

## barcelona business notes

### More than seven million people visited Barcelona in 2007

A total of 7.2 tourists came to Barcelona last year, 8% more than in 2006

According to Barcelona's tourism board, Turisme de Barcelona, visitors spent 7,700 million Euro. Hotel occupancy reached 80% on average, two points higher than the year previous, even though there were some 1,500 more hotel places on the market.

The offer of hotel places in the city is currently higher than 54,000. Activities of high-purchasing power, like cruisers, have risen by 20%, claims Turisme de Barcelona. And visitors related to business is really the star sector at the moment, bringing some 1,000 million Euro to the capital of Catalunya.

Three in ten tourists coming to Barcelona are Spaniards, five are from the rest of Europe, especially Italians, the French, the English and the other two from other parts of the world, mainly the US and Japan.

### Barcelona is the turnaround port for MSC Crueros ship in 2008

The Port of Barcelona has become the turnaround port for the new ship of MSC Crueros since last January. The MSC Fantasia, which was inaugurated last December, is 133 metres long, moves 133,500 tons, with 1,673 cabins and a capacity for 4,000 passengers and 1,300 crew. Locating the ship in the capital of Catalonia means that the company is continuing with its strategic decision to make Barcelona is homebase.

MSC Crueros already has two boats in the Port of Barcelona: the Orchestra, which makes about thirty cruises leaving every Friday between April and October, and the Melody, that leaves Mondays from May to September.

### IV International Higher Education Conference of Barcelona

Under the slogan "New challenges and emerging roles in human and social development" the Global University Network for Innovation (GUNI) brought together the world's academic community to participate in the IV International Higher Education Conference of Barcelona.

This fourth edition of the Conference will be held from March 31 to April 2008, and which aims to explore the role of education as a key factor in human and social development in the global context, and show how to find new ways to exchange values between universities and society. The participants will delve into the question of what type of knowledge is necessary in a certain type of society.

The starting point of this meeting is the publication of the third report by GUNI Higher Teaching to the World which also deals with the same theme.

The Conference is being held at the Polytechnic University of Catalunya (UPC) which counts on, amongst others, the participation of the main authors of the GUNI report, in order to discuss their ideas, impressions and their research results with delegates -some of whom will have come from around the world.

### Hotel Florida, the best in Europe according to the "The Times"

The travel supplement of the "The Times" chose the hotel Florida in Barcelona as the best hotel in Europe last December, thanks to its combination of grandness and, at the same time, the intimacy that offers to its clients. As such the daily paper highlighted the quality of its design and its location on Tibidabo. The Florida headed the ranking above the likes of Villa Feltrinelli on the lake of Garda, the Locanda Orseolo in Venice and the Hotel du Bourg Tibourg in Paris. The classification was based on the opinion of 18 travel and tourism experts. The world's best hotel went to Como Shambala in Bali.

### Spanish final for the FIRST LEGO LEAGUE'07 in Barcelona

The city of Barcelona held the Spanish final of the First Lego League, an international competition in robotics for teams that is played out amongst schools around the world with the objective of promoting interest in science and technology amongst students. Thanks to the competition, participants develop skills in communication, teamworking, developing innovation and creativity. The competition includes 40 countries with more than 100,000 participants. This year the challenge to the world was centred on renewable energies.

Last November the Catalan final was held in Barcelona, and in January came the Spanish final and awards including a ceremony that brought together 1,000 -or-so people. The Economic Promotion Sector took part, awarding the "Best Scientific Project", worth 4,000 Euro.

### Barcelona and Madrid amongst top 16 European cities with most real estate activity in terms of law firms in 2007

Barcelona and Madrid occupy the 16th and 14th places respectively in a ranking of European cities regarding office space occupied by law firms in 2007, according to the study Legal Services Business Briefing carried out by real international estate agents Cushman & Wakefield (C&W).

The ranking, carried out with data from the first nine months of 2007, is led by the city of London, which accounts for 47% of the surface area occupied by the legal sector in the referred to period. Paris and Warsaw -which thus shows itself as the top city in the East of Europe-, occupy the second and third places respectively.

### Alonso Balaguer stamps his signature on Khazajstan

The Barcelona-based practice has diverse projects in Astana, the capital of Khazajstan, where it will develop its speciality: sports centres. The city, which is in an area that is almost a desert, has become a meeting point for architects from around the world that don't want to miss out on the urban growth that is currently ongoing, thanks to the local government.

The company, developed by architects Luis Alonso and Sergi Balaguer, are developing a project which is 150,000 metres squared, with mixed residential, commercial and office uses, along with other prestigious names like Ricard Bofill.

ICTs  
in Barcelona

Interview with  
Francesc Solé  
Parellada  
Director of the  
Innova  
Programme

22@  
Barcelona  
more than  
1000  
companies

Barcelona  
Innovation  
Environment



Ajuntament de Barcelona

# barcelona

**B** good news

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# summary

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# editorial

From the atom to the cosmos, from an idea to the cluster. The city of Barcelona is betting on a strategy aimed at making the knowledge economy the basis for its current and future development and that of its metropolitan area.

Stimulating knowledge transfer, helping and provoking creativity, taking advantage of and keeping talent... these are some of the processes that have helped to make Barcelona a competitive city in the world economy.

The city's economic transfer process from traditional industrial sectors to intensive knowledge-based models is based on close collaboration between public and private sectors. One of the most important initiatives that Barcelona is developing along these lines is the 22@ Barcelona project, which aims to recover the social and economic dynamics of this one-time industrial area of the city by creating an environment that is compact, based on talent and innovation in terms of its main production resources. This is a living innovation laboratory from the urban point of view and also from the economic and social viewpoint, too. As well, Barcelona is promoting the creation of clusters as tools for urban dynamism. A clear example of this is the consolidation process of Clusters like the Bioregion of Catalunya, with the Barcelona Biomedical Research Park. On the other hand, it's also about integrating innovation stakeholders in the most efficient way, meaning companies, universities, training centres, as well as the administration since it regulates policy areas.

The challenge, then, isn't to change existing economic sectors for new ones, but rather that these sectors incorporate innovation in their processes and products. Barcelona has the capacity and resources to become a competitive city in terms of knowledge and innovation.

The transformation of the city is on a parallel to its social transformation, which means living in a digital environment. Barcelona is well known as a city with a good quality of life. But this, despite having a clear competitive advantage, it cannot be a reason for conformism. The environment is always changing. We can only continue to have a competitive economy if we followed a series of innovative strategies for the city's future development.



## barcelona, a digital age city

Barcelona is working away, day by day, with the firm objective of becoming a benchmark for the future and innovation. In the last few years, it has become one of the leading cities regarding the application of new information and communication technologies (ICT), and which places the city above the Spanish average. The Catalan capital is the leader in southern Europe regarding ICT penetration, based on creativity, innovation and growth, which includes research, development, new technologies, media and audio-visual companies, design, culture, biotechnology, publishing, amongst others. These activities generate quality employment, and they are also necessary conditions for high technology company growth.

Barcelona and its metropolitan area play host to manufacturers of electronics equipment and the headquarters of big companies from the sector and these are the pillars of the development and exploitation of ICT in Spain. The city has become a benchmark in Spain, with realities like district 22@Barcelona, a wide-ranging business network of leading services companies, a deep-rooted entrepreneurial spirit, a long-standing teaching and a business tradition in telecommunications. Thanks to this, available resources for investigation on new technologies and needed infrastructure for research have grown.

There is also a structure for SMEs and microcompanies in the ICT sector where these new technologies are developed. In this way, Barcelona City Council has shown the highest levels of cooperation between administration and development companies for products and investigation and training centres, a common element in the advancement of new technologies.

