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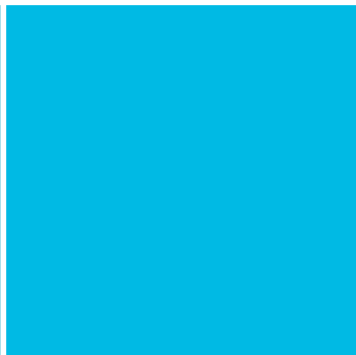
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editorial

CONSTRUCTING A BARCELONA BASED ON KNOWLEDGE

Barcelona knows that the economic future of the city has to be constructed on the foundations of knowledge and innovation and this challenge has just one way forward: a clear move to create the sort of quality training capable of generating and attracting talent. At Barcelona City Council we think that the promotion of the capital of Catalonia as an international university centre is an important condition in order to make this city the Barcelona of knowledge and innovation.

At the end of the 20th century there was a change in the process of transformation of production and economic accumulation: a movement towards the knowledge society.

As the capital of the Catalonia, Barcelona has positioned itself at the forefront of this process, although -and as opposed to the industrialisation of the 19th century- the city and the whole of Catalonia still haven't managed to place this economy in the top positions as it did at the end of the 19th century.

If more than 100 years ago industrialisation placed Catalonia amongst the most advanced economies of its time, giving it its own differentiated personality and propelling the modernisation of Catalan society forward, now our idiosyncrasy depends on our success in achieving a truly knowledge-based society.

The current situation of Barcelona's macroeconomic position – positive employment rates and a dynamic economy - is making for a firm foothold from which the city can make a jump forward. The strategy behind this renovation will mean leading the actions of the main stakeholders in Metropolitan Barcelona and intensifying relations with the Generalitat, the governments of Spain and Europe, by highlighting the real weight of the city and bringing decision-making centres closer together.

Just as important is to continue to renew the international projection of Barcelona with new initiatives that add to the attractiveness of its diversification, especially in economic strategic areas. Some recent examples of the will to bring related high value added activities here, in this case in the energy and telecommunications sectors, are: ITER, a project whose objective is to show the viability of the fusion of hydrogen as an energy source or the candidature to make Barcelona the headquarters of the Galileo Supervisory Authority for Satellite Navigation (GSA).

These are value added activities that have to bring about real changes to industry, in which innovation and technological investments are the tools to drive on to the winning line: namely, the welfare of citizens, social cohesion, and sustainability. Creativity forms a part of Barcelona, and now we have to transform all this talent into wealth.

barcelona attracts europe's university students

The last Barcelona University Observatory, carried out by Barcelona University Centre (BCU) with the collaboration of Barcelona City Council and the Generalitat, shows the excellent current position of the capital of Catalonia as a European University benchmark. The objective of the Administration and universities is to convert Barcelona into a consolidated international benchmark for students, but also for professors everywhere.

The capital of Catalonia is aiming to be a magnet for talent so it can occupy a leading position in the rankings of knowledge and idea-based cities in Europe.

Barcelona now plays host to one of the most relevant university communities in Europe, with almost 200,000 students and more than 12,000 teachers in seven universities and an offer of more than 200 degree courses.

In its 500-year-old university history, Barcelona has committed itself to a quality and traditional university offer and in recent years it is working to make itself a benchmark in Europe in the area of knowledge.

The birth of the Barcelona University Centre (BCU) www.bcu.cesca.es in May 1997 is a tipping point in the promotion of Barcelona as an international university centre.

BCU helps to co-ordinate the arrival process for students from outside Catalonia, and its work has been decisive in generating the 104% increase in this student group in Barcelona and surrounding universities, meaning the University of Barcelona, the Autonomous University of Barcelona, the Polytechnic University of Catalonia, the Pompeu Fabra University, the Ramon Llull University, Vic University, the International University of Catalonia and the Abat Oliba University CEU.

According to the Barcelona University Observatory published in 2007 by BCU, with the support of the Generalitat and Barcelona City Council, Barcelona and Catalonia, representing the nucleus of this student interest, occupy the top place in the ranking of students from the EU and it is second-placed in Spain in terms of the total number of foreign students in first and second cycle courses.

As well, Barcelona plays a key role in attracting students into third cycle courses (doctorates) in Catalonia. Thanks to the wide range of university courses on offer, Catalonia (with 31.3%) is the top region in Spain regarding the number of foreign students on these programmes. Overall, universities in the area of Barcelona have 23,000 students from outside Catalonia (foreign students and those from the rest of Spain) which represents 11.8% of the total.



universities look to the future

University managers and politicians hope that the positioning of Barcelona as a benchmark in the field of education in Europe is now strengthened taking into account that the Higher Education European Area (EEES) is starting to become a reality in the Catalan university system. Since the 2006-2007 course, Catalan universities offer a variety of official masters programmes which will change the previous existing situation considerably.

Official masters are the result of the adaptation of university studies in Spain to the European Higher Education Plan framework in the application of the principles of the so-called "Bologna Declaration" of 1999.



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barcelona university



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internationally recognised schools

IESE www.iese.edu.es which is part of the University of Navarra and ESADE www.esade.es of the Ramon Llull University are both benchmark centres that have developed in a key way the character of Barcelona's international university environment. ESADE occupies the 10th position in Europe and the 28th in the world. The overall ranking of the Financial Times is led by North American business schools Duke and Harvard, Switzerland's IMD and that of Chicago.

The Financial Times, a British newspaper, published its ranking of executive training courses (Executive Education) in the middle of last May and it placed IESE in the second place in the European ranking and 5th in the world.

This classification analyses the activity of business schools according to two types of programmes: the so-called In Company courses, in which IESE comes 4th in the world and second in Europe and the Open Programme, where IESE is placed in the 8th position in the world and third in Europe.

interview with pedro nueno, iese professor

Pedro Nueno is an architect, engineer, and doctor in Business Administration from the University of Harvard. Currently, he is professor at IESE and president of CEIBS in Shanghai. He is author of "The light and shade: Innovation in the company and ways to manage it".

"FOR THE WORLD, THE IDEAL SITUATION IS THAT CHINA, INDIA AND AFRICA DEVELOP"

The latest rankings on business schools place IESE in the first division. How do you think this influences the positioning of the city as an international university benchmark?

It influences the positioning in various ways because the people that pass through here see that our level is comparable with those of the leading schools. After getting to the city, to Catalonia, they see a dynamic society, and that from the economic point of view we have a market. This means that many leave here with the idea of coming back with their businesses. In this sense, the number of foreign professionals that have been at IESE and that have created companies in our country is very high. As well, our objective is to bring on business, and this is happening day after day in a natural way.

Professionals that want to set up here have a preconceived idea of what they will find in the city.



