

Fira de Barcelona 2014 Report









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Employment, wealth and wellbeing

considerable importance both for the city and for our economy as a whole. Like the last few years, 2014 was marked by the devastating effects of the recession on individuals, families and businesses. Nonetheless, macroeconomic indicators showed signs of recovery and the economic climate appears to be improving, though the effects of this have not yet begun to reach either the general population or the social and production fabric. Strictly from the standpoint of the figures,

This report on Fira de Barcelona's activity over the 2014 economic year reflects results that are not only vital for the institution but are also of

we can highlight a significant increase in Fira's revenues to a record amount, greatly surpassing results prior to 2008, the year when the present cycle of economic recession began.

More in-depth analysis reveals the success of Fira's strategy as regards internationalisation, organisation, diversification and attracting major events with a view to making the institution a driver of activity in Barcelona, its metropolitan area and Catalonia as a whole. Fira de Barcelona's intense activity over the year helps to boost the economic climate, providing support for the efforts of small and medium-sized enterprises, entrepreneurs and the productive economy. In short, the institution aspires to help our society to overcome the crisis and generate quality jobs, wealth and wellbeing.



Ada Colau Ballano Mayor of Barcelona and president of the Fira de Barcelona General Council

We should also highlight the fact that Fira de Barcelona organised more than 60 shows and events, many of them creating considerable international impact, in such sectors as information and communication technologies, food and drink and hotels, health, chemicals, tourism, support for businesses and entrepreneurship, fashion and urban sustainability, to mention but a few. All these sectors have an impact on such fields as citizen activity, services, commerce, knowledge and so on, and represent dynamic sectors of our economy.

The celebration of the Mobile World Congress, the leading international meeting in the mobile communications industry, deserves special mention. The MWC helps to place Barcelona on the map of technological cities, generating activity, talent and synergies. As is well-known, we are keen to ensure that Barcelona continues to be mobile world capital beyond 2018, at least until 2023. We work towards this goal with the consensus and cooperation of all public authorities, as well as political and social forces.

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Fira de Barcelona's activity helps to boost the economic climate, providing support for the efforts of small and medium-sized enterprises, entrepreneurs and the productive economy as a whole. The institution aspires provide ever greater service to overcome the crisis and generate quality jobs, wealth and wellbeing Beyond the celebration of the event itself, we hope to use the opportunity provided by our status as World Mobile Capital to distribute the benefits generated throughout the city. Citizens consider that such benefits should be shared by the whole city, all year round, whilst we should also open up forums for debate on social responsibility and workers' rights at companies taking part in this and other congresses.

New sectors

I should also like to mention particularly the strategy adopted by Fira to attract major congresses and corporate events, especially in the fields of the health sciences and technology, two sectors in which Barcelona and Catalonia occupy a leading position. These are some of the strategic sectors that our city needs to focus on in order to transform the production model and create quality employment.

Barcelona has a long tradition in medicine, health sciences and biotechnology, and works to become a capital of knowledge and technology at the service of companies and society as a whole and as a way of improving people's quality of life. Moreover, our city is also committed to promoting new sectors linked to energy efficiency, renewable energy, energy rehabilitation and so on, which can represent a great opportunity to boost the local economy of our city and to improve standards of living.

In short, we want a Fira de Barcelona that is at the service of the people of Barcelona and that reinforces the position of the Catalan capital with the leading group of cities most highly regarded for their reputation and attractions, as well as a benchmark as a city that defends rights and promotes social progress. Barcelona must support talent and knowledge and all initiatives that can enable us to move forward as a city that is productive, sustainable, fair, inclusive and equitable.•

Promoting an open, global economy



Felip Puig i Godes Minister for Business and Labour of Government of Catalonia and First Vice President of the Fira de Barcelona General Council Fira de Barcelona is a strategic mainstay of the economy of Barcelona and Catalonia. This is true, not only in terms of turnover, with revenue of over 152 million euros in 2014, a record figure, and activity generated, but also from the standpoint of the internationalisation of the Catalan economy.

Last year, 2014, was the year of economic recovery in Catalonia: all macroeconomic indicators evolved positively, more intensely particularly over the last four months. Moreover, for the fourth consecutive year, Catalan exports reached their highest ever levels, with foreign sales totalling more than 60,000 million euros and nearly 16,000 Catalan companies exporting regularly for the last four years or more.

Internationalisation is amongst the challenges that face our economy and is, at the same time, one of the main driving-forces behind the economic recovery that is just beginning. From this standpoint, Fira de Barcelona is a strategic player: with its shows and congresses, Barcelona has become a meeting point for companies from around the globe, enabling them to present, promote and market their products at a venue that has become a world benchmark. All this also gives Catalan companies the chance to project from the local to an economy that is increasingly open and global. Today, our market is the world. Two particularly important events took place at Fira de Barcelona in 2014: the Mobile World Congress and Alimentaria. These two shows attract large numbers of exhibitors and visitors, and help to consolidate Barcelona as world capital for both mobile telephony and the food industry. The shows are complemented by an intense programme of activity with more than 60 events and a further 60 corporate meetings, all of which give a glimpse of the diversity of activities organised by Fira de Barcelona.

Once more in 2014, Fira de Barcelona led the way in technology, sustainability, research, tourism, fashion and health thanks to shows like the Smart City Expo World Congress, the Boat Show, Hostelco, Expoquimia, Barcelona Bridal Week, Tourism and Bizbarcelona, and congresses like VM World Europe, SAP, HP ETSS Winter and Summer, HP Discover, Microsoft TechEd and Convergence, EWEA (wind power), and those of the European Society of Cardiology and Pfizer, amongst others.

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Fira de Barcelona clearly plays a major role in internationalisation, but we should also stress that the organisation's strategic commitment to shows and congresses with high technological content is also key to promoting innovation in Catalonia

Opening up new markets

Similarly, Fira de Barcelona intensified its presence in other countries through the participation of its leading shows at the most important industrial and business events around the world, from Latin America to the Far East. This activity, which is becoming increasingly consolidated, is another way of opening up new markets for our businesses and assisting them in their expansion processes.

Besides internationalisation, innovation is another great challenge to our economy. And if Fira de Barcelona clearly plays a major role in internationalisation, I should also like to note that the organisation's strategic commitment to shows and congresses with high technological content is also key to promoting innovation in Catalonia.

The constant development Fira de Barcelona reflects the success of the cooperation between public authorities, institutions and business, which have joined forces to create major infrastructure at the service of companies and the country. In short, when it comes to summing up the year, we can well say that 2014 marked another step forward in the consolidation of Fira de Barcelona as one of the most important strategic structures for our economy and its growth.•

A powerful platform



Miquel Valls i Maseda President of Chamber of Commerce and Second Vice President of the Fira de Barcelona General Council

Once more this year, the results generated by Fira de Barcelona's activities are satisfactory, despite an economic climate that is still not entirely favourable. Nonetheless, 2014 marked the beginning of economic recovery and all the indicators suggest that 2015 will see the consolidation of this recovery. We at the Chamber of Commerce are convinced that the activity of Fira de Barcelona will contribute to this.

Fira made such a contribution during the vears of economic difficulty and also in 2014. when the organisation achieved record revenues of 152 million euros, a 29% increase on 2013 and 32% more than in 2012, a comparable year in terms of numbers of events. This record revenue was achieved thanks to the excellent positioning of the institution and its fairs, its capacity to innovate and, basically, the organisation of major international congresses and corporate events. We do not only have such huge events as the Mobile World Congress and Alimentaria to thank for these results, however: international congresses, particularly in the fields of health and technology, also made decisive contributions, as did the improved performance of shows organised by Fira de Barcelona itself.

Such congresses as VM World Europe, SAP, HP ETSS Winter and Summer and HP Discover and Microsoft TechEd and Convergence in technology; EWEA in wind power; and the congresses of the European Cardiology Society and Pfizer in the biomedical industry reflect the success of the decided commitment to attract events of the highest standing, and which drew around 100,000 professionals to the Fira de Barcelona site in 2014.

Increased international presence

In 2014, Fira de Barcelona hosted 62 shows and congresses and more than 60 corporate, commercial and sporting events at its Montjuïc and Gran Via venues. Besides the aforementioned shows, other fairs organised included the Smart City Expo World Congress, the Boat Show, Hostelco, Expoquimia, Barcelona Bridal Week, Tourism, Bizbarcelona, Seafood Expo Southern Europe, EIBTM, Seatrade Med and Passenger Terminal Expo, amongst others.

These results encourage Fira de Barcelona to maintain the same philosophy and the same strategic line and to continue to focus efforts on a combination of financial sustainability and the generation of economic activity, both in the territory and internationally. Year after year, the institution strengthens its international presence from a dual perspective: attracting important events, and "exporting" to other countries and international meetings with a view to creating ever greater opportunities for our businesses abroad.

In 2015, Fira de Barcelona plans new initiatives abroad, such as the organisation of new shows in Qatar, the Smart City Expo in Kyoto and Montreal, and the Forum Santé, also in Montreal.

Moreover, in 2015 Fira de Barcelona will also host such outstanding major international trade fairs as the Mobile World Congress, the Motor Show, Hispack (coinciding with Barcelona Tecnologies de l'Alimentació), Graphispag, Piscina Barcelona, Beyond Building Barcelona– Construmat, Pharmaprocess, Barcelona Degusta, IBTM World and Tissue World.

All these are examples illustrating how Fira de Barcelona serves companies, the economy, the city and the country, whilst also providing an international platform to promote economic sectors in Barcelona and Catalonia. As the organisation's president, Josep Lluís Bonet, always stresses, Fira is one of Barcelona's main economic drivers and one of the most powerful platforms we have to show the world our city's assets and attract investment.•

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Year after year, Fira de Barcelona strengthens its international presence from a dual perspective: attracting important events, and "exporting" to other countries and international meetings with a view to creating ever greater opportunities for our businesses abroad

Leader in Spain, reference in Europe



Josep Lluís Bonet Chairman of the Governing Board of Fira de Barcelona

The year 2014 has special meaning for Fira de Barcelona, as this was when the organisation achieved the best results in its history, with revenue of over 152 million euros, surpassing even those obtained before the start of the economic crisis. In the clearest possible way, then, last year Fira de Barcelona reaffirmed its leadership in Spain and its leading position in Europe.

I am convinced that these results are the fruit of hard work, tenacity and, above all, a solid strategy, one that has always been based on staying close to companies and economic sectors, generating economic activity in our territory and demonstrating our whole-hearted commitment to innovation, knowledge and international projection. All this, of course, within a framework of financial sustainability, austerity and continuous improvement of the tools that help to make us more efficient and competitive.

These excellent results were achieved in a climate of greater confidence in the future and in overcoming a crisis that has been very hard, affecting businesses, individuals and society as a whole. Over the long period of recession, we saw that fairs, shows, congresses, trade exchanges and so on have become allies for recovery. Likewise, trade fair activity has played an important role in revitalising the territory, benefitting companies in such sectors as service, commerce, hotels, restaurants and so on, as well as creating jobs and business synergies.

The satisfactory results obtained in the 2014 financial year were achieved due to several factors: the good position occupied by the shows directly organised by Fira de Barcelona, the emphasis on internationalisation, success in attracting international events and the diversification of activities and services provided by our organisation itself. Over the course of the last financial year, indeed, Fira de Barcelona hosted shows and events of enormous international impact. These included Alimentaria, which presented its most international, innovative and gastronomic edition, and the leading meeting for mobile technology, the Mobile World Congress, which beat all the records in terms of both numbers and standing of participating companies and visitors. The growing importance and reputation of EIBTM as a leading world event in the tourist business was also apparent in 2014.

Finally, we should also note the improved results obtained by other shows organised directly by Fira de Barcelona, such as the Boat Show, Expoquimia, the Smart City Expo World Congress, Hostelco, Tourism, Bizbarcelona and MIHealth Forum.

Focus on organising events

Congresses and corporate events, particularly those related to health and technology, played a particularly decisive role in achieving the results obtained in 2014. Such meetings helped greatly to reinforce Barcelona's standing as a major trade fair and congress venue. A particularly notable success was the Congress of the European Society of Cardiology, organised in the Catalan capital for the fourth time since 1992, whilst the World Cardiology Congress also took place here in 2006.

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The satisfactory results obtained in 2014 were achieved thanks to the good position occupied by the shows directly organised by Fira de Barcelona, the emphasis on internationalisation, success in attracting international events and the diversification of activities and services In the field of technology, the corporate meetings of such major companies as HP, VMWare, SAP and Microsoft brought together thousands of highly-qualified workers from around the world.

We should also stress the fact that the celebration here of major medical and technological congresses is the result of a strategic commitment and constant hard work by Fira de Barcelona, aimed at attracting great events, efforts that also enjoy the support of the city of Barcelona and its institutions. Here we should mention particularly the organisation of important travelling shows and events such as Passenger Terminal Expo, Seatrade Med, ELA and EWEA, all leaders in their respective economic and professional fields.

Over the course of the year that concerns us, Fira de Barcelona also pursued intense activity abroad, in consonance with the new dimension taken on by international business, one of the strategic pillars of our institution. This policy includes the organisation of Fira de Barcelona shows abroad and participation in trade fairs in other countries, as well as organising events and providing consultancy services to fair organisers in cities around the world. On this point, I should like to highlight particularly, as an example of the good work in this field, the success of the Smart City Expo World Congress, established in Barcelona as an international reference in the field of smart cities and now exported to several other major cities. This provides practical proof of the synergies generated between Fira de Barcelona and the city itself..

Corporate government



General Council*

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First Vice President Felip Puig i Godes

Second Vice President Miquel Valls i Maseda

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General Manager Agustín Cordón Barrenechea

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General Manager Agustín Cordón Barrenechea

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General Manager Agustín Cordón Barrenechea

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Director of International Business Ricard Zapatero i Camps

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Director of Venues Marc Serra i Arnau

Deputy Director of In-House Business Gonzalo Sanz Moreno



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Barcelona I 2014 Summary



The year 2014 was, generally speaking, still largely influenced by the effects of the economic crisis, through certain indicators showed some improvement, an incipient recovery of activity and signs of greater confidence in the future and the prospects of overcoming a situation has hit large sectors of the population and the economic fabric of the country very hard, especially the self-employed and small and medium-sized enterprises.

Within this context, Fira de Barcelona continued to pursue its commitment to innovation, internationalisation and knowledge and to playing the role of economic driving force, supporting the activities of entrepreneurs, companies and the production system in Barcelona, Catalonia and Spain generally.

Record-breaking results

Over the course of the year in question in this report, the organisation achieved outstanding results thanks to its strategy and the combination of several factors, such as better positioning and performance by shows organised directly by Fira de Barcelona; greater internationalisation, attracting major events and increasing activities abroad; the diversification of activities with a wide range of services and a clear policy of cost containment and resource optimisation.



In 2014, Fira de Barcelona hosted major international shows that are references in their respective sectors.



An important role in achieving these results was played by the major conferences and corporate events in the technological and medical sectors organised over the course of the year and which made a significant contribution to increasing turnover thanks to expenditure on associated services such as catering, logistics and technology, amongst others.

Similarly, the year confirmed the trend towards the transformation of the traditional Barcelona trade fair activity, with an considerable increase in events promoted by outside operators. Moreover, sales of products and services that went beyond the mere act of providing exhibition space also increased considerably.

Once more in 2014, Fira de Barcelona strengthened its leadership in the Spanish market and role as a reference in Europe, consolidated as a major business platform. The organisation continued to pursue its commitment to competitiveness and gradually becoming positioned as a global events operator in a sector where competition is strong competition, going beyond the traditional framework in which trade fair organisers operate. In 2014, moreover, Fira de Barcelona continued to implement its organisational strategy in areas and business units in order to provide a more appropriate response to new challenges.

Returning to the 2014 results, the sum of all the factors mentioned here helped the organisation, not only to surpass those obtained before the outbreak of the economic crisis, but also to return the best figures in the history of Fira de Barcelona, with revenue of more than 152 million, a 26% increase on initial forecasts. Compared to 2013, there was an increase of around 30%, whilst in relation to 2012, a comparable year in terms of the trade fair calendar, the increase was over 32%.



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Internationalisation and innovation as a response to the demands of economic sectors and companies. In the photo, a view of Expoquimia. Moreover, an EBITDA of 19.86 million euros was generated, also a record for Fira de Barcelona and much higher than initial expectations. This figure was much higher than those for 2012 and 2013, when the EBITDA was around 11 million euros.

Improved shows

More than 60 shows, congresses and other events were organised at the Gran Via and Montjuïc venues in 2014, attracting a total of over two million visitors.

Alimentaria celebrated the most international, innovative and gastronomic edition in its history, with 3,800 participating companies, confirming its role as one of the great shows on the international scene, highlighting the importance of the Spanish and Catalan food and drink industry and seeking to open up new markets, especially for small and medium-sized enterprises. Another clearly outstanding show amongst those organised by Fira de Barcelona itself was the Smart City Expo World Congress, firmly consolidated as an international reference in the field of smart cities and exported to other countries. As mentioned in the section of this report devoted to International Business, this show took place in Kyoto for the first time in 2014 and was staged in both that Japanese city once more and in Montreal over the early months of the present year, 2015.

