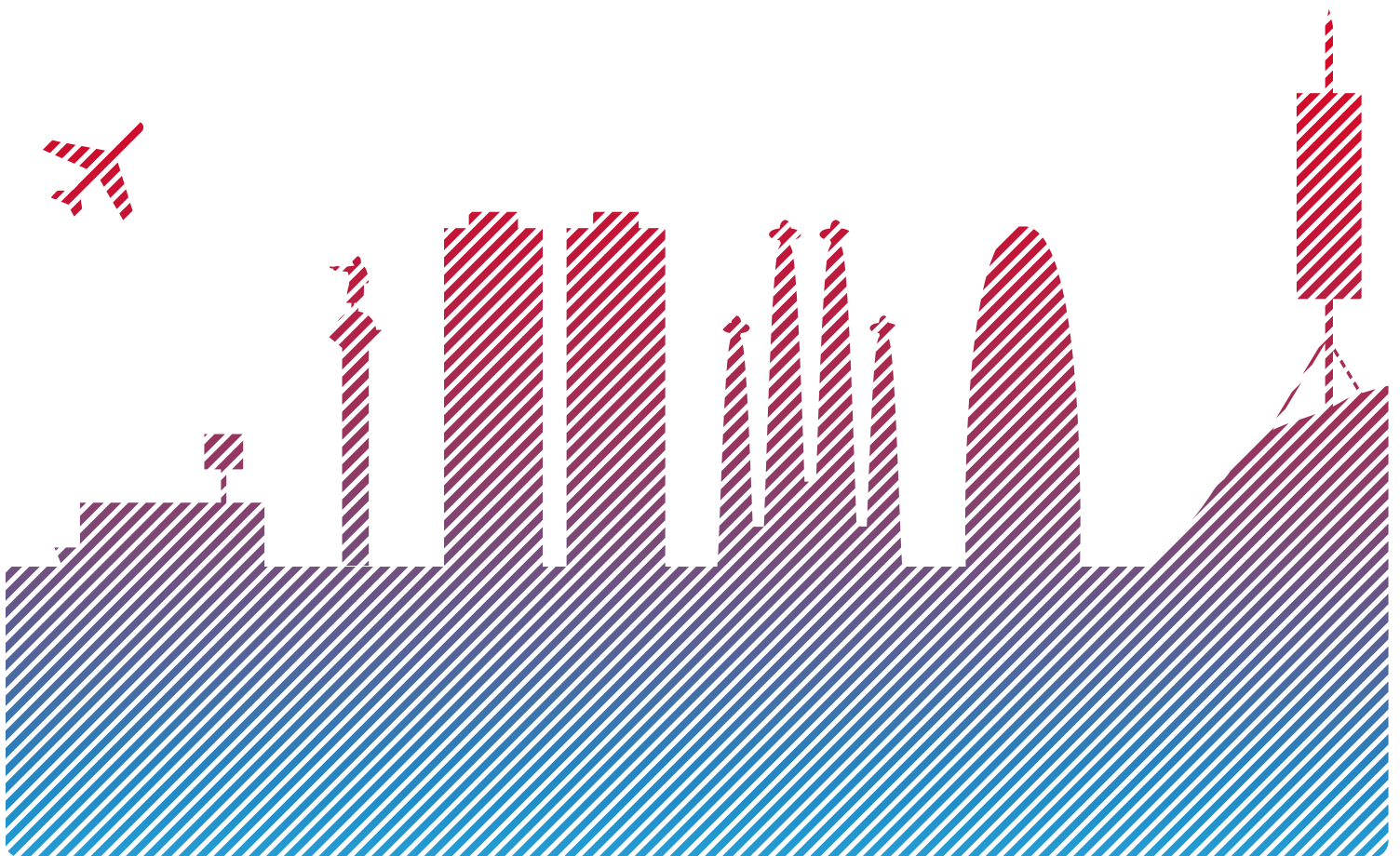


CREATE
INVEST
WORK
LEARN
RESEARCH
NETWORK
GROW
GLOBAL
SMILE

/
DO IT
IN
BARCELONA

BARCELONA DATA SHEET 2011



Ajuntament de Barcelona



Barcelona, leading cruise destination among Mediterranean ports

Index

Executive summary	04
01. One of Europe's main metropolitan areas	08
02. Economic engine with a diversified structure	10
03. Qualified human capital	12
04. City of knowledge and creativity	14
05. Competitive supply of business real estate	17
06. An economy open to the world.....	18
07. Benchmark in tourism and city of trade fairs and congresses	21
08. Retail	23
09. Quality of life	23
10. International positioning of Barcelona	26

Executive Summary

Barcelona, core of a mega-region with 25 million inhabitants

- Barcelona, the capital of Catalonia, is home to more than 1,600,000 people and is the core of a metropolitan region that has more than 5,000,000 residents, making up 66.7% and 11% of the population of Catalonia and Spain respectively.
- The current development of metropolitan regions has spread beyond their geographical area to create the mega-region¹ or polycentric agglomeration of cities as the natural unit of economic influence in a geographic area. A particularly significant one in southern Europe is the Barcelona-Lyon corridor, which has 25 million inhabitants and an output of nearly €1 billion, ranking it 16th and 11th in the world respectively.
- In comparison with consolidated and emerging metropolitan agglomerations around the world, the population of the Barcelona Metropolitan Region is approximately one fourth that of large metropolises like Cairo, Mexico City and New York, while it is higher than those of Berlin, Montreal and Dubai areas.
- Barcelona's cosmopolitan, diverse and multicultural spirit is evident in the fact that more than 17% of the city's residents are foreigners.

Barcelona is a dynamic economic engine with a diversified structure and international recognition

- Barcelona continues to maintain its good international positioning in addition to having a renowned city brand. Barcelona in 2011 is ranked among the top six best cities in Europe for doing business according to Cushman & Wakefield's European Cities Monitor, which means that throughout the ten years from 2001 to 2011 it has remained in the top places. Moreover, the city continues to be first on the list of the best cities for workers' quality of life and is the second best European city in promoting itself as a business centre and the third best known by European executives. The city is also at the top of other prestigious rankings, including that of fDi Magazine (the Financial Times magazine) which ranks Barcelona fifth on the list of European cities and regions for the future 2010/11, and the Toronto Board of Trade Scorecard on Prosperity 2010, on which it ranks third among the most prosperous cities in the world and first in attractive job markets.

- The Ernst & Young Cities for Citizens (2011) report placed Barcelona as the city most admired for its urban development model based on a survey conducted among mayors and local leaders of 70 cities worldwide. According to the report, Barcelona has managed to strike a balance between economic development, the attraction that it offers to businesses and entrepreneurs worldwide and the quality of life afforded to its inhabitants.
- Furthermore, Barcelona has been chosen by GSMA, the association that runs the Mobile World Congress, as the world capital of mobile technology from 2012 until 2018, beating off competition from Paris, Milan and Munich in the process. Its selection as Mobile World Capital is an extension of the regular congress and includes a programme of technology, cultural, academic and industrial events throughout the year in the city. This reinforces Barcelona's international visibility with a very significant impact on business tourism and attracting technology enterprises and professionals.
- The city of Barcelona's gross domestic product (GDP) was €64.52 billion in 2008, with a per capita GDP of €39,000. In terms of the distribution of gross value added by sector, business services and real estate agencies account for nearly one fourth of the total (25.6%), followed by collective services (21.6%), industry (11.2%), retail and repairs (10.9%) and transport (9.6%). Additionally, the Barcelona Metropolitan Area has the most diverse productive structure in all of Spain.
- Barcelona has an important industrial sector which employs 8.9% of all salaried workers and its Metropolitan Region has more than half (65.4%) of all industrial jobs in Catalonia. Particularly strong in this sector are the automotive (one of the main European producers), pharmaceutical and chemical, food products, electric materials and equipment, paper and graphic arts and waste treatment clusters.
- The city promotes the development of strategic value-added sectors such as the media, information and communication technology (ICT), biotech and medical technology, energy, design, aerospace and mobility. It is also committed to research in the food industry and the development of electric vehicles.
- In 2010 Catalonia's GDP stood at €209.73 billion, accounting for 20% of the Spanish total. The Region's per capita GDP was 19% higher than the European Union's.

