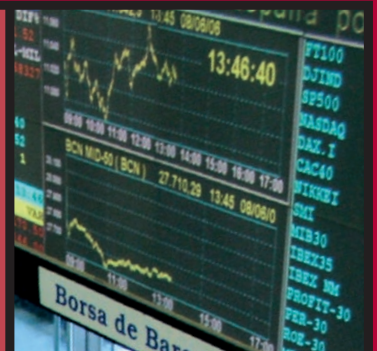




2006:
a buoyant year
for the economy



Trade fairs:
Alimentaria,
3GSM



Interview
with Jordi
Portabella



barcelona

B good news winter 2006 n° 39



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editorial



The strength that urban areas have acquired in the generation of growth means that big cities have to have proactive economic promotion policies. So throughout its history, Barcelona has shown an extraordinary capacity to develop its economy and adapt itself to the needs and demands of modern times and the environment. In this context of constant change, the basic function of the area of Economic Promotion at Barcelona City Council, in collaboration with the other institutions and stakeholders in the city, becomes really important in the consolidation of the position and projection of the city to the world. Its diverse objectives include the strengthening of the labour market, maintaining continuous communication with economic and business networks and the bolstering of quality growth. Taking into account the results of 2006, according to 10 variables which determine the economic activity of Barcelona, I believe that we are moving along the right lines. This doesn't mean that in Barcelona there aren't things that can be improved. Problems that go unresolved can endanger the whole urban economy and cloud the established social cohesion.

The main challenge is to make sure the benefits of the city's current buoyant economy reach citizens and their homes, and that this is perceived in their daily lives, with real improvements in healthcare, the education system, in the public transport network, in the security of citizens, the cleaning of our streets, more green zones, or a better cultural offer.

As well we need to add prestige to education and the concept of hard work as the main ways to progress in our professional careers; it would be very worrying if our youth found themselves slipping into the idea that constancy and work-well-done are not the way forward to social and professional recognition. To convince them that this isn't the way forward, we have to fight against low job security especially amongst our young people.

These are challenges that we can not address without the collaboration of the whole sector involved, the complicity of citizens, a good working relationship amongst the institutions responsible for this area and also the private sector.



Jordi Portabella,
Deputy Mayor
President of the Economic Promotion, Employment and Knowledge Commission

the economic activity of the area of barcelona in 2006

An analysis of the main economic benchmark indicators show that 2006 registered significant growth in vital sectors for the development of the city and its hinterland. Especially positive was the evolution of employment rates in Barcelona with new records in the number of people paying social security, the activity at the port and airport -two important platforms for the economic growth-.

Other indicators like exports, the construction of housing, commercial property investments and above all, stock market movements, reflect the buoyancy of the economy of Barcelona.

Other important factors that determine the capacity of the capital of Catalonia to become an international business city is its trade fair activity, with fairs like 3GSM World Congress or Bread & Butter and congresses like the World Cardiology Congress.

fact file 2006

1. Employment



2005: 1,025,681 employed people
2006: 1,058,149 employed people

▲ 3.2%

2. Port



Freight

· 2,3 million teus and 47.5 thousand tonnes of general freight
· Increase of **10%** in outbound container freight

Passengers

· 1.4 million cruise passengers
· Increase of **15%** in the number of users compared to 2005

▲ 10%

▲ 15%

3. Airport



2005

· 27,131,448 passengers
· 90,445,906 tonnes of freight

2006

· 30,008,152 passengers
· 93,397,869 tonnes of freight

▲ 10.6%

▲ 3.26%

4. Trade fair activity



2004*

21,000 exhibiting companies
2.2 million visitors

2006

25,000 exhibiting companies
2.3 million visitors

▲ 19%

▲ 4.5%

* The comparative is made with respect to 2004 because many fairs are held biannually.

5. Tourism



Number of visits and overnights in the city of Barcelona

2005

· 6,029,699 visits

· 10,047,526 overnights

2006

· 7,188,000 visits

· 12,110,000 overnights approx.

▲ 19%

▲ 20%

6. Exports



Volume of exports from Barcelona (in millions of Euro)

2005

33,207

2006

38,473 estimate

▲ 15.9%

7. Foreign Investment



Foreign investment received in Catalonia (in millions of Euro)

2005

2,567,31

2006

2,516,52

=

8. Stock Market



Stock Market trading (in millions of Euro)

2005

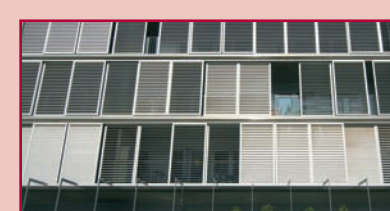
238,672

2006

328,700

▲ 37.72%

9. Real Estate Market



Construction of housing/flats

2005

108,030

2006

128,883

▲ 19.3%

Catalonia

56,060

66,280

▲ 18.23%

Barcelona

10. Investment in offices



Barcelona

2005

1,114 million Euro

2006

1,627 million Euro

▲ 46%

interview with jordi portabella, second deputy mayor at barcelona city council, and president of the commission of economic promotion, employment and knowledge

As the top person in charge of Economic Promotion at Barcelona City Council over the last four years, Jordi Portabella recaps on the city's main economic assets, the questions that still have to be resolved, the capacity of the capital of Catalonia, its economic stakeholders and its citizens to deal with the challenges laid out.

To start with what's your analysis of the economic situation of Barcelona today?

Barcelona is experiencing a change in its productive structures like the rest of the industrialised world. In the last few years, the city's economy has gone through a process of transformation where the areas of knowledge and information have acquired an increasingly important role both in industry and service sectors. This generates modifications in the way we produce and organise our work and this affects traditional economic sectors. One example of this is the contracting of services and activities by businessmen to other companies related to the activity. This generates a new area of activity, which falls between that of industry and services. In fact, in the area of SMEs (small and medium sized companies), this area of business in Barcelona is one of the most powerful and dynamic assets in the generation of wealth and employment. In fact 30% of workers in the city occupy jobs in emerging sectors of the new economy. The government of the city has to be prepared and have the capacity to get in and act on phenomenon like this before they occur.

Internationalising the economy of Barcelona requires that our airport and also the port, two of the highest quality platforms around, have all the capacity they need to operate

One of the most positive indicators related to 2006 was the number of people working in Barcelona.

According to social security data, there are more than one million workers in the city, and this at a time when the city doesn't have the maximum number of inhabitants. I believe that Barcelona has experienced a very positive process, taking into account the constant arrival of people from abroad looking for work. We are dealing with the first challenge in the right way, but the big objective now is to get our workers the best training possible. We



have to choose education and training as the main tools for the present and future. We have to bring back an old idea, which now seems more obsolete than ever, that if you are well-trained and you try hard you will see progressive returns in the form of a better quality of life, better salaries and more time.

