



The port  
of Barcelona,  
platform  
of economic  
growth

Interview with  
Jordi Hereu,  
mayor of  
Barcelona

# barcelona

**B** good news autumn 2006 n° 38



Ajuntament de Barcelona

Economic Promotion



# summary

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# editorial

Barcelona has positioned itself internationally as one of Europe's and the Mediterranean Rim's principal European metropolises. The dynamism of its economy, the richness of its culture and architecture, the growth of its logistics infrastructures, the quality of life that the city offers for living and working, its competitive salaries and real estate costs, its attractive tourism offer, etc., have all made Barcelona the sixth-best city for business and attracting direct foreign investment, Europe's top city for quality of life and the fourth best urban destination in the world. These indicators and others show Barcelona's excellent international position and its great prospects for the future.

To maintain its international position and lead this geographical area, investment in infrastructures are needed to improve access routes and have a good telecommunications network. Because transport is transcendental in a future world which is globalised economically and socially. This is the backdrop to ambitious urban projects and infrastructure plans currently ongoing in the city. The Port of Barcelona is experiencing the biggest enlargement in its 600 years of history, an enlargement it hopes will consolidate its position as the most influential port in the South of Europe.

With the new millennium, the Port of Barcelona has embarked on a new era of changes and improvements that will surely make it the basis for the economic development the country. The ongoing works will allow it to duplicate its operating capacity in 2008 and to quadruple it by 2015. Together with the airport, the port is an indispensable transport and services infrastructure for the country and a key for the economic future of the capital of Catalonia and its international projection. That's why we lead with articles on the port in this edition of Barcelona Good News that you now have in your hands.



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





## the port of barcelona, a key asset for the economy of the city

Barcelona's Port has seen its biggest enlargement in 600 years of existence to become one of the most influential in the South of Europe. 1860, 1900, and 1965 have been three important years for this publicly-owned infrastructure managed by Barcelona Port Authority since 1992. In 2001 the city's port began a new period of change and improvements, its fourth enlargement, and one which should prove the most significant step towards becoming a grand development platform for the country.

Between the facilities already finished and other works still ongoing, the port will be able to double its operating capacity by 2008 and quadruple it by 2015. The Port of Barcelona expects the increase in the operating capacity of its installations will allow it to compensate the wide gap between ports in the north and south of Europe, especially regarding those commercial relations with Asia. Currently, 75% of commerce with the Asian Continent passes through the Atlantic.

In 2005 Barcelona handled 45 million tonnes of freight, 2 million TEUS and 2.2 million passengers. According to the data from the report "Catalunya Logistics", the forecast is that by 2010 the transit of freight will rise to 62.2 million tonnes and 3.1 millions TEUS, and in 2020 that figure will increase to 6 million TEUS and 106 millions tonnes of freight. As well, port activities represent 1.6% of the Gross Domestic Product of Catalunya, 78% of Catalunya's exterior sea trade and 24% of Spain's sea trade.

The increase in the size of the Port of Barcelona, an enlargement that required the movement of the mouth of the River Llobregat two kilometres to the south, can be summed up in the following data: the maritime surface area taken up will rise from 374 to 786 hectares, the land surface is to increase from 558 to almost 1.300 hectares, and almost 19.800 ml of docklands will increase to just over 29 mil.

All this to finalise an ambitious objective: to become the fourth most important port on the Continent after the Big Three located in the north of Europe: Rotterdam, Antwerp and Amsterdam.

Moreover, Barcelona wants to position its port as the real logistics door between Latin America and Asia. The catchment area of Port of Barcelona is located around the centre of Europe and the north of Africa.

Taking into account those projects that are ongoing at the moment, over the next two years the port will double its capacity and in 8 years quadruple it. The expansion process of the port of the capital of Catalunya is pending the enlargements to the south docks, which will happen in three separate stretches, the east docks, as well as other coastal correction measures. Other notable works ongoing include an enlargement to the inflammables substances docks, the first phase of the extension to the Moll Adossat docks, and the bringing on-line of the Bocana Nord north mouth.

Current works are being promoted by the Port Authority of Barcelona, co-financed by the European Union Cohesion Funds and executed by FCC-Ferrovial-Agroman-Rubau-Copisa.

### Main destinations and origins of freight

Destination	Origins
1. Eastern Mediterranean, Black Sea, Caspian Sea, Middle East	1. Italy, France
2. Italy, France	2. North Africa
3. North Africa	3. Far East and Japan
4. Far East and Japan	4. South America (Atlantic)
5. Europe (Atlantic)	5. Persian Gulf, Arabian Sea
6. Central America and Caribbean	6. Eastern Mediterranean, Black Sea, Caspian Sea, Middle East
7. North America (Atlantic)	7. Europe (Atlantic)
8. West Africa	8. South East Asia
9. South America (Atlantic)	9. Gulf of Mexico (Mexico and US)
10. Gulf of Mexico (Mexico and US)	10. Pakistan, India, Sri Lanka, Bangladesh

### South Docks and Stretches 1, 2, 3

Budget: 304 million euros  
Works period: 69-82 months (ending estimated in 2008).

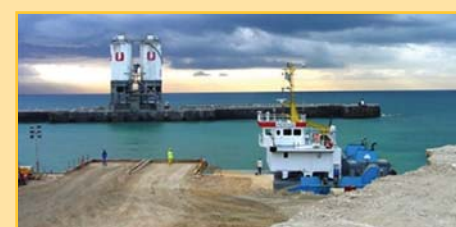
### South Docks and Stretches 1, 2, 3



### East Dock

Budget: 197.28 million euros  
Works period: 82 months (ending estimated in 2008)

### East Dock



### Other initiatives

Other correction measures are being applied to the coast with the building of a beach sited to the south of the new mouth-way of the Llobregat River. The measures include the building of lateral support dykes and the landscaping of these new spaces. The budget runs to 21 millions.

Another of the measures being undertaken is the construction of the Moll Prat docks, that will be carried out in two phases, the first of which is completed and the second is under construction. The overall budget for these infrastructures is almost 70 million euros.

Once the enlargement work is finished, the forecast is that the port will add substantially to the economy and productive base of the country by creating some 50,000 jobs (direct and indirect).

### Other initiatives



## renfe doubles number of trains from the port of barcelona to madrid



The number of freight trains from the Port of Barcelona to Madrid is now doubled from 5 to 10 trains, thanks to a strategic accord between Renfe and the Port Authority of Barcelona (APB).

The accord allows the train company to participate in the land logistics operations of the new terminals in the port.

With this agreement, APB expects to improve its connections with Madrid and increase the distribution of freight to the central zones. The objective is to double the current 25% of shipping freight destined for Madrid coming through Barcelona over the next five years.

## improved facilities for the port of barcelona

Unión Naval Barcelona S.A. (UNB) and Marina Barcelona 92 S.A. (MB92) have agreed to extend and improve their installations in the Port of Barcelona with a project valued at 58 million euros. UNB will change its location in the Port of Barcelona and MB92, which is to keep its current facilities on, will occupy the space left by UNB.

