

Consulates  
of the sea

New project  
to attract  
multinational  
companies  
from emerging  
countries



# barcelona

good news winter 2008 n.45



Ajuntament de Barcelona

Economic Promotion

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# editorial

Companies have to be able to revise those factors that have been key during their successful periods and look, from the present, to the future. Barcelona wants to be amongst those cities constructing the future, close to those that set trends, those that attract talent, develop ideas and generate the latest thing, and in the end, those that can re-think the present and establish a new frame for a collective future. As such, the Catalan capital wants to share its ambition as a city with those other cities that also want a new economic and social development framework based on knowledge, creativity, and the empire of ideas.

This spirit of innovation, of change, and analysis of its own model, is the spirit of Barcelona, an innovative city that attracts talent, and that, with two thousand years of history, is re-inventing itself whilst at the same time remaining faithful to its Mediterranean spirit.

In the X and XI centuries, Barcelona took on the role of capital, the head and home of Catalonia, just at a moment when the country was becoming a power in the Mediterranean. In the XIII century, the so-called Consulates of the Sea were set up and these would consolidate Barcelona's position as a capital and epicentre of maritime commerce in the Mediterranean. The city is clear about its potential and the resources it has to convert this into opportunities for the future. This is why Barcelona City Council has started this new Consulate of the Sea project with such ambition and excitement, which should drive us towards a new Barcelona for the XXI century, a city that works every day to position itself amongst the leaders on the economic map of the new century. The new global realities of today impulse the presence of our city especially since it is no longer limited to a certain physical area, but rather the whole world, and, at the international level, the project takes the brand name Barcelona/Món (World).



## a new proposal for a new century

Barcelona City Council has begun a new project to create an international network to develop its presence in the most dynamic cities in the world. The project takes its inspiration from the principles governing Barcelona's Consulates of the Sea dating back to the X-XI centuries, when the city consolidated its position as the capital and centre of the Mediterranean's maritime commerce.

The medieval Consulates of the Sea, pioneers in their day, exercised jurisdiction over maritime and commercial causes. Their work established the principles for maritime commercial law that would reach forty-seven cities where Barcelona had consulate representation.

Barcelona has now recovered the spirit behind this institution, adapting it to the needs of the 21<sup>st</sup> century: the main objective of the Barcelona/World project is to create a presence in a series of strategic cities so as to get a better understanding of their real situations and at the same time develop the potential of Barcelona in the

world and make the most of opportunities that might arise, like detecting successful models and applying them to our reality (just as was the case with Biocat), or finding opportunities for our businesses, universities, business schools and institutions, or just explaining the Barcelona brand and maintaining its prestige in the world.

Regarding the selection of cities to form part of the Barcelona/World project, a number of so-called mega regions have been chosen, which some authors regard as the main business areas in today's economy. These mega regions are polycentric agglomerations of cities with their respective "hinterlands". These new sorts of entity already act in the same way as metropolises did before them, attracting talent, production capacity, innovation and markets.

There are some forty such mega regions in the world today distributed across three continents: fifteen in America, thirteen in Asia and twelve in Europe, which represent 65% of the wealth generation in the world and 85% of its innovation.

A list of twenty candidate cities was drawn up from the main forty cities in these mega regions, correcting for power imbalances to include Oceania and Africa. Of these, a final list was agreed with eight cities in the first phase of the network rollout: three Asian ones –Dubai, Singapore and Shanghai-, three European ones –London, Paris and Berlin – and two American ones –New York, Buenos Aires -. All these cities have ACCIÓ offices, and in seven of the cities work has already begun by the Direction of International Economic Promotion and ACCIÓ to develop an economic analysis of each, identifying key people, determining relevant economic projects, events and news of interest in each city.

An innovative spirit of change and the ability to rethink its own model is characteristic of Barcelona's own spirit -an innovative city that brings together talent, and which, with 2,000 years of history, is reinventing itself while remaining faithful to its Mediterranean spirit.

## technical and prestigious network

A list of cities was drawn up to define where the first stage of the Consulate network would be set up by Barcelona City Council and, afterwards, these will become a model and pilot-testing ground for the rest.

A presence in these cities is guaranteed thanks to an agreement between the Economic Promotion Sector at Barcelona City Council and ACCIÓ, a Regional Government entity of the Generalitat de Catalunya that has forty offices across the world. The idea behind the project is to create a network of technicians that will act as socio-economic observers working in the cities in question, while also working as correspondents for Barcelona.

These observers, the so-called Area Managers, have a dual role. On the one hand they will be socio-economic observers, meaning they will be "beacons", and at the same time "correspondents" for the city of Barcelona.

These "beacons" identify trends and business opportunities (economic, business, urban projects...) that might be of interest for Barcelona, whether because they might

generate knowledge, establish collaboration projects in our city, or identify fairs, international institutions, or events that could be of interest, supporting company start-ups or institutions from Barcelona; or identifying Catalan residents in the city in question that could help with information or that might need socio-economic support.

Acting as "correspondents", the observers' role will be to position the Barcelona brand in the business world of the city in question so as to develop Barcelona's prestige and attractiveness for business. They will also promote business opportunities in our city and its hinterland, inter-acting with influencers and local authorities in order to enhance the quality image of Barcelona, and organising events that can promote our city.

This network will be complemented by the so-called Honour Members, a second type of representative for Barcelona of an honorific and institutional nature -people with an extensive network of contacts and professional relations and a positive attitude and commitment towards promoting Barcelona. The Honour Members will get



logistic support from the Barcelona/World Project coordination team. As well, Honour Members will use their network of local and regional contacts to help the observers position themselves in their respective cities, giving advice and giving their vision of the city from their professional or personal point of view, whilst receiving information about the activities or commercial missions that Barcelona City Council is carrying out in the city or region in question.

## mayor of barcelona inaugurates first consulate of the sea in shanghai

The Mayor of Barcelona, Jordi Hereu, inaugurated Barcelona's first Consulate of the Sea last November 10<sup>th</sup> in Shanghai. The objective: to position the Barcelona brand and consolidate the prestige of the city as part of a commercial mission (called a Business Bridge) by a Barcelona delegation to the cities of Wenzou, Hangzhou and Hong Kong.