People that come to do one of our programmes, and that are taking a risk regarding the impact on their careers, carry out a profound analysis before choosing IESE. I mean that the people who do a master here are convinced that this is really what they want to do. When we do programmes for executive management, for example, we have to explain about the prestige of the school. This prestige comes from its professors, its relationships, and from the people who study on the courses we are offering here or throughout the world. A company that takes the decision to bring all its executive management team here to do a programme has normally analysed the other offers in the market and when it decides it is really convinced that its people will leave satisfied and that, as well, if there is an objective, it is reached.

Regarding those that set up businesses, are companies satisfied with the support services they get to help them when starting their business?

The experience we have here is, in general, very good, but I have to say we don't have the average sort of organisation in the environment. It's worth saying that we are a bit privileged, and in this sense, over many years we have cultivated a network of contacts and this means that for us it is relatively easy to find finance for those that need it or we can advise them how to get it. For us, it is easier to open doors than it is for an individual person.

"THE PUBLIC UNIVERSITY HAS ONLY TO WANT TO COMPETE TO BE IN THE FIRST DIVISION"

Regarding university training, it seems that there are two categories: business schools like yours or like ESADE, with international recognition and renown, and the public universities. What can be done to reduce the differences?

Well, that's easy, you have to compete. What motivates us is that we want to be

first in the world. If the university says it wants to be the first in the world, it will achieve it, but if it says it wants to live well, then this is something else.

Is this is a question of will and also resources?

The public university has all the resources. We are a private school and this means we have to find the money.

Training good professionals is the basis of creating wealth. Regarding the internationalisation process of IESE, in which you have had a very important role, is this vital?

I believe the idea is to say: "I want to get there", and therefore, I want to try, if I can, to work with these people to do things with them, to see what I can learn. This is the idea and this is the ambition. When we started the international fast-track programme, I can't remember what position we had in the world ranking: Spain wasn't anyone and a school in Spain didn't really "figure" very much in the world. Today the situation has changed. We are looking for the best and our professionals come here because they feel good, and moreover, they aren't putting their careers in jeopardy. It's becoming, for example, more viable for a university here to get a Nobel prize winner.

"THE MANAGEMENT OF AN AIRPORT ARE THOSE THAT HAVE THE CAPACITY TO DECIDE WHAT THEY WANT IT TO BECOME"

What is the work schedule like for an IESE teacher?

The idea is that we spend 25% of our time giving classes, 25% on research, which has to bring about books, cases, publications, and 25% on management, being director of a programme, and 25% of time working outside, solving problems for companies, as an adviser or consultant.

So IESE professors are teachers linked to the university and also business?

Absolutely. The ideal situation, for example, is when I have the case of a company, which I have been advising, where I have made something happen. After, I write a case, I take it to class, and later when I have 25 cases on this, I publish a book.

Why do companies set up? Because there is research, which is practical and in contact with real life. We have to do the same. The university perhaps not so much.

At times, universities are asked to create business people but personally I don't believe that it is their mission. The mission of a university, I think, is to create professionals, the best professionals in the world. Our mission is this, because people come here that want to go into the business world.

Before you spoke about the internationalisation of IESE. Do you have projects along these lines?

IESE has always given its teachers absolute liberty in international projects. As well, institutionally the school has started some projects to create its own schools and centres in other countries. Currently, we have a presence in Mexico and Argentina –where we have a school that is leader in the country, in Peru, Colombia and different countries in South America. Apart from this, we are in Portugal, Germany, and Africa. We have a project in China that is independent, which isn't just being carried out by IESE but rather in collaboration with more schools. Next September we will open a permanent school in New York. This will allow the school to intensify our presence in this market, promote our MBA (Master of Business Administration), and other executive education programmes, create a research centre and promote new activities with former students and companies.

You also know a great deal about infrastructure development. The debate about the need for an inter-continental airport to meet the business and general public's needs has been spoken about at length.

There needs to be a clear decision. Decisions in a company are taken by a business person, so, therefore in the case of Barcelona Airport, it is logical that the decision is taken by those responsible for the airport, since the obligation of the management is to provide the best service possible.

Many say the future will be based on the knowledge and innovation economy, but Barcelona has an important industrial base, with traditional industry.

I believe we have a future in terms of both, but I am convinced we have to defend our industry. It isn't so easy to move from industry to something else, and as well, we will still need industry. It isn't true that all our industry is moving to China. The most logical is that if China develops along the lines it should, then costs will rise and the domestic market will take off. In China there is no consumption. If one day there is some social protection in this country, then we

will have consumption and this will make prices rise. Then this country will be less competitive and this will be positive, just as it has been fantastic in Europe, that costs rise and, of course, the quality of life increases. Also this has been positive for the United States, because they have come here to make things.

The ideal situation for the world is that China, India and Africa develop. This means that we have to maintain an industry here. Don't think that cars will come from China: here we can make cars, and not the ones we make now, as we could make more. We are competitive and we have to maintain our competitiveness. I agree we have to continue to work on things connected with knowledge, but here we are doing things that don't make any sense. For example, we have a fantastic pharmaceutical sector that carries out R&D, which provides quality work. We want our industries to carry out innovation, to create jobs, and yet we are destroying this sector.

"THE CONTACT BETWEEN THE UNIVERSITY AND BUSINESS IS THE KEY TO KNOWING WHAT'S HAPPENING IN THE REAL WORLD"

How do you see the positioning of Barcelona in Europe from the economic point of view?

Together we should get our ideas together and we should convince ourselves of our possibilities. We shouldn't have any doubts about our industry. The downfall of some of our industries isn't a problem brought about by the macro-economic situation, but rather a problem of the management of the company.

Is our business class up to the task? Why don't our businesses seem to quite take off? From the point of view of the internationalisation of companies, we are propping up the list of developed countries. Why is this? Are they scared to take risks, or don't they have enough support to do so?

