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2015 Report



**Fira Barcelona**





# FIRA DE BARCELONA

2015 Report



**Fira Barcelona**



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and management



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## **100 Events abroad**

### **104 Congresses and other events**

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## An economic driver for the metropolis

Barcelona has a long tradition in staging fairs and shows, one that begins in the late-nineteenth century during the period of industrialisation of the city, in an activity that culminated with the organisation of the Universal Exposition in 1888 at the Ciutadella Park, landscaped for the occasion. That milestone, which symbolised the new era the city was embarking on, is the preamble to a tradition that summarises the entrepreneurial spirit and openness that characterise the city of Barcelona. As the changes brought in by the new industrial society began to take root, there also emerged the desire to make our city a point for meeting and exchange, to promote events and initiatives that would generate a dialogue between what was happening in Barcelona in the fields of culture and the economy, and what was happening in the world. This obsession with being connect, not becoming isolated from contemporary global dynamics, is a constant in the history of our city, even during the dark years of the dictatorship.

### Recovering activity

Today, Fira de Barcelona has inherited this tradition. Its activity makes the trade fair organiser an economic driver as well as a vital point for meeting and exchange between local and global dynamics. Fira is important to the economy of Barcelona, but also as an example of the desire to open up of a city that has always looked far beyond its administrative borders.

The 2015 report shows a considerable revival in trade fair activity. This, added to the improving performance of certain economic sectors, has enabled Fira to return the second-best results in its entire history. Particularly noteworthy is the increase in events directly organised by Fira de Barcelona itself, linked to industrial and production sectors, creativity, training and leisure.

### Contribution to the city

All this goes to show that Fira makes an enormous contribution to the city and its metropolitan area, particularly compared to the previous period. More specifically, according to a study published by the ESADE business school in autumn 2015, we are speaking of estimated annual injection of 2,600 million euros into the local economy and the creation of more than 40,000 jobs.

The tradition that Fira de Barcelona represents today began in Barcelona at a time of great economic and social change. Today, too, our city is immersed in the transformation brought about by globalisation. The challenge is not so very different: to place the tools that create wealth and prosperity at the service of people. The social return that Fira de Barcelona generates, from the Mobile World Congress (MWC) to the Motor Show, serves to strengthen the crucial role that this institution plays in the life of our city.



### Ada Colau Ballano

Mayor of Barcelona  
and President of the  
Fira de Barcelona General Council

## The success of a whole country

You now hold in your hands the 2015 Report on the activities of Fira de Barcelona. In writing this salutation for the first time, as Minister for Business and Knowledge, I should like to express my recognition and congratulations to the management and workers who make Fira a success story for an entire country.

2015 was a year of clear economic recovery, with all aspects of the economy evolving in a positive way and growth prospects increasing. However, there is still a long way to go before we can say that social consequences of the recession have been left behind.

### Greater added value

Overcoming the economic crisis will require transforming the model for growth that prevailed before the onset of the recession. To this end, we need to construct a model that is capable of generating greater added value, one that is inserted in the context of a global economy. A model that adopts and promotes intensive use of the new technologies and innovation and helps to generate higher quality, more stable jobs.

Any approach to constructing such a model would consider internationalisation and innovation as the main challenges to our economy, and Fira de Barcelona is a key institution in the process of internationalisation and driving innovation and knowledge transfer. Fira is a platform that helps our businesses to open up to the world and position themselves in a global market.

In 2015, Fira de Barcelona became more firmly established as a driver of our economy and the institu-

tion sets an example with its process of change and transformation. The commitment to internationalisation, innovation and promoting ICT is clearly reflected in the trade fair activity. Today, we have new shows that have become cornerstones in the institution's activity and have allowed us to position ourselves in the world as a leading country and city for fairs and congresses.

### Challenges and opportunities

The transformation of Fira also reflects the transformation that our economy is undergoing as it embraces the challenges and opportunities posed by the adoption of new technologies, a process in which events like the MWC, the Smart City Expo and the new IoT Solutions World Congress give us a glimpse of a veritable new industrial revolution, known as Industry 4.0.

Catalonia is a country with long-standing industrial traditions; we have a diversified business system and a generally-shared view that we need to promote industry as the main driver for our growth model. An innovative industry, open to the world is the best guarantee of a fairer society, and Fira de Barcelona plays an important role in this process of giving renewed impetus to industry. Fira provides a meeting point for companies and professionals from all over the world, making Barcelona and Catalonia, during the time that the different events take place, a global reference for the different sectors concerned with business – enabling Catalan companies to project themselves internationally – knowledge and the dissemination of innovation.



### Jordi Baiget i Cantons

Minister of Business and Knowledge  
of the Government of Catalonia  
and First Vice President of the General Council  
of Fira de Barcelona

## A modern, efficient organisation

Fira de Barcelona is one of the most important trade fair organisations in Europe, in terms of both activity and experience and the size of its venues, which provide operators, exhibitors and visitors with all the resources that a modern, efficient organisation can provide.

The origins of the institution go back to the year 1932, when it was officially constituted after the city had demonstrated, throughout the second half of the nineteenth century and the opening decades of the twentieth, great capacity to host fairs, firstly, and specialised shows subsequently. Then came the dawn of modern trade fair activity, which has seen Fira rise to its present position as a leading European and World player in the organisation of fairs and congresses.

### International prestige

Barcelona's economic and social progress is closely linked to Barcelona Fira de Barcelona and its activity, which increases year after year, generating considerable impact on the economy of the city and surrounding area, as well as social value. Similarly, the international prestige that the trade fair institution has achieved is inseparable from the Barcelona brand and our city's ability to attract talent, business,

shows, congresses and events of a cultural, social or sporting nature.

An economic driver for the city and the country, Fira helps to showcase the attractions of Barcelona to the world and to attract investment. The institution is also one of the finest platforms for local entrepreneurs, generating international projection, trade promotion, networking and knowledge sharing. Moreover, amongst Fira's main qualities is its support for production sectors, professionals and business.

### Commitment and responsibility

That is why, ever since the institution was first established, business organisations in general and companies in particular have all contributed to the development of Fira de Barcelona. We, too, have become committed and responsible for its growth and consolidation.

And that is how things will remain, because I am convinced that, in 2017 and the following years, Fira de Barcelona will continue to provide a service for companies and will pursue its commitment to innovation and attracting major international events, vital conditions for internationalisation and tourism, the basic pillars of our economic growth.



### Miquel Valls i Maseda

President of the Official Chamber of Commerce, Industry and Navigation of Barcelona and Second Vice President of the General Council of Fira de Barcelona

## Business opportunities, social value

As Chairman of the Governing Board of Fira de Barcelona, it is my pleasure to express institution's satisfaction with the overall results achieved in 2015, not only from a quantitative point of view – income, participation, economic impact and so on – but also from the qualitative standpoint, that is, our contribution to improving the production environment, creating opportunities for businesses and generating social value.

I should like to highlight, particularly, the good performance of shows organised directly, to which must be added the excellent operation of fairs and events promoted by other operators, who consider Fira to be one of the best European platforms for capitalising on their business opportunities, leadership, positioning, international dimension and innovation. We should interpret the good performance of shows and events throughout 2015 as a symptom of an improving economic climate, although the effects of the recession continue to hit many sectors of society, families and businesses.

### Constant hard work

As regards facts and figures, I cannot fail to note that, in 2015, Fira achieved the second-best results in its history of Fira, within income of more than 150 million euros, a record surpassed only in 2014, which was an exceptional year when, in addition to the improvements made to our own events, a large number of major international events also coincided.

Fira's success cannot be separated from a strategy that we have been implementing for years, one based on hard work and the job well done, aimed at achieving a firm foothold in a global and highly competitive market, and at taking into account at all times the needs of the production system, companies and the local territory. Our guidelines are innovation, knowledge, competitiveness and internationalisation, in its dual meaning of organising, attracting and staging international events at our venues and, at the same time, increasing our presence abroad as a tool to provide support for companies that become internationalised and as a way of benefiting from the institution's great know-how.

### Role as catalyst

Once more, I feel we should emphasise the role of catalyst that trade fair activity plays in the territory (fair services, shops, restaurants, business synergies, job creation ...), with an annual impact of more than 2,600 million euros, as noted in the report on economic and social impact conducted by ESADE. This impact cannot be measured only in strictly economic terms, but must also take into account the institution's clear role in creating public value.

Fira is proud to contribute to the economy of Barcelona and its surrounding area, of generating jobs and social value, and also of helping to strengthen the city's international reputation. Finally, we should also stress the importance of public-private partnerships like Fira as a driver for initiatives of excellence.



**Josep Lluís Bonet**

Chairman of the Governing Board  
of Fira de Barcelona



## Governing bodies

## General Council

### President

Ada Colau Ballano

### First Vice President

Jordi Baiget i Cantons

### Second Vice President

Miquel Valls i Maseda

### Members

Alfred Bosch i Pasqual

Josep Cercós Martínez

Joan Gaspart i Solves

Marc Guerrero i Tarragó

Núria Marín Martínez

Carina Mejías Sánchez

Josep Morell i Miró

Ester Obach i Medrano

Pau Relat i Vidal

Pere Torres i Grau

Xavier Trias i Vidal de Llobatera

Pau Villòria i Sistach

### Attendees

### Chairman of Fira de Barcelona

Josep Lluís Bonet i Ferrer

### General Manager of Fira de Barcelona

Constantí Serrallonga i Tintoré

### Representative of the Official Association of Commercial Agents of Barcelona

Enric Enrech i Artal

### General Secretary

Ignacio Toda Jiménez

## Governing Board

### Chairman

Josep Lluís Bonet i Ferrer

### Members

Núria Basi i More

Lluís Conde Möller

Agustín Cordón Barrenechea

Enric Crous i Millet

Pedro Fontana García

Enrique Lacalle Coll

Miquel Martí i Escursell

Carles Vilarrubí i Carrió

### Attendees

### General manager

Constantí Serrallonga i Tintoré

### General Secretary

Ignacio Toda Jiménez

## Executive Committee

### General Manager

Constantí Serrallonga i Tintoré

### Director of In-House Business

Salvador Tasqué i Diéz

### Director of External Business

Pere Camprubí i Nieto

### Director of International Business

Ricard Zapatero i Camps

### Director of Administration and Finance

Salvador Fosalba i Auró

### Director of Communications and Studies

Amparo Losada Torres

### Director of Human Resources and Organisation

Olga Figuerola i Giménez-Coral

### Director of Institutional Relations and Protocol

Emili Farrerons i Pascual

### Director of Venues

Marc Serra i Arnau

### Deputy Director of In-House Business

Gonzalo Sanz Moreno

As of December 31st, 2015



BIENVENIDOS / BENVINGUTS

BUS





# 2015 highlights

## General

2

venues

Approximately  
**400,000m<sup>2</sup>**  
gross exhibition space

319

employees



Montjuïc



Gran Via

Generating outstanding economic and social impact on the territory, Fira de Barcelona is one of the most important trade fair organisations in Europe

## Trade fair activity

68

shows and congresses

+50

Events and corporate activities

1,000

events, symposia, and seminars organised as part of trade fair programmes

## Economic results

Income

+150

million euros

EBITDA

+13.3

million euros

The second-best results  
in Fira's history

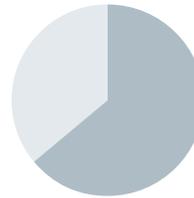


## Fairs and congresses

The events organised occupied a net area of

**700,000m<sup>2</sup>**

## Profile of events



**64%**  
Professional

**36%**  
Public and mixed

## Exhibitors and visitors

**+2 million**  
visitors

**12,355**  
Direct exhibitors

## Exhibitors

**73%**

Professional shows

**27%**

Public shows

## Visitors

**29%**

Professional

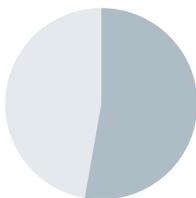
**71%**

Public or mixed shows

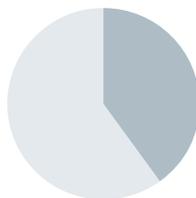


Domestic visitors to shows organised at the Fira de Barcelona venues are mostly from the regions of Catalonia, Valencia, Madrid, Andalusia, Aragon, the Basque Country and the Balearic Islands.

## International dimension of professional shows



**53%**  
international exhibitors



**40%**  
international visitors

China  
France  
Germany  
Italy  
United Kingdom  
United States

Main countries of origin of foreign visitors to shows organised at Fira venues

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## Presence abroad

6  
shows abroad

15  
countries  
with delegations

20  
additional countries  
with partners

in Europe, America, Asia and emerging  
economies



Joint manage-  
ment of Doha  
Exhibition and  
Convention  
Centre

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## Services to exhibitors, visitors and organisers

41,500m<sup>2</sup>  
designer stands constructed  
for the BuildUp service



7,000 wi-fi beacons  
installed to cover show venues

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## Media presence

+22,000 impacts  
generated by Fira shows in the media  
(press, radio, TV...),

+53,000  
if events organised by other operators  
that the trade fair institution helps to  
promote are taken into account

690,200 visits  
to the corporate website

2,299,000 users  
of show websites

279,000 followers  
on social networks

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## Social Commitment

500 tonnes  
recycled waste

5%  
more recycling  
than in 2014

+2 tonnes  
surplus food delivered  
to charitable organisations

## Economic and social impact

The economic and social impact of Fira's activity on the territory is calculated at

**2,600** million euros

**+40,500** jobs

Gross Value Added

**2,360** million euros

equivalent to

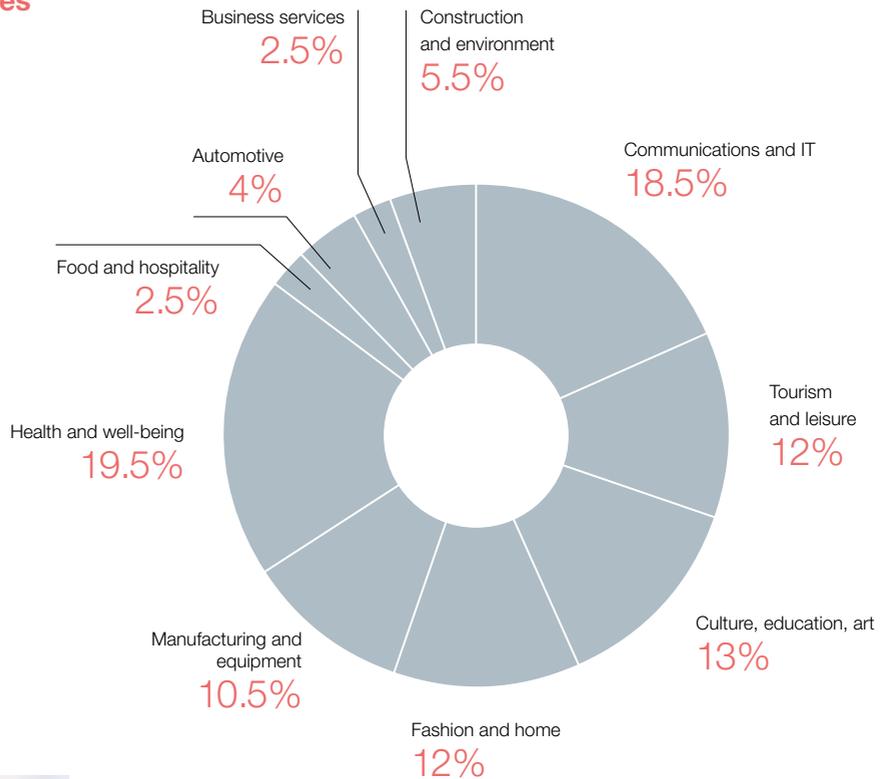
**1.21%** GDP of Catalonia

The public and social value generated by Fira de Barcelona has an impact on economic activity, employment, the production system, the public space, metropolitan centrality, the international positioning of the city, and knowledge and innovation.

**+780** million euros fiscal return

Figures from the Economic and Social Impact Study of Fira conducted by the ESADE business school (2015)

## Shows and congresses by industry



All the leading economic sectors are represented in Fira's portfolio of shows and events. Besides the industrial and service sectors, those that are gradually and strongly emerging include event related to the new technologies, health, leisure, culture and education, reflecting profound social changes.







# ▶ 2015 Summary

The year 2015 was highly positive for Fira de Barcelona as the organisation continued to successfully play a leading role as the platform for major national and international events and a driver for the local economy.

Fira continued to provide support to companies, particularly small and medium enterprises, and to entrepreneurs, helping the economy to recover from the recession, which continues to affect many individuals, families and businesses. Nonetheless, however, there were clear signs of an improving economic climate and a recovery in activity over the year. In this context, Fira de Barcelona redoubled its efforts to stay abreast of the needs of the production system, companies and the territory and to promote new initiatives.

Here we should note particularly that increased importance of the fairs organised directly by Fira de Barcelona, closely linked to key production sectors, over the course of the year. These leading sectors include food and drink, chemicals and pharmaceuticals, the motor industry, activities related to trade, technology,

fashion, tourism, health science, training, entrepreneurship and services.

### Successful results

In 2015, Fira generated considerable income, more than 150 million euros, a 15% increase on the initial forecast. Taking 2013 as the reference year, being comparable in terms of the fair calendar, this increase rises to over 27%. The EBITDA also exceeded initial forecasts to reach 13.3 million euros.

We should also note that Fira de Barcelona achieved the second-highest income figure in its entire history in 2015, surpassed only by the 152.6 million euros generated in 2014, the result of several exceptional factors: the fair calendar and, principally, the concentration of major international events, particularly top-level medical and technology congresses.

### Fairs show positive evolution

High levels of activity and diversification were also maintained in 2015, the result of Fira's strategy aimed at hosting and attracting major events and at promoting

Fira strengthened the role and importance of shows organised in-house, linked to key production sectors.





internationalisation and innovation in the fairs that the institution organises directly. In short, Fira de Barcelona is achieving and maintaining a solid position in a global, highly competitive market.

Fira de Barcelona duly exercised its role as the leading trade fair institution in Spain and one of the most important in Europe. In 2015, the Montjuïc and Gran Via venues hosted 68 fairs and congresses, attracting a total of more than two million visitors and 12,350 direct exhibitors.

The good performance reported was aided significantly the excellent results ob-

tained by the shows organised directly by Fira. These include, particularly, Hispack, a major event on the packaging industry's calendar, which coincided with Bta., Barcelona Food Technologies, (now to become known as Alimentaria FoodTech); the International Boat Show; the Barcelona Motor Show; Piscina & Wellness; Barcelona Bridal Week; the Smart City Expo World Congress, a key international meeting for smart cities; Graphispag; Bizbarcelona, focused on entrepreneurship; B-Travel, which picks up where the old Tourism Show left off; BBB-Construmat, and many more. A considerable number of these events have also achieved high levels of internationalisation.

Turning now to the great international events, organised or jointly organised by other operators, we must highlight particularly the Mobile World Congress (MWC), which celebrated its tenth anniversary in Barcelona with an edition that surpassed all expectations. MWC was attended by 93,000 top international delegates and some 2,000 companies. We should also mention Ibtm World, a world leader in business tourism, which

Fira de Barcelona organises many major international shows, such as the Smart City Expo World Congress, the world's leading meeting on smart cities.

- ▶ Fira de Barcelona keeps a careful watch over the needs of the production system, companies and the territory, always looking to launch new initiatives



renewed its annual presence at the Gran Via venue until 2019, and Denim Première Vision, the leading event for the denim industry and fashion.

We should also mention several other international travelling fairs that regularly take place at Fira de Barcelona. These include Tissue World, the most important event for sanitary paper, which had previously been organised here in 2013. Another similar example is In Cosmetics, specialising in products for the cosmet-

ics industry, which has taken place at the Gran Via venue on several occasions, most recently in 2012.

Other outstanding shows and events organised by other operators include, particularly, Sónar, the Comic and Manga shows and SIL, among others.

### Congresses

A significant proportion of the organisation's activity also centres on congresses and corporate events. In 2015, several



The Mobile World Congress, the great annual meeting for the mobile communications industry, celebrated its tenth anniversary in Barcelona with an edition that surpassed all expectations.



outstanding major medical and scientific meetings took place in the field of health science and technology, bringing together nearly 100,000 people in total.

In the healthcare sector, the main high-level European meetings included the congresses of Gastroenterology, Cataract Surgery, Paediatric Endocrinology, Animal Cell Technology, Proteins, Traditional Chinese Medicine and Oncology, among other top scientific events.

As regards technology, in 2015 once more, the Fira de Barcelona venues hosted 4FYN, the international meeting of entrepreneurs in the mobile ecosystem, an event linked to the Mobile World Congress and Mobile World Capital Barcelona, and the corporate conventions of such leading multinationals as VMware, SAP, Microsoft and Hewlett Packard, as well as important events such as the congress devoted to digital governance and the World Congress on Critical Communications.