MB92 offers integral ship repair services, maintenance and large yacht refurbishment. The rise in work load has meant the company urgently needs to increase the size of its facilities. That's why the one-time installations of UNB will now be taken over by MB92. These, though, will have to be modified and adapted.

Regarding MB92, it will have more land and longer docking jetties that will mean it can boost its capacity for repairs and handle client demand and yachts that are getting bigger and bigger.

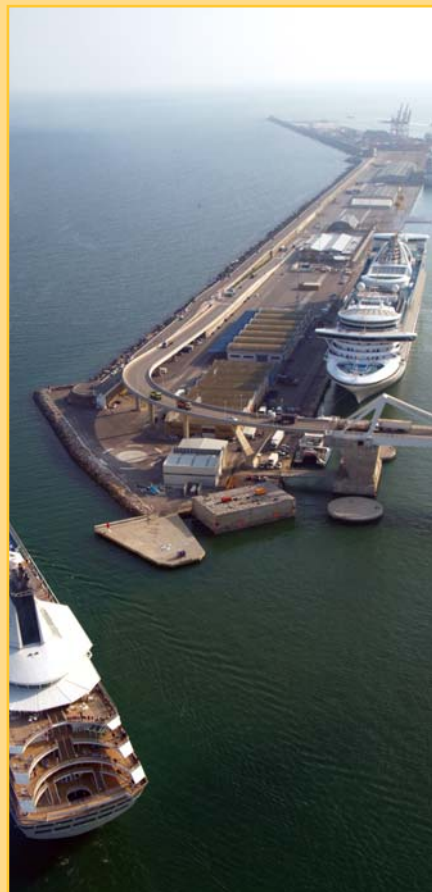
The agreement includes the move of UNB to the enlarged East Docks currently being constructed. UNB, a repair and maintenance company for container and passenger ships and specialised in cruisers, will have a total of surface area of 3Ha. The project has a budget of 30 million euros, 20 of which correspond to the investment in a huge floating dock.

On the other hand, UNB will move to new facilities which are more modern and suitable for the weight restrictions of a newer generation of boats. As well, the new headquarters is more adaptable, allowing better access for ships and the two new floating docks will allow UNB to compete as one of the regional benchmark companies in boat repairs.





## barcelona consolidates position as top cruise port in europe



Last October Barcelona consolidated its position as the first cruise port in Europe after registering a record number of passengers on a single day. In total some 25,000 people from 9 cruise boats coincided in the city on turn-round or stop-over cruises.

As well, between January and August 2006 some 260,000 people embarked on cruises in Barcelona, 38.2% more than the previous year, while some 252,673 disembarked, around 37.8% more. This large volume of passengers brings a series of logistics needs and other turnaround operations (cruises that start or finish their trip in the city), which represents a huge input to the economy of the city and its hinterland.

Apart from the cruise passenger records, the Port of Barcelona has also managed to set new records like the maximum number of ships docked at once, with 10 cruise boats coinciding in the docks.

These records have taken the Port to the 10<sup>th</sup> spot in the world ranking. The leader is the city of Miami, and we have to remember that the ports that are ahead in the ranking are all located in the Caribbean. The Port of Barcelona is a leader in terms of cruises with more than 1,220,000 passengers in 2005. Moreover, this year forecasts show that some 1.4 million passengers will come to Barcelona, and by 2008 that figure will rise to 2 million. To reach this objective, the Port Authority (APB) wants to convert the Moll Adossat dock into a specialised area dealing exclusively with this type of tourism business. At the moment there are three terminals in service and another under construction. Further to the south, a new terminal is due to be built.

The main reasons why the port has become a leader in this cruise sector is the city, the professionalism of the Port and its related stakeholders and especially the security aspect, one of the key characteristics that international operators look for.

## msc cruises bets hard on barcelona

The Italian multinational cruise company MSC Cruises continues to bet on Barcelona as a turnaround port for its operations. For the next summer promotion it plans to increase its Barcelona cruise capacity to up to 3,800 places, 72% more than this summer, which saw a capacity of 2,200 places.

This rise is mainly due to the increase in demand for cruises, which in the case of operations in the port of Barcelona has experienced occupancy rates of 98%.

The Port of Barcelona is making the most of a buoyant moment in the cruise sector, which has enabled it to become one of the leaders of this industry in Europe and the Mediterranean, according to the Lloyd's Cruise International, a trade magazine. MSC Cruises is carrying out an investment of 4,000 million euros on the construction of six new cruiser boats. It has 10% of the market in Spain.



## passenger ferry connects barcelona and marocco



Since last September, a new ferry allows passengers to travel between Barcelona and Tangier (Marroco). Until now, this was only a freight route and those boats that did cover this service for passengers were not regular ones. The boat that has been assigned to cover this line is the Italian Grandi Navi Veloci ship, part of the Grimaldi group. With more than 150 cabins and 500 seats, it can transport up to 1,200 people.

The line will connect Genoa and Barcelona with Tangier. Over the first few months, the service will be weekly on Saturdays from Genoa with arrival on Tuesdays in Tangier. The trip from Barcelona, with food included, is 78 euros plus taxes.

Grandi Navi Veloci is the first Italian naval company to connect with Tangier before the new Tangeri Med comes on line at the end of 2007. This will be the biggest gateway to north Africa from Europe; it forms part of the Marco Polo project, a European initiative designed to extend maritime freeways.

One of the main effects of this new line will be on operations in the Straights, like the return after holidays of North African workers who go back to their towns and villages for the summer. This summertime movement amounted to more than 2.7 million passengers and 664,671 vehicles in 2005.



## barcelona takes off

### el prat airport studies fifth terminal possibilities

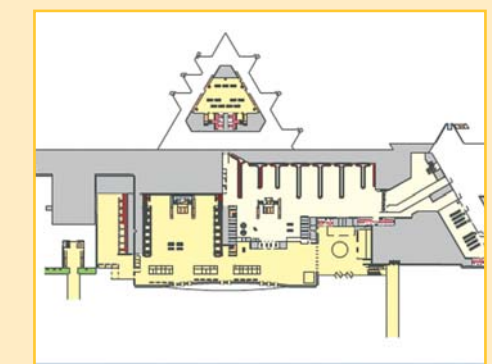


Barcelona Airport is studying the long-term possibility of constructing a fifth terminal close to the new traffic control tower. It would be able to handle 15 million passengers a year. This way, El Prat Airport could handle some 70 million passengers a year in the year 2020.

The growth forecast initially projected in the 90s were far too modest. Calculations once showed that the annual figure would reach 40 million passengers a year, yet air traffic has increased much more than forecasters expected. When the South Terminal is finished, flight movements will rise from 58 to 90 operations per hour and the maximum capacity of the airport will be 55 million travellers.

The new building will be called the Satellite building and it will be built next to the new traffic control tower, which means one will have to use a train shuttle to get to the other terminals and this would travel underground for about a kilometre: this tunnel is already being constructed and it will connect to the South Terminal; it is due to come online in 2008. And while the budget is yet to be fixed, work on the connecting gallery has started.

As well we have to remember there is a trend towards ever bigger planes, which often bring better returns. It is now becoming usual for planes to register occupancy rates of 90%, which means that with more plane movements and passengers El Prat will be open 24 hours (now it is open 18 hours).