The delegation included Deputy Mayor for Fiscal Policy and Economic Promotion, Jordi William Carnes, the President of the Economic Commission for Economic Promotion at Barcelona City Council, Jordi Portabella, the Vice President of the Chamber of Commerce, Josep Manel Basáñez, the Delegate for Presidency and Institutional Relations at Barcelona City Council, Ignasi Cardelús, the President of the Port Authority of Barcelona, Jordi Valls, and the Managing Director of Turisme de Barcelona, Pere Duran.



### Two honorary citizens from china

During the inauguration of the first consulate, the mayor gave the first honorary citizen awards to Chinese citizens Xiaoming Zhu and Weijiong Zhang for their contribution to establishing links between Barcelona and Shanghai in the industrial and commercial sector.

Zhu is the President and professor at the CEIBS business school and dean of the Guild of Economy and Management and advisor to the Shanghai Jiao Tong University.

On the other hand, Zhang is Vice President and Vice Dean and professor at CEIBS.

These Honour Member representatives are of an honorific type, and together with the technical observers or Area Managers, they represent another instrument to make sure Barcelona has a presence in China.

## barcelona/paris/london

The mayor of Barcelona, Jordi Hereu, and the Deputy Mayor for Fiscal Policy and Economic Promotion, Jordi W. Carnes, inaugurated two new Consulates of the Sea last February 4<sup>th</sup> and 6<sup>th</sup> in two of the most dynamic and most relevant international cities in Europe: Paris and London. The new headquarters are located in offices operated by the Generalitat de Catalunya's ACCIÓ department in these two capitals.

Besides the inaugurations of the Project Barcelona/World in Paris and London, and taking advantage of the presentation of this project, a series of promotional actions were organised to develop economic relations between Barcelona and these two cities. In Paris, this included meetings with different institutions and organisations like the business incubator Paris Innovation République, dedicated to the design sector, the Salon des Entrepreneurs and the Cité des Métiers. As well, Barcelona took part in the 13<sup>th</sup> Annual ULI Conference organised by the Urban Land Institute.

Regarding the London visit, a number of meetings took place between representatives of Barcelona and the councils of London, Glasgow, Birmingham, and other British regional governmental organisms.

These two new consulates add to that inaugurated by the mayor of Barcelona, Jordi Hereu, in the city of Shanghai last November 10<sup>th</sup> as part of a Business Bridge promotional trip by an institutional and business delegation from Barcelona, which was headed by the mayor himself and which took in various Chinese cities.

Additionally, last December 2<sup>nd</sup> the first Latin American Consulate of the Sea was inaugurated, this time in Buenos Aires. One of the objectives is to promote Barcelona as a gateway to Europe, presenting it as a strategic hub to trade from and to

invest in, as well as boosting and promoting the presence of the Catalan capital in the world and establishing closer ties with Argentine businesses and institutions.

Buenos Aires is now one of the capitals of Latin America, one of the most interesting destinations regarding commercial exchanges for the Catalan capital. It is also one of the cities that have the most historic ties with Catalonia: 16,000 Catalans are able to vote in Argentina, and they represent around half the Catalan population of the metropolitan area of Buenos Aires, which ranks as the third largest in the world.





barcelona interview

## interview with horacio babini, director of ACC10 in buenos aires

Horacio Babini, Director of ACC10 in Buenos Aires, is an Argentinean with Catalan roots. This pleasant and very knowledgeable man about the Southern Cone market speaks to us about the relationship between both cities.

**How important is the fact that Buenos Aires is the first American city to form part of the Consulates of the Sea project?**

The presence of Catalan surnames in Argentina goes hand-in-hand with the origins of this country's independence. Sentenach or Esteve and Llach head the list of leaders of the independentist movement of 1810. Larreu (known as Larrea) was President of the first Assembly of Constituents and Matheu became President of the Junta. We should remember that Blai Parera wrote the music for Argentina's national anthem.

In the XX century, the presence of thousands of Catalans, ex pats or those exiled, left a permanent imprint on Argentina especially since the majority worked in industry and commerce.

The opening of the first Consulate of the Sea in the Americas ratifies this historical link and impules this special relationship

between Barcelona and Buenos Aires into the future.

**What is the key difference between the Consulate of the Sea and other institutions of a similar nature?**

The Consulate of the Sea will allow us to maintain regular communication between the institutions of Buenos Aires and Barcelona, bringing the chambers of commerce and commercial associations together, generating a calendar of cooperation that will benefit companies in both cities. The consulate will take on the role of detecting commercial and business opportunities that might arise, finding successful models, and it will also promote the 'Barcelona' brand.

**Will forming part of this project open up new possibilities for Buenos Aires?**

This project will be of great interest for the city of Buenos Aires especially when

we need to bring together interests and establish cooperation between the most dynamic sectors in both cities.

**The opening of the first Consulate of the Sea in the Americas impules this special relationship between Barcelona and Buenos Aires into the future**

**To what extent can Barcelona position itself as the gateway to Europe for Argentinean companies?**

Barcelona has already been chosen by some foodstuff multinationals as the headquarters for their operations in Europe. Argentinean companies have benefited from the privileged location of the Port of Barcelona to base their logistics centres for exporting to the rest of Europe and the Mediterranean Rim.

## barcelona interview

Barcelona is also positioning itself as a distribution centre for Argentinean exports in the refrigerated fresh food sector, and it has also been chosen by many companies in the ICT sector as they expand in Europe.

### **Which sectors are likely to find business opportunities in Argentina for Catalan companies?**

Priority economic and business sectors for Catalan companies are foodstuffs and their distribution, design (including architecture, fashion, and industrial design), ICT activities (Information and Communication Technologies), biotechnology (Chemicals, pharmaceuticals, hospital sector), renewable energy, and tourism. Other sectors of interest are aeronautics and car manufacturing.

### **What general advice would you give companies from Barcelona and Catalonia that want to work in or with Argentina?**

Argentina offers a good opportunity and return for sectors that are already mature in Europe, but due to the strength of the Euro, they need to launch in the market with an adjusted price-focused policy. As well, this is a market that recognises and values Catalan and especially “Barcelona” brand products.

### **What is the current relationship between the two cities?**

Thanks to the inauguration of the Consulate of the Sea, there has been a re-launch of relations between the two cities, with various types of cooperation studied with the Ministry of Foreign Affairs and the government of the Ciudad Autónoma de Buenos Aires.