Barcelona has enterprising and flexible business activity

- Barcelona is home to 453,485 companies, 14% of the Spanish total. They are mainly SMEs (98%) characterised by their greater flexibility and ability to adapt to complex environments.
- Its rate of entrepreneurial activity (5.5%) is similar to countries with a long business tradition such as Finland and France and is better than countries like Switzerland and Sweden, as well as the European Union (5.4%), Spanish (4.3%) and Catalan (5%) averages. A total of 6,094 companies were founded in Barcelona in 2010, a rate of 3.8 companies created per 1,000 inhabitants, and in the province of Barcelona 8.3 companies were set up for each one that was closed, putting it at the head of the ranking of large urban areas in Spain in this respect. In the first half of 2011, 4% more companies were established than in the same period in 2010.
- After ten years of the project, there are now 7,064 companies and some 4,400 freelancers located in the 22@Barcelona area, with a total of 90,000 workers. Since 2000, some 4,500 new companies and 56,000 workers have moved into the district, an average of 545 new companies per year. Of these 4,500, 47.3% are start-ups and the rest have moved from other locations. 30% of the companies are knowledge and technology intensive.
- It takes 48 hours to start up a new company in the city of Barcelona.
- The European Commission has given the European Enterprise Awards 2011 Grand Jury Prize to Barcelona Activa's "The transformation of the business landscape in Barcelona" project.

Barcelona's labour market has critical mass and qualified human capital

- Almost one million jobs are located in the city and nearly 2.3 million in its surrounding metropolitan area. Activity (81.3%) and employment (69.7%) rates in Barcelona are above the Catalan, Spanish and European averages.
- Barcelona now has one of the leading labour markets in Europe in terms of critical mass in high value-added sectors. Catalonia maintains its position among the top five European regions with the highest number of workers in high and medium-high technology manufacturing sectors and in science and technology, and is now ranked seventh in terms of knowledge-intensive high-technology services. It is among the top six European regions with the highest quantity of jobs in the creative and cultural industry.

- Catalonia has 12 universities with nearly 234,000 students, 83.9% of which study at the eight state and private universities in the Barcelona Metropolitan Area. They teach 426 officially recognised Master's programmes with 15,705 students enrolled and also have 9,508 PhD students.
- In 2010 the percentage of workers that were university graduates was 36.9% in Catalonia, which is above the European Union (30.7%) and slightly below the Spanish (37.8%) averages.
- Two business schools in Barcelona, IESE and ESADE, are ranked among the top 10 in Europe -in 4th and 7th place- and are 9th and 21st in the Financial Times world MBA ranking for 2011. Similarly, the 2011 Economist Intelligence Unit full-time MBA ranking has IESE 2nd in Europe and 10th worldwide, while ESADE is 5th and 17th respectively.

Barcelona is leading Spain's progress towards the knowledge economy

- 30% of companies and 48.4% of salaried workers in the city are employed in knowledge-intensive sectors.
- The province of Barcelona generates 14% of all patent applications and 18% of all utility models in Spain.
- Catalonia accounts for 21.6% of all innovative companies in Spain and 22.5% of total national expenditure on innovation.
- The boost to research in Catalonia over recent years has brought R&D expenditure up to 1.6% of GDP and the number of workers in research and development to 46,335 in 2010.
- The Barcelona area has 211 technology parks and technology and research centres in 2011, 6 of which are international benchmark science and technology facilities.
- Barcelona's strategy for driving research over the past decade has been recognised by the journal Nature, which ranks the city as the best in Spain, 22nd in Europe and 54th in the world for science of excellence, after rising 11 positions in the world ranking between 2000 and 2008. Additionally, in 2010 Barcelona was ranked 6th best city in terms of scientific production in Europe and 18th in the world.
- The Barcelona Metropolitan Area has 3 universities – Pompeu Fabra University (UPF), Barcelona University (UB) and the Autonomous University of Barcelona (UAB) – among the 225 best in the world according to the Times Higher Education University Ranking, while the UB and the UAB are also among the top 200 in the QS Top University Ranking for 2011.
- Creative activities account for more than 10% of employment and companies in Barcelona, with about 90,000 jobs and 7,800 companies. The city of Barcelona has 45% of creative

1. R. FLORIDA (2007), The Rise of the Megaregion, Richard Florida, The Martin Prosperity Institute at The Joseph L. Rotman School of Management, University of Toronto.

businesses and 52% of creative jobs in Catalonia. It should be noted that according to the most recent urban research, there is a very strong correlation between a higher percentage of people employed in creative industries and higher output per capita.

- Catalonia is the engine of medical and biotech research in Spain with 23% of new businesses created in this sector in 2010. Furthermore, Catalan biotech companies make up 20.5% of the national total and account for 29.4% of total turnover in the sector in 2010.
- Along with Malaga, Santander, Madrid and San Sebastian, Barcelona is one of the “smart cities” in Spain in improving the management of energy, the environment, mobility, building and government using information and communication technology according to Analyse the Future, the recent study by consulting firm IDC about Spanish smart cities. The first international Smart City Expo World Congress has also been held in Barcelona (29/11-2/12 2011).

Barcelona has a competitive supply of business real estate

The Barcelona metropolitan area is developing 7 million m² of floor area for high value added economic activities. This space will be able to generate more than 200,000 new jobs in strategic sectors, concentrated in the three areas of economic activity that make up the Barcelona Economic Triangle and which are catalysts for other projects in its surrounding area that bring together the best business and investment opportunities in the knowledge economy:

- **22@Barcelona (Besòs)** is the innovation district located in the centre of Barcelona which hosts advanced services and knowledge-intensive activities in information and communication technology, the media, medical technology, energy and design. It is also home to the Porta Europa project where the Sagrera high-speed train station is being built.
- **Parc de l'Alba (Vallès)** is one of the main centres for the science, technology and nanotechnology sectors with benchmark facilities including EsadeCreapolis, the Alba Synchrotron and the UAB Research Park.
- **Delta BCN/BZ Barcelona Innovation Zone (Llobregat)** located in one of the foremost industrial and logistics areas in Spain and mainly geared towards emerging sectors such as aerospace, mobility, health, media, food and other advanced industries.

Barcelona's economy is open and connected to the world

- Catalonia is home to more than 3,400 foreign companies and received more than of €4 billion in foreign productive investment in 2010, an all time high and more than one third (35,7%) of that received throughout Spain. In the same year, Catalan companies invested €1.95 billion abroad. In the first half of 2011 gross foreign investment in Catalonia came to €1.40 billion, an increase of 11% over the same period in the previous year.
- The KMPG Global Cities Investment Monitor report shows that in the period 2006-2010 and also in 2010 itself Barcelona is one of the ten urban areas of the world to receive most foreign investment projects. Moreover, Barcelona is the sixth most attractive city in Europe for setting up a business according to Ernst & Young's The European Attractiveness Survey 2011.
- Exports from the province of Barcelona came to €38,073.9 billion in 2010, up 17% from the previous year. Furthermore, in the first half of 2011 sales abroad were 14% higher than those in the same period in 2010. The Barcelona area is the main export hub for the Spanish economy and generates one fifth of all its sales abroad, a figure much higher than its relative share of GDP.
- Furthermore, high and medium-high technology exports from Barcelona came to €22.43 billion in 2010, making up 59% of all sales abroad, a percentage which remained the same in the first half of 2011. This province alone generates one fourth of all Spanish exports and leads the national ranking by some distance.
- Barcelona airport was ranked tenth in Europe in 2010 in terms of passenger volume, with 29.3 million people (59%) and 34 intercontinental routes. That same year, Barcelona Airport recorded the highest increase (6.5%) among the major European airports. In the first half of 2011 the year-on-year increase in passenger numbers was even greater (+20.7%).
- Port activity stood at 42.9 million tons in 2010 and it recorded 18.7% and 8.2% growth in TEUs and tons of goods, respectively, in the first half of 2011. Furthermore, the Port of Barcelona was ranked 12th in Europe for container traffic in 2010.
- The inclusion of the Mediterranean rail corridor in the recently approved trans-European basic transport network will enable a direct connection between Mediterranean ports and Europe and will increase the Port of Barcelona's market share with goods coming from Asia.