At present, some of the services that promote innovation are: Barcelona City Council's Local Development Agency, Barcelona Activa, Barcelona's Chamber of Commerce, or Cidem, which also includes various units aimed at promoting innovative projects (Ascamm Foundation), the ACI (Catalan Investment Agency), Cirit (Interdepartmental Counsel for Technology Research and Innovation), Localret, Barcelona Digital Foundation or the Catalan Foundation for Research and Innovation. Regarding large infrastructure we find IBM's supercomputer Mare Nostrum, the third most powerful in Europe, the synchrotron light lab called Alba, or the network of science and technology parks of Catalonia, an initiative that promotes the transfer of technology between different investigation centres: these are the summary of some of the real life examples that show Barcelona's desire to be pioneering in its usage, application, and the innovation of ICTs.



## concentration of ict companies

Catalunya has 1,700 companies in the ICT sector, of which more than 86% correspond to firms in the area of ICT services. The business structure of the sector is very diversified and there is a predominance of small companies (88,55%) which are considered more innovative and the best-equipped in Spain. Amongst these we can highlight Tech Foundries, Scytll, Thera, Fractus, Codilink or Elastix Corporation.

Likewise there are companies like Abertis Telecom, Telefónica, Gedas Iberia, ABB Sistemas Industriales, Logic Control, Azeritia or Accenture-Coritel which are large national companies, while T-Systems, Getronics, EDS, Hewlett-Packard, Microsoft, Cisco Systems or Fujitsu are exponents of multinational companies set up in Barcelona and its metropolitan area.

Geographically, technology companies are concentrated around technology parks or business zones like the innovation district 22@Barcelona, the Vallès Technology Park, and the Mataró Tecnocampus, in the Port, in the Zona Franca Consortium or in municipal industrial polygons like Sant Cugat del Vallès. Regarding the R+D+I being developed, this varies and always depends on the technological orientation and market of each company.

### Some examples of the most innovative and representative companies in Barcelona are:

**EDS España:** has located its Agility Alliance excellence centre in Sant Cugat, a pioneer in Europe in the development of innovation services for the financial sector.

**Getronics:** one of the world's leading suppliers in ICT solutions and services, independent of all manufacturers.

**Microsoft:** has located its IFR Software Factory Microsoft Dynamics in Catalunya and its head office in Barcelona's innovation district.

**T-Systems:** part of the Deutsche Telecom group, is one of the pioneering companies being set up in 22@Barcelona. Its head offices in the Iberian peninsula have created an important cluster of ICT companies called "Clusters for innovation", which has 32 members from the business, university and institutional worlds.

**Yahoo! Research:** has selected Barcelona and its 22@Barcelona district for its European development centre for internet R+D research and investigation in other technological areas.

## success stories

### ELASTIX CORPORATION

Elastix Corporation, founded by North American and European entrepreneurs and with its headquarters in Silicon Valley (California), is the top company in the Landing Programme, which has been set up in the 22@Barcelona district.

Elastix Corporation is a private company dedicated to the automation of electronic design and which develops IC tools allowing clients to produce microchips with lower consumption and better performance.

The company has potential clients like the main semiconductor manufacturers around the world, amongst them companies from the United States (Intel, AMD, NVIDIA, Qualcomm, Texas Instruments), Europe (ST Microelectronics, NXP, Infineon, ARM) and Asia (Panasonic, Samsung, Renesas and Canon).

The company opted to set up last December in the technology district via the Landing Programme, - a project that aims to bring technology companies closer to Catalunya and promote Catalan companies abroad -, because Barcelona represents an excellent magnet for drawing talent and that is what the company wants to attract.

This programme, promoted by the Polytechnic University and La Salle Innovation Park, has already signed accords with technology parks in China, Mexico and Korea.



### CODILINK

Can you image carrying out a promotional campaign or direct marketing company and control the detail of the use of coupons, obtaining statistics immediately and a qualified database, permitting high levels of participation? This is the dream of any marketing department or advertising agency.

CODILINK, a Catalan company with headquarters in Barcelona and offices in London and Mexico DF, are enjoying great successes with their business. They use 2-dimensional codes, called 2D or Bidis codes, that can be used with any sort of support (paper, plastic cards, etc) and that can even be sent by e-mail or directly to the consumer's mobile telephone. These 2-dimensional codes can be used as promotional coupons (M-coupon), loyalty cards (M-Loyalty) or even a ticket for the cinema (M-Ticket).

The 2-dimensional code is a simple individual bar code, easy to read and impossible to copy. The codes can be integrated on any media: paper, plastic card, e-mail, mobile telephone, blackberry or i-Pod. The bars are unique codes, safe and totally truthful that allow exchange and validation via mobile telephones with cameras or webcam in real time (on-line and/or off-line). The 2-dimensional codes present many advantages over traditional bar codes, given that they contain a lot more information and offer a number of combinations that are almost infinite that allow the generation of a unique bar code for each person and unique uses, avoiding thus any possibility of falsification or fraudulent use.

You might wonder how the reading and validation of 2-dimensional codes work ... well with readers supplied by CODILINK! Each sales point or any other location which use the codes will be equipped with a reader that has a GPRS connection and

that doesn't require any integration with current banking systems.

CODILINK is a world leader in the use of this technology, with 8 million coupons, tickets, loyalty cards generated the last year for its clients spread out around the world, amongst which we find large publishing groups and even small advertising agencies, including chain stores, restaurants or giants in the entertainment or cinema industry.

So you can call them 2D or Bidis codes or whatever you will, but we should start looking at these small squares, because the 2-dimensional codes will soon become part of our daily lives, just as was the classic bar code in its time.

*Article supplied by Codilink*

### Mobile World Congress

The most important advancement in the ICT sector in Barcelona and its metropolitan area depends mainly on those companies that go to make it up, but also in the inter-relations between them and the public administrations with intermediary agents and university and research centres (R&D systems). As a result of this closer collaboration, the Catalan capital held the Mobile World Congress for the third consecutive last February, until last year called the 3GSM. This Congress is by definition the biggest world technology event and one of the largest in the world. The name

change is part of a GSM Association move to capture more visitors from the ICT sector, entertainment and financial worlds, and not just visitors that are interested in seeing the latest sets.

With more than 55,000\* assistants, 1,300\* exhibitors coming from 183\* countries and with some 2,300\* accredited media that follow the event, Mobile World Congress is the largest prestige event in the mobile technology world and it represents an economic and social impulse to the area of Barcelona. It's a showcase for the prestige of the city, reaffirming yet

again its image as a benchmark in the ICT sector.

GSM Association's decision to move its 3GSM congress to the capital of Catalonia dates back to 2006, and with it recognising the position of the city as a headquarters for the world's large events; it also represents an opportunity to boost the position of business networks working in this sector which supply the world of mobile technology, ICTs, programming and the creation of content.

\* Data from 2007

## generation centres for ict knowledge

The academic and university community in the area of Barcelona is one of the most largest in Europe with more than 200,000 students and prestigious business schools like IESE, ESADE, EADA, amongst others, which will serve as a incubator for coming local market needs for qualified and high added value.

With regards to the knowledge areas of ICTs, all these centres provide some 3,000 engineers and degree-holders every year. Regarding Catalunya, some 155 stakeholders are working in this area –amongst them departments, CSIC institute centres and research groups, which carry out R&D in this sector and are focused mainly on electrons, information systems and processing.

### Barcelona Media Innovation Centre (CIBM):

a joint initiative between the Autonomous Regional Government, Barcelona City Council, Pompeu Fabra University and 14 private companies, which are aiming to boost the competitiveness of the audio-visual sector. The Centre is located in Barcelona Media Park, in the 22@Barcelona district.

### Barcelona Virtual Reality Centre (CRV) at the UPC:

this is the result of an accord between the Polytechnic University of Catalunya and the Gedas company to create a centre of excellence in virtual reality technologies. This is installed in the Barcelona Technology Centre and has some of the most up-to-date equipment in the field of virtual reality.

### Telecommunication Technology Centre of Catalunya:

located in Barcelona, it has the objective of becoming a research centre for advanced technologies in communications. Its main activities are R&D long term projects. Apart from excellent installations and infrastructure, it also offers collaboration with other research and university institutes.

These centres represent good suppliers that can raise the level of competition of Catalan production, and as such, open new horizons and opportunities.