## barcelona takes off

# the cdra negotiates new international routes for barcelona with 20 airlines

BARCELONA  
Air Route Development Committee



Barcelona's Committee of Routes Development (CDRA) took part in the Routes Forum in Dubai last September 17-19th. The Forum Routes is an annual encounter for air companies and airports, facilitating the promotion new routes to airlines, while these can get information about markets changes, traffic...etc in order to help plan new routes.

Thanks to collaboration established by CDRA, Catalan institutions participate with AENA (the Spanish airports operator) in the preparation of presentations and meetings with airlines.

Some of the main conclusions to be drawn out by CDRA professionals from the Routes Forum were:

### A) Consolidation and buoyant perspectives in the North American market

The CDRA found first-hand that North American companies that operate in Barcelona are satisfied with results obtained. This means they are optimistic regarding the future of the four routes currently operating and any possible increase in capacity in the mid term. At the moment the four destinations being offered from Barcelona are Delta's flights to New York (JFK) during the whole year and to Atlanta in the summer, Continental's service to New York (Newark) over the whole year and finally, US Airways' Philadelphia's summer flight.

### B) More flights to the East and Northern Europe

Those companies contacted showed interest in opening new destinations and a rise in frequency of various services across existing routes. Markets in the east of Europe and Scandinavia appear to be more dynamic.

### C) More interest for Barcelona in Asia

Asian companies are showing an increase in interest in Barcelona. The recently opened new Singapore Airlines flight between Barcelona and Singapore has brought about a rise in interest from other Asian companies in Barcelona. Some of the companies contacted by CDRA have extensive expansion plans that include Barcelona but, in some cases, these have been affected by various problems of new airliner delivery.

### D) New opportunities for air freight.

Some new short-term opportunities have been detected in the air shipment and freight services outbound to Asia.

CDRA has a clear objective: the capture and support of new air connections to and from Barcelona Airport, with special emphasis on long haul flights. The association is made up of the Autonomous Regional Government of Catalunya, Barcelona City Council, Barcelona's Chamber of Commerce, and AENA. As a matter of criteria, CDRA doesn't announce new routes until the airline has formalised the service.

This collaboration between airport and institutions from the area is highly valued by airlines because they can get useful information about operations and transit which can be complemented by other information on markets and catchment areas, etc...

In the last edition of the Routes Forum in Dubai, CDRA met with 20 airlines, of which 7 were Asian, 6 North American, one South American.



## barcelona takes off

# el prat increases flights offer



From the summer of 2007, Spanair will add five new connections to those it already has out of El Prat Airport. These are domestic and international routes that will connect Barcelona to Munich, Frankfurt, Alger, Jerez (Cadiz, Spain) and Almeria (Spain). Spanair is the second biggest carrier at Barcelona Airport in terms of its presence (12%) ahead of Air Europa (8%) but behind Iberia (33%).



Clickair, the new low-cost line set up by Iberia, was recently presented at a ceremony held in the Macba Contemporary Art Museum. The company started flying last October 1st from Barcelona Airport, where it will base its operations.

The company is to fly between Barcelona and Seville, Geneva, Zurich and Lisbon initially. To be added are services to Valencia, Paris and Rome, and between Seville and Paris. The airline will have three planes which will rise to 5 by the end of 2004, 20 by the end of 2007 and 30 by 2008. As well, the company expects to turnover 260 million euro this year and 501 million euro in 2008. The company has installed its offices in the Mas Blau business park in El Prat de Llobregat.



## bbn interviews the mayor

# interview with jordi hereu, mayor of barcelona

**"Barcelona is a demanding city".**

**Jordi Hereu took over as mayor last September 8th with just nine months before the next council elections. Former councillor for Les Corts and Sant Andreu, with ten years experience at the council, Hereu has a thorough understanding of the city. The future of Barcelona is now in his hands. And that's why BBN specifically wanted an interview with him.**

**1. Two months has gone by since you became mayor of Barcelona. Has your vision of the city changed with this new perspective?**

The sense of responsibility has changed. Barcelona is the fruit of two things. The first is that it is a progressive municipal government project that has worked for years now, and this has transformed the city in terms of its international projection, quality urban planning and social cohesion. The other decisive factor is the capacity of the whole of Barcelona's citizens to push forward their projects with ambition, imagination, and rigour. Taking over as mayor means being able to bring these two forces together so that the

city works better, evolves, and as a result, is more friendly and more stimulating for the people that live here.

**2. What's Barcelona like?**

Demanding. It's a demanding city. In the last few years, Barcelona has undergone a profound change due to globalisation: this isn't just a sociological change because of immigration but rather a change of mentality. Today we see the world in a different way and this is translated into the way we work, the way we communicate and the way we project ourselves. But at the same time the traditional Barcelona continues to exist and the demands of young people, workers and families are the same: opportunities and services. To be able to develop our lives without nasty surprises, complications or difficulties caused by the market or external factors. The dynamism that globalisation demands and the tranquillity that everyday life requires are not easy to co-ordinate. The key is in the equilibrium and priority given to the needs of people.

**3. What do people expect of Barcelona?**

Everyone expects something different. Economic sectors want a city that is well positioned internationally, with workers that are well-qualified, with good connections and infrastructure, and a good quality of life. People want a city which will accompany them at each stage of their lives with quality services, kindergartens, an educational system, health, transport, security, cleanliness, and public space. And everyone wants what is key to all western cities: people living and getting on together in harmony, that there isn't a sector or group of people that "takes over" public space or whole neighbourhoods taken over by a group, protesting, or having a good time. I believe that Barcelona has achieved the correct balance in these aspects. Our work now is that of going deeper into the question, going forward and further.



**4. What would you say is your city project?**

My city already exists. What I want is to improve the quality of life for everyone. I want a city that achieves success in everything it sets out and that it is open and complex. And above all, that it is capable of redistributing wealth generated by all citizens, through quality, services, opportunities, and facilities. Success is a knife with two edges, because depending how it is used it can mark social differences or mean annoyances for neighbours. We are working to avoid that. When we speak about a city for people, we are trying to say exactly this: a Barcelona without exclusion and penalties. A city that keeps moving forward and one that is ambitious, while at the same time being of human dimensions and friendly.

**5. How do you imagine Barcelona in 10 years' time?**

Nobody answering this question could have imagined what Barcelona would be like it is today. So, making predictions is very risky. But I want a city that is capable of adapting to the changes that the world provokes, capable of meeting challenges, capable of maintaining harmony in the city, capable of living its deeply-felt traditions while at the same time being ultra modern. Ah! and a progressive government, because it is the best formula to boost welfare and social cohesion.

**6. You have taken over as mayor at the end of a mandate and with little time to put your mark on municipal policy. If after the next elections you continue as mayor, what will you make your top priorities?**

Indeed, there are just a few months left to the local elections. But we can always introduce new elements. I am a person who listens and the opinion of neighbours interests me. I like to walk my city, go to places, to get out on to the street. And I am committed to the well-being of people who live here. What problems do we have to solve? The same ones that other European cities face today: sustaining competitiveness, on the one hand, and facilitating life for people on the other. In Barcelona this means having policies on issues like housing -even though it's an issue that is principally the competence of other administrations-, the integration of immigrants, welfare services for the elderly... The list is long, because demand is growing continually, and demand is growing because the market is very tough and expels many people who previously didn't require public help. But there's no other path: we have to provide answers to people in need.

