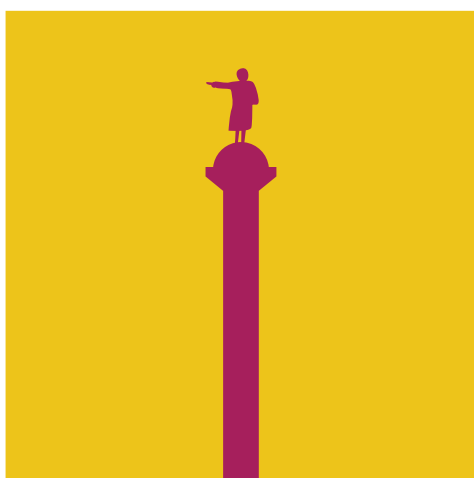
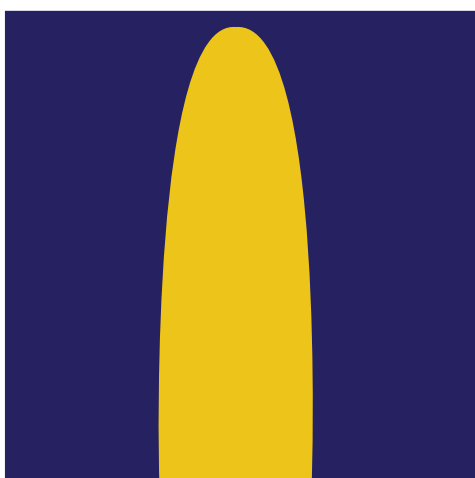
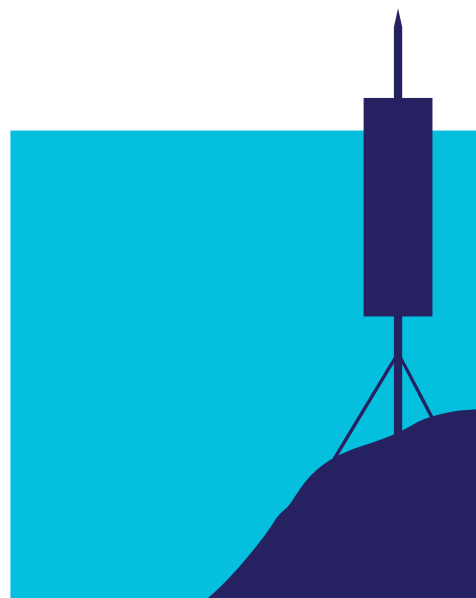


# BARCELONA DATA SHEET 2012



# Summary of indicators Data 2011

## 01. Population

Population (Barcelona city)	1,615,448
Population (Barcelona Metropolitan Region)	4,777,042

## 02. Economic and business activity

Annual rates of variation in GDP at constant prices (% of Catalonia)	0.7
Barcelona's GDP mp (million euros) (2008)	64,521.3
Barcelona's per capita GDP mp (thousands of euros) (2008)	39.9

### Businesses

Creation of trading businesses in the city of Barcelona	6,416
Entrepreneurship rate (GEM)	7.0%
Number of companies in the province of Barcelona (DIRCE)	453,485

## 03. Human capital

Workers affiliated to social security	992,231
Workers affiliated to social security (provincial data)	2,274,116
Workers affiliated by area of activity: services/industry/construction (% of total)	87.7/8.8/3.5
Employment rate 16-64 years	65.9%
Unemployment rate 16-64 years	17.2%
University students in Catalonia (2010/2011 academic year)	247,571

## 04. City of knowledge and creativity

### Knowledge sectors

Knowledge-intensive companies (% of total)	28.7
Knowledge-intensive workers (% of total)	52.9

### Patents

Patent applications (% of Spain)	14.8
Utility-model applications (% of Spain)	19.5
Employment in Creative Industries (2010)	88,808

## 05. Competitive business real estate

Total stock office space	5,953,995 m <sup>2</sup>
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### Office prices

Prime (Pg. Gràcia-Diagonal)	€ 14.75-18.50 m <sup>2</sup> /month
Business district (consolidated centre)	€ 10-16 m <sup>2</sup> /month

## 06. An economy open to the world

Exports (million of euros)	42,036.2
Percentage of exports in Barcelona province / Spain (%)	19.6%
Foreign investment in Catalonia (million of euros)	2,993.1
Catalan investment abroad (million of euros)	2,533.1
Port of Barcelona traffic (million of tons)	43.1
Barcelona airport passengers	34,399,180

## 07. Benchmark in tourism and city of fairs and congresses

Tourists	7,390,777
Total international meetings/delegates	2,283 / 647,693

## 08. Retail

Number of companies (IV quarter 2011)	16,379
Jobs (IV quarter 2011)	146,676
Municipal markets: food/others (2010)	39/4

## 09. Quality of life

Sustainable intracity mobility in Barcelona (% of total)	82.4%
<b>Indicators of culture, leisure and education</b>	
Public libraries (number and users)	37 / 6,178,297
Museums, collections and exhibition centres (number and users)	40/18,604,402