I believe the support that we have is reasonable. Those that have gone looking for support have found it. But we can't expect to get everything paid for, that everything is done for you. You see people find it difficult to get going. Because it is a risk, a commitment, and work. Sometimes the project is too important, or the businessperson thinks they are putting their assets on the line, or they can't carry out the project alone because they aren't big enough.

esade in the rankings

UNIVERSITY RANKINGS

10th best Master in Management in Business in Europe
(Financial Times ranking, May 2007)

FULL-TIME MBA

1st best international business school
(The Wall Street Journal ranking, September 2006)

2nd best business school in the world for its focus on the environment and social issues
(Beyond Grey Pinstripes ranking, October 2005)

7th best non-American business school
(BusinessWeek ranking, October 2006)

10th best business school in Europe and 27th best in the world
(Financial Times ranking, January 2006)

EXECUTIVE EDUCATION

3rd best international business school for open and tailor-made programmes for companies
(América Economía ranking, October 2005)

5th best business school in Europe and 16th best in the world in tailor-made programmes
(BusinessWeek ranking, October 2005)

11th best business school in Europe and 30th best in the world in open programmes and tailor-made courses
(Financial Times ranking, May 2006)



barcelona graduate school of economics opens in barcelona

A variety of private and public entities have given their support to the creation of the Barcelona Graduate School of Economics (Barcelona GSE). This institution dealing with advanced studies in economics, with its headquarters in the University Pompeu Fabra (UPF) offers a post graduate programme in economics and social services which came from a clear

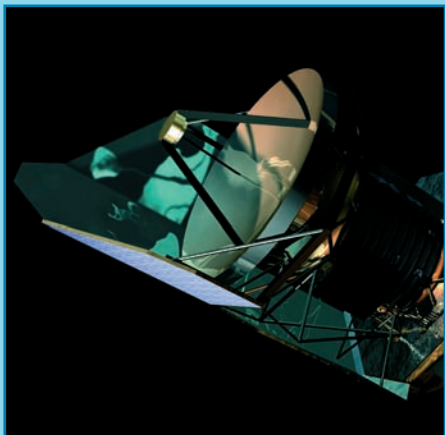
desire to become a benchmark in post graduate studies in Economics in the South of Europe.

The sponsors of the Barcelona Graduate School of Economics Foundation is made up of the Pompeu Fabra University (UPF), the Autonomous University of Barcelona (UAB), the Higher Council of Scientific Re-

search (CSIC), the Centre for Investigation in International Economics (CREI), the Agbar Group, Bank of Sabadell, the Caixa Catalunya building society and the Foundation Fem Cat.

The academic activity of Barcelona GSE will start in September this year with an initial offer of 5 masters.

european space agency opens an education office



The European Space Agency (ESA) and the Obra Social La Caixa have opened an education office for the European Space Agency. The new agency will occupy a permanent space in the Science Museum and has the objective of bring young people closer to science and promote career vocations.

Barcelona is the third city to incorporate in the network after Amsterdam and Brussels. The project is expected to raise the quantity of students on science degrees, since between 2001 and 2005 enrolments in physics, chemistry, biology and engineering have fallen by 15,000.

The European Office of Resources for Education on Space (Espero) is designed to be an education tool for students, where different communities will be represented, in order to recover careers in science. That's why next course a website will be set up so you can follow the actions that are being carried out.

oasyssoft will co-operate with boston institute of technology

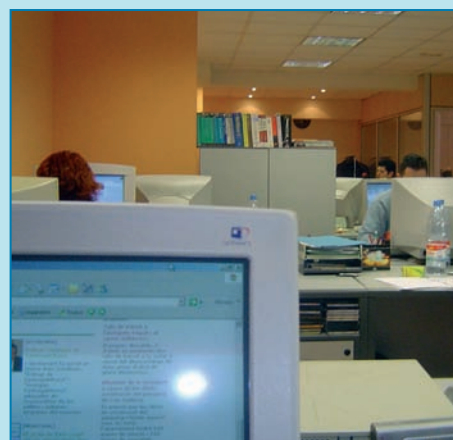


The first technology and innovation Mission to Boston organised by Barcelona Chamber of Commerce and Barcelona Active last July has paved the way for the a collaboration accord with the Massachusetts Institute of Technology in Boston (MIT), the most prestigious technology university in the United States.

The accord establishes that Oasyssoft, one of the top ten institutions in Spain for educational co-operation with North America, will take onboard its first MIT students,

who will collaborate and strengthen the area of Strategic Marketing in the company, helping with support for international policies and especially channels and product decisions, and the development of the North American market and helping the Oasyssoft office out in Miami.

Oasyssoft, founded in 1997, is an eBusiness designer, a platform for software development, integration, and publication of web applications that is used in more than 50 countries.



creapolis to start up in 2008

Creapolis, the business park being developed by ESADE business school, will open its doors at the end of 2008. This third generation park will play host to a 100-or-so companies, although at the moment the developers of the project have closed deals with 15 international companies.

Contacts have already been established with countries like Finland, the UK, and the United States to draw in companies.

Some of the sectors that will be found in the new business park will be from the audio-visual, technology, and marketing analysis sectors. The presence of some companies in the centre will remain stable, like Creafutur –a foundation set up by the Generalitat de Catalunya, Esade and the company Node for developing innovation in companies and products-

Creapolis, which will be located next to the new Esade Sant Cugat campus, will mean an investment of 39.5 million Euro. Apart from Esade, with 60% of the company, there'll also be capital from Sant Cugat Town Council, with 11.27% of the shares, La Caixa, Caixa Catalunya, Caixa Manresa and Caixa Sabadell, with 7.1% each and the Sant Cugat Association of Business, with 0.34%.

barcelona companies

10 strategic moves for the economic and innovative capacity of barcelona

BEHR

Behr: the German multinational will set up an R&D centre for refrigeration design for motorbikes for the group at the world level.

Alcon

Alcon: the ophthalmology pharma company has opened its first R&D centre outside the US in Masnou (Barcelona), in which it has invested 4.3 million euros. In this centre it will develop pharma products for the whole world in collaboration with the lab it has in the US.

Telefonica

Telefonica: will invest 80 million euros until 2010 in its headquarters in its R&D centre in Barcelona. This centre is specialised in the development of new Internet applications, multimedia, and multilingual services.



HP: has made the city of Sant Cugat (Barcelona) its world capital for R&D, Marketing, and Operations for large format printers, the injection ink range, and the large format industrial Scitex product. This centre will also play host to the R&D Barcelona Research Office Lab, which until recently developed systems to digitalise content.

SB

LA SEDA DE BARCELONA

La Seda: chemicals multinational has created a R&D (research and development) centre in its installations in Prat de Llobregat. This centre will offer services to the whole group and the company will dedicate 15% of its gross profits to this activity every year.

Roca

Roca Corporació: will open its Roca Innovation Lab in Barcelona, a centre with its own resources to strengthen the design area of the firm, a leader at the world level in the bathroom sector.



Gallina Blanca: the Carulla family, owner of the company, has reached an agreement with the Fossatti family whereby each will manage half of the new Gallina Blanca-Star Group. The corporate headquarters will be in Barcelona where the strategic and operational management will be centred.

CASIO

Casio: the electronics multinational will open its offices for Spain in Barcelona, which will have responsibilities for digital camera sales and marketing and watches.



Vistaprint: the North American group, dedicated to on-line printing at the world level, has chosen Barcelona to set up its European headquarters. The company will invest 3 million euros in a new structure with 60 workers so as to centralise its European activities.