The network of communications, and especially the port, airport, and railways are very important springboards for the economy of the capital of Catalonia.

The objective data on the activity of the port and airport reflect the fact that we are on the right track. These two infrastructures, that are now being enlarged, will channel the economic activity created by companies in Barcelona and Catalonia. In this way, and especially in the case of the airport, we are trying to rectify a historic deficit that has dragged on for years because of a lack of investment. Even so, I believe there is another question still left to work out and that is to rethink the model of management at the airport and more generally in our other infrastructures, too. So, just as happens across the whole of Europe, we have to decentralise management and involve those administrations which are closest, and open up the possibility of private initiatives. Internationalising the economy of Barcelona requires that our airport and also the port, two of the highest quality platforms around, have all the capacity they need to operate.

One big and urgent challenge which is still left to resolve is the railways and the network. We urgently need to modernise the local train network and extend the capacity of the freight train network. The enlargement to the port and airport together with the arrival of the TGV high-speed train should correct some of the current imbalances, although I would also like to insist that for things to truly change, Catalonia's institutions have to participate in the management-side.

Another important asset for the city is the trade fair activity.

Trade fairs and congresses in Barcelona have been seen extraordinary levels of activity over the last few years and this has brought about incalculable knock-on effects in the city. At the moment we are organising international benchmark trade fairs like the 3GSM World Congress, Bread & Butter, or the Cardiology Congress. These fairs differ from the past ones in the sense that they move huge numbers of visitors and professionals. I would say that we have entered into an excellent upward spiral and the main draw is just that expressed by delegates when you ask them about their experiences.

we have based the promotion of the city on a strengthening of Barcelona's position by differentiating the brand based on its identity and its cosmopolitanism

They highlight the fact that Barcelona offers a great combination of culture, architecture, and leisure options with a quality public transport network and good urban communications. But some consider its weaker points are pollution and cleanliness. Those in charge of fairs organised recently in Barcelona, like the 3GSM and Bread & Butter shows, have become convinced that the city is ideal for their events because of its trade fair facilities, with its very competitive offer especially when the facilities enlargements are finished, and the fact that it enjoys a rather unusual easy-access from the airport, and a central location in the city compared to other European options.

I believe that we have to explain that the confidence generated by Barcelona translates into the arrival of companies, professionals, creative talent, and that these have a very positive economic impact on the city

Barcelona is betting on the so-called new economy for its future and as such it has come up with the idea of the new 22@ district. Do you believe in the specialisation of a whole district?

This is a unique strategy that the city has adopted, and one that has also required a significant economic investment and a permanent dialogue between administration, universities and companies. This is fundamental in understanding the nature of the proposal and it is the formula for a new culture of business in cities and the world. The urban plan will affect the equivalent of 115 blocks of downtown Barcelona; the project is being carried out according to the Mediterranean model of mixed uses, and built with the latest generation services and technologies. The whole thing has been designed to generate an environment that will be especially apt for knowledge-based and technology development activities, but also with residential uses. The whole 22@ project has been carried out to create a specific sort of environment, to bring about synergies between emerging sectors without forgetting traditional industry and our Mediterranean roots. The project started in the year 2000 with the constitution of the municipal company 22@, and has a projected finish date of 2020. Of the four million metres squared of build space available, currently some 1.2 million metres squared is under construction or in the licence phase. This could mean that the 22@ termination date is brought forward.

The number of tourists that have visited Barcelona this year has again beaten all records and this again brings up the debate about the limits of tourism in the city. What are the real effects of tourism on the city?

The city government has of course been trying to develop Barcelona and, since it is a fashionable place, we wanted it to move forward and consolidate its tourism model. With this premise, we have based the promotion of the city on a strengthening of Barcelona's position by differentiating the brand based on its identity and its cosmopolitanism. That's why Barcelona's Tourism Board, the consortium made up by the Council and Chamber of Commerce to promote Barcelona around the world, promotes tourism essentially based on a quality product focusing on our culture, history, architecture, design, etc. On the other hand, we should highlight the fact that the make-up of tourism in our city shows an equilibrium between professional tourism, like trade fairs and congresses, and vacation tourism, which means we have been able to "deseasonalise" tourism for the first time. The benefits on the whole city, therefore, are diverse and transversal. Professional tourism and meetings illustrate the vitality of our economy and its position in the global economy.

The whole 22@ project has been carried out to create a specific sort of environment, to bring about synergies between emerging sectors without forgetting traditional industry and our Mediterranean roots

What is Barcelona's international positioning?

Barcelona has climbed one position in the list of preferred cities to locate businesses, according to a survey of the leading executives in Europe.



It is now fourth, in front of Brussels but behind London, Paris, and Frankfurt and it is considered a city with an extraordinary quality of life. Although it might seem that this doesn't affect citizens, I believe that we have to explain that the confidence generated by Barcelona translates into the arrival of companies, professionals, creative talent, and that these have a very positive economic impact on the city, on its commerce, hotels, firms, and in the generation of employment. The rising trend of the last few years is a demonstration that we are enjoying the fruits of this economic promotional strategy being carried out.

the government of the city has to be prepared and have the capacity to get in and act on phenomenon like this before they occur

Is Barcelona an expensive city?

Living in Barcelona represents an important economic expense for many citizens and all those involved are trying to resolve such difficult situations. But we can't just brush off the fact that Barcelona, in the Spanish context, is an expensive city where many citizens see their real purchasing power falling because their salaries are not rising at the same rate as the cost of living.

In Catalonia, salary increases are applied in line with the Spanish inflation rate, which is always below the rate registered in Catalonia, and this is something that has been going on for years. If we look at Europe, though, Barcelona isn't considered an expensive city.

According to a comparative from 2006 on the cost of living of cities in the world, Barcelona comes in at number 21 in the list, behind Madrid, Prague, Rome, London, Dublin and even Moscow. In any case, the vitality of the economy of the city is returned to people and their quality of life and we should remember this when carrying out any balance and reaching generic conclusions.

air emirates connects barcelona and dubai



Since the end of 2006 Barcelona and Dubai has a cargo flight operated by Emirates Sky Cargo. The line unites, twice a week, these two cities with direct flights exclusively for freight transport.

This new line allows Barcelona to consolidate its cargo traffic to the Near East and countries in Asia covered by the Emirates network.