Barcelona is an international benchmark in tourism and the organisation of trade fairs and congresses

- The city finished 2010 with an all time high in key indicators: 7,133,523 visitors, up 10.1% from 2009, and more than 14 million overnight stays, 9.6% more than the previous year. In the first half of 2011 year-on-year growth in tourists (4.9%), overnight stays (17.2%) and credit card spending (+19.3%) continued. Moreover, Barcelona is the city with the highest growth rate for visitors and the second in growth rate for tourism spending among the world's 20 major destinations according to the MasterCard Index of Global Destination Cities in the second quarter of 2011.
- Barcelona is ranked second in the world for organising trade fairs and congresses and is also the third European urban area in terms of hotel beds behind London and Paris.
- Barcelona continues to be the leading cruise destination among Mediterranean ports with more than 2 million passengers, in addition to being ranked the fourth cruise homeport in the world by World's Top 20 Cruise Homeports 2010. Additionally, the Port of Barcelona received three awards in 2010 from the prestigious publication Dream Cruise Port Destinations: 'Port with the most efficient services', 'Port with the best turnaround connections' and 'Best destination homeport'.
- The Barcelona Strategic Plan for Tourism 2015 lays the foundations for a tourism model that fosters a balance between residents and visitors, as well as the continuity and consolidation of the city's international leadership as a benchmark innovative destination. The city has also been awarded “Biosphere Destination” certification for its Responsible Tourism system.

The city is committed to a quality, diverse and local retail model

- With 16,254 companies and 146,751 workers, retail is one of the most important activities in Barcelona's economy. Indeed, in spite of the impact of the recession on activity and occupation levels, the sector accounted for 22.7% of all companies paying into the Social Security system and 14.2% of all salaried workers in the city in the first half of 2011.
- The city's municipals markets, with more than 200,000 m² of floor area and an economic yearly impact of €1 billion, are one of the benchmarks in Barcelona's retail model due to their economic and social relevance on the city's neighbourhoods.

Barcelona, leading European city in quality of life for fourteen consecutive years

- Barcelona was once again ranked first in 2011, for the 14th year in a row, on the Cushman & Wakefield European Cities Monitor list of the best European cities for workers' quality of life. Furthermore, rankings in American and British magazines like Forbes, Askmen, Monocle's and Time Out show Barcelona to be among the best cities in the world to live according to their readers.
- In terms of sustainability, the city has approved its Energy, Climate Change and Air Quality Plan 2011-2020, which is committed to improving energy intensity and cutting down emissions. In the period 1999-2008 the reduction in energy per unit of output was 269.44 WH/€ which is an annual decrease of -1.1%, greater than the reductions achieved in Spain and Europe. Moreover, Barcelona hosted in October of 2011 the second Global Clean Energy Forum to discuss solutions to the challenges of climate change, renewable energy financing and the new energy mix.
- Barcelona's compact urban model favours sustainable mobility, with 8 out of 10 trips within the city being made by public transport, on foot or by bicycle. Moreover, Barcelona continues to work towards the implementation of electric mobility through the public-private LIVE (Logistics for the Implementation of the Electric Vehicle) platform and the MOVELE plan. In 2013 the city will host the World Electric Symposium and Exposition, the foremost international symposium on technology and electric mobility in the specialist sector.
- Barcelona has low per capita water use compared to other urban areas in the world with a similar population and socio-economic level due to the sharp reduction in both domestic and industrial use of drinking water over recent years, which fell from 134 litres per person and day to 110 litres per person between 2001 and 2009.
- The city offers a wide range of quality cultural and educational opportunities. In 2010 there were 34 international schools in the Barcelona area. There are also 36 public libraries in the city.

01.

One of Europe's main metropolitan areas

1.1. Population, area and climate

Barcelona, core of a mega-region with 25 million inhabitants

POPULATION AND AREA DATA

	POPULATION JANUARY 2011 (inhabitants)	% TOTAL SPANISH POPULATION	AREA (km ²)	DENSITY (inhab./km ²)
Barcelona	1,615,448	3.4	102	15,807
Metropolitan Region	5,029,181	10.7	3,242	1,551
Catalonia	7,539,618	16.0	32,108	235
Spain	47,190,493	100.0	505,986	93

Source: Barcelona City Council, Catalan Institute of Statistics (IDESCAT), National Statistics Institute (INE)

WORLD METROPOLITAN AGGLOMERATION POPULATIONS

METROPOLITAN AREA	POPULATION
Cairo	19,439,541
Mexico City	19,239,910
New York	19,069,796
Sao Paolo	18,850,000
New Delhi	16,000,000
Buenos Aires	12,944,000
London	12,200,000
Paris	11,746,000
Barcelona	5,012,961
Berlin	4,070,991
Montreal	3,814,738
Dubai	2,262,000
Copenhagen	1,209,627

Source: Consolats de Mar Network and Barcelona City Council

CLIMATE INDICATORS FOR BARCELONA, 2010

Average annual temperature	17.2 °C
Highest temperature	38.2 °C
Lowest temperature	0.4 °C
Hours of sunshine per year	2,597.7

Source: Barcelona City Council. Statistical Yearbook 2011

1.2. Demographics of Barcelona

DEMOGRAPHIC INDICATORS FOR BARCELONA, 2010

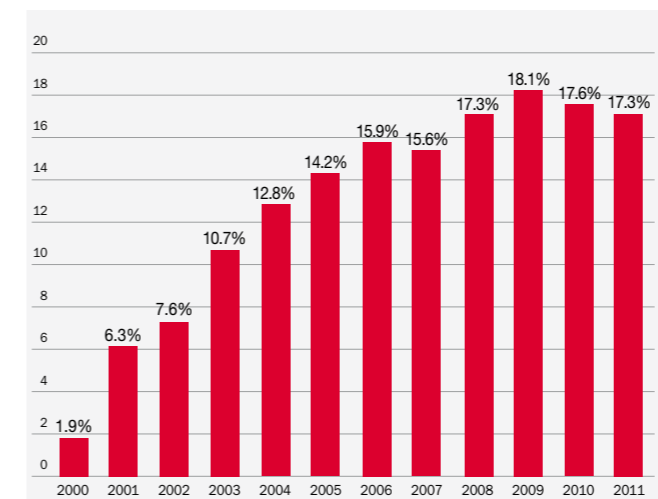
Age structure (%)	
0-14	12.1
15-64	67.4
65 and over	20.5
Life expectancy (2009)	
Men	79,2 years
Women	85,3 years
Birth rate	
	8.8‰
Mortality rate	
	9‰
Fertility rate (2009)	
Births per 1,000 women between the ages of 15 and 49	36.7‰

Source: Department of Statistics. Barcelona City Council and the Barcelona Public Health Agency

1.3. Foreign population

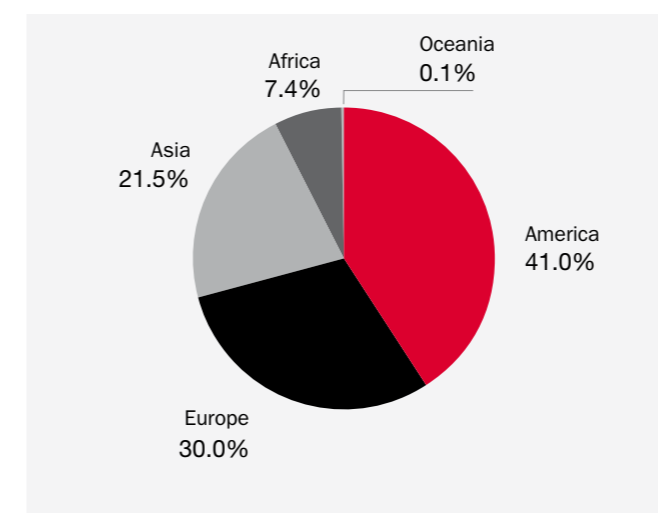
Cosmopolitan, diverse and multicultural city

FOREIGNERS AS A PERCENTAGE OF THE GENERAL POPULATION, January 2011



Note: data as of 1 January each year
Source: Barcelona City Council

FOREIGNERS IN BARCELONA BY CONTINENT OF ORIGIN, January 2011



Source: Department of Statistics. Barcelona City Council

FOREIGNERS IN BARCELONA BY COUNTRY, January 2011

Pakistan	22,342
Italy	22,002
Ecuador	17,966
China	15,001
Bolivia	14,867
Peru	13,847
Morocco	13,659
Colombia	12,612
France	11,524
Argentina	8,107
Philippines	7,891
Brazil	7,178
Dominican Republic	6,998
Romania	6,592
Germany	6,413
India	5,708
United Kingdom	5,387
Chile	4,843
Paraguay	4,422
Mexico	4,227
Other countries	66,734
Total foreign population	278,320

Source: Department of Statistics. Barcelona City Council

02.