We should also note the excellent performance of other shows, such as Expoquimia which, with Equiplast and Eurosurfas, forms the most important meeting of the chemical industry in the Mediterranean area, highlighting the significant role that this sector plays in the country's economy. Barcelona International Boat Show also reflected improving prospects in a sector badly hit by the economic crisis.



Leading shows, interesting activities at Hostelco and Alimentaria. Below, the chef Joan Roca, considered one of the best in the world, at the international food and drink show.

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Other fairs that merit special mention also include Hostelco, which featured the Fòrum Gastronòmic (Gastronomic Forum), as part of Barcelona Hosting Week; Bizbarcelona, devoted to entrepreneurship and business; Tourism; shows devoted to Comic and Manga; MIHealth Forum, specialising in new challenges in the health sector; the International Logistics and Maintenance Exhibition; Caravaning; and, finally, Sónar, an internationally-famous music festival that brings together leisure, technological innovation and business.

The year was also marked by the inclusion in Fira de Barcelona's own portfolio of Barcelona Bridal Week, which features the Noviaespaña show and the Passarel-la Gaudí Núvies and is a leading international event in the wedding fashion industry.

Other new shows generated by emerging economic and social demand included Handmade Festival Barcelona, which focuses on growing interest in handicraft activities, and XD Young, devoted to the world of young people, an event that coincides with the Festival de la Infància Children's Festival, which takes place at year's end.

A platform to the world

Amongst the major international fairs promoted by other operators, the most outstanding include, particularly, the Mobile World Congress, staged by GSM Association, with Fira de Barcelona playing a leading role in its organisation. The 2014 edition of the MWC brought together 85,000 high-level professional participants and more than 1,800 companies from 200 countries, testing the institution's organisational and technological capacity. For the first time, both the Gran Via and Montjuïc venues were occupied. Whilst Gran Via hosted the congress proper, Montjuïc was the venue for 4YFN, a meeting of mobile communications entrepreneurs, promoted by Mobile World Capital Barcelona. This initiative is aimed at converting Barcelona into a reference for the economic and social transformation generated by mobile technology, driving the development of the business sector in Barcelona, Catalonia and Spain as a whole. The main MWC programmes focus on entrepreneurship, health, education and urban services.

We should also mention the organisation of the EIBTM, a world leading in tourism business events, whose name will change to IBTM World in 2015.

Fira de Barcelona's important role as an international business platform was also reinforced with the celebration of travelling shows and professional meetings, leading events in their respective sectors. These include Passenger Terminal Expo, which specialises in passenger air terminal technology and design, and which had previously taken place



The MWCB helps to promote entrepreneurship and innovation through 4YFN and other permanent initiatives. at Fira de Barcelona in 2007. Others included ELA, European Lab Automation, devoted to bioscience laboratory automation; Seatrade Med, a meeting for the Mediterranean cruiser industry; and EWEA, the European Wind Energy Congress, which plays an important role in the field of renewable energy.

Another new inclusion on the trade fair calendar was Denim by Premiere Vision, staged in Paris until 2013. This show, which takes place twice a year, in spring and autumn, specialises in high-range denim fashion design, manufacture and marketing.

The important role of congresses

As we mentioned in the review of the 2014 economic results, congresses, particularly in the health and technology sectors, played an important role throughout the year, bringing together a total of more than 100,000 highly qualified participants. Their celebration is the result of constant work by Fira de Barcelona, in cooperation with institutional, social and economic stakeholders, aimed at attracting major events that generate activity in Barcelona and its area of influence, create jobs and encourage professional and production synergies.

The outstanding event in the field of health was the European Cardiology Congress, the most important in the world in this speciality, which also took place at the Fira venue in 1992,1999 and 2009 and will return to Barcelona in 2017. The Catalan capital also hosted the World Cardiology Congress in 2006.

Moreover, some of the world's leading technology companies in the world once more chose Fira de Barcelona as the venue for their 2014 annual meetings with experts and professionals in the sector. Hewlett Packard held The major conferences that took place in 2014 were visited by more than 100,000 highly qualified participants. In the photo, the closing party for a Hewlett Packard meeting. ↓



its winter and summer ETSS HP (ExpertOne Technology and Solutions Summit) meetings, as well as HP Discover. Other companies that staged conventions here included VMware and SAP, while Microsoft staged two events: Microsoft Tech Ed and Microsoft Convergence.

In addition to shows and congresses, the Fira venues also hosted over 60 different events of different types: corporate, institutional, commercial, sporting and leisure and so on.

Fira de Barcelona also continued with its commitment to knowledge and innovation as key factors for the various production sectors represented at the shows organised at the venues here. Around a thousand meetings took place, including sectoral congresses, seminars and cultural activities and training related to these events.

This line of action includes, particularly, the gradual introduction of the Internet of Things at

shows like Hostelco and Smart City Expo and the announcement that the IoT Solutions World Congress will take place in September 2015, focusing on the challenges of a system that may well revolutionise the manufacturing industry, as well as transport, logistics, energy, services and healthcare.

Fira de Barcelona also continued to cooperation with business and professional organisations in sectors related to the trade fair activity, with the active participation of entrepreneurs on organising committees. The institution also provided support for companies, including even assistance in financing their participation at shows.

The organisation also advanced in the development of other activities regarding Corporate Social Responsibility policy, focusing on various aspects of solidarity, cooperation, and the promotion of sustainability and values.





Generating opportunities for companies and professionals.

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International policy

Internationalisation continues as one of the key pillars of the Fira de Barcelona strategy.

This means, firstly, reinforcing and increasing the international nature of the shows directly organised by Fira de Barcelona, attracting exhibitors and visitors from abroad and generating opportunities for companies and professionals and, secondly, attracting major international events. These, as we have mentioned, generate considerable revenue and economic activity in the territory, as well as commercial and professional exchanges.

In 2014, 53% of exhibitors and 40% of visitors at professional shows staged at Fira de Barcelona venues were foreign, and the organisation has delegations that ensure representation in more than 40 countries.

A highly specific aspect of internationalisation is the presence of Fira de Barcelona abroad. This helps to project Catalan and Spanish companies and to benefit from the organisation's experience and know-how by providing consultancy services and establishing partnership.

In 2014, Alimentaria Mexico took place once more, as did the aforementioned Smart City Expo World Congress in Kyoto, whilst Construmat took part in the construction show Ficons de Recife (Brazil) and agreements were also signed for Smart City Expo to take place in Puebla (Mexico) in 2016 and for cooperation with the operator Espacio Riesco in Santiago de Chile. Fira de Barcelona also provided active support for the organisation of motor and jewellery shows in Qatar and the International Health Forum (Forum Santé), which takes place at the Palais de Congres in Montreal, providing consultancy services for this health show.

Similarly, Fira de Barcelona was commissioned to design the trade fair site in Ulan Bator (Mongolia).

Along the same line of action, promoting international projection, during the first half of 2015 it was announced that the joint venture formed by Fira de Barcelona and Elan Qatar has won the competition to become a fullyfledged at the new trade fair site in Doha. Fira de Barcelona has also signed an agreement with the Cuban governmental body Grupo Empresarial Palco, which manages the two trade fair sites in that Caribbean country, Expo Cuba and Pabexpo, as well as the congress palace in Havana, to plan and organise a new portfolio of shows specialised by economic sector.

To provide support for all this foreign activity and to manage the various projects in hand, the institution established a new company, in which it has a 100% share: Fira de Barcelona International Exhibition and Services S.L.

More shows and events

The year 2014 was also marked by the announcement of new shows and events. These include major meetings related to health

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Shows that are leaders. This is the case of the Smart City Expo World Congress in the field of smart cities and EIBTM in the business tourism industry.







and technology that will take place over the course of 2015. Outstanding amongst them are the European congresses on Animal Cell Technology, Cataracts and Refractive Surgery; Gastroenterology; and Paediatric Endocrinology. We should also mention 4YFN, promoted by Mobile World Capital Barcelona as part of the Mobile World Congress and aimed at entrepreneurs, and the corporate meetings of Hewlett Packard, SAP and VMWorld.

A new edition of Tissue World was also announced. Tissue World, the leading sanitary paper show, had previously taken place at the Gran Via venue in 2013. Finally, with regard to events aimed at general audiences, we should mention the return of Barcelona Degusta, a show devoted to food, cuisine and cooking that had last taken place in 2011 and was staged jointly with BCN&Cake in 2014.

Promoting development

Once more, we should stress the important role that Fira de Barcelona plays in promoting development in the Catalan capital and its Metropolitan Area by generating activity linked to fair services, commerce, catering, hotels and transport amongst other sectors, helping to create jobs and wealth and increased welfare, as well as producing business synergies. Fira de Barcelona's activities have an economic impact on the region that is estimated at 2,500 million euros and more than 40,000 jobs according to a study first made in 2008 that is being updated in 2015.

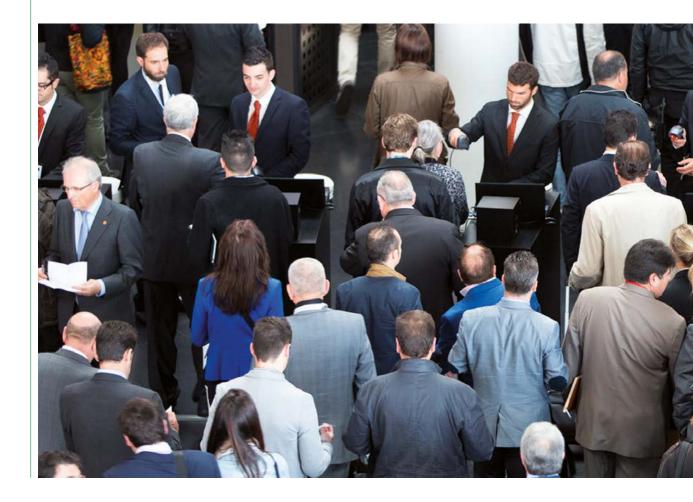
Fira de Barcelona helps to strengthen the Barcelona brand and the city's reputation just as, in turn, the prestige of the Catalan capital reinforces the trade fair organisation as an important driver in the territory, committed to supporting recovery and generating new opportunities for the productive economy, social development and improving quality of life.•

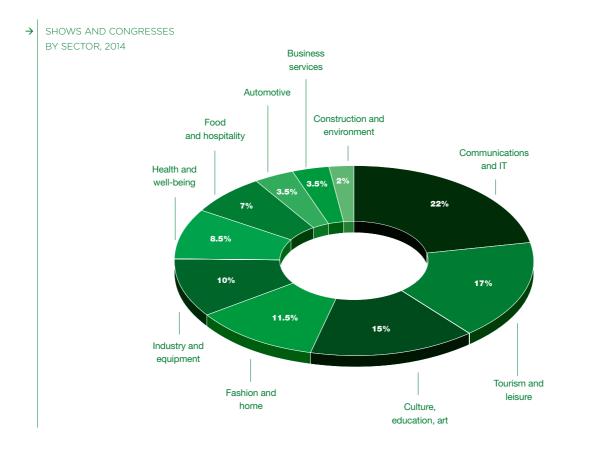
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The great trade fairs play an important role in promoting activity in the territory and generating synergies with companies.

2014 At a glance

SHOW TYPES 62% professional EXHIBITION AREA 73% professional shows 27% public and mixed 27% public and mixed EXHIBITORS 69% professional shows 31% public and mixed VISITORS 34% professional shows 66% public and mixed PROFESSIONAL SHOWS 53% International exhibitors







Trade show services and management



Providing assistance and service to all visitors at the venue are high on Fira de Barcelona's priorities.

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The year 2014 saw the full implementation of the new organisational model at Fira de Barcelona, a model aimed at providing the institution with tools to make the operation more flexible and competitive and able to respond better to the demands of the trade fair business and the specific characteristics of the sector.

The model is structured around three business areas that focus on different situations as regards markets, priorities and needs: In-House Business, External Business and International Business. Each different area is independent of the others, enabling selfsufficient, integral management of the value chain.

The In-House Business is structured into six Business Units (Industrial Technology and

Packaging; Sustainability and Infrastructure; Food&Drink; Hotels and the Home; Life Sciences and Chemistry; and Public Shows and Festivals), with transversal support departments devoted to CRM, marketing and operations and sales of services, among others.

The organisational strategy behind In-House Business takes into account such questions as client loyalty-building, opening up to new trends, the importance of innovation and technology, the redesign of shows based on needs expressed by demand and so on.

The External Business Area is currently in a phase of great growth, attracting and managing the major international events that acquire steadily increasing importance within the activity and results generated by Fira de Barcelona.

For its part, the International Business Area, which emphasises the institution's aim to become positioned as a global operator, focuses on external activities such as organising shows in other cities, taking part in events promoted by other operators and providing consultancy services to other trade fair sites and organisations. The organisational structure of Fira de

Barcelona is completed by the corporate areas (Finance, Human Resources and Organisation; Institutional Relations; Communication and Studies and Venues) that provide support to the different departments and to the organisation as a whole.

Technical support for exhibitors

Fira continued to provide valuable services to exhibitors through ServiFira, a department that offers nearly 400 products and services adapted to the needs of each client and each different event. In 2014, ServiFira provided services to 6,200 clients and managed around 20,000 orders through e-commerce and other sales channels. The department delivered plans for more than 700 stands, 400 of which were eventually built, the equivalent of 30,000 m² of design constructed over the course of the year.

High technological level

Fira de Barcelona has become a reference for organising technological fairs and major conferences. The most outstanding of these include the Mobile World Congress, a world event in the mobile communications sector, as well as other shows and congresses devoted to health and technology, among other sectors.

The organisation is led by a team with more than ten years' experience with the new technologies and the celebration of events. At each new edition of such events, this team engages actively with organisers, exhibitors The Gran Via venue provides high quality technological coverage that leaves other major sites far behind.



Trade show service and management 34 | 35

and visitors. Moreover, Fira has invested in technology in order to provide a top quality, fast and reliable service that provides a response to needs as they emerge and satisfies the expectations generated by the fact of being a leader.

Clear proof of this can be seen in the organisation of the 2014 Mobile World Congress last February, when 1,200 Wi-Fi connection points were installed in the Gran Via venue, where 240,000 m² of gross exhibition space was provided. This required the installation of 14 km of fibre optic cable and 52 km of network cable with capacity of 10,000 Mbps. Services were provided for 85,000 visitors and 1,800 exhibitors in an environment in which intensive use was made of all types of mobile devices requiring high speed and simultaneous use by more than 40,000 users.

Other important events included the European Cardiology Congress, with more than

12,500 simultaneous connections, EIBTM, with more than 8,000 connections and the corporate meetings of such technology companies as HP, SAP, VMware and Microsoft, which highlighted Fira's technological capacity and experience. Fira de Barcelona is installed with one of the world's most powerful networks installed at a trade fair site, comparable only to the system at the Messe trade fair venue in Frankfurt, which has 1,300 connection points. Moreover, facilities at Barcelona's trade fair venues are more powerful than those installed at other major venues, such as international airports, large sports stadiums and convention centres of global standing.

At Fira de Barcelona, Internet services are provided by a small operator, enabling the organisation to self-manage and design in-house solutions, adapting the network to exhibitors' needs.

In 2014, in recognition of the organisation's work in the field of technology, jointly with the





firm of Cisco, Fira de Barcelona received the annual prize awarded by the Wireless World Broadband Alliance (WBA) for coverage of the Mobile World Congress.

Moreover, in May 2014, the Global Association of the Exhibition Industry (UFI), the association that brings together the leading trade fair organisers around the world, also awarded Fira de Barcelona its prize for the best innovative project and services for the mPowered Experience, a pioneering programme to generate new services to enhance visitors' experience through mobile technology, such as virtual accreditation, apps with geolocation, information about access to venues and transport in real time, even enabling interaction with other visitors or advance purchase of food at catering points in order to avoid the need to queue.

Intense activity at GastroFira

In consonance with the significant increase in major international events, GastroFira enjoyed a record year in terms of activity, generating direct impact on the overall results of the institution.

Particularly worthy of mention are the catering services provided at the corporate meetings

organised by SAP, VMware, Microsoft and HP, as well as the European Cardiology Congress and the Mobile World Congress. During this celebration of the annual meeting of the mobile communications industry, more than 50,000 services were provided daily, catering to a range of tastes, preferences and dietary needs.

To gain an idea of the size and complexity of GastroFira's activity, we can mention that, in 2014, the caterers served more than one million cups of coffee and a million bottles of water, and that the organisation's trucks travelled more than 22,000 km to supply all the bar and restaurant points located at the Montjuïc and Gran Via venues.

Further illustration of the enormous volume of work generated over the course of the year is that more than 3,000 people were hired temporarily to cover the needs of the catering services.