The company has started with two services a week with an Airbus 310 and a capacity for 40 tonnes of freight, and according to demand, the company will consider increasing the frequency and capacity of the service. Some of the products being transported in these flights are materials for the chemical and pharmaceutical industry, spare parts and clothing. This new operation is the fruit of the Air Route Development Committee (CDRA), which aims to increase the number of inter-continental flights from Barcelona's airport and which recently brought in direct flights to Singapore, Bogota and Estonia.



direct cargo connection between shenzen and barcelona



The Chinese transport company Jade Cargo International has extended its flight plan to three new destinations: Barcelona, Osaka and Brescia. The company is to fly three flights a week leaving from Shenzhen, in

the south of China, every Monday, Wednesday, and Friday, which passes through Brescia, and lands in Barcelona with a Boeing 747-400ERF. Jade Cargo International has chosen Air Logistics Group to represent it exclusively in Spain and Portugal. The fleet of Jade Cargo is based at Baoan International Airport in Shenzhen. The company was founded as a merger between Shenzhen Airlines (51%), Lufthansa Cargo (25%) and DEG-Deutsche Investitions-und Entwicklungsgesellschaft (24%). The airline currently has 200 workers.

star alliance bets on barcelona for its southern headquarters in europe



Star Alliance wants to group its airlines together in the south terminal of the Prat de Llobregat Airport, which will come on-line after the middle of 2008. The Star Alliance plan aims to group together some thirty new air connections from Barcelona airport, that will make Prat the southern European operations centre of the company.

Star Alliance's proposal, which should get the go-ahead from AENA at the end of the first semester of 2007, includes twelve companies (Spanair, Air Canada, Air New Zealand, Austrian, bmi, LOT Polish Airlines, Lufthansa, Singapore Airlines, TAP Portugal, Thai, United and US Airways) and this would mean the addition of 60 check-in desks. As well, it wants to use twenty self check-in machines, between 20 and 25 departure gates and access ramps, an 800 metre-squared VIP room, sales offices connected to the check-in area and agile security controls for business passengers.

The City Council, Generalitat, and the Chamber of Commerce have shown their enthusiasm for the Star Alliance proposal, which has already been carried out successfully in airports like Narita, in Tokyo (Japan), or in Bangkok (Thailand).

airlines take advantage of madrid-barcelona route before tgv arrival

With just a year before the planned arrival of the TGV high-speed train in Barcelona, airlines are boosting their presence on the Barcelona-Madrid air route, which has become the busiest line in the world. Spanair and Vueling have already announced they will increase their flights on this route, which will rise from 59 round trips to 68.

In 2005, some 4.1 million people used air transport to travel between Barcelona and Madrid, as opposed to 1.4 million train users. Iberia carried 2.8 million passengers via its air shuttle service while RENFE transported 1.4 million and the rest of airlines 1.3.

Iberia's shuttle clients are the main targets of airlines like Vueling, Spanair, Air Europa and Air Madrid. Spanair already offers the possibility of open tickets with no reservation clause and prepared for immediate departure and it has increased its daily return flights from 46 to 52.

This company, part of the Norwegian SAS group, already has 32.2% of the market and Vueling has increased its flights from 2 to 10.

The intention of these companies is to position themselves in the business market before the TGV starts to operate from Barcelona. The experience of TGV lines like Madrid-Seville and Seville-Zaragossa, where train services have captured 70% and 95% of the market respectively, is a clear threat for the air shuttle service.

40 companies and institutions look for business opportunities in vietnam and singapore

A business and institutional delegation from Barcelona made up of sixty-or-so delegates has travelled to Vietnam and Singapore on a Business Bridge promotional campaign organised by Economic Promotion and the Chamber of Commerce. The trip had a double-edged objective: to provide support for the internationalisation of Catalan companies and to attract foreign investments to the Barcelona area.

Jordi Portabella, second deputy mayor and the head of Economic Promotion at Barcelona City Council, has highlighted the importance of the delegation: "Under the name of Barcelona, a very important representation of the economic and scientific stakeholders of the city have presented themselves here with a common aim, which is to show the real possibilities of growth of the capital of Catalonia in terms of business, logistics, technology, tourism, science and universities." Portabella also added that "events like this one show why Barcelona is considered one of the best cities at promoting itself abroad by European businessmen".

The Council and the Chamber of Commerce was accompanied by some twenty companies and other institutions and entities like 22@, Barcelona Tourism Board, Catalonia Tourism Board, the UB's Barcelona Science Park; the Autonomous University's Research Park, the BioRegion of Catalonia, Barcelona Medical Centre, the Air Routes Development Committee -created by the Generalitat, AENA, the City Council and Chamber of Commerce in order to attract intercontinental flights from Prat Airport, the Port of Barcelona, the Universal Forum of Cultures Foundation and Casa Asia.

The economic sectors of Barcelona represented on the Business Bridge included: quality manufacturing products (LOEWE Hermanos, Imperio del Antílope/KASTORIA, CARBONNEL, XIETA); foodstuffs (ASIA IMPORT 189); the chemical industry (Outdoor Systems, Productos BBQ); pharmaceuticals (Laboratoris Viñas, Invent Farma Group); retail developers (Value Retail Management); biotechnology (OZON GENOMICS); ICTs, information and communication technologies (SIT CONSULTING); logistics (CLASQUÍN, Pradal Logística, NEOLNVEST ASIA) and tourism services (Hotel Fira Palace, Hilton-Spain, Atlanta Viajes, the Majestic Grup).

The Barcelona delegation visited two areas in Southeast Asia which both stand out for their economic dynamism. Vietnam, the second-fastest growing economy in the region after China has over the last few years registered growth rates of between 7% and 8%, and the city-state of Singapore, the best example of a mature economy that has managed to specialise in high value activities.

Vietnam and Singapore form part of the ASEAN free trade zone in Southeast Asia, which is an association of nations whose objective is to achieve economic growth and bolster the stability of the region.

The official presentation of Barcelona to Vietnamese stakeholders took place last January 16th with a seminar called "Business Opportunities with Barcelona", which was attended by around 100 businessmen and a high ranking official from the Popular Committee of Ho Chi Minh City.

During the Singapore stage of the visit on January 18th, the Barcelona mission carried out a presentation addressed at the biotechnology and ICT sectors of this Asian country under the title "Business Opportunities in Barcelona Biotech and Information & Communication Technology sectors". In parallel to this visit, and as a way of strengthening the relationship between Barcelona and Singapore, the City Council and the Ministry of Industry and Commerce of the Republic of Singapore signed a collaboration accord to promote mutual development through foreign investment and business advice exchange services.



new business mission to india

The Economic Promotion department of Barcelona City Council and Barcelona's Chamber of Commerce organised a technology and audio-visual promotional event in India last October with the participation of small and medium sized companies from the ICT sector in Barcelona and the municipal company 22@. This was the second business mission to India in one year after November 2005's Business Bridge when 24 Catalan companies visited this Asian country. The difference between the 2005 mission, which included representatives from diverse sectors, and this one, was that all the companies were all from the areas of ICT: Derecho.com; CTEuropa; InQA.labs; MSS; SIPS.L, Tatamia Solutions S.L, Tertulia Digital, Garrigues Advocats and Assessors Tributaris.