**8. Barcelona has ambitious projects ahead. Are they necessary?**

Yes, of course they are. And moreover we have to consider them an opportunity to make urban transformations that will benefit people. There is the whole area of the AVE station in the Sagrera that is going to be huge and will include housing, facilities, green zones... that, well, will become an important pole for development. But there are many other smaller projects that are just as significant: Plaza Lesseps, Plaza Glories, la Gran Via, and the neighbourhood of La Marina de la Zona Franca... They are projects that introduce quality and comfort where before there wasn't there. Barcelona is made with a global vision of the whole city, but also of neighbourhoods. Small scale urban planning, set at close proximity, with street by street planning, is of the highest quality in Barcelona. There isn't a single neighbourhood, not even an area of these, that has not seen improvements at least in the form of a street, some space or other, or a plaza. It is important that when you go out from home, you find a city that is well-constructed, accessible, clean and tidy.

**9. From the economic perspective, what issues are still pending in Barcelona?**

Barcelona has a considerable deficit in terms of infrastructure that provides connectivity, and that's international as well as metropolitan. The enlargement of the port, airport and the arrival of the high speed train, the AVE, will to a large extent solve the first issues, as long as we can guarantee some level of participation by Catalan institutions in the management of these. It is obvious that the most effective management comes from proximity to the issues. As for metropolitan connectivity, we have an endemic deficit and huge investments will have to be made here soon. We need to double the capacity of the local train network, for example. We need more railways for carrying freight. However, these pending subjects have solutions: both the Municipal Charter and the Statute make reference to them. So it's just a question of getting down to work and solving the details.

**10. 22@ is a unique experience in Europe. What hopes have been placed on 22@?**

22@ is the symbol of the city of knowledge and of the new economy. A neo-industrial district with high-added value in the same city! But this economic sector is also found throughout Barcelona. We are developing close working relationships between universities, companies and the global market. We are strong in life sciences, for example, but not only in this sector. 22@ really represents Barcelona very well because it has lots of different companies, some local, some foreign, all innovative, and these are rooted in a place with a tremendous industrial history. And because, as its development moves on, it will have more shops and housing, especially social housing. This means it will be a real neighbourhood: mixed, compact, dense, sustainable, with heritage and also connectivity. In a word, it will be completely and fully Barcelona.



**barcelona perceived better business city**

**Barcelona, 4th city in Europe for business**

"European Cities Monitor". Cushman & Wakefield Healey & Baker. September, 2006

Executives looking to set up a business prefer Barcelona, after London, Paris and Frankfurt. For the first time Barcelona has moved up one spot in the ranking into fourth place, taking the place of Brussels in this survey of 500 executives working in Europe's biggest companies.

**1st European City that has progressed most**

"European Cities Monitor". Cushman & Wakefield Healey & Baker. September, 2006

Barcelona leads the ranking of European cities that have done most to progress, followed by Madrid, Prague and Berlin.

**1st for quality of life of workers**

"European Cities Monitor". Cushman & Wakefield Healey & Baker. September 2006

Barcelona is again the first in the ranking for best quality of life for employees, a place it has held for the last 8 years. Behind it: Zurich, Madrid and Paris.

**Barcelona Brand is number one in Europe**

"Branding Communication Strategies for Cities in Europe". Porter & Novelli. May, 2006

In this study the North American public relations consultants Porter & Novelli note that Barcelona has a differentiated and prestigious brand, even bettering those of Paris and London. The keys to its success are found in its history, public-private collaboration, firm political leadership, identity, and deep-rooted collective feelings. In the tourism brands category, Barcelona shared its leading position with Paris and Prague.

**Barcelona is the fifth-strongest city brand in the world**

"The Anholt City Brands Index". Global Market Insite (GMI). December, 2005

In this report Barcelona features in the 5th spot after London, Paris, Sidney and Rome, and therefore comes in as the top city if we regard those that are not capitals of state. Behind Barcelona comes Amsterdam, New York, Los Angeles, Madrid and Berlin, amongst others.

**Western Europe's best bet for the future and top for transport**

"European Cities & Regions of the Future 2006-07". Foreign Direct Investment (FDI). 2006

Barcelona was awarded the top spot in this yearly ranking by this trade magazine owned by the Financial Times in two categories: Best Western European City for the Future, best city on the Iberian peninsula and best European city transport system. This last award is thanks to ambitious projects aimed at improving the different transport modes: the arrival of the high speed train, enlargements to the port and airport, improvements to the urban metro system, etc.

**Barcelona no longer in the top 50 world's most expensive cities**

"World-wide cost of living survey 2005". Mercer Human Resource Consulting. June, 2006

This report analyses the cost of life of 144 cities in the world for multinational companies that have to relocate their professionals to other cities. Barcelona is in the 56th position behind other European cities including Madrid.

**5th European city with best prospective for real estate business in 2006**

"Emerging Trends". Urban Land Institute (ULI). June, 2006

According to the organisation, made up of promoters, urbanists, lawyers and architects, Barcelona -along with Paris, London, Helsinki and Madrid- offers the most attractive options for real estate investments.

**3rd city in the world for international congresses**

"The International Association Meetings Market 2005". International Congress & Convention Association (ICCA). April, 2006

According to statistics collected by this association, Barcelona was the third top city regarding the number of international congresses organised in 2005 only beaten by Vienna and Singapore.

**Catalunya and Barcelona, 3rd top destination for international investments in Europe**

"Attractivité de l'Ile-de-France en 2004". Paris-Ile-de-France Capitale Économique and Ernst & Young. 2006

This quantitative study compares 15 European metropolises over the period 2000-2004 regarding the capture of new international investments. Barcelona and Catalunya occupied the 3rd place behind Greater London and the Paris region.



## barcelona and shanghai strengthen economic, commercial and cultural links

During a prospection mission organised by Barcelona city council last July to Shanghai, the deputy mayor, Jordi Portabella, and his Chinese homologue, Feng Quoqin, signed a memorandum to intensify collaboration between the two cities which were twinned in 2001. Portabella, the president of the Commission for Economic Promotion led the Barcelona city council delegation during the visit in Shanghai from July 24-27th. Its objective: to develop international links and overseas trade for Barcelona's companies.

The deputy mayor of Barcelona city council signed a memorandum with Feng Quoqin, the deputy mayor of Shanghai, at the city hall. It is designed to intensify exchanges and cooperation in the areas of economy, commerce, technology, science, environment, culture and tourism.

The good relations between these cities was reflected by an invitation from the Chinese deputy mayor for Barcelona to participate -as a guest city- in the pavilion of twinned cities which is to

form part of the Universal Exposition that will be held in Shanghai in 2010. Another fruit of the mission was the announcement of a follow-up visit to the capital of Catalunya of two Chinese delegations in the autumn of 2007, including representatives of the Chinese council led by deputy mayor Feng Quoqin and members of The Economic Committee of Shanghai Municipality.