**Barcelona is positioning itself as a distribution centre for Argentinean exports in the refrigerated fresh food sector, and it has also been chosen by many companies in the ICT sector as they expand in Europe**

Argentina, with more than 39 million inhabitants, is one of MERCOSUR’s most important partners and one of Latin America’s most important, perhaps its most important, in terms of its close relations with Catalunya, not just for its cultural relations, but also in terms of personal relations, too.

This market represents a wide range of opportunities for companies. In Argentina, there is a lack of financing, technology, know how, which can be solved with strategic alliances. In fact, these are being met by other countries like Brazil or Italy that are taking advantage of the exchange rates, the need for financing by Argentine companies and its qualified workers, and as such use Argentina as a platform to export across this region.

Catalan exports corresponding to the period January-December 2007 in Argentina reached a figure of 217.63 million €, a rise of 21.1% compared to the same period the year before, and this represents 31.61% of the total exported by

Spain. The sector with most growth has been raw materials (70.31%), hard goods (65.42%) and foodstuffs (58.89%).

Regarding Catalan imports, these reached a figure of 617.23 million €, a rise of 43.66% compared to the same period the year before and a share in the overall total for Spain of 32.08%. The sector that has grown most is semi manufacturing (138,27%), hard goods (67.65%) and foodstuffs (54.84%).

If we analyse exports in terms of categories, we can highlight the growth of conglomerate preparations for moulds, which stood at 201.35%, and domestic cars with a growth of 133.86%, amongst others.

In terms of imports, we can highlight iron and steel production and corn with a growth of 1500.29%, amongst others.



## barcelona, best european city for quality of life

Barcelona has Europe's best quality of life for professionals working at multinationals. This is the conclusion of the European Cities Monitor, an annual report from real estate agency Cushman & Wakefield, which this edition finds Spain's top two cities (Barcelona and Madrid) in the top ten in Europe.

Even though Barcelona remains in the top five cities preferred by executives and the largest companies for setting up their businesses, infrastructure is still an issue for companies when deciding on making investments. This is one reason why Brussels has climbed positions in the ranking.

Compared to 2007, Barcelona fell a position, from fourth to fifth place, with the classification led by London, Paris, and Frankfurt and where Madrid was placed 7<sup>th</sup>.

Those surveyed highlighted Barcelona's quality of life, the ease of finding staff that speak languages (11<sup>th</sup> position) and the quality of accommodation/hotels (3<sup>rd</sup> position). As well, Barcelona climbed positions regarding its environmental conscientiousness (10<sup>th</sup> position), for its ease of access to markets (9<sup>th</sup> position) and for the quality of its telecommunications (13<sup>th</sup> position).

While Barcelona dropped one place in the overall ranking, its total average score rose amongst the 34 European cities regarded as most interesting for doing business. Further more importantly, Barcelona keeps its place as the top city for quality of life, and third in hotel accommodation, followed by Munich and Stockholm.

The perception of the business and finance world is that Madrid and Barcelona are making big efforts to improve themselves and as such to be more attractive. Despite the fact that many businesses are centralising their businesses given the current climate, Madrid and Barcelona are amongst the options that many companies have in their expansion plans for the next five years.

Barcelona is attractive as well for its value-for-money labour costs, since it comes 10<sup>th</sup> regarding the list of cities with cheapest labour costs.



## project citybee

The Direction of City of Knowledge (a City Council department) is promoting new innovation-related activities regarding information and communication technologies with the objective of making Barcelona a benchmark in terms of technology and its social use. As such the Council is participating in different initiatives, and one of these is CityBee.

CityBee is a project financed by the European Union under the CRAFT programme, and this comes under the remit of the 6<sup>th</sup> Framework Programme. The objective of the project is to develop a low-cost, wireless infrastructure that supports localisation, guidance and emergency services for those groups of the population that are most vulnerable regarding marginalisation

(infants, the elderly, people with some type of physical or psychiatric disability). Barcelona City Council, together with CRIC (Catalan Centre for Research and Investigation), coordinator of the project, and companies from around Europe (England, Norway, Poland, Denmark, Hungary and Malta) and Catalonia make up the consortium in charge of developing this new technology. Barcelona City Council's role is to develop the testing of the technology. As such, at the start of 2009 there will be a pilot-test in the District of Gràcia in Barcelona in order to evaluate the reliability and viability of the new instrument. Afterwards, if the results are satisfactory, the companies in the Consortium will be able to commercialise this technology.





## barcelona is the fifth top port in the world

### the port of barcelona leads mediterranean and european cruise sector growth

In 2008 the Port of Barcelona became the 5<sup>th</sup> top port in the world for cruises in terms of number of passengers. Between January and August some 1,300,000 passengers used the port, with more than 2 million expected by the end of the year, a rise of 15% compared to 2007, which ended with 1,765,838 passengers and a total of 820 stopovers. Only the large three North American tourist ports in Florida –Miami, Port Canaveral and Port Everglades- and the Mexican port of Cozumel are above it.

The ranking of cruises for 2008 was carried out by GP Wild (International) Limited, and they published their list last July in a specialised magazine for Lloyd's Cruise International, one of the benchmark reports in this sector. The magazine highlights the fact that Barcelona leads the overall growth in all Mediterranean cruises, whose overall increases have also benefited other ports in the region like Palma de Mallorca, Naples, Venice, Pireu and Civitavecchia, which all jump into the top 20 ports in the world table.

The magazine highlights the fact that the Caribbean ports, which are in the busiest cruise zone in the world, are experiencing low rates of growth, while the Mediterranean has become the main emerging zone in the industry with Barcelona the benchmark port in Europe and the Mediterranean. Barcelona has carried out large investments to renew terminals and construct new ones, and there is a special mention in the magazine article about the new A Terminal inaugurated in 2008 and operated by the company Creuers del Port de Barcelona. The new A Terminal has been designed to handle the biggest cruise ships that are constructed today, some with a capacity for 6,000 passengers. Today, the Port of Barcelona boasts seven terminals dedicated exclusively to the cruise business and they enjoy a full range of services, security measures and these are adapted to each operator.

Lloyd's Cruise International claims the location of the terminals at the very heart of the city and its overall tourism attraction are key factors in Barcelona's success.