The mission included two stopovers: in Mumbai, mainly for companies in the

audio-visual sector, and one in Bangalore for ICT companies. The mission's objective was to analyse the opportunities and competitive factors of the sector in Mumbai and Bangalore, while also participating in the trade fair "Bangalore IT 2006" with companies taking part via an institutional stand. As well, there was a trip to technology companies Wipro, Blue Star and the Information Technology Institute (IIIT-b); and an economic promotion and ICT seminar in Bangalore, which was attended by 60 Indian businessmen. Some fifty meetings were held with Indian companies in the ICT area.



alimentaria to have a replicer trade fair in argentina

Alimentaria, the international trade fair for foodstuffs and drinks which is held every two years in Barcelona, will have an equivalent event in Argentina. The trade fair will be called Alimentaria Mercosur and it is the result of an accord between Alimentaria Exhibitions, Reed Exhibitions Argentina and the trade fair institution La Rural. The new trade fair will be held for the first time next October 30th - November 1st and it will be held biannually.

This new launch is a step forward in the international expansion strategy of the Alimentaria brand name, one of the most important fairs in the world, which also has homologues in Lisbon and Mexico City DF.

According to Agustín Cordón, managing director of Fira de Barcelona and president of the Board of Alimentaria Exhibitions, this project covers the two basic objectives that initially brought about the creation of Alimentaria Exhibitions: "to reach

the maximum of exhibitors and visitors internationally" and "to increase its size via the creation of fairs in strategic markets".



barcelona beats prague for european air products centre

Barcelona has beaten Prague in the race to win the headquarters of the shared services centre for Europe of the multinational company Air Products, represented in Spain by Carburos Metálicos. The new centre with 260 qualified workers will be set up in Arboretum Business Centre in Cornellà.

The new centre will require an investment of 8 million Euro, which will add to the 30 million Euro spent every year by Carburos Metálicos on its Spanish facilities. It is the market leader in Spain in the sector of gases for industrial and medical uses.

The Cornellà centre will manage the financial, logistics, and customer services for the whole Air Products group, which is located in 11 European countries (the UK, Ireland, Belgium, France, Holland, Austria, Italy, Spain, Portugal, and Switzerland) and Israel. According to Erwin Zwicky, managing director of Carburos Metálicos, Barcelona was chosen because of "the availability of human resources and logistics at a reasonable cost", amongst other factors.



22@ promotes exchanges with new companies in 10 countries

The technology district 22@ will promote accords with similar platforms in 10 countries in order to bring newly created companies to its start-up incubators and at the same time to facilitate the installation of other Catalan technology firms in incubators in China, Mexico, Sweden, France, Holland, Bulgaria, Chile, Argentina, India, and Korea. This means that foreign companies will be able to spend three years in the 22@ district and Catalan companies will be able to do the same abroad.

This exchange programme has been named Landing and it is being promoted by the Innovation Park of La Salle University and the University Polytechnic of Catalonia. Start-up incubators have existed in Catalonia for many years now, but this will be the first time that an exchange programme takes place.

"We hope that some five companies come from each country and that they spend three years in the incubator and that afterwards they keep some sort of presence here in

Barcelona", explains Mariona Ferrer, head of the Landing Programme.

The first Chinese investment in Catalonia will be by the Chinese group Hutchison and the Catalan company Ter Cat, with the contract for the new cargo terminal in the Port of Barcelona. As well, there are two international companies interested in going to China and two Dutch companies that have been in contact with 22@ to set up in the technology district.

22@ draws 27,854 workers to poblenou in five years

The municipal technology project 22@ is starting to take form and not just on maps and projections. The Plan to transform the old industrial district of Poblenou into a new business and urban centre of Barcelona has helped bring the arrival of 27,854 workers to the district of Sant Martí since 2001, a fact that confirms the employment generation potential of the city.

2006 has closed with 291 companies already set up or pending installation in the near future. Almost half (48%) are related to new technologies (ICT) and media companies, the two sectors that have moved forward most until now. As well we can highlight other companies setting up in the area like finance and insurance companies, firms related to real estate and construction, foodstuffs and hotels.

Another sector worth keeping in mind is that of education, via the different universities that have reserved space in the district. The Pompeu Fabra University, the Open University of Catalonia, and Barcelona University already have 1,569 workers in Poblenou. To these we have to add 10,000 students per day when all the centres are in service.

According to those in charge at 22@, 2008 should be a tipping point for the setting up of new companies. Of the 27,854 employees referred to before, 17,715 already work in Poblenou, and the 10,139 others will be starting over the forthcoming months.



22@, star of the council's stand at barcelona meeting point

The 22@Barcelona project was the star of the Council's stand in the 10th edition of the International Barcelona Meeting Point Show (BMP), in the professional sector. During the BMP, 22@ made the most of the event to present a "Virtual Tour of the Innovation District", a recreation in 3D allowing people to get to know the final result of the construction of the Barcelona Media Park, where the Pompeu Fabra University plans to move its communications courses, and where the company Mediacomplex will build a large audio-visual production centre.



22@ signs an accord to attract chinese companies to the innovation district

With the aim of promoting the innovation district, 22@Barcelona and Shanghai Caohejing Hi-Tech Park have signed an accord to attract Chinese companies to set up in the 22@Barcelona district via the Landing Programme promoted by the University Polytechnic of Catalonia (UPC), La Salle Innovation Park and the innovation district.

Both parks are pooling their efforts to connect the innovation systems in Barcelona and Shanghai in order to develop global initiatives in Information and Communication Technologies (ICT), Media, Bio and Energy. They will also facilitate business co-operation, innovation, international business development, foreign investment, the attraction of international talent, and the exchange of resources.

The Shanghai Caohejing Hi-Tech Park has 1,200 high-tech companies connected with ICT, Biomedicine, Energy and industrial aerospace clusters.

canal ip sets up in 22@ district



The on-line marketing consultants Canal IP has inaugurated its new headquarters in the 22@Barcelona district. Canal IP is a leader and pioneer in that it offers professional on-line marketing services to the Hispanic market. The company, with more than 10 years experience, closed 2006 with a turnover of 900,000 Euro and currently has more than 1,200 clients from 42 countries and more than 800 distributors.

city council to conserve 114 elements from the architectonic heritage of poblenou

Barcelona City Council has announced it will pass a Special Industrial Heritage of Poblenou Plan. This plan will include the conservation of some 114 elements, 46 of which were already catalogued and 68 new ones are included. This plan is an attempt to bring together the conservation, rehabilitation, and transformation of the neighbourhood.

The Catalogue Plan, apart from aiming at tripling the number of conserved elements, will cover the Poblenou area and doesn't just consider buildings and architectonic aspects but also the roads, the study of energy sources, workers' housing, the infrastructure of public services and the actual modification of the urban landscape. It includes the promotion of our heritage and the creation a Centre of Industrial Culture, which will be located in Can Saladrigas.