Moreover, the Montjuïc and Gran Via venues also hosted some fifty different meetings and activities linked to the corporate, institutional, social, commercial, sporting and folklore worlds. In addition, the trade fairs themselves generated around one thousand sessions, including congresses, workshops, seminars and cul-

tural training activities, all of which serve to enrich the role of these events as platforms for promoting exchanges of knowledge, generating trends and networking.

### Knowledge, innovation

In this context, Fira continued its commitment to innovation in the shows the institution itself organises, the events it attracts and the services it provides, and to playing a dynamic role in promoting the economy, knowledge and competitiveness, talent, technology and activities with added value, launching initiatives that anticipate new social and business needs. From technology to demand generated by the green, social and cooperative economy.

In this respect, 2015 saw the launch of new events, including the successful first international congress devoted to the Internet of Things, the IoT Solutions World Congress, specialising in digital applications of industrial processes, organised by Fira in cooperation with the International Internet Consortium. All the signs indicate that the Internet of Things will have enormous impact on industry over the coming years.

Another leading event was Barcelona Degusta, a show devoted to food and drink aimed at the general public. Taking

*Fira de Barcelona constantly seeks to innovate in its shows and services in order to keep pace with social and business demands.*



Fira de Barcelona promotes synergies, talent and activities with added value. In the photo, Hispack, a major show for the packaging industry.



Fairs and congresses are ideal events for exchanges of knowledge, to generate trends, and for networking.

place for the first time since 2011, the event drew large numbers of visitors, thanks in part to appearances by iconic figures in cuisine today. In short, Barcelona Degusta reflected growing social interest in food and drink and cookery.

### International activity

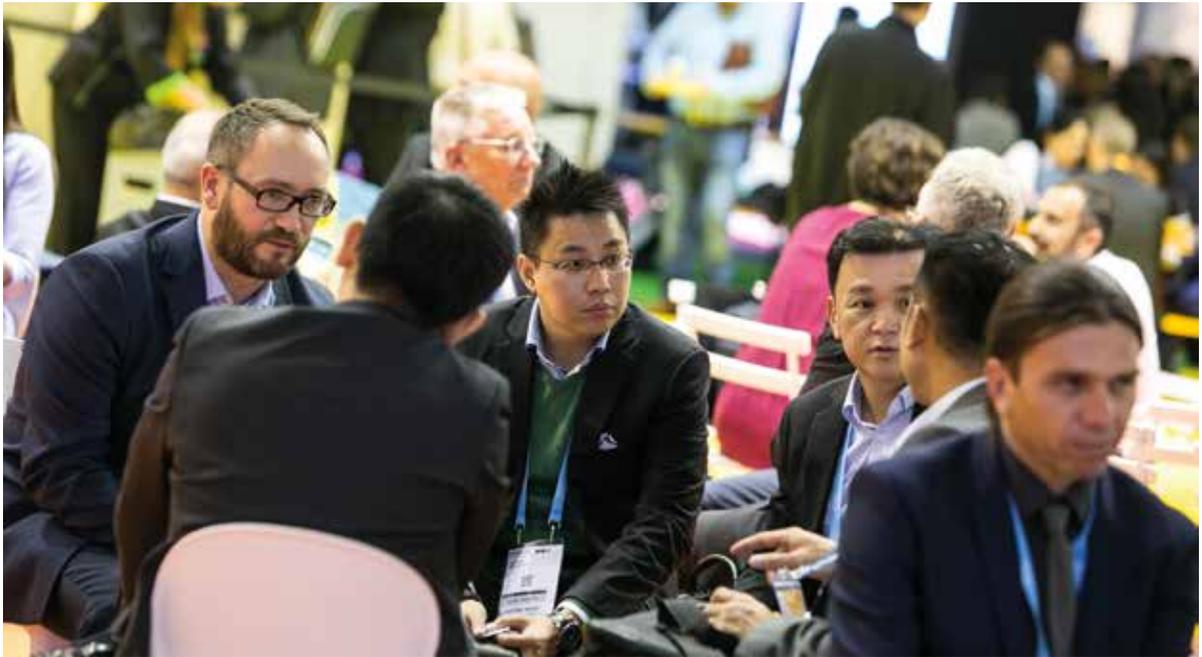
As previously mentioned, then, international activity is one of the cornerstones of Fira de Barcelona's operations, a key strategic element in the institution's policy in its three-pronged goals of drawing foreign exhibitors and visitors to its fairs (such as Alimentaria, Piscina & Wellness Barcelona, Smart City Expo, Hispack, Bta., Barcelona Bridal Week, IoT Solutions World Congress and so on), acting as a platform to attract major events and

exporting trade fair activity, technology and experience with a view to become an international events organiser.

There can be no doubt that the presence of international exhibitors and visitors at the Fira venues helps our country's companies and professional organisations to establish synergies with exhibitors, visitors and professionals around the world. Like Fira's growing

- ▶ Internationalisation is a basic factor for Fira de Barcelona: attracting events, exhibitors and visitors from abroad, and exporting activities and know how

The presence of exhibitors, visitors and professionals from around the world enables our country's businesses to establish contacts and relations.



presence abroad, this also contributes to the internationalisation of companies.

In 2015, Fira de Barcelona continued to participate in the organisation abroad of several events that are already well positioned in Barcelona, such as Alimentaria in Lisbon and Mexico City, and the Smart City Expo World Congress in Kyoto and Montreal. Fira also launched the 2016 editions of this event, which returns to Kyoto once more, as well as visiting the Mexican city of Puebla. Over the course of 2015, Fira also held talks with Istanbul and Casablanca, with a view to organising the event in these cities in the future.

An important step to strengthen international business was taken in Qatar. Besides the joint organisation of the motor and jewellery shows, 2015 also saw the VPM joint venture established between Fira de Barcelona and the Qatari company ELAN, win the competition organised by the Qatar Tourism Authority to manage the new Doha Exhibition and Convention Centre. Work also progressed with a view to staging, in addition to the two aforementioned shows, new fairs

devoted to beauty, children and technology, among others.

Another important landmark, coinciding with the establishment of a new framework for economic and political relations with Cuba, were the agreements reached with the Cuban State company Palco to design and launch a new portfolio of shows devoted to the restaurant and hotel sectors, security, the graphic arts and packaging, which will begin to take place gradually from 2016 and 2017.

Today, more than 50% of exhibitors at professional shows and 40% of visitors are international. Fira has a network of delegations abroad, and is represented in 15 countries and has partners in another 20, covering the European Union, the principal global economies and the emerging countries.

- 
- ▶ Fira de Barcelona's activity generates substantial economic and social impact on the territory, business and job creation



## Economic and social impact

The importance of the economic activity generated by the celebration of shows, congresses and other events is enormous. In 2015, the conclusions were presented from the study conducted by the ESADE business school to analyse Fira's impact on the local economy, tax revenue and job creation in addition its social value.

Fira generates annual impact of more than 2,600 million euros, with gross added value of 2,360 million, the equivalent to 1.21% of Catalonia's GDP and more than 40,500 jobs. The sectors that receive the greatest economic impact are restaurants, hotels, technology, commerce, leisure, real estate activities, food and drink, transport, chemicals, construction and the motor industry. Fira's activity also generates over 780 million euros in taxes.

However, Fira de Barcelona's contribution cannot be measured only in strictly economic terms; social and public value and boost to the collective must also be taken into account.

In this regard, one can say that, in the case of Fira de Barcelona, what is

generally understood as "Social Commitment" is manifested in many ways, going beyond what we normally think of as Corporate Social Responsibility.

► Firstly, because Fira's activity, besides producing economic impact, also creates public and social value. We can sum up the trade fair organisation's contribution to this value as follows:

Fira's activities generate economic and social impact on the territory, contributing to local development at a global level. Above, Plaça d'Europa in L'Hospitalet. Below, a meeting to explore the advantages of co-working.





Bizbarcelona's mission includes providing support for entrepreneurship, the social economy and quality employment.

Fira plays an important role in attracting business tourism. In the photo, Ibtm World, the most important international event in the sector.

- ▶ Integration of production systems, encouraging contacts between companies from different sectors that generate innovation.
- ▶ The public space dimension that Fira gives to Barcelona and its metropolitan area, with the fair venues, which can be used for strictly commercial or more general purposes. Fira contributes to leisure and provides large spaces for meetings of all kinds.
- ▶ Promotion of the metropolitan centrality, as both the fair venues and their activity generate powerful impact on quality infrastructure and urban design. To put it more simply, Fira helps to build the city, its

most eloquent expression being, perhaps, Plaça Europa and environs in L'Hospitalet de Llobregat.

- ▶ Contribution to Barcelona's international positioning thanks to the large events and increase in business tourism.
- ▶ Creation and transfer of knowledge, promotion of innovation in different economic and social sectors, and promoting links between educational, professional, university and business sectors.

### The collective dimension

Fira's value is also expressed through the social and collective impact achieved by certain shows and fairs (or specific



manifestations of them), which contribute to social cohesion, education, cultural dissemination, use of the city and the generation opportunities and synergies.

Several examples from 2015 may well be mentioned here. Shows like the Smart City Expo World Congress, Bizbarcelona and The Internet of Things Solutions World Congress attach great importance to entrepreneurship, among others.

The Futura show, part of Education Week, helps to generate a positive dynamic between students and their families. Handmade promotes the professionalization of people who started out in the field of DIY.

BBB-Construmat awards prizes for social innovation, the Boat Show takes environmental challenges very much into consideration in the Rorcuai project to support biodiversity, and the initiatives launched by the aforementioned Smart City Expo have a practical impact on the city and its inhabitant. Other events, such as Expominer, the Children's Festival, Barcelona Degusta and B-Travel, among others, all have a social dimension.

Another aspect that illustrates Fira's Social Commitment is its dedication to the environment and sustainability. Fira takes steps to encourage recycling, energy efficiency and the eco-design of

stands, among other actions aimed at minimising the impact generated by its activity (see page 36).

In the specific field of solidarity, Fira collaborates with numerous institutions, corporations and social organisations engaged in providing support for the most disadvantaged sectors of society, those who are at risk of social exclusion or have been particularly badly hit by the economic crisis (long-term unemployed, over 45 job seekers, children with difficulties, people with disabilities, young migrants, etc., see page 34).

### Intense activity

The year saw the institution working to prepare new fairs and events related to different fields of activity to be presented over the course of 2016. These include: iWater, focused on the water cycle and water management solutions; and

Shows and events linked to education also serve a clearly collective purpose.

- 
- Fira's Social Commitment is seen, for example, in the institution's concern for the environment and sustainability and cooperation with social organisations



Circular Economy, aimed at promoting recycling and the reuse of products and waste, encouraging the so-called “circular economy” and benefitting both the economy and society as a whole. These two events will coincide with the celebration of the forthcoming Smart City Expo World Congress.

Another outstanding event in the field of fairs related to emerging activities is In(3D)ustry, an international show organised to discuss the present and future of advanced additive manufacture, popularly known as “three dimensions” (3D).

Fira also announced the return of Motoh!, a show devoted to motorbikes, a sector that has enormous importance in both Barcelona and Catalonia as a whole. The last edition of this show took place in 2008.

The travelling international fairs that will take place here in 2016 include CPhI, the most important international professional event for pharmaceutical industry products, scheduled to take place at Fira for the first time.

The institution also announced the celebration of the congresses of the European Society for the Study of the Liver

and the Spanish Society for Rheumatology. The venue will also host corporate meetings of technology companies VMware and SAP, among others.

### Leadership renewal

Changes were also announced to the Fira de Barcelona management structure towards the end of 2015. Constantí Serrallonga took over the post of general

The Fira de Barcelona 2016 calendar features several new congresses and events.



manager, replacing Agustín Cordón, appointed as CEO of the Zeta media group. Constantí Serrallonga has considerable managerial experience in both the public and private sectors, and is a former CEO of Transportes de Barcelona, manager at Barcelona City Council and CEO of the logistics company Tradisa, among other top posts.

Part of the Fira de Barcelona Governing Board was also reshuffled. Former general manager Agustín Cordón replaced Jordi Clos (Hotels Guild), who left the post after serving the three terms of office stipulated as the maximum in the institution's statutes. Three Governing Board members whose appointments were renewed were Pedro Fontana (Elior Concessions), Luis Conde (Seeliger i Conde) and Miquel Martí (Moventia).

Fira is an example of the importance in Barcelona of public-private sector partnerships as a driver for successful, beneficial initiatives. This approach forms part of the very soul of Fira de Barcelona, along with its ties to the city, a key element in its success and its very existence. Barcelona is Fira's best calling card, and the institution is proud, in turn, to contribute to our city's reputation and positioning, attracting business tourism and generating wealth and wellbeing.



The trade fair institution exemplifies the importance of cooperation between the public and private sectors.

- ▶ Fira de Barcelona helps to elevate the city's positioning, attracting business tourism and creating wealth and welfare



Constantí Serrallonga (right), General Manager of Fira de Barcelona since December 2015, with Josep Lluís Bonet, Chairman of the Governing Board.



## Trade show services and management



In 2015, the institution's organisation into business areas, a structure introduced the previous year, proved to be an excellent tool for improving growth, efficiency and competitiveness.

The In-House Business Area is engaged in creating new fair products adapted to business and social demand; promoting and generating synergies between shows; fostering internationalisation; and encouraging innovation and the assuring Fira's leading position. Here, we can mention, particularly, the organisation of the IoT Solutions World Congress and the completion of preparations to launch initiatives like iWater, Circular Economy and In(3D)ustry in 2016, which join the huge portfolio of shows in different sectors of production activity, including Alimentaria, Hispack, Bta., Barcelona Bridal Week, Graphispag, the Smart City Expo World Congress, Bizbarcelona, the Barcelona Motor Show, the Boat Show and BBB-Construmat, to name but a few (see the shows organised at Fira in 2015 from page 42).

The External Business Area also contributed to achieving the institution's goals, including renewing the presence of the Mobile World Congress in Barcelona until 2023, Ibtm World until 2019 and Denim Première Vision until 2017. The work of attracting major events included negotiations to organise, in 2019, a new edition of ITMA, the world's most important textile machinery show, which took place in Barcelona for the first time in 2011; as well as outstanding events in the field of health and technology, whose presence is among Fira's strategic objectives (see Fairs, page 42, and Congresses and Events, page 104).

The International Business Area continued to work to position Fira as an organiser or co-organiser of events abroad, as a way of benefiting from the institution's experience and, above all, to help local businesses to open up to other countries. This activity is carried out through Fira Barcelona International Exhibition and Services (FBIES) a subsidiary of the institution. Besides the fairs

**Fira de Barcelona attaches great importance to providing services for organizers, exhibitors and visitors, to developing new products and innovating.**



Context based marketing enabled through new technologies is a new way of experiencing events.

and shows staged (see page 100) we can highlight particularly the fact that Venue Pro Management (a joint venture between Fira and the Qatari company Elan) emerged as the winner of the international competition to manage the new Convention and Congress Centre in Doha; the agreements with Istanbul and Casablanca to host Smart City; and the agreement with the Cuban State company Palco for the design and organisation, as exclusive partner, of shows in various sectors.

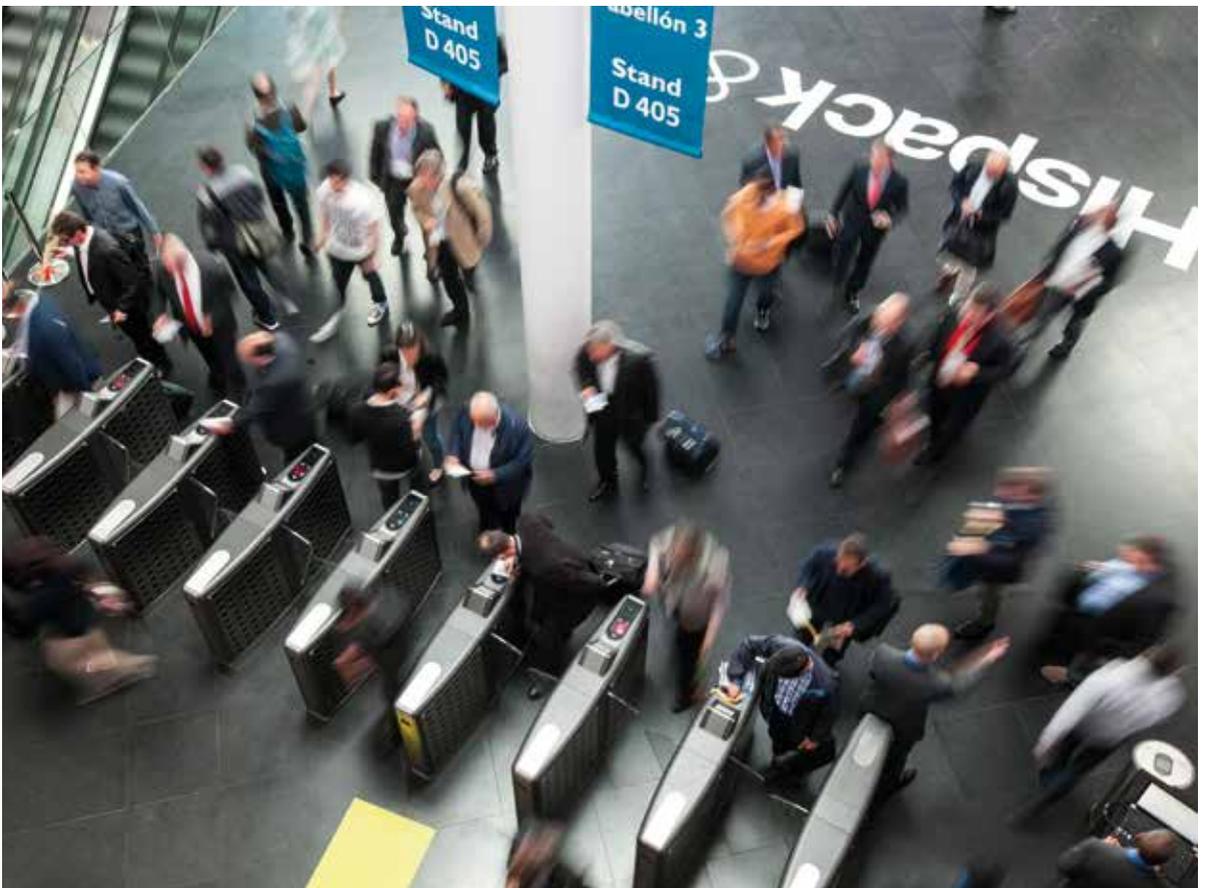
In addition to these business areas, other corporate departments of a transversal nature are also engaged in providing support for the different areas of activity and the institution as a whole (Finance, People and Organisation, Institutional Relations and Protocol, Communication

and Studies and, finally, Venues, the last to become integrated in Fira's executive structure, precisely in 2015).

### Services and technology

In its support for the different business areas by marketing services for participation at shows and events, for exhibitors and visitors, the ServiFira department provided services to 7,000 clients and handled nearly 20,000 orders through e-commerce and other sales channels.

The year also saw the launch of BuildUP, engaged in managing designer stands. BuildUP, which implemented more than 320 projects with total construction area of 41,500 m<sup>2</sup>, delivers comprehensive, customised products: design, furniture, services, technology and so on.



In the field of technology, the highlights included the development of a new business model for visitors and exhibitors: the local marketing platform, which works according to profile, place and time (right person, right place, right time) and uses Bluetooth beacons and wi-fi technology to segment audiences. The platform offers a new way of living events, increasing value and improving the visitor experience.

The network of more than 700 beacons installed at the Gran Via venue also enables the implementation of indoor location, which enables the organisers to study flows of people and their behaviour at a show.

To this should be added the development of a digital pass based on Bluetooth technology, so that visitors can enter the site by just showing the pass

on their mobile device at the gate. Work also continued on the development of a networking tool for the Mobile World Congress app, fully integrated with LinkedIn, which enables contacts established at the congress to be continued indefinitely. This app also includes a recommendation engine on content according to visitor profile and activity.

### **GastroFira continues to grow**

Once more, 2015 was a year of great activity for GastroFira thanks to the calendar of shows and congresses, particularly the Mobile World Congress, the various corporate meetings in the technology sector (SAP, HP, MS Convergence, VM World...) and major medical congresses, such as those devoted to Cataracts, Gastroenterology and Paediatric Endo-

*It is possible to improve the visitor experience at shows and congresses, even going beyond the events themselves.*

- 
- ▶ The trade fair organisation promotes the use of technology to improve the visitor experience

crinology. At the Mobile World Congress, over 60,000 customers were catered for daily and throughout the year GastroFira produced over 240,000 sandwiches. The size of the task is again illustrated by the fact that GastroFira trucks drive a total of over 22,000 km per year to supply all the services required for catering at the trade fair venues.

The accent was placed on staff training and the provision of service with the highest standards of quality, hygiene and safety, and the response was excellent: a rating of 7.7 out of 10 for catering, according to the customer survey. We should also mention the extension of the

- 
- ▶ In 2015, more than two tonnes of surplus food from GastroFira was distributed to various social organisations

Production Centre, with the construction of facilities adjoining the central kitchen, increasing its total area to 2,500 m<sup>2</sup>.