Air Products: this company has located the new headquarters of its shared service centre for the whole of Europe in Barcelona. This centre will have some 260 qualified employees that will be installed in the Cornellà Empresarial Arboretum centre.

barcelona wins schneider electric corporate headquarters

French multinational Schneider Electric, dedicated to the manufacture and distribution of electronic components has located its headquarters in Barcelona. The new headquarters, the company's biggest, has 31,000 employees, 120 factories and a turnover which last year came to 4,500 million euros. The European division includes Spain, Portugal, France, Germany, Switzerland, United Kingdom, Scandinavian countries, Ireland, Holland, Belgium and Italy.

Julio Rodríguez, who has been named managing director of this new division, has played an important role in the process of choosing the new location. Until now, Rodríguez was the head of the international division that included the Iberian peninsular, Latin America, Near and Far East and Africa. This division has established its headquarters in Paris, where the company's corporate headquarters are located.

One of the priorities is to boost the logistics platform set up in Sant Boi de Llobregat, that will offer services to the South of Europe and part of the Near East, North Africa, and Latin America.

decathlon installs distribution centre in the port of barcelona

DECATHLON French Multinational Decathlon will have a large unit in the Logistics Activities Zone (known as ZAL II) in the Port of Barcelona after April 2008.

This large centre will offer services to shops that Decathlon has in Spain, France, Portugal and Italy. The warehouse unit will have a surface area of 50,000 square metres, with a length of 500 metres and a width of 100 metres. The main objective of the French multinational is the distribution of goods that arrive by boat from the Asian market, although thanks to its location, it can also receive products via air or train. One of the requirements of the Port of Barcelona for any installation in ZAL II is that 30% of the company's freight comes via cargo shipping. This project is independent of the installation of a warehouse in the area of Sant Cugat de Sesgarrigues, in the region of Alt Penedès, some 50 kms away from Barcelona. This centre will be used to cover the needs of the Spanish market in the cycle product line.

The initial investment that Decathlon will make is 8 million euros in order to install its first continental warehouse. At the level of human resources, the French multinational will contract 200 people to guaran-

tee the best service for clients. As well, they will create a school to train future employees of the company.

In Catalonia, the company already has a warehouse in Martorell. Decathlon has 52 premises in Spain, which has converted it in the second-highest source of turnover after the French market. In Catalonia, the chain has 13 shops in and around Barcelona (9), in Girona (3) in Tarragona (1).

The French multinational has 350 shops and has a presence in 13 countries. Decathlon belongs to the Leclercq and Mulliez family that are also owners of Leroy Merlin, Aki, Kiabi, Norauto, amongst others.

CILSA, the managing company of ZAL, will have 50% of its expansion already taken up, with the other 50% under negotiation. CILSA has a share holding structure with the Port of Barcelona (51%), ABERTIS logistics (32%), and 17% by SEPES. The managing company rents out units that have to commit to a certain level of maritime traffic since ZAL was designed to create business in the Port of Barcelona offering high value logistics services for goods transport.



abertis bets on zona franca logistics park

Abertis, the Europe's top management group in the infrastructure sector, has decided to concentrate its diverse units in the Logistics Park of the Zona Franca in Barcelona (PLZF). The Logistics Park – a company that has 50% of its shares held by the Zona Franca Consortium and Abertis Logística- has invested 20 million euros there.

In this business area, promoted by the Zona Franca Consortium and Abertis Logística (CZFB), there are some 2,400 people and 35 companies.

The Logistics Park, with its offices and rental logistics units, occupies 41 hectares in Barcelona's Zona Franca, which lies just off the Littoral ring road, and has the Fira trade fair and the Port de Barcelona very close nearby, along with Hospitalet's economic area, the freight railway station of Can Tunis, Barcelona ring roads and a fast route into Prat Airport.

Both the Zona Franca Consortium and Abertis hope that the arrival of the metro system to this area will bring a final boost to the urbanisation of the area, which will make the Logistics Park into one of the main areas for business in Barcelona. The 1.3 kms facade along the Littoral ring road where the new buildings are going up is set to become the new profile of the gateway into Barcelona.

The metro stop for the Logistics Park will start to be built this year, and it will connect the area with the centre of Barcelona, the Fira and Prat Airport, thanks to the L9 and L2 lines, a transport service that is expected to be up and running in 2010.

The corporate building is the work of Ricard Bofill; its surface area is 11,000 m², with an underground car park for 280 and a 1,500 m² building for services. Abertis will locate its business units for Saba, Abertis Logística, Abertis Airports and Abertis Te-

lecom (which will move its headquarters from Gran Via- Cerdà Plaza), so that the Abertis Group will have almost 1,000 employees in this corporate centre.

The new building -with a glass facade, five floors and original projections- is the first phase of the two-phase Logistics Park, which is due to include two more identical buildings that will bring online a total of 35,000 m² for office rentals.



barcelona companies

barcelona's zona franca create service platform

The Consortium of the Zona Franca of Barcelona has created a service platform to improve the quality and competitiveness of companies that are located in its industrial area and thus to strengthen its leadership in this facility to make it an industrial benchmark.

Amongst the services offered by this platform, there will be an improvement of ICT, Information Technologies, training in workplace safety and prevention, respect for the environment and energy saving measures.

The objective is that this platform is to offer value added to more than 3000 companies located in the Zona Franca in order to raise productivity and create synergies between companies.

new production centre for mango in barcelona

MANGO The Mango shopping chain now has a new innovation centre to create and grow its brand collections. The centre is located in the old Samsung factory in Barcelona's Palau-Solità i Plegamans.

From here, the so-called Hangar, collections for Mango's thousands of shops worldwide are designed. The new Mango installations are 14,000 metres squared and 600 people work there, of which 120 are designers.

Mango bought the Hangar to increase activity and the need to centralise its production process.

This has allowed the clothes chain to increase its staffcount by 40%. The Catalan multinational creates some 8,000 designs a year and has sales of more than 1,000 million euros a year.



barcelona in the world

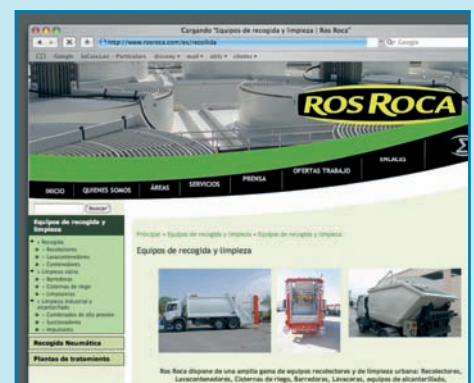
ros roca expands via purchase of a british company

The Ros Roca group, specialised in containers and other products for rubbish collection, has bought the British company Dennis Eagle for 150 million euros. Dennis Eagle makes collectors for rubbish collection vehicles. Thanks to this acquisition the Ros Roca group will become the world leader in the manufacture of rubbish collection systems.