Economic engine with a diversified structure

2.1. Economic activity and growth

Catalonia generates one fifth of Spanish GDP

BARCELONA AND THE BARCELONA METROPOLITAN REGION. GROSS DOMESTIC PRODUCT AT MARKET PRICES (GDP) (1), 2008

	GDP MP (Millions of euros)	GDP per inhabitant (Thousands of euros)	Index Catalonia=100
Barcelona	64,521	39.9	137.4
Barcelona Metropolitan Region	151,308	-	-

(1) GDP 2008. Base 2000. Valued at market price
Source: IDESCAT

GROSS DOMESTIC PRODUCT AT MARKET PRICES (Current prices) In millions of €

	CATALONIA	SPAIN	% OF SPAIN
2008	215,181	1,088,124	19.8
2009	207,237	1,053,914	19.7
2010	209,727	1,062,591	19.7

Source: IDESCAT, INE

GDP PER CAPITA Adjusted for purchasing power parity*. 2010 Index (EU-27=100)

	Index (EU-27=100)
Catalonia	118.7
Spain	101.2
Euro Zone	108.0
European Union	100.0

*Harmonized GDP
Source: Eurostat, INE and IDESCAT

ANNUAL RATES OF VARIATION IN GDP AT CONSTANT PRICES (%)

	2008	2009	2010
Barcelonès	1.1	-2.6	0.2
Metropolitan Region	0.3	-4.4	0.2
Catalonia	0.1	-4.2	0.1
Spain	0.9	-3.7	-0.1
European Union	0.5	-4.3	1.9

Source: Eurostat, INE, IDESCAT and CatalunyaCaixa County Economic Yearbook 2011

2.2. Productive specialisation

Diversified structure with a predominance of services and significant industrial-based clusters

PRODUCTION STRUCTURE. SALARIED WORKERS BY ECONOMIC SECTOR (%), 2nd Quarter 2011

	BARCELONA	BMR	CATALONIA	SPAIN
Agriculture	0.0	0.1	0.3	0.4
Industry	8.9	16.4	17.8	15.2
Construction	4.0	5.4	6.3	7.5
Services	87.1	78.1	75.6	76.9
Total	100.0	100.0	100.0	100.0

Source: Catalan Department of Enterprise and Labour and the INSS

BARCELONA. GROSS VALUE ADDED (GVA) (1), 2008. FOR 11 AREAS OF ACTIVITY % of total

Agriculture, cattle, forestry and fishing	0,1
Energy, chemicals, rubber and metalwork	3,9
Food, textile, wood, paper and publishing	3,6
Machinery, electronics and transport	3,7
Construction	6,2
Retail and repairs	10,9
Hotels	7,2
Transport, storage and communication	9,6
Financial advisory	7,7
Business services and real estate activity	25,6
Other services	21,5
Total sectors	100.00

(1) GVA 2008. Base 2000. Value at basic prices
Source: IDESCAT

2.3. Companies

Business fabric with entrepreneurial spirit and predominance of SMEs

CORPORATIONS

	2009	2010*	1 st Half 2011*	% of Spain
Created in the city of Barcelona	6,223	6,094	3,467	7.4
Created in the province of Barcelona	11,438	11,381	6,770	14.4
Created in Catalonia	14,607	14,384	8,602	18.3
Created in Spain	78,171	79,963	47,018	100.0
Closed in the province of Barcelona	1,163	1,336	769	7.0
Closed in Catalonia	2,356	2,558	1,413	13.0
Closed in Spain	17,416	18,467	10,908	100.0

*Provisional data
Source: INE. Central Business Directory (DIRCE)

BUSINESSES IN BARCELONA* BY NUMBER OF SALARIED WORKERS, 2011

	NUMBER OF COMPANIES	% OF TOTAL
No salaried workers	263,257	58.1
With salaried workers:		
1 to 199 salaried workers	189,271	41.7
Over 199 salaried workers	957	0.2
Total companies	453,485	100.0

* Provincial data January 2011
Source: INE. Central Business Directory (DIRCE)

COMPANY HEADQUARTERS, 2011

	NUMBER OF COMPANIES	% OF SPAIN
Barcelona *	453,485	14.0
Catalonia	601,801	18.5
Spain	3,250,576	100.0

* Provincial data January 2011
Source: INE. Central Business Directory (DIRCE)

ENTREPRENEURIAL ACTIVITY IN EUROPEAN COUNTRIES 2010 (% population aged 18-64)

Montenegro	14.94%
Netherlands	7.22%
Ireland	6.76%
United Kingdom	6.42%
European average	6.01%
France	5.83%
Finland	5.72%
Barcelona*	5.52%
Greece	5.51%
EU average	5.35%
Catalonia	5.04%
Switzerland	5.04%
Sweden	4.88%
Portugal	4.53%
Spain	4.31%
Germany	3.17%
Italy	2.35%

*Provincial data
Source: Global Entrepreneurship Monitor (GEM), Executive Report Catalonia 2010

03. Qualified human capital

3.1. Activity, employment and unemployment rates

Activity and employment rates above the European average

ACTIVITY, EMPLOYMENT AND UNEMPLOYMENT RATES (%). 2nd Quarter 2011

	ACTIVITY RATE	EMPLOYMENT RATE	UNEMPLOYMENT RATE
Barcelona	81.3	69.7	14.3
Catalonia	78.8	64.4	18.2
Spain	74.9	59.1	21.0
European Union	71.2	64.5	9.5

Source: Labour Force Survey and Eurostat

3.2. Jobs in Barcelona

Almost 1 million jobs in the city and nearly 2.3 million in its surrounding metropolitan area

WORKERS AFFILIATED TO SOCIAL SECURITY. 2nd QUARTER 2011

	TOTAL	% OF SPANISH
Barcelona	986,064	5.68
Barcelona province	2,293,513	13.21
Catalonia	3,070,205	17.68
Spain	17,362,369	100.0

Source: Catalan Department of Enterprise and Labour

% WORKERS WITH UNIVERSITY STUDIES* 2010

	WOMEN	TOTAL
Catalonia	41.4	36.9
Spain	42.7	37.8
European Union	33.7	30.7

* % of total population aged between 25 and 64 who have a university degree
Source: Eurostat

3.3. Salaries

Competitive salaries internationally

SALARY LEVEL IN WORLD CITIES, 2011

GROSS SALARY (New York = 100)	CITY	NET SALARY (New York = 100)
144.1	Zurich	149.1
138.8	Geneva	133.8
134.8	New York	100.4
95.5	Copenhagen	107.8
90.6	Miami	82.5
83	London	97.3
81.3	Munich	77.8
80.8	Frankfurt	90.6
80	Vienna	82.7
77.9	Lyon	79.9
73.6	Paris	75.1
66.7	Amsterdam	63.6
58.3	Barcelona	66.6
46.8	Athens	53.6
45.4	Rome	37.7

Source: UBS. Prices and Earnings around The Globe 2011

3.4. Training and universities

TRAINING AND UNIVERSITIES, 2010

Catalan universities / Universities in the Barcelona metropolitan area	12/8
University students in Catalonia / in the Barcelona metropolitan area (2009/2010)	233,538/ 188,748
Number of officially recognised Master's programmes taught at universities in the Barcelona area (2010-2011)	426
Number of students enrolled on officially recognised Master's programmes in the Barcelona area	15,705
PhD students at universities in the Barcelona area	9,508
Foreign schools in the Barcelona area	34

Source: Barcelona City Council

3.5. Business Schools of Excellence

Business schools, universities and global Masters of excellence with international reach

BEST EUROPEAN BUSINESS SCHOOLS, 2011

EUROPEAN RANKING 2011	WORLD RANKING 2011	BUSINESS SCHOOL	CITY
1	1	London Business School	London
2	4	Insead	Fontainebleau
3	8	IE Business School	Madrid
4	9	IESE Business School	Barcelona
5	14	IMD	Lausanne
6	18	HEC Paris	Paris
7	21	ESADE Business School	Barcelona
8	26	University of Cambridge: Judge	Cambridge
9	27	University of Oxford: Saïd	Oxford
10	28	SDA Bocconi	Milan
11	29	Manchester Business School	Manchester
12	32	City University: Cass	London
13	34	Cranfield School of Management	Cranfield
14	36	Rotterdam School of Management, Erasmus University	Rotterdam
15	37	Imperial College Business School	London
16	41	Lancaster University Management School	Lancaster
17	55	Durham Business School	Durham
18	55	Vlerick Leuven Gent Management School	Gent
19	58	Warwick Business School	Coventry
20	61	Hult International Business School	London
21	68	Birmingham Business School	Birmingham
22	74	University of Strathclyde Business School	Glasgow
23	78	University College Dublin: Smurfit	Dublin
24	84	EADA	Barcelona
25	88	University of Edinburgh Business School	Edinburgh
26	90	Bradford School of Management/TiasNimbas Business	Bradford
27	94	Leeds University Business School	Leeds
28	96	Politecnico di Milano School of Management	Milan
29	100	EM Lyon Business School	Lyon

Source: Financial Times, Global MBA Ranking

04.