### Twinned cities since 2001

Since 2001 relations between these two communities has risen considerably. More and more the Chinese community in Barcelona is gaining in importance with almost 10,000 people with local residency last year, which represents a rise of 32% on 2004's statistics. When it comes to the increase in economic relations between China and Catalunya, led by Barcelona mainly, we can see that in the first quarter of this year Catalunya represented 34% of all imports and 27% of all exports between Spain and China. As well, Barcelona wants to be the principal gateway for trade with China.

During a working session held last July 24th, Portabella also presided over a round table discussion at the Spanish Commercial Office in Shanghai, with the participation of a dozen Spanish companies that operate in the area. Those present included representatives of the following companies: Germans Boada Rubí S.A.; Miquel Torres S.A.; Roca Corporación Empresarial S.A.; Banc Sabadell; Herrero Advocats; New Trends S.A.; ASECORP (Asesores Corporativos S.A.); BT1; ASIAN INTERNATIONAL Ltd; Soler & Palau; Cel and Rosmari



## torremat group to build in china

July last saw the laying of a ceremonial foundation stone at the factory that TORREMAT S.A. will open in the Chinese city of Nantong, near to Shanghai.

The Nantong factory, which will produce under the name Saheco-Nantong-Hardware, is the first that this Catalan business group will install in China. The Nantong factory, costing some 600,000 thousand euros, will occupy 2,300 m<sup>2</sup> and is to be operative at the end of the winter of 2006.



TORREMAT S.A is one of three companies in the Group HETORMA S.L along with SAHECO (S.A Herrajes Corredera) and Industrias Torremat S.A. Product lines manufactured by TORREMAT S.A are commercialised by SAHECO. This Barcelona company founded in 1958 by the brothers Torrabias -and with its headquarters in Sant Quirze de Besora- is increasing its presence in the international market after 20 years of overseas trading. TORREMAT S.A, through SAHECO, is already working in Holland and Belgium, Ireland, Portugal, Slovakia, Hungary, Arab Emirates, Iran, Indonesia, Singapore, Korean and Hong Kong.

Thanks to Torremat there are now some 60 Catalan companies in China which are dedicated in the main part to sectors including the food business, textiles, shoes, machinery, metal and mechanics industries.

The deputy mayor underlined the fact that TORREMAT is a new example of internationalisation in China by Barcelona-based businesses, which according to Portabella is rising not just in terms of the economic point of view but also in terms of the contact between peoples. The deputy mayor drew attention to the fact that the Chinese community in Barcelona grew by 32% between 2004 and 2005, with 10,000 people officially registered, and also that the increase in economic relations between China and Catalunya are growing stronger and stronger.

The Barcelona delegation also visited facilities owned by light switch and sockets maker SIMON in Haiian, which is close to Shanghai. This is the second factory that SIMON HOLDING has in China, which was inaugurated at the beginning of 2005. SIMON, which in China goes under the brand name SIMTONE, already has a 120,000 m<sup>2</sup> factory in the province of Jiangsu, which was opened in 1999. With the inauguration of the Haiian production centre, SIMON has become the second biggest producer of light switches in China.

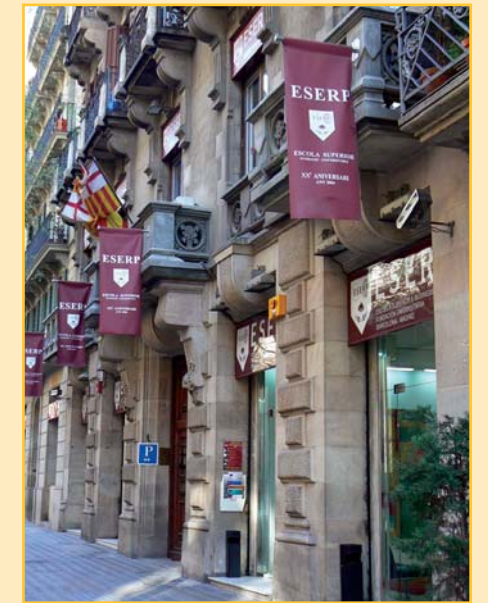
## eserp expands internationally into asian and american markets



The ESERP private university and foundation is to branch out on a new phase of international development with the opening of new centres in China, the US, and Chile in conjunction with university centres in these countries. The move is planned for 2007. In the case of Chile, ESERP plans to set up a headquarters at a cost of 2.4 million euros; in America the school will offer a degree in association with a school there and the setting up a base to take advantage of its technology platform in Spanish, in which is started investing some four years ago. Finally, in China, it will offer European British and Spanish degree titles in association with a Chinese university.

With a turnover of 9 million euros in the 2005-06 course, this university has three centres: in Barcelona, Palma de Mallorca and Madrid, with more than 5,000 students and 600 jobs. It offers university degrees in communication studies, business and tourism, as well a dozen masters.

At its headquarters in Barcelona, apart from its masters and degrees, it has classes in Chinese at the weekend in the Chinese School for so-called "banana kids", from 3 to 13 years old, yellow outside but white inside. These are children from Chinese parents that are integrated into the Catalan and Spanish culture but don't understand the language, traditions and customs of their ancestors.



## neocium, asian vocation



The Barcelona corporation, Neocium, made up of 16 companies specialising in different activities related to leisure are looking to the Asian market for expansion. The company is planning to construct two big malls and leisure centres in Beijing, as well as a theme park dedicated to weddings in Xengdu, and shops for European products in Singapore. In this way, the company's partners have joined together under the company name Neoinvest Asia, a firm which will channel diverse investments made by the company and where local partners will also participate.

The Xengdu project includes the construction of the Wedding Park, a place that brings together tourism, commerce and culture from different continents,

where clients can choose which part of the world they want to get married in or celebrate any type of event. Regarding the Singapore project, called Spain 2 Dream, this consists of a mall of 1,700 m<sup>2</sup> which will sell Spanish companies' produce in the areas of fashion, accessories, and artisan products.

The 16 companies that form a part of Neocium are specialised in the fields of tourism, eateries, consulting, commerce, architecture, technology, amongst others. They are currently developing projects worth 900 million euros.



## ficosa to install its third factory in india



Ficosa continues to bet on emerging markets. Not long after inaugurating its rear-mirror factory in Poland, it has announced a third factory in India. The initial investment amounts to 2.5 million euros and the new plant will have some 8,000 m<sup>2</sup>.

The new factory will supply the Indian market, especially important since the local market will probably see car sales growth of some 42% until 2009. The new plant will be situated in Pant Nagar, close to Delhi, the site of a growing cluster of car production companies.

The objective of the Ficosa plant is to supply production centres nearby with a wide range of products.

Ficosa increased its turnover by 6% in 2005 and obtained profits of 14 million euros.



## barcelona in the world

### dogi becomes the second biggest investor in china

The Catalan textile company Dogi International Fabrics has raised its production capacity by 50% at the Nanjing factory (China) thus making itself the second biggest Spanish investor in this Asian country. The centre occupies a surface area of 22,000 m<sup>2</sup> and has capacity to produce 7.5 million meters per year of elastic fabric. The workforce is 400 strong.