Over the year, 157,000 hours of catering personnel work were hired. In this sphere, cooperation agreements were established with L'Hospitalet City Council's Economic Promotion Department and with the "+50" unemployed people's association in that city.

Cooperation was also increased with several restaurant and catering schools (Basque Culinary Centre, CETT, ESHOB, Sant Ignasi and so on), making provision for visits and internships by students.

Finally, the Nucló restaurant in the Europe Hall at the Gran Via venue continued to be popular with business clients thanks to its local cooking and excellent value. Nucló Catering continued to expand as a premium service for organisers of functions and events staged inside the venue. Moreover, both the restaurant and the catering department increased their online presence.

GastroFira places the accent on staff training and providing a service that meets the highest demands as regards quality, safety and hygiene.





As part of the institution's Social Commitment policy, Fira de Barcelona engages in many actions focused on solidarity.

Cooperation with civic organisations is the cornerstone of the institution's support for people.

### Initiatives of solidarity

In 2015 more than two tonnes of food surplus was delivered to various organisations (Nutrition without Borders and the Food Bank) to be distributed to people in need. Moreover, GastroFira continued to work with Cuina Justa, a social economy business linked to the Cassià Just Foundation, which works with people at risk of exclusion and mentally fragile. The foundation is a leader in supplying healthy food establishments.

These activities all form part of the solidarity work that Fira de Barcelona performs as part of the institution's Social Commitment. Besides the aforementioned organisations, Fira also cooperates with such bodies as the Spanish Red Cross, Càritas, CIRE (Centre for Insertion Initiatives), the Pere Tarrés Foundation, the

Multiple Sclerosis Foundation, the Step by Step Foundation, the Adecco Foundation, the Seeliger & Conde Foundation, the Disber Group, the Sant Joan de Déu Foundation, Raval Children's Home, Barcelona City Council's Làbora Space and la Caixa – Trini Jove's Incorpora Programme.

Most of these initiatives are linked to employment and social integration among groups at risk of exclusion, such as people with physical and mental disabilities, young migrants with difficulties, women victims of gender violence, the long-term unemployed over 45 years of age, prison inmates and former inmates, etc. (see also page 27).

Special mention should also go to the campaign "Hunger Never Takes a Holiday", launched every year by the Food Bank before the summer and for which



Fira de Barcelona loaned Palace 1 at the Montjuïc Venue to collect basic foods with aim, above all, of meeting the needs that arise in summer, when school dining rooms close and food donations also fall.

As is traditional, Fira also loaned Palace 1 once more in the weeks leading up to Christmas, as the centre of operations for the TV3 charity telethon, which was devoted to raising funds to combat obesity and diabetes in 2015. By the time the campaign closed, 9.4 million euros had been raised. More than 1,600 volunteers staffed the 800 telephone lines installed in this area.

### Large-scale reforms at the venues

The new area devoted to managing Venues and Infrastructure undertook several major projects, including the construction of the tunnel connecting the Gran Via venue with the Fira station on the new Metro Line 9, and the urbanisation of Carrer Botànica in L'Hospitalet de Llobregat, which lies near to pavilions 2 and 3.

The reform of the external area of about 26,000 m<sup>2</sup> was aimed at enabling Metro users to reach the venue through the East Hall, and included the construc-

tion of a light-filled passage comprising small ramps, stairs and gardened areas.

These measures were completed by the reorganisation of user flows at the Fira de Barcelona car park and the construction of a lane to manage taxi services.

In addition, tests were conducted to study the operation of protocols and security. The results led Transports Metropolitans de Barcelona and Fira to establish joint teams to ensure an efficient response when large numbers of visitors to major events use the underground service.

### Promoting environmental sustainability

In line with the institution's environmental protection and sustainability policy, Fira continues to implement recycling, energy efficiency and the eco-design stands in order to minimise the environmental impact generated by activity at its venues. In 2015 around 2,000 tonnes of waste was generated and treated, a similar figure to 2014. An average of 25% of this waste was recycled, compared to 20% in 2014.

The Mobile World Congress continues to be the event that recycles most waste

The facilities, technology and services at the venues are key elements in the success of events.



in absolute terms. In 2014, the MWC recycled 16% of waste generated, but in 2015 the figure was over 28%, and for the second consecutive year the event was awarded neutral carbon impact certification. Other shows that achieved high levels of recycling included Infarma (56%), the Motor Show (29%) and Hispack (26%), among others.

### Human Resources and Organisation

In 2015, the Human Resources and Organisation Area continued its work providing support to the different business and corporate areas. For instance, in the field of International Business, the area launched the International Talent Development Programme, visiting business schools in order to recruit people with international training in order to teach them about trade fair activity and enable them to become engaged in Fira projects abroad (Cuba, Cottar and so on). The Area also helped to recruit and train the team working at the Doha Exhibition and Convention Centre, the venue in Qatar that Fira de Barcelona operates in cooperation with the institution's local partner, Elan.



Shows that attract large numbers will benefit from the arrival of the underground system to the Gran Via venue.

- ▶ The organisation continued to promote recycling, energy efficiency and ecodesign in order to minimise Fira's environmental impact

Employee training focuses on the acquisition of skills to successfully meet the new challenges facing the trade fair business.



The In-House Business Area recruited new profiles specialising in emerging sectors. For these and other projects, 12 internal transfers were made, and 24 selection processes were launched. As in other years, temporary personnel were recruited to meet peak needs generated by trade fair activity, and 78 selection processes were conducted.

The 2015 Training Plan continued the work of enhancing the acquisition of skills necessary to meet new business challenges (CRM system, online advertising, etc.), and to guide cross-cutting projects. The total training hours was the equivalent of 3.75 working days per employee, a 17% increase on 2014.

Fira also continued to invest in health and safety in the workplace, maintaining a low incident rate, with a low number of accidents, none of them serious.

A flexi-time work policy was also introduced, giving employees the chance to do some teleworking and/or work a shorter day, going beyond the provisions of current employment law. In 2015, flexi-time agreements were reached with 11 employees (3.5% of the workforce). The plan of measures to comply with the Law on



King Felipe VI officially opened the 2015 edition of the Mobile World Congress. In the photo, with Agustín Cordón (right), then General Manager of Fira de Barcelona, and John Hoffman (left), CEO of GSMA Ltd.

- ▶ Shows at Fira welcomed the visit of many authorities and personalities, including the King and government representatives

the Social Integration of the Disabled was renewed, and Fira continued to cooperate with centres devoted to promoting the integration into employment of people at risk of social exclusion.

At the end of the year, the Fira workforce comprised 319 people.

### Institutional relations

The Department of Institutional Relations, Protocol and the Chairman's Office was also kept very busy during the year under review, particularly as related to visits by authorities and personalities – more than 170 in number – to shows held at Fira de Barcelona. Outstanding visitors included the King, as well as senior representatives of the State, such as the Spanish president, ministers and secretaries of State, the president and ministers of the Catalan Government and the mayors of Barcelona, L'Hospitalet and other cities.

Moreover, this Area collaborated actively in events held parallel to most shows, performing organisational, ceremonial and support work.

The Area also gave support to the representative functions of the Chairman of the Governing Board and the General Manager, the celebration of organising committee meetings of shows and other assemblies, such as those of the General Council, the highest governing body of Fira, which meets twice a year.

### The importance of communication

The action of the Communication and Studies Area was focused on designing the global corporate communication strategy and communication related to the shows and events as a whole. The Area also provided support for strategy related to marketing the shows, corporate identity and brand in addition to other market research tasks.

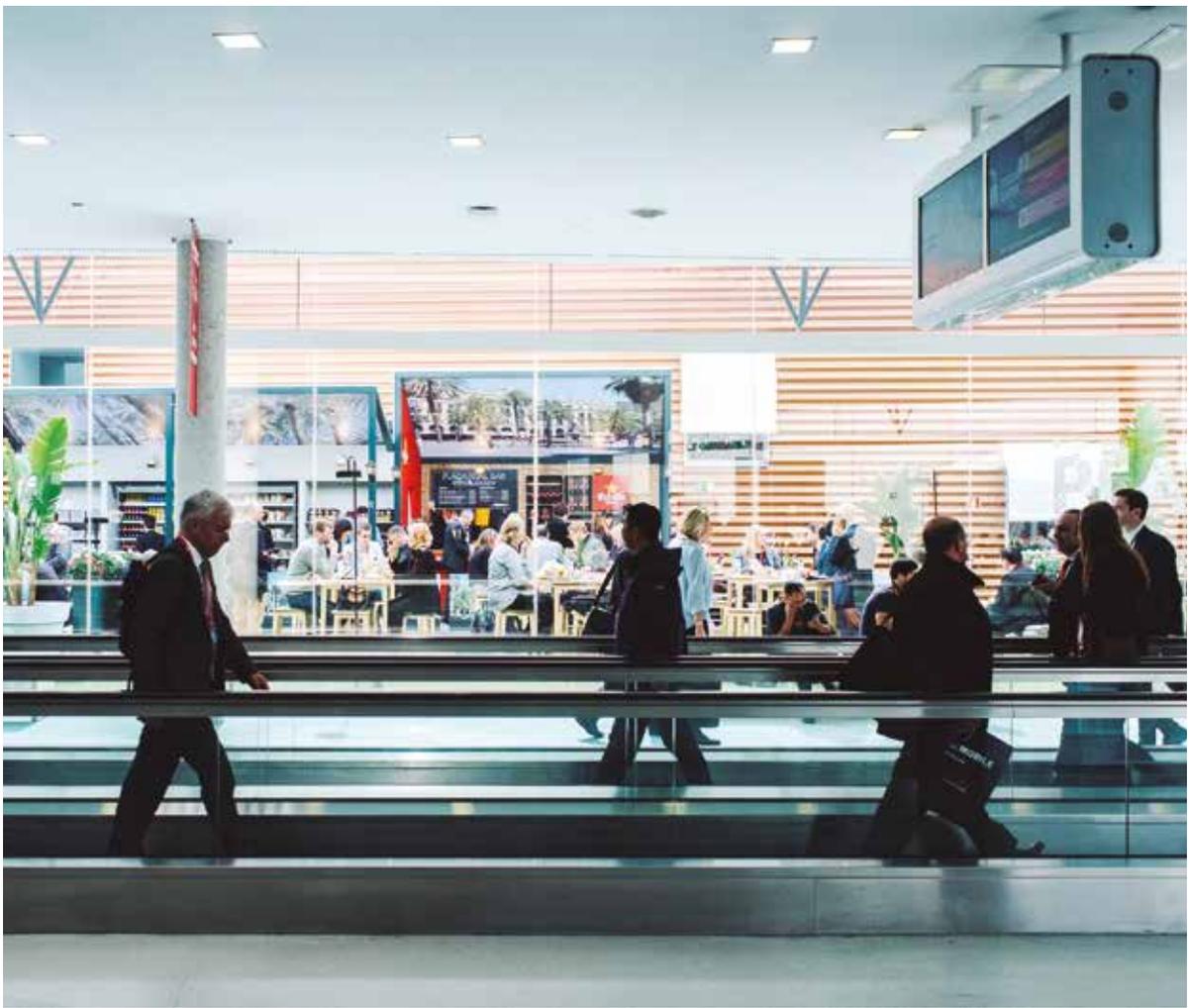
An important part of the work of this Area was the design, management and improvement of online tools, especially the corporate website, which had 517,600 users and received more than 690,000 visits;



the corporate Twitter account, with 11,600 followers; the institutional blog, with 8,110 page views; and the *Firanews* magazine, with 115,800. It is also worth noting that the websites of shows organised by Fira de Barcelona had 2,300,000 users, and that the institution's social networks had 279,500 followers.

Over the year, 8,400 journalists and were accredited and more than 22,000 media impacts were generated, that is to say news, reports and comments about shows, Congresses and corporate activity. These figures increase significantly if we include shows and events that are managed by other organisers but which

Management of online tools is an essential part of the corporate communication strategy and the communication of shows and events.



receive great support from the Fira Communication Area.

In 2015, moreover, the Guide to the Fira de Barcelona General Archive (AGFB) was distributed, having been edited in 2014. This launched a new stage focused on communicating and managing this documentary heritage comprising 25,000 different documents conserved by the Studies Service. The new phase was aimed at forging relationships with other organisations, and cooperation and contacts were established with several universities, museums and cultural and research centres.

The work began of cataloguing the most important AGFB historical heritage resources, with particular attention to documents relating to the Barcelona International Exposition of 1929 and historic photographs (1888-1980).

The Studies Service also worked in the field of market research and corporate data.

## Corporate Compliance

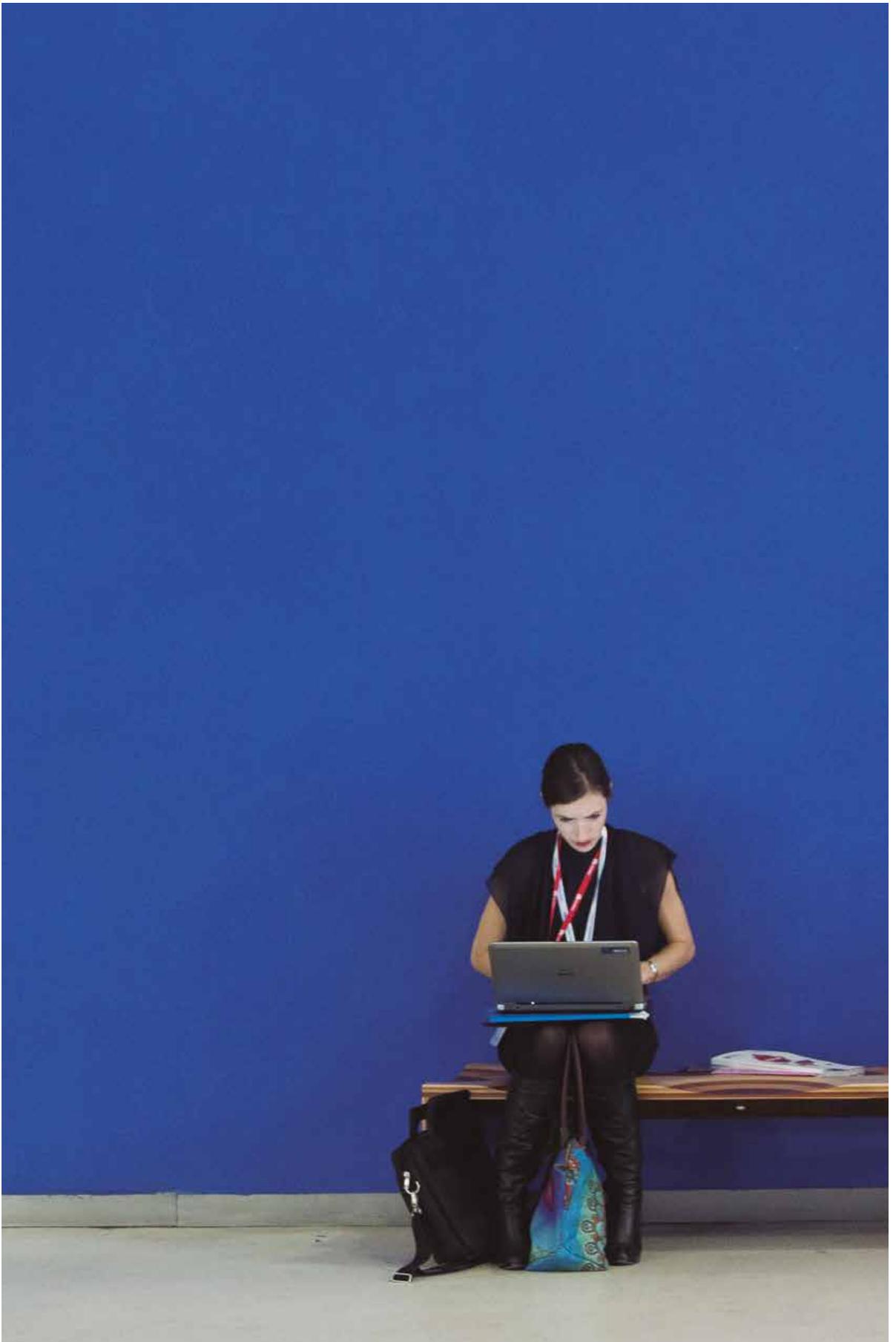
In 2015, Fira launched the development of corporate compliance programme aimed at drawing up a series of procedures and good practices to prevent legal risks.

Under this programme, amongst the first measures adopted were the establishment of Compliance Officer, the approval of a Code of Conduct setting out the principals and rules governing the organisation, and the launch of a conduct channel.

These and other actions, all required under the provisions of Law 9/2014, on Transparency, Access to Public Information and Good Governance approved by the Parliament of Catalonia, will be completed over the course of 2016.

Transparency, access to information and good governance: demands made by society as a whole.

- Over the year, 8,400 journalists were accredited to cover fairs organised by Fira de Barcelona, and more than 22,000 media impacts were generated





# Trade Shows

▶ Apart from certain exceptions, the surface area of shows is given in gross square metres.

▶ The term “exhibitors” also includes firms that are represented but do not participate directly at a show.

▶ Except where otherwise indicated, it is understood that shows or events were organised by Fira de Barcelona.

## Trade fair presidents

### **Alimentaria**

Josep Lluís Bonet i Ferrer

### **Alimentaria FoodTech**

Llucià Casellas i Puig

### **Barcelona Bridal Week**

Marta Raich i Farré

### **Barcelona Internacional Boat Show**

Luis Conde Möller

### **Barcelona International Motor Show**

Enrique Lacalle Coll

### **Barcelona Motorsport Show**

Vicenç Aguilera i Caelles

### **BcnRail**

Xavier Vizcaíno Muñoz

### **Bizbarcelona**

Agustí Colom i Cabau

### **B-Travel**

Jordi Clos i Llombart

### **Caravaning**

Ramón Nuez Pérez

### **Children's Festival**

Helena Rakosnik i Tomé

### **Equiplast**

Bernd Roegele Greineisen

### **Eurosurf**

Giampiero Cortinovis Scarpellini

### **Expoecosalud**

Gabriel Andrés i Ortuño

### **Expominer**

Carles Miravittles Torras

### **Expoquimia**

Antón Valero Solanellas

### **Furniture Showroom**

Enric Enrech i Artal

### **Graphispag**

Lluís Giralt Álvarez

### **Hispack**

Javier Riera-Marsà i Bonmatí

### **Hostelco**

Jordi Roure i Boada

### **Infarma**

Jordi de Dalmases i Balañà

### **International Dental Forum**

Antoni Gómez Jiménez

### **iWater Barcelona**

Ángel Simón Grimaldos

### **Liber**

Daniel Fernández Gutiérrez

### **Ocasión**

Jaume Roura i Calls

### **Pharmaprocess**

Antoni Capella i Galí

### **Piscina & Wellness Barcelona**

Eloi Planes i Corts

### **SIL – International Logistics and Maintenance Exhibition**

Jordi Cornet i Serra

### **Smart City Expo & World Congress**

Ramon Roca i Enrich

As of July 1st, 2016



# 2015 Trade Fair Calendar

## JANUARY

### Expohogar Spring

31/01 ▶ 3/02, Montjuïc

International Gift and Home Articles Trade Show

### SAP FKOM

19 ▶ 21/01, Gran Via

## FEBRUARY

### HP ETSS Winter

2 ▶ 06/02, Gran Via

### Qatar Motor Show

6 ▶ 10/02

### Doha Jewellery and Watches Exhibition

24 ▶ 28/02

## MARCH

### Mobile World Congress

2 ▶ 5/03, Gran Via



Global event for the mobile communications industry

### 4YFN

2 ▶ 4/03, Montjuïc

Four Years From Now, Mobile Technologies Enterprise Event

### Expo Sports

13 ▶ 15/03, Montjuïc

Outdoor Sports Fair (Run, Bike, Trail)

### Tissue World

17 ▶ 19/03, Gran Via

International Fair of Tissue Paper Industry

### Saló de l'Ensenyament

18 ▶ 22/03, Montjuïc

Education Exhibition

### Futura

20 ▶ 21/03, Montjuïc

Masters and Postgraduate Exhibition

### Smart City Expo Montreal

22 ▶ 27/03

### Infarma

24 ▶ 26/03, Gran Via

European Pharmacies Conference & Medicine and Parapharmacy Trade Show

### Graphispag

24 ▶ 27/03, Gran Via

International Print Media Exhibition

### eShow

25 ▶ 26/03, Montjuïc

International E-commerce, Digital Marketing, Mobile & Social Media Show & Congress