Dennis Eagle, leader in the British market, also has a significant position in the north

of Europe, especially Scandinavian countries. At the moment, it has 580 workers with two factories in the UK, and it has just signed licenses to introduce its products into China and India. It is the only company in Europe that makes both refuse collection systems and chassis for lorries.

With more than 1,000 workers, the Ros Roca group exports its products to 70 countries and has plants in Germany and France.



barcelona in the world

pedelta grows in the united states



Pedelta, an engineering company specialised in the design of bridges and structures, has opened an office in Miami to grow in the North American market. The firm has also strengthened its position in Spain with a new office in Madrid and now leads different R&D alliances.

The new delegation is negotiating the tenders for the design of two buildings and three bridges. The company's objective of expanding in America before Europe is because the American market values the firm's work highly.

The opening of the delegation in Miami completes the presence of the Barcelona-based company in the American market, with its original office in Colombia. 60% of Pedelta's projects are related to the public administration, with local councils being more and more important in terms of clients.

In order to differentiate themselves from the competition, the company has decided to invest in the investigation of applications of new materials like glass fibre or stainless steel structures. Pedelta has designed more than 400 bridges and has 48 companies, and in 2006 posted a turnover of 2.5 million Euro.



ficosa enters russian car market

Catalan multinational car systems and components manufacturer, Ficosa International, has reached a deal with the Russian company Zavod Avtocomponent, allowing it to start up business in Russia.

One of the strong points of the deal is that it will give technical licences to Avtocomponent to develop and produce the Catalan company's systems and components for the Russian market. On the other hand, the accord also includes a future joint venture to develop and produce components, with Ficosa being the majority holding partner. The companies joint operations will start

with the manufacture of rear-view mirrors for Renault's Logan de Dacia model, which Ficosa supplies at the world level.

In the next few years, the Russian car market is expected to grow considerably. At the moment, some 1.1 million cars are produced and this is expected to grow by 30% in 2011, according to forecasts. In this way, the volume of cars produced in Russia in five year's time will be 1.6 million. With these future trends in mind, Ficosa has been studying the market since July 2006 with a view to servicing the local market and global companies that operate there.

The Catalan company, with its headquarters in Barcelona, has more than 6,600 workers and has business activities in 19 countries. With a turnover of 824 million euros in 2005, the multinational has 770 active patents and it is a supplier and majority partner with car producers all over the world. Zavod Avtocomponent has some 1,100 professions and is the second biggest Russian rear view mirror maker with a turnover of 77 million dollars in 2005.

odeco receives special order from the united states

Catalan company Odeco is to make the information signs for the new Yankees' Staten Island stadium and the luminous sign for the Times Square Nasdaq information board in New York.

Odeco is a company from Badalona, a neighbouring town of Barcelona, with international operations. It is now owned by the Carulla family, owners of Pans & Company, Gallina Blanca and Ausonia.

The Carulla family, owners of the Agrolimen holding, have decided to create an investment company called Quercus, a large international group specialised in the fabrication of signs using leds (small bulbs that

are used in information panels and advertising). And now Quercus has bought German company Thomas Verkerstechnik for 25 million Euro. This company is specialised in information signs for traffic control on roads.

Quercus will merge with Odeco and there are plans to buy a third company in Asia to consolidate the group further.

Odeco, a Catalan company, turns over 50 million Euro annually and produces luminous billboards for advertising and sports events. It has 250 workers with production centres in Badalona, Latin America and the US.

Agrolimen -via its company Gallina Blanca- ended last September with the purchase of Italian company Star, a leader in the Italian sauces and prepared meals sector.

The Carulla family created the capital risk company Quercus in 2005. The company first came into the limelight when it became one of the founding partners of airliner Clickair.

barcelona and montreal connected by air transat



Barcelona Airport has two new intercontinental flights to Montreal and Toronto. Until October 28th, Montreal will be connected to Barcelona with a weekly flight that will leave the city Sundays with a stopover in Malaga and a direct return flight on Saturdays from Montreal.

From June 28th to September 14 a second flight will leave Barcelona on Fridays with the return on Thursdays. Both the outbound and inbound will be direct. As well, from June to September, the Friday flight will have an extension on to Toronto.

CDRA (Committee for the Development of Air Routes) considers the move by Air Transat to be a good reason to continue working towards getting more intercontinental flights flying out of Barcelona Airport.

The start of this new flight will make it possible to fly from Barcelona to three cities in the US (New York, Atlanta and Philadelphia) and two in Canada (Montreal and Toronto).

Connections to North America represent 50% of the transoceanic flights that can currently be made from the Airport of Barcelona. On the other hand, CDRA considers it necessary to increase in the supply of current flights to South America, and

countries like Mexico, Cuba, Venezuela, Equator, Peru, Brazil and Argentina, a country that Aerolíneas Argentinas currently offers direct flights to.

Another flight to South America that is up and running is that operated by the Colombian company Avianca, which connects Barcelona and Bogota.

The rise in the number of intercontinental flights to Barcelona Airport has made these four companies decide on to increase their offer for this type of flight.

- Delta Airlines: offers 32 new seats for its daily flights to Atlanta as from May.
- Aerolíneas Argentinas: expects to operate a new weekly flight with 247 seats as from June
- Singapore Airlines: expects to start a new weekly flight with 1,112 new seats a month (outbound and inbound) as from July.
- Emirates Sky Cargo: since last April a larger cargo plane now operates on this route, which has led to an increase in weekly transport capacities to 150 tones each way.

The Committee for the Development of Air Routes is now concentrating its efforts on consolidating connections with America, looking for new flights with Asia, increasing the communications within the Mediterranean and East Europe and an improvement in the supply of flights carrying freight.



oneworld, star alliance and skytime transport to 24 million passengers



A total of 24.6 million passengers will use El Prat Airport this year on flights operated by the big three alliances: Oneworld, Star Alliance and SkyTeam. This fact means a rise of 10.6% compared to last year. Alliances will account for 77% of all traffic at the Airport of Barcelona.

Iberia and Oneworld account for 39% of traffic, with 12.54 million passengers, 12% more. Star Alliance will transport 22% of traffic with 6.9 million passengers and lastly, SkyTeam will grow by 9% and reach more than 5 million passengers.

The shuttle between Barcelona and Madrid will be the busiest route this year with 2.9 million passengers, 13% up and which accounts for 40.76% of Iberia's total traffic. The airline will transport 21% fewer passengers after giving over part of

its routes to its low cost operation Clickair, which will be the fastest-growing company in El Prat this year.

During 2007, the three alliances will fly to 62 international destinations spread across 33 European, African, Asian and American countries, with a clear dominance of the European continent. Flights to America will remain limited to New York and Atlanta.

The programming of intercontinental flights and the conversion of Prat into a centre for connections are two of the demands of the Catalan government and Catalan society.