As noteworthy examples within the university community we might highlight Barcelona University, the Autonomous University of Barcelona, and the Polytechnic University of Catalunya (which plays host to the Barcelona Supercomputing Centre, where –with the collaboration of IBM- the third most powerful computer in Europe has been installed, the “Mare Nostrum”, the Pompeu Fabra University (which boosted the competitiveness of the audio-visual sector), Ramon Llull University (one of the most important technical universities in Catalunya, with a wide and proven experience in the training of telecommunications engineers), the International University of Catalunya or the Open University of Catalunya (the first online university in the world).

## 40% of european patents made-in-spain are catalan

As Catalan companies have opened their businesses to the world, they have raised their trust in patents. At the moment, Catalunya has 25% of Spanish patents (725 applications of the 3,098 in 2006) and 40% of European patents that come from Spain are located in Catalunya. 400 of the 1093 European patents that were given in 2006 were Catalan ones. This represents a high percentage in relation to the rest of Spain, but one which is clearly still beatable if we look at our European neighbours; during the same period in Germany, more than 24,000 patents were processed, and in France the figure was more than 4,000. Despite these differences, the trend has been clearly upwards in Catalunya over the last decade.

Biotechnology or communication sectors, with their global business models, have favoured this rise in patents. Regarding SMEs, the rise in sales to Asian countries has contributed to a feeling of prudence when exporting and to protect products abroad.

Despite the advances, the patent culture is still far from the norm in the Catalan economy. One of the main reasons is the cost of the processing patents that limits access for many companies. The processing of a European patent costs between 10 and 100 times more than in the United States. At moment the European patent system is not unified and requires translation into all EU languages, which ends up costing 30% more.



## looking to the future

This is Barcelona, a digital city that looks to the future. Professional qualifications and the style of working are factors that have been decisive for many companies and meant that more than 250 have chosen Barcelona and its metropolitan region to set up in. And moreover Catalan companies have made a remarkable effort both to adapt to new technologies and in terms of the continuity of personnel training so that they can meet demands and guarantee their levels of competitiveness.

Creative people, with talent, multilingual, and from a range of different places form the nucleus of knowledge and the experience of technology companies with offices in this city. Professional interest, enthusiasm for technological advances, the ethics of responsibility, efficiency, high productivity and the capacity of workers to adapt to a world in constant evolution all contribute to make companies grow.



### Every Euro invested in R&D generates 1.22 Euros in ICTs

For every Euro invested in R&D, technology companies manage to recover 1.22 €. This is one of the main conclusions of a study carried out by the Spanish Federation of Innovation and Technology Entities (Fedit).

The study says companies in the ICT sector invest on average 27% of their incomes from activities related to innovation. Average-sized companies are more intensive in their innovation effort followed by small and microcompanies.

### 2008, the year of SMOS

The Catalan aerospace sector expects to launch SMOS this 2008, a project that focuses on taking care of the salt levels of the oceans. SMOS is an idea of the Polytechnic University of Catalunya and it has Mier Comunicacions as a shareholder. The operator of the project is also Catalan: the Institute for Sea Sciences. This will also be an important year for Earth observation techniques from the space and the possible application in areas of citizen interest. Also working on this second project are the Institute of Cartographic of Catalunya and the Technology Centre for the Space and Aeronautics Industry (CTAE).



Information developed from data in the economic dossier “Information and Communications Technologies” published by the Economic Promotion Sector

## interview with francesc solé parellada, director and promoter of the innova programme at the polytechnic university of catalunya

Interview with Francesc Solé Parellada, director and promoter of the Innova Programme at the Polytechnic University of Catalunya (UPC). Professor at the UPC, he has a PhD in Industrial Engineering and a degree in Economics. You get a sense when speaking to Solé Parellada of his passion for his work. This can be seen in Innova, an internationally-recognised programme that started in the year 2000.

### What is Programa Innova?

Ten years ago Jaume Pagès went around Europe's universities and realised technology companies were coming out of university centres. I was vice-dean and Jaume asked me to organise this Innova programme. It seemed a fun thing to be involved with. We told the whole University that if anyone wanted to set up a technology company, then they could come to us.

We quickly saw it wasn't an easy task. We wanted to promote a culture of entrepreneurship and innovation at the university -we wanted to be ambitious. We did some benchmarking across different universities in the world to see what they were doing, and then we came to some conclusions. The first thing was that the culture of enterprise and innovation really requires a change in culture. We analysed what it meant for a university to create businesses, what it meant to have patents and a sort of factory creating technology opportunities. We were an office for valuing research done at university in order to return it later to society. The business of the university is to create knowledge and we needed to understand what research was being done and then to pull it in and help transform fledgling opportunities into real opportunities, while continuing to promote an enterprise spirit and a culture of innovation.

**"INNOVA HAS CREATED 200 COMPANIES WITH 3,000 JOBS, MAINLY HIGH QUALITY ONES"**

### Weren't there any other universities doing this?

No, this wasn't being done by anyone. It is very expensive because it requires an investigator, professor and perhaps a student. There are long time frames, too. We have a lot of good people working at our universities like Mateo Valero, with the supercomputer Marenostrum or the team of Professor Oñate. But they are focused on publishing papers, on doing experiments,



on carrying out knowledge transfers. But to make a paper or experiment patentable requires a huge effort, and sometimes people don't see the need for this or at least they don't see it being an easy task.

Programa Innova is a department that takes advantage of the R&D that the university carries out. If this "factory" is organised right, then good opportunities will come out of it.

When we saw this, we went looking for opportunities; we made research groups aware of the fact that it was worth telling us when they had something, even if it wasn't finished, and that it was worth making it visible.

To create a company or to patent something, there is a previous phase and that is the transformation of what appears to be an opportunity into something physical that can be patented, and then a business plan stage starts.

### So the business plan comes afterwards?

The business plan is just a tool to make the project a reality and discover its difficulties. But if you carry out the transformation part of the early opportunities, then the flux of ideas is much greater. And, in fact, if you don't do this, then you only get to see things that are really finished off or that someone just needs guidance with.

So this promotes a change in culture towards a more enterprise spirit, giving people an incentive to be entrepreneurs.

This is an interesting thought because initially we found opposition. Some professors considered that a programme like this one privatised the university and that business isn't compatible with research. In fact, it's the opposite. What you do is get the business up and running to serve society. What we do first is to see what's patentable and what isn't; what could be a business or not. You change the objectives until you give the project realism. All this takes patents one way, and companies another. This is when the business plan comes into play. The business plan involves a training period showing how to set up a company, it's when you start to understand the difficulties that will come in the future.

### So, then they come out of the lab into the streets.

Yes, but here we have a big problem. Since the good investigators are at the frontier of science and this means publishing in prestigious international magazines, the projects that are the leitmotiv of the company have to be both global and sometimes even a bit strange. That doesn't mean they aren't fantastic or don't have growth opportunities, but they are not projects that our business community sees clearly straightaway or that gets investors excited.

This made us start up other sorts of programmes like Landing, Accel or the Catalan Association of Business Angels.

### So you have helped start these programmes, too?

We have an agreement for the Landing programme with a public company 22@Barcelona and for Accel with La Salle. These companies help us show up the gaps we have in local markets. We did the MIT's entrepreneurship course and we went to Berkeley too, and you wonder why they have it so much easier, why they get projects presented to them, and why they don't have any financing problems, or why their companies grow so quickly and ours don't. Well, it's because we live in a place that's full of highly specialised business angels, because clients are far away, because the consultancy market is still yet to be created, because large companies don't have growth models based on buying up small companies. All this makes it very hard for our entrepreneurs.

**"A PROGRAMME FOR CREATING COMPANIES COVERS THE GAPS IN THE ENVIRONMENT"**

### And the Landing Programme?

In the Landing Programme, we have agreements with a variety of cities in seven or eight countries. The commitment is that we send them one of our companies for three months, they help them to set up in that country via a special plan, and at the same time, we help their people here. Therefore, if I have a company that can't stay afloat here, but has clients in Palo Alto, and then they go there for a while and they do a setup study for them. It is a creative programme and we are very happy with it.