## APRIL

### Bebés & Mamás

11 ▶ 12/04, Montjuïc

Mother-to-be, Babies and New Families Show

### Cosmobelleza

11 ▶ 13/04, Gran Via

International Fair on Aesthetics and Hairstyling

### In Cosmetics

14 ▶ 16/04, Gran Via

The Leading Global Business Platform for Personal Care Ingredients

### Comic

16 ▶ 19/04, Montjuïc

Barcelona International Comic Convention

### B-Travel

17 ▶ 19/04, Montjuïc

The new Travel and Tourism Show

### Expo Ecosalud

17 ▶ 19/04, Montjuïc

Exhibition of Health and Quality of Life

### Hispack

21 ▶ 24/04, Gran Via

International Packaging Exhibition

### Bta. – Barcelona Food Technologies

21 ▶ 24/04, Gran Via

International Exhibition of Machinery and Technology for the Food and Drinks Industry

### Handmade Festival Barcelona

24 ▶ 26/04, Montjuïc

A Unique DIY Experience

## MAY

### Barcelona Bridal Week

5 ▶ 8/05, Gran Via



Bridal Fashion Catwalks

### Barcelona Bridal Week

8 ▶ 10/05, Gran Via

Professional Fashion Trade Fair for Bridal Gowns, Suits for Grooms, Party, Communion and Ceremony Dresses and Accessories

### FDM – International Dental Forum

7 ▶ 9/05, Gran Via

### Barcelona International Motor Show

9 ▶ 17/05, Montjuïc



### Critical Communications World

19 ▶ 21/05, Gran Via

The 17th International Critical Communications Community Meeting (Incorporating TETRA World Congress)

### Beyond Building

Barcelona - Construmat - 19 ▶ 23/05, Gran Via



International Building Exhibition

### Smart City Expo Kyoto

20 ▶ 22/05

### Alimentaria México

26 ▶ 28/05

### Carbon Expo

26 ▶ 28/05, Montjuïc

Global Carbon Market Fair & Conference

### Denim Première Vision

27 ▶ 28/05, Montjuïc

European Exhibition of the Denim Industry

### 24th ESACT Meeting Barcelona

31/05 ▶ 3/06, Montjuïc

24th Meeting of the European Society for Animal Cell Technology

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## JUNE

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### Free From Food

4 ▶ 5/06, Montjuïc

Food / Ingredients for Allergic People

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### Furniture Showroom

7 ▶ 10/06, Gran Via

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### SIL

9 ▶ 11/06, Montjuïc

International Logistics and Material Handling Exhibition

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### Sónar

18 ▶ 20/06, Montjuïc, Gran Via



Barcelona International Festival of Advanced Music and New Media Art

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## JULY

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### BizBarcelona

1 ▶ 2/07, Montjuïc

Solutions for SMES and Entrepreneurs

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### Barcelona Harley Days

3 ▶ 5/07, Montjuïc

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## SEPTEMBER

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### XXXIII Congress of the ESCRS

5 ▶ 9/09, Gran Via

European Society of Cataract & Refractive Surgeons

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### IoT Solutions World Congress

16 ▶ 18/09, Gran Via

“Putting IoT to Work”  
The First Worldwide Congress focused on IoT Solutions for Industries

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### Expohogar Autumn

19 ▶ 22/09, Montjuïc

International Gift and Home Articles Trade Show

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### Barcelona Degusta - BCN&Cake

24 ▶ 27/09, Montjuïc

5th Popular Food Festival

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### 12th World Congress of Chinese Medicine

25 ▶ 26/09, Montjuïc

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## OCTOBER

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### 54th Annual ESPE Meeting

1 ▶ 3/10, Gran Via

54th Annual Meeting of the Society for Paediatric Endocrinology

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### Swab

1 ▶ 4/10, Montjuïc

International Contemporary Art Fair Barcelona

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### Barcelona Tattoo Expo

2 ▶ 4/10, Montjuïc

Barcelona International Tattoo Convention

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### VM World Europe

12 ▶ 15/10, Gran Via

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### Piscina & Wellness Barcelona

13 ▶ 16/10, Gran Via

International Swimming Pool, Wellness and Aquatic Facilities Exhibition

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### Barcelona International Boat Show

14 ▶ 18/10, Port Vell

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### AVEPA - SEVC

15 ▶ 17/10, Montjuïc

AVEPA National Congress - Southern European Veterinary Conference

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### Iberzoo

15 ▶ 17/10, Montjuïc

International Pet Professional Fair

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### Barcelona Meeting Point

21 ▶ 25/10, Montjuïc

International Real Estate Show

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### UEG Week

25 ▶ 28/10, Gran Via

Gastroenterology Week

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### Pharmaprocess

27 ▶ 28/10, Montjuïc

Innovation Forum in Pharmaceutical Process

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### Manga Show

29/10 ▶ 1/11, Montjuïc



Barcelona Manga and Anime Convention

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### miBoda

31/10 ▶ 1/11, Montjuïc

Organise the Perfect Wedding

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## NOVEMBER

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### Sport Woman

6 ▶ 7/11, Montjuïc

Women, Health and Sport Exhibition

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### International Large Families Show

7 ▶ 8/11, Montjuïc

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### SAP TechEd

10 ▶ 12/11, Gran Via

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### Gamification World Congress

10 ▶ 13/11, Montjuïc

International Congress on Gamification and Game Applications in Business

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### Expominer

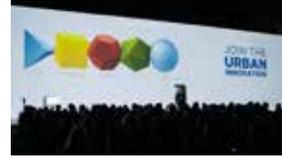
13 ▶ 15/11, Montjuïc

Minerals, Fossils and Jewellery International Exhibition

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### Smart City Expo World Congress

17 ▶ 19/11, Gran Via



International Summit on Smart Cities

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### BcnRail

17 ▶ 19/11, Gran Via

International Show for the Railway Industry

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### Ibtm World

17 ▶ 19/11, Gran Via

Exhibition for the Incentive, Business Travel and Meeting Industry

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### Denim Première Vision

18 ▶ 19/11, Montjuïc

European Exhibition of the Denim Industry

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### Alimentaria & Horexpo Lisboa

22 ▶ 24/11

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### Ocasión

28/11 ▶ 8/12, Montjuïc

Second Hand Guaranteed Vehicles Trade Fair

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### MS Convergence EMEA

30/11 ▶ 2/12, Gran Via

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## DECEMBER

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### Auto Retro

4 ▶ 7/12, Montjuïc

Antique Cars and Motorcycles Exhibition

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### Children's Festival + Xd Young Fest

27/12 ▶ 4/01/2016, Montjuïc

Leisure and Multimedia Experience Festival

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At its second edition, 4YFN, organised by Mobile World Capital Barcelona and GSMA as part of the Mobile World Congress programme, tripled the numbers from its debut version, attracting more than 8,000 visitors. Comprising an exhibition area –the innovation market– and a programme of lectures 4YFN attracted 235 exhibitors and provided 160 hours

▶ During 2015 investments in mobile startups in Spain exceeded 500 million dollars (Mobile World Capital Barcelona)

of talks centring on three main themes: Disrupted by Mobile, Internet of Things and Digital Media.

The leading speakers included Andrew Creighton, president of Vice Media; John Ploumitsakos, online sales director of Twitter; Michael Curtis, vice-president of engineering at Airbnb; and Philippe Botteri of Accel Partners, the fund that invested in the start-up phases of such companies as Facebook, Dropbox, LinkedIn and Kayak.

4YFN also generated intense networking activity, linking up more than 450 entrepreneurs and startups with more than 250 investors, capital risk funds and directors of innovation, and hosting more than 5,000 meetings.

250  
Investors

**Edition 2nd**  
**Area 19,000 m<sup>2</sup>**  
**Exhibitors 235**  
**Type Professional**  
**Activities**  
 ▶ Innovation Market  
 ▶ Founders & Investors  
 ▶ 4YFN Awards  
**Organised by Mobile World Capital Barcelona and GSMA**

# Auto Retro Barcelona

Antique Cars and Motorcycles Exhibition



Montjuïc venue  
04 ▶ 07 / December



600  
vehicles  
on show

Auto Retro began a new stage with changes in management. The participants included exhibitors from 10 countries, and the show featured more than 600 vehicles, cars and motorcycles, illustrating the development of the motor industry over the last 100 years. In addition to vehicles, the commercial offer also included accessories, spare parts, publications, tourism, insurance, etc.

The vehicles on show included such veritable jewels as a 1955 Jaguar XK140, a 1939 Delehay 135M, a 1957 Aston Martin DB2/4 MkII, a Mercedes 190SL, a 1965 Porsche 911, a Messerschmitt 201, a 1957 Isetta and a 1962 Alfa Romeo Giulietta Sprint Speciale.

- 
- ▶ There is a world boom in vintage cars thanks to collectors and international investors

Barcelona Views turned Avenida Maria Cristina into a parking site for more than 2,000 vintage vehicles. More than 200 cars paraded around the old Montjuïc motor circuit.

Tribute was paid to Fermín Sulé, who launched Auto Retro in 1984, in recognition of his lifetime activity of promoting the world of motor vehicles.

**Edition** 32nd  
**Area** 20,000 m<sup>2</sup>  
**Exhibitors** 286  
**Type** Public  
**Activities**

- ▶ Car meetings
- ▶ Exhibitions
- ▶ Presentations

**Organised by** ERM  
**Events**

[www.autoretro.es](http://www.autoretro.es)



Barcelona Bridal Week celebrated its 25th anniversary, an important milestone, with its most international edition to day. The USA was the guest country, whilst the first special guest designer was Houghton Bride and 60% of visitors were international. The exhibiting brands, half from 15 countries, presented some 12,000 bridal gowns and 3,000 party dresses to more than 16,000 visitors who attended the fashion shows and toured the site.

The catwalk showcased the 2016 collections of 23 brands: Rosa Clará, Jesús Peiró, Miquel Suay, Sabrina Saree, YolánCris, Isabel Sanchís e Inmaculada García, Natalie Capell y Cristina Tamborero, Isabel Zapardiez y Anna Torres, Cabotine by Gema Nicolás, Jordi Dalmau y Matilde Cano, M&M, Cymbeline, Patricia

▶ The Spanish bridal fashion industry generated exports of 877 million euros

Avendaño y Sonia Peña, Carla Ruiz, Fuentecapala, Justin Alexander, Houghton Bride and Pronovias.

The event celebrated its silver anniversary with the photographic exhibition "Look at the Bride Side", which occupied the central section of Paseo de Gracia, and a fashion show featuring 25 bridal gowns by 25 designers at the Palacio de Pedralbes.

**12,000**  
wedding  
dresses  
on show

**Edition 25th**

**Area 30,000 m<sup>2</sup>**

**Exhibitors 231. Firms at show: 23**

**Type Professional Activities**

- ▶ Fashion shows
- ▶ Party and 25th anniversary show
- ▶ Photographic exhibition

# Barcelona Degusta

Food Festival and Market



Montjuïc venue

24 ▶ 27 / September



Four years after its last celebration, Barcelona Degusta returned with a new edition to become positioned as Barcelona's great, popular festival of food and drink. Thanks to the show's timing – it coincided with local celebrations for La Mercè – it attracted a huge audience to the Montjuïc venue, confirming the

- 
- ▶ Food and drink is a mass phenomenon thanks to TV, the social networks and “media chefs”

wisdom of the decision to stage the event during the city's *fiesta mayor*.

The activities included Degusta Experience, little sister of The Alimentaria Experience, whose first edition brought together 27 chefs with a total of 10 Michelin stars to lead no fewer than 90 activities. More than 6,000 people saw figures like Joan Roca, Carme Ruscaldeda and Carles Gaig in action, as they took part in show cooking, workshops and food tasting events.

Other attractions included BCN&Cake, devoted to create cake and pastry making, and the Degusta Beer Festival, a celebration of craft beer. Moreover, 25 food trucks were parked in Plaça de l'Univers to give the public a taste of street food.

27  
great chefs

**Edition 5th**

**Area 3,425 m<sup>2</sup> (net)**

**Exhibitors 200**

**Type Public**

**Activities**

- ▶ Showcooking
- ▶ Food workshops
- ▶ Tastings
- ▶ Food films
- ▶ BCN&Cake
- ▶ Degusta Beer Festival

[www.barcelonadegusta.com](http://www.barcelonadegusta.com)

# Barcelona International Boat Show

Barcelona's Port Vell  
14 ▶ 18/October



The Boat Show featured 670 vessels, more than in 2014, reflecting on the improving prospects of the Spanish sports and leisure boat industry, which saw a 10.5% in registrations over the first nine months of 2015.

This was also one of the Boat Shows with the most new products in recent

years; there were no fewer than 130, taking into account boats, engines and electronic accessories. This helped to strengthen the event's position as the leading platform for business and trends in the Spanish nautical industry. This was also one of the most festive and participatory Boat Shows, with events like Boating

**Edition** 54th

**Area** 52,000 m<sup>2</sup>

**Exhibitors** 260

**Type** Professional and public

**Activities**

- ▶ Sea baptisms
- ▶ Boat testing
- ▶ Workshops on traditional sailing
- ▶ Presentations of regattas
- ▶ Conferences
- ▶ Prize-giving ceremonies



Night, featuring live music, tastings and fashion shows, and the first night-time swim across the waters of the port.

Another initiative popular with visitors was staged by a group of exhibitors and sailing schools. In cooperation with the Boat Show and with the aim of promoting sailing for beginnings, they offered all buyers of small craft courses enabling them to obtain the Sailing Licence.

The show strengthened its position as the sector's main platform by staging a large programme of conferences and professional seminars, including a debate led by the National Association of Nautical

- 
- ▶ 90% of boats in Spain are less than 8 metres in length (ANEN)



Companies (ANEN) on the subject of the international boat market. Major regattas, such as the Barcelona World Race 2018, were also presented.

The Boat Show, organised with the support and cooperation of ANEN, received more than 55,000 visitors both domestic and international, the latter mainly from France, Germany, Italy and Portugal.

670  
boats

130  
new products



# Barcelona International Motor Show



Montjuïc venue

09 ▶ 17 / May



At its latest edition, the Barcelona International Motor Show, the only event in Spain recognised by the OICA (Organisation Internationale des Constructeurs Automobiles), adopted a model structured into four themed areas. These included, besides the zone devoted to car makers, a focus on the role of the new technologies in the motor industry (Connected Car), new patterns of mobility (Urban Mobility) and design (Sketch Car Design).

The exhibition featured a total of 38 car makers, who presented 60 world, European and national premieres. These included the world presentations of the new Seat Alhambra and Ibiza and the European debuts of the Lexus GS F and NX by Will.I.Am and the Jaguar XF.

Technology and design were the main focuses in the two main areas of activity

at the show, which was organised with support from ANFAC (the Spanish Association of Car and Truck Manufacturers). Firstly, through talks and an exhibition devoted to services and solutions developed specifically for motor vehicles, the Connected Car area showed how mobile technologies will play a leading role in the future of the industry.

Secondly, the Sketch Car Design gave visitors a glimpse of how a vehicle is designed, taking in the entire process, from the conception of a new car in the designer's head to the construction of the first prototype. SEAT made this possible by moving part of the company's design centre to the Motor Show venue. In this context, moreover, the Italian car designer Walter de Silva was given a lifetime award in recognition of his career. De Silva, who

**Edition 38th**

**Area 110,000 m<sup>2</sup>**

**Exhibitors 38 brands**

**Type Professional and public**

**Activities**

- ▶ Seminars for professionals
- ▶ Connected Car
- ▶ Urban Mobility
- ▶ Sketch Car Design

was the Volkswagen Group's Director of Design at the time of the Motor Show, received the award from the Spanish Prime Minister, Mariano Rajoy, who also officially opened the event.

The Motor Show programme also included various meetings organised by business associations in the motor industry. These included the annual as-

sembly of ANFAC (Spanish Association of Automobile and Truck Manufacturers), the 24th National Congress on Automobile Distribution, organised by Faconauto, the Eighth AEGFA Congress of Fleet Managers, and several professional seminars presented by the Association of Automobile Technicians.

60  
premieres

4  
themed areas



- ▶ In 2015, the Spanish motor industry manufactured 2.7 million vehicles and accounted for 13.7% of national GDP (ANFAC)



# Barcelona Meeting Point

International Real Estate Show



Montjuïc venue

21 ▶ 25/October



38  
investment  
funds

Optimism was the predominant mood at this latest edition of Barcelona Meeting Point, which brought together 280 companies from 15 countries. The show, which occupied Palace 8 at the Montjuïc venue, was divided into the professional and general public sections.

At the Symposium, 87 speakers gave their thoughts on such issues as energy efficiency, real estate investment in Latin America and the recovery of the residential sector. Barcelona City Council also announced the new municipal housing policy, and the second edition of the Barcelona Funds Meeting, which brought together 38 international investment funds, also took place.

The organisers report that 25% more operations were closed at the 2015 edition than in 2014 and that many exhibitors expressed their satisfaction at the number of contacts established and sales made, as there was an increase in visits by investors interested in buying land and real estate products.

- ▶ Construction of some 6,000-6,500 new homes began in Catalonia in 2015 (CEPCO)

**Edition** 19th

**Area** 20,000 m<sup>2</sup>

**Exhibitors** 280

**Type** Professional and public

**Activities**

- ▶ Conferences
- ▶ Seminars
- ▶ Prizes

**Organised by** Consorci de la Zona Franca

[www.bmps.com](http://www.bmps.com)

# Barcelona Tattoo Expo

Barcelona International Tattoo Convention



Montjuïc venue

02 ▶ 04/October



200  
tattoo artists

**Edition** 17th, 2nd at Fira de Barcelona

**Area** 7,200 m<sup>2</sup> (net)

**Exhibitors** 239

**Type** Public and professional

**Activities**

- ▶ Competitions
- ▶ Exhibitions
- ▶ Music
- ▶ Fashion
- ▶ Sport

**Organised by** Pro-Arts Iniciativas Artísticas SL

Our country's most important event devoted to tattoo culture attracted thousands of visitors to discover the work of leading body art practitioners. More than 200 professionals from all over the world took part, including such famous figures as Joe Capobianco, Sasha Unisex, Russia's most international tattoo artist, and Andy Engel, among others.

The convention programme also included many activities, such as a com-

petition for up-and-coming tattoo artists, exhibitions, professional seminars, live music and fashion shows.

Outstanding events included break-dance battles and extreme sports like skate, in line and BMX, all forming part of the second edition of the BAUM Festival in Barcelona (Barcelona Art & Urban Movement). For the first time, moreover, visitors were able to watch the final of the InLine Vert European Championship. For this, our country's only 4-metre vertical ramp was installed, as well as a Skate Plaza with 3 modules. These activities. Those taking part in these activities included participants from Spain, France, Bulgaria, Italy, the UK and Germany.

- ▶ Around 25% of young Spanish people have tattoos, particularly on the back and shoulder blade

[www.barcelonatattooexpo.com](http://www.barcelonatattooexpo.com)



The latest edition of this show drove home the point that the future of the railway industry depends on its application of smart technologies. After studying the market situation and trends, BcnRail decided to focus on these as the main theme of the show. To this end, content was oriented towards smart mobility, the challenge currently facing the railway sector.

More than 90 exhibitors took part in BcnRail, showcasing their products alongside the companies attending the Smart City Expo World Congress, where 500 cities and 465 exhibitors were represented.

Finally, the BcnRail Congress, featuring more than 60 speakers from around the

- ▶ On November 19, the historic underground line between Sagrada Família and Sant Antoni begun operations

world, focused on issues like the application of the new technologies in railway transport, contactless ticketing systems, ways of improving cybersecurity and the state of the great European railway corridors, with particular emphasis on the Mediterranean Corridor.

60  
speakers

**Edition 5th**  
**Area 1,500 m<sup>2</sup> (net)**  
**Exhibitors 91**  
**Type Professional Activities**

- ▶ BcnRail Congress
- ▶ Smart Train Day
- ▶ BcnRail Innova
- ▶ Seminars
- ▶ Symposia



**2nd**  
Barcelona  
Fashion  
Walking

**Edition** 16th, 4th at Fira de Barcelona

**Area** 8,500 m<sup>2</sup>

**Exhibitors** 94

**Type** Public

**Activities**

- ▶ Conferences
- ▶ Baby massage workshops
- ▶ Barcelona Fashion Walking
- ▶ Crawling track

**Organised by** Feria Bebé, SL

Fathers and mothers discovered all the latest developments in the field of baby care, childhood and motherhood at one of the most important events in Spain in this specialty. The show featured products and services such as baby bottles, high chairs, baths, pushchairs and a wide range of food and drink, with special em-

phasis this year on ecological and natural products. These included, for example 100% natural cosmetics for pregnant women and baby carriers and accessories made from environmentally-friendly raw materials.

Visitors could get expert advice in activities and talks. An outstanding feature was the second edition of Barcelona Fashion Walking, a kidswear and childcare fashion show attended by all the leading brands. There were also baby massage workshops and gym classes for pregnant women.

As at previous editions, moreover, the show included baby care areas, a nursing corner, crèche services, pushchair parking space and a play area.

- 
- ▶ In 2014, births rose in Spain for the first time in 5 years, with 426,303 children born, a 0.1% increase (INE)

# Beyond Building Barcelona- Construmat

International Building Show



Gran Via venue

19 ▶ 23/ May



Beyond Building Barcelona-Construmat, the revamped International Building Show, focused on the future of the industry. 3D printers, the Internet of Things, robots and drones for construction fascinated the more than 54,000 visitors to the event.