The intention of the Catalan Administration is that these two criteria underpin the winning tender of the T-South, the new terminal that will be up-and-running in 2009.

barcelona flying

barcelona fifth fastest growing passenger airport in the world

The Airport of Barcelona was the 5th fastest growing airport in terms of passenger numbers in the world. This is the conclusion of a draft report by the Airports Council International (ACI), an organism that controls all the airdromes in the world. El Prat ended 2006 with more than 30 million passengers, 10.5% more than the year previous.

The ranking is headed by the airport of Peking, which last year saw passenger traffic rise by 18%, followed by the airports of Dubai, Shanghai and Canton. Barcelona is the only European city that is in the top ten positions.

The strong rise in passenger numbers registered at Barcelona Airport in 2006 is continuing this year.

fira de barcelona opens heliport



Fira de Barcelona has inaugurated an heliport on the top of its Gran Via Hall 1, very close to Prat Airport.

This new installation, which is one of the largest in Europe, has two 28-metres landing spots that allow helicopters to land and take off at the same time. The heliport will have a commercial use both in the day-time and night-time and its coverage ranges from Catalonia to the Balearic Islands, South of France to Andorra.

The company TAF Helicopters will offer aeronautic and technical heliport services and it will also be responsible for handling flight contacts for the Fira.

barcelona port

barcelona port improves its passenger facilities

The building will be located in the A terminal at the foot of the drawbridge that connects the docks -where the most modern cruisers moor up- and the rest of the port area. This reform work will double the net surface area of A terminal, going from 3,474 metres squared to 7,200 metres and this will play host to cruise boats of more than 350 metres in length. The total investment will have a cost of some 13 million euros and it is expected to be up and running in April 2008.

The new building of the Moll Adossat docks in the Port of Barcelona is designed to remind visitors of the movement of the waves. A wavy roof will be the distinctive feature of this building, which has been created to help today's huge cruise boats embark up to 4,000 passengers.

Work to improve the facilities at the Port of Barcelona started with the construction of terminals B –the biggest in size with up to 7,273 metres squared- and terminal D,

which is close to being finished and could be operative this summer.

To avoid paralysing maritime traffic over the forthcoming months during the work on terminal A, the Port of Barcelona will install a temporary installation for handling embarkation and disembarkation. In this way, the port won't suffer the effects of the work. This was exactly how the port dealt with the work on the terminal B.

The Port of Barcelona is the top port not only in the Mediterranean, but also in Europe. It currently occupies the 10th position worldwide. In 2006 some 1.4 million tourists used its facilities, a figure that represents a rise of 15% over 2005. The same happened with the number of cruises. 622 in 2005 became 649 (+ 4,34%) a year later. The number of ferry users has also risen, with a total rise of 15.26% since 2005.



the port of barcelona opens new terminal



Italian company Costa Cruceros's cruise boat was the given the honour of inaugurating the new terminal D at the Port of Barcelona, officially called Palacruceros, a huge facility with 10,000 metres squared and located at the end of the Moll Adossat docks.

The installation has the capacity to comfortably and efficiently hold the biggest ships that sail the seas today, especially those in the Mediterranean and the Caribbean.

Thanks to a concession contract with the Port, the same Italian shipper has constructed the terminal at a cost of 12 million Euro, and the concession lasts for 25 years.

Designed by architecture practice Vicini de Gènova, the building is very light, transparent, and extensive. It is furnished in the same fashion as a ship, with plants included, and it has been built with quality materials and finishes. With four floors, the installations have all the necessary services: shopping, cafeteria with internet access, an area for children, a bar with panoramic views, and a large terrace looking out to the Mediterranean.

some 2 million cruise passengers to visit barcelona in 2007

Barcelona will receive between 1.6 and 1.8 million cruise passengers this year, according to the Port of Barcelona. The cruise passengers that come to Barcelona are mainly from Europe, the US, and Canada, and they normally stay between one and three nights in hotels in the capital of Catalonia.

Port chiefs say over the near future the facility will be able to hold up to 6,000 passengers. This will mean that in 2015 the number of cruise passengers could reach 5.2 million.

In 2006, cruise passengers spent 157 million euros in Barcelona and 683 million in all Spain, where the sector provides jobs for 14,000 people. The whole of Europe recorded a total of 3.6 million cruise passengers of which 2.6 visited Spain last year.

construction starts on the media-tic building in 22@

Designed by architect Enric Ruiz Geli, the construction takes the form of a translucent cube with a ground floor that is open to visitors; it will be built between Sancho de Àvila and Roc Boronat streets in the 22@ technology district.

The Media-Tic building will be the headquarters of the information and communication technologies groups in Barcelona 22@ district.

The Zona Franca Consortium will invest 27 million euros in promoting this innovative building, which will combine the economic content of new technologies and industrial culture with the idea of refurbishing and renewing the urban and production structure of the city.

Barcelona city council, who has signed over the land for the construction of the headquarters building for ICT companies in Barcelona for 50 years, will gain a space that will be used for permanent training

courses, investigation, and the promotion of Information and Communication Technologies.

The typology of uses will also mark just how the Media-Tic space is shared out (Ground floor, mezzanine and eight floors): the three top floors will be managed by CZFB for rentals to companies and institutions, while the four central floors will play host to diverse incubators for companies and space to develop the so-called Landing programme, which 22@ has set up to attract international enterprise projects, and the so-called Accel Programme, to boost Catalan entrepreneurship initiatives in the technology area.

The lower floors have been designed for the public and business promotion of media and ICT companies. Here we will also find, for example, the so-called "Home of ICTs", a pedagogic facility for citizens and companies. On the bottom floors there'll be a function room for 300 people, gene-

ral services and eateries, and a space called Communication 22@.

The building's metal skeleton and structural projections are visible thanks to an transparent and innovative outer skin made of ETFE (Ethylene Tetrafluor Ethylene), which will act as a solar filter that will cover three of the four Media-Tic facades.



barcelona 22@

20% of 22@ companies are from abroad

20% of the 291 companies set up in Barcelona's 22@ are from abroad. Collectively they account for almost 1 million metres squared of the whole project. The majority of the companies that are located there come from the information, communication (ICT) and audio-visual technologies sectors.

33% of companies located in 22@ work in ICT and 15% in media, marketing and communication. The rest come from the world of finance and (9%), real estate and architecture (8%), foods and eateries (8%), energy (4%), bio-health (3%), and fashion, amongst others.

22@, a council-owned company, along with CIDEM, the Centre for Innovation and Development of the Generalitat, the city council's Economic Promotion department, and the Chamber of Commerce, have published marketing dossiers to capture foreign investment in the ICT, Media, Biotechnology and Energy sectors, which can be consulted at www.bcn.cat/barcelonanegocis.