### And the Accel Programme?

The Acceleration programme is a mentoring programme whereby if entrepreneurs get into difficulties, they are offered a training programme to help with growth, which is often the most difficult part. Afterwards, they have mentors that help them with their knowledge gaps, like clients or analysis of international markets. This programme has created 200 technology companies and it is a benchmark programme in Spain. It's a really complete programme that covers all aspects of a company setup. But that doesn't mean the entrepreneurs don't have

to assume their part of the responsibility, though.

### And what are the latest challenges?

Well, we are at a second stage really. We have been the managers of the Polytechnic's park for the last three months. And it has many central points at different locations across our university. There is the Campus Sud and the Campus Nord, which is a central point, we have a central point in Parc de Castelldefels, Vilanova, Manresa and Terrassa. All these places have investigation groups that were created spontaneously because there are always extraordinary investigators that are risk-takers and entrepreneurs.

### So these groups were created spontaneously, according to their interests?

Yes, and they haven't been managed. This happens because there is always a person that wants to make something happen, an entrepreneur, and there are others that want to follow them. Some people are more entrepreneurial than others, and these people maybe create three or four companies. So, with the agreement of the vice-deans, we decided on the idea of the park, not just clustering the locations but also the results, creating ecologies that have their own evolution. It might seem as if you are designing these parks and you decide what companies go here or there, but that's not so. These parks are eco-systems because of the investigation itself. So, now we are re-designing all the central points in the system with councils that are interested in making things happen. We can help the creation of permanent eco-systems that by themselves start getting bigger and that resolve the issue of growth and internationalisation.

### Do we create many patents in Catalunya?

This is a difficult point. Sometimes there are no patents because we don't get off the board stage to the right opportunity. What's missing and what we are trying to help with is the transition from the paper stage to the patent stage by visualising the capacity for commercialisation. But this requires working with a professor or PhD and lots of money. This leads me to a third point. The more successful you are, the more you have to invest in the university. But the money is recovered later via licences, but not until you have a portfolio of licences. In areas like biology, the jump from molecular to patent to client is more obvious, but in other areas it is complicated and sometimes impossible. In the science

and technology fields, it is naive to think that patents and spin-offs just spring up without managing them. Those universities that have a department for valuing patents and the creation of business, have a portfolio of patents. Sitting and waiting for a company to come and knock at the door, and then just getting them a business plan in place isn't a good enough solution.

**"UNIVERSITIES THAT HAVE A VALUATION DEPARTMENT FOR THE CREATION OF PATENTS ACTUALLY CREATE THEM. IF THEY DON'T CREATE THEM, IT'S BECAUSE THIS ISN'T A SPONTANEOUS THING"**

### And those investigators that leave, do they really want to?

No, investigators don't want to leave. Firstly, creating companies employs PhDs. Secondly, what you do during the PhD promotes mobility, and the investigator that leaves, attracts a group of investigators that he has to pay. Afterwards, contact is maintained with his or her department. And the majority of these people use university services and take students on for their end of degree project. Often, we see these people locating their company just 200 metres from the laboratory because the way they work is via collaboration. It is a terrible error to think that a technology company just leaves the university and then vanishes. It's just the opposite. Our job is to get people into the market, and that's why they pay us.



## 22@Barcelona is now consolidated and one of the most dynamic districts with more than 1,000 companies and 35,000 jobs

22@Barcelona has consolidated its position as one of the most dynamic districts with more than 1,000 companies and 35,000 jobs. A study carried out by Barcelona University shows that more than 925 companies have set up in the 22@Barcelona district. Of these 47% are new jobs and 40.9% have come from other areas of the city. All this means that a creation of 35,000 jobs in this new technology district.

22@Barcelona is a project that includes the transformation of 200 hectares of old

industrial land into a new production district, where the most innovative companies working in the area of knowledge live together with universities and investigation centres. And according to its objectives, the district boasts all the facilities that characterise a modern offices-come-residential zone with high quality hotels and three fully operational commercial centres and excellent transport, thanks to the Metro network and Tram Besòs, which already operate over the majority of the area.



## new challenges

The delegate minister for 22@Barcelona, Josep Miquel Piqué, has set out his main challenges for the municipal company to boost the project's relationship with the neighbourhood of Poblenou. Initiatives will be set up in schools in the neighbourhood and diverse measures will be applied to get local people in Poblenou more implicated in the project.

Piqué has set out other priorities for 22@Barcelona, like boosting the economic side of the project, exporting the urban and infrastructure model of the district to other places in the city or favouring the arrival of international companies in 22@Barcelona.

Before being named as delegate minister, Josep Miquel Piqué was director of the La Salle-University Ramon Llull Innovation Park. At the moment, Piqué is also president of the Network of Science and Technology Parks in Catalunya (XPCAT).

## incubator for young designers in 22@barcelona

**Council and Autonomous Regional Government promote the fashion sector**

To ensure that Barcelona gets a benchmark fashion catwalk, Barcelona City Council and the Autonomous Regional Government will promote the fashion sector together.

The Council has already created an incubator for young designers and it is on the verge of acquiring the one-time ice factory La Sibèria, in the 22@Barcelona technology sector, which will be given over for use by the Autonomous Government. They will renovate the building and convert it into a space for 40 newly-created companies to develop their activities, sharing services for the patterns of clothes and the showrooms.

This project will mean an investment of 3 million Euro and while the work continues, the incubator will temporarily be set up in Council offices in Almagàvers street.

The entrepreneurs, which will be selected, will be able to stay in the centre for up to four years.

As regards to designers and consolidated firms that had shown in the city and have chosen other cities to show their pieces, they claim that in order to return to Barcelona they need a stable project. Since 2005, the city has been the headquarters for three catwalks: Passarel·la Gaudí, Passarel·la Barcelona and O80.



## highlighting barcelona's prestige as an industrial city

The Zona Franca Consortium Foundation has recently been set up to boost an industrial model based on technological and sustainable development.

The Zona Franca Consortium of Barcelona (CZFB) gave the go-ahead to the Zona Franca Consortium Foundation last December, with the objective of boosting a new industrial culture, one which is of advanced technological development based on environmentally sustainable criteria.

This initiative aims to preserve the future of the city of Barcelona as a new industrial city and acknowledges the role of industry in this globalised world at a moment when a debate is raging over which model of industrial development should be adopted in advanced societies.

The foundation aims to be a pioneering tool in economic development initiatives because it is now urgent that Barcelona and Catalunya's industry grows in terms of technological competitiveness, creativity, and with respect for the environment.

The board of trustees of the Foundation have made it very clear from its composition that it will add to the efforts of others. CZFB wants to get all the mayors of Barcelona since the start of the democratic era (Narcís Serra, Pasqual Maragall, Joan Clos and Jordi Hereu) to be trustees. And other trustees will include two representatives from the Spanish Government, two from the Autonomous Regional Government, five from Barcelona City Council, the presidents of Barcelona Chamber of Commerce, the Port Authority of Barcelona, Spain's Em-

ployment Ministry, and the special delegate from the Spanish Government to CZFB.

The objectives of the new foundation are to promote economic and scientific development, the protection of the environment and the support for social and cultural initiatives across different programmes. Amongst the initial projects planned, we can highlight the economic transformation of the old industrial Barcelona, the new logistics and industrial zones, the industrial cultural sector, and services for health, science, education, public-private capital risk, infrastructures, job training and others for university and continued education, and those in relation to industry and the simplification and faster workings of a modern administration.

## barcelona city council offers the possibility to construct companies on the internet

**The inclusion of Barcelona Activa in the network of PAIT points in the "Information Centre and Company Creation Network" (CIRCE) is the result of a collaboration accord signed by the Ministry for Industry and the Autonomous Regional Government and Barcelona Activa.**

Barcelona Activa is now part of the Network of Advisory and Processing Points (PAIT) in the "Information Centre and Company Creation Network" (CIRCE) thanks to the signing of a collaboration agreement signed by deputy mayor for Treasury and Economic Promotion, Jordi William Carnes, the general secretary of Industry, Joan Trullén, and the secretary of the Department of Innovation and Business at the Autonomous Regional Government, Enric Aloy. This agreement comes within the remit of the Ministry of Industry, Tourism and Trade, which is trying to promote the creation of companies.