GastroFira continued to provide the highest standards of both food quality and hygiene, both at the restaurants on the site and in the catering services, which received a rating of 7.6 out of 10 from customers, according to internal assessments conducted.

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GastroFira makes an important contribution to diversifying the trade fair organisation's activities and to the success of shows and congresses. For its part, the Nuclo restaurant, located in the Europa Hall at the Gran Via venue, continued to delight business clients thanks to its fresh food and excellent value for money. Moreover, Nuclo's catering arm continued to expand with the launch of the Premium service for the organisers of events at the venue.

Corporate Social Responsibility

Finally, in 2014, more than two tonnes of food, surplus to catering requirements at the different events and venues, were delivered to the NGOs Nutrició sense Fronteres and Banc dels Aliments for distribution amongst those in need.

This charitable action by GastroFira falls within the framework of the Corporate Social Responsibility policy operated by Fira de Barcelona, for the organisation has always maintained links with groups engaged in improving standards of living, promoting culture and civic-mindedness, environmental sustainability and cooperation with other institutions, bodies and organisations within civil society.

For the second time, Fira endorsed the campaign "Hunger does not go on holiday", launched by Banc d'Aliments ("Food Bank") to help needy local people, providing Palace 1 at the Montjuïc venue to stock donations of basic foodstuffs. The campaign, launched to alleviate the situation in summer when school dining rooms close and food donations fall, was aimed at more than 250,000 beneficiaries. Fira de Barcelona also loaned Palace 1 at the Montjuïc venue over the Christmas period to become the centre of operations of the TV3 Marató charity telethon, equipped with 775 lines staffed by more than 1,600 volunteers. This year, the Marató focused on collecting donations to fund research projects in the field of heart disease.

Similarly, the organisation continued to cooperate with bodies working for the integration into employment of people with disabilities.

Commitment to sustainability

Fira de Barcelona implements measures to promote recycling, energy efficiency, the eco-design of stands and the optimisation of services to minimise the environmental impact generated by its trade fair activity.

In 2014, celebration of events at the Montjuïc and Gran Via venues generated more than 2,100 tonnes of waste, of which 25% was sorted and recycled, particularly paper and cardboard and carpet. Alimentaria was the show that recycled most tonnes of waste, followed by the Mobile World Congress and Expoquimia, Equiplast and Eurosurfas.

We should also note that, in 2014, the Mobile World Congress became the first major show to obtain the carbon neutral certificate, helped in this by the high level of efficiency at the Gran Via venue. The world's leading event in the world of mobile communications, organised by the GSMA in cooperation with Fira de Barcelona, received this recognition thanks to efforts to



Measures are implemented to minimise the environmental impact generated by trade fair activity.

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offset the environmental impact generated by the activity of the congress and visitors through various actions, such as the installation of a wind power plant in Rajasthan (India).

As is well-known, the Gran Via venue houses one of the largest rooftop photovoltaic facilities in the world. This "photovoltaic park" contains 25,900 solar panels that generate 5.86 GWh of electricity every year, avoiding emissions of more than 2,200 tonnes of CO².

In late-2014, the Department of Venues was established with the mission of improving efficiency and the working of infrastructure and services at the trade fair centre.

Consolidating the new organisation

In 2014, the Human Resources and Organisation Department helped to consolidate the new organisational model. As mentioned at the beginning of this chapter, the new model, launched in 2013, is structured around different areas and Business Units.

Firstly, to complement the internal selection of new roles generated by the new organisation, 27 recruitment processes were conducted, with 81% of posts covered by external personnel, in this way complementing the skills and abilities of Fira personnel. As in previous years, in order to reinforce the work points linked to show activity, temporary personnel were recruited and hired, with a total of 109 recruitment processes conducted.

At GastroFira, which enjoyed a record year in terms of activity, 5,646 work contracts for waiting and kitchen staff were signed, the equivalent of over 209,000 hours. To facilitate this process, a team devoted exclusively to recruiting and hiring catering staff was set up.

As regards International Business, we should note that 2014 was the first year that it was necessary to post personnel from the organisation permanently in other countries. This was the case of Qatar, in compliance with the agreement to co-organise the jewellery and motor shows.

Moreover, some 40 training actions were carried out, related both to the requirements of the new organisation and to lifelong education, with an equivalent total training of 3.1 days per employee, 10% more than in 2013 with the same budgetary provision.

Fira de Barcelona continued to invest in health and safety in the workplace, maintaining a low accident rate, with no serious accidents over the course of the year. Fira also became the first trade fair organisation and the first Spanish company to obtain the status of large cardioprotected area, and ratified the Time Pact promoted by Barcelona City Council to promote quality of life and the personal/family/ work life balance.

Fira's structure has been adapted to the needs generated by its shows and business activity. ↓





Shows, congresses and corporate activity generated over 27,000 news stories over the course of the year.

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At the year's end, the Fira de Barcelona workforce was formed by 307 people, including both those employed by the institution itself and employees of Alimentaria Exhibitions, the company that organises Alimentaria and other events, and in which Fira has a 100% share.

Institutional Relations

The Institutional Relations Department was kept very active throughout 2014 in order to cover all the needs generated by the celebration of major shows and events and the visit of high representatives of the State, the Catalan Government, the public administration and various institutions.

This department also provided for the representative tasks performed by the presidency of the Governing Board and the General Council, as well as the celebration of various corporate activities.

Communications

In 2014, the Communications Department absorbed the Fair Studies Department, which analyses the different variables in the trade fair business, and the work of the General Archive, and continued to manage a large flow of information about shows and events organised by the institution, about all the activity that takes place at the Montjuïc and Gran Via venues and about the major pillars of corporate policy.

The department also focused particularly on the design and management of online tools used by Fira, such as the corporate Twitter account, which has over 8,900 follows, the institutional blog, the Firanews magazine and the corporate website, which had 441,500 users and received more than 577,000 visits over the year.

For their part, the websites of shows organised by Fira de Barcelona received over 3,000,000 visits, whilst there were more than 174,00 followers on the social networks.

Finally, we should note that more than 11,500 journalists were accredited at Fira shows and events over the course of the year, generating more than 27,000 news stories, reports and comments on fairs, congresses and corporate activities.

In the fourth quarter of 2014, a guide was published to present the Fira General Archive, thereby culminating the work of organising and cataloguing these vast documentary resources, essential for conserving heritage that forms part of Barcelona's collective memory.•

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 an event.
- Except where otherwise indicated, it is understood that shows or events are organised by Fira de Barcelona.

Trade show presidents

Alimentaria Josep Lluís Bonet i Ferrer

Barcelona Boat Show Luis Conde Möller

Barcelona Motor Show Enrique Lacalle Coll

Beyond Building Barcelona - **Construmat** Josep Miarnau Montserrat

Barcelona Meeting Point Enrique Lacalle Coll

BcnRail Xavier Vizcaíno Muñoz

Bizbarcelona Sònia Recasens i Alsina

Bta. – Barcelona Food Technologies Llucià Casellas i Puig

B-Travel Raimon Martínez Fraile

Caravaning Ramon Nuez Pérez

IBTM World Joan Gaspart i Solves

Equiplast Bernd Roegele Greineisen

Eurosurfas Giampiero Cortinovis Scarpellini

Expominer Eudald Carbonell i Roura

Expoquimia Luis Serrano Rubiera **Expoecosalud** Jordi Sagrera i Ferrándiz

Festival de la Infancia (Children & Youth Festival) Helena Rakosnik i Tomé

Forum Dental Antoni Gómez i Jiménez

Graphispag Ángel Artola Vernadas

Hispack Javier Riera-Marsà i Bonmatí

Hostelco Jordi Roure i Boada

Infarma Jordi de Dalmases i Balañà

MiHealth Forum Josep M^a Piqué i Badia

Noviaespaña Marta Raich i Farré

Ocasión Jaume Roura i Calls

Pharmaprocess Antoni Capella i Galí

Piscina (International Swimming Pool Exhibition) Eloi Planes i Corts

SIL – International logistics and maintenance exhibition Enrique Lacalle Coll

Smart City Expo World Congress Ramon Roca i Enrich Antoni Vives i Tomàs

2014 Calendar

JANUARY

Expohogar Spring 17/20.01 (M) International Trade Show of Gift and Home Articles

SAP Fkom 20/24.01 (GV)

FEBRUARY

HP ETSS Winter 3/4.02 (GV)

Qatar Motor Show 21/25.02 (E) Qatar International Motor Show



Mobile World Congress 24/27.02 (GV) World Mobile Industry Event

4YFN

24/26.02 **(M)** Mobile Technologies Enterprise Event

Doha Jewellery & Watches Exhibition 25.02/2.03 (E) International Jewellery and Watches Fair

MARCH

Cosmobelleza 8/10.03 (GV) InternationI Beauty and Hairstyling Fair

Ewea Barcelona 10/13.03 (GV) Europe's Premier Wind

Energy Event

eShow

12/13.03 (M) Professional e-commerce and Online Business Exhibition

Saló de l'Ensenyament 12/16.03 (M) Education Exhibition

Futura 14/15.03 (M) Masters and Post-graduate Exhibition

Passenger Terminal Expo 25/27.03 (GV) International Conference and

Exhibition for Passenger Terminal Design, Technology, Security, Operations and Management of Passengers

Kyoto Smart City Expo 26/27.03 **(E)** Summit on the Cities of the Future and Sustainable Innovation



Alimentaria 31.03/03.04 (GV) International Food and Beverage Fair

APRIL

Tourism – SITC 4/6.04 (M) International Tourism Show in Catalonia

Handmade Festival Barcelona 25/27.04 (M)

A unique experience in Do It Yourself

MAY



BCN Bridal Week Pasarela Gaudí Novias 6/9.05 (GV) Bridal Fashion Catwalks

BCN Bridal Week, Salón Internacional Noviaespaña 9/11.05 (GV)

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

Bebés & Mamás 10/11.05 (M) Mother-to-be, Babies and New Families Show

ELA 2014 14/15.05 (GV) European Lab Automation

Comic 15/18.05 (M) Barcelona International Comic Show

Denim by Première Vision 21/22.05 (M)

European Exhibition of the Denim Industry

MIHealth Forum 21/22.05 (M) Management & Clinical Innovation Forum

JUNE

Alimentaria México 3/5.06 (E) Food and Beverage Expo S.I.L 3/5.06 (M)

International Logistics and Material Handling Exhibition



Bizbarcelona 4/5.06 **(M)** Solutions for SMEs and Entrepreneurs



Sónar 12/14.06 (M / GV) Barcelona's International Festival of Advanced Music and New Media Art

JULY

Barcelona Harley Days 4/6.07 (M)

HP ETSS Summer 23/27.07 (GV)

AUGUST



Congress of the European Cardiology Society 30.08/3.09 (GV)

SEPTEMBER

Seatrade Med 16/18.09 (GV) The Mediterranean's Premier Cruise Event

Ficons Pernambuco 16/20.09 (E) Construmat Pavilion at the International Construction Trade Fair

Nu Skin Congress 19/20.09 (GV)

Seafood Expo Southern Europe 22/24.09 (GV) The Seafood Marketplace

for the Mediterranean

Pfizer Congress 26/28.09 (GV)

Expohogar Autumn 26/29.09 (M) International Trade Show of Gift and Home Articles



Expoquimia 30.09/3.10 (GV) International Chemistry Trade Show

Equiplast 30.09/3.10 (GV) International Plastics and Rubber Exhibition

Eurosurfas 30.09/3.10 (GV) International Industrial Paint and Surface Treatment Exhibition

OCTOBER

Liber 1/3.10 (M) International Book Fair

SWAB 2/5.10 (M) International Contemporary Art Fair Barcelona

Barcelona Tattoo Expo 3/5.10 (M) Barcelona International Tattoo Convention

Caravaning 4/12.10 (GV) International Caravanning Show

VM WORLD 13/16.10 (**GV**)



Barcelona International Boat Show 15/19.10 (PV)

AVEPA – SEVC 16/18.10 (M) AVEPA National Congress – Southern European Veterinary Conference



Hostelco 20/23.10 (GV) International Restaurant, Hotels and Community Equipment Exhibition Barcelona Gastronomic Forum 20/23.10 (GV)

Microsoft TechEd Europe 27/31.10 (GV)

Barcelona Meeting Point 29.10/2.11 (M) International Real Estate Show

Salón del Manga 30.10/2.11 (M) Manga and Anime Convention

NOVEMBER

Microsoft Convergence 4/6.11 (GV)

Congress of Educating Cities 13/16.11 (M)

Expominer 14/16.11 (M) Minerals, Fossils and Jewellery International Exhibition



Smart City Expo World Congress 18/20.11 (GV) International Summit on Smart Cities



EIBTM 18/20.11 (GV) The Global Meetings and Events Exhibition Denim by Première Vision 19/20.11 (M) European Exhibition of the Denim Industry

Ocasión 28.11/8.12 (M) Second Hand Guaranteed Vehicles Trade Fair

DECEMBER

HP Discover 4/6.12 (GV)

Auto Retro 4/8.12 (M) Antique Cars and Motorcycles Exhibition



Children's Festival 27.12/4.01.2015 (M)

XD YoungFest 27.12/4.01.2015 (M) Leisure and Multimedia Experience Festival

(M) Montjuîc venue(GV) Gran Via venue(PV) Port Vell(E) Exterior event



4YFN Four Years From Now, mobile technology entrepreneurial event

24-26/February

Montjuïc. 1st edition

The Montjuïc trade fair venue was quick to fill the technological vacuum created by the transfer of the Mobile World Congress to Gran Via, as 2014 saw the birth of 4YFN, or Four Years From Now, the meeting of entrepreneurs and emerging companies in the mobile technology industry. Launched as part of Mobile World Capital Barcelona (MWCB), this 1st edition of this meeting of start-ups, investors, incubators, accelerators and gurus brought together more than 2,300 participants from 55 countries, positioning the event as a reference in the entrepreneurial ecosystem.

The 4YFN programme, including more than 50 talks, featured representatives from some of the initiatives that are changing the world panorama, including WhatsApp, Fon, Waze, Chartboost, Doodle, Arduino, Teambox and Airbnb. Moreover, theory was accompanied by around 30 practical workshops that enabled participants to explore concepts like Big Data, the Internet of Things and augmented reality.

Besides entrepreneurs, representatives from some fifty venture capital companies from around the world showed their support for and interest in the MWCB entrepreneurial programme. These companies included 360 Capital Partners, Accel Partners, Active Venture Partners, Acton Capital Partners, Holtzbrinck Ventures, Intel Capital, Nauta Capital, Northzone Venture, Wayra, Techstars and Creathor Venture, amongst others.

The 4YFN programme also included a competition for start-ups, involving nearly 200 companies from 50 countries. The Israeli company Cellbuddy won this competition and, in addition to a cash prize, received a trip to Silicon Valley and access to several acceleration projects.•

+info www.4yfn.com

Area 4,000 m² (net) Exhibitors 235 Type Professional Activities Start-up Competition, Wayra Demo Day, Startupbootcamp, Imagine Express and the Swell Innovation Awards **Organised by** Mobile World Capital Barcelona in cooperation with GSMA





Auto Retro Barcelona

Antique Cars and Motorcycles Exhibition

04-08/December

Montjuïc. 31st edition

Auto Retro Barcelona was once more confirmed at the most iconic show for fans of classic and collectors' vehicles.

Besides the collectors' stands, the exhibition of more than 700 vehicles, the popular Car Corral with the sale of classic cars and the market for spare parts, accessories, art and objects related to the history of motor vehicles, Auto Retro also featured the recreation of a 1950s Barcelona street, with vintage vehicles, a Sanglas motorcycle and a fire engine, as well as pavements, pedestrian crossings, murals, traffic lights and a stand from which local police officers used to direct traffic.

There was a BMW exhibit with three priceless models from the 5 Series (1950-1960), a 315 from 1938 and two cars from before the Spanish Civil War, the 327 and the 328. Visitors could also admire eight versions of the Seat Ibiza on the thirtieth anniversary of this model. Other iconic vehicles include a Aston Martin DB6 Volante, a Mercedes 300 SL Roadster, a Mercedes-Benz 220 Ponton, the first Porsche 911 registered in Spain and a Trabant P601 Universal, the only popular car produced in East Germany between 1954 and 1991.

The twenty-fifth anniversary of the Clàssic Motor Club del Bages and the fiftieth of the Rallye Catalunya were celebrated, whilst the racing driver Juan Fernández received the Seventh Antic Car Club de Catalunya Prize for his career. Finally, the Club 600 Barcelona paid tribute to another driver, Manel Juncosa.