The Plan introduces, as a modification, the constitution of a technical commission that will inform about the projects, the carrying out of a full study on the work on the buildings and elements, and the increases in protection of some of the elements.

The Technical Commission will be able to propose specific measures based on the studies of the catalogued elements at level D (those that enjoy a level of cultural interest that need documented conservation).

All this has been possible thanks to a participation process involving 400 entities from the Sant Martí district over 3 months.

barcelona in international trade fairs

1.

The Department of Economic Promotion at Barcelona City Council, together with Barcelona Design Centre and PIMEC, took part in the World SME Expo 2006 and Innovation & Design Expo with a stand to receive visitors and handle questions as well as distributing promotional material.

Some 61 contacts were made and perhaps the most relevant were those made with the co-ordinator of the Fitex project (Foundation for Textile Innovation) which has the support of Copca, also a meeting with the organisation of Textile Sourcing Solutions, which manages contracts with Chinese companies in the textile sector, a meeting with Lawrence Yipp, Director for the West of Europe at HKTDC, with whom conversations have started regarding Barcelona's participation as the regional space at I&D 2008, and, finally, contacts with the head of the Italian Stand, a model which to follow for Barcelona in the next edition of this fair.

The presence of Catalan companies at these trade fairs included Carrera Disseny (in the I&D) and Craman (in W-SME), and they were able to promote themselves via their own stand.

Barcelona Design Centre participated as a speaker in the Design Week (the I&D fair).

The main objective of the trip, apart from accompanying the two exhibiting companies taking part, was to make contacts with the Hong Kong Trade Development Council (HKTDC), organiser of the World SME Expo, with a view to taking part in 2008 as the "Design Region" and, at the same time, design the participation conditions for 2007 (with companies).



2.

The Economic Promotion department at Barcelona City Council travelled to the China Hi-Tech fair in Shenzhen. This year was the 20th edition of this fair, which is dedicated to high technology industries, and it had a total of 3,278 exhibitors, 25 international pavilions, more than 100 foreign delegations, 612,000 visitors from 42 countries and almost 3,000 private investors.

As well, Barcelona received an award as foreign exhibitor par excellence. The final result of this edition of the fair was: 220 enquiries, with 106 companies contacted, 5 visits to companies "in situ" and the participation in four external acts with companies.

The China Hi-Tech fair is an excellent shop window for the high technology industry in China and an excellent opportunity to position the Barcelona brand and at the same time attract high value Asian companies and stimulate investment and international relations between local companies and China.

Apart from the fair, Economic Promotion visited business centres located in the city of Guangzhou and improved co-operation links with institutions from both regions. This trip brought much interest in Barcelona from companies and authorities in the Guangdong province, which will generate future visits from Chinese delegations to Barcelona.

Economic Promotion took a stand and presented a seminar on business opportunities in Barcelona to 35 executives.



barcelona bioregion

bioregion promotion to professionals

biocat
BioRegió de Catalunya

The BioRegion of Catalonia organised a seminar called "The BioRegion of Catalonia: international biotechnology benchmark" to promote itself to stakeholders and to analyse challenges and difficulties faced by the biotechnology sector in Catalonia.

The second deputy mayor and president of the Economic Promotion, Employment and Knowledge Commission, Jordi Portabella, inaugurated the event, which was held in the headquarters of Caixa Fòrum in Barcelona last October.

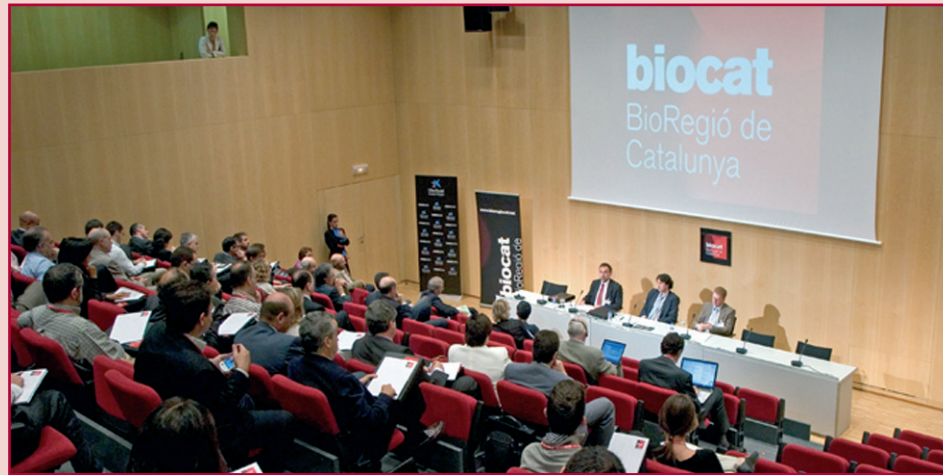
The seminar was divided into 5 sessions: challenges and difficulties of the biotechnology sector in Catalonia, the role of the public sector in the BioRegion, local success stories, international success stories, and international financing.

The Foundation BioRegion of Catalonia was founded on the 14th of February 2006 and it is a new regional development model designed to improve the qua-

lity of life of citizens through the co-ordination of the biotechnology activity carried out in Catalonia, mainly in the area of life sciences and agofoods.

The objective is to consolidate Catalonia's position as an international biotechnology benchmark with excellent research, a competitive business base, and a solid and dynamic knowledge transfer system.

As such, the BioRegion of Catalonia, also has the objective of contributing to economic and social development through the promotion of what is a strategic sector, namely biotechnology, which is considered a key success factor in order to increase knowledge and also drive the economy forward.



barcelona companies

60,000 professionals attend 3gsm world congress

3GSM
WORLD CONGRESS

Fira de Barcelona facilities played host a record number of visitors for the 3GSM World Congress, the most important telephony trade fair in the world held in Barcelona from February 12th to the 15th. Hosting the 3GSM World Congress in the capital of Catalonia for the second consecutive year is clear recognition of the city's position as a headquarters for large-scale world congresses. As well, it's a new opportunity to boost local businesses' opportunities in those sectors related to world mobile telephony industries, namely ICT, software, and content creation.

Barcelona City Council, the Generalitat, and the main economic stakeholders in the city signal that, as a world event, 3GSM consolidates Barcelona's position as a business city in the technology sector. It also helps to bolster the sort of innovation and knowledge culture which the city is trying to promote by opening up opportunities for the setting up of benchmark companies in this field. The number of participants and their profiles (this level of concentration of executives in Barcelona hasn't been seen since the Olympics of 1992) mean that results are bound to have knock-on effects on opinion leaders.