With this PAIT point, entrepreneurs in the city have a real tool to bring their business ideas to fruition and this again shows the commitment of Barcelona Activa, the Local Development Agency of Barcelona City Council, to become a benchmark regarding the creation and consolidation of Barcelonian companies. Barcelona Activa's inclusion in the network of PAIT points in the "Information Centre and Company Creation Network" (CIRCE), is the result of a colla-

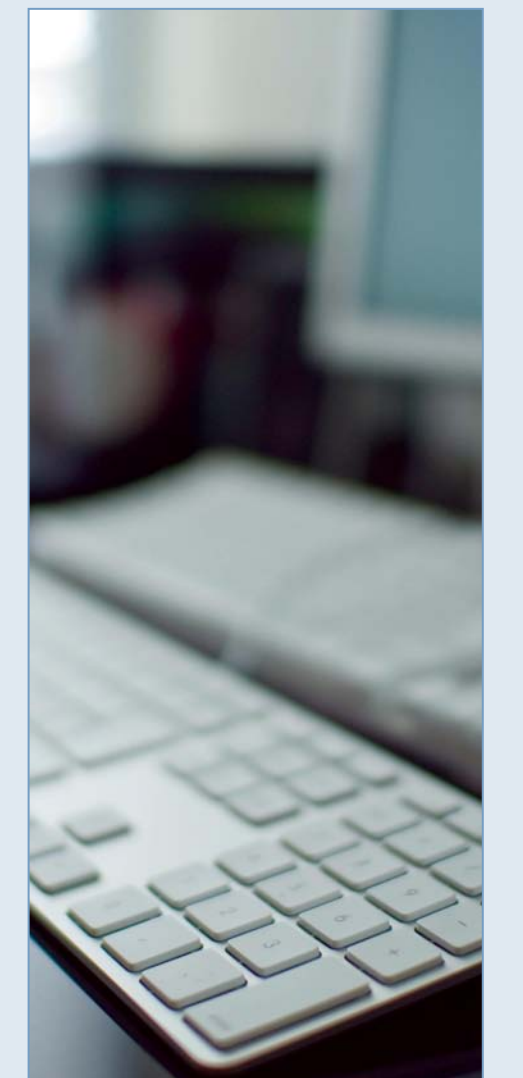
boration accord signed by the Ministry of Industry, the Autonomous Regional Government and Barcelona Activa.

"The Information Centre and Company Creation Network" is an initiative designed to stimulate the setting up of new companies through telematics and via the network of PAIT offices.

During the signing of the accord, Jordi William Carnes highlighted the fact that in the creation of companies we should apply the principle of Mies Van de Rohe: Less is more. Less bureaucracy, fewer procedures, reports, guarantees and signatures means more companies, more employment, more innovation and more economic progress.

In Catalunya this system has been in place since 2006 with 8 PAITS, when another accord was signed with the Ministry and Chambers of Commerce Barcelona, Girona, Lleida, Manresa, Reus, Sabadell, Terrassa and Tortosa. Barcelona Activa now joins this network.

Thanks to these Business Management Offices, one can do thing like communicate the opening of work centres, register patents and brands, get professional qualifications, register as an installation and maintenance company or with health registry, amongst others.



## barcelonian jean claude rodríguez-ferrera chosen the best business creative in the world

The Barcelonian Jean Claude Rodríguez-Ferrera, the director of Self-Managed Communities, has been chosen as the best young entrepreneur in the world, by being proclaimed the winner of the Creative Young Entrepreneur Award (CYEA) which is organised by the Junior Chamber International, along with (Flanders District of Creativity).



The announcement took place at an awards ceremony for the World Junior Chamber International Congress last November in Antalya (Turkey) which was attended by 4000 people from 80 countries. Rodríguez-Ferrera received the award from the world president of the JCI, Scott Greenlee, before a packed 2000-seater auditorium. Jean Claude Rodríguez-Ferrera was competing with two other world finalists from Malaysia and Hong Kong.

This award recognises the creativity and innovation in companies from the most creative regions in the world. Jean Claude Rodríguez-Ferrera Massons is the director of Desarrollo Comunitario, and a member of Ashoka, the most important international organisation for social entrepreneurs. He is the promoter of small Self-managed Finance Communities for immigrants with few resources which helps them meet their needs for financing. Using a simple methodology of self-managed savings and credit, the members of these groups manage to get products and services that fit their needs and possibilities (micro-loans, micro-assurance, and consumption products).

In Catalunya, the prize was organised by the Young International Chamber of Catalunya, which is now in its second edition, last June with some 30 young entrepreneurs representing the breadth of Catalunya. The winner was Dídac Lee from IntercomGi, an incubator of new technology projects, who won the Best Young Creative Entrepreneur in Catalunya. The other two finalists were Javier López, owner and executive president of Credit Services, a leading franchiser in Europe for financial services, and Jean-Claude Rodríguez-Ferrera Massons from Self-Managed Communities or Desarrollo Comunitario.

The award is achieved recognition in our country from the Autonomous Regional Government, via Cidem and the Secretary of International Relations, which have valued the experience and past record of the Young Chamber for their organisation of awards and other competitions of this type and above all, because they believe it is important that the efforts of young entrepreneurs are recognised as it is these people that generate a significant part of the wealth of our country.

## french multinational alstom purchases ecotècnia

Alstom, the French rail and energy group, closed its purchase of the Catalan manufacturer of wind power Ecotècnia at the end of 2007, an acquisition valued at 350 million Euro and that was initially announced last June. The operation was conditioned to a change in the legal status of the company from co-operative society to a limited responsibly company. The operation received the go-ahead from the European Commission last September.

The French multinational highlighted that Ecotècnia –with headquarters in Barcelona– completes Alstom's portfolio of renewable energies and marks an important stage in its development. The French company will bring its investment capacity, its world network, and the access to technological resources.

The company has a factory in Catalunya and four more in the rest of Spain, providing employment to 765 people.



## barcelona to host new r&d+i centre

**ALSTOM** Alstom will inaugurate a new centre for innovation and technology for its railway business in Barcelona. The centre will be distributed across two platforms located in Santa Perpètua de la Mogoda and the technology district 22@Barcelona.

The total budget for the new investment reaches 14 million Euro.

Catalan union sources say the accord reached with the management of the company are very favourable for the creation of this innovation centre, which aims to "guaran-

tee industrial continuity, both in terms of Alstom's production and engineering". The accord also contemplates the creation of another centre of excellence for interior design, electronics systems, brakes, interior installations and doors.

## design consultancy smart design opens an office in barcelona

A grater with a container and dispenser, a hard disk in the shape of a lock to protect data or a digital printer that doesn't need connecting to a computer – these are some of the products thought up by consultants Smart Design for companies like Oxo, Imation or HP.

Smart Design was founded 27 years ago in New York. Six years ago they set up in San Francisco and recently they are also located in Barcelona. Having three locations for the office allows the company to really

attract the best professionals especially since they give great importance to mobility for workers. The objective of setting up in Barcelona is to reach the European market and make the most of local talent to develop projects ordered from the United States.

The consultants, who work for companies like Yahoo, Microsoft, Hacer and Starbucks, were awarded some of the most prestigious prizes from the sector in 2007, like that given by the magazine Bus Week (Idea).



## imaginarium opens its biggest shop ever in barcelona



Toy shop Imaginarium has opened its biggest shop ever in their fifteen year history in Barcelona. With a surface area of 1,000 square metres, this megastore occupies three floors on premises in Passeig de Gràcia. After two years looking for the ideal spot, this company based in Zaragoza has presented its new shop designed by Japanese architect Keiichiro Sako.