City of knowledge and creativity

4.1. Knowledge economy and society

The city is leading Spain's progress towards the knowledge economy

COMPANIES BY KNOWLEDGE INTENSITY, 2nd Quarter 2011

	BARCELONA	% OF TOTAL	CATALONIA	% OF TOTAL
High-technology industrial sectors	160	0.2	670	0.3
Mid-to-high-technology industrial sectors	703	1.0	5,157	2.0
Knowledge-intensive service sectors	20,645	28.9	50,291	19.9
TOTAL KNOWLEDGE-INTENSIVE COMPANIES	21,508	30.1	56,118	22.2
Non knowledge-intensive companies	50,048	69.9	196,423	77.8
TOTAL COMPANIES IN THE CITY	71,556	100.0	252,541	100.0

Source: Catalan Department of Enterprise and Labour

DISTRIBUTION OF SALARIED WORKERS BY ECONOMIC SECTOR ACCORDING TO KNOWLEDGE INTENSITY, 2nd Quarter 2011

	BARCELONA	% OF TOTAL	CATALONIA	% OF TOTAL
High-technology industrial sectors	8,012	1.0	27,603	1.1
Mid-to-high-technology industrial sectors	31,582	3.7	123,787	5.1
Knowledge-intensive service sectors	370,327	43.7	786,717	32.5
TOTAL KNOWLEDGE-INTENSIVE SALARIED WORKERS	409,921	48.4	938,107	38.7
Non knowledge-intensive salaried workers	437,128	51.6	1,483,886	61.3
TOTAL SALARIED WORKERS	847,049	100.0	2,421,993	100.0

Source: Catalan Department of Enterprise and Labour

ICT IN THE HOME (% OF POPULATION BETWEEN 16 AND 74)

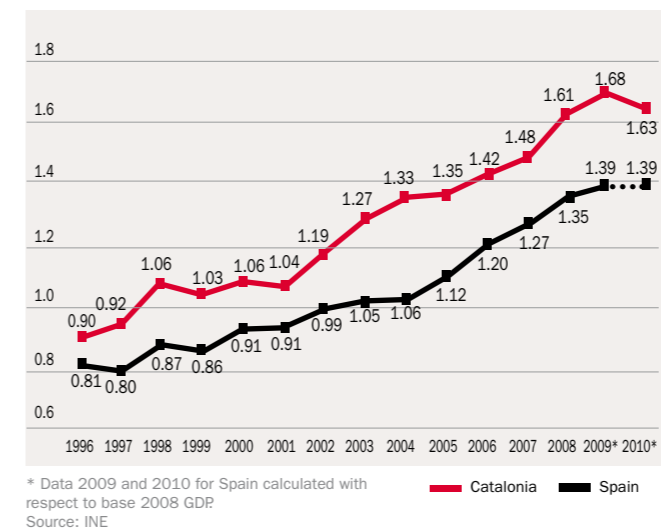
	2010	2011	CHANGE (%) 2010-2011
Have a computer at home	75.7	79.0	3.3
Internet connection at home	72.4	75.7	3.3
Use the Internet regularly	78.3	82.1	3.8

Source: Survey on equipment and use of information and communication technology in the home

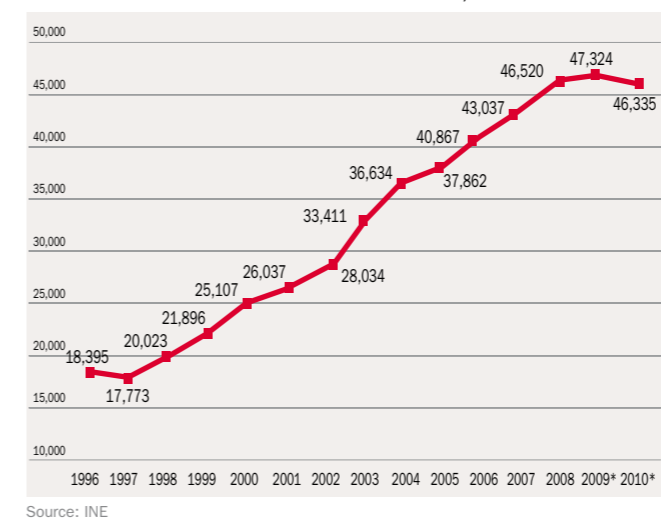
4.2. Research

Qualitative and quantitative commitment to research, with international benchmark science facilities

EVOLUTION OF R&D EXPENDITURE AS A PERCENTAGE OF GDP IN CATALONIA AND SPAIN, 1996-2010



EVOLUTION OF R&D PERSONNEL. CATALONIA, 1996-2010



INTERNATIONAL BENCHMARK SCIENCE AND TECHNOLOGY FACILITIES IN BARCELONA, 2011

Barcelona Supercomputing Centre - National Supercomputing Centre (BSC-CNS)

Maritime Research and Experimentation Channel (CIEM)

Catalan Supercomputing Centre (CESCA)

Barcelona Nuclear Magnetic Resonance Laboratory (LRB)

National Microelectronics Centre White Room (IMB-CNM)

ALBA Synchrotron - Cells

Source: Ministry of Education and Science. Map of unique science and technology facilities

TOP WORLD CITIES IN TERMS OF SCIENTIFIC PRODUCTION, 2010

	WORLD RANKING	EUROPEAN RANKING
Beijing	1	
London	2	1
Tokyo	3	-
Paris	4	2
New York	5	-
Seoul	6	-
Boston	7	-
Shanghai	8	-
Moscow	9	3
Los Angeles	10	-
Madrid	11	4
Rome	12	5
Toronto	13	-
Baltimore	14	-
Philadelphia	15	-
Chicago	16	-
Houston	17	-
Barcelona	18	6
Cambridge Massachusetts	19	-
Berlin	20	7

Source: Polytechnic University of Catalonia - Centre for Land Policy and Assessment

4.3. Business innovation

Barcelona and Catalonia, leaders in innovation among Spanish businesses

INNOVATION INDICATORS

	PATENT APPLICATIONS		UTILITY MODEL APPLICATIONS	
	1 st half 2011	% of Spain	1 st half 2011	% of Spain
Barcelona*	260	14.0	234	17.8
Catalonia	318	17.1	292	22.2
Spain	1,856	100.0	1,318	100.0

* Provincial data 2011
Note: Provisional data 2011
Source: Spanish Patent and Trademark Office

	NUMBER OF INNOVATIVE COMPANIES		EXPENDITURE ON INNOVATION (thousands €)	
	2010	% of Spain	2010	% of Spain
Catalonia	5,334	21.6	3,642,187	22.5
Spain	24,645	100.0	16,171,218	100.0

Source: INE

4.4. Creative sectors

More than half of all Catalonia's jobs in creative industries are in Barcelona.

EMPLOYMENT IN CREATIVE INDUSTRIES, 2010

	BARCELONA	% OF CATALONIA
Heritage-related activities	2,424	65.7
Architecture and engineering	11,839	41.8
Graphic arts and printing	3,793	20.2
Cinema, video and music	3,284	59.8
Design and photography	6,257	61.4
Publishing	10,421	73.3
Writing, theatre arts, visual arts and artisans	4,453	71.4
Creative research and development	8,434	58.3
Fashion	2,169	14.6
Advertising	13,130	68.5
Radio and television	1,360	28.6
Software, videogames and e-publishing	21,244	69.1
Total creative industries	88,808	52.0

Source: Barcelona Institute of Regional and Metropolitan Studies, IERMB

05.

Competitive supply of business real estate

5.1. Offices

Over 7 million m² of floor area in the Barcelona Economic Triangle (BET) for high value added economic activities and the capacity to generate more than 200,000 new jobs in strategic sectors.