## 10. International positioning of Barcelona

### CUSHMAN & WAKEFIELD. "European Cities Monitor"

Best European city for business	6 <sup>th</sup>
Best European city in worker's quality of life	1 <sup>st</sup>



Barcelona Airport is the third largest in Europe in terms of direct passenger numbers

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# Executive Summary

## Barcelona, the centre of a mega-region with 25 million inhabitants

- Barcelona, capital of Catalonia, has more than 1,600,000 inhabitants and is at the heart of a metropolitan area with almost 5,000,000 inhabitants, representing 63.4% and 10.1% of the total population of Catalonia and Spain, respectively.
- The development of a metropolitan region goes beyond its geographical area to create mega-regions<sup>1</sup> or polycentric agglomerations of cities that are a unit of natural economic influence in any given geographic area. In southern Europe, one that stands out is along the Barcelona –Lyon corridor, encompassing 25 million people with an output of nearly 1 billion Euros of production, ranking number 16 and 11 in the world in terms of population and wealth, respectively.
- In terms of consolidated metropolitan agglomerations, the metropolitan area's population is approximately a quarter of New York's, yet greater than those of Boston, Montreal or Milan.
- Barcelona's cosmopolitan spirit –diverse and intercultural– is shown by the fact that nearly 18% of city residents are foreigners.

## Barcelona is a dynamic economic engine of growth, with a diversified structure and international recognition

- Barcelona has maintained its strong position internationally, in addition to boasting a recognized city brand. As such, in 2011 Barcelona was among the **six best European cities for business**, according to the *European Cities Monitor* by Cushman & Wakefield, and it has maintained a position in the top six during the decade 2001-2011. It also holds the top spot as the city with the best quality of life for workers, and is placed **second in terms of best European city to promote itself as a business centre**, and third best-known by European executives. Moreover, according to the report *Hot Spots: Global City Competitiveness Benchmarking* by the Economist Intelligence Unit, the city is the ninth most-attractive in the world, standing out because of its social and cultural character, and its infrastructure (sharing 5<sup>th</sup> and 9<sup>th</sup> places with other cities, respectively).
- Barcelona's gross domestic product (GDP) stood at 64,521.3 million Euros in 2008, with a GDP per capita of 39.9 thousand Euros. In terms of the distribution of gross value added by sector, what stands out is the importance of services for businesses and real estate, representing more than a quarter of the total (25.6%), followed by collective services (21.5%), industry (11.2%), commerce and trade and repairs

(10.9%), and transport (9.6%). Furthermore, Barcelona's metropolitan area boasts the highest degree of diversity in terms of production in Spain.

- Barcelona has a significant industrial sector employing 8.8% of all workers, and its metropolitan area accounts for around two thirds of manufacturing jobs in Catalonia (65.9%), which includes strong car production clusters –one of Europe's largest–, pharmaceuticals and chemicals, foodstuffs, electrical materials and equipment, paper and printing, and waste treatment.
- Barcelona encourages and promotes economic activity and areas related to logistics and access to markets in Southern Europe, the Mediterranean, Asia and Latin America.
- After GSMA chose Barcelona for its **Mobile World Capital** for the period 2012-2018, the city has launched a four-pronged project: the Mobile World Congress, Mobile World Hub –focused on the industrial and business areas–, Mobile World Center, and the Mobile World Festival, which has a wider social and civic role. The city is implementing various measures to promote this sector, among them, the promotion of a free trade zone for companies in the Smart City Campus-22@ area for companies with development projects related to these activities, with the final goal being the development of a permanent economic and industrial ecosystem in Barcelona and Catalonia focused on mobile technology that can become an international and national benchmark cluster.
- The city also supports the development of other high value-added sectors such as healthcare and biomedicine, ICT, environmental sectors, energy sectors and research in the food industry, while strengthening traditional and consolidated sectors such as trade, logistics, tourism and social sectors.
- In 2011, Catalonia's GDP was 210,150 million Euros, representing 20% of the Spanish total. Its per capita GDP is 17.2% higher than the European Union's average.

## Barcelona's business activities are dynamic and flexible

- Greater Barcelona is home to **453,485 businesses**, in other words, 14% of Spain's total. These are mostly SMEs (98%), with their greater flexibility and adaptability to complex environments.
- In 2011, the rate of entrepreneurial activity (TEA) of the resident population (18-64) in the province of Barcelona stood at 7%, and this marked a turning point for this indicator which showed growth for the first time in five years. Barcelona's TEA is higher than Catalonia's (6.8%) and Spain's (5.8%) and in the European context, higher than countries such as Finland (6.3%), Sweden (5.8%) France and Belgium (5.7% each) and Germany (5.6%), although slightly lower than the EU average (7.6%).

<sup>1</sup> 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.