There were also fan club meetings and an "American Day" featuring cars from the US and Harley-Davidson motorbikes. The activities were completed by an indoor trial track, music shows, book presentations and a charity event on behalf of Barcelona Children's Hospital.•

+info www.autoretro.com

Area

30,850 m² Exhibitors

300

Туре

Public

Activities

Exhibitions, tributes, musical performances, meetings, presentations, indoor trial track

Organised by

Promobil Group





Alimentaria International Food and Drink Exhibition

31/March - 03/April

Gran Via. 20th edition

An Alimentaria that exported, innovated and focused on cuisine more than ever was confirmed as one of the major platforms for the internationalisation and promotion of the Spanish food industry throughout the world. The number of foreign buyers at the show, which received 140,000 visitors, increased by 30% over the previous year, whilst more than 10,000 meetings took place between exhibiting companies and large international import and distribution firms, multiplying business opportunities abroad, particularly as regards small and medium-sized enterprises.

This great commitment to internationalisation is in line with the goals of the Spanish food and drink industry, which hopes to double its exports over the next six years, reaching a value of 46,000 million euros by 2020.

Efforts were also made to strengthen the connection between industry and gastronomy, given the great international renown that

Spanish cuisine is enjoying at present. This should serve to increase the recognition and exports of food and drink products made in Spain. To this end, one of the new features in 2014 was "The Alimentaria Experience" a section where leading chefs, with a total of more than 50 Michelin stars between them (and including Joan Roca, Juan Mari Arzak, Quique Dacosta, Pedro Subijana, Carme Ruscalleda and Paco Pérez) gave demonstrations and led cookery workshops. The show also hosted the final of Cook of the Year, won this time round by Joaquín Baeza Rufete from Alicante.

Other gastronomic activities included the traditional "Vinorum" tasting experience, which featured 50 of the finest wines of the moment; the Oliva Gourmet Oil Bar, where visitors could try more than one hundred top-range oils; and the exhibition "Spain, Land of 100 Cheeses", illustrating the development of Spanish cheese-making over the last 20 years.

Area

95,000 m² **Exhibitors** 3,800

Туре

Professional

Activities

Innoval prizes, International Congress on the Mediterranean Diet, Nestlé Forum, Innovation and Technology Meetings (FIAB), Best Pack prizes, Cook of the Year competition, exhibitions, technical sessions

The Alimentaria Experience

Live Gastronomy



The Alimentaria Hub

Another nerve centre of this show was The Alimentaria Hub, which showcased many activities linked to knowledge and innovation. More than 50 experts took part, analysing the present and future of the sector in events like the Congress on the Mediterranean Diet, focused on the prevention of chronic diseases through eating a healthy diet; the Second Nestlé Forum on Creating Added Value, on nutritional challenges in the 21st century and the FIAB Innovation and Technology Meetings, amongst others.

Another outstanding event was Innoval, an exhibition featuring the launch of 300 innovative products by such brands as Nice Fruit, Nestlé, Maggi, Nutriblock and Danone; and a new initiative, The Food Factory, which brought start-ups into contact with "business angels" interested in investing in them.

This renowned Barcelona trade fair, which took place for the twentieth time 2014, brought

together nearly 3,800 companies and structured activities into 14 shows devoted to different sectors: Intervin, Intercarn, Olivaria, Interlact, Multiproducto, Mundidulce, Expobebidas, Expoconser, Interpesca, Congelexpo, Alimentación Ecológica, Restaurama, the Pavilion of the Autonomous Regions, featuring the participation of several Spanish regions and provincial countries, and the International Pavilion, with companies and institutions from 50 countries.•





+info www.alimentaria-bcn.com



Barcelona Bridal Week

Salón Noviaespaña - Pasarela Gaudí Novias

06-11/May

Gran Via. 24th edition

Once more last year, Barcelona Bridal Week, formed by Pasarela Gaudí Novias and the Noviaespaña show, turned the Catalan capital into the international centre of bridal fashion. This twenty-fourth session, the first organised directly by Fira de Barcelona, was attended by companies that are leaders in quality, design and export potential in the bridal, party and accessories industry.

Noviaespaña completely occupied Pavilion 2 at the Gran Via venue, where some 10,000 wedding dresses and more than 2,500 party gowns were on show, presented by 200 brands, half of them international. For the first time, moreover, the event also hosted the Eurobijoux & MIBI costume jewellery and accessories show.

In terms of visitors, this latest edition of Noviaespaña was marked by both quality and quantity: more than 16,000 professionals attended, 60% of them foreign, from 74 countries, 14 more than in 2013. The Pasarela Gaudí Novias featured collections by Rosa Clará, Jesús Peiró, Victorio & Lucchino, Yolan Cris, Inmaculada García, M&M, Cymbeline, Isabel Zapardiez, Jordi Dalmau, Hannibal Laguna, Ana Torres, Franc Sarabia, Francis Montesino, Manualvarez, Matilde Cano, Patricia Avendaño, Sonia Peña, Miquel Suay, Juana Martín, Carla Ruiz and Fuetecapala. Pronovias closed the series of catwalks with an exclusive show and party to celebrate the firm's 50th anniversary in the Italian Pavilion at the Montjuïc venue.

In short, Barcelona Bridal Week 2014 was an extraordinary success, attended by companies and buyers from the four corners of the earth, all keen to learn at first-hand about the latest trends in this sector of the textile industry, one of the most powerful in the Spanish economy+, which serves one in ten brides around the world.•

+info www.barcelonabridalweek.com

Area 30,000 m² Exhibitors 200 Type Professional Activities Fashion shows





Barcelona Meeting Point

International Real Estate Show

29/October - 02/November

Montjuïc. 18th edition

According to the organisers, this latest edition of Barcelona Meeting Point (BMP) confirmed the recovery of the Spanish real estate sector, which which generated satisfactory results in terms of both numbers of commercial transactions and visitors. BMP was a success in terms of both public and sales thanks to the price adjustments made by exhibitors at the show, the presence of large international investment funds and the participation of European, Russian and Chinese investors interested in doing business in Spain. Some 40% of the participating companies were foreign, from 23 countries.

As usual, Barcelona Meeting Point revolved around the Professional and International Show, the General Public Show and the International Symposium, a debate forum that brought together 2,500 participants and 97 speakers. More than 38 investment funds took part in the first Barcelona Funds Meeting event, whilst around one hundred European, Russian and Chinese investors took part in the Barcelona Real Estate Cluster Shop, an initiative launched to bring Spanish companies into contact with buyers and estate agents on the international market.

The quality of the visitors and the presence of a large number of professionals in the activities organised at Palace 8 at the Montjuïc venue confirmed Barcelona Meeting Point as Spain's foremost professional and international real estate show and one of the most outstanding in our economic area. According to the organisers, the 2014 edition marked a turning point in both the history of the trade fair and the industry itself.• Area

20,000 m² **Exhibitors**

265

Туре

Professional and public

Conferences, seminars,

prizes Organised by

Consorci de la Zona Franca de Barcelona

+info www.bmpsa.com



Barcelona International Boat Show

15-19/October

Port Vell. 53th edition

Barcelona International Boat Show confirmed the tendency towards recovery of a sector that, for the first time in six years, registered positive figures in the number of vessels registered, with an increase of over 12%.

Over five days, the event, which featured more than 120 new products and around 650 boats, generated a considerable volume of business and attracted large numbers of visitors, who took part in the more than one hundred activities programmed. Over 54,000 national and international visitors came to the Boat Show, the latter mainly from France, Germany, the UK and Russia.

The 2014 edition saw a certain change in the visitor profile, because, besides buyers who came to acquire boats, the show also attracted young and family audiences interested in trying the many ways provided to enjoy the sea. One of the most popular features was the pool-wave generator installed in the port, a pioneering initiative in Europe, where more than 400 people dared to "surf". More than ever, one of the major objectives of this show was to enable the general public to discover sporting and leisure boating.

In this line, in addition to all the activities laid on, the organisers distributed a new guide for small craft amongst visitors with the aim of promoting sailing for beginners, one of the sectors that, according to the experts, will benefit most from the reform of qualifications approved by the Council of Ministers a few days before the opening of the Boat Show.

In the professional sphere, the Boat Show, which takes place at the Port Vell of Barcelona, once more featured an extensive programme of conferences and meetings, events that included, particularly, the signing of a cooperation agreement for European cooperation in the Northern Mediterranean Region for the economic and tourist development of marinas,

Area

52,000 m² Exhibitors

250 **Type**

Professional and public

Activities

Sea baptisms, boat testing, workshops on traditional sailing, presentation of regattas, conferences, awards



and a conference on the situation of sailing for beginners in Spain. Also, for the fifth consecutive year, a Village was established, which once more became the social centre and meeting point for entrepreneurs, representatives from different fields of economics, sportsmen and women and guests from the world of sailing. Adjoining the Village, moreover, was an area of stands selling premium products and the latest trends, featuring exclusive brands in the fields of food, fashion, beauty, art and design.

New models disembark

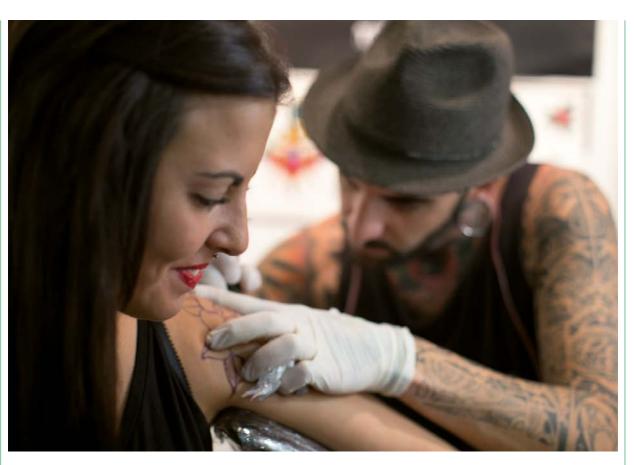
The novelties presented by the exhibitors included, particularly, the Rodman Muse 44, a Spanish-built motor cruiser that has become a world reference, and the Sunseeker 75 Yacht, a super-yacht that combines the experience of its British builder with the design and implementation of new technologies. Another eye-catching boat was the Lagoon 630 MY, a spectacular catamaran, ideal for those who wish to embark on long voyages without losing any of the comforts of a motor yacht.

Lovers of sailing could also feast their eyes on two new models: the Oceanis 60 by Bénéteau, a majestic bluewater cruiser; and the Dufour 560 GL, top of the long vessel range in terms of design, finish and equipment.•

+info www.salonnautico.com



120 new products



Barcelona Tattoo Expo

Barcelona International Tattoo Convention

03-05/October

Montjuïc. 17th edition (2nd at Fira)

Barcelona Tattoo Expo, the great showcase for tattoo culture, took place for the second time at the Montjuïc venue, having started out at Cotxeres de Sants and La Farga shopping centre in L'Hospitalet de Llobregat.

This latest show featured around 190 artists from 30 countries, who performed more than 1,700 tattoos over the three sessions. The participants included some of the most outstanding names in the industry, including the American artist Jack Rudy, re-inventor of the "Fine Line" and the "Black & Grey", appearing for the second consecutive year, and Jon Mesa, in Barcelona for the first time. Other leading names on the international scene included Chime and Colla (Polynesia), Alex de Pase (Italy) and Thirtink (Spain).

The most exciting shows at Barcelona Tattoo, expressions of urban culture, included, particularly, Bboy battles. The competition that took place in the break zone featured more than 180 participants, whilst the half-pipe installed enabled skaters to have all the fun they could wish for. The programme also included photography exhibitions, pin-up fashion shows, seminars, a car and custom motorbike show, demonstrations of the Maori dance the Haka, live music by Olaf y los Bidones and performances by Johnny Strange and Luis Pardo.

One of the most interesting seminars was that given by the tattoo artist Mariló Fernández and the psychologist Georgina España about reparatory tattoos for women who have had mastectomies due to breast cancer. This project helps women who have overcome cancer and want to recover their appearance thanks to the hyper-realistic tattoo technique, which creates volumes, colour grading and shadows with surprising results.•

Area

6,300 m² Exhibitors

190 tattoo artists **Type**

Public

Activities

Tattoo competitions, exhibitions, fashion shows, music **Organised by**

Pro-Arts SL





Bebés&Mamás

Future Mother, Baby and New Family Trade Fair

10-11/May

Montjuïc. 15th edition (3rd at Fira)

For two days, fathers and mothers were able to discover all kinds of products and the latest developments launched by brands linked to the the world of the newborn, infancy and new families at Bebés&Mamás, one of Spain's most important events in this specialty.

The products on show ranged from nursing bottles, pacifiers and nappies to all kinds of things necessary in babycare: food, high chairs, bath tubs, strollers and so on. Amongst the most eye-catching novelties this year was a camera and app to monitor babies from mobile phone or tablet.

Kidswear also played a leading role at the fair, thanks to Barcelona Fashion Walking, a new infant fashion and childcare catwalk that enabled the participating brands to present their new spring-summer collections.

In addition to the exhibition area and the catwalk, Bebés&Mamás also featured a wide programme of activities, including drawing

and face-painting workshops and baby massage sessions. Also interesting were talks on safety in the car and the conservation of stem cells, as well as a photographic exhibition from the "Mamis" collection by Cristóbal Corredor, who specialises in maternity themes, devoted to the pregnancy period.

Once more, the show featured a crawling track where babies could show their skill, a play area and a nursing corner. Clowns Without Frontiers also did their bit for charity, raising funds by organising an activity in which mothers and babies could have their photo taken wearing clown's noses. The magazine *Mi bebé y yo* donated one euro per photo to the NGO.•

Area 8.500 m²

Exhibitors

Туре

Public Activities

Baby massage workshops, crawling track **Organised by** Feria Bebé, SL



+info www.bebesmamas.com



Bizbarcelona Solutions for SMEs and Entrepreneurs

04-05/June

Montjuïc. 4th edition

The latest edition of Bizbarcelona marked the consolidation of this event as an indispensable element for promoting the world of the small and medium-sized enterprise and entrepreneurship. The show was structured around five categories (sales and internationalisation; 2.0 communication and customer services; finance and business management; innovation in products and services; and new business opportunities and trends) to enable visitors to apply some of the tools on show with a view to growing their business.

Over the two days of the trade fair, the activities included 178 talks and workshops with a total of 338 speakers; 491 customised business advisory sessions; 810 "speed-dating" contacts; 150 meetings in the Reempresa area; 50 video-pitch recordings; and more than 3,000 messages on the wall.

In addition, there were more than 1,000 interviews between SMEs interested in

entering new foreign markets and experts in internationalisation and 1,780 contacts between entrepreneurs and representatives from around 40 investment companies with funding potential of 100 million euros.

Bizbarcelona also presented a wide range of real solutions to contribute to the growth of small and medium-sized companies, as well as the creation of new businesses. To achieve this, particular importance was attached at this 2014 edition to e-commerce, channels of finance, franchises and exports as tools to boost companies.

The show is organised by Barcelona City Council through Barcelona Activa, and Fira de Barcelona in cooperation with the Government of Catalonia, Barcelona Provincial Council, the Chamber of Commerce and "la Caixa".•

+info www.bizbarcelona.com

Area

1,500 m² (net) **Exhibitors** 100 **Type** Professional and public **Activities** Bizecommerce, Bizexporta, Capital Pymes SME forum, Bizfranquicias & Retail, financing market





Caravaning

The International Caravanning Trade Fair

04-12/ October

Gran Via. 31st edition

Pavilions 4 and 5 at the Gran Via venue hosted this new edition of the International Caravanning Trade Fair, one of the most successful in its history, as 90% of the products on show were sold, a 35% improvements on the results obtained in 2012, consolidating "Caravaning" as the industry's leading business event.

The show surpassed the exhibitors' initial expectations, attracting quality audiences – more than 44,000 visitors – with high purchasing intentions. According to industry professionals, the fact that both the new models for the 2014-2015 season and outlet / low cost vehicles were on sale was one of the keys behind this year's success.

In this regard, the International Caravanning Trade Fair was successful in attractingthe new generation of Spanish caravanners, 40% of whom said that they had taken up this activity less than ten years ago. Of these, 20%, had been caravanning for less than five years. This was the audience most interested in the Camper Zone where, besides showing this range of vans, caravan DIY workshops were organised, attracting more than 300 fans at the different sessions programmed.

The show also provided the finest educational tool for this lifestyle by launching a movement, *I am Caravaning*, that highlights the values linked to this way of enjoying holidays and leisure time, stressing contact with nature and the importance of freedom. Those endorsing this initiative included wellknown personalities such as world motorcycle champion Marc Márquez, the winners of the Dakar Rally, Nani Roma and Marc Coma, fashion designers Custo Dalmau and Miriam Ponsa and the coach of Málaga CF, Javi Gracia.•

Area 20,000 m²

Exhibitors 107 exhibitors / +200 brands

Туре

Professional and public **Activities**

16th Meeting of Camping Entrepreneurs, *I am Caravaning*, Fam Parc (activities for children), caravan DIY workshops, Gastrovaning section





Children's Festival

27/December - 04/January

Montjuïc. 51st edition

The Festival de la Infancia, a show for children that Fira de Barcelona has organised for the last 50 years and more, is one of the most outstanding family events each Christmas season. This year, there were more than 120 activities for young visitors and those who accompanied them. Sport was particularly important this year, with the celebration of the Molinet Regal Trophy, the oldest minibasket competition in Spain, visited by leading players including Juan Carlos Navarro, captain of FC Barcelona.