Construmat made concerted efforts to provide a platform for access to new international markets. At the Contract Forum, for instance, 217 projects in search of suppliers, and 1,975 VIP buyers were invited to attend. Finally, B2B contacts were encouraged through 710 meetings.

Besides a great business showcase, BBB-Construmat organised a full programme of technical seminars. Experts like the Dutch architect Kees

Kaan; Skylar Tibbits, professor at the MIT Architecture Department; and the British architect Alastair Parvin, co-founder of the WikiHouse project for open cooperation, among others, all took part in the sessions.

Finally, the BBB-Construmat Prizes were awarded to buildings, engineering works, new products and social projects.

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▶ The future of the industry lies in homes adapted to demand, and smart cities

217  
projects  
presented

**Edition 19th**  
**Area 11,000 m<sup>2</sup> (net)**  
**Exhibitors 300**  
**Type Professional**  
**Activities**

- ▶ Forums
- ▶ *Speaker's corner*
- ▶ Presentations
- ▶ Round tables
- ▶ Meetings B2B
- ▶ Trade missions
- ▶ Job Market Place
- ▶ Prizes

[www.construmat.com](http://www.construmat.com)



Bizbarcelona was structured around two different sections: Bizemprèn, where the focus was on entrepreneurs; and Bizpimes, for growing companies. This differentiated approach helped to increase the presence of small and medium entrepreneurs, who now form nearly half the total visitors to the show, by 26% compared to 2014. The other half of the visitor number is formed by entrepreneurs seeking solutions, inspiration and financing to bring their business ideas and projects to fruition.

The show hosted 198 conferences and workshops with 303 speakers, 26 networking spaces and 89 exhibitors, as well as areas devoted to consulting, takeovers, franchises and financing and employment markets, among many more activities.

- 
- ▶ The rate of entrepreneurial activity in Catalonia, 7.54%, is above that for Europe, 6.9%, and Spain, 5.47% (Acció-Gencat)

Bizbarcelona by Barcelona Activa is promoted by Barcelona City Council, the Government of Catalonia, "la Caixa", Barcelona Provincial Council, Barcelona Chamber of Commerce and PIMEC. The 150 organisations members of the Bizcommunity also cooperate, providing content and promoting the event.

**150**  
partner  
organisations

- Edition 5th**
- Area 4,900 m<sup>2</sup> (net)**
- Exhibitors 89**
- Type Professional and public**
- Activities**
  - ▶ Conferences
  - ▶ Workshops and seminars
  - ▶ Financing market
  - ▶ Prize-giving
  - ▶ Presentations of studies



Bta., which takes place jointly with His-pack in order to generate synergies, was visited by 38,000 professionals and attended by more than 570 companies from 30 countries in the machinery, technology, ingredients and additives sectors of the food and drink industry. These figures make Bta. the largest food technology trade fair held in Europe in 2015.

- ▶ Bta. is to become Alimentaria FoodTech in order to improve the show's positioning in the sector

The programme included some 700 work meetings between exhibitors and buyers from 29 countries, invited by the organisers in order to promote exports of both packaging products and technology.

Moreover, some 40 sessions were also devoted to the latest trends in food technology innovation and the presentation of new products. Once more the Innovation Meeting Point was a forum devoted to innovation, dissemination of know-how and technology transfer. The conclusions drawn on issues like food safety, hygienic design, traceability and environmental friendliness indicated trends in R&D&I investment in the food industry.

**700**  
work  
meetings

**Edition 14th**

**Area 17,000 m<sup>2</sup>**

**Exhibitors 575**

**Type Professional  
Activities**

- ▶ Innovation Meeting Point
- ▶ Ingrenova
- ▶ Prizes
- ▶ Business meetings
- ▶ Seminars
- ▶ Conferences
- ▶ Presentations



50  
countries  
represented

**Edition** 1st, 24th as SITC

**Area** 5,000 m<sup>2</sup> (net)

**Exhibitors** 200

**Type** Public

**Activities**

- ▶ Talks in the B-Travel Experience Area
- ▶ Food tasting
- ▶ Wine tasting
- ▶ Shows
- ▶ Folklore exhibitions

After 23 years, the International Tourism Show in Catalonia (SITC) began a new life as B-Travel, a show that focused on tourist experiences in order to adapt to travellers' demands for unique sensations.

The purpose of the change in brand and format, which will be completed over forthcoming editions, is to promote the experiences provided by tourism destina-

tions and companies, grouped here into five large areas: B-Happy (family holidays, wellness trips, cruises, etc.), B-Culture (holidays focused on art, history and culture), B-Special (shopping tourism, unique experiences and luxury), B-Adventure (sports, rural, sailing, etc., holidays) and B-Delicious (wine and food routes).

The show attracted representatives from most Spanish regions and nearly 50 countries and regions around the world. Another leading feature was the B-Delicious gastronomic area, with food tasting from one euro and talks by experts and Michelin-star-awarded chefs.

- ▶ B-Travel adapts to the new type of traveller with a focus on tourism experiences

# Carbon Expo

Global Carbon Market Fair & Conference



Montjuïc venue

26 ▶ 28 / May



The fourth edition of the world's most important fair on carbon and solutions to combat climate change took place in the Catalan capital, organised by the World Bank, the International Emissions Trading Association (IETA) and Fira de Barcelona. Every year, the event brings together the main stakeholders in the sector to discuss carbon pricing and instruments to finance the transition to low-carbon economies.

With more than 2,200 visitors from 109 countries, 100 exhibitors and more than 300 speakers, Carbon Expo 2015 grew by 30% compared to the previous edition. After three days of presentations and discussions on the current state of the carbon market, which is at a compli-

cated period at present, the participants expressed their confidence in a new approach to reducing emissions.

The event also focused on such issues as the development of solid carbon markets, effective funding to combat climate change, and technology to "decarbonise" the global economy.

- 
- ▶ The UN estimates that 12% of glacier mass was lost between the years 1979 and 2012

300  
speakers

**Edition** 4th in Barcelona

**Area** 16,500 m<sup>2</sup>

**Exhibitors** 100

**Type** Professional  
**Activities**

- ▶ Plenary sessions
- ▶ Seminars
- ▶ Workshops

[www.carbonexpo.com](http://www.carbonexpo.com)

# Children's Festival



Montjuïc venue

27/December ▶ 04/January



+100  
activities

**Edition** 52nd  
**Area** 45,000 m<sup>2</sup>  
**Exhibitors** 80  
**Type** Public  
**Activities**

- ▶ Adventure
- ▶ Technology
- ▶ Sport
- ▶ Citizenship
- ▶ Creativity
- ▶ Environment
- ▶ Food
- ▶ Music
- ▶ «Un dia con Peppa, el festival»
- ▶ XD Young Fest

Once more this year, Barcelona's most important children's leisure Christmas and one of the oldest of its kind in Catalonia was an enormous success in terms of visitor numbers, confirming the wisdom of expanding the activities organised to cover age groups below 4 years and above 10. As a result, "Un dia con Peppa, el festival" (A Day with Peppa, the Festival) gave younger visitors the chance to meet characters from a famous TV cartoon series, whilst the XD Young Fest served up entertainment and multimedia experiences for teenagers, who enjoyed the video games, robotics and urban arts activities available.

The Children's Festival featured more than one hundred activities, including

adventure circuits, gymkhanas and handicrafts and games aimed at encouraging civic values and healthy habits. More classical entertainment was also revived: theatre, puppets, clowns, circus and storytelling, as well as sport, promoted in cooperation with more than 20 sports federations, the Catalan Government's Ministry of Sport and Club Super3.

- ▶ The Festival gave out more than 5,000 invitations free to children at risk of social exclusion

[www.festivalinfancia.com](http://www.festivalinfancia.com)

# Comic

Barcelona International Comic Convention



Montjuïc venue

16 ▶ 19/April



19  
exhibitions

**Edition** 33rd

**Area** 36,000 m<sup>2</sup>

**Exhibitors** 130

**Type** Public

**Activities**

- ▶ Exhibitions
- ▶ Conferences
- ▶ Prizes
- ▶ Author signings

**Organised by** Ficomic

The latest edition attracted record visitor numbers. Science fiction and heroic fantasy were the main themes and the stars of the large central exhibition, *Fantastic Comics*, featuring more than 400 original works, and of much of the programme, with activities related to science and legends.

The show hosted a total of 19 exhibitions, including several devoted to char-

acters celebrating anniversaries: Captain America and The Joker, who reached 75 years. A show was also devoted to Anacleto, Secret Agent, created by Manuel Vázquez, with guest appearance by the actor Imanol Arias, who plays Anacleto on screen.

The many authors who attended the convention included Milo Manara, José Luis García López, Scott McCloud, Barry Kitson, Frederik Peeters, David Finch and the creators of the comic *Adventure Hour*, Braden Lamb, Shelli Paroline and Ryan North.

The start of Comic also coincided with the *Star Wars Celebration*, which opened with a videoconference by J. J. Abrams, director of the latest film in the saga.

- ▶ Barcelona is one of the cities with the greatest traditions in comic book stores, role playing games, science fiction and video games

[www.ficomic.com](http://www.ficomic.com)



The show for beauty and hairdressing industry professionals closed its latest edition on a high note after strengthening its role as a major meeting point for the industry.

Besides the exhibition area, where the latest developments in hairdressing, beauty and wellness were presented, the show programme also included a considerable number of training activities for industry professionals.

The three intense days featured seminars, workshops, lectures and demonstrations by leading experts. Particularly outstanding the Congress on Beauty, which featured appearances from some of the top specialists in the field, including Natalia Ribé, Montse Folch and Dr Vila-Rovira, among others.

Another popular feature was The Lab, a new area devoted to hairdressing, an event featuring internationally renowned figures like Lord Jack Knife, X-presion and Xavi García.

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▶ There are 45,000 hairdressing establishments and 37,000 beauty parlours in Spain. In 2014, turnover in the sector was 7,000 million euros

3  
professional  
seminars

**Edition 21st**

**Area 22,000 m<sup>2</sup>**

**Exhibitors 210**

**Type Professional**

**Activities**

- ▶ Congress on beauty and hairdressing
- ▶ Fashion show and congress on hairdressing
- ▶ Body painting competition
- ▶ Workshops

**Organised by Grupo Cosmobelleza**

# Denim Première Vision

European Denim Industry and Trend Trade Fair



Montjuïc venue

27 ▶ 28 / May

18 ▶ 19 / November



Denim Première Vision returned to the Montjuïc venue in May and November 2015 to present the wares of the world's elite producers of fabrics, fibres, technology, finishes and accessories on the denim and jeans market. On both occasions, around one hundred exhibitors from twenty-one countries presented the latest trends in brands on the premium mar-

- ▶ Worldwide, the denim sector generates annual turnover of around 51,000 million dollars

ket, which seek, two years in advance, to discover exclusive products to make their collections of jeans and other denim garments. A dozen Spanish companies specialised in textile production, dyeing techniques and special treatments for denim, like vintage finish and the worn look, took part as exhibitors at the show.

More than 4,000 professionals, including designers, garment-makers, stylists and representatives from national and international denim fashion brands came to the show to discover the trends for 2017. At both editions, seminars and master classes rounded off the programme of a fair that is a major event in this specialist fashion sector.

21  
countries  
represented

**Edition** 16th and 17th,  
3rd and 4th at Fira de  
Barcelona

**Area** 12,000 m<sup>2</sup>

**Exhibitors** 97 in May and  
87 in November

**Type** Professional  
**Activities**

- ▶ Presentations of new products
- ▶ Symposia
- ▶ Master classes

**Organised by** Première  
Vision, SA

[www.denimpremierevision.com](http://www.denimpremierevision.com)



**20%**  
more in  
exhibitors

**Edition 5th**

**Area 1,800 m<sup>2</sup> (net)**

**Exhibitors 120**

**Type Professional  
Activities**

- ▶ Conferences
- ▶ Discussion forums

**Organised by The EWorld  
Team SL**

New developments in the fields of e-commerce, online marketing, hosting & cloud computing and the Internet of Things were brought together at a unique fair event that attracted leading providers of technology and services in the sector. The goal of the eShow is to help business grow, acting as a showcase for trends and promoting e networking. The latest edition saw a 20% increase in exhibitors.

Among the sectors that particularly attracted the attention of professionals at the show were mobile commerce, online fashion, digital tourism and the development of the social networks.

Leading brands from different industries also attended: Google, Nestlé, Desigual,

Bitcoin Foundation and Macy's were amongst the companies represented in the pavilion devoted to Internet Leaders.

The eShow also takes place in São Paulo, Mexico D. F., Lima, Madrid, Lisbon, Bogotá and Barcelona. However, the Catalan capital is also mobile capital, and this has made Barcelona a leading city in the digital age, boosting this edition of the eShow.

- 
- ▶ 24.7% of Spanish people bought consumer goods on Internet in 2014 (Kantar Worldpanel)



## TEST DE SALUD Y ESTRÉS

# GRATIS

Once more in 2015, this show gave visitors the chance to discover a vast range of products related to healthy life and therapies, many of them thousands of years old, as well as new developments in food supplements, diet products, organic food and natural cosmetics, a sector that has made great advances of late.

The event also featured many interesting activities for visitors, such as the Technical Conferences, with participation by associations and professionals from the sector. Moreover, the Seminar on Diet and Food Supplements discussed such

issues as anti-aging food and caring for the memory.

In efforts to make Expo Ecosalud as participatory and educational as possible, the programme also included the Open Classroom on Natural Therapies and an area devoted to demonstrations, with workshops on ecological cuisine, home-made natural cosmetics and fit walking.

The professional programme included the Symposium on Massage Techniques and the International Congress on Natural Therapies.

- ▶ Natural foods and alternative therapies generate a significant volume of business and employment (McKinsey consultants)

4

seminars  
and sessions

**Edition 16th**

**Area 2,500 m<sup>2</sup> (net)**

**Exhibitors 260**

**Type Professional  
and public**

**Activities**

- ▶ Technical conferences
- ▶ Symposium on Massage Techniques
- ▶ Classrooms
- ▶ Educational activities

**Organised by Interalia**

# Expohogar

International Trade Show of Gift and Home Articles



**Montjuïc venue**  
31 / January ▶ 03 / February  
19 ▶ 22 / September



**500**  
people attended  
demonstrations

**Edition 53rd and 54th**  
**Area 12,000 m<sup>2</sup>**  
**and 18,000 m<sup>2</sup>**  
**Exhibitors 140 and 180**  
**Type Professional**

**Activities**

- ▶ Workshops
- ▶ Demonstrations
- ▶ Conferences

At the two editions staged in 2015, Expohogar, a show devoted to gift and home articles in Barcelona, once more confirmed its position as a leading event for small and medium-sized trade in Catalonia, Aragon, the Community of Valencia, the Balearic Islands and the South of France. At the January show, Expohogar gave a preview of the trends and novelties that will be seen in houses and streets in our city next summer. The presence of 140 exhibitors and 8,700 professionals –11% more than in 2014– the event once more demonstrated great value for boosting this industry.

In September, Expohogar returned once more, revamped and featuring more

companies, sectors and activities than in 2014. With more than 180 firms and the new addition of the Jewellery and Watch sector, the show took an educational turn once more, launching the area known as the Special Expert Event (SEE), which brought together a dozen experts in visual merchandising, window dressing and communication. Both editions of the show included floral art and gift wrapping demonstrations, attractions attended by more than 500 people.

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- ▶ The show included the jewellery and watch area

[www.expohogar.com](http://www.expohogar.com)



Expominer was once more the biggest event in southern Europe for buying, exchanging and selling unique pieces thanks to the participation of 120 exhibitors, nearly half of them foreign, with precious and semiprecious stones, hitherto unseen minerals, meteorites, authentic fossils and gems in multiple shapes and colours.

Besides commercial exhibition, the show was also packed with activities, with something for everyone: expert and amateur collectors, schoolchildren, families and even “do it yourself” fans, because one of the novelties at this latest edition were “handmade” workshops teaching participants how to make jewellery and decorative objects from minerals.

- ▶ Very few minerals, such as calcite, have the peculiar quality of glowing in the dark

The show programme also included an exhibition of jewels from ancient Egypt, enabling visitors to learn, in an entertaining way, all about the symbolism of the minerals most commonly used in jewellery. Activities were also organised to celebrate International Year of Light 2015, including a tunnel illuminated by more than 70 fluorescent minerals.

70  
fluorescent  
minerals

**Edition 37th**  
**Area 5,500 m<sup>2</sup>**  
**Exhibitors 120**  
**Type Professional and public**  
**Activities**

- ▶ Workshops
- ▶ Conferences
- ▶ Exhibitions
- ▶ Geological photography competition

# Expo Sports Barcelona

Outdoor Sports Show



Montjuïc venue

13 ▶ 14/March



Expo Sports Barcelona became consolidated as one of the main sports trade fairs in Spain and one of the leading shows for running, trail and triathlon in Europe, making this the ideal event for athletes interested in discovering at first hand the latest products launched by brands in the sector.

The show takes place over the same weekend as the Zurich Marató Barcelona marathon, which has grown considerably in popularity in recent years, attracting 19,200 participants in 2015.

Moreover, the success of the race helped to define this latest edition of Expo Sports. Opening up to other outdoor sports is a response to the growing synergies that are generated between

these and the running, and the fair aims to position itself as a meeting point for manufacturers, distributors and athletes in these sectors.

The new-look Expo Sports enables better organisation by sector and product, enabling visitors to find the brands, distributors, races, accessories and other products that they are looking for.

- ▶ Running, a healthy sport that helps to combat stress, has become enormously popular in just a few years

**19,200**  
took part in  
the marathon

**Edition 2nd**

**Area 14,150 m<sup>2</sup>**

**Exhibitors 145**

**Type Public**

**Activities**

- ▶ Presentations
- ▶ Meetings
- ▶ Shows

**Organised by Zurich Marató de Barcelona**

[www.zurichmaratobarcelona.es/esp/exposports.html](http://www.zurichmaratobarcelona.es/esp/exposports.html)

# Free From Food Expo

International Allergen-Free Food and Dietary Show



Gran Via venue

04 ▶ 05 / June



21  
countries  
represented

**Edition** 3rd, 1st at Fira de Barcelona

**Area** 7,000 m<sup>2</sup>

**Exhibitors** 160

**Type** Professional

**Activities**

▶ Conferences

**Organised by** ebcexpo

The Free From Food Expo, the International Allergen-Free Food and Dietary Show, brought together more than 160 exhibitors from 21 countries, mostly producers, wholesalers, distributors, retailers, consultants, associations, companies and certification research, and packaging technology and processing firms.

▶ More than 1,323,000 Spanish people (3.3% of the population) are allergic to one food or another

For two days, all the latest developments and products were presented, all free from gluten, lactose, milk, yeast, wheat, fats, nuts, soya, salt, eggs, sugar, additives, preservatives, hydrogenated fats and GMOs (genetically modified organisms).

This is an unmissable event for European professionals from the special and allergen-free food and drink sector, and a superb showcase for discovering the latest trends and establishing new business relations.

The expo also included a programme of lectures by experts in the fields of food safety, allergies and intolerance, as well as dietitians and nutritionists.

[www.freefromfoodexpo.com](http://www.freefromfoodexpo.com)



The second Furniture Showroom took place in an atmosphere of moderate optimism, thanks to the sales figures recorded by the exhibiting companies and to the many contacts that were established between firms, distributors and retailers.

With 135 companies represented, the furniture show was visited by store

- 
- ▶ A sector with tradition: the Brotherhood of Master Carpenters was founded in Barcelona in 1257

owners, distributors, interior designers and purchasing managers interested in discovering the latest developments in modern and classical, rustic and colonial furniture, as well as lighting and decorative products.

According to the survey conducted by the organisers, more than 75% of the exhibitors found new customers, whilst 78% stated their intention of taking part in the next edition of the Barcelona Furniture Showroom.

The commercial exhibition also included the Ines Table, a multi-purpose, multi-concept product designed by the architect Enric Miralles. Representing Catalan design, the table was presented by the Carpenters' Guild.