The magazine also highlights the spectacular growth of Barcelona both in terms of international passengers and in European and Spanish ones. Finally, Lloyd's Cruise International shows Barcelona is consolidating its position as a homeport, a turn round port where cruises start and end, and passenger numbers for this category are especially high compared to passengers in transit. Barcelona, with 1.2 million passengers starting and ending their trips in its Port, occupies the 4<sup>th</sup> place in this category.



## turisme de barcelona wants the visa process made smoother for chinese tourism

The proposal would bring a six-fold increase in Chinese visitors to the capital of Catalonia, taking the total up to 150,000 a year.

A number of institutions from Barcelona have called on Spanish consulates in China to make the visa process smoother from this Asiatic country with the aim of increasing the number of tourists coming to Bar-

celona, according to Pere Duran, Managing Director of Turisme de Barcelona.

The consulates are already studying this request, which would require tourists to have credit cards with high limits to guarantee their spending power. Last year some 25,000 Chinese came to Barcelona, 10% more than in 2006. According to Duran, the proposal could increase the number of tourists six fold in its first year of application, taking the figure to 150,000 tourists.

During a press conference in Shanghai, Duran reminded journalists that those Chinese that wanted to visit Spain experienced a lot of difficulties when applying for a visa and especially for getting it on time, since it was a "much more complex" process than compared to those for other European countries. The visa to come to Spain can take two months, the same as for India.

### hotels prepared

The inauguration of the Consulate of the Sea office in Shanghai and the possibility of the Catalan institutions' proposal prospering means that Turisme de Barcelona wants to prepare city hotels so Chinese tourists feel right at home. That's why they have asked four-star plus hotels in Barcelona to take Chinese preferences and tastes into account. This is something that the organism has been trying to do over the last twelve years since first visiting the Asiatic country, but which had been "somewhat abandoned" because of the difficulties getting visas.



## barcelona in the world

# barcelona city council and the chamber of commerce start up a new project to attract multinational companies from emerging countries

Barcelona City Council and the Chamber of Commerce have created a new international promotion project for the city called Barcelona Bridging Opportunities. The objective is to attract investment to the Barcelona area from new multinational technology companies that are being created in emerging countries.

The current economic context has created a globalisation and expansion process in a reverse sense to what we have been used to until now, with this coming from emerging countries to those with more consolidated economies in order to capture wealth generating investments. As such, one of the priorities now is to boost Catalonia's position as an operations base for companies coming from emerging countries that will soon become multinationals with business objectives and goals outside their own countries. With this in mind, the Chamber of Commerce and Barcelona City Council are concentrating their promotional efforts to capture these future multinationals.

## barcelona bridging opportunities with india



India will be the first country to participate in the new project. Based on a previous study carried out by a specialised entity, various economic sectors and business activities have been chosen because of their potential for internationalisation and because they are priority areas for Barcelona. From here, a group of companies from the BIO and ICT sectors were chosen and their CEOs were invited to visit Barcelona

to get to know its business and investment opportunities.

Representatives from companies like Zenith Software, Datamatics, Nasscom, IDS Infotech, Otira Pharmaceutical, FABA, Shantha Biotech, Biovet Private Limited and Nandan Biomatrix Limited took part in a common programme, with each having a tailor-made agenda with business meetings at local companies. A follow-up analysis will be carried out to evaluate the visits, to allow for further consultations, and to help realise projects.



## barcelona flyng

# sas to open new routes between copenhagen and barcelona this summer



The airline SAS Denmark will open new routes between Copenhagen and Barcelona, Malaga and Alicante this forthcoming summer, during which it expects to increase the frequency of links between the Danish capital and Nice, Rome, London and Alborg (Denmark).

SAS will offer daily flights between Barcelona and Copenhagen. This will add to the daily connection the company has with Madrid and the capital of Denmark. SAS Denmark is strengthening its position in Copenhagen, with the strategic objective of creating profitable expansion.



The managing director of SAS for Spain and Portugal, Hallvard Bratberg, considers that with these new flights to Copenhagen, SAS is making a strong strategic bet on the Spanish market, offering its passengers more direct routes to Denmark and more connections to Scandinavia and the rest of the world.

## barcelona flyng

# emirates airline studies launching a flight between barcelona and dubai



Emirates Airline is studying offering a regular flight between Barcelona-El Prat and Dubai that would add to the cargo flights that has operated since November 2006 via its Emirates SkyCargo division, according to sources at Europa Press.

If the Emirates' initiative comes off, Barcelona Airport would increase its international flight frequencies particularly with Asia, something that has long been sought by Catalan businesspeople, which want to see the Airport become an international flight centre (hub) for the Asiatic market.

Emirates fly to Dubai once a week. Regarding cargo, Barcelona Airport also has connections to Hong Kong and Shenzhen operated by Cargolux and Jade Cargo, respectively.

The same sources say that a regular connection between Barcelona-Dubai is especially interesting as Dubai is an important source of business tourism and the Catalan

capital has a clear position in this market, and Dubai is also important as a source of medical tourism. In fact, Barcelona is already positioned in the international medical market with its 'Barcelona Centre Mèdic' brand, an association that brings together twenty specialist centres and diagnosis testing centres.

Emirates also want to make the most of this tourism potential, after receiving its first A380 last summer. Dubai wants to bring in some 15 million visitors per year in 2012 and the airline would be a vehicle to channel this tourism to the zone.



## non-stop to singapore

Singapore Airlines is the only Asiatic airline with a direct passenger route between Barcelona and Singapore, even though all its flights make a technical stop in Milan, Italy.

At the beginning of 2008, the management of the company announced it was studying the possibility of offering direct flights between the two cities since the results had been "good" and this would allow them to change to a daily flight.

According to sources in the sector, this possibility is still on the table and it would mean a step forward regarding the strengthening of Barcelona Airport's position, which offers more than 10 international connections.