Children were also invited to emulate great footballers such as Leo Messi and Xavi by playing matches in "ministadiums" provided by the Futbol Club Barcelona Foundation, where they also learned values like respect for opponents and fair play. The more daring could also try "bubble football", a new game where players are roll around after the ball in giant bubbles.

Technology was another key component of the Festival. Among the novelties, the children

were invited to discover the origin of the universe on a 360° spherical screen and to build minirobots using recycled material.

Music and traditional shows also played an important role, with puppets, clowns, storytellers and magicians. The concerts laid on also got both children and parents enjoying music together, thanks to the artistic quality and educational purposes of the groups appearing, which included Wonderful Kids and Lali Rondalla. The workshops on the programme were also very popular, focusing on a range of subjects, such as cooking, pet care, urban gardening, milking a cow and making giant soap bubbles.

This year, moreover, the Festival coincided with XD Young Fest, a new event providing multimedia leisure and experiences to teenagers and young people from 12 years and over.•

Area

- 43,000 m² **Exhibitors** 100
- Туре
- Public
- Activities
- Sporting events, workshops, competitions, games, concerts, climbing wall





Comic Barcelona International Comic Convention

15-18/May

Montjuic. 32nd edition (10th at Fira)

The 2014 Comic Convention saw the event established as a reference, with the participation of leading national and foreign authors and a programme of cultural and leisure activities exhibitions, talks, workshops, author signings, etc. "Cómic" also featured meetings between artists and publishers.

One of the main themes at the show was war comics, and the major exhibition "Comics in War" featured original books and illustrations by artists of different nationalities, as well as a spectacular setting.

Other outstanding events included the shows devoted to the 75th anniversary of Batman and the 40th of Wolverine. There were also exhibitions on Popeye, the autobiographic comic and graphic humour, a debate on the right to decide, and a show featuring the winners of the 2013 Comic Convention prizes; from the Carnet Jove Connecta't grant for the comic awarded by the Government of Catalonia's Catalan Agency for Youth to the winners of Injuve and the Cornellà Comic Competition.

The participants included Joe Sacco, who presented *The Great War*, set during World War One; the British artists Andrew Wildman, known for his work on comics in the *Transformers* series, and Mike Carey, scriptwriter for *Lucifer*, *Hellblazer* and *The Unwritten*; the Argentinian Eduardo Risso, author of *100 Balas*; and the American scriptwriters Brian Azzarello and Paul Jenkins. The guests also included the French authors Audrey Spiry and Chloé Cruchaudet; the Italians Manuele Fior and Pasquale del Vecchio; and the Serbian artist Guéra.

The Comic Convention is supported by the Culture Ministry (Government of Catalonia), Barcelona City Council, the Spanish Ministry of Education, Culture and Sport and Barcelona Provincial Council.•

+info www.ficomic.com

Area

32,000 m² Exhibitors

153 **Type**

Professional and public

Activities

Exhibitions, competitions

Organised by

Ficomic





Cosmobelleza

International Beauty and Hairstyling Trade Fair

08-10/March

Gran Via. 20th edition

The twentieth edition of Cosmobelleza attracted 10% more exhibitors than in 2013, as well as a large number of professionals from the industry who could not afford to miss this great event in the world of beauty and hairdressing. More than one-third of the exhibition space, 22% more than at the previous edition, was occupied by international firms.

We should mention particularly the success of the fashion show, which featured from body painting to exhibitions by the leading hairstylists on the international scene.

Another outstanding event was the gala for the first Tocado prizes. These awards, created by the magazine of the same name in cooperation with Grupo Cosmobelleza, give recognition to the work of promising young talents in our country, as well as to the professional work of prestigious stylists. The Despuntan Prize for the best urban creative collection went to the Wapa'm team, whilst Jordi Pérez of La Barberia de Gràcia was named as Best New Hairstylist. Richard Ashforth, international creative director at Saco Hair, received the Tocado Prize for International Hairstylist of the Year, and the team at Toni&Guy picked up the life-time award.

Cosmobelleza 2014 also placed the emphasis on training, with workshops and master classes attended by more than 3,200 people.

Organised by Grupo Cosmobelleza, the show has reached its twentieth edition, accumulating great national and international prestige winning such accolades as that awarded by Luxury Spain in 2014: the Luxury Spain Beauty Seal of Excellence as a benchmark beauty trade fair in Spain.•

Area 22.000 m²

Exhibitors

204 brands Type

Professional Activities

Congress on Beauty and Hairdressing, catwalks, workshops and master classes, shows, prizes

Organised by Grupo Cosmobelleza





Denim by Première Vision

European Denim Industry and Trend Trade Fair

21-22/May - 19-20/November

Montjuïc. 14th and 15th editions (1st and 2nd at Fira)

In spring and autumn, Barcelona wore denim. The international leaders in the jeans industry, which moves 51,000 million euros around the world, left Paris and moved to the Catalan capital to hold their major fair, Denim by Première Vision. Around one hundred exhibitors from twenty countries took part at both editions, presenting trends, technologies, fabrics, fibres, finishes and accessories to clothing manufacturers, designers, stylists and representatives from the top denim and *prêt-àporter* brands. The show focuses exclusively on the premium denim market, which seeks more elaborate and sophisticated products.

The move to Barcelona received a warm welcome, with exhibitor numbers up by 5% and visitor numbers by 45% in May compared to the same show in Paris in 2013. This power of attraction became even more firmly consolidated in November. Internationalisation is one of the main features of Denim, as 90%

of participating companies and 72% of visitors are from outside Spain.

Denim by Première Vision featured different atmospheres and trend sections, presenting the rules, codes and aesthetic guidelines that will shape jean fashion in 2015-2016. Under the slogans "Play the game" in May and "Gangs of denim" in November, the show provided inspiration as regards colours, textures, finishes, forms and styles in denim garments.

The novelties included spreading use of denim with technical properties: jeans that regulate temperature and absorb humidity and that cling to the body, enabling the wearer to take part in extreme sports. The industry also seeks sustainability, offering fabrics that contain recycled cotton fibre and even plastic.•

Area

19,000 m² **Exhibitors** 100 (May) / 98 (November)

Type Professional

Activities

Trend area, exhibitions, Denim by Première Vision party

Organised by Première Vision, SA





EIBTM Exhibition for the Incentive, Business, Travel and Meeting Industry

18-20/November

Gran Via. 27th edition (11th at Fira)

En 2014, EIBTM once more surpassed all expectations. The most important event of the incentive, business, travel and meeting industry was visited by 15,500 professionals –8% more than the previous year– 80% of them from Europe.

Over 3 days, more than 3,000 companies from 150 countries presented their latest developments as regards destinations, products and services. The exhibitors included travel agencies, tour operators, congress and convention centres, hotel chains, service and technology companies and international event organisers.

Besides the exhibition area, EIBTM also hosted a number of meetings to promote networking among exhibitors and visitors. Over the three days, more than 78,000 interviews and business meetings took place, 20% more than in 2013.

This time around, the trade fair gave a powerful boost to the business tourism industry

in Spain, for the first time opening up the hosted buyers programme to Spanish congress and event organisers. Moreover, in cooperation with MPI Spain and ICCA Iberia Chapter, EIBTM also organised a specific training programme in Spanish aimed at Spanish professionals, to study the situation and latest trends in the industry.

The new features in 2014 included the innovation zone, showcasing technological solutions and services for events, and the section devoted to sustainability. As every year, moreover, EIBTM (which will change its name to IBTM World from 2015 on) organised a full programme of talks and seminars featuring experts from around the world.•

Area

40,000 m² **Exhibitors**

3,000

Type Professional

Activities

Conferences, business meetings

Organised by Reed Travel Exhibitions

78,000 business meetings



eShow Professional e-commerce and Online Business Exhibition

12-13/March

Montjuïc. 4th edition

E-commerce, online marketing, digital signage, social media and cloud computing; these were the main themes at the latest eShow Barcelona, an event devoted to the business opportunities offered by online technology.

With 130 exhibitors and 200 talks and debates staged at Palace 8 at the Montjuïc venue, eShow Barcelona became consolidated as the reference event for these sectors in the Iberian Peninsula and Latin America. The participants included speakers from companies like Airbnb, Atrapalo.com and Telefónica, whilst one of the outstanding events was the Net Fashion Forum, giving visitors insight into the experiences in the digital environment of such fashion brands as Pepe Jeans, Desigual and Textura, amongst others.

Another important participant at eShow was EMOTA, the European Multi-channel and Online Trade Association. This body, which has its headquarters in Brussels, defends the interests of distance sellers who operate through a range of channels. At eShow, EMOTA organised the International E-commerce, at which China was the guest country.

Entrepreneurs were also invited to take part in the Womenalia StartUp Day by ONO, at which the companies selected that wanted to launch or promote their Internet projects could defend their proposals at the Kereitsu investment and enter a funding round.

The innovations presented by Spanish websites engaged in e-commerce were the protagonists of the eAwards. The companies BlaBlaCar, Tailor4less and Rastreator received prizes for their developments, which seek to improve the shopping experience of customers or web surfers.•

Area

1,500 m² (net) Exhibitors 130 Type Professional and public Activities Conferences,

seminars, prizes Organised by

Waterteam SL





Expohogar International Trade Show of Gift and Home Articles

17-20/January - 26-29/September

Montjuïc. 50th and 51st editions

At the two fairs staged in 2014, Expohogar, a traditional international event 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 spring and summer. This first show of the year confirmed the vintage style as the great fashion trend, as well as the triumph of blue, in all its shades, and bright orchid as the colours of the coming season. With 115 Exhibitors, the show proved its great value for boosting this industry.

The autumn edition of Expohogar, which took place in September, featured 150 exhibitors -8% more than in 2013– who presented 30,000 innovative articles in the field of gifts, decoration and costume jewellery at a show where many commercial transactions were completed ahead of the Christmas campaign, which is when this sector reports its highest sales. Expohogar helped to reactivate business contacts and orders in a climate of moderate optimism regarding the prospects of a further increase in consumption.

The stars of the autumn show were ethnic and animal prints in terms of the latest trends, and objects with messages and the natural style, featuring the use of wood particularly, in home decoration.

The programme at the two Expohogar shows, which both took place in Palace 1 at the Montjuïc venue, included floral art demonstrations and workshops on gift wrapping, which were attended by more than 400 people.•

Area

12,000 m² (spring) / 12,000 m² (autumn) **Exhibitors** 115 (spring) /

150 (autumn) **Type**

Professional

Activities

Demonstrations of floral art decoration and shop window dressing, workshops on gift wrapping





Expominer International Mineral, Fossil and Jewellery Exhibition

14-16/November

Montjuïc. 36th edition

Expominer featured 115 exhibitors from 16 countries and was, once more, the largest show for this specialised sector on our country, offering visitors the chance to buy or exchange minerals, precious and semiprecious stones, gems, fossils and – on this occasion – spectacular meteorites weighing 30 and 50 kilos.

Besides being an important platform for boosting trade and collecting, year after year the show enables society as a whole and students in particular to learn more about geology and minerals. Last year, Expominer joined in with celebrations for the International Year of Crystallography by launching several Initiatives, including an exhibition on this scientific field, which is little-known despite its common applications in cosmetics, food and drink, the new technologies, etc. Workshops on making crystals were also organised in cooperation with the University of Barcelona Geology Faculty, and an introductory manual on this subject was published. Another novelty was the exhibition "Minerals of the Mediterranean", which featured more than 230 specimens from sites located in areas of the Iberian peninsula that are (or once were) bathed by the Mediterranean Sea. Amongst others, there were barites, sphalerites and galenites from Cartagena-La Unión (Murcia), amethyst quartz crystals from Sils (Girona) and a huge exemplar of crystallised gypsum from Fuentes de Ebro (Saragossa). The exhibits came from leading private collections and were loaned to Expominer throughout the period of the show.

The programme of activities was completed by lectures, workshops and exhibitions. The most popular was "Live Geology", a workshop on gems, volcanic eruptions and strategic minerals organised by the Geology Faculty of the University of Barcelona.•

+info www.expominer.com

Area 5,500 m² **Exhibitors** 115

Type Professional and public

Activities

competition

Workshops, conferences, exhibitions, geological photography

230 mediterranean minerals



Expoquimia, Eurosurfas and Equiplast

Mediterranean Meeting of Applied Chemistry

30/September - 03/October

Gran Via. 17th edition (Expoquimia and Equiplast) / 25th edition (Eurosurfas)

Barcelona once again became the European capital of applied chemistry with the simultaneous celebration of Expoquimia, Eurosurfas and Equiplast, bringing together the commercial, technical and scientific aspects of three industries that are key to the development of society: chemistry, surface treatment and plastics and rubber.

With 734 direct exhibitors, 160 activities, more than 200 new products, 300 business meetings in the WICAP framework and 50 projects from all around the world, the 2014 edition marked the beginning of a new stage, aimed at transforming these three shows into the future World Chemical Summit, an event designed to become a world reference. The three shows, which occupied pavilions 2 and 3 at the Gran Via venue, were visited by 37,900 professionals.

The strength of the Spanish chemical industry and its influence on social wellbeing

was reflected in the project *Smart Chemistry Smart Future*, which introduced the industry's contributions in such key areas as energy (demonstrating the Solar Impulse 2, a solar-powered airplane), water, health, smart cities and so on.

The main novelty at this edition was the launch of WICAP (World, Investment, Cooperation and Innovation Lab, Application Forum and Project Forum), which enabled exhibitors to discover 51 national and international development projects. Thanks to this initiative, the shows were attended by nine trade missions and were visited by representatives from the governments of South Africa, Nigeria, Ghana, Brazil, Colombia, Peru and Israel.

Technological innovations

Spain's high scientific level was demonstrated once again at the fourth edition of the R&D&I

Area 20,000 m² Exhibitors 734 Type Professional Activities Project Smart Chemistry, Smart Future, Expoquimia Prizes, Mediterranean Congress of Chemical Engineering, Seminars on Instrumental Analysis, WICAP Forum, Eurocar Congress, seminars, meetings



Prizes. In Biotechnology, the award went to IPR19, a new drug to treat cognitive deficits linked to schizophrenia, presented by Teresa Tarragó and Ernest Giralt from the firm of Iproteos at Barcelona Science Park. In the Chemicals category, the prize went to the project "Antimicrobial Biomaterials for Bone Substitution and Regeneration", which proposes a global strategy to resolve the problem of infections associated with dental implants. This project was presented by Xavier Gil and Maria Pau Ginebreda from the Polytechnic University of Catalonia Biomaterials, Biomechanics and Tissue Engineering Research Group.

The scientific programme was completed by the latest celebrations of the Mediterranean Congress of Chemical Engineering and the Seminars on Instrumental Analysis, as well as seminars on shale gas, water decontamination, nanomedicine and the influence of chemicals on food and drink today, at Expoquimia; the eighth edition of the Eurocar Congress at Eurosurfas; and the first edition of the Plastic Transformers Show at Equiplast.

The 392 exhibitors at Expoquimia presented a total of 2,171 products and 120 technical innovations. The 197 exhibitors at Equiplast unveiled 63 technical innovations and 356 products and, finally, the 46 exhibitors at Eurosurfas presented a total of 593 products.•

+info www.expoquimia.com +info www.eurosurfas.com +info www.equiplast.com



51 development projects



Handmade Festival Barcelona

A Unique Do-it-Yourself Experience

25-27/April

Montjuïc. 1st edition

The first edition of Handmade Festival Barcelona positioned the city among European capitals interested in the "DIY" (Do it Yourself) phenomenon. The show brought together more than 150 exhibitors, who presented all kinds of products, materials and new developments related to the different specialties in such sectors as yarn, paper, cooking, DIY and gardening.

The format chosen, which combined commercial exhibition with more than a hundred courses and workshops, offered a broad, practical and up-to-date view of the world of handmade, adapted to the creative potential of both experts and professionals and amateurs and beginners. In field of cuisine, for example, chefs like Jordi Narro and Ada Parellada shared their recipes and culinary techniques with foodie visitors, whilst other professionals showed participants how to get started in making bread and cakes. Visitors were also able to learn or perfect techniques for creating personal and decorative accessories, restoring furniture and establishing an urban garden in the home, amongst many other activities, always with the help of experts.

One of the sections most visited at the show was "Handmade Home – Living DIYsign", featuring a recreation of a 60 m2 apartment with its main areas (kitchen, living room, bedrooms, office, terrace and garden). This space combined functional furniture with original style based on innovative DIY features. Another popular section was an exhibition of paper dresses from Mollerussa Paper Museum.