Experiences like these place Barcelona amongst the top cities in the world regarding the organisation of international meetings and they also help its positioning as a business city, which was reflected by the rise from fifth to fourth overtaking Brussels in the 2006 European Cities Monitor by Cushman & Wakefield.



barcelona companies

first catalan capital risk company dedicated to renewable energies

Sustainable Investments Capital, founded in 2005 in Barcelona by two executives from Riva and Garcia, Eusebio Güell and Sebastian Waldburg, has the blessing of the CNMV to start a capital risk fund (SCR), the first in the renewable energies sector in Catalonia. The company will be called SI Capital R&S 1 and it will manage some 80 million Euro.

Basically, the investors will be financial groups and Spanish family groups, although international partners are not being ruled out in a future second phase.

For the moment, R&S 1 has investment commitments for 12 million Euro, a figure that will rise.

The Board, along with the two executives, will include Juan Coromina, academic director at the Family Company Institute, and the lawyer Ignacio Goytiso. The investment committee will be in charge of looking for new opportunities in diverse renewable energy technology -solar, wind, bio-combustibles and hydraulic energy - and in different execution phases. The net rate of return for the investor will be between 8% and 12%.

SI Capital R&S 1 plans 17 projects with two already carried out, both of these in the solar energy business. In the first place, it has invested one million Euro to take a 6.7% stake in Solynova Energia, a company that plans to install photovoltaic solar panel technology parks generating five megawatts of power. On the other hand, the capital risk company will pay 600,000 Euro for a stake in Enerstar Solar Thermal Project. This company will promote a large thermoelectric solar energy park in Villena (Alicante).



presentation of the "industrial atlas of the metropolitan region of barcelona"

The Industrial Pact and Barcelona Regional have presented a study titled "Industrial Atlas of the Metropolitan Region of Barcelona. Territorial Analysis, Structure, Dynamics and Investment", which was promoted by these two entities. The study allows the production of the first-ever Industrial Atlas of the Metropolitan Region of Barcelona.

The Atlas identifies the current situation about land and industrial activity in the Metropolitan Region of Barcelona, based on the analysis of data from the period 1997-2002. The result is 60 maps that illustrate the economic analysis of industry in the Metropolitan Region of Barcelona at the territorial level.

The study has been carried out by a team of experts from the Economics Faculty at Barcelona University and Barcelona Regional, in the framework of the Commission on Economic Activity of the Industrial Pact, and the publishing of the Atlas was thanks to the sponsorship of Barcelona Free Trade Zone (CZFB).



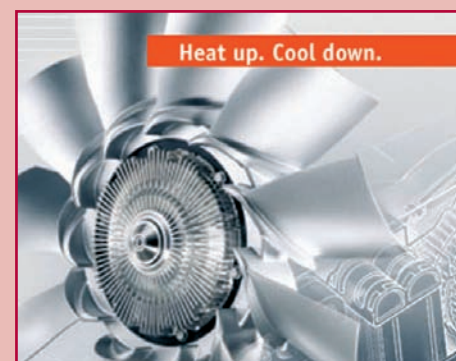
barcelona hosts r&d centre for behr motorcycles

The German multinational Behr is to diversify its refrigeration and cooling business by moving into the motor industry with a new high growth motorcycle division. The company has installed its design centre for motorcycle cooling in Barcelona. The engineers from Frape Behr will develop the design of these products, which will then be made in Montblanc. The Montblanc plant is currently making between 60,000 and 70,000 units annually and it expects to make a significant amount more.

The director of the Engineering and Refrigeration division for motorbikes, Jorge Díaz, explains that the objectives for the group are Asia and the US. In 2005 some 34.9 million motorcycles were sold with more than 15 million in Asia.

Díaz attributes the potential high growth of the refrigeration sector for motorcycles to issues like the rise in petrol prices, traffic, and environmental legislation. He calculates that the overall market for cooling systems for motorcycles could rise between 10% and 20% in Europe and world respectively.

Behr has increased its sales for the first time in three years and has grown 8% to turnover 330 million Euro.



bayer moves spanish schering office from madrid to barcelona



The Spanish health division Bayer Schering Pharma, which came about from the acquisition a year and a half ago of German Schering by Bayer for 16,900 million Euro, will have its head office in Barcelona. The move will affect 160 workers from Madrid, which will have to move to the Catalan capital at the beginning of the year.

The decision to move to Barcelona responds to the need to unite all its businesses in one city in order to facilitate a faster and more efficient integration into the company. The Chemical Pharmaceutical plant at Bayer, its health division, has 800 workers.

What is still not clear is whether the offices will be located around the centre of the capital of Catalonia. Bayer is studying the possibility of moving to Sant Joan Despí, where the group has its accounting department for the multinational, called Euroservices, with 420 workers. The idea is to concentrate its one thousand staff there in one large headquarters and also house the units from Schering in Madrid and those in the midtown Eixample district in Barcelona.

30 companies plan to invest 125 million in technology and create 1,000 jobs in catalonia



During the last year and a half some 30 companies (amongst them Microsoft, IBM and Yahoo) have announced technology investments in Catalonia that amount to 125 million Euro and the creation of 1,000 jobs.

In October, Yahoo opened its only European centre dedicated to the improvement of information and content search technology and tools to compete with Google; and Microsoft announced it would create a centre in Manresa to improve company productivity. The last technology investment is IBM Fòrum Barcelona, a space where the multinational has opened four new centres with international competencies in innovation and solutions.

The yearly, 3 million Euro investment is added to the Mare Nostrum supercomputer.

As well, the most traditional sectors in Catalonia are betting on innovation for their futures. Alstom Power will develop applications for the railways market in 22@ and Mitsubishi will set up a unit for the development of advanced electronic systems in Sant Cugat. Robert Bosch has chosen Lliçà d'Amunt to set up an R&D centre for a new braking system for the whole of Europe and Siemens will invest 13 million Euro until 2009 on the installation of a technology centre working in the area of automatic train driving systems and an R&D laboratory for European operations in Cornellà, which will give work to almost 300 people.

The acting head of the Generalitat's Work and Industry department, Jordi Valls, said that there are three key factors to this investment strategy in Catalonia: "maintaining the tax reductions for spending on R&D, the concentration of technology jobs and the capacity to attract talent". Susana Tintoré, director of the Catalan Investment Agency, also notes that labour costs are important: "Catalonia has well qualified workers at more favourable rates for business than in Germany or France". A report from the Union of Swiss Banks reveals that the gross salary of an engineer in Barcelona is 42,800\$ a year, while in Paris it's 52,500\$, in London 63,100\$, in Frankfurt 63,800\$ and in Los Angeles 76,700\$.

smes in barcelona are 12.8% more productive than the catalan average

A study by the Association of Small and Medium sized companies (PIMEC) for Barcelona City Council concludes that SMEs in Barcelona are 12.8% more productive than the Catalan average. One in every four SMEs in Catalonia is located in Barcelona, which represents 123,662 companies. These, according to the study, generate 66.4% of the wealth created in the city of Barcelona in terms of gross added value (VAB), and 67.3% of employment and these companies make up 99.7% of the whole business network.