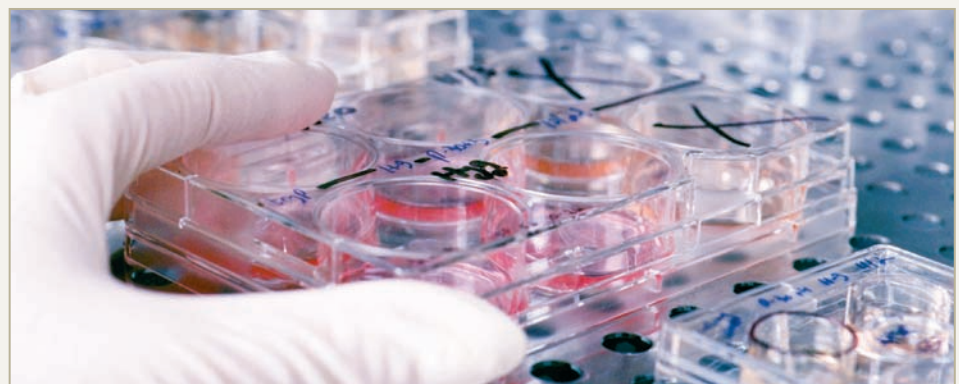
## barcelona fairs

# barcelona, capital of applied chemicals sector

Last October, Barcelona hosted the largest meeting for the Applied Chemicals sector in the South of Europe. Expoquimia, Eurosurf and Equiplast, which are held simultaneously, bring together the commercial, technical, and science currently being developed in the Mediterranean chemicals sector. This fair has become one of the major benchmarks for professionals and researchers in related disciplines to the sector.

The three fairs take up more than 130,000 squared metres of exhibition space and bring together some 50,000 visiting professionals -in total, some 1,100 direct exhibitors that represent more than 3,700 companies from around the world.

Expoquimia, Eurosurf and Equiplast currently make up one of the largest commercial showcases for the sector at the national and international level, with a wide variety of products, bringing new solutions and the latest technological applications. As well, it offers a wide programme of workshops, congresses, and seminars that put the Catalan capital at the centre of scientific debate.



## barcelona fairs

### III barcelona robotics workshop

the workshop saw the presentation of reem-b, the first robot wholly created in barcelona by catalan engineers

From December 12-14<sup>th</sup>, the city of Barcelona held the third Robotics Workshop organised by the City Council Economic Promotion sector. The objective was to bring the world of science and technology to all citizens in a simple and fun way.

The star of these workshops was the robot Reem-B, the first humanoid robot created wholly in Barcelona by Catalan engineers. This machine is capable of recognising people, communicating and carrying weights of up to 12 kilos.



### 13<sup>th</sup> european conference on power electronics and applications to be held in barcelona, september 8-10, 2009

enabling technology for sustainability



Advances in Energy Conversion and Conditioning Technologies (ECCT), exploiting new power electronic systems, energy conversion devices and system control regimes, are all fundamental and crucial to the development of the clean, efficient and sustainable technologies of the future.

Over 50% of the European, Japanese and North American electricity energy consumption passes through electronic conversion and conditioning equipment. This exploitation of ECCT will increase steadily. Aside the improved behaviour of systems, reductions in energy consumption is a key factor, helping to achieve Kyoto requirements and to address key issues related

to the reduction of Greenhouse gases and pollutant emissions in industrial processes and transport, in order to increase the use of renewable energy sources and to allow their integration onto the power grid.

Most of the electricity production based on alternative energy sources must undergo conditioning through ECCT equipment before use. ECCT is also a major means to achieve enhanced competitiveness of all industrial processes. Basic ECCT tech-

nologies alone constitute a world market estimated at multi-billion Euro values of which the EU has a 40% share. Significantly, ECCT is a core enabling technology providing central electric, control, diagnostic and management systems.

The EPE 2009 conference and exhibition will offer a wide discussion forum on all topics related to these aspects under the motto "Power Electronics and Adjustable Speed Drives for industrial applications.



## 22@barcelona presents 22@staying in company project, an initiative to link up international students with companies and institutions located in the district



The Third Deputy Mayor for Fiscal Policy and Economic Promotion and President of 22@Barcelona, **Jordi William Carnes**, and the President of the association of companies and institutions, 22@Network, **Josep M. Vilà** and the CEO for 22@Barcelona **Josep M. Piqué** presented the 22@staying in company programme to more than 250 representatives of companies, institutions and universities from the innovation district.

Carnes highlighted the importance of boosting the new knowledge society by attracting and retaining talent already here. He says: "It is very important to help companies in Barcelona to get access to international students taking courses in this city. The new knowledge society is based on people, meaning talent and therefore Barcelona has to be able to both draw international talent to the city and draw attention to the value of the international talent that lives here."

The 22@Staying in Company project is developing a set of initiatives to create ties between international university students and those on educational courses and companies in Barcelona via five different programmes that aim to attract and keep talent here.

### 22@master

Helps connect international masters and post graduate students and companies in the district.

### 22@becat

Thanks to collaboration between universities and Barcelona's consulates, this programme aims to help students come to 22@Barcelona from the most prestigious international universities.

### 22@FP

Thanks to the collaboration of all those centres offering Professional Training courses in the district of Sant Martí, this programme will help in-company training periods in 22@Barcelona-based companies for students from courses closely related to those clusters being developed in the district.

### MIT Spain

Barcelona's Official Chamber of Commerce, Industry and Navigation helps attract recently graduated MIT (Massachusetts Institute of Technology) students or those on postgraduates to companies and institutions in 22@Barcelona.

### 22@MBA

This collaboration programme with Barcelona's business schools offers companies the chance to reach MBA students.

## information and communication technologies company miraveo, with headquarters in silicon valley, moves to 22@barcelona district

Information and Communication Technology company Miraveo, with its headquarters in Silicon Valley, will set up in the 22@Barcelona district. The new offices will be located at 177 Avinguda Diagonal.

Miraveo develops technologies for creating Spontaneous Near Area Networks, or SNANs, which allow the setting up of local social networks using conventional mobile devices like mobile telephones, PDAs or laptop computers.

Miraveo was created out of technology and patents developed by the Polytechnic University of Catalonia (UPC), which has a shareholding in the company. The management, technical, and engineering team are located in headquarters in Barcelona,

while business development is situated in Silicon Valley. Its CEO is Mario Nemirovsky, a Silicon Valley entrepreneur and founder of various technology companies and a researcher at Barcelona Supercomputing Center (BSC), while the CTO is Jorge García Vidal, professor of Computer Architecture at the UPC. Other directors include prestigious researchers from UC Berkeley, Georgia Tech, and Cisco systems, as well as a former partner at Accel Partners, one of the big investors in new technologies in Silicon Valley and London.

Miraveo's technology allows the creation of SNANs networks free of charge in any place (in the street, commercial centres, the metro, bars, etc) since it does not use any existing infrastructure, and it does not have

connection charges: devices simply communicate with each other directly without using the mobile telephone operator's network and without needing permission to access WLAN and WiFi networks.