OFFICE MARKET, June 2011

Total office space stock	5,947,995 m ²
Available office space	805,852 m ²
Vacancy rate	13.6%

Source: On point, Jones Lang Lasalle

OFFICE PRICES, June 2011

Prime (Pg. Gràcia-Diagonal)	€14.75-18.75 m ² /month
Business district (consolidated centre)	€10-16.25 m ² /month
Periphery (Sabadell, St. Cugat, Esplugues, etc.)	€7-10.25 m ² /month
New business areas	€9.5-16.50 m ² /month

Source: On point, Jones Lang Lasalle

5.2. Barcelona Economic Triangle

The Barcelona Metropolitan Area has three areas that drive the economy and form a large economic triangle:

DRIVING AREA	SECTORS	PROJECTS	TOTAL FLOOR SPACE FOR ECONOMIC ACTIVITY	MAIN FACILITIES AND RESEARCH CENTRES
Delta BCN/BZ Barcelona Innovation Zone (Llobregat)	Aerospace, mobility, logistics, food, media	Aerospace and Mobility Park	245,000 m ²	Technology Centre for the Aeronautical and Aerospace Industry (CTAE)
		Viladecans Business Park	98,000 m ²	Wind Tunnel
		Mediterranean Technology Park	93,300 m ²	International Centre for Numerical Models in Engineering (CIMNE)
		BZ Barcelona Innovation Zone	1,000,000 m ²	Institute of Photonic Sciences (ICFO)
22@Barcelona (Besòs)	Media, ICT, medical technology, energy, design	22@Barcelona	3,200,000 m ²	Barcelona Biomedical Research Park (PRBB)
		Diagonal-Besòs Campus	60,000 m ²	Barcelona Media Innovation Centre
		Porta Europa	446,000 m ²	Barcelona Digital – ICT Technology Centre Catalan Institute for Energy Research (IREC) ITER “Fusion for Energy” Project Blood and Tissue Bank
Parc de l'Alba (Vallès)	Biotechnology, nanotechnology, energy, pharmaceuticals and health	Parc de l'Alba	1,320,000 m ²	Alba Synchrotron
		Esade Creápolis	39,800 m ²	National Microelectronics Centre White Room (CSIC-CNM)
		Parc Taulí Health Park	93,700 m ²	Catalan Nanotechnology Institute (CIN2-ICN)
		Vallès Technology Park	190,600 m ²	Institute for Research into Artificial Intelligence (CSIC-III A)
		UAB Research Park	120,000 m ²	
		Can Sant Joan Business Park	172,330 m ²	

06. An economy open to the world

6.1. Foreign investment in Catalonia

One of the leading European regions in hosting foreign investment projects

FOREIGN INVESTMENT. In millions of €

	2009	2010	1 st half 2011	% of SPAIN
Catalonia	1,428.7	4,016.4	1,399.2	9.1
Spain	12,282.1	11,235.4	15,325.9	100.0

Note: Total gross investment not including foreign shareholding entities
Source: Register of Foreign Investment. Ministry of Economy and Competitiveness

NUMBER OF FOREIGN COMPANIES ESTABLISHED IN CATALUNYA, 2010

HOME COUNTRY	2010
France	620
Germany	615
United States of America	364
Italy	345
Netherlands	304
United Kingdom	243
Switzerland	186
Japan	99
Other	631
Total	3,407

Source: Invest in Catalonia. ACCIÓ

SOURCE OF FOREIGN INVESTMENT IN CATALUNYA % of total, 1st half 2011

Switzerland	32.3%
Luxemburg	21.0%
Germany	8.1%
Netherlands	7.9%
United Kingdom	6.7%
Bermuda	4.5%
France	4.4%
USA	3.2%
Barbados	2.5%
Russia	2.3%
Other	7.2%

Source: Register of Foreign Investment. Ministry of Economy and Competitiveness

MAIN WORLD METROPOLIS BY CUMULATIVE INVESTMENT PROJECTS, 2006-2010

RANKING	CITY	Nº PROJECTS
1	Shanghai	1,514
2	London	1,338
3	Paris	952
4	Hong Kong	944
5	Beijing	866
6	Moscow	653
7	Madrid	488
8	Tokyo	456
9	Mumbai	427
10	Barcelona	418

Source: Global Cities Investment Monitor 2011. KPMG

6.2. Catalan investment abroad

INVESTMENT ABROAD. In millions of €

	2009	2010	1 st half 2011	% of SPAIN
Catalonia	2,216.8	1,948.8	1,369.1	7.2
Spain	19,556.7	28,370.6	18,997.6	100.0

Note: Total gross investment not including foreign shareholding entities
Source: Register of Foreign Investment. Ministry of Economy and Competitiveness

DESTINATION OF CATALAN INVESTMENT ABROAD % of total, 1st half 2011

USA	14.7%
Venezuela	4.3%
Portugal	4.3%
Chile	3.7%
Hong Kong	2.8%
Mexico	2.5%
Russia	2.4%
Iceland	2.0%
France	2.0%
Austria	1.5%
Other	11.8%

Source: Register of Foreign Investment. Ministry of Economy and Competitiveness

6.3. Exports

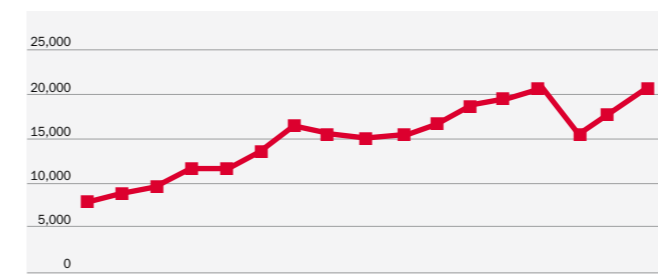
The Barcelona area is the leading exporter in Spain, with one fifth of all sales abroad

EXPORTS. In millions of €

	2009	2010	1 st half 2011*	% of SPAIN 1 st half 2011
Barcelona	32,480.8	38,073.9	20,962.9	19.7
Catalonia	41,460.9	48,866.3	27,140.1	25.5
Spain	159,889.6	186,780.1	106,363.0	100.0

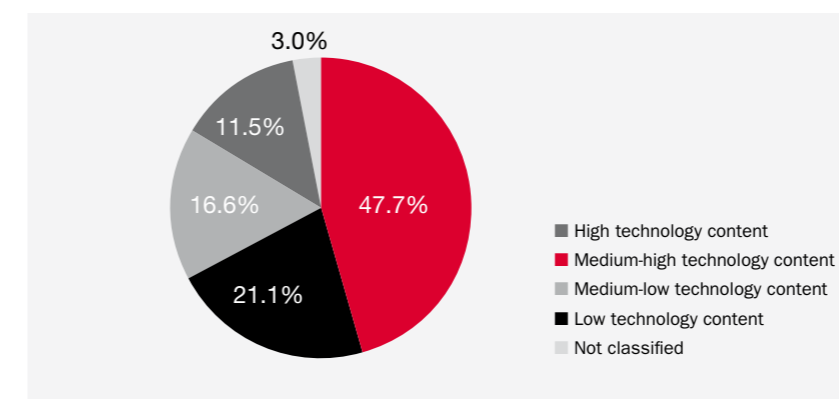
* Provisional data
Source: Ministry of Economy and Competitiveness

EVOLUTION OF EXPORTS FROM THE PROVINCE OF BARCELONA. In millions of €, 1st Half 1995- 1st Half 2011



Source: Ministry of Economy and Competitiveness

DISTRIBUTION OF EXPORTS FROM THE PROVINCE OF BARCELONA BY TECHNOLOGY CONTENT, 1st Half 2011



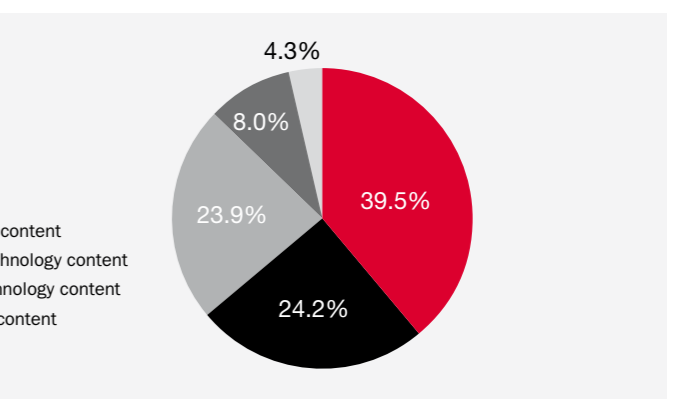
Source: Ministry of Economy and Competitiveness

MAIN DESTINATION COUNTRIES FOR EXPORTS FROM BARCELONA (PROVINCE). % of total, 1st Half 2011

France	19.2%
Germany	9.4%
Italy	8.7%
Portugal	7.2%
United Kingdom	5.0%
Switzerland	4.8%
USA	3.0%
Netherlands	2.8%
Belgium	2.6%
Turkey	2.3%
Mexico	1.9%
Morocco	1.8%
Poland	1.5%
China	1.5%