Its investment plan until 2008 includes 13 million euros in its Chinese headquarters and a total of 56 million euros in its international expansion strategy.



## barcelona companies

### vistaprint to locate european marketing centre in barcelona



North American company VistaPrint is specialised in graphic design services for small and medium sized companies and individuals.

The Barcelona centre, which will provide services for the whole of Europe, is to be ready in the first quarter of 2007.

A number of other European capitals were in the chase to play host to the

Vistaprint headquarters but finally the multinational's executives opted for Barcelona because of "the city's capacity to attract European talent".

In the new offices, the sixth that the company has in the world, there will be a team of some 60 professionals mainly in the sales area, analysis and market research, creative support and infrastructure support.

### casio's branch office to set up in barcelona

**CASIO** The Japanese company Casio Computer has announced it will set up its Spanish branch office in Barcelona. The quality of life found in the city was an important factor in the executives' decision to locate here, although another reason is the fact that the majority of its competitors are also located in Barcelona. The chance of finding specialised personnel with experience in the sector is a big draw for electronics companies who, along with the transport network, find Barcelona is a strategic place for doing business from.



The workforce will be made up of 27 employees and the company will have a capital value of 1.5 million euros, which will keep close links to its central offices in Germany. Casio has used consultants Jordà & Guasch for the rental of its office space



## barcelona companies

### microsoft locate productivity innovation centre in manresa

Microsoft is to locate a centre designed to help companies to raise their productivity rates. Getting the centre up-and-running will require an investment of 3 million euros over three years, with half coming from Microsoft and the rest from the Catalan government and a group of local administrations including the council, Caixa Manresa, Manresa Chamber of Commerce, and the Technology Centre of Manresa (CTM). Microsoft's management in Catalunya expect that the centre will bring about specific solutions to "labour productivity, mobility and also new work on collaboration environments". This will have real advantages like reducing the time dedicated to looking for something in the computer or extending the messenger service in the corporate ambit or having access to training systems from any system at any time and from any place.

"The effective use of the centre will mean a 10% increase in Catalan productivity", claims one insider. This is important news if we consider that the lack of productivity is one of the main threats to the Catalan economy.

Microsoft already has five similar centres in Spain, but non of these is dedicated to productivity. The Manresa operation will be the first of its characteristics in Spain.



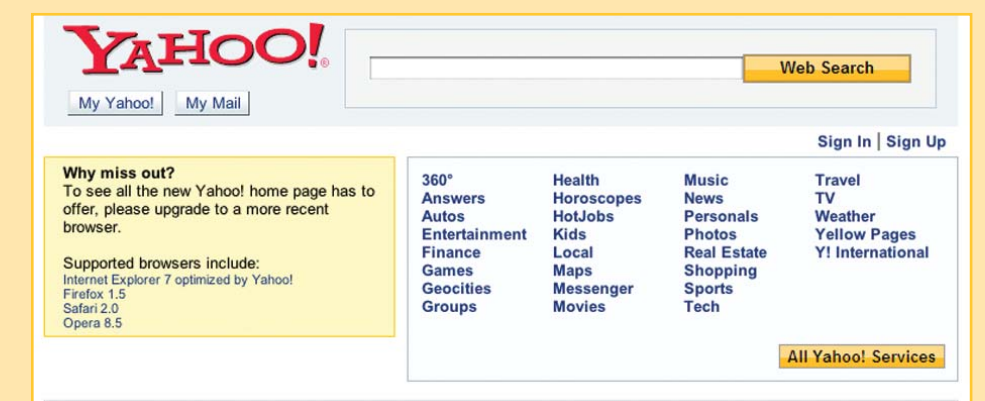
### yahoo! inaugurates r&d centre in barcelona



The North American multinational Yahoo! has opened its first investigation centre in Barcelona for new technologies related to internet services and in order to attract new clients. This is the first such centre of these characteristics that the company has in Europe. At the moment it has 12 investigators although this could reach 80.

The Office is located in the Innovation Centre Barcelona Media in the Estació de França and management estimate that in 2008 it will move to the technology district 22@. The work of the new Yahoo! centre is to improve information search tools and content and compete head-to-head with others in the sector, which is led by Google.

The portal has contracted an expert in information recovery in the Internet, Ricardo Baeza-Yates, who leads the centre, which is overseen by the Innovation Centre Barcelona Media, a not-for-profit organisation which has the support of the universities Pompeu Fabra and la Salle, Barcelona city council, the company 22@ and the Autonomous regional government (Generalitat de Catalunya). Baeza-Yates says that Barcelona is a "leader" amongst European cities with the highest quality technology.



### air products invests 8 million euros in a new centre in cornellà



Barcelona has beaten Prague in a bid to attract the new shared services centre for the whole of Europe for the multinational Air Products, represented in Spain by Carbueros Metálicos. The company, which makes industrial and medical gases, will invest 8 million euros in the construction

of this centre, which will be located in the Business Centre Arboretum in Cornellà, where it will generate 200 new jobs. As well, the 60 workers from its current Carbueros Metálicos head office for Spain in Barcelona's Aragó Street will also move there.

The new centre will provide finance, logistics, and customer service to 20 countries: Great Britain, Ireland, Belgium, France, Holland, Germany, Austria, Italy, Portugal, Spain, Switzerland, and Israel. Air Products forecasts that the new plant in Cornellà will be operative and fully up-and-running in October 2008.



## barcelona companies

### nissan moves its motor centre to barcelona

Nissan Motor Ibérica has moved its technical and production centre for motors to Barcelona's Zona Franca, which until now was based in Madrid. This move means the Barcelona branch will become an integral centre. The new facilities have cost some 16 million euros and Nissan will make some 125,000 motors a year there.

Half of the investment has gone on the refurbishment of the motor production facility which has undergone an increase in size of 3,500 m<sup>2</sup>. Half this has been given over to the new technical centre for motors. Some 300 workers and 116 engineers will work in these new facilities, many of whom come from the centre which until now was in Madrid



## barcelona bioregion

### alcon inaugurates its first r&d lab outside the us

Multinational Alton, leader in the ophthalmology pharmacy market, has inaugurated its first investigation centre outside the US, namely in El Masnou (Barcelona). With an investment of 4.3 million euros and a staff of 50 scientists, the centre will work with the R&D centres of the group in the US in order to develop new medicines for the whole world.

The company, which registered sales of 4,370 million dollars in 2005, is controlled by the Swiss multinational Nestlé, who has 73.20% of the company. And with the purchase of the family-run company Laboratoris Cusi in 1996, Alton strengthened its presence in Spain and boosted its annual investments to the tune of almost 8 million euros in R&D.

The activity of the group has been concentrated in Catalunya after the sales operation in 2003 of its Alcobendas factory in Madrid. The multinational in Catalunya has a staff of 600 workers and is the fourth in the group in terms of world business volumes, having turned over 116 million euros in 2005.

The determining factors in the decision to locate a world R&D research centre in the greater Barcelona area is due to the quality of the installations and the Spanish investigation team. And with the new move, Alton is showing its clear commitment to our country.