The objective of Imaginarium is to go further than just the world of toys. The company, with 330 shops in 29 countries, wants to

become a benchmark across the world in the children's sector, and that's why it is exploiting its brand to sell a wide variety of goods like books, shoes, travel, mobile telephones and clothes. This international and multi-product brand concept can be seen to its highest expression in the new Barcelona shop, where clients can find a restaurant and kids hairdressers. Barcelona thus gets a new concept which will also reach a group of cities including London, Tokyo, and New York.

## delina's sandwiches and salads reach barcelona

Delina's, the urban fast-food store based on a formula of sandwiches and salads, has opened its first premises in Barcelona. The 120-plus-metre-squared site includes a restaurant and kitchens, requiring an investment of 350,000 Euro.

Delina's opens from 8 a.m. to 5 p.m. following office hours and the store has been

designed for people short of time to have lunch, but who don't want to stop eating healthy. This year the chain will open three more premises in Barcelona. The Catalan capital represents a natural development for the company because of its economic activity and the presence of large companies.

## dassault systèmes opens an office in barcelona

Dassault Systèmes, a company whose main activity is the development of software solutions for the management of the product lifecycle (PLM) and 3D, has opened an office in Barcelona to supply the Iberian market. It has 8 staff. Leading the new delegation of the corporation is Eric de Perthuis, director for Spain and Portugal. The company has 100,000 clients in 80 countries.

Until now IBM had managed the operations of the company – both in Catalunya and in the rest of the world- the strategy behind opening the new office is to capture the market for the management of the SME segment, while the Blue Giant will lead business generated from the big accounts. This new plan will kick in after the first of July, when all the IBM distributors focused on SMEs will start working with Dassault.

With 100,000 clients and a world-wide turnover of 1,200 million Euro in 2006 (of which 47% come from Europe, 30% from America and 23% from Asia), Eric de Perthuis claims the company has achieved world-wide market penetration of 25% with its PLM solutions, putting it above those like UGS, which has 19% of the total, PTC with 10% and Autodesk with 9%.

## barcelona science park to increase size four fold

In 2011, some 4,000 scientists and technicians will be working at the Barcelona Science Park (PCB) in its campus located on the University of Barcelona, which most probably will become the biggest concentration of science research specialists in Catalunya.

To make this come about, the 10-year-old PCB has started on its first major enlargement. In the next four years, the surface area dedicated to investigation will increase four-fold, from 25,000 metres squared to 90,000, and especially for new business activities related to research, especially the biotechnology sector. The enlargement project began at the end of January with the inauguration of the Hèlix building, with more than 5,500 metres squared for services to new biotechnology companies and public science research institutes.

The enlargement of PCB will cost 111 million Euro and this require the creation and remodelling of new spaces, like the restructuring of part of its current premises. The enlargement of the Modular building at the PCB will create 45,000 metres squared for laboratories on-line. Also planned is the creation of an auditorium, new meeting rooms, a restaurant and car park.

This operation is proof that the project, which started ten years ago, is completely consolidated and has become a focus for research and an engine for the economy. From the very first day, the objective of the enlargement project has always been to bring knowledge to society and thus bringing direct benefits like research and the creation of companies and jobs. Barcelona Science Park started out in 1997 as an innovative project that was designed to promote and bring together the centres of public research closer to compa-

nies dedicated to research and innovation technology

The PCB buildings currently play host to 45 companies, three important public research institutes and more than 70 other research groups, as well as diverse innovation support entities. One of the keys to the success of PCB is having concentrated on some of the areas of research that are growing fastest and with the best perspectives for the future, ranging from biomedicine and biotechnology to nanotechnology and pharmacology.

PCB is structured the same way as a private foundation with the participation of the University of Barcelona, the Bosch i Gimpera Foundation, Caixa Catalunya, the Autonomous Regional Government, the Superior Council for Scientific Investigations, with the collaboration of the central administration and the EU.

## the bioengineering institute of catalunya



Last November saw the presentation of the Bioengineering Institute of Catalunya (IBEC), which will carry out investigations on regenerative and diagnostic medicine. IBEC will mainly develop areas like bioengineering and the nanomedicine to improve health and the quality of life for patients. Currently the centre has 50 professionals from six different disciplines and it expects to incorporate some 100 more staff. The Institute was constructed in 2005 by the University of Barcelona, the Polytechnic University of Catalunya and the Autonomous Regional Government, financed by funds from the departments of Innovation and Health.

## meeting of the main spanish public health experts

**More than 120 experts in Epidemiology and Public Health representing 53 gold standard investigation groups in the area of public health in Spain met in Barcelona for the 2<sup>nd</sup> CIBERESP Scientific Seminar.**

Experts in Epidemiology and Public Health were invited to the capital of Catalunya last December for the 2<sup>nd</sup> CIBERESP Scientific Seminar last December.

The Networked Biomedical Investigation Centres (CIBER) is a strategic move in the area of knowledge management aimed at

looking for scientific answers to the most frequent health problems in our country. They are aiming to create large transnational investigation centres that are multi-faceted and multi-institutional with common investigation lines and objectives. Investigation in Epidemiology and public health are absolutely necessary in order to know the size and distribution of health problems, identify their important factors, and evaluate the effectivity and efficiency of those actions that are carried out. This sort of investigation represents a key knowledge source so as to set out health programmes and poli-

cies, based on the results of investigations on the distribution of health problems.

With its headquarters in the Barcelona Biomedical Research Park (PRBB), CIBERESP is managed by Josep M. Antó, an investigator from IMIM-Hospital del Mar and director of the Centre for Ambiental Epidemiology Research (CREAL), which has a budget of 5 million Euro in 2008. The objective of the Scientific Seminar is to draw conclusions from the first year of CIBERESP and set new priority scientific research lines for the forthcoming years.

## the catalan biotechnology sector takes part in bioasia

The Catalan biotechnology sector took part in the BioAsia 2008 trade fair held in Hyderabad, India, from the 7<sup>th</sup> to the 9<sup>th</sup> of February, invited by the Federation of Biotechnology Associations of Asia. The Catalan biocluster and all its participating stakeholders were taking part thanks to the work of Biocat, co-ordinator of the Catalan stand in the trade fair, and at the same time organiser of the visiting Catalan delegation.



The delegation, led by Manel Balcells, president of Biocat, and including other Catalan institutions from the sector, were able to visit the science parks of Genome Valley and other companies located there. The area is one of the mainstays of Hyderabad's competitiveness, which is known as the city of knowledge in India. The Economic Promotion department of Barcelona City Council also formed part of the delegation, along with the Barcelona Biomedical Research Park (PCB) and the company Salvat Biotech.

As the invited guest of the Association of Indian Biotechnology Companies, Catalunya had a stand co-ordinated by Biocat, and this acted as a common platform to promote the whole sector with information about the research institutions and biotechnology companies in Catalunya that were not able to attend.

Amongst the programmed events was a meeting of the main biotechnology companies from the sector with representatives of other competitive areas taking part in the trade fair in order to explore possible partnerships and collaborations.

## biotechnology and health euroregional meetings

The city of Toulouse (France) held an event called "Biotechnology and Health Euroregional meetings" organised by MidiBiotech, CataloniaBio and Biocat, early last December.

This event forms part of a cohesion project for developing competitiveness networks in the Euroregion, a privileged environment for the exchange of expertise and for the establishment of collaboration between all stakeholders in the health area on both sides of the Pyrenees.

The Euroregion project, with the participation of Catalunya, Aragon, Balearic Isles,

Llenguadoc-Rossellon and Midi-Pyrenees, is promoting a large centre of sustainable development in the south of Europe and the Mediterranean, based on the knowledge economy, innovation and diversity. In this Euroregional polycentric space, which has territorial and social cohesion, we find that stakeholders and even citizens themselves have a key role in its construction.

The meetings were organised by biotechnological companies, pharmaceutical companies, public research centres, stakeholders that are responsible for innovation and who presented their projects and products in a space that favours meetings and agreements.