In recognition of its long tradition in the use of handmade techniques, France was the guest country at this first edition of the Festival.•

+info www.handmade.com

Area

12,000 m² **Exhibitors**

150

Type Public

Activities

Workshops, master classes, exhibitions, book presentations, seminars, concerts

Organised by

Fira de Barcelona and the creative agency Evident Events



Liber International Book Fair

01-03/October

Montjuïc. 32nd edition

This year, the focus at this annual professional book fair, which takes place alternately in Barcelona and Madrid, was on innovation in digital and technological services for the world of publishing. For the first time, the fair featured an exhibition of editorial and literary content for merchandising and audiovisual marketing. The Federation of Publishers' Guilds of Spain, which organises the fair, stressed its interest in making it a platform to improve and expand the publishing business abroad whilst, at the same time, gradually giving it the character of a great event for the general public.

Accordingly, Liber became, not only a major exhibition, but also an important forum at which professionals discussed the main issues affecting the industry. Moreover, specifically, a section was devoted to negotiating translation rights, whilst themed sessions, master classes and round tables were also organised. In line with this desire to enhance its public presence, the fair included *Liberatura*, an initiative open to citizens, a literary festival that took place in different venues around Barcelona: at the Fair itself and at libraries and bookstores. More than 60 authors took part in this festival, discussing a range of issues with non-professional audiences.

At the opening day, moreover, Liber paid tribute to recently-deceased Barcelona writer Ana María Matute. There was a a four-hour public reading of Matute's as-yet unpublished novel, *Demonios familiares*, which she was working on at the time of her death aged 88.

Finally, the Liber award for the most outstanding Latin-American author went to the writer Antonio Muñoz Molina.•

+info www.ferialiber.com

Area 20.000 m²

Exhibitors

450 **Type**

Professional and public

Activities

Seminars and debates, meetings, tributes

Organised by

Consorci de la Zona Franca de Barcelona



Higher Education and Employment Week

12-16/March

Montjuïc. Education Exhibition 25th edition / Futura: 11th edition

The Education Exhibition celebrated its 25th anniversary with a renewed commitment to the education and vocational training of young people who, having completed compulsory secondary education (ESO), need to decide their academic future. Once more, the Exhibition played a key role as a platform for guiding thousands of young people seeking to choose the best option with a view to beginning their professional careers.

In total, more than 65,000 students, family members and teachers visited the Education Exhibition, added to which are over 6,000 people who attended Futura. These two events, along with the International Fair of Simulated Companies, which featured student recreations of business dynamics, formed part of Higher Education and Employment Week, which featured a total of 286 exhibitors.

As in previous years, experts from the Education Ministry and the Secretariat for Universities attended the Education Exhibition to provide personal information and guidance about the different further education options that best matched the student's preferences and abilities. These experts also helped to resolve doubts about university entrance and available grants and assistance. The Student Information Services and the Educaweb website provided such information to more than 5,000 young people, advising them as to the best academic courses to take.

To encourage the entrepreneurial spirit amongst young people, moreover, the TecnoCampus, Junior Achievement, Escola Emprenedors and "la Caixa" foundations organised a series of interactive workshops and conferences in the youth area. Mobile World Capital Barcelona and mEducation GSMA also took part, presenting the mSchools programme.

Specific sections (the multimedia area and the science space) were also devoted to science

Area

27,000 m² Exhibitors 286 Type Professional and public Activities Science space; information and guidance service; multimedia area; conferences and workshops Organised by

Fira de Barcelona in cooperation with the Ministries of Education and Economy and Knowledge of the Government of Catalonia



and the new technologies, with activities related to virtual reality, robotics and video games. For its part, the Spanish Association of Promoters of Courses Abroad (ASEPROCE) organised a section devoted to language training learning resources.

Latest market trends

At Futura, the Masters and Postgraduate Courses Exhibition, universities, business schools, colleges, lifelong learning centres and vocational training schools presented the latest programmes of second and third cycle education available in Spain and abroad.

Futura included a large programme of conferences and workshops to enable participants to discover the latest trends on the national and international employment market.

At the 2014 edition, information about vocational training resources related to health, physical and sports activities, veterinary studies

and business administration was the most requested by students.

Regarding university degrees, medicine, psychology, biology and nursing were the leading subjects at this edition, which also sought to promote the entrepreneurial spirit amongst students and to encourage their interest in science, technology and languages.•

+info www.ensenyament.com +info www.salofutura.com



25 years' activity



Hostelco International Hotel, Restaurant and Community Equipment Show

20-23/October

Gran Via. 17th edition

The latest edition of Hostelco consolidated the high level of internationalisation of an event at which new areas and numerous activities were launched to showcase new business opportunities, the latest technologies applied to the catering industry and the most innovative formats for professionals in the sector. For the first time, moreover, Hostelco took place simultaneously with the Gastronomic and Bar Forum to form Barcelona Hosting Week, a great platform for the industry that embraces the whole value chain, from equipment to product processing.

A total of 518 companies took part in the show, 25% of them foreign, from 33 countries, and more than 1,200 brands were represented. To these impressive numbers should also be added the quality of visitors, who included more than 600 VIP buyers, selected amongst the personnel and managers with the greatest purchasing potential, half of them international, particularly from North Africa, the Gulf countries, the United States, Canada, Latin America and European markets. In total, this first Barcelona Week Hosting attracted some 57,000 visitors, 15% of them foreign, from more than one hundred countries.

Concerned, as ever, with educational aspects, Hostelco included a series of activities, such as the Hospitality Business Event, which included a programme of some 20 talks by 50 leading national and international experts on the them of hotel management, catering, fitness, exports and security. According to these speakers, the future of the industry will be marked by such aspects as specialisation in premium or low cost services, capacity to adapt to customer needs and adoption of new business models. In the hotel trade, the keys to the market will be technological innovation, user experience and differentiation

Area

77.600 m² Exhibitors 500

Туре

Professional

Activities

Business meetings, demonstrations, championships

Organised by

Fira de Barcelona and Federación Española de Asociaciones de Fabricantes de Maquinaria para Hostelería, Colectividades e Industrias Afines (FELAC) in cooperation with the Federación Española de Hostelería (FEHR)



and added value compared to the competition from new tourist accommodation facilities.

Innovation effort

Innovation is one of the characteristics that have defined Hostelco since the start and, in this regard, once again, the show devoted specific sections to the most innovative companies and products. Moreover, the Hostelco Awards recognised the R&D&I efforts of catering professionals in three key areas in the industry: hotels, restaurants and products. Amongst the winners of these third prizes was the Spanish company Room Mate, which received prizes in two categories.

Hostelco also devoted a section to the IoT (Internet of Things) applications, recreating a Smart Hotel in which, using the first hotel app capable of customising areas and tailormade experiences for each individual guest. The systems tested included those for identifying the user using face recognition technology and the many possibilities that guests have to customise their rooms, choosing amongst different atmospheres, lighting, sound and image.

The Hostelco programme was completed by activities devoted to the world of cocktails and others organised by the Café Cultural Forum, including wine and food tasting and talks, as well as the Ninth Barista Championship, which was won by Adrián Fernández representing Asturias.•





+info www.hostelco.com



Manga Barcelona Manga Show

30/October - 02/November

Montjuïc. 20th edition (3rd at Fira)

Barcelona Manga Show celebrated its twentieth anniversary as the undisputed leader in events devoted to this variety of comics and Japanese culture as a whole, with an increase this time around in both exhibition space and activities. Plaza del Universo was a nerve-centre at the event, hosting the Cosplay competitions, the Anime Song Contest, demonstrations of Asian dance and musical performances.

The focus was very much on Japanese cuisine and culture. Under the title "The Spirit of Japan", activities related to Japanese traditional culture, spirituality and natural therapies took place. There were workshops devoted to the kimono, a meditation room, macrobiotic workshop, demonstrations of reiki, shiatsu and kobido, and exhibitions of ikebana and bonsai and Zen gardens.

Participants at the show included authors like Kengo Hanazawa, (*I am a Hero*), Takeshi Obata, (who adapted Hiroshi Sakurazaka's novel *All You* *Need is Kill*, already made into a sci-fi film, to Manga). Other guests were Takehiko Inoue and Ken Niimura, a Spanish writer of Japanese origin who currently lives and works in Tokyo.

There was also a large representation from the producers of the Nintendo Pokemon and Dragon Ball Xenoverse games. In the field of music, the Japanese pop band Loverin Tamburin performed, while Japanese cuisine was represented by Nobuaki Fushiki, chef at the Shiojiri Jôzôjo restaurant in Tokyo, which specialises in hakko ryori, the latest culinary trend in Japan, based on traditional fermentation techniques.

The Manga Show was supported by Barcelona City Council, sponsored by Nintendo Ibérica and organised in cooperation with several bodies, including the Japanese Consulate, the Ana air line and Casa Asia.• Area 50,000 m² Exhibitors 150 Type Public Activities Exhibitions, workshops, concerts, film screenings, competitions Organised by Ficomic



MIHealth Forum

Management & Clinical Innovation Forum

21-22/May

Montjuïc. 3th edition

At its third celebration, this forum devoted to innovation in the management of health centres and system, staged at the Congress Palace, brought together professionals from the fields of medicine, health management, politics and industry.

Over two days, the symposium featured lectures by seventy internationally prestigious speakers, who discussed the challenges facing the transformation of health with the aim of conserving health services and making them more sustainable. This Third MIHealth Forum also focused on the use of technology, the promotion of entrepreneurship and the role played by patients as tools to transform systems and make a more responsible use of resources.

The lectures were structured around three key themes: clinical knowledge and innovation management: from idea to market; technologies for the transformation of the health system; and innovation in the management of health organisations. The speakers included such important figures as Pedro Guillén, the first surgeon to use Google Glass during an operation; Stephen J. Swensen, director of the Office of Leadership and Organization Development at the May Clinic (United States); and Ron S. Dembo, founder of Zerofootprint Software.

Management & Clinical Innovation

At this latest edition, the MIHealth Forum prizes for innovation were awarded in three categories, corresponding to the key themes on the symposium programme. The awards went to the firm of Transmural Biotech for its development of a quick, non-invasive test for foetal lung maturity; and to the Hospital Clinic of Barcelona for both a new automated system of haematological diagnosis by imaging and also by a new organisational model for nursing introduced at this health centre in the Catalan capital.•

5,800 m² **Delegates** 900

Area

Type Professional

Activities

MIHealth Innovation Awards, Close Connections, Innovative Medicine Initiative meeting, meeting of the European Assembly of Regions





Mobile World Congress

24-27/February

Gran Via. 9th edition in Barcelona

2014 was an important year for the Mobile World Congress (MWC) as, for the first time, this, the leading event in the world devoted to mobile technologies, occupied space at both venues in the Fira de Barcelona trade fair site, the Gran Via venue completely and Montjuïc partially. Taking place in Barcelona for the ninth time and in the wake of the final triumph of the smartphone as the leading technology in the sector, the MWC reflected a technological revolution that goes to the very heart of mobile devices, with 64-bit processors and four or eight cores, showcasing a new class of supports: wearables, electronic devices that are worn as articles of clothing or accessories.

In this context, the MWC once more beat all records, with over 85,000 visitors from 201 countries –50% of them top executives, including 4,500 chief executive officers– more than 1,800 exhibiting companies presenting their latest developments and services on a net exhibition area of 98,000 m²; 3,800 international media representatives and analysts, and 12,361 part-time jobs generated.

Delighted by these impressive figures, the GSMA –the association that represents the interests of 800 mobile operators around the world and more than 250 companies in the mobile ecosystem, which organises the MWC in collaboration with Fira de Barcelona– was also particularly proud of another achievement: reducing the environmental impact of the Congress and obtaining certification as a carbon-neutral event according to the PAS 2060 standard, making the MWC the largest conference and exhibition in the world to meet these requirements.

Facebook and WhatsApp

Over four days, the programme also included the presence of executives from major telephone operators around the world, software

Area

- 98,000 m² (net) Exhibitors
- + 1,800 Type
- Professional

Activities

Directors' summit, conferences, technical seminars, App Planet, Connected City, NFC Experience, Fitbit Challenge, mPowered Industries

Organised by

GSMA in collaboration with Fira de Barcelona



companies, equipment suppliers, Internet companies and firms from the automotive, finance and health industries, amongst others. However, this edition of the MWC will be remembered particularly for having brought together Mark Zuckerberg, founder and CEO of Facebook, and Jan Koum, his counterpart at WhatsApp, precisely during the final phase in negotiations and the signing of an agreement for the purchase of WhatsApp by Facebook.

The program of lectures also featured such names as Virginia Rometty, chairman, president and CEO of IBM, along with CEO and top executives from companies like Alcatel-Lucent, América Móvil, Fundación Bitcoin, Cisco, Citigroup, Connecthings, EMC Corporation, Etisalat Group, Ford Motor Company, Isis, Jasper Wireless, Kakao Corp., KDDI, Lookout, Millicom, NTT DoCoMo, Raspberry Pi Fundación, Shazam Entertainment, Shhmooze, SingTel, SK Planet, Telefónica, Tele2 Group and Viacom International Media Networks.

In line with the expansion of wearables and with a view to promoting visitor health and welfare, the GSMA organised a competition among all participants, awarding a prize to those who did the most exercise during the Congress. The competition was organised in cooperation with Fitbit, a leading firm in the development of wearables related to physical activity. Using bracelets connected to mobile phones, the mileage covered on the site by participants was monitored, and prizes were awarded on each day of the Congress.•







Ocasión Second Hand Guaranteed Vehicles Trade Fair

28/November - 08/December

Montjuïc. 34th edition

This fair beat its own record, as sales at Ocasión increased by 13% compared to 2013. In ten days, 2,027 nearly-new vehicles were sold, that is to say, 83% of the cars on display, mainly Km0, management, business fleets and renting. Most vehicles were less than 3 years old. The Dekra certification company inspected all cars on show before they were accepted, ensuring their perfect condition and working order.

The nearly one hundred participating exhibitors offered reduced prices and special conditions that, added to the quality of the vehicles, the features and the guarantees, encouraged one in fourteen visitors to buy. The total value of sales generated by the trade fair is estimated at nearly 40 million euros.

Depending on the model or range, the average saving compared to the same brandnew vehicle was 30%. Sales were concentrated mainly on mid-range utility cars, priced between 10,000 and 15,000 euros, and models with prices averaging over 25,000 euros. Some units from the premium segment were also sold, as well as a few luxury sports cars with prices above 70,000 euros.

Ocasión also generated many more operations that were later completed at the exhibitors' showrooms on the following days. Several exhibiting companies, all of them members of the Catalan Federation of Motor Vehicle Dealers (FECAVEM), sold more than a hundred more vehicles after the event, but whose purchase had been agreed at the show.

The economic crisis and difficulty in obtain credit all helped to generate a sharp increase in second-hand vehicle sales.•

17,600 m² (net) Exhibitors 100 Type Public Activities Professional seminars, children's drawing competition, road safety driving circuit

Area



+info www.salonocasion.com



Passenger Terminal Expo

International Trade Fair and Conference on Passenger Terminal Technology and Management

25-27/March

Gran Via. 2th edition in Barcelona

Passenger Terminal Expo, a show specialised in the design and equipment of passenger terminal areas, includes a wide range of activities and business opportunity and differing scales. This is the only fair of its kind in the world to bring together representatives from air lines and airport operators. A travelling show, the fair had taken place at Fira de Barcelona for the first time in 2007.

At this edition, many companies used the show as a platform to launch their latest products, services and technologies related to management, security and complex operations at airports. A major showcase for the latest trends, Passenger Terminal Expo highlighted the industry's efforts to help overcome the crisis, to build customer loyalty and achieve passenger satisfaction, to deal with environmental issues and all questions railed by low-cost airlines.

Coinciding with the Expo, the Terminal Conference was also organised, attended

by over 1,300 participants from around the world with a programme featuring more than 200 speakers. The themes at the conference ranged from airport design to the planning and development of facilities, intermodal transport – which enables airports to be connected to cities – and other systems of mobility, parking, border control, commercial development, passenger experience and comfort, self-service, check-in and baggage processing.

The debates featured the presence of airport experts and executives, airline managers, consultants and engineering companies. More than 80 countries sent representatives from their respective aviation authorities.• 7,500 m² Exhibitors 160 Type Professional Activities Conferences Organised by UKIP Media & Events

Area





Seafood Southern Europe

Meeting Point for the Southern European and Mediterranean Fish and Seafood Industry

22-24/September

Gran Via. 3th edition

Converted into a huge fish market featuring all classes of fish and seafood, as well as a show for fish processing and manufacturing machinery and equipment, Seafood Expo Southern Europe brought together key professionals, suppliers, buyers and importers of fishing and aquaculture and food service products from more than 60 countries.

The participating companies presented their latest innovations and product launches aimed at the retail sector, international trade, catering, manufacturing and processing. These new products included: tuna burgers; cod and swordfish; cod skin curry and barbecued nibbles; Kosher-prepared tuna; salt or saltwater for cooking; and prawn-flavoured salt. These products fall into the classes of quick and easy eating, premium and delicatessen dishes, and healthy food.