The branch in Catalunya currently produces 60 million units of coliris and creams. In 2007 the group forecasts expansion for the El Masnou factory, with the objective of raising production capacity by 25%. This investment will be in the order of six and seven million euros.



### chinese market impulses boehringer plant in sant cugat



The Sant Cugat plant of company Boehringer Ingelheim España produces 170 million injection bottles of which 70 million go directly to China. According to company management, this market is experimenting full expansion because the quality of life is rising and there is more demand for healthcare. The main medicine that the multinational produces in Barcelona is Mucosolvan, an expectorant to soothe coughs and sore throats. The consumption

of this medicine is increasing in China. That's why the company forecasts that the rise in demand for Mucosolvan in China could increase by 100% in the future in this communist country.

Boehringer has increased production by 40% in Sant Cugat over the last four years thanks to the high-level of purchases in China. This factory is the only production centre of injection medicines that the group has in Europe and one of the few that there are in the world.

For 2007, the multinational expects to start commercialising Movalis in China, an anti-inflammation medicine to treat osteoarthritis and arthritis. In this case, demand will be met by the Sant Cugat factory.

Boehringer, manufacturer for Nolotil, Pharmaton and Bisolvon, amongst others, turned over 431 million euros in Spain in 2005.

## barcelona bioregion

### pharmaceutical group ferrer takes up share in oryzon's capital



Oryzon, a specialised biotechnology company researching genetics, recently increased its capital, allowing pharmaceutical company Ferrer to take up a share in its social capital, along with other collaborators that work in Oryzon.

The increase in capital has meant that the shares have increased in value by 500% compared to the year 2003. The objective of the share offer: to help bring about growth in the company and improve its future projection in the market. Part of these resources will go to towards the financing of a new R&D lab in the new Barcelona Science Park, in a building that should be ready in the middle of 2007.

Oryzon, 35% owned by the French capital risk company Najeti, has 40 workers and expects to turnover some 4 million euros in 2006.

### management foundation constituted for centre for international health research

The Centre for International Health Research CRESIB forms part of the Autonomous regional government's (Generalitat de Catalunya) investigation programme. In the Foundation, we find the patron founders –the Health, Education and Universities departments of the Generalitat de Catalunya, Barcelona University (UB), Hospital Clínic de Barcelona (HCB) and the Biomedical Research Institute August Pi i Sunyer (IDIBAPS).

The project, a creation of CRESIB, will be managed by a new private foundation under the auspices of those public institutions that finance it. The CRESIB's objective is to create and consolidate a Catalan centre dedicated to research and training in the area of international health, especially concentrating on aspects like health and immigration, illnesses associated with poverty, globalisation of health and illness, epidemics, new emerging diseases, and the economic consequences of health and illness in development.

The objective is to create a centre that has offices, infrastructure, personnel and materials to develop its research while at the same time as being competitive in the European Union so as to help the inclusion of Catalan institutions in international forums where global health problems are debated.

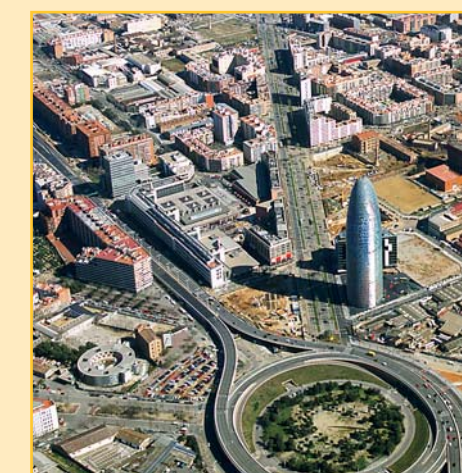
## barcelona 22@

### council and generalitat promote creation of "clusters" in 22@

These two administrations have signed a collaboration accord to develop the mechanisms needed to promote clusters that will become the backbone of the new technology zone 22@.

The municipal company 22@ Barcelona has made a commitment to offer its namesake technology area to the Centre of Innovation and Business Development (CIDEM) as a platform to promote CIT (Communication and Information Technologies), information technologies in the area of multimedia, and those dedicated to biotechnology and energy.

As well, 22@ will be made into CIDEM's Innovation Point (PIC), meaning that it will become the intermediary or strategic ally to CIDEM and design and execute innovation promotion policies. Finally, 22@ has committed itself to searching for locations for those initiatives that are ideal for location in the 22@ Barcelona area and support those companies in the presentation of their business projects to CIDEM.





## barcelona digital foundation moves to 22@ barcelona district



Barcelona Digital Foundation (FBD) has moved to the 22@ district where it will continue to promote and develop Barcelona and Catalunya's position as a strategic centre for the setting up and generation of business, companies, and innovative projects with a strong digital technological base.

This private not-for-profit entity has decided to set up in 22@ Barcelona to take advantage of the innovation district's quality, modern infrastructure and the inter connectivity with other companies in the sector of Communications and Information Technologies (CIT), universities and research centres which are already located in the area. One of the four strategic activity areas that 22@ is promoting is expressly the CITs.

Within this area, 22@ already plays host to big companies like T-Systems and Ono and expects to see other research centres like Yahoo! and Telefónica setting up there next to universities and incubators that have already or are planning to install their operations here.

Barcelona Digital Foundation offers advice and collaborates with administrations and companies in the development of their technology projects. It also organises debates on the digital economy and the annual Internet Global Congress. As well, the Foundation participates in strategic projects in the CIT sector, the capture of CITs to the 22@ district, or the CIT centre.



## information science campus to come on-line in 2008

The Information Sciences Campus of the Pompeu Fabra University (UPF) in Barcelona –located in 22@–, will open at the end of September 2007, although it won't be fully operational until the course 2008-2009. This campus will bring together production, investigation and communication and information technology studies together for some 3,500-4,000 students, professors and investigators. The campus will have 25,000 m<sup>2</sup> surface area and be located in the technology district of 22@ at the crossroads of Diagonal, Llacuna, Roc Boronat and Tànger streets. The total construction budget is forecast at 47.5 million euros.



The new centre will occupy the former space of an old textile factory called Ca l'Aranyó that dates back to 1877 and another historical industrial building that is being restored to house the campus. The project includes the construction of two other new buildings that will be used for teaching and investigation, and a new outside plaza with an underground auditorium.

At the crossroads between Tànger, Llacuna, Sancho de Àvila and Roc Boronat streets, plans include the construction of the Barcelona Media Innovation Centre which will be given over to study innovation.

The new university campus forms part of the Barcelona Media Park project, an initiative of the city council and the group Mediapro.

## technology facilities in 22@ reach 85% of territory

The transformation of the old Poblenou area into the 22@ technology district is about to achieve one of its objectives. Before the end of the year, the municipal company expects to be servicing 85% of the 200 hectares of ground that make up 22@.

This is one of the key priorities set in the 22@ 2004-2007 action plan that makes

sure that all the companies and housing in 22@ will have the relevant services needed. These include the extension and renovation of the water, gas, electricity and sewage networks. As well there is the installation of optical fibre, a collective system for heating and cooling and a pneumatic collection service for garbage.