Regarding the figures given in the study, which correspond to data from 2004, we can see that SMEs in the city of Barcelona generate almost one third of the whole wealth of Catalonia (32.7%). The service sector is the most important of the SMEs in Barcelona. The second deputy mayor and president of the Commission for

Economic Promotion, Jordi Portabella, countered criticism of over specialisation in services saying "big cities are specialists" and said that in any case companies specialising in biotechnology, design and medicine are service companies, too.

In terms of productivity, we need to remember that the contribution of the medium sized company, which has between 50 and 249 workers, to the generation of gross added value is relatively high when compared to what happens in the rest of Catalonia. According to the study, medium sized companies only represent 1.3% of all companies, while they generate 38.1% of the VAB of SMEs. The smallest SMEs have the largest number of workers (32.7%), and we can highlight the number of self-employed people, with 60,830 entrepreneurs in the city.

Main aspects of SMEs in Barcelona and Catalonia

% of SMEs in Barcelona over Catalonia

Companies:	25.1%	100%
Employment:	29.0%	100%
GVA:	32.7%	100%
Productivity (euros/worker):	112.8%	100%

Includes private and public sector
Source: PIMEC Studies Department (2006)

foodstuffs industry creates employment in barcelona

The second deputy mayor at Barcelona City Council, Jordi Portabella, and the president of the Foundation for the Mediterranean Diet, Lluís Serra, have presented the "Second Observatory for the Mediterranean Diet" to the press. The project, a Barcelona City Council initiative and the Foundation for the Mediterranean Diet, aims to extend knowledge about the benefits of these sorts of foods from the social and economic perspective.

Amongst the fields analysed in the second observatory, we find the evolution of the death rate due to different illnesses over the last 20 years in Spain, and on the other hand, we have an economic analysis of the current state of the foodstuffs industry in Barcelona and its metropolitan region. This study is based on data from the Social Security office.

One of the main conclusions of the report was that there are more than 10,000 people and 370 companies working in the foodstuffs industry in Barcelona. Regarding the growth of foodstuffs businesses, we can see that in the year 2000 they had 21 workers on average and this grew to 28 in 2004.

The foodstuffs business is one of the main industries in the city of Barcelona and the first in Catalonia in terms of business volume with 16% of the total, second in terms of VAB and employment.

In relation to the degree to which the Mediterranean Diet is followed, families in Catalonia, Balears and Andalusia are those which most adhere to the Mediterranean Diet. In fact, in the last two decades Spanish families, hotels and restaurant sectors have moved away from the Mediterranean diet model.

In the healthsense, there is a positive figure in that over the last twenty years the Spanish population has seen lower death rates due to strokes, heart attacks and arteriosclerosis.

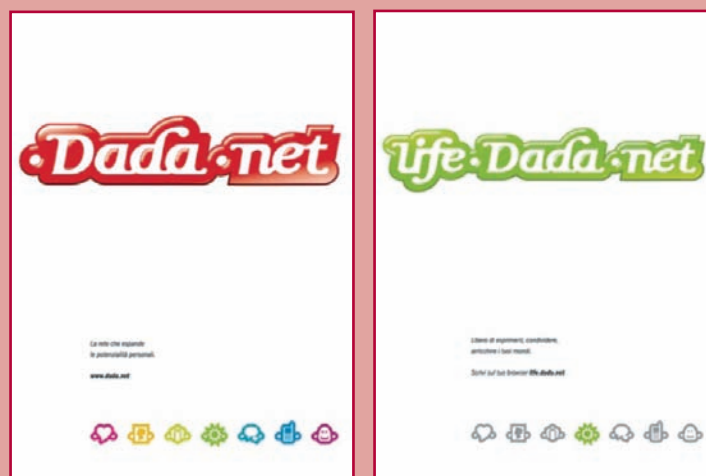


italian mobile content group sets up in barcelona

Dada. The Italian group Dada, a supplier of mobile services, has opened an office in Barcelona to make the most of the boom in Spanish internet content. The company's management sees the Spanish market as offering high margins especially considering that high value activities for mobile services move some 359 million Euro, half that of Italy's market.

The main Dada.net services fall under three products lines: Love.dada.net dedicated to chats, Life.Dada.net which is a space to create virtual social networks and Mobi.Dada.net that offers downloadable applications for mobiles, with ring tones, screen savers and games.

But one of the latest Dada services is RCS Mobile, which offers sports, leisure and general information.



ibm locates 4 innovation centres in barcelona



IBM The multinational computing company IBM is to invest three million Euro a year in four international innovation centres located in Barcelona. IBM Barcelona Forum will play host to these four centres, which will be dedicated to the search for specific solutions for the banking and health sectors, technology exploration and innovation.

Amparo Moraleda, president of IBM in Spain, explains that the company hopes that the Health Competency Centre will become just as important as its Banking centre, which was founded in 2003 in order to help financial institutions design the bank branches of the future. The department has become the most important in Europe in the development of solutions for the banking sector.

IBM set up in Barcelona in 1926, and provides work for 1,000 people in Catalonia and boasts a network of 5,000 partnering companies.



microsoft converts barcelona into the european capital of knowledge

Microsoft Last November Barcelona was the location for Microsoft's most important world event, when it brought together its 8,500 European computing professionals. Microsoft was celebrating its two most important European meetings together: the Tech Ed Developers and Tech Ed IT Forum. The two conferences are aimed at providing ICT professionals and developers from Europe, the Middle East and Africa quality training in Microsoft technologies and platforms and also new ways of looking at and analysing the perspectives for the computing industry. Tech Ed is one of the most important European ICT events.

Tech Ed Developers brought together more than 3,700 software developers from 50 countries to get extensive and detailed information on Microsoft development tools to create applications and services, with special emphasis on the workings of the new Visual Studio and the new generation of Windows Vista and Office 2007.

El Tech Ed IT Forum saw more than 4,700 professionals who learnt about the best form to plan, implement and manage the security of ICT. The new aspects and capacities of Windows Vista and Office 2007, from the area of infrastructures, were the main issues on the agenda.

Both events were held in the Barcelona International Convention Centre (CCIB), and the area of the Universal Forum of Cultures, where the IT Forum 2005 was held, too.

The capital of Catalonia also played host to the 2001 Tech Ed Europe meetings and those in charge at Microsoft decided to repeat in two consecutive years.

Although it's difficult to quantify, organisers estimate that the economic impact of the Tech Ed on the local environment is some 8 million Euro.