## design hub barcelona begins to fly

Design Hub Barcelona (Dhub) is already a reality. The Mayor of Barcelona, Jordi Hereu, accompanied by the project's Commissioning Director, Ramon Prat, and the Director of the Dhub Museum, Marta Montmany, presented the project last December in the place which is set to become the heart of design in the city of Barcelona.

Mayor Jordi Hereu highlighted the fact that Dhub is a strategic project for Barcelona because it concerns the field of design, and this is one of the "clearest expressions of strategic advantage for Barcelona".

Design Hub Barcelona came into being with the objective of bringing together the design proposals being developed in the city, and as such becoming a space for reflection and



criticism for the field. As such, it will work in the same way as an operating system that will establish a network with other facilities, amongst them Foment de les Arts Decoratives (FAD) and the Col·legi d'Arquitectes de Catalunya (COAC).

### more than just a museum

Design Hub Barcelona has started its activity bringing together the collections of three museums with each keeping its own identity: the Museu Tèxtil i de la Indumentària, the Museu de les Arts Decoratives and the Gabinet de les Arts Gràfiques.

As such, DHUB will be located in a new emblematic building in Plaça de les Glòries after 2011, and whilst construction takes place the centre will have two headquarters: in the Palau Reial de Pedralbes, where the permanent collections will be located, and the Palau Marquès de Llió, for temporary activities.

## barcelona companies

### barcelona starts campaign to strengthen citizen services to promote employment and the economy

"barcelona, city of opportunities" aims to promote services offered by the city and those resources that citizens have close at hand

Under the slogan "Barcelona, a city of opportunities", Barcelona City Council started a new communication campaign last November designed to promote services available for citizens in the area of economic promotion and make Barcelona a city of opportunities to train, to find work, to start up a business, to set up in the technology and innovation district 22@barcelona, or to participate in one of the 174 fairs that are held during the year. Amongst the opportunities, we find programmes like "Move for employment", that Barcelona Activa and the Catalan Employment Service started last November (via the 012 telephone service) so that the unemployed can find resources and opportunities available in Barcelona to get back to work.

This campaign comes under a wider-ranging campaign called "Long live Barcelona" (Visca Barcelona) to promote the Economic Promotion sector's specific services and products whether they are regarding employment, with new tools for training for the

unemployed, or for entrepreneurs and the creation of companies, or also for promoting innovation and research centres in Barcelona and its metropolitan area, including the latest Internet tool –the research and innovation map ([www.bcn.cat/innova](http://www.bcn.cat/innova)). As well, the aim is to raise the level of knowledge about the city's five universities and its business schools in order to boost the role of knowledge as an essential tool for increased competition.

The campaign's other messages include: the role of tourism and the 65,000 direct jobs it generates for Barcelona, with 14% of the city's GDP; business-related tourism, seen principally through the 174 fairs held at Fira de Barcelona; or more than 500 Barcelona Activa activities to improve professional profiles; support programmes delivered by Barcelona Activa to help start-up companies, with a balance of 700 firms; the innovation district 22@Barcelona, where more than 1,000 companies have set up; or messages about the 30,000 shops that make up the city's commerce, and the network of 46 municipal markets in the city.



## swedish capital risk fund scope invests 6.5 million in catalan company artificial solutions

Founded in Barcelona in 2001, Artificial Solutions was created by Johan Ahlund and three Swedish entrepreneurs. The company, which develops natural language applications to optimise and automatise client services, has closed its first financing round with a value of 6.5 million euros from Swedish capital risk fund Scope. With this agreement, the fund will have 24% of capital, while the rest is controlled by the founders.

One of the best known Artificial Solutions products is the virtual help "Anna", which works on pages like that of Ikea to solve questions about the Swedish company's furniture products. Ikea's "Anna" is found

in twenty-four countries, speaking eighteen languages, undertaking between 40,000 and 50,000 conversations a day.

Artificial Solutions also has clients in twenty countries like Tele2, Orange, Epson, SAS and EON, servicing these from ten offices in European cities. The company is present in Stockholm, Copenhagen, London, Paris, Lille, Milan, Hamburg, Amsterdam, Madrid and Barcelona, where its operating centre is. Here, we have 100 of the company's 150 workers representing thirty different nationalities.

The company's growth plan foresees incomes of 50 million euros in 2011-2012.



## barcelona will be the headquarters of a siemens diagnosis unit for southern europe

**SIEMENS** The capital of Catalonia will become the central operations benchmark for research and development projects (R+D). As such, Siemens will install its diagnostics centre for southern Europe (including Albania, Andorra, Belgium, France, Italy, Greece, Liechtenstein, Luxemburg, Macedonia, Malta, Portugal, Switzerland, Cyprus and Spain).

This decision means the company will sign collaboration agreements with institutions, especially an agreement with Hospital Clinic of Barcelona, where they have installed the largest robotised analysis process in Europe.

As well, the company has recently inaugurated a data processing centre (CPD) that belongs to a worldwide network and that offers services for 25 different countries.

The multinational has designed a strategic plan for the Catalonia area that includes its factories in Cornellà de Llobregat and Rubí, where some 1,200 people work and which generates an annual turnover of 250 million euros. The objective is to double its growth every year until 2010. The plan foresees an investment of 210 million euros over three years.



## new technologies; imagsa, variable speed limits



One of the priorities of European administrations is efficient management of traffic to reduce traffic jams and accidents. As such, the latest initiative taken is the implementation of a variable speed limits on some of Spain's roads.

Imagsa Technologies, located in Barcelona Activa's incubator, has participated in the design of an intelligent device to manage traffic. This is a device that calculates the average time it takes a car to travel a certain distance.

Imagsa is collaborating with Aeronaval de Construccions i Instal·lacions (Acisa) on the implementation of intelligent devices to control lorries carrying dangerous loads in Catalonia and the Bask country.

Founded in 2006, Imagsa was set up by six partners that control 100% of the

company's capital, and which is specialised in the development of intelligence image devices for exteriors. The objectives of the company for 2009 include the development of its international business, starting negotiations with specialised companies in the area of systems for roads, especially in projects in France and England.

This Catalan technological company boasts capital of 300,000 euros and has a turnover of 100,000 euros, which they expect to increase to 500,000 euros in 2009.