Seafood Expo Southern Europe was also a forum for training and debate on such themes

as more sustainable fishing, the new Common fishing policy, the aquaculture boom and the profile of fish and seafood buyers in Spain. The programme also included a series of talks by the chefs Isaac Loya, Dani García and Isma Prados.

Seafood products are consumed from once to three times a week in 73% of Spanish households, according to a study by AECOC (the Spanish Commercial Coding Association) presented at the trade show. Fish intake responds to functional criteria associated with the health and nutritional properties of fish. World fish consumption is expected to increase by more than 20% over the next five years.•

Area

14,000 m² **Exhibitors**

165

Type Professional

Activities

Culinary master classes and demonstrations, conferences, business meetings

Organised by

Diversified Business Communications and Alimentaria Exhibitions



+info www.seafoodexpo.com/southern-europe

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Seatrade Med

International Event on Mediterranean Cruises

16-18/September

Gran Via. 10th edition (1st at Fira)

Seatrade Med is the most important event devoted to Mediterranean cruises. The biennial show chose Barcelona to host its tenth edition, as the Catalan capital is the leading city in this market in Europe, with 2.6 million passengers in 2013, and one of the major world powers, behind only Miami, Port Everglades and Port Canaveral in the Caribbean.

The show featured the new developments launched by companies providing services to the Mediterranean cruise market. Those present included shipping companies, operators, shipbuilders and firms specialising in navigational systems, technology, interior decoration, hotel equipment, catering and leisure activities. The participants also included tour leaders, hotels, airlines, ports and airports.

Besides the exhibition area, Seatrade Med also included an important congress programme in which more than 750 delegates from 40 countries took part. In the more than 200 talks and networking sessions organised, the themes discussed included, amongst others, the future of the cruise market, which has expanded considerably in recent years, particularly as regards Mediterranean routes, which reported growth of 24% in 2013, with passenger numbers reaching a total of 27 million.

At present, the Mediterranean is the secondmost popular destination for cruises in the world. In Spain, up until the start of the crisis, the cruise industry as a holiday option had grown by more than 20% per year. Whilst in 2000 only 90,000 Spaniards holidaymakers chose cruises, in 2010 this figure was nearly 700,000.

Seatrade Med was visited by professionals from more than 50 countries.•

26,600 m² Exhibitors 180 Type Professional Activities Conferences, networking sessions Organised by UBM Live in cooperation with Seatrade Communications Ltd

Area



+info www.cruiseshippingevents.com/med



SIL International Logistics and Maintenance Exhibition

03-05/June

Montjuïc. 16th edition

This latest edition of the International Logistics and Maintenance Exhibition (SIL) took place under the motto "We are Logistics" as a way of highlighting the contribution that this show makes as a meeting point and forum for exchanges of know-how for the entire international logistics community, and providing a bridge for businesses between the Mediterranean and Latin America.

Once more, SIL 2014 placed the accent on internationalisation, inviting Colombia as the guest of honour to recognise a country that has made considerable commitment to improving infrastructure in order to increase competitiveness in the field of international logistics. Moreover, the programme included a series of seminars, such as the Third Latin-American Logistics and Transport Summit and the Twelfth Mediterranean Logistics and Transport Forum.

This year, SIL focused on transport companies, launching a new Transport section,

whilst business contacts were established, once more, at the speed dating and networking lunches organised by the Logistics Circle. More than 300 companies took part in these activities.

For the first time in its long history, the show devoted a section to supply and demand in the field of training and employment, entitled SIL, Competitiveness and Future. Universities and business schools took part in this initiative, providing information about their training facilities for logistics companies. This programme was completed by Coaching Day and a networking area to assist with job searches.

Another new development at the 2014 edition was the first meeting of regional government ministers engaged in the sector. This meeting was chaired by Rafael Catalá, then Secretary of State for Infrastructure, Transport and Housing.•

+info www.silbcn.com

20,000 m² Exhibitors 550 Type Professional Activities

Area

Conferences, technical seminars, prizes, business meetings

Organised by

Consorci de la Zona Franca de Barcelona

300 companies in business contact activities



Swab International Contemporary Art Fair Barcelona

02-05/October

Montjuïc. 7th edition

Swab, the only contemporary art fair funded by an art collector, is designed to reflect the viewpoint of the visitor and the receiver of the work. To this end, the selection committee, formed by gallery directors and art professionals, performs a process of research and monitoring of the work of artists in any field that represents emerging art.

In this way, Swab remains true to its origins and the goal of creating opportunities for emerging or little-known galleries to access the art market. Another purpose of this show is to encourage collecting through the participation of young artists who present affordable works.

This seventh edition of Swab was attended by 25 galleries from Barcelona, Milan, Gijón, Canetto (Italy), Aarhus (Denmark), Terrassa, Budapest, Saragossa, Berlin, Vilafranca del Penedès, Palma, Paris, Helsinki, Dublin and St. Petersburg. The Swab Solo programme, featuring galleries from Barcelona, Geneva, New York, Winterthur, Palma, Caracas and Milan, presented artists linked to Latin American cultures, from Cuba, Panama, Venezuela, Chile and Guatemala. The initiative "Too Hot to Handle" presented works by artists living in the United States, focusing particularly on Pop Art. There was also a healthy representation of galleries from America (Miami, Buenos Aires, Bogota, Bahia Blanca) and Asia (Shanghai, Seoul and Gurgaon).

Moreover, eight Spanish galleries (from Alaró, Badajoz, Madrid, Málaga and Valencia) presented works by artists engaged in contemporary drawing. Finally, MYFAF (My First Art Fair) featured eight contemporary art galleries from Barcelona and Brighton established no more than two years ago, that had not been present at any international art fair previously, and which presented artists born after 1970.•

+info http://swab.es

Area

2,800 m² Exhibitors 60 galleries Type

Professional and public

Activities Concerts.

performances, talks Organised by

Díez-Cascón Arquitectos, SL





Smart City Expo World Congress

International Summit on Smart Cities

18-20/November

Montjuïc. 4th edition

The fourth edition of the Smart City Expo World Congress, the world summit for smart cities was the most successful in the history of this event, with more than 10,000 visitors, 400 participating cities and 242 exhibitors.

Particularly notable was the presence of 41 official delegations from the 5 continents, including several emerging economies, such as Brazil, China, Ivory Coast, India, Indonesia and Malaysia, all facing major challenges as regards development and the provision of basic services.

Also present were delegations from such other countries as Germany, Argentina, Austria, South Korea, Denmark, United States, Holland, Israel, Japan and the United Kingdom.

The programme of lectures, structured around six themes (Smart Society, Technology, Governance, Energy, Mobility and Sustainable City), brought together some of the most innovative speakers on the urban and technological scene today, including Parag Khanna, considered the world's leading geopolitical analyst, Alex Steffen, a futurologist and expert on sustainability, and the architects Kengo Kuma and Deyan Sudjic, amongst others.

Established with the goal of promoting the market for smart urban solutions, the Smart City Expo World Congress also hosted the first Smart Cities Investment Forum, a meeting point for investors and entrepreneurs who negotiated project financing with a starting point of 50,000 euros. the starting point. This initiative was an outstanding success, with a total of 31 projects submitted, from Germany, Brazil, Slovenia, Spain, United States, Estonia, France, Holland, Ireland and Malaysia.

The international dimension of the Smart City Expo World Congress was also accentuated, with editions held in Bogota, Kyoto and Montreal.

The activities programmed in 2014 included, for the third time, the Smart City Plaza, a

for the third time, the Smart City Plaza, a

Area 17.700 m²

Exhibitors

Туре

Professional

Activities

City Innovation Summit, Marketplace, Brokerage Event, World Smart City Awards, Smart City Plaza, Big Bang Data



full-scale reproduction of a large urban space with an area of over 2,000 m2. Located in the centre of the show site, this plaza was installed with a score of technologies and solutions, which featured drones equipped with urban applications as the star attraction.

City and art

The show also included a sample from the art exhibition *Big Bang Data*, a project that explored the phenomenon of the explosion of data in which our ever-more technological societies are becoming immersed. The show, a fusion of technology, critical meditation and art, encouraged visitors to wonder to what extent these innovations will improve people's quality of life.

Once more in 2014, recognition was given to the most year advanced projects and the most innovative initiatives around the world in the World Smart City Awards. Tel Aviv, the Israeli capital, received the prize in the city category for the introduction of a new model for relations with citizens, one that is more direct and uses the power of digital technologies and geolocation thanks to the mass installation of Wi-Fi technology. The winners in the Initiative and Project categories were, respectively, *Omomi* a mobile application that helps parents to monitor their children's health, developed by the Nigerian company Mobicure, and Copenhagen Connecting: Driving Data to Quality Service, a project implemented in the Danish capital.•



41

delegations

+info www.smartcityexpo.com



Tourism International Tourism Show in Catalonia (SITC)

04-06 April

Montjuïc. 23rd edition

This show became consolidated as a leading platform for travel reservations. Encouraged by exclusive promotions established to boost sales, visitors found a wide range of tourism experiences on offer for their next holiday. The possibilities ranged from wine and food routes to holidays linked to culture, sun and sand, wellness, contact with nature, sport, adventure, cruises and much more.

The 2014 edition was attended by nearly all Spain's regions, as well as a large representation from travel agencies and more than 50 countries and regions around the world. In the international sphere, the exhibitors included Asian countries like Japan (taking part for the first time), China and India and, from the Mediterranean, France, Israel, Tunisia, Turkey, Morocco, Egypt, and Croatia, which was promoting the country's cinematic attractions, as it provided locations for scenes in the popular Game of Thrones saga. There was also a notable presence from Latin American countries (Argentina, Cuba, Peru and Dominican Republic) and Nordic destinations (Iceland, Faroe Islands and Sweden).

Cuisine was one of the stars at this year's show. A section was provided where visitors could taste the culinary delights of Catalonia, particularly the Girona-Costa Brava, Tarragona and Terres de l'Ebre, Lleida and the Penedès region. This section also featured a selection of Catalan gastronomic hotels, which served up their finest dishes, created by Michelin starwinning chef Nandu Jubany and his team.

The show programme also included professional conferences, such as mTourism, a session devoted to future travel trends organised by Mobile World Capital Barcelona, and *Delicecities*, featuring 14 cities from around the world keen to position themselves as gastronomic destinations.•

+info www.saloturisme.com

Area

5,007 m² (net) **Exhibitors** 214 (1,070 companies

represented) **Type**

Professional and public Activities

Professional seminars, wine and food tasting, folklore exhibitions.





XD Young Fest

Festival of Multimedia Leisure and Experiences

27/December - 04/January

Montjuïc. 1st edition

Fira de Barcelona launched XD Young Fest, a new event devoted to multimedia leisure and experiences for teenagers and young people, complementing the traditional Festival de la Infancia children's festival, for younger visitors. The attractions at this new festival were structured around four themed areas inspired by the activities that people in this age range tend to love most. Firstly, there was a technological area, which was one of the most popular, where visitors could discover the latest applications of virtual and augmented reality, as well as taking part in competitions and games and attending master classes by leading YouTubers.

One of the most interesting features was the Audi Mind Race, a spectacular, innovative electronic model car race circuit, opened to the public for the first time, where visitors could drive a replica of the Audi R18 e-tron quattro using energy generated by the brain, captured through a sensor placed on the participant's head. In the X-Sports section, devoted to extreme and urban sports, spectacular circuits were built for all levels of skate, scooter, pumptruck, trial and bmx, as well as a climbing wall with long zipline, a karting track, a swimming pool with skimboard and a laser combat area.

Electronic music was another main feature. A large stage, the Youngster Podium, hosted workshops, performances and shows by wellknown DJs, singers and artists. Particularly outstanding were the shows by up-and-coming bands like Riots!, Atomic Boy Blues and Snooze.

The programme at the show was completed by a section devoted to trends, where the focus was on talent and creativity. Here, visitors could learn all about the latest developments in urban fashion and culture at graffiti workshops and performances of breakdance, street dance, body-percussion, hip-hop and beatbox.•

Area

11,000 m² (net) **Type** Public

Activities

Concerts, shows, DJ sessions, laser combat, fashion, makeup, photography, competitions and challenges



Congresses and other events



European Cardiology Congress

One of the main features of 2014 was the celebration of major congresses, especially in the medical and technological fields, which attracted some 100,000 professionals and made a key contribution to the exceptional results achieved by Fira de Barcelona. The commitment to attracting events related to the health sciences and technology forms part of the strategy to position the institution.

A particularly outstanding event in the field of the health sciences was the European Cardiology Congress, one of the most important scientific and medical meetings in the world, organised by Fira for the fourth time, after the editions in 1992, 1999 and 2009. Fira de Barcelona also hosted the World Cardiology Congress in 2006.

Sponsored by the European Society of Cardiology, this year the event brought nearly 30,000 professionals from 150 countries to the Gran Via venue to take part in over 500 scientific sessions and presentations of more than 11,000 oral introductions or posters announcing the latest clinical trials and discoveries in the field of cardiology.





↑ The European Cardiology Congress, a clear example of Fira's strategic commitment to the health sector. More than 200 exhibiting companies displayed new products and advances in surgery, imaging techniques and technological resources to those attending. Experts at the congress, whose motto was "Innovation and the Heart", were keen to stress the new to give fresh impulse to research into new treatments to combat the new epidemic of cardiovascular diseases, which cause the death of four million people in Europe every year.

Technology meetings

The year also saw the celebration of important corporate meetings organised by leading international technology companies such as SAP FKOM, which brought more than 6,000 people to Barcelona on January 20-24.

The US multinational Hewlett Packard held its winter and summer meetings, HP ETSS Winter (February 3-7, 1,200 participants) and HP ETSS Summer (June 23-27, also 1,200 participants). However, particular mention should be made of HP Discover, the company's main meeting in Europe. Organised in December, this meeting brought together 12,000 professionals to learn about new developments in the fields of technology, strategies and best practice. The main focus was on such themes as Cloud, Big Data, security and mobility in a programme of lectures and networking with the participation of around 1,000 experts. This was the third consecutive occasion that this event had been staged at Fira de Barcelona.

From October 13-16, moreover, the firm of VMware, which specialises in technological solutions and is a leader in cloud computing, celebrated VM World, a meeting that brought together 8,000 experts at the Gran Via venue. This was the third consecutive time that this key meeting in the industry had been held at Fira de Barcelona.

Finally, we should mention the meetings organised by Microsoft: Microsoft TechEd Europe, which took place at Fira de Barcelona for the first time on October 28-31, attended by 6,000 professionals and suppliers of this US company, who were able to attend technical meetings, lectures and networking sessions. Moreover, Microsoft Convergence, which took place in November 2014, was attended by 3,000 delegates.

Other meetings

The trade fair venues also hosted the following meetings:

- EWEA (The European Wind Energy Association): European Wind Energy Congress.
- ELA 2014, European Lab Automation, specialising in biotechnology research processes.
- Nu Skin and Pfizer congresses: chemical and pharmaceutical industries.
- 13th Congress of Educating Cities, organised by the International Association of Educating Cities, which is chaired by Barcelona.
- AVEPA National Congress: meeting of veterinarians from southern Europe.

Besides shows and congresses, the Fira de Barcelona venues also hosted some sixty

corporate events organised by companies and political, social, cultural and sports institutions. Particularly notable were the commercials made by such brands as Nike, Seat, BMW, Audi and Nissan, and the films "Anacleto", starring Imanol Arias and Quim Gutiérrez, and "Ahora o Nunca", featuring Dani Rovira and María Valverde.

Sport and popular culture

Once more in 2014, the Fira venues hosted a number of popular celebrations linked to sport and folklore.

In the field of sport, these included several races that have become firmly established on the calendar in the city of Barcelona: La Marató, the Mercè Race, the Women's Race and the Jean Bouin. We should also mention the Catalunya Costa Brava Historic Car Rally.



The great corporate meetings of leading international technology firms were attended by thousands of professionals.



$\mathbf{\uparrow}$

Sónar has become the most important celebration of electronic music and the creative and technological industries. As regards population and traditional festivities, we can mention events linked to the Festes de la Mercè festivity (concerts and Piromusical), the Cavalcade of the Kings in Barcelona and L'Hospitalet de Llobregat and, for the second time, the New Year's Eve celebrations in Avinguda de Maria Cristina, attended by a huge crowd, including many tourists.

Sónar Festival

For the second consecutive year, Fira de Barcelona also hosted all the activities at the Sónar Festival, devoted to electronic music and multimedia art. While the Montjuïc venue was used for the daytime events, Gran Via hosted the evening programme. More than half the 120,000 attendees were from abroad.

Besides the concerts and leisure activities on the programme (which featured such outstanding artists as Plastikman, Chic, Four Tet, James Holden, Jon Hopkins and Oneohtrix), Sónar+D also took place once more, bringing together professionals from the creative industries and technological sectors related to music, film, interactivity, design, training and communication.

Harley-Davidson capital city

From July 4 to 6, the Montjuïc venue once more hosted the largest meeting in Europe of the fans of this legendary motorcycle brand.