22@ creates 28,000 jobs

Companies located in the technology district 22@ in Barcelona have generated some 28,000 jobs, of which 60% correspond to companies in strategic sectors related to information and communications technology, and medical and energy technologies.

According to data from Barcelona city council, there are some 300 companies that have set up in this area, even though council chiefs underline the fact that the 22@ plan isn't totally finished and that some modifications are expected.



indra moves headquarters to 22@

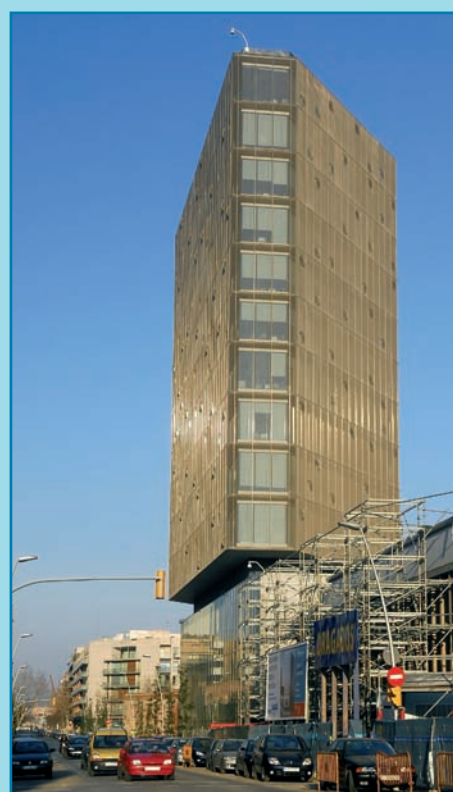
 Multinational Indra will double its volume during 2007 thanks to two important corporate operations this year. The first is the purchase of Corporació IBV from Azertia, an information technology company, for 118.8 million Euro. The second important operation is an agreement with Unió Fenosa, which will take Indra into the consultancy business, projects and computing and security services of its branch operations.

The outstanding performance of Indra has brought its management to develop two identical towers in the technology district of 22@. The buildings, which should be finished in 2009, will have rectangular layers of glass connected by a passageway. One of the towers is already constructed and it is now the headquarters of Indra, which has made it into the biggest company in information technologies in Catalonia in terms of numbers of workers.

With these new purchases, Indra will increase its volume by 50% according to the Defence of the Competition Service, and it is now positioned in first place in the Spanish market in terms of information technology services.

The multinational's new headquarters in Barcelona will be a lab for experimenting on new ways of working. Management do not have their own offices, only the managing director has a work booth. As well, workers do not have their own tables, only a small cabinet, a code that operates on all phones, a small-change swipe card and an instruction manual for the building. If the experiment brings about positive results in Barcelona, the company will export the model to the rest of its offices.

At the moment, Indra has 2,000 Catalan workers compared to the 1,100 it had until recently. 78% of the staff are highly qualified and the company has a turnover of 172 million Euro.



mexican companies in 22@

The University Polytechnic of Catalonia, La Salle Innovation Park, and the Spanish Association of Electronics Exporters (Secartys) have come to an agreement with the Mexican state of Nuevo León to facilitate the location of Mexican companies in Barcelona.

According to the chiefs of La Salle Innovation Park, the Mexican state of Nuevo León is one of Mexico's most promising for its development potential and its closeness to the North American market guarantees a definitive boost to high value knowledge companies in the technology area. Mexican companies, that stand out for their specialisation in the world of software, could set up in the technology district 22@, and in the same way Catalan companies will be able to enjoy support to enter the Mexican market. The Catalan delegation has signed accords with Monterrey's Technology and Higher Studies Institute and the Institute of Innovation and Technology Transfer in the state of Nuevo León.

This is not just an agreement to help companies set up on both sides of the Atlantic, but rather to favour the exchange of information between universities in Catalonia and Mexico. During the last three years, the GDP growth of the region of Nuevo León has been 5% per annum, a rate that is higher than Mexico's average.

barcelona bioregion

the bioregion shows at world's most important biotechnology fair

Catalonia has taken part in the BIO International Convention, the world's most important biotechnology fair that was held last May 6th in Boston. Eleven Catalan groups related to biotechnology and biomedicine together with representatives from the world of research and Catalan public administrations took part under the brandname BIOCAT.

Catalonia has all the ingredients of an organised bio-cluster, which is prepared for co-ordinated actions. This is the first year that there has been such a participation in the BIO International Convention. The Bio-Cat hall forms part of the wider measures of the triple biomedical helix and biotechnology of Catalonia.



The participation of Catalonia in this world-reaching fair, for the first time with its own hall, will be further consolidated next year at BIO San Diego 2008, with an increase in space of 100%.

During the Boston trip, BioCat organised a reception for the Catalan hall and Catalan scientists that live in Boston, with the participation of representatives from the Spanish hall and the Genome Spain Foundation. The Catalan BioRegion aims to contribute to the improvements of citizens via the co-ordination of biotechnology activities carried out in Catalonia, mainly in the area of life sciences and agrofoods. The objective is to consolidate Catalonia's position as an international benchmark with excellence in research, a competitive business network and a transfer system for solid and dynamic knowledge. As well, the BioRegion of Catalonia also aims to contribute to economic and social development via the promotion of a strategic sector like biotechnology which is considered a key factor not just as a channel to create knowledge but also as a driver of the economy.



barcelona to play host to european biotechnology congress

The European Federation of Biotechnology has chosen Barcelona as the headquarters for its XIII European Biotechnology Congress from the 16 to the 19th of this September, which will bring together 1,000 scientists.

These scientists will debate a variety of issues like diabetes, obesity, the metabolic syndrome, problems of global water and food storage, therapeutic potential of mother cells, and the latest advances in biotechnology to combat diseases and improve the environment and bio-diversity.

The Federation has commented that “the choice of Barcelona as the congress headquarters for the first time in 30 years shows that the city is becoming a scientific benchmark at the world level”.

The European Congress of Biotechnology, which started in 1978, is the oldest international and multidisciplinary congress in Europe and this year it will carry the slogan “Symbiosis: science, industry and society”.

The 30th edition of the congress will centre on the potential of Biotechnology to contribute to the improvement of the big challenges facing humanity.

The European Biotechnology Congress has been carried out over the last three decades in cities like Copenhagen (2005 and 1990), Basel (2003), Madrid (2001), Brussels (1999), Budapest (1997), Nice (1995), Florence (1993), Amsterdam (1987), Munich (1984), Eastbourne (1981) and Interlaken (1978).

The European Federation of Biotechnology, with headquarters in Barcelona since 2005, is a platform for 5,000 members from 56 countries. Amongst its activities we can highlight the organisation of this congress every two years.



barcelona fights against tuberculosis

Professor Peter Andersen, a world eminence in the study of tuberculosis, visited Barcelona last May to take part in a conference to commemorate the 20th anniversary of investigation into this disease in the city and its control.