The biotechnology and health Euroregional meetings also has a strong debating content, thanks to the speakers and specialists in valuation and commercialisation of research, and in terms of the international collaborations between bioclusters, amongst other themes, and which allow for the establishment of the basis of a nucleus of competitiveness in the south of Europe.

## fira de barcelona in good shape

The mayor of Barcelona and president of the Fira de Barcelona, Jordi Hereu, predicts the Fira will continue to follow a rising trend despite macroeconomic uncertainties in 2008.

Fira de Barcelona saw 2007 end with incomes of 128.5 million Euro, meaning a rise of almost 24% more than 2005, the last odd year in the current calendar and as such the most comparable in terms of the number of fairs. Cash flows for 2007 stood at 24.9 million, a rise of almost 21%. These results mark a new record in the history of an institution whose growth strategy is based on the potential of its fairs, winning large international events, and the diversification of its activity. As well, this year is specially noteworthy because of the inauguration of the Gran Via halls, the institutional support and the impact generated for the economy.

The mayor of Barcelona and president of the board of Fira de Barcelona, Jordi Hereu, has highlighted the fact that the Fira's strategic objectives are being met.

For 2008, the Fira is forecasting incomes of 124 million, 20% up on 2006, and a cash flow of 21 million, according to Agustí Cerdó, managing director at the Fira.

Josep Lluís Bonet, president of the Board, qualifies the results as excellent, not just for the quantities themselves but for the quality of the fairs and how the new Gran Via halls are performing. Next spring, two new fairs will be held: Instalmat, a materials fair organised in the context of Construmat, and Avante, a fair based around the autonomy and quality of life of people with disabilities.



## barcelona trade fairs

# congresses generate 1,000 million in business for barcelona

Congresses and conventions is a gold mine for the tourist sector: the professional visitor spends around 625 Euro a day in Barcelona, compared to 100 Euro in leisure tourism. This is why the city does everything possible to attract fairs like 3GSM, the mobile telephone congress and Bread&Butter, a fashion fair. According to Turisme de Barcelona, in 2007, congresses generated an economic impact of 1,000 million Euro, with half a million professional visitors -8% more than in 2006.

Barcelona is keeping its foot to the ground this 2008 and expects to achieve an impact of 1,030 million Euro. The city has presented 60 candidatures to host congresses and conventions, in a very competitive sector. Many congresses are related to fairs like 3GSM, Bread&Butter or IMAT, the large

textile machinery fair that Fira de Barcelona will be hosting in 2011. Other fairs like Alimentaria or Construmat don't develop parallel conventions.

Amongst the reasons why organisers say they chose Barcelona for their fairs, we can highlight the fact that 28.4% are itinerant fairs by nature, 18.4% say it was because of the attractiveness of the city, according to a survey elaborated by Barcelona Convention Bureau.

And even more important is the strength of Barcelona's tourism draw which has been fundamental in increasing the number of congresses coming to the city. The international agency UIA places Barcelona in 7<sup>th</sup> spot in the world behind Paris, Vienna, Singapore, Brussels, Geneva and Helsinki,

while the ICCA puts it in 4<sup>th</sup> place, only beaten by Vienna, Paris and Singapore.

And while a debate is ongoing on the quality of tourism and the saturation that it produces in some zones of the city, the city wants to boost convention tourism because it generates more business and fewer problems in terms of crowding in places like Sagrada Família or the Rambles.



## star fairs



The fashion and latest fashion trends fair Bread&Butter Barcelona and the Mobile World Congress, two of the largest on the trade fair calendar which have both been held here in the first two months of the year.

These fairs have made strategic decisions in favour of Barcelona. BBB, a commercial fair started in Berlin in 2001, chose the capital of Catalunya against the German capital option with the objective of reaching a total of 91 thousand visitors\* in this latest edition of the fair.

The Mobile World Congress, held from the 11<sup>th</sup> to the 14<sup>th</sup> of February is by definition the largest technology event held in the city and one of the largest in the world. The decision by GSM Association to move their congress, the 3GSM, to Barcelona in 2006 clearly shows an acknowledgement of the positioning of the city in terms of large-scale world events. Both these have an important economic effect on Barcelona and have brought about occupancy rates of more than 80% in city hotels and 100% in tourist apartments. Without a doubt these are good economic indicators for the beginning of the year, two months when hotel occupancy rates are low.

\* Data from the Hotel Guild for the BBB fair

## business travel in barcelona

Perhaps the biggest fair for congress organisers has taken place in Barcelona. The EIBTM, an international fair that took place in the Gran Via halls, became the meeting point for executives and high ranking businessmen. This is the benchmark congress for those working in the industry of business travel, incentives and congresses, a sector which is growing, and which year-on-year sees rises in visitor numbers.

EIBTM united 12,000 professionals from more than 100 countries, quite an impressive result compared to the most notewor-

thy congresses on the international scene. The fair represented some 40 million Euro for the city just in terms of direct spending, an important injection into the local economy, but also an increase in terms of links between the leading companies in the international sector. In fact, the industry of meetings and congresses enjoys considerable health in continental Europe and especially its tourism market. As such the fair was visited by people from more than 100 countries, some as far away as Australia, Brazil, Argentina or South Africa, as well as all the countries in the European Union,

since continental Europe has in recent years become a fashionable destination for businesses.

This year's edition had a new feature: the presence of China, this giant in the world economy. For the first time ever in the history of EIBTM, the Tourism Office of this Asian country took part in the event.

Big franchises like Prada, Nike, Bacardi-Martini, and Rolls Royce show their products for national and international high-ranking executives

## barcelona in the world

# agbar to take advantage of suiez links to expand across europe and north africa

Aigües de Barcelona (Agbar) will take advantage of the business links of Suez in Europe and North Africa to develop its activities in the water sector outside Spain and Latin America, in the case that its takeover bid for Criteria and Suez succeeds, regarding the 43% of shares that aren't controlled by the Catalan company.

Currently, the European operations of Agbar in the water sector are centred on the United Kingdom, through the company Bristol Water.

From the operational point of view, cooperation between Suez and Agbar has been in the Latin American market where both

control a number of companies in Buenos Aires, Santa Fe, Cordoba (Argentina) and Gran Santiago (Chile).

And their collaboration via Dégremont, a subsidiary that Suez and Agbar have shares in, has been seen in terms of commercial operations both in Spain, with the management of a desalination plant in Prat de Llobregat (Barcelona) and abroad with the management contract of a water treatment plant for residual waters from Aguas Andinas in La Farfana.

On the other hand, Criteria and Suez assure that Agbar will continue to develop those activities that it has carried out until now, after

having abandoned its business in certification and automation with the sale of Aplus+, Unión Fenosa and Caja Madrid to the Carlyle group for a total of 1,480 million.

And as such, Criteria and Suez expect to maintain the time frame of one year for the localisation of the current activity centre of the Catalan company.

Moreover, it isn't expected that there will be restructuring that would affect Aigües de Barcelona or those businesses that are part of its group, or its branches of activity or business lines, neither the possibility of carrying out business reorganisations like mergers or other divisions.

# grífol's to invest 400 million until 2012 to increase production in spain and the united states

Pharmaceutical company Grífol's wants to construct a new plant in Parets del Vallès and three centres in the US. The operation will be self-financed and through debt. Grífol's will invest 400 million Euro between 2008 and 2012 to increase its production capacities for plasma and hemoderivatives. More than half of this investment, 230 million, will have an effect on the turnover of the Catalan group by 2012 and the rest after 2013.

The holding, with its headquarters in Parets (Vallès Oriental), will destine 130 million to the construction of a new production plant for biological adhesives while increasing its business in two of the main

laboratory hemoderivatives. Grífol's stands in the fourth position in the world for this type of product in terms of sales volume.

On the other hand, the group will install diverse centres to obtain plasma in the US and an analysis lab in Austin (Texas) with an investment of more than 100 million Euro.