**78%**  
of exhibitors  
satisfied

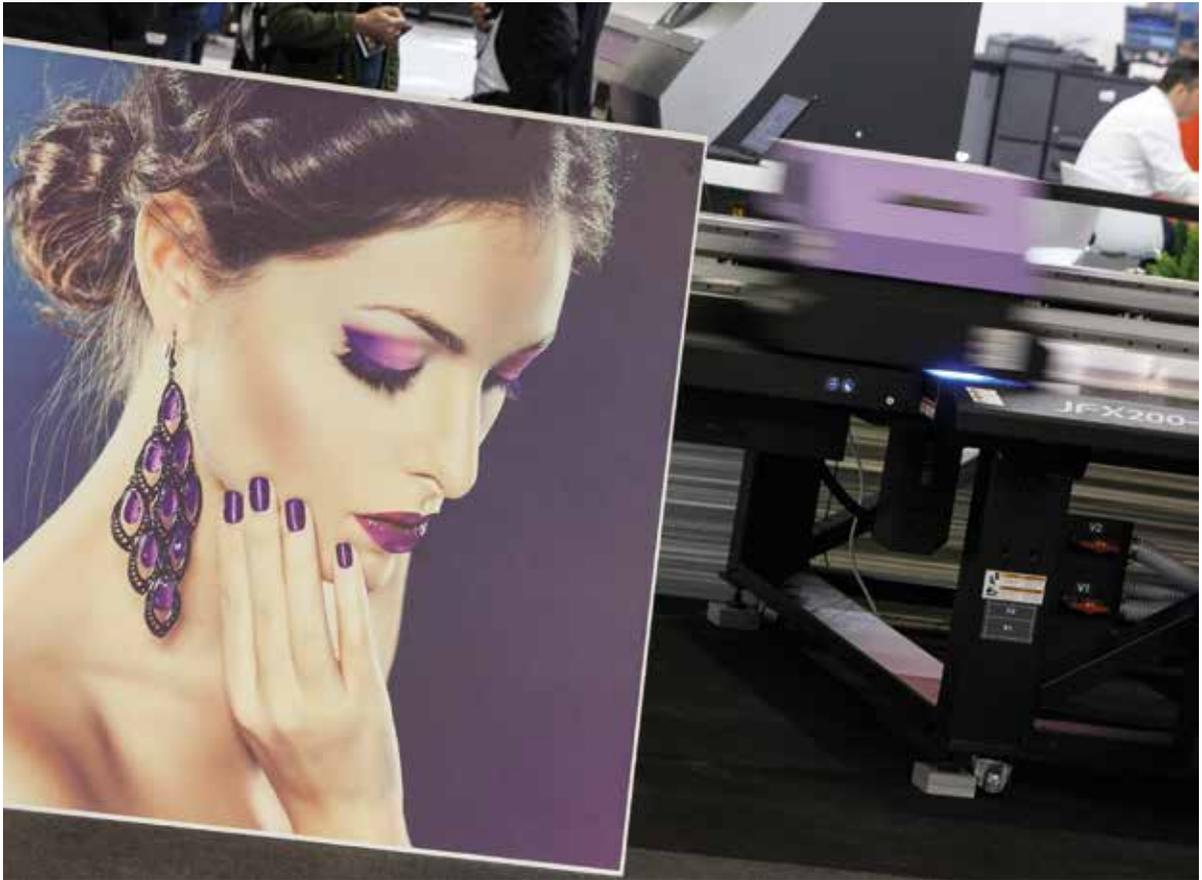
**Edition 2nd, 1st at Fira de Barcelona**

**Area 10,100 m<sup>2</sup> (net)**

**Exhibitors 135**

**Type Professional**

**Organised by Fira de Barcelona and the Official College of Commercial Agents of Barcelona (COACB)**



The Spanish graphics industry is beginning to recover from the economic crisis and the far-reaching technology and industry transformation that saw 40% of companies in the sector close over a period of just seven years. The decline in printing business and falling trade margins, the spread of digital communication and new consumer habits forced the industry to look for alternatives, to reinvent their business model and offer graphic products and services that generate added value.

In this context, Graphispag presented new perspectives for the printing business, showcasing the latest machinery, technology, software, media and finishes to create all kinds of printed products.

The show also included three areas devoted to presenting the possibility of printing practically anything, innovation that comes in the form of special inks, smart materials and 3D systems; and opportunities of reorienting or complementing the activities of graphics companies.

- ▶ Spain has 6,600 graphics companies who employ nearly 68,000 people (FEIGRAF)

**3**  
innovative  
areas

**Edition 13th**

**Area 12,000 m<sup>2</sup>**

**Exhibitors 210**

**Type Professional**

**Activities**

- ▶ Print All Experience
- ▶ Print Innovation Zone
- ▶ Print Conference Corner
- ▶ Prize-giving

[www.graphispag.com](http://www.graphispag.com)

# Handmade Festival Barcelona

A Unique Do-it-Yourself Experience



Montjuïc venue

24 ▶ 26 / April



250  
activities

**Edition 2nd**

**Area 12,000 m<sup>2</sup>**

**Exhibitors 235**

**Type Public  
and professional**

**Activities**

- ▶ Workshops
- ▶ Master classes
- ▶ Exhibitions
- ▶ Book presentations
- ▶ Seminars
- ▶ Concerts

In its second edition, Handmade Festival Barcelona, organised by Fira in cooperation with the Evident Events agency, became firmly positioned as Spain's most important fair in the field of handicraft aimed at both professional and amateur and family audiences.

Besides showcasing a huge range of commercial products, the festival

- 
- ▶ The DIY movement began during the recession, when many entrepreneurs decided to turn their hobbies into professions

programme also included more than 250 activities to give visitors a full experience of DIY (Do-It-Yourself) with plenty of creativity, inspiration and entertainment.

The event also focused on the latest trends, including creative recycling, aimed at giving old, abandoned articles a new use, and "customisation", giving a personal touch to furniture and other objects. On this line, "Airs of Japan", the area devoted to Japanese culture, was one of the attractions that visitors found most attractive, as they discovered or learned more about traditional arts now becoming popular, such as the *bingata* cloth dyeing technique.

[www.handmadefestivalbcn.com](http://www.handmadefestivalbcn.com)

# Higher Education and Employment Week



Montjuïc venue  
18 ▶ 22/ March



More than 81,000 students, family members and teachers visited *Ensenyament*, the Education Exhibition, and *Futura*, the MA and Post-Graduate Show, which together form Higher Education and Employment Week, one of our country's most important events in the field of education.

The Education Exhibition was focused on increasing initiatives, providing education and careers guidance services to students and their families. More than 1,000 workshops and demonstrations took place for vocational training students and teachers, on such subjects as robotics, mechanics, wood, silk screen printing

## Edition

*Ensenyament* 26th edition

*Futura* 12th edition

Area 9,200 m<sup>2</sup>

Exhibitors 250

Type Professional and public

## Activities

- ▶ Multimedia areas
- ▶ Integrated Vocational Training
- ▶ Science Area
- ▶ University Advice Area
- ▶ Student Advice Service
- ▶ Guided tours



and artistic ceramics. Moreover, a hundred or so academic activities and talks about academic and employment issues, guided tours and a forum for university guidance forum were all laid on.

Generally speaking, student visitors showed most interest in vocational training courses related to health and physical and sports activities, and in the different types of baccalaureate studies, especially the scientific and technological branches. As for university degrees, here the spotlight fell on psychology, children's education, medicine, aerospace engineering and physical activity and sports science.

At *Futura*, the MA and Post-Graduate Show, universities, business schools, further education centres and vocational training colleges presented their higher study programmes, largely focusing on employability and Internationalisation.

For the first time, moreover, *Futura* provided a student information service, also managed by Educaweb, where more than one hundred people received guidance and advice.

- ▶ Knowledge of English language proficiency is amongst the most highly valued qualities by companies looking for a top candidate

1,000  
workshops

100  
activities and talks





Hispack reflected the power and dynamism of the packaging industry, enabling companies from all spheres of activity to see that containers and packaging can help them to reduce costs, innovate, form connections with purchasers and sell more. At the beginning of economic recovery, when consumption is expected to rise once more, Hispack helped visitors to rediscover the competitive advantages and added value generated by packaging.

This year's edition focused particularly on innovation, sustainability, internationalisation and the needs of the different industrial, mass consumption, distribution and point of sale sectors.

As mentioned, the Exhibition also had an important international aspect. One-quarter of the exhibitors were foreign companies from 24 countries. There were also 3,600 foreign visitors, comprising almost 10% of the more than 38,000 pro-

#### **Edition 16th**

**Area 31,010 m<sup>2</sup>**

**Exhibitors 605**

**Type Professional Activities**

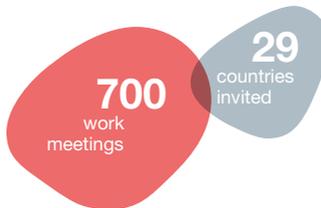
- ▶ Conferences
- ▶ Business meetings
- ▶ LíderPack prizes
- ▶ Sectorial barometer



- ▶ Innovation in packaging affects its design, materials, formats and loading systems

professionals who attended this edition, held jointly with Bta. Nearly 700 work meetings took place between exhibitors and buyers from 29 countries, moreover. These activities were aimed at promoting exports of both packaging and food technology. Besides European countries like Portugal, France, Italy, Germany and the UK, which were at the head of the ranking, there was also an increase in professionals from Morocco, Mexico, Tunisia and Colombia.

In order to attract new visitors profiles, moreover, Hispack introduced four new areas of activity devoted to innovation, premium products, marketing and retail, and logistics. Finally, in cooperation with Graphispack Asociación, Hispack awarded the LíderPack Prizes for best packaging and PSD (Point of Sale Display).





Iberzoo is an event aimed at professionals in the pet industry that is characterised by its constant evolution and adaptation to the requirements of companies and the demands for presentations of different products and services.

The show, jointly organised with the Spanish Association of Pet Product Distributors (AEDPAC), brought together many different sectors: pet food, accessories, health, aquarium and terrarium keeping, articles for dogs and cats, rodents and small animals, birds, equipment, hygiene, veterinary products and

services, fashion, technical books, media and specialist magazines. The show also featured marketing and management systems and pet shop design and installation facilities. About 80% of the exhibitors were from Spain and Portugal.

Iberzoo also include a large programme of technical and scientific activities, including particularly conferences and round tables on pet food and care and issues relating to business organisation of small businesses in the sector.

- 
- ▶ There are 10,000 pet shops and veterinary clinics in Spain (AEDPAC)

**80%**

Spanish and Portuguese exhibitors

**Edition 6th**

**Area 15,000 m<sup>2</sup>**

**Exhibitors 125**

**Type Professional Activities**

- ▶ Presentations
- ▶ Demonstrations

**Organised by G3 International and AEDPAC**

# Ibtm World

Exhibition for the Incentive, Business, Travel and Meeting Industry



Gran Via venue  
17 ▶ 19/November



Once more Ibtm World, formerly EIBTM, the most important fair in the world for business travel, congresses and incentives, was a resounding success: more than 80,000 business meetings arranged, 4,000 international guest buyers and 15,500 professional visitors.

The show featured presentations of new destinations, products and services by more than 3,000 companies from 150 countries. Those attending included travel agencies, tour operators, congress and convention centres, hotel chains, service companies and events organisers. More-

over, this was the first time that exhibitors from Los Angeles, Luxembourg, Bulgaria, Paraguay and Sri Lanka had taken part.

Ibtm World also featured a huge programme of more than 100 conferences and seminars organised in cooperation with leading companies and experts from around the world.

The event organiser, Reed Exhibitions, renewed its agreement with Fira de Barcelona to ensure that, after 12 years in the city, Ibtm World will continue to take place at the Gran Via site until at least 2019.

80,000  
business  
meetings

**Edition 28th, 12a at Fira de Barcelona**

**Area 43,000 m<sup>2</sup>**

**Exhibitors 3,000**

**Type Professional Activities**

- ▶ Business meetings
- ▶ Conferences
- ▶ Work sessions

**Organised by Reed Travel Exhibitions**

- 
- ▶ Spain is ranked third on the list of event hosting countries of the organisation of international congresses 2008-2014 behind only the USA and Germany (ICCA)

[www.ibtmworld.com](http://www.ibtmworld.com)

# In Cosmetics

The World Leading Global Platform for Personal Care Ingredients



Gran Via venue

14 ▶ 16/April



In Cosmetics, the leading trade fair for cosmetics ingredients, celebrated its 25th anniversary in Barcelona with record visitor numbers, attracting more than 8,500 professionals, 18% more than at the last edition, which took place in Hamburg. Some 90% of participants were foreign, from a total of 104 countries, strengthening the event's position as an international reference.

At its fourth visit to Fira de Barcelona, the latest having been in 2012, the show presented new products and services developed by over 700 exhibitors from around the world, including more than a hundred companies taking part for the first time. The show focused particularly on Turkey and the Middle East, which have had the second-fastest growing

market in the sector in recent years, and which offer new business opportunities for interested companies.

A particularly attractive section was the innovation zone, showcasing all the latest trends in products and ingredients, whilst the congress programme included more than 100 hours devoted to seminars, demonstrations, workshops and presentations.

- ▶ The cosmetics and perfume industry generates an annual turnover of around 7,000 million euros in Spain (Beauty Market)

90%  
international  
visitors

**Edition** 21st, 4th at Fira de Barcelona

**Area** 14,700 m<sup>2</sup>

**Exhibitors** 708

**Type** Professional

**Activities**

- ▶ Seminars
- ▶ Demonstrations
- ▶ Presentations
- ▶ Educational programmes

**Organised by** Reed Exhibitions

[www.in-cosmetics.com](http://www.in-cosmetics.com)



Infarma presented the latest developments in medicines, dermopharmacy, health products, nutrition, herbal medicine and homeopathy. The show also unveiled the latest trends in marketing and distribution, installation, decoration and healthcare clothing, consulting and services concerning so-called “pharmacy offices”.

The show also hosted another celebration of the European Congress on Pharmacy Offices, which featured more than 10 round tables, 60 classrooms and

more than 220 speakers, including the well-known cardiologist Josep Brugada, a world expert in sudden death.

Among the issues discussed at the conference was a session devoted to solutions to shortage in supplies and their effects on primary care, hospitals, distributors, the pharmaceutical industry (Council of Pharmaceutical Associations) and patients. Discussion also centred on consumer access to new drugs, innovation in pharmaceutical services, and the online sale of such products.

220  
speakers

**Edition 26th**

**Area 20,000 m<sup>2</sup>**

**Exhibitors 328**

**Type Professional  
Activities**

► Congress with round  
tables

► Active classrooms

**Organised by** Colegio  
Oficial de Farmacéuticos  
de Barcelona and Interalia

- 
- There are 47,600 pharmacies in Spain and pharmacist is the third top women employing job after nursing and psychology (Council of Pharmaceutical Associations)

[www.infarma.interalia.es](http://www.infarma.interalia.es)



The exhibitors who took part in this latest edition del Dental Forum showcased some 60 new products, techniques and materials developed by the leading companies in the Spanish dental industry.

Accordingly, the Forum was one of the finest commercial shop windows for the sector and its largest source of know-how, as the programme included a large

- 
- ▶ Half of all the Spanish people have never been to the dentist, according to the General Dental Council

range of activities that, under the title of the European Dental Congress, brought together more than 1,000 dentists, dental technicians, hygienists and speech therapists. Particularly noteworthy was the participation of Sidney Kina, a Brazilian expert in prosthetics, one of the most famous dentists in the world, and whose seminar aroused great expectation.

The Forum also enabled professionals to voice their concerns at a meeting of the Inter-Regional Council of the Spanish General Dental Council, alerting about the high number of professionals working in the country and protesting about the misleading advertising published by certain dental care franchises.

**60**  
new products  
presented

**Edition 9th**

**Area 14,000 m<sup>2</sup>**

**Exhibitors 150**

**Type Professional  
Activities**

- ▶ European Dental Congress
- ▶ Seminars
- ▶ Prizes

# International Large Families Show



Montjuïc venue  
07 ▶ 08 / Novembre



The International Large Families Show featured products and services provided by companies from a range of sectors, designed particularly for the needs of this type of family, such as large vehicles, food and drink, insurance and family leisure and tourism, as well as special offers and discounts.

The event also included a large programme of workshops and activities for

- ▶ There are 573,732 homes formed by a couple with three or more children in Spain (INE)

large and small alike, such as minigolf, archery, cooking, painting, drama, video games, English classes and robotics using Lego pieces.

The event, promoted by the Association of Large Families of Catalonia (FANOC), a non-profit organisation founded to defend the interests of this sector of the population, sponsored by the Zona Franca Consortium, and organised with the support of the Government of Catalonia, was visited by more than 6,000 families.

Another participating organisation was the Catalan Waste Agency, which installed a bouncy castle and held a workshop to raise awareness about the importance of recycling in the home.

**6,000**  
families visited  
the show

**Edition 3rd**  
**Area 2,700 m<sup>2</sup>**  
**Exhibitors 29**  
**Type Public**

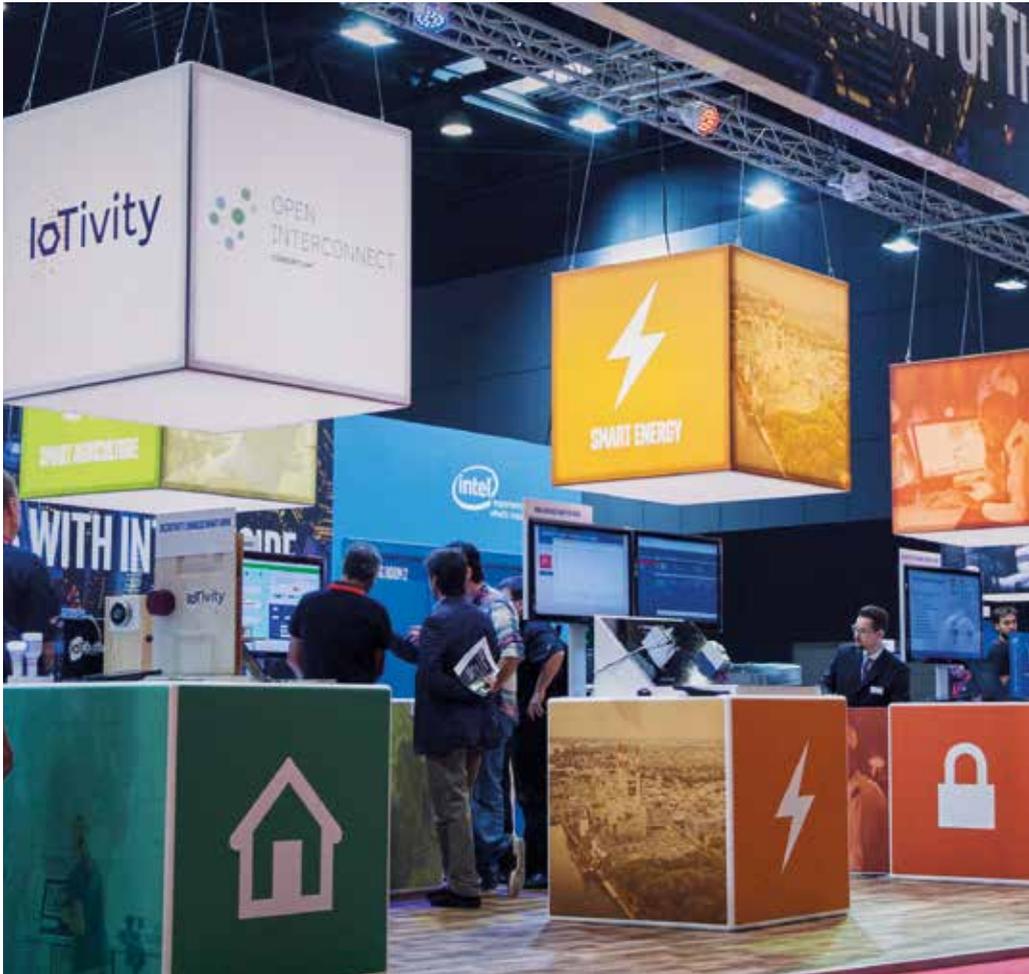
**Activities**  
▶ Workshops  
▶ Talks  
▶ Classes

**Organised by Fanoc**

# Internet of Things Solutions World Congress



Gran Via venue  
16 ▶ 18/September



Fira de Barcelona is firmly committed to promoting innovative sectors with high growth potential, and in 2015 this commitment came to fruition in the form of the Internet of Things Solutions World Congress. The technologies and solutions grouped under the term Internet of Things are beginning to change industry as we know it, and in its edition this new fair and

- ▶ The IoT industry will generate a turnover of 14 billion dollars in 2030 (Accenture)

congress showcased all its potential and brought together the leading international stakeholders, experts and companies.

The programme of conferences focused not only on cross-cutting issues affected all industrial sectors, but also the six vertical themes around which the event was structured: Manufacturing, Transport & Logistics, Healthcare, Energy and Utilities, Technology, and Innovation. The speakers included such eminent figures as Jonathan Ballon, Intel vice-president and head of IoT strategy; Colin Parris, vice-president of software research General Electric; and Joseph Durham, head of research and development at Amazon Robotics.

6 large sectors

**Edition 1st**

**Area 14,000 m<sup>2</sup>**

**Exhibitors 86**

**Type Professional**

**Activities**

- ▶ Testbed area
- ▶ Innovation marketplace

[www.iotsworldcongress.com](http://www.iotsworldcongress.com)

# Manga Show

Barcelona Manga and Anime Convention



Montjuïc venue

29/October ▶ 01/November



The 2015 edition of the Manga Show was the biggest in the history of this event, with a large attendance figures. Interest in Japanese culture and food Japanese was catered to in the form of sushi, tea and sake tastings, while exhibitions like “Manga in Construction,” illustrated the relationship between Japanese architecture and Manga comic books, including a section devoted to Art Nouveau and buildings in Barcelona designed by Japanese architects.

