcn.cat/barcelonabusiness