## adapted tourism with somi!



Services for those with restricted mobility is an interesting business for all those companies that are waiting for the full development of the new Dependency Laws.

One company that has taken a position in this area is Somi!, which has its headquarters in Barcelona Activa. Created in 2007, this company develops its business in the area of transport for people with limited mobility, via insurance companies and others consolidated in the social assistance sector or directly to clients.

During 2008 the company decided to enter the leisure and entertainment sector, closing deals with Viajes Accesibles de Viajes 2000, a travel agency in the Once Group to offer assistance services for tourists with reduced mobility that visit Barcelona.

The company has allied with two companies from the tourism sector that have also come up through Barcelona Activa. One of these is Ocio Vital, working in the wine tasting tourism and gastronomic segment, and the other Kalipolis, which offers guided visits for tourists coming to Barcelona.



## catalan technology companies out to win over silicon valley

Accompanied by Barcelona Activa and Barcelona Chamber of Commerce, some of Catalonia's most cutting-edge companies are starting to land in Silicon Valley, the technology mecca of the world.

Both entities have signed a collaboration agreement with one of the most important incubators in the USA, the Plug and Play Tech Center, located in Sunnyvale (California), which plays host to 170 technology start-ups. The agreement is based on the promotion of sharing experiences between the parties concerned, and the organisation in their respective regions of international seminars addressed at entrepreneurs and institutions. One of the objectives is to help technology start-ups in the area of Barcelona set up in Plug and Play Tech, as well as

encouraging those in the North American incubator to launch their services and products in Europe or Spain via Barcelona.

As well, the agreement also aims, amongst other things, to co-organise a meeting between Barcelona-based technology innovation companies and venture capital companies in Silicon Valley in the framework of HIT 09 (Hothouse for Innovation and Technology), which will be held in Barcelona next June, 2009.

At the moment there are various companies that have already confirmed their presence in the Plug and Play Tech Center. These are technology start-ups Justinmind, Inspirit, Futurlink, 3Scale –which is already installed in the North American incubator – the open access software Abiquo, and technology and music company BMAT, and the biomedical technology company InterCath. Others that have shown an interest are SitMobile, Mobile4media, Bitlonia and Oasysoft.

Thanks to an agreement between Barcelona Chamber of Commerce and Barcelona Activa and Plug and Play, entrepreneurs can also meet ten venture capital companies during the first three months in the incubator and they will have contacts with some of the most prestigious companies in Silicon Valley like Microsoft, Google and Yahoo.



## city council, five universities, and the chamber of commerce agree to create technology-based companies

Barcelona City Council, Barcelona's Chamber of Commerce, the UB, UAB, UPC, UPF and Universitat Ramon Llull have signed an accord which shows their willingness to cooperate and pool the efforts of a series of institutions working in the area of research and innovation in Barcelona and its metropolitan area.

The accord sets a framework for a stable collaboration between all the signing parts regarding the promotion of research and innovation and its value. Additionally, the transfer of knowledge as an instrument to support business innovation, the promotion of an entrepreneurial spirit and the attraction of talent.

According to the mayor of Barcelona, Jordi Hereu, this is all about making "a huge factory of quality employment, which should help generate more and better employment. This is the line that we want to follow in the following years."

The mayor of Barcelona, Jordi Hereu, the deans of Universitat de Barcelona, Dídac Ramírez, Universitat Autònoma de Barcelona, Ana Ripoll, Universitat Politècnica de Catalunya, Antoni Giró, Pompeu Fabra, Josep Joan Moreso, Universitat Ramon Llull, Esther Giménez-Salinas, and the president of Barcelona's Chamber of Commerce, Miquel Valls, signed an accord representing a general will to collaborate between their respective institutions.



Besides the existing synergy between these institutions, they also want to bring value to knowledge generation, make this available to society, and as such contribute to changing the city's productive structure, boosting high-value-added economic activities.

Amongst the accord's objectives, which are designed to help develop Barcelona's position as a cutting edge research, knowledge, innovation and entrepreneurial city, we can highlight the reduction of barriers that professionals, researchers and entrepreneurs still find when they come to live in the city of Barcelona to develop their activities.



Further more, another important objective is to provide a greater and more effective impulse to the transformation of research and new knowledge generation into innovation and economic development.

In conclusion, this is about making Barcelona recognized worldwide as a leading city in the field of research, knowledge, entrepreneurship, and innovation.

## creápolis, esade's new campus in barcelona



ESADE, one of Spain's most prestigious international business schools, will inaugurate its new Sant Cugat del Vallès campus, the so-called Creápolis campus, at the beginning of 2009. This new campus will unite academic teaching and applied research in companies together under one roof.

Creápolis is an important strategic decision to guarantee ESADE's future. The school is a pioneer in the application of new European studies, known as the Bologna Plan, which it already applies in its current course.



Every year, ESADE appears in the top positions in the international business school rankings, which shows the excellence of its teaching, something well-known throughout the business and academic worlds.

The campus will also include a building that will act as a business and technology park. The project expects companies to install their investigation centres here, dealing with business management, market research and marketing, and incubators for companies and start-ups. The objective is that these centres collaborate with ESADE students.

Its international expansion strategy includes alliances with other prestigious universities abroad like Georgetown in the USA. All in all, there are accords with some 100 universities.

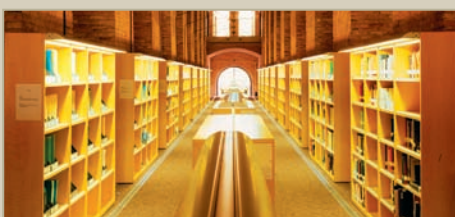
## new campus for the universitat pompeu fabra in 22@barcelona



A new Universitat Pompeu Fabra campus will open with classes in a former factory called Ca l'Aranyó, located in the 22@barcelona district. This will play host to 3,500 people, amongst them professors, students, researchers, administration and service staff.

By bringing studies in the area of communication and information technologies together in the Poblenou area, this will free up the Pompeu Fabra's building at the southern end of the Rambla, and its classrooms in the Estació de França train station, where the engineering studies are currently held.

The Ca l'Aranyó complex will play host to classes for degrees in Audiovisual Studies, Journalism, Translation and Interpretation, and Computing and Telecommunications Engineering.