Other shows included “Kōsen: After the Oriental Dream”, devoted to the Manga comics of the Spanish artists Aurora García and Diana Fernández; “Shisiki”, featuring original works on rice paper; “Paper Dragons: Between East and West”; “Star Wars Japan”, with illustrations by Tsuneo Sanda; and “Nuclear

- ▶ **Barcelona Manga Show** is the second most important fair of its kind in Europe after the Japan Expo in Paris

Manga”, on the theme of the bombing of Hiroshima.

The programme of activities also featured celebrations for the 30th anniversary of the Super Mario Bros video game, the exhibition “1985-2015”, Cosplay competitions, the Anime Song Contest, demonstrations of dances and live music, amongst other attractions.

**30** years  
of Super Mario  
Bros

**Edition 21st**  
**Area 60,000 m<sup>2</sup>**  
**Exhibitors 173**  
**Type Public**  
**Activities**

- ▶ Conferences
- ▶ Workshops
- ▶ Competitions
- ▶ Prizes

**Organised by Ficomix**

[www.ficomix.com](http://www.ficomix.com)

# Mobile World Congress

Global Event for the Mobile Communications Industry



Gran Via venue

02 ▶ 05 / March



Celebrating its tenth anniversary in Barcelona, the Mobile World Congress (MWC) once more broke all records. With more than 93,000 participants, the congress continued to grow at similar rates to previous years as an iconic event in the sphere of mobile technologies. Moreover, the star guests included Facebook founder Mark Zuckerberg; Sundar Pichai, vice-president of Google; Jimmy Wales, founder of Wikipedia; Mitchell Baker, executive president of Mozilla; and the actor John Cleese, master of ceremonies at the Global Mobile Awards.

The latest technologies and trends were showcased in the exhibition area, the scene of launches of innovative new flagship terminals by the leading manufacturers, and at Innovation City, a small area from a full-scale city where demonstrations of the latest mobile technologies applied to everyday life took place. The facilities included a café, a cinema, shops, trains, connected cars and even a spa. The “trending topics” at the 2015 edition



included the Internet of Things, wearables and payment by mobile phone.

Moreover, the status of this event as the annual meeting for the powerful mobile technology industry was made clear once more by the presence of top representatives from leading companies in the telecom and other sectors wholeheartedly committed to developing mobile technologies. Top management and C-level attendees from AT & T, BBVA, Deutsche Telekom, Ericsson, Huawei, Intel, Mastercard, Mozilla Foundation, Nokia, Orange, Qualcomm, the Renault-Nissan Alliance, SAP, Telefónica, Visa, VMWare and Vodafone were all in Barcelona and took part in the congress as speakers.

The exhibition area was the scene for launches of the most innovative terminals produced by the leading manufacturers, and another outstanding feature was Innovation City, a virtual environment where demonstrations of the latest mobile technologies applied to everyday life took

place. The facilities included a café, a cinema, shops, trains, connected cars and even a dental spa. The “trending topics” at the 2015 edition included the Internet of Things, wearables and payment by mobile phone.

Having taken steps to downsize its environmental footprint by reducing electricity consumption and printing costs, promoting reuse and recycling of materials, employing digital posters and electronic tools and working with Fira de Barcelona, exhibitors and local partners, the MWC also obtained certification as a carbon-neutral event, becoming the biggest fair or congress to be awarded this seal of approval.

- ▶ By 2020, there will be 4,600 million mobile service users around the world (GSMA)

10  
years  
in Barcelona

93,000  
participants

**Edition 10th**

**Area 240,000 m<sup>2</sup>**

**Exhibitors 2,000**

**Type Professional  
Activities**

- ▶ Innovation City
- ▶ Conferences
- ▶ Seminars
- ▶ Prizes

**Organised by GSMA in  
association with Fira de  
Barcelona**





In 2015, miBoda returned to the Montjuïc venue to showcase the most complete range of the products and services necessary to organise a wedding.

At this edition of the fair, the first organised by Sinergia Events, future couples found nearly one hundred exhibitors ready to show them their products and services: companies specialised in booking and managing event venues (mansions, restaurants, etc.), photographic services, travel agencies for the honeymoon, jewellers and bridal fashion firms, among others.

New exhibitors this year also included novelty, hairdressing and makeup firms, experts in invitations, gifts for guests, etc.,

specialists in floral decoration and wedding furniture and marquee companies. Among operators in the sector and future couples seeking inspiration, ideas and professional advice, nearly 4,000 people visited the fair.

The parallel activities included, particularly, talks by personal shoppers and wedding planners, while an area was also provided for younger visitors.

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▶ The average cost of a wedding is estimated at around 16,500 euros

**100**  
specialist  
companies

**Edition 22nd**

**Area 1,000 m<sup>2</sup> (net)**

**Exhibitors 99**

**Type Public**

**Activities**

- ▶ Talks with wedding planners, personal shoppers, florists and decorators
- ▶ Activities for children
- ▶ Live performances

**Organised by Sinergia Events**

# Ocasión

Second Hand Guaranteed Vehicles Fair



Montjuïc venue

28/November

► 08/December



2,168  
vehicles sold

A total of 2,168 semi-new and bargain vehicles were sold at the fair, 86% of those on show at this edition, organised by Fira de Barcelona in cooperation with the Catalan Federation of Motor Vehicle Dealers and the Motor Guild. These sales, which were 7% up on 2014, show that the industry continues to enjoy good health, closing the year with more than 1,600,000 vehicles sold in Spain.

- There were calls for the implementation of a “PIVE” plan to remove old cars from the road

Vehicles less than three years old, sold at prices 30% lower than the cost of a new car, accounted for by far the largest proportion of transactions. Buyers were interested, above all, in medium-range vehicles priced between 15,000 and 20,000 euros, although a good number of cars priced at around 25,000 euros were also sold.

The vehicles, mainly from Km0, management, demonstration, courtesy and rental, leasing and hire fleets, were inspected by the Dekra independent certification company, which, in cooperation with the Motor Guild, ensured that they were all perfectly roadworthy.

**Edition 35th**

**Area 25,000 m<sup>2</sup>**

**Exhibitors 34**

**Type Public**

**Activities**

► Seminars

► Family activities

[www.salonocasion.com](http://www.salonocasion.com)



To increase efficiency and optimise manufacturing processes in the pharmaceutical industry; and to achieve greater involvement by the entire sector to combat counterfeit medicines; these were two of the main needs identified in the conclusions from the second Pharmaprocess Forum, held at the Congress Palace.

In his opening speech, Doctor Manel Esteller, director of Cancer Epigenetics and Biology at Bellvitge Biomedical Research Institute (IDIBELL) and one of the most prestigious researchers in the fight against this illness, called for an increase in cooperation between academic research, medical centres and the industry

in order to ensure that new discoveries are applied as soon as possible.

More than 68 national and international speakers addressed some 300 congress attendees at the Pharmaprocess Forum. The commercial zone, occupied by more than 40 brands, was visited by over 1,500 professionals.

- ▶ The largest markets in the pharmaceutical sector are in emerging countries: China, India and Brazil

300  
attendees

**Edition 2nd**  
**Area 3,700 m<sup>2</sup>**  
**Exhibitors 43**  
**Type Professional**  
**Activities**

- ▶ Seminars
- ▶ Presentations

# Piscina & Wellness Barcelona

International Swimming Pool, Wellness and Water Facility Show



Gran Via venue  
13 • 16/October



Innovation, sustainability and new water and wellness experiences were the focus at Piscina & Wellness Barcelona, a show that reported a 13% increase in exhibitors, confirming the revival of the Spanish market, the second largest in Europe. With international exhibitors accounting for 62% of the total, the event showcased the latest materials, equipment, technologies, products and services for swimming

- ▶ Focus on wellness to attract professionals linked to the fields of health, leisure and tourism

poools, wellness & spa centres and water facilities, both sporting and recreational.

Presenting an increased range of products, wellness was the star of the show. A working wellness centre was installed, and a forum was also organised to discuss trends and opportunities for the wellness industry, attracting more than 30 world experts. The innovation area showcased the latest products and Internet of Things applications for pools, and also included zones devoted to entrepreneurship, networking and business meetings. Finally, the Piscina & Wellness Prizes were awarded to the most sustainable and innovative products and facilities, and the EUSA Awards the European Industry Association, were also announced.

30  
world  
experts

**Edition 12th**

**Area 12,533 m<sup>2</sup>**

**Exhibitors 287**

**Type Professional  
Activities**

- ▶ Symposium on water theme parks
- ▶ Piscina & Wellness Barcelona Prizes
- ▶ EUSA Awards

[www.piscinawellness.com](http://www.piscinawellness.com)

# Smart City Expo World Congress

International Summit on Smart Cities and Urban Solutions



Gran Via venue  
17 ▶ 19/November



The 2015 edition of the summit of smart cities organised by Fira de Barcelona was the most successful to date. The event brought together some 500 cities from the 5 continents, with 465 exhibitors and more than 400 speakers. This fifth Smart City Expo took place jointly with BcnRail, the International Railway Industry Show, and together the two events attracted some 14,000 accredited professionals.

As a platform to present the latest urban smart solutions, the Expo highlighted from apps to lampposts capable of detecting emergency situations. However, the star of the show was the first self-driven minibus, which all visitors were invited to try for themselves.

The speakers included the economists Edward L. Glaeser (Harvard University) and Pankaj Ghemawat (New York University), and technology experts Juliana

Rotich, co-founder of a collaborative platform to monitor crisis situations, and Beth Simone Noveck, director of Governance Lab and former head of the White House Open Government Initiative, leading the team appointed by US President Barack Obama. The congress also included a special session on mobility at which Rupert Stadler, CEO of Audi, presented the outlines of the car maker's urban mobility strategy.

One of the most outstanding initiatives at the event was the inclusion of a small symposium, organised in cooperation with the Ellen MacArthur Foundation, on the circular economy, a movement promoting a new production model that may well revolutionise the global economy in the coming years.

Once more, the World Smart City Awards recognised the most outstanding

- Edition 5th**
- Area 36,000 m<sup>2</sup>**
- Exhibitors 465**
- Type Professional**
- Activities**
  - ▶ World Smart City Awards
  - ▶ Smart City Plaza
  - ▶ 4YFN@ SCEWC
  - ▶ BcnRail Congress
  - ▶ Symposium on the circular economy
  - ▶ CitiSense by the World Bank
  - ▶ Smart City App Hack

smart initiatives and cities. The English town of Peterborough was proclaimed Smart City 2015 due to its commitment to becoming the UK's capital of environmental sustainability by applying circular economy strategies and implementing a

direct citizen participation system in the local council. Moreover, in the Project and Innovative Initiative categories, the awards went to the Hebei Digital Education Center (China) and the Findeter Initiative (Colombia), respectively.

400  
speakers

500  
participating  
cities



- ▶ The global urban population will grow by 70% between 2010 and 2050, from 3,600 to 6,300 million people (UN Habitat)





**1,000**  
B2B meetings

**Edition 17th**

**Area 22,000 m<sup>2</sup>**

**Exhibitors 550**

**Type Professional  
Activities**

- ▶ Conferences
  - ▶ Technical seminars
  - ▶ Prizes
  - ▶ Business meetings
- Organised by Consorci  
de la Zona Franca**

The latest edition surpassed expectations, confirming the recover of logistics and paper as drivers in the Spanish economy. More than 550 companies took part, 45% of them foreign, making this the most international show in the history of SIL. Particularly notable were the trade missions sent by Algeria, Colombia, China, Egypt, the Lebanon and Morocco among other country clubs.

SIL's importance as a meeting point for the logistics business between the Mediterranean and Latin America was also cemented with the celebration of the 13th Mediterranean Forum of Logistics and Transport, the 8th Mediterranean Summit of Ports and the 4th Latin American Logistics Summit.

More than 3,600 professionals attended SIL as delegates at the 20-plus seminars organised, in which 87 speakers took part. The speed dating sessions and networking lunches organised by the Logistics Circle, with the participation of more than 300 directors of logistics, generated over 1,000 B2B meetings and more than 1,600 business interviews.

- 
- ▶ In 2015, exports rose by 6.1% in Catalonia and 4.3% in Spain (Acció-Gencat)

# Sport Woman Barcelona

Women, Health and Sport Exhibition



Montjuïc venue  
06 ▶ 07 / November



27,000  
participants  
in the race

**Edition 2nd**

**Area 680 m<sup>2</sup> (net)**

**Exhibitors 33**

**Type Public**

**Activities**

▶ Workshops

▶ Training

**Organised by Motorpress Ibérica / Sport Life**

Staged parallel to the celebration of the Women's Race and coinciding with International Women's Day, this show enabled visitors to discover countless commercial and training and educational attractions.

The show featured workshops and classes, including sessions devoted to zumba, pink pilates, stretching, tummy and back exercises, sport for expectant mothers, self-defence and pelvic floor strengthening, among others, with something for everyone, whatever their level of fitness, age or experience.

The show also featured stands showcasing new products related to sport and fitness foods.

The winner of the Women's Race, which attracted 27,000 entrants, was Wa-

faa Aztadou, with the podium completed by Montse Carazo and Loida Reyes at the head of a veritable avalanche of pink which filled the streets of Barcelona.

Representatives from the Spanish Cancer Association received a cheque for 100,000 euros donated by the Breast Cancer Organisation, and more than 30,000 euros in the form of research grants from the dairy company Central Lechera Asturiana.

- 
- ▶ This fair, devoted to women, health and sport, is held in Valencia, Seville, Madrid and Barcelona

[www.feriasportwoman.es](http://www.feriasportwoman.es)



Swab, a firmly-established annual celebration of international contemporary art, saw the introduction of several new features at its latest edition, a response to public interest in new initiatives. The work of more than one hundred artists were showcased by the 65 participating galleries from 22 countries.

A particularly interesting section was Swab Seed, which presented independent enterprises that have made their way, without any help from the institutions, in cities like Barcelona, Madrid and Berlin. Swab Performance presented site-specific performances and interventions, and Swab Forum was organised in cooperation with the Appel Arts Centre in Amsterdam.

Swab Thinks provided a place for reflection on contemporary art, with conferences, debates and round tables.

The spotlight was also cast on the art of drawing, artists from Africa, the Caribbean and Latin America, and new Chinese photography.

Finally, through the MYFAF programme, Swab 2015 gave new galleries the chance to take part in an international art fair for the first time.

- 
- ▶ In cooperation with TMB, art and design school students show their work on underground station staircases

100  
artists

**Edition 8th**

**Area 2,800 m<sup>2</sup> (net)**

**Exhibitors 65**

**Type Public**

**Activities**

- ▶ Concerts
- ▶ Performances
- ▶ Talks

**Organised by Diez-Cascon Arquitectes SL**



The most important trade fair in the world devoted to toilet and sanitary paper, known as tissue, once more chose Fira de Barcelona to host the 2015 edition. For Spain is the third largest producer of this type of paper in Europe and among the top fifteen in the world.

This time, the show attracted more than 2,500 professionals from 89 countries, including producers, traders, distributors and suppliers. With more than 180 exhibiting brands, the show featured machinery, manufacturing processes, materials, new technologies and innovative, sustainable and environmentally-friendly products.

The show also featured a large congress programme with more than 40

sessions and 45 top speakers to present the latest advances in technology, operations, materials and new tissue paper manufacturing processes (toilet paper, wet wipes, handkerchiefs, serviettes and nappies). The congress also addressed the main problems and challenges facing the industry today.

- ▶ The Spanish people consume 15 kilos of tissue paper every year. The European average is 14 kilos per year (ASPAPPEL)

45  
speakers

**Edition** 13th, 2nd at Fira de Barcelona

**Area** 3,600 m<sup>2</sup>

**Exhibitors** 182

**Type** Professional  
**Activities**

- ▶ Conferences
- ▶ Round tables

**Organised by** UBM

## Events abroad



### Qatar Motor Show

Considered one of the most important motor industry events in the Middle East, the 2015 Qatar Motor Show, which took place at the National Convention Centre in Doha from February 6 to 10, attracted more than 29,000 local, regional and international visitors.

Jointly organised by the Qatar Tourism Authority (QTA), q.media and Fira de Barcelona, which has experience in organising Barcelona International Motor Show, the event brought together nearly 50 makes of vehicles and accessories, including Bugatti, Volkswagen, Porsche, Bentley, Renault, Lamborghini, Audi, Mercedes-Benz, Infinity, Nissan, Toyota, Lexus, Chevrolet, Cadillac, BMW, Mini Cooper, Maserati and Jeep.

Besides providing an overview of the latest trends in the world of motor, the show, which occupied an area of 15,000 m<sup>2</sup>, gave visitors the chance to admire several models from the 1970s, including an Audi Ateca, of which there are only 15 examples in the whole world.

### Doha Jewellery and Watches Exhibition

For the second time, and in cooperation with the Qatar Tourism Authority (QTA) and q.media Events, Fira de Barcelona jointly organised the Doha Jewellery and Watches Exhibition, the outstanding show in the Middle East for jewellery, gems and watches. The Exhibition took place at the Doha Convention Centre from February 24 to 28.

This latest edition of the event featured articles presented by nearly 500 brands, including luxury items made by the world's leading specialist in jewellery, gems and watches. The brands on show included Bulgari, Gucci, Australian Pure Pearl, Chopard, Montegrappa, Davidoff,

Shows organised abroad enable Fira de Barcelona to benefit from its experience in the manufacturing and service industries.

- ▶ Fira jointly organises shows and events in several countries, supporting companies in their efforts to achieve internationalisation



Bentley, Fabio Fanfani Company, Vogard, Christian Dior, Jaipur Gems & Diamantaires, Mouaward and the Spanish firm of Carrera y Carrera.

### Alimentaria Mexico

Taking place from May 26 to 28, Alimentaria Mexico became that country's main food and drink platform, attracting numerous international operators to present their products.

The show, which took place at the Banamex Centre, brought together a large range of exhibitors specialising in such sectors as catering, food service, restaurants, distribution and retail. Moreover, Alimentaria was jointly organised with the Expo Tecno Alimentos food technology show, presenting solutions in the fields of machinery, technology and innovation.

Some 70% of the products present at the fair, organised by Alimentaria Exhibitions, a subsidiary of Fira de Barcelona, and the local company E. J. Krause, were international, with 200 exhibiting companies from a score of countries, including

Argentina, China, Korea, Italy, Brazil, USA, Portugal, Indonesia, Chile, Taiwan, Greece, Peru, Poland, Turkey and Spain, among others. Spain was also represented by many companies at the event, mainly through ICEX.

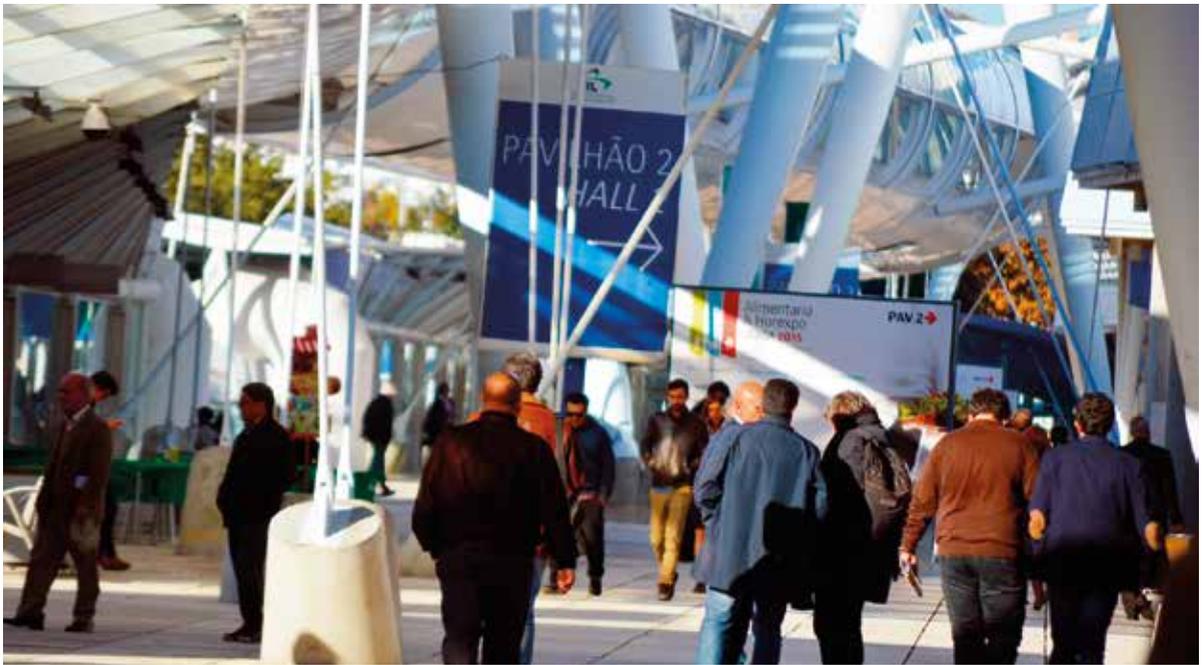
An internationalisation plan was developed to reach buyers, distributors and importers of food, drinks and solutions for food and drink services in Mexico and Central America, and exhibiting companies were offered the chance of taking part in business meetings and in the programme of guest buyers, an initiative of particular interest due to the role that Mexico plays as a gateway to the United States.