Source: Ministry of Economy and Competitiveness

DISTRIBUTION OF EXPORTS FROM SPAIN BY TECHNOLOGY CONTENT, 1st Half 2011



6.4. Port of Barcelona

One of the top twelve European container ports

PORT OF BARCELONA INDICATORS

TRAFFIC (Data in millions)	2009	2010	1 st half 2011
Goods (tons)	41.8	43.0	21.1
Containers (TEU*)	1.8	1.9	1.1
Passengers	3.2	3.5	1.5

INFRASTRUCTURES

Land area (ha)	1,065.3	-	-
Docks and berths (km)	20.3	-	-

*TEU= Standard measure of maritime transport equivalent to a 20-foot container
Source: Barcelona Port Authority

EUROPEAN RANKING OF CONTAINER PORTS, 2010

RANKING 2010	CITY PORT	TEU	% CHANGE 2009/10
1	Rotterdam	11,145,804	14.4
2	Antwerp	8,468,475	15.9
3	Hamburg	7,900,000	12.7
4	Bremen	4,871,297	7.4
5	Valencia	4,206,937	15.1
6	Felixstowe	3,400,000	9.7
7	Gioia Tauro	2,851,261	-0.2
8	Algeciras	2,810,242	-7.6
9	Istanbul	2,720,000	34.4
10	Zeebrugge	2,500,000	7.4
11	Le Havre	2,400,000	7.1
12	Barcelona	1,945,735	8.1

Source: Cargo Systems, Top 100 Container ports

6.5. Airport of Barcelona

Tenth European airport in number of passengers.
Intercontinental flights to 34 destinations,
with 148 flights per week, 2010

BARCELONA EL PRAT AIRPORT

	2009	2010	1 st half 2011
Total passengers	27,421,682	29,209,595	15,873,852
Goods (in tons)	89,815	104,280	50,169

Source: Barcelona Economia

MAIN EUROPEAN AIRPORTS BY PASSENGER VOLUME, 2010

CITY (AIRPORT)	PASSENGERS 2010
London Heathrow (LHR)	65,884,143
Paris Roissy (CDG)	58,167,062
Frankfurt (FRA)	53,009,221
Madrid (MAD)	49,768,170
Amsterdam (AMS)	45,211,749
Rome-Fiumicino (FCO)	36,228,490
Munich (ZHR)	34,721,605
Istanbul (IST)	32,165,817
London Gatwick (LGW)	31,378,644
Barcelona (BCN)	29,197,135

Source: Airports Council International. Airport Traffic Report, 2010

BARCELONA AIRPORT. INTERCONTINENTAL FLIGHTS BY GEOGRAPHIC AREA, 2010

GEOGRAPHIC AREA	DESTINATION AIRPORTS	NUMBER OF WEEKLY FLIGHTS	TOTAL NUMBER OF DIRECT PASSENGERS
North America	9	32	702,213
Africa	11	65	653,329
Middle East	4	19	231,738
South America	2	8	142,928
Asia	8	21 (9 cargo)	134,898
Total direct intercontinental	34	148	1,865,106

Source: BCN Air Route Development Committee

07.

Benchmark in tourism and city of trade fairs and congresses

7.1. Urban tourism destination

One of the main urban tourism destinations
in Europe

TOURISTS AND OVERNIGHT STAYS IN BARCELONA

	2010	1 st Half 2011	% CHANGE 1 st Half 2010/11
Tourists*	7,133,524	3,505,370	4.9
Overnight stays	14,047,396	7,280,666	17.2
Credit card spending (€)	1,602,959,207	846,633,580	19.3

*Tourists staying in hotels
Source: Barcelona Tourist Board

GROWTH RATE IN VISITORS TO THE 20 MAIN GLOBAL DESTINATIONS, 2011

RANKING 2011	CITIES	% GLOBAL CHANGE 2010/11
16	Barcelona	24.3
14	Kuala Lumpur	21.8
7	Istanbul	20.4
18	Shanghai	18.6
5	Hong Kong	17.4
9	Dubai	17.3
19	Taipei	16.9
4	Singapore	14.5
20	Tokyo	13.5
12	Nova York	11.7

Source: MasterCard Index of Global Destination Cities: Cross-Border Travel and Expenditures 2Q 2011

HOTEL INDICATORS

	2009	2010	% CHANGE 2009/10
Hotels	321	328	2.2
Rooms	30,933	31,776	2.7
Beds	60,331	61,942	2.7

Source: Barcelona Tourist Board

ORIGIN OF TOURISTS 2010 (%)

Spain	27.7%
France	8.0%
Italy	7.9%
United States	7.7%
United Kingdom	7.5%
Rest of America	6.5%
Rest of Europe	5.9%
Germany	5.1%
Scandinavia	4.7%
Netherlands	2.7%
Eastern Europe ⁽¹⁾	2.2%
Japan	2.1%

(1) Eastern Europe: Czech Republic, Russia and Poland
Source: Barcelona Tourist Board

7.2. Tourist cruises

Leading destination for cruise passengers
among Mediterranean ports

CRUISE INDICATORS

	2010	1 st Half 2011	% CHANGE 1 st Half 2010/11
Cruise passengers	2,350,283	1,002,424	10.5
Embarking	632,443	278,590	13.3
Disembarking	633,170	266,312	9.4
In transit	1,084,670	457,522	9.6
Stopovers by cruise liners	841	355	2.9

Source: Barcelona Port Authority

08. Retail

09. Quality of life

7.3. City of fairs and congresses

Barcelona, second city in the world for organising international meetings

CONGRESS ACTIVITY INDICATORS

	2009	2010	% CHANGE 2009/10
Total meetings	1,857	2,138	15.1
Congresses	294	310	5.4
Conferences, symposia, courses	215	226	5.1
Conventions and incentives	1,348	1,602	18.8
Total delegates	576,157	616,833	7.1

Source: Barcelona Tourist Board and Barcelona City Council

WORLD RANKING OF CITIES BY NUMBER OF INTERNATIONAL MEETINGS, 2010

RANKING	CITY	NUMBER OF MEETINGS	RANKING	CITY	NUMBER OF MEETINGS
1	Vienna	154	6	Madrid	114
2	Barcelona	148	7	Istanbul	109
3	Paris	147	8	Lisbon	106
4	Berlin	138	9	Amsterdam	104
5	Singapore	136	10	Sydney	102

Source: International Congress & Convention Association

BARCELONA TRADE FAIRS. BENCHMARK IN EUROPE

BARCELONA TRADE FAIR	OTHER VENUES	
MOBILE WORLD CONGRESS	Cebit - Hannover	-
EIBTM	-	-
PISCINA	Piscine - Lyon	-
HOSTELCO	Host - Milan	Equiphotel - Paris
SMART CITY EXPO WORLD CONGRESS	-	-
ALIMENTÀRIA	Anuga - Cologne	Sial - Paris
CONSTRUMAT	Batimat - Paris	Bau - Munich
SALÓ NÀUTIC	Nautico - Genoa	Boot - Düsseldorf
EXPOQUIMIA	Achema - Frankfurt	Interchimie - Paris
HISPACK	Interpack - Düsseldorf	Emballage - Paris Grafitalia+Voverflex - Milan (2013)/
GRAPHISPAG	Drupa - Düsseldorf	IPEX - Birmingham (2014)
AUTOMÒBIL	Saló Internacional de l'Auto - Geneva	IAA - Frankfurt / Mondial de l'Automobile - Paris (alternate years)
BMP Barcelona Meeting Point	Mipim - Cannes	Expo real - Munich
SALÓ DE LA LOGÍSTICA	Int.Logistics Solutions Show Paris	-
SONIMAGFOTO&MULTIMÈDIA	Photokina - Cologne	-
CARAVANING	Caravan Salon Düsseldorf	-

Source: Barcelona Trade Fair

A model of quality, diverse and local retail, which generates economic activity and social cohesion in the city's neighbourhoods

RETAIL IN BARCELONA, 2010

RETAIL (2 nd Q. 2011)	
Number of companies	16,254
Jobs	146,751
MUNICIPAL MARKETS (2010)	
Food	39
Specialised	4
Number of establishments	2,895
Total floor area	208,465 m ²
Turnover*	€10,936

*Average sales per month and establishment
Source: INSS and Barcelona City Council