### International presence

Pharmaceutical group Grífol's is in more than 90 countries, with 18 of its own subsidiaries. The company was founded in Barcelona in 1940, and in 1990 it established its first subsidiaries in the US

and Chile. The objective of the group is to prioritise the American market, mainly via promoting its Bioscience division, which represented 68% of turnover in 2006.

Amongst the main projects for the future, the laboratory will carry out studies with plasma in diverse health areas, one of those related to Alzheimer.



## the hardest light weight steel

Thanks to a structure of light-weight steel just three people can raise the exterior walls of a 150 m<sup>2</sup> house in three or four days, according to engineer Eduard Otin, founding partner of the company Teccon Evolution.

This technology, known as light gauge steel framing, consists of doubling the steel plate a number of times in order to get a certain resistance profile comparable to conventional beams. This structure is put up on-site and closed off with panels made from materials that are very fire resistant with high thermal and sound proofing properties like insulation foams.

The system is used a lot in the US, bringing "lightness, speed, and flexibility to the building process without compromising on quality; it is also recyclable, ecological, and has high energy efficiency levels". Teccon is a pioneer in Europe as it has the EU's DITE homologation in the aforementioned technology.

But Teccon has not limited itself to reproduce existing technology alone. Two and a half years of investigation were needed for patenting it as its own steel type, "unique in the world

with a resistance level which is between 60% and 70% above the universal system used in the US and Europe". The most innovative aspect of the Teccon system is that it allows you to construct buildings with a ground floor and three floors high, while other conventional steel systems only allow for a ground floor and one additional one.

The Barcelonian company notes that this technology could be used, for example, for the problem of temporary classrooms in schools since it offers an alternative which is fast, dignified and of a high quality.

## barcelona in the world

### barcelona city council and aena sign agreement to boost international promotion

Barcelona City Council and airport operator AENA have signed an accord to boost the international promotion of the Catalan capital with the objective of bringing more international flight routes to the city.



Jordi William Carnes, deputy mayor at the Council, and the president of AENA, Manuel Azuaga, formalised the accord which amongst other things sets out commitments to the promotion of Barcelona in specialised trade fairs and promotional material for its international airport.

AENA also offered the city Council a programme of visits to the new terminal currently being built (T-Sud) so that stakeholders can get to know first hand the enlargement process going on in Prat Airport.

As regards the Council, it considers that the accord meets the institutional declaration agreed upon on October 6<sup>th</sup> 2006,

which demanded that AENA financed an international campaign to restore the image of prestige and efficiency of the city and its airport.

In this sense, the studies set up by CDRA and Aeroméxico validate the viability of the new route. Proof of this is that 100,000 passengers flew between Barcelona and Mexico in 2006 using connections with other cities.

### barcelona gets daily flight with mexico operated by aeroméxico

Since the middle of last September, Barcelona Airport has become the third European destination operated by Aeroméxico, behind Paris and Madrid. The flight is twice a week.

The objective is that the new flight will become consolidated in the short run both in terms of the transport of passengers and freight. According to the Air Routes Development Committee (CDRA), the opening of this flight means "a new step in the promotion of intercontinental flights for Prat Airport since this is one of the routes with highest value, which has long been called for by the business and tourism sectors".

In this sense, the studies developed by CDRA and Aeroméxico validate the viability of this new route. A test of this is that there are 100,000 passengers that flew between Barcelona and Mexico in 2006, using connections with other cities.

Moreover, the summer months and Christmas period see an important concentration of passenger traffic between these two destinations with 11,000 travellers transported in August, and 9,000 in December.

CDRA presented the flight during a promotional Business Bridge to Mexico, promoted by the city Council's Economic Promotion department and the city's Chamber of Commerce.

### singapore airlines opens daily connection between barcelona and singapore

**The Barcelona-Singapore flight, the only daily between Spain and an Asian country, goes to strengthen the company's strategic decision on Prat Airport taken in July 2006.**

Singapore Airlines started a three-times-a-week flight from Prat Airport and thanks to its high take-up rate the company increased the number of flights to from three to four last summer. Now, in 2008, the company is starting a daily connection between Barcelona and Singapore with a luxurious Boeing 777-300ER flight, which makes a technical stop at Milan and which is the only one that unites the Asian country with the Iberian peninsula.

With this strategic move the company expects to double its passenger numbers between Barcelona and Singapore to 100,000 a year.

This connection is an important gateway from Barcelona to the whole of the South East Asia and the rest of the countries in Asia and the Pacific. Singapore offers connections to the most important cities in Australia and New Zealand, Bali, Manado, Pukhet, Bangkok, Manila, Hong Kong and Shanghai. During the first year and a half operating through Barcelona Airport, some 10% of passengers were seen to have come from Australia, China, Vietnam, New Zealand and Indonesia.

According to the managing director of the airline in Spain, Twee Min Wang, "the increase in frequency will help satisfy the demand that we have from across the world to know two cities like Barcelona and Singapore".

The Boeing 777-300ER is the largest plane that operates at Barcelona Airport at the moment and it offers excellent comfort for passengers, with wider spaces between seats and the incorporation of modern entertainment systems with more than 1,000 options amongst them videos, audio and games, and other applications needed for work.

## barcelona in the world

### barcelona wants to host an eads drone flight centre

Barcelona wants to host a centre of excellence for drone planes from the aerospace consortium EADS. An infrastructure like this would be a big coup for what is a sector still under represented in Catalunya. The main companies are Mier Comunicaciones, Gutmar, GTD or Serra, amongst others –all these part of the business association Barcelona Aeronautics and Space (BAIE) and assisted by the Industrial Aeronautics and Space Technology Centre (CTAE).

Barcelona is in the running to host the centre with other regions in Spain and Germany.

Drone planes are used in civilian missions to control security in semi-rural and urban areas or, say, follow a chemical leak.

This excellence centre will need an investment of 100 million Euro. If the project is awarded to Barcelona, the central Administration would take care of half of the financing. The rest would be financed in equal parts by EADS and the regional Autonomous Government.

The importance of a centre of this sort is found in its capacity to pull the rest of the Catalan aerospace sector forward.



### luxury hotel by derby hotel chain in the centre of paris

Derby Hotels, the chain presided over by Jordi Clos, will inaugurate its first luxury hotel in Paris this spring. The group has bought a historic building close to the Opera to house the hotel. The investment is likely to run to 75 million Euro of which 50% will come from Derby Hotels and Metrópolis, an investment group that is made up of Catalan investors and of which Derby Hotels has 6%.

The inauguration of the hotel is expected in May. After buying The Caesar hotel in

London four years ago, this Parisian establishment will be the second that the chain will have in Europe, in addition to the 8 it has in Barcelona and Madrid. Other strategic moves by Derby hotels for 2008, apart from the Paris hotel, include a plan for two more hotels in the Catalan capital. The chain is thus completing its portfolio of own hotels with a total of fifteen premises.

Derby's objective is to set up in large cities and is ruling out ventures in any other Spanish city since it represents the same effort to open in Seville or London, the latter offering returns on capital which are much higher.

Derby Hotels has a staff of almost 1,000 people and expects to turnover 68 million Euro this year. And the company is not ruling out setting up in the long term in New York.

### barcelona squeezes sunny delight for the world

"Spain is the jewel in the crown for Sunny Delight," says Jean Jacques Fredj, director of Western Europe at Sunny Delight Beverages. Because of their fine results in Spain, representing 50% of the company's sales in Europe, the main stakeholders in the company, capital risk fund JW Childs Associates, have asked the Barcelona-based Spanish subsidiary to develop the company outside the United States and Canada. The objective is to set up in new markets via alliances with local partners in the chosen country. At the moment they are analysing different possibilities that include European markets like Italy and Belgium or emerging countries like India, Brazil, China or North Africa.

For the director of the company, the success of the Spanish subsidiary is based on its work methodology, which conserves the spirit of the original project, the diverse nature of its staff that started the company from scratch. To carry out the expansion, the company is expecting to start in a country which is similar to ours, like Italy, while in countries that don't have refrigerated distribution networks, they would offer a product that doesn't require cold-based systems.