Parallel to the commercial exhibition, the show also included a full range of activities related to the food and drink sector.

### Alimentaria & Horexpo Lisboa

One of the key lines of action at the thirteenth edition of Alimentaria & Horexpo Lisboa, which took place from Novem-

The Qatar Motor Show is one of the most important specialist events in the Middle East.



Alimentaria celebrates editions in Mexico and Lisbon that open up new opportunities for participating companies.

ber 22 to 24, was formed by initiatives to promote the internationalisation of Portuguese companies. For the first time, the show took place at the same time as Portugal Agro trade fair, generating synergies that proved highly advantageous.

Organised by Alimentaria Exhibitions and the company AIP, Alimentaria & Horexpo Lisboa, an ever more professional event, attracted some 25,000 visitors at its 2015 edition. There were nearly 800 participating companies and organisations, 30% of them international, from Peru, Luxembourg, Belgium, Spain, Poland, South Korea, Greece, Lebanon, Germany, France, Argentina, Brazil and Japan, among others, with more than 2,500 brands on display. The show occupied an area of 22,000 m<sup>2</sup>.

A dozen countries took part in the guest buyer programme and there was

an intense agenda of activities, including forums, seminars, business meetings and attractions related to catering, cooking and food and drink.

Parallel to all this, Tecnoalimentaria showcased the most complete range of food manufacturing and distribution technologies and equipment.

### Smart City Expo Montreal

The first Canadian edition of the smart city congress promoted by Fira de Barcelona took place on March 22-27 at the Montreal Congress Paris, attended by around one thousand experts. In this way, then, the Quebec capital joined the list of cities that have hosted the event, including Kyoto (Japan) and Bogota (Colombia).

The event, supported by the Canadian and Quebec governments and the



city authorities, brought together public administrations, international experts and firms specialised in urban development to discuss how citizens can play a more active role in their cities and how strong, prosperous urban policies can be designed and implemented.

Smart City Expo Montreal focused on four key issues: urban resilience, or the capacity to adapt to changes and innovate and create new social services; new forms of collective action and new social commitments; sustainable mobility, a key consideration for the future of our cities; and challenges related to energy consumption and climate change.

Smart City Expo in Kyoto

At its second edition, Smart City Expo Kyoto, which took place from May 20 to 22, attracted some 4,000 participants, including urban experts and representatives of administrations and companies, to address urban challenges and the need for the transformation of cities into smarter, more sustainable and more habitable places. The show featured technologies, projects and solutions developed by 115 exhibiting companies.

The meeting, which was jointly organised by the Prefecture and the city of Kyoto and Fira de Barcelona, attracted substantial international participation, with delegations from Australia, Canada, China, Colombia, France, Indonesia, India, Israel and Taiwan taking part, as well as several cities, including Barcelona.

Smart City Expo Kyoto 2015 was structured around two main activities: the International Symposium, held in Kyoto; and the Keihanna Fair. The conference programme featured more than 60 speakers, including high-ranking representatives from MIT (Massachusetts Institute & Technology), Microsoft Japan, the Metropolitan Transportation Authority of New York and Cisco Systems, among others.

Concern about the future of cities and their sustainability is growing all over the world.

- ▶ The Smart City Expo has become positioned as an international reference event in the field of smart cities



## Congresses and other events

The Fira de Barcelona venues hosted a large number of congresses and corporate meetings in 2015. Particularly important sectors were the health sciences and technology, two areas that Fira has focused on particularly in recent years, and which draw tens of thousands of top professional participants to the city.

### Events in the field of health

- ▶ UEG – United European Gastroenterology Week, which took place on October 24 to 28 at the Gran Via venue with the participation of more than 13,000 specialists in digestive disorders, is one of the most important international meetings in this specialty. The scientific meeting, which entails great organisational complexity and features a large number of presentations, addressed issues of great importance, such as new treatments and techniques linked to the prevention, diagnosis and treatment of digestive and liver diseases through surgery, gastrointestinal oncology and endoscopy (colon, pancreas, oesophagus, cystic fibrosis, obesity and Crohn's disease, among other issues).
- ▶ 33rd Congress of the European Society of Cataract and Refractive Surgeons (ESCRS), September 5 to 9. This is one of the most important events in this surgical specialty and was attended by more than 8,000 professionals. The meeting programme included presentations of the latest medical advances and the celebration of Glaucoma Day 2015, focused on this condition, which, according to the World Health Organisation (WHO), is the second most important cause of blindness in the world.
- ▶ 54th annual meeting of the European Society of Paediatric Endocrinology, from October 1 to 3, focused on issues concerning the prevention of disorders related to diabetes, hormones and metabolism problems, among others, and on presenting the latest therapeutic developments in this field, such as a new technique to produce cells with the capacity to secrete

**Fira de Barcelona promotes medical and technology congresses that bring together thousands of top professionals every year.**





European professionals in the fields of refractive and cataract surgery met at an important event organised at the Gran Via venue.



insulin. Some 3,000 endocrinologists from around the world attended the meeting.

- ▶ 24th meeting of the European Society for Animal Cell Technology (ESACT Meeting Barcelona. European Society for Animal Cell Technology). This event took place from May 31 to June 3 at the Congress Palace, attended by around a thousand professionals from the world of science and industry. The features also included an exhibition area.

- ▶ 12th World Congress of Traditional Chinese Medicine, held on September 25 and 26, organised by the World Federation of Chinese Medicine Societies and the European Foundation for Traditional

Chinese Medicine with the participation of around a thousand experts. The main theme discussed were the links between ancient Chinese medicine and modern health.

- ▶ Other outstanding events in the field of health included the celebration of the 9th Congress of the Vascular Access Society (April 15 to 18), the International Oncology Summit at ESTRO (April 24) and the meeting of the Protein Society Symposium (July 21).

- ▶ In the field of animal health, the 50th National Congress of the Association of Spanish Veterinarians Specialising in Small Animals (AVEPA) took place from

With 13,000 participants, United European Gastroenterology Week was one of the most important health congresses in 2015.



October 15 to 17, whilst the 8th edition of the Southern European Veterinary Congress (SEVC) was also hosted in 2015.

### Corporate meetings in the field of technology

- ▶ The German company SAP held its SAP FKOM corporate meeting from January 19 to 21 at the Gran Via venue with the participation of more than 5,600 associates from different countries. The meeting focused on the firm's innovations and business strategy, as well as the consolidation of its network of professional relationships. The SAP TechEd meeting took place from November 10 to 12, bringing together 4,300 professionals to hone their skills and training.
- ▶ US giant Hewlett Packard held its HP ETSS Winter from February 2 to 6 February with the participation of 1,500 people. The main themes were Cloud Intelligence and Big Data, and around 200 work sessions and debates and 70 experimental workshops were organised.
- ▶ VM World Europe. The meeting of the technology multinational VMWare, a

world leader in virtualisation and cloud infrastructure, took place at the Gran Via venue from October 12 to 15, with some 10,000 professionals attending more than 250 sessions, laboratories, workshops and talks. The focus this year was on training for data processing.

- ▶ Microsoft organised the MS Convergence EMEA from November 30 to December 2 with more than 5,000 participants. At the meeting, the US multinational presented a number of new developments, including Microsoft 365, Dynamics CRM 2016 and PowerApps.

### Other technological events

- ▶ The 2015 Digital Government Congress 2015 was celebrated on January 21 and 22 with the participation of around

A view of the exhibition area at the SAP TechEd corporate meeting, which focused on training and skills.

- 
- ▶ Attracting major medical and technology congresses is a key goal in Fira de Barcelona's strategy



one thousand people. The Congress is a forum for exchanges of experiences and solutions with a view to establishing public administrations that are closer to citizens, more effective and efficient, and more innovative. The conference was organised by the Government of Catalonia and the Open Administration Consortium of Catalonia in cooperation with several bodies and public administrations. Participants were from both private and public companies, local governments, universities and various government departments.

► 17th Annual Critical Communications World 2015. This meeting of the community specialising in critical communications took place from May 19 to 21 at the Gran Via venue with the participation of 3,500 experts and professionals from 116 countries. Among those attending were experts in defence communications, police, computer security, emergency health services, energy networks, transport, infrastructure and government. One

of the main themes was the adoption of technological advances.

- King Informarket held another meeting (April 24), while Amazon organised its first Amazon Web Services Summit in Spain at the Montjuïc Congress Palace of (November 5) with the participation of 1,200 people.
- The Fira de Barcelona venues were also the site of other events, including: The Gathering World Magic Cup 2015 (December 11-13), Lo que de Verdad Importa (October 8), Smart Fruit (March 11 and 12), and the Gamification World Congress 2015, devoted to game applications in business (November 10-13).

### Meeting for Peace

Among the different meetings that took place in 2015, we can highlight particularly, due to its nature, "Give Peace a Chance", an assembly of Nobel Peace Prize winners at the Montjuïc Congress Palace of Congresses on November 13 to



15, with the presence of Nobel laureates including: the pacifist Betty Williams; former USSR president Mikhail Gorbachev; the British parliamentarian David Trimble; the Yemeni civil rights activist Tawakul Karman; and Shirin Ebadi, a tireless fighter for human rights in Iran.

The meeting, organised with the aim of promoting international cooperation measures, focused on the plight of refugees. Representatives from Amnesty International, the United Nations and the United Nations High Commissioner for Refugees (UNHCR) all took part.

The Fira de Barcelona venues were also the scene for the celebration of more than 50 corporate events organised by companies, political, social, cultural and sporting bodies, centres of education and

other institutions. As usual, moreover, the venues regularly provided sites for filming commercials and photo shoots by companies and brands like Oral-B, Puma, Mercedes Benz, El Corte Inglés, Actimel and Deutsche Telekom, among many others.

### Sports and popular culture

As is traditional, the Fira venues also welcomed several citizen sports events in 2015. Outstanding among these were La Mercè Race, the Zurich Marathon, the Women's Race of Women and the popular Jean Bouin, the oldest in Spain, held since 1920.

Still on the theme of sport, Avinguda Maria Cristina hosted the Catalonia Historic Car Rally, promoted by RACC.

Corporate congresses in the technology sector focus, particularly, on innovation, strategy and establishing professional relations. In the photo, a session at the King Informarket event.

- ▶ The fair venues are frequently used for filming commercials and for advertising photo shoots

In the field of folklore festivals, we cannot omit to mention the Festival of La Mercè and, most especially, the Piromusical firework, music and water show that closes the programme of activities, the celebrations of Christmas and New Year's Eve, and Fira's cooperation with the Cavalcades of the Kings in both Barcelona and L'Hospitalet de Llobregat.

### Sónar Festival

Fira once more hosted this festival, one of the most important in the world devoted to electronic music and multimedia art. As at previous editions, the Montjuïc venue hosted the daytime events, whilst Gran Via provided the venue for the evening programme. The star attractions at Sónar 2015 included The Chemical Brothers, Duran Duran, Hudson Mohawke, Jamie xx, A\$AP Rocky, RL Grime, PXXR GVNG and Grammatik, among others.

Besides live music, Sónar+D featured lectures, round tables, workshops and training sessions focused on the digital transformation of the creative industries.

### Barcelona Harley Days and Oktoberfest

Once more this year, from July 3 to 5, the Montjuïc venue hosted Barcelona Harley Day, the largest meeting in Europe for fans of this motorcycle brand. The main attractions in 2015 included guided tours, concerts, the country festival, the traditional competition for customised motorbikes and the popular Flag Parade, a 13-kilometre route around the streets of Barcelona. In addition to these activities, the meeting featured more than 25,000 m<sup>2</sup> devoted to showing bikes, accessories and clothing.

In early-October, moreover, Plaça de l'Univers was the site of Oktoberfest Bar-

*Fira de Barcelona helps to organise many events on the city's festive calendar. In the photo, the Piromusical music and firework show at Montjuïc during Barcelona's annual festivity.*





The Sónar electronic music festival, which occupies both Fira de Barcelona venues, is one of the most important events of its kind in the world. In the photo, Plaça de l'Univers (Montjuïc).

celona, a popular celebration modelled on the *bierfests* in Munich and other cities in Germany, featuring German beer, music and traditional cuisine.

### The TV3 Marató

Once more, just a few weeks before Christmas, Palace 1 at the Montjuïc venue was converted into the main centre of operations for the TV3 telethon, *La Marató*. Fira loaned these facilities as part of its Social Commitment (see page 25) as the centre for calls and managing contributions at this year's edition, which took diabetes and obesity as its theme. Over a full month, moreover, the Montjuïc venue also hosted a photograph exhibition entitled "A Look at the Values of La Marató", produced by students at the Institute of Photographic Studies to pay tribute to the values of all the people who take part in this annual campaign.



Solidarity and cooperation. Palace 1 at the Montjuïc venue, prepared to receive calls during the TV3 Marató charity telethon.

- ▶ The Fira de Barcelona venues, particularly Montjuïc, are the scene of many cultural and popular events related to the city's traditions



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# Economic results 2015

Once more in 2015, Fira de Barcelona enjoyed a year of great activity. Particularly notable was a slight recovery in events organised by the trade fair institution itself, as well as great activity generated by other operators.

All these factors enabled the organisation to generate revenue of over 150 million euros, practically a repetition of the 2014 result, when Fira de Barcelona established record income of 152.6 million euros, making that a truly exceptional year and illustrating the gradual improvement in economic activity in general and increasing activity at the Fira de Barcelona venues in particular.

Achieving such a level of turnover was made possible, also, by the continuing commitment to a strategy of innovation, with new events, adapted to changing

social and business demands, and by the launch of new services related to the development of trade fair activity, and by promotion of international activity.

### Different lines of business

Depending on the calendar and type of events organised each year, the Fira income mix (or combination of the most important elements in each different business line) may vary. In 2015, with a balance very similar to that recorded in 2014, more than 60% of income came from fairs and congresses organised by external operators, the rest, in the main, from shows organised by Fira itself.

Also notable is the fact that diversification of activities through the sale of services (stands, ICT, etc.) and catering, as well as space, accounted for 30% of

## Fira de Barcelona Income Statement

	2011	2012	2013	2014	2015
<b>Revenues</b>	<b>114,740</b>	<b>115,270</b>	<b>117,831</b>	<b>152,629</b>	<b>150,504</b>
Participation	62,850	68,787	53,496	72,014	100,389
Services	43,612	37,944	48,255	61,794	32,121
Hostelry	8,278	8,539	16,080	18,821	13,803
Others					4,191
<b>Expenses</b>	<b>103,621</b>	<b>104,259</b>	<b>108,295</b>	<b>132,764</b>	<b>137,208</b>
Participation	45,426	49,338	40,966	49,733	77,611
Services	31,440	28,076	34,109	44,544	23,171
Hostelry	5,665	5,322	10,350	13,433	9,521
Others					2,681
Structure (net)	21,090	21,523	22,870	25,053	24,224
<b>EBITDA</b>	<b>11,119</b>	<b>11,011</b>	<b>9,536</b>	<b>19,865</b>	<b>13,296</b>
% EBITDA / Revenues	10%	10%	8%	13%	9%



Fira de Barcelona's total income, a lower percentage than previous years due to a change in methodology: from 2015 on, services linked to space will be analysed from the perspective of "added value" to the space hired by external organisers, and not as a specific item, as before. If we ignore this analytic change then, in absolute terms, the results obtained in 2015 and 2014 are very similar.

As regards the main events organised directly by Fira de Barcelona, most outstanding is the joint celebration of Hispack and Bta., a three-yearly event that was amongst the most important in 2015. However, we can also mention the organisation of other leading fairs, such as the Barcelona International Motor Show, the Smart City Expo World Congress, the Boat Show, Bridal Week, Piscina & Wellness, Beyond Building Barcelona-Construmat and Graphispag, to mention but a few.

### Exporting know-how

The results from the international strategy, understood largely in terms of exporting trade fair organisational know-how, increased enormously compared to 2014. On this point, we can mention the organisation of two shows in Qatar (Motor and Jewellery), the participation in managing

the new convention centre in Doha and the celebration of the Smart City Expo World Congress in Kyoto and Montreal, strengthening the Barcelona edition, and the editions of Alimentaria staged, once more, in Lisbon and Mexico.

Moreover, as concerns events hosted and jointly organised by Fira de Barcelona, we can highlight another edition of the Mobile World Congress, which continues to be the most important event in terms of contribution to the institution's income. Other outstanding corporate, technical and medical meetings and conferences included VM World, SAP FKOM and SAP TechEd, and the congresses of the European Society of Cataract and Refractive Surgeons and the European Society of Gastroenterology, which made substantial contributions to these high levels of activity.

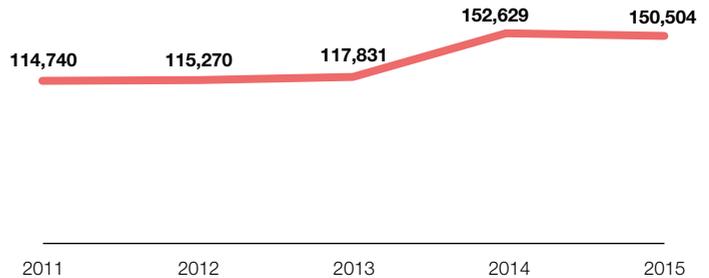
We should also not that, overall, expenditure evolves in line with revenue by

The income generated reflects the improving economic climate and increasing activity at the Fira de Barcelona trade fair venues.

- 
- ▶ The strategy for innovation at shows, the launch of new services and international activity all contributed to the excellent results generated in 2015

## Income 2011-2015

in thousands of euros



business line, and this proportionality is key to determining net income or EBITDA.

### Wide range of services

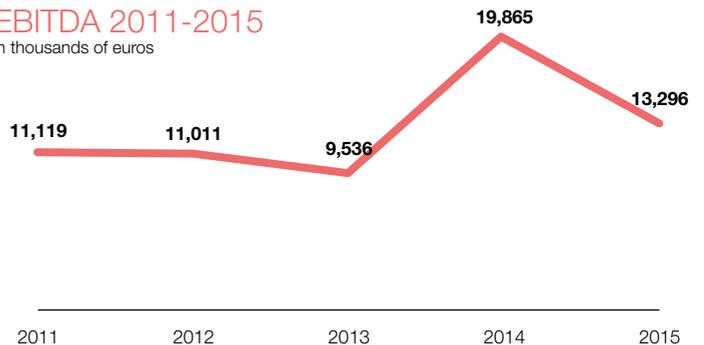
As mentioned, recent years have seen a change in the income mix. Fira de Barcelona is becoming a global operator for exhibitors and organisers, providing them with a huge range of services (stands, technology and so on) to complete and perfect their participation or event. The provision of services and catering, however, are very different from the mere “production” of trade shows based on the hire of space. A increase in the sale of services and catering necessarily entails increased expenditure. This trend is significant in relative terms, though in absolute terms and compared to years of great activity like the last two, 2014 and 2015, the results obtained in terms of margin and/or the EBITDA depend to a large extent on the composition of income.

For this reason (the changing mix in the composition of income), the EBITDA can be very different even with similar volumes of business. For example, in 2015, income was 13.3 million euros, lower than the figure for 2014 (an exceptional year when income reached 19.8 million euros) but clearly higher than levels achieved in previous years, when the EBITDA was between 10 and 11 million euros.

Investments approved in 2015, some of which will be implemented in 2016 or later, were to the equivalent of 3.1 million euros. They include 749,000 euros in improvements to information systems, particularly a new accreditation system and the second phase of the CRM, which was launched in 2014, aimed at optimising customer service. A further 625,000 euros was devoted to reviewing improving and automating the entire process of generating purchase orders, management

## EBITDA 2011-2015

in thousands of euros



and control of supply and purchasing and monitoring spending in order to obtain the best information possible management in the field of catering at Fira de Barcelona, and 1.6 million euros to improving and extending venues.

### Efficiency: €-Fira

Moreover, we can also mention a project related to efficiency launched by Fira de Barcelona in 2015. The €-Fira project is designed to review all the institution's business processes with a goal that goes beyond reducing costs, as it will also analyse the cost-benefit ratio of actions inherent to the fair organisation activity with a view to improving results.

The €-Fira project is aimed at reviewing both the management model and the processes themselves, that is to say, the operational model. The objective is to identify more than 70 specific initiatives to improve the performance of actions implemented to produce events at the Fira de Barcelona venues. It is, then, a global project affecting the entire institution, led by the Executive Committee and aimed at ensuring sustainability, since efficiency must be considered a key value in the institution's culture.





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