On the other hand, Microsoft and the local development agency Barcelona Activa signed an alliance as the first step in the creation of a class to train 150 technicians. Amongst the students there will be 105 employees from the company that will follow a training programme and 45 unemployed people, whom will be helped to find work. The accord with Barcelona Activa will also boost the creation of companies by students, who will get the programmes free of charge.



headquarters of telefonica in the forum area

Telefonica The Zona Franca free trade zone consortium of Barcelona (CZFB) will construct the corporate headquarters of Telefónica, a Spanish telephone company, in Catalonia via a "turn key" project promoted by CZFB in the Forum Zone in Barcelona.

The project will require an investment of 70 million Euro by CZFB, of which 45.6 are construction costs.

The future headquarters of Telefónica in Catalonia will be a 110 metres high tower with 24 floors, and this is set to become the new icon of vanguard Barcelona. Enric Massip-Bosch will construct the building and it will be located at the crossroads of carrer de Taulat and Avinguda Diagonal.

The Consortium will hand the building over to Telefónica at the end of 2009. The tower, which will house the telephone company's offices in Barcelona, will have 1,500 people working there.

The construction of the new headquarters and R&D centre in Barcelona will form a central part of Telefónica's strategy in Catalonia, which also includes the location of a Telefónica University at La Roca del Vallès that will train 6,000 executives from the 20 countries where the company presently has operations.



barcelona business notes

Barcelona, on the PlayStation

London Studio, a European studio, has chosen Barcelona as Spain's most cosmopolitan, attractive and interesting city. This company publishes the first portable interactive guides in the world with Lonely Planet exclusively for PSP, Sony's portable console. The British artist Phil Taylor has created a video called "One day in Barcelona" for the Barcelona guide.

Each guide contains 250 of the most "in" bars in town, clubs, hotels, shops, services and sights in the city. As well, the information never gets out-dated because the user can refresh information regularly free of charge.

Voyager will travel from Barcelona to Canary Islands

The cruise liner Voyager of the Seas, part of the British company Royal Caribbean Cruises, will carry out two cruises in 2006 from Barcelona to the Canary Islands, which will leave from the Catalan capital on November 17th and 27th. This is the first time that the ship covers this route. After 2007, it will also start shorter cruises of three and four days in the direction of the French Riviera and Palma de Mallorca.

Barcelona advises London

Barcelona Tourism Board, a consortium made up by the City Council and the Chamber of Commerce, is advising London on the organisation of the Olympic Games of 2012. Joan Gaspart, executive president of Barcelona Tourism Board, and Pere Duran, managing director of the entity, met with members of the London 2012 Organising Committee to advise them based on their experience gained from the organisation of Barcelona's 1992 Games. The objective of the meeting was to explain what has happened in Barcelona regarding hotels, the promotion of the city and Catalonia.

Barcelona Claris Hotel chosen "most fashionable" hotel in the world

Trip Advisor, one of the most widely read travel webs in the world, has chosen Barcelona Claris Hotel, part of the Derby Hotels Collection, as one of the top ten "most fashionable" hotels in the world. Some 2,000 users of the web recognised the comfort of the Hotel Claris, its vanguard design, and its extensive art collection made up of 400 pieces of Egyptian, Roman, Turkish, and Indian art.

Hotel Claris is the only Spanish hotel in the top ten. It was opened in 1992 and forms part of one of the most prestigious chains in the world.

IESE, second best school in the world for executive training

According to The Economist Intelligence Unit, part of the The Economist Group, IESE is the top school in Europe and the second best in the world for executive training programmes.

The index examined 30 business schools in the world grouped in two categories, executive development programmes and tailor-made programmes, valuing aspects like the content of programmes, the international nature of the programme, quality of the teaching, its impact and the capacity to adapt the programme.

IESE was qualified as "excellent" for open programmes and specific programmes for companies. As well, The Economist placed IESE in first place in the world ranking of MBA programmes in its October issue.

European Space Agency opens consulate in Barcelona

The European Space Agency has chosen CosmoCaixa in Barcelona to open its first consulate in Spain and the second in the world after that of Amsterdam.

The office is to open in January of 2007 and according to Jorge Wagensberg, director of the Area of Science and Environment at the Fundació la Caixa, "it will work like any other consulate centre offering

information about ESA and promoting the activities of the agency and explaining about the possibilities of training and work in the space sector".

The initiative to open this office comes from the space agency, and afterwards another is planned for Brussels.

City of Barcelona attracts law activity

The annual turnover of law practices with headquarters in Catalonia is now above 2 billion Euro and Barcelona continues to be one of the main points of attraction for lawyers. This sector provided work for 36,347 people in 2004 and its gross value added in market terms is 1.572 billion Euro. This figure is greater than sectors like advertising or passenger transport.

The main Catalan law practices are Cuatrecasas (159.3 million in turnover in 2005), Roca Junyent (26.6 million), or Jausas (4.9 million).

Economic Promotion deals with the negotiated route to conflict management

Economic Promotion organised two new seminars in its programme designed to improve the management of companies. Held last November 21 and February 13 at the Institute of Catalan Studies, the seminars were called "negotiation as a route to manage conflict" and participants got to learn about the diverse methods to negotiate and communicate when dealing with conflict in the business world, whether it is internal or external.

The idea of the sessions were to highlight the fact that negotiation is not an improvised process, but rather it requires preparation and strategy. The sessions saw the participation of G2a, Malaret & Wilson and Torrent i Dedeu and included the following: "The 7 elements of the negotiation process", "negotiation is not a competition sport", "negotiation in labour relations" and "management of conflict in the family run business".

Coinciding with the 3GSM World Congress, Interior Economic Promotion also organised a seminar on mobiles and technology developments for SMEs on January 18th, 2007.

Barcelona organises BDW

Barcelona was the scene at the end of last November of the Barcelona Design Week, the weeklong design show organised by Barcelona Design Centre, with the objective of promoting the city as a place of creativity. It is aimed at any sort of company in the productive or service sector, and design professionals.

The activities of Barcelona Design Week included a round table discussion at Barcelona City Council called "The economic impact of design in the promotion strategies of cities". The round table analysed positioning strategies of different European cities where design plays a key role. As well, there was a presentation of "Barcelona & Catalonia. City & Design Report 2006" and some of those participating in the report were also present.

Catalonia is the fifth-top region in Europe in terms of jobs in technology

According to European community statistics office Eurostat, Catalonia is the fifth-top region in Europe in terms of the number of workers with jobs in technology sectors. In 2004 (the last data available), Catalonia had some 255,100 jobs in technology, only beaten by Lombard (Italy), Stuttgart and Oberbaern (Germany) and Ile de France (France).

The Italian region of Lombard had some 443,600 high-added value workers in 2004, Stuttgart had 414,500, Oberbaern 280,200 and Ile de France had 261,100.

The 255,100 workers in Catalonia represent 9% of the total Catalan employment, which in 2004 reached 2.9 million workers. In the whole of Spain this percentage is 4.9%.



Ajuntament de Barcelona

barcelona

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