## technology and innovation bridge to silicon valley and seattle

As such, next April there will be a new edition of the so-called Business Bridge – Technology and Innovation Bridge- to Silicon Valley and Seattle. Organised by the Barcelona Chamber of Commerce, Barcelona Activa and the Department of International Economic Promotion at Barcelona City Council, this edition of the “Bridge” will take place between April 27th and May 1st, 2009.

The area of Silicon Valley has the highest concentration of new technology and innovation companies, institutions and universities in the world. Seattle, the home base of Microsoft and Boeing, is located in a region with a significant level of industrial concentration in four key industries: aerospace, software for computers, biotechnology and telecommunications.

As such, these technology bridges are aimed at providing participants the maximum number of tools so they can share experiences, become more international,

analyse opportunities and economic trends and key success factors in the Silicon Valley and Seattle area, while at the same time promoting Barcelona abroad.

This bridge will include a common agenda with visits to organisms and emblematic companies in this area and others of more general interest, seminars and presentations, networking activities, etc... In this edition we can highlight a workshop in the central headquarters of Microsoft in Redmond (Seattle) and a seminar (Plug&Play Tech Center Tech Track) in the headquarters of the incubator in Silicon Valley, the Plug&Play Tech Center.

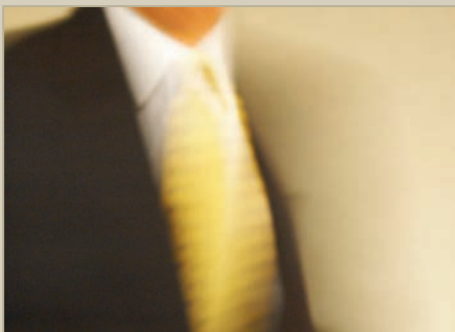
As well, companies can ask for a specific programme with an individualised agenda of business meetings tailor-made for each participating company. The bridge is aimed at new technology and ICT companies, the university sector, medical and biomedical companies and others in the logistics area or research sectors.

For more information and registration, contact Núria Vives at Barcelona Activa: [nuria.vives@barcelonactiva.cat](mailto:nuria.vives@barcelonactiva.cat) or Marta Amorós at Barcelona Chamber of Commerce: [mamoros@cambrabcn.org](mailto:mamoros@cambrabcn.org)



## esade business school's ascends for the 6th consecutive year from 9th place to 7th in europe and from 21st to 18th worldwide

Every year the Financial Times publishes their MBA Rankings. After the most recent publication few days ago, ESADE Business School's continued ascent for the 6th consecutive year in the ranking climbing from 9th place to 7th in Europe and from 21st to 18th worldwide.



Other interesting results in the ranking include our:

• **3rd and 5th place worldwide for alumni Career Progress and Salary Increase respectively.**

Assessing different aspects of the programme, the ranking once again highlights not only the quality of our graduates but also the sterling work of our Career Services Department. As a select programme with a proportionally large Careers Services Team, students count on a high degree of personalised attention throughout the MBA to help them manage their futures.

• **8th place worldwide for international mobility.**

With 40 nationalities represented in each graduating class, the highly diverse and globally oriented nature of the ESADE MBA is reflected in the school's rank in terms of international mobility post MBA.

# barcelona business notes

## **The Port of Barcelona creates a special railway link to Lyon with Renfe and SNCF**

The Port of Barcelona has recently taken a further step to establish itself as a distribution hub for goods being transported to the north of Europe. An agreement developed by the Port Authority of Barcelona (APB) between Renfe and SNCF (the French network operator) will allow the setting up of a special railway link between the port and Lyon as from February 8<sup>th</sup>. From here, freight can be easily transported on to other European countries with the French city linking up with the high speed train network, the continental AVE.

Without a doubt the move represents a move forward for Barcelona since it strengthens the capital of Catalonia's position, and it will now compete directly with Atlantic ports like Antwerp, in Belgium, and the French and Mediterranean port of Marseilles.

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## **Participation in the Shanghai Universal Exposition**

The Mayor of Barcelona, Jordi Hereu, headed an institutional and business mission to various Chinese cities last November, with the visit also allowing the Mayor of Barcelona and his homologue from Shanghai, Han Zheng, to formalise Barcelona's participation in the Universal Exposition of Shanghai that will take place between May 1<sup>st</sup> and October 31<sup>st</sup> in 2010.

Hereu, in China as part of a so-called Business Bridge trade mission organised by Barcelona City Council and the Chamber of Commerce, also took the opportunity to present Barcelona's tourism offer to travel agents to try to capture Chinese tourism.

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## **Mayor of Barcelona considers Turisme de Barcelona and Catalana d'Iniciatives stake acquisition in Spanair "good news" for Barcelona, Palma, Catalonia and Spain**

The Mayor of Barcelona, Jordi Hereu, says the decision to take a stake holding in Spanair by the consortium of

Turisme de Barcelona and Catalana d'Iniciatives is both "brave and an antidote to the crisis". The Mayor considers the acquisition by Catalan investors of Spanair to be "good news for Barcelona, Palma, Catalonia and Spain".

Talking from the viewpoint of Barcelona, the Mayor underscored the fact that this move "is also an opportunity for the Airport of Barcelona".

"It is fundamental that Spanair is strengthened and that the alliance which it belongs to, Star alliance, bets on Barcelona Airport as one of its hubs," he added. "Over the next few days we will continue to work towards consolidating the project together with business leaders and (our) civil society", he says.

For Hereu, this is a huge opportunity for Barcelona Airport to become an international hub and an important strategic option for the city.

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## **Car sharing moves forward. A solution to the crisis**

An intelligent alternative to meet the challenges of an economic crisis and be able to get access to a car without having to take on long-term economic commitments in the mid term is "Car sharing", a service that allows you to transform fixed costs into variable ones, making it an optimal solution yet one that means business people can still meet the sorts of challenges that come with having a business.

In Barcelona, Avancar has offered a car sharing service since 2004, via the Fundació per a la Mobilitat Sostenible i Segura, which Barcelona City Council forms part of. Car sharing allows you the agility, immediateness, and comfort of having a vehicle when you want it, but without being the owner. Availability varies in function of the needs of the client, which can range from hours or days. Payment is made according to hours used and kilometres with rates including petrol, full insurance without a waiver, and breakdown insurance. For more information: [www.avancar.es](http://www.avancar.es)



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# barcelona

**good news**

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