The installation of these services is being done in parallel to urban planning works by the district council, which includes improvements to streets and the construction of new stretches of road and the improvement of traffic flows. The plans include improvements to some 37 kilometres of street while the budget for infrastructures and facilities set aside by the district runs to 180 million euros.

## castellví group to construct fourth building in 22@

The Catalan-family-run group Castellví will again be betting on the technology district 22@ with the purchase of land from Reyal Group close to the Agbar Tower. The company is investing 82.6 million euros to construct a 25,000 m<sup>2</sup> business park. Castellví already built the headquarters of T-Systems (with 22,500 m<sup>2</sup>), Indra (10,500 m<sup>2</sup>) and Interface Building (30,000 m<sup>2</sup>) in the 22@ area and this will be the group's fourth building there. As well, the firm has a major reservation of land to promote new offices in the zone.

Castellví has specialised in the construction of turn-key office buildings for companies that want to rent. The group was one of the first to bet on the 22@ technology district. With its office buildings, Castellví has created a patrimony division that complements its traditional construction business, centred in Catalunya and Palma de Mallorca.

The Castellví group started to operate in the real estate market in the 1970s with the promotion of new housing and refurbishment. It includes two companies: Inmobiliaria Perú and Promociones Inmobiliarias Forfax i Gratan, and turned over 60 million euros in 2005, 60% up on the previous year.





## New guide for foreign investors

The deputy mayor of Barcelona city council, Jordi Portabella, and the secretary for industry in the Autonomous regional government (Generalitat de Catalunya), Joan Josep Berbel, have presented a new guide called "Barcelona, a good investment". The guide has been developed by the Innovation Centre for Business Development (CIDEM) and the city council's Economic Promotion department; its objective: to help foreign investors setting up in the Barcelona area.

This publication is a simple, easy-to-use tool that helps people who are thinking about investing or starting up a business in Barcelona.

This guide for doing business in the city is designed around three main points, giving possible investors the basic economic data about the city, explaining the different legal ways which a company can set up, and there is also a series of useful contact addresses.

## Number of tourists that visit Barcelona increases by 17.3%

From January to August this year, 4,427,186 tourists have visited the city of Barcelona, a rise of 17.3% on the same period the year before. As well, in terms of overnights the number has risen by 13.6% and the hotel occupancy is 77%. As well, there has been a rise in tourism in those months that are traditionally low season and the spend of tourists in Barcelona has risen by 39.63% compared to the previous year.

Another important figure regarding tourism is that Barcelona has managed to reach the magic number of 50,000 hotel beds. The Catalan capital now has 280 hotels, 19 more than at the end of 2005. These offer a total of 26,535 rooms and 51,665 beds. In this way, Barcelona has managed to improve on the 48,197 beds it had at the end of the last year and has now surpassed the magic number of 50,000.

The opening of hotels will continue up to 2009. By the end of this year, some 800 rooms will have come on-line, some 1,900 are planned for 2007, 1,500 in 2008 and 700 in 2009. One of the sectors that has experienced most growth has been in the cruise sector. Barcelona has received some 675,917 passengers from January to July alone.

on the other hand, Barcelona is now in fifth position (above New York, London, and Geneva) in the world ranking of congress cities for 2005, which is published by the Union of International Associations (UIA). this study also concludes that of those cities that have held the Olympic Games since Munich in 1972, Barcelona occupies the top position of those capitals that have done best out of hosting the event in terms of tourism growth.

Barcelona has seen a rise of some 60% in tourists that come to study the language and there has been a rise in terms of so-called creative tourism, according to the number of requests for information received.

## 1000 million invested in offices in Barcelona

The investment in the market for offices in Barcelona is breaking all records, with the first six months of 2006 surpassing the 1,016 million euros spent on 30-or-so real estate operations. According to realtors CB Richard Ellis, the investment is mainly from local and Spanish companies, who accounted for 67.14% of all the purchases and 68.35% of the sales. 22@ and Diagonal Mar zones accounted for 57.18% of the total investment.

The most noteworthy sales include the second phase of the World Trade Center Alameda Park in Cornellà de Llobregat for 120 million

euros and the sales of the Torre Tarragona, owned by the Credit Suisse group, that the Monteverde group bought for 90.5 million euros.

The prices of rentals remained stable at 24.5 euros m<sup>2</sup> per month.

## Neumann locates office in Barcelona

Neumann International, the multinational executive head-hunters, has opened an office in the heart of Barcelona, in mid-town Passeig de Gràcia. One of the objectives of Neumann in Barcelona is to accompany Catalan companies in their international expansion into Eastern Europe, where the company has a strong presence with offices in Moscow, Warsaw, Prague, Budapest, Bucharest, Zagreb, Belgrade and Sofia.

Neumann was founded in Vienna in 1971 and expects to turnover 5.2 million euros in Spain this year, where it has worked since 1989. In Barcelona, the multinational will be competing with other strong companies like Seeliger and Conde, Spencer Stuart, Egon Zehnder and Russell Reynolds.

## Barcelona creates Barcelona Graduate School of Economics (GSE)

This initiative comes from the Autonomous University (UAB), the Pompeu Fabra (UPF) and the CSIC with the objective of offering masters in applied economics, while not entering into the traditional market of business schools.

The Barcelona Graduate School of Economics aims to be a school that will compete with other prestigious universities like the London School of Economics. The GSE wants to open in September 2007 giving classes in English to European students. Professors will include investigators from the economics departments of the UAB, the UPF or the Institute for Economic Analysis of the CSIC.

## Nissan finalises new motor centre in Barcelona

Nissan Motor Ibèrica has finalised the move of its technical and production centre from Madrid to Barcelona. With these new facilities, having cost some 16 million euros, the multinational becomes an integral centre in the Barcelona area.

Half of this investment has gone on the new technical centre for motors, which includes a cutting-edge test laboratory. The other half of the investment has gone on extending the production plant for motors by 3,500 m<sup>2</sup>.

Nissan expects to make some 125,000 motors a year and provide work for 116 engineers and 300 factory workers, many of whom come from the company's factory in Madrid.

## Barcelona opens new halls for students and professors

With the 2006-07 course, Barcelona has opened new halls for students and professors called Àgora BCN. The university halls are located at Passeig dels Castanyers 21 in Barcelona, next to the Velòdrom and Labyrinth Park (in the Mundet University Campus). Àgora BCN occupies 12,228 m<sup>2</sup> spread over six floors with a capacity for 368 students in 220 rooms of varying sizes.

The halls will house students and professors from CETT, UB and the wider student community. Since starting out, the CETT Group has consolidated its position in the tourism sector. These student halls also have the support of Barcelona University (UB), to which CETT is joined to.



Ajuntament de Barcelona

# barcelona

BC good news

autumn 2006 n° 38

copyright registration number: B-38-065-206

**publisher:** Economic Promotion Department

**director:** Exterior Economic Promotion

**editor and image:** Isabel Carranza, Steven Guest, Agustí Esteve

**image coordinator:** Margarita Cabrero

**design and layout:** el estudio del armario blanco

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