The act saw speeches by different experts in this field like the head of the Unit for Investigation into Tuberculosis in Barcelona, Joan Caylà and doctor Pere-Joan Cardona, from the Hospital Trias i Pujol, amongst others.

Professor Andersen, vice-president of the Statens Serum Institut of Copenhagen, discovered the importance of the ESAT-6 complex in tuberculosis.

Twenty years ago he discovered that this complex was the chief stimulant of lymphocyte clones that are capable of protecting experimental animals against the infection against tuberculosis.



Together with his team, Peter Andersen has shown that the ESAT-6 complex was not present in BCG, the vaccine against tuberculosis. A whole series of developments to improve BCG and design a test for efficient diagnosis have been derived from these findings.

The Platform against Tuberculosis in Barcelona includes all the activities developed around the control of tuberculosis in the Catalan capital and its local area. The presence of various specialists in this disease made it possible to form the “Unit of Investigation into Tuberculosis of Barcelona” in 1995. The creation of the “Network of control and prevention of tuberculosis”, at the moment being created, will allow the establishment of an extensive platform against this disease. This platform will be used to generate synergies that will improve care in this area and help develop collaboration between international multidisciplinary research programmes.

catalunya invited to the bioasia 2008 trade fair

The BioRegion of Catalonia, a foundation that brings together companies and Catalan institutions that work and investigate in the biotechnology field, will be invited to the Bioasia 2008 trade fair which is next year in India. The invitation was made formal by the president of the All India Biotech Association (AIBA).

The BioRegion of Catalonia, with its headquarters in Barcelona, has shown its interest in attending the Bioasia trade fair, which is also attended by cutting-edge Asian countries in the scientific field. In 2008's edition, now in its third show, there will be countries like China, India, Japan, Singapore, Pakistan, Israel, Saudi

Arabia, Thailand, Sri Lanka, the Philippines and Malaysia.

At the moment there are 150 world-renowned investigation groups in Catalonia working in the area of biotechnology and related study areas.

barcelona business notes

The area of Barcelonès is the only region in the wider Barcelona area to beat the per capita GDP in Catalonia, which stands at 17,550 euros in 2005, and today is 21,184 euros. According to the Territorial Report for the province of Barcelona 2007, the GDP per capita of the whole of Barcelona and its surrounding regions was 17,555 euros, 67 euros more than in 2004. The data for GDP per capita indicates that the regions that fare better were Vallès Occidental (16,205 euros) and Vallès Oriental (16,207), followed by Alt Penedès (15,116) and Baix Llobregat (15,089), while Garraf and Maresme, with 10,858 and 10,878 euros respectively have more modest levels. In between we have Bages (14,600 euros per capita), Berguedà (13,234) and Osona (13,946).

This indicator forms part of a series of economic data that defines the trends of Barcelona, region by region, over the year and which represents 75% of the gross value added and 77% of the companies of Catalonia.

In 2006 tourism generated 7 million euros of business in Barcelona and currently this sector provides work for 200,000 people in the capital of Catalonia, according to calculations by Barcelona City Council. Last year 7.8 million people visited the capital of Catalonia, some 19.2% more than last year and there were 12.1 million overnights, 20.5% more compared to 2005.

Those companies installed in 22@ have generated 28,000 jobs of which 60% are in strategically important sectors related to information technologies, communication, medical and energy technologies. In total there are 300 companies already set up in this innovation district, according to Barcelona council's data.

The lack of business premises to open up shops has meant that new zones are being promoted. This is the case of major shopping streets (or boulevards) like Passeig de Gràcia, Rambla de Catalunya, Portal de l'Àngel, Portaferrisa street, Pelai street or Avinguda Diagonal. At the moment those interested will have to wait for two years to get a premises on one of these new shopping streets.

Given the situation, Barcelona City Council and certain brands are prepared to convert zones in the Catalan capital into top shopping lines. This is the case of Rambla de Canaletes, where brands like Desigual or Custo have already set up shops.

The council wants to boost the zone around Rambla de Canaletes, Plaça de Catalunya, Via Laietana and Moll de la Fusta, under the Barnacentre name.

Carmel Market now has photovoltaic energy panels financed by citizens. "At the market everyone's fighting against climate change" is an initiative of Markets of Barcelona and the Terra Foundation.

The initiative is characterised by the fact that the project counts on the participation of ordinary people.

The stall owners have shown their interest in buying shares in the project, which run from 1,000 to 3,000 euros. This isn't a donation but rather an investment, meaning that citizens will get a return on their investment, which is guaranteed to be at least as high as inflation. The generation centre has a power of 43.7 kWh and it is expected that this could produce 5,000 kWh/year. It is calculated that the gross return will be 28,000 euros and this will mean a pollution saving of 25 tonnes of CO2.

The project will make Carmel Market into the first public facility that is uniting people in the fight against climate change through investments in renewable energies. The project goes one step further than the many other programmes that Markets of Barcelona carry out in the area of environmental responsibility, like selective rubbish collection, its posterior treatment and a commitment to install solar panels in those markets that are still to be refurbished.

Barcelona is the European city that has most beaches. With cities like London, Paris, Madrid, Vienna and Frankfurt often competing with Barcelona for some of the most important trade fairs in the world, Turisme de Barcelona, the city's tourism board, sees the city sands as an attractive complementary facility to differentiate it from the rest. A good start for the programme Barcelona Beach is that the tourism magazine Vagabond has chosen Barceloneta as the 11th best city beach in the world, behind Nungwi (Tanzania) and others in Malaysia, Thailand, Greece, Cuba and Italy. This programme hopes to get hotels, restaurants and companies renting cycles and boats and sports clubs involved in making the beach even better. The objective is to make Barcelona's beaches into large outdoor leisure zones. As well as maintaining a high level of cleanliness and its overall high quality, more services are needed, like changing rooms. One possibility is to promote the Forum beach where there are facilities for bathers.

The region of Barcelonès is the most competitive taking into account factors analysed in the index of the Association of Business people of Garraf, Alt Penedès and Baix Penedès (Adeg): demographic cohesion, the qualification of the workforce, transport, communications and access to markets and suppliers, access to information, innovation and technological developments and facilities, a dynamic environment and the availability of land. The Barcelonès region, which leads the ranking for the first time, has overtaken the Vallès Occidental region, which had been the leading area since 2003. 75.57% of the Gross Domestic Product (GDP) of the Barcelonès region is from this sector, while industry accounts for 19.29% and the rest is from construction and primary industries. On the other hand, the Barcelonès region is the only one of the 11 areas in greater Barcelona that is more GDP per capita than that of Catalonia, that stood at 17.550 euros in 2005 and has now reached 21,184 euros.



Ajuntament de Barcelona

barcelona

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