The Barcelona Harley Days programme included a full range of activities, such as the customised motorbike competition, exhibitions, simulators and guided tours, as well as the Country Party and the popular "Flag Parade" through the streets of Barcelona with departure from and arrival at the Montjuïc venue. The musical line-up included shows featuring rock, indie, pop and country.

The TV3 Marató

On Sunday December 14, a few days before Christmas, Fira de Barcelona once more became the main centre of operations of the TV3 Marató telethon, with 775 telephone lines handled by more than 1,600 volunteers.

Within the framework of its Corporate Social Responsibility policy, Fira de Barcelona loaned Palace 1 at the Montjuïc venue as a space to handle phone calls and process donations in a telethon that, this year, was dedicated to research programmes into heart disease, raising just over 11.4 million euros.•

International business

Throughout 2014, Fira de Barcelona gave new impulse to its international strategy, which consists not only in attracting major international events, exhibitors and visitors to its venues, but also in hosting and organising shows abroad, and in promoting its experience, organisational capacity and technological development to gradually establish the status of global events organiser.

One of the main goals of Fira's international activities is to provide tools to our country's companies that attend its fairs to help them to improve their export strategies and presence in other markets.

Qatar Motor Show

The Qatar International Motor Show took place at the National Convention Centre in that country from 21 to 25 February 2014 with the participation of more than 40 car and motorbike makes. Fira de Barcelona co-organised the show in cooperation with the Qatar Tourism Authority and q.Media. In this way, Fira contributed its experience in organising major international events, in this specific case, the Barcelona International Motor Show.





The show, which occupied an area of 20,000 m², received 150,000 visitors, who had the chance to discover the latest technologies in car design and manufacture, whilst also providing a platform for professionals in the industry. Those attending the Qatar Motor Show were also able to enjoy an exhibition featuring spectacular images from the motor races around the world.

Doha Jewellery and Watches Exhibition

Fira de Barcelona also took part, for the first time, in co-organising the Persian Gulf show devoted to jewellery and watches, the Doha Jewellery and Watches Exhibition. Fira's partners in this initiative were also the Qatar Tourism Authority and q.Media.

The event took place from 26 February to 2 March 2014 at the National Convention Centre in Doha, occupying an area of nearly 20,000 m². The participation of more than 500 brands enabled visitors to admire the creations of the world's leading specialists in jewellery, gems and watches, including, particularly, the French company Chanel. To make this Exhibition even more spectacular, catwalks were also organised so that exhibitors could showcase their finest pieces, some of them seen here for the first time in the world.

Fira de Barcelona's cooperation with the Doha Jewellery and Watches Exhibition takes place under the Qatari government's strategy to promote the country as a world centre of luxury trade and a business tourism destination.

Over the course of 2014, moreover, Fira de Barcelona signed new agreements with q.Media to develop future shows and lines of cooperation in Qatar.

Alimentaria Mexico

Alimentaria Mexico is the only food and drink show in Mexico at which the entire industry is represented. Organised by Alimentaria Exhibitions, a subsidiary of Fira de Barcelona, in cooperation with the firm of E.J. Krause México, the show focuses on demand in a country where, in recent years, eating habits have become internationalised and which has become consolidated as a leading gateway to the United States.

Promoting brands and innovation were two key themes at this latest edition of Alimentaria



The year 2014 was marked by fresh impulse to international business and presence abroad, with the organisation of events and the provision of consulting services.



Mexico, which took place from 3 to 5 June 2014 at the Banamex Centre in Mexico DF. More than 200 exhibitors attended the show, 40 of them Spanish, from 21 countries, showcasing a total of over 4,000 products. Besides Mexico and Spain, we should also note the participation of China, the United States, Argentina, Chile, Thailand, Brazil, Korea, Italy, Turkey, Japan, Greece, Poland and Portugal, among others.

Spain was present in the ICEX Pavilion, which brought together companies from Valencia, Extremadura, Andalusia, Castile-La Mancha and Castile-Leon, Catalonia, the Balearic Islands, La Rioja, Navarre, Galicia and Aragon.

The show received more than 11,000 professional visitors from the fields of food distribution, self-service, hotels, restaurants and catering, notable by their quality and power of decision-making. In addition to the trade fair, Alimentaria Mexico was also a major centre of activities related to food and drink, nutrition and the latest trends.

Smart City Expo Kyoto

On 26 and 27 March 2014, the first Japanese edition of the Smart City Expo World Congress took place in Kyoto. The Expo is a leading international event for smart cities, and the Kyoto edition attracted more than 1,700 delegates from 22 countries.

Together, representatives from city governments, experts and urban thinkers, as well as companies engaged in developing smart solutions, addressed the future of our cities. The symposium was jointly organised by the Government of the City of Kyoto and Fira de Barcelona with the goal of promoting exchanges

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Fira co-organised the Qatar Motor Show, demonstrating evident the institution's great experience in staging major international trade fairs.

A large number of exhibitors from Catalonia and Spain as a whole attended the celebration of Alimentaria in Mexico.

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of technology related to smart cities through a network with three poles, established between Asia, Europe and America South. Those present included experts from Japan, India, Israel, South Korea, the United States, Spain and other countries.

The celebration of the first Japanese edition in Kyoto forms part of Fira de Barcelona's strategy to hold local and regional versions of the Smart City Expo World Congress around the world. In 2013, the Colombian city of Bogota hosted the first celebration of the Smart City Expo outside the Fira de Barcelona venues.

The conference programme at the Smart City Expo in Kyoto revolved around two main themes: the urban and social changes that cities are undergoing due to new policies and technologies; and technological and industrial contributions to help meet the challenges regarding environment and mobility in cities.

Smart City Expo Puebla

The Smart City Expo World Congress designated the Mexican city of Puebla to host the Latin American edition in 2016. The event will take place at the Exhibition Centre in Puebla, and the central theme will be social equity.

With Smart City Expo Puebla, then, Mexico joins Japan, Canada and Colombia as countries that have hosted continental editions this leading international summit on smart cities. Montreal hosted the event in March 2015, the year that we published this report, whilst the second edition took place in Kyoto in May.

The agreement was signed in November 2014 by Tony Galí, mayor of Puebla, and Agustín Cordón, CEO of Fira de Barcelona. Galí expressed his hope that "Puebla can become a smart model for other cities in Latin America", whilst Cordón stressed the strategic nature of Puebla and Mexico as "a bridge between the North American and Hispanic markets and puts us in a privileged position for bringing together and promoting urban projects in Latin America".

Puebla, the fourth largest city in Mexico, is a World Heritage site and its old town is the biggest on the continent, with more than 2,600 buildings listed by UNESCO. Three million people live and work in the city's metropolitan area.

Construmat at Ficons

Construmat, a show organised by Fira de Barcelona, was present with its own pavilion at Ficons, the International Construction Materials, Equipment and Services Trade Fair, which took place in Pernambuco from September 16 to 20 and is considered one of the most important events in the construction industry in north and northeast Brazil, one of the markets with the most growth potential.

In what was a magnificent opportunity for Catalan and Spanish companies in the sector, the fair was attended by a large number construction manufacturers and suppliers.

Consulting services

In 2014, Fira de Barcelona continued to cooperate with the Forum Santé International, the main health show in Quebec and one of the most important in Canada. The Forum took place on October 7 and 8 at the Congress Palace in Montreal. Fira de Barcelona provided consulting services related to the development and implementation of services for registration, accreditation, business match, the creation of online content and so on.

Organised by the Quebec University Hospital Centre (CHUQ), the Forum brought together experts and professionals with a view to discussing and putting forward strategic proposals related to challenges concerning health. Innovation, management, telehealth care and personalised assistance were the main subjects discussed at the meeting.

Moreover, Fira de Barcelona continued to provide consulting services to the Congress Palace in Montreal with a view to developing its portfolio of products and services for exhibitors and visitors, marketing policy and relations with suppliers.

In 2014, Fira de Barcelona also signed a trade agreement with the Espacio Riesco trade fair and congress centre in Santiago de Chile for the development of national and international shows and congresses with growth potential in the medium and long term and to share experiences and resources.

Over the course of the year, moreover, new cooperation projects were studied with other organisers and venues in other countries, some of which have already been announced (Qatar, Havana, Ulan Bator and so on), all of which helps to reinforce the internationalisation of Fira de Barcelona.•

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Economic results 2014



While it can not be stated categorically that the economic recovery is a fact, nor that all indicators are on the upturn, a certain stabilisation and, in some cases, improvement, was noted in 2014 with regard to the transactions recorded at most of the fairs organised by Fira de Barcelona, and this encourages us to look to the future with a degree of optimism. On the other hand, considerable activity also took place at the Montjuïc and Gran Via venues thanks to initiatives promoted by other organisers, particularly international bodies, and this enabled the institution to achieve record turnover.

This combination of factors enabled Fira to generate more than 152 million euros in revenues, the highest amount achieved the institution to date. This all shows that 2014 was an exceptional year in terms of trade fair activity, the result of both events organised directly by the institution and those staged by other operators.These results were nearly 30% higher than those achieved in 2013 and more than 32% higher than in 2012, a comparable year in terms of the trade show calendar.

Innovation and growth

That this volume of revenue was achieved was also made possible by the constant effort, already begun in previous years, to promote innovation in the shows, international expansion and new products that meet new social and business demands.

This change in Fira's revenue "mix" – or combination of the most important elements in each different business line – resulted, in 2014 in a balance that shows 67% of income from fairs and congresses organised by third parties. Moreover, the sale of services and catering accounted for 53% of total revenue.

As regards the main events organised this year, the most important was Alimentaria, the biggest show in Fira de Barcelona's portfolio in terms of exhibition area, international projection and turnover. Other major shows that were organised successfully included the Smart City Expo World Congress, a new joint edition of Expoquimia, Equiplast and Eurosurfas, and Hostelco, Barcelona Bridal Week and the Boat Show, amongst others.

The importance of congresses

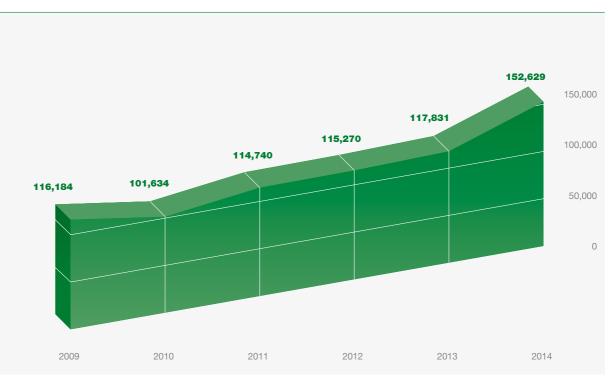
Similarly, we should give special mention to the Mobile World Congress, which remains the most important event in terms of contribution to Fira de Barcelona's turnover. However, 2014 was also marked by the celebration of a large number of corporate congresses in the world of technology, amongst them those of such leading firms as Hewlett Packard, SAP and Microsoft. These, together with such congresses as the

FIRA DE BARCELONA INCOME STATEMENT

	2009	2010	2011	2012	2013	2014
REVENUES	116,184	101,634	114,740	115,270	117,831	152,629
Participation	69,482	60,786	62,850	68,787	53,496	72,014
Services	36,993	33,511	43,612	37,944	48,255	61,794
Hostelry	9,709	7,337	8,278	8,539	16,080	18,821
EXPENSES	101,245	90,589	103,621	104,259	108,295	132,764
Participation	44,005	40,662	45,426	49,338	40,966	49,733
Services	26,664	24,223	31,440	28,076	34,109	44,544
Hostelry	5,322	4,312	5,665	5,322	10,350	13,433
Structure (net)	25,254	21,392	21,090	21,523	22,870	25,053
EBITDA	14,939	11,045	11,119	11,011	9,536	19,865
% EBITDA / REVENUES	13%	11%	10%	10%	8%	13%

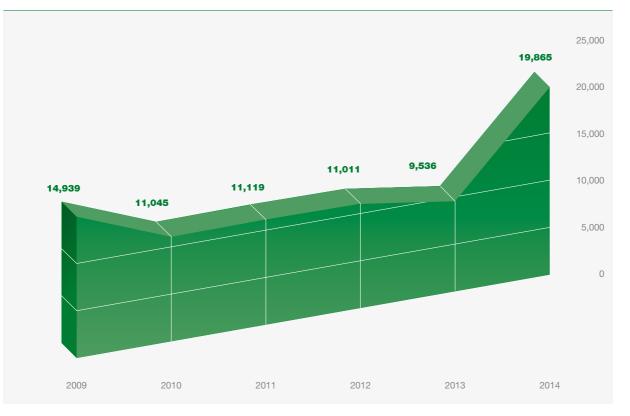
REVENUE, 2009-2014

(in thousands of euros)



EBITDA 2009-2014

(in thousands of euros)





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Fira de Barcelona achieved record revenue in 2014 EWEA (devoted to wind power), VM World and the European Cardiology Congress, also made substantial contributions to the high level of activity achieved.

The international strategy, understood as the "export" of Fira's activity and experience, produced outstanding results in 2014, with the organisation, amongst others, of two events in Qatar, the Motor and Jewellery and Watches shows, to considerable success. This encourages expectations of significant future growth in this business line. We should also note the celebration of editions of the Smart City Expo World Congress in several countries and Alimentaria in Mexico, as well as the consultancy services provided to several venues.

A global operator

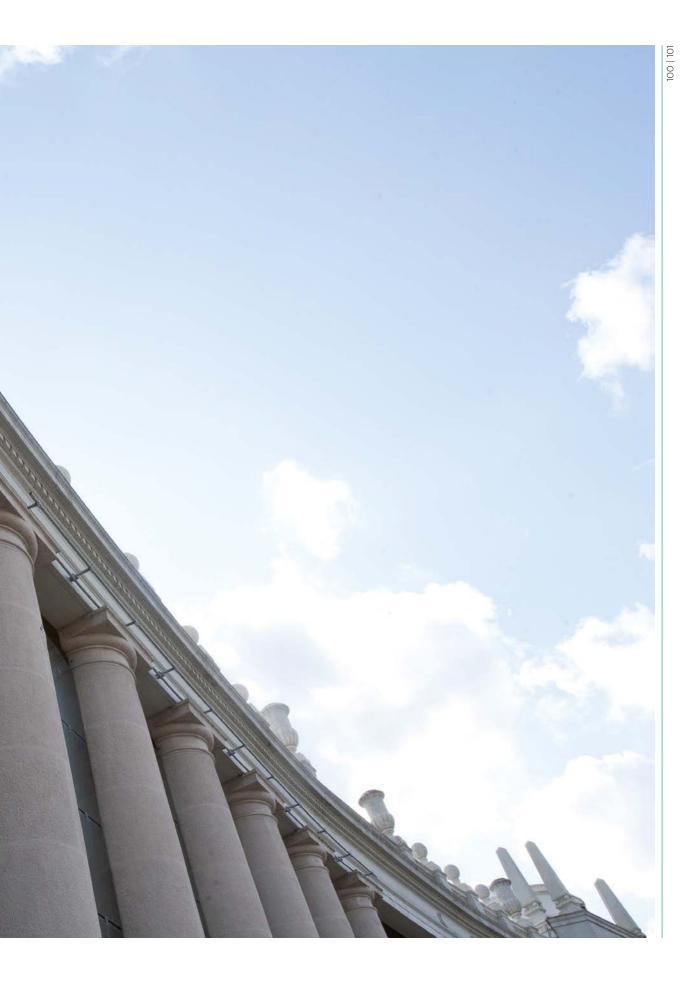
Overall, expenditure evolves in line with revenue, by business line, and this proportionality is key to determining the net income or EBITDA.

As previously noted, recent years have been marked by a change in the mix, in the components that make up turnover. Fira is becoming a global operator that assists the work of exhibitors/organisers, providing a wide range of services that complement and generate added value to their participation or organisation. We should also note, however, that the provision of services and restaurant facilities, for example, is very different from the "production" of shows, as an increase in sales of services and catering facilities necessarily entails an increase in expenditure linked to their provision or production. This is highly significant relatively, although, in absolute terms, in a year with so much activity as 2014, it enabled the institution to achieve extraordinary results.

It is thanks, then, to this high level of activity that an EBITDA of 19.8 million euros was generated in 2014, a much higher figure than in previous years, when it ranged between 10 and 11 million euros.

As regards the investments made in 2014, these totalled 2.8 million euros. Major investments included 516,000 euros devoted to information systems, especially a new CRM to improve service and customer experience. Moreover, 537,000 euros were invested in the construction and equipment of a series of rooms to provide services and greater flexibility in Pavilion 7 at the Gran Via venue. Other notable investment included acquisition of the Bridal Week and Noviaespaña brands which meant that, for the first time, Fira de Barcelona was able to organise the show entirely under the institution's own responsibility.•





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Editorial Production

Ara Llibres - Ara Llibres sccl www.arallibres.cat

July 2015 Legal deposit: B.17043-2015



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