Top European city in quality of life

BEST EUROPEAN CITIES IN QUALITY OF LIFE FOR WORKERS, 2011

RANKING	CITY
1	Barcelona
2	Stockholm
3	Zurich
4	Geneva
5	Madrid
6	Munich
7	Copenhagen
8	Paris
9	Vienna
10	London

Source: Cushman & Wakefield, European Cities Monitor 2011

9.1. Energy and the environment

Commitment to energy savings, energy efficiency and the development of renewable energies

GREEN ZONE INDICATORS IN BARCELONA, 2010

Urban parks (green zones for public use)	5,595,000 m ²
Urban green space (green spaces built into the urban fabric)	10,816,563 m ²
Per capita urban green space	6.7 m ² /inhabitant

Source: Barcelona City Council. Statistics Yearbook 2011

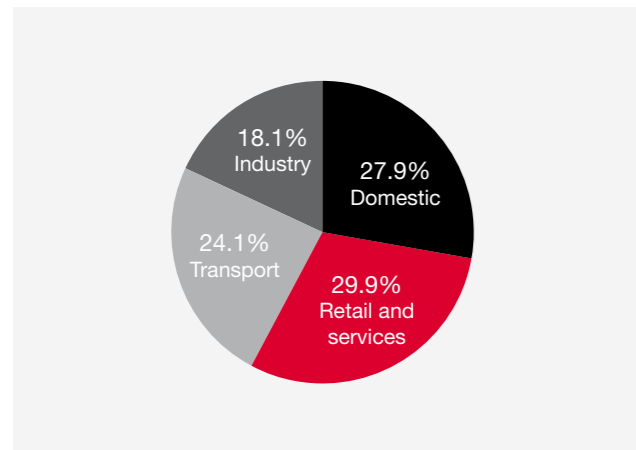
BEACHES (NUMBER / km²) 7 / 4.41

09. Quality of life

9.1. Energy and the environment

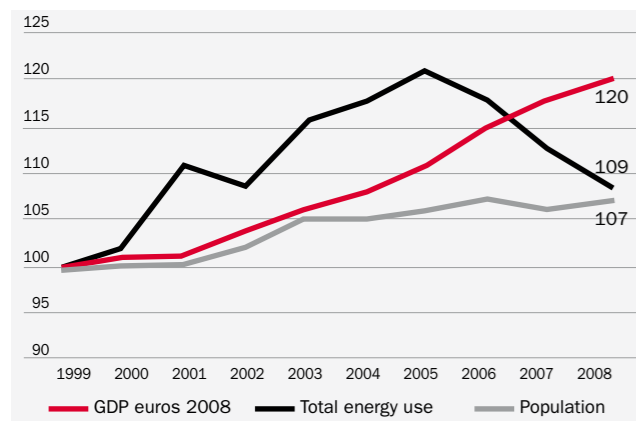
Commitment to energy savings, energy efficiency and the development of renewable energies

BREAKDOWN OF ENERGY USE BY SECTOR (%), 2008



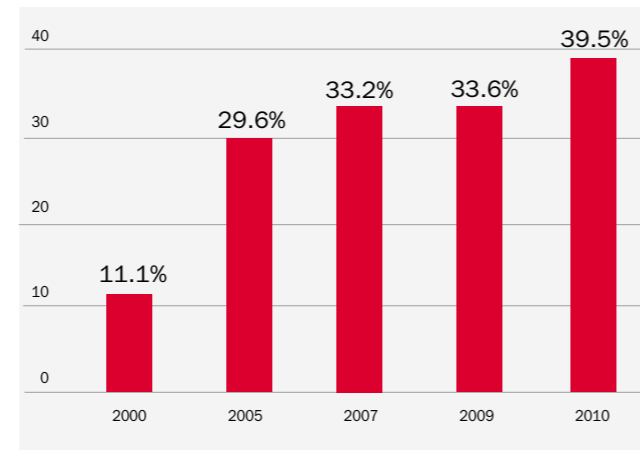
Source: Barcelona City Council Department of Statistics. Barcelona Energy Agency

EVOLUTION OF BARCELONA'S POPULATION, ENERGY COMPSUMPTION AND GDP 1999-2008 (1999=100)



Source: Barcelona Energy, Climate Change and Air Quality Plan 2011-2020

EVOLUTION OF SELECTIVE WASTE COLLECTION IN BARCELONA



Source: Barcelona Agenda 21

TOTAL WATER USE PER INHABITANT/DAY, 2010

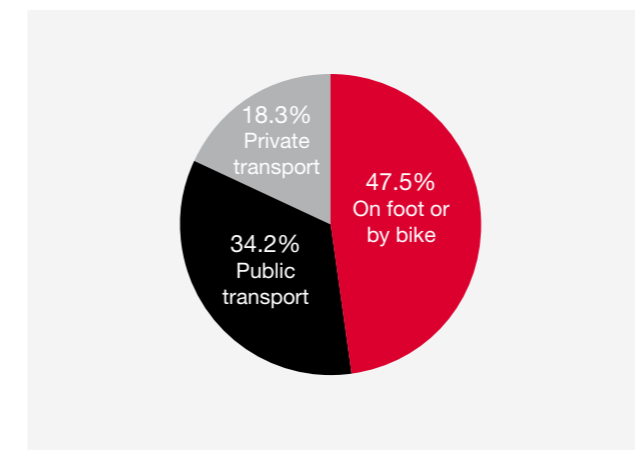
CITY	l/inhab./day
Barcelona	164.8
Fukuoka	276
Daejeon	350
Dublin	425*
Helsinki	246
Seattle	300-350*
Stockholm	597*
Vancouver	488

*2008 data, except Stockholm data from 2005
Source: International Regions Benchmarking Consortium

9.2. Sustainable mobility

Its compact urban model fosters the predominance of public transport, pedestrians and cyclists

MEANS OF TRANSPORT USED FOR TRAVEL INSIDE THE CITY, % OF TOTAL, 2010



Source: ATM
Note: Results of the analysis of data stages from ATM, the city's traffic counting systems, tourist activity, school transport, traffic composition flows, bicycle and pedestrian flows

BIKE LANES (km/public users) 180 / 119,529

9.3. Residential real estate market

Adjustment in house prices

AVERAGE HOUSING PRICES IN BARCELONA, 1st Half 2011

Rent (€/m ² /month)	12.48
Second-hand housing sales (€/m ²)	3,752
New housing sales (€/m ²)*	5,242

* 2010 data
Source: Barcelona City Council and idealista.com

9.4. Culture and education

Vibrant cultural life, with a wide variety of services and activities

CULTURE AND EDUCATION, 2010

Public libraries (number and users)	36 / 5,982,936
Museums, collections and exhibition centres (number and users)	39/17,598,372
Theatre, music and cinema audiences	12,379,456
Public sports facilities (number and members)	1,809 /187,144
Infant, primary and secondary schools	876

Source: Institute of Culture. Barcelona City Council

10.

International positioning of Barcelona



European Cities Monitor (2011)

6th best European city for business
2nd European city in progress
1st European city in worker's quality of life
3rd city in Europe most well-known as a business centre
6th in internal transport
6th in availability of office space
11th in cost of staff



Scorecard on Prosperity (2010)

3rd in global prosperity
1st in labour attractiveness



European cities and regions of the future (2010-2011)

5th in Europe
1st in Southern Europe
4th for human resources
4th for facilities



The Urban Elite-Global cities index (2010)

26th in the world



Cities for Citizens (2011)

Most admired city in the world thanks of its urban development model

European Attractiveness Survey, E&Y (2011)

6th city in Europe to establish operation



Global Cities Investment Monitor KPMG (2011)

10th city in the world for investment projects
Among the top ten in the period 2006-2010



"Worldwide cost of living survey" (2011)

Not one of the 45 most expensive cities in the world



ICCA

"World Country & City Rankings" (2010)

2nd in the world for organising international meetings



"International Meeting Statistics" (2010)

6th in the world for organising international congresses



"Best Conference Destination" (2010)

Silver -Barcelona (2nd place)



"Prices and Earnings" (2011)

World net salary comparison
25th city in the world

Most cities relegate their business sector to the outskirts of the city. But in order to establish knowledge, Barcelona prefers the 22@Barcelona innovation district, on the waterfront in the city center. More than 4,500 companies connected to the media, ICT, energy, bio and design sectors agree and, since 2000, have created more than 56,000 new jobs.

Visit www.bcn.cat/barcelonabusiness

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