- In 2011, 6,416 companies were created in Barcelona, representing a rate of 4 per 1,000 inhabitants, which was up by 5.3% compared to 2010. The province of Barcelona saw 8.3 firms created for every one that was wound up, a ratio that places it at the head of major urban areas in Spain in this indicator.
- One of the objectives of the city hall's so-called **Barcelona Growth** project is to generate a business-friendly environment via the creation of a support office for businesses, streamlining the process for setting up businesses, and with the administration paying suppliers within 30 days. It also envisages the creation of a virtual platform called *Barcelona Connecta*, which will promote networking between entrepreneurs, associations and stakeholders, and a platform for facilitating public sector procurement from local SMEs and entrepreneurs, and other instruments that contribute to achieving this goal.

## Barcelona has a strong and large labour market with well qualified workers

- The city has almost a million jobs and nearly 2.3 million in the provincial area. Barcelona's activity and employment rates (79.6% and 65.9%, respectively) are higher than the Catalan, Spanish and European averages.
- Barcelona now has one of the largest labour markets in Europe in high added value sectors: Catalonia is the fourth top region in Europe in terms of the number of people employed in high and mid-range technology-intensive manufacturing sectors, and fifth in terms of workers in science and technology, while reaching seventh place in the case of knowledge-intensive and high-end technology services.
- Catalonia has **12 universities and 247,571 students**, and the metropolitan area's 8 public and private universities account for 81.2% of students. These offer a total of 436 official masters courses with 16,944 enrolled students, plus 12,107 doctoral students. Moreover, there were 14,732 foreigners studying at Catalan universities in the 2010-2011 academic year.
- In 2010, the percentage of workers with a university education in Catalonia stood at 36.9%, higher than the European Union (30.7%) and slightly lower than the Spanish average (37.8%).
- Two of the city's business schools, **IESE** and **ESADE**, are ranked 4<sup>th</sup> and 12<sup>th</sup> respectively in Europe's top 100 full-time MBA programmes, according to the 2012 ranking by the prestigious Financial Times. Moreover, according to the ranking *Which MBA?*, developed annually by the Economist Intelligence Unit, IESE was in second place in Europe and tenth in the world, while ESADE occupied the fifth spot in Europe and seventeenth in the world in 2011.

## Barcelona leads Spain in the development of the knowledge economy

- 28.7% of businesses and 52.9% of city employees work in knowledge-intensive industries.
- The province of Barcelona generates 15% of patent applications and 19.5% of utility models in Spain.
- Catalonia has more innovative companies than any other autonomous region in Spain (21.6%) and 22.5% of national total expenditure on innovative activities.
- The promotion of research in Catalonia in recent years meant that R&D expenditure in 2010 stood at 1.6% of GDP, and the number of workers engaged in research and development reached 46,336.
- Barcelona improved its international ranking in terms of research in 2011 reaching **5<sup>th</sup> best city in Europe and 12<sup>th</sup> in the world in terms of scientific production**. In addition, the ratio of projects funded by the European Research Council per million inhabitants in Catalonia in the last four years exceeds that of countries like Austria, Finland and Belgium.
- Three of Barcelona's universities (Pompeu Fabra University (UPF), University of Barcelona (UB) and the Autonomous University of Barcelona (UAB) are among the top 225 in the world, according to the *Times Higher Education University Ranking*, while the UB and UAB are also among the top 200, according to the *QS Top University Ranking 2011/2012*, which makes Barcelona the eleventh best city in the world for college students.
- Creative activities account for more than 10% of workers in Barcelona-based companies, with about 90,000 jobs and 7,800 businesses. Barcelona accounts for 45% of Catalonia's creative businesses and 52% of its jobs in creative sectors. Worth noting is that, according to the latest research, a higher percentage of workers in creative industries is strongly correlated to higher outputs per capita.
- **Catalonia is the driver of medical technology and biomedical research in Spain** with 23% of new biotech firms created in 2010. Moreover, Catalan companies represent 21% of all Spanish firms, turning over more than 15,000 million Euros in 2010, which is 29.4% of all Spanish revenues in this activity. In Catalonia, half of those employed and life sciences work in R&D.
- *The European Tech Cities Index* by Buck Consultants, which measures factors related to technology and know-how, talent, market size, connectivity and international business climate in European cities, places Barcelona in tenth place along with Amsterdam in the 2012 ranking, headed by Paris, London and Oxford.

- Barcelona is aiming to lead the transformation to smarter and sustainable cities by creating a City protocol or world standard for measuring the sustainability and capacity of urban areas to generate quality of life. This initiative has been awarded the *Areté Award for Urban Innovation 2012*, in the framework of the Turin Città Visibili (Italy).

## Barcelona offers a wide range of competitive premises for businesses

The so-called Barcelona-Catalonia initiative, led by the Government of Catalonia -via the public company Incasòl-, and Barcelona City Council, aims to promote a joint regional intelligent land development for new economic activity projects across all major sectors of the knowledge economy around powerful knowledge and mobility intensive infrastructure and facilities, with nearly 7 million square meters of surface area and a capacity to generate over 200,000 highly skilled jobs:

- In Barcelona, areas like the Smart City Campus-22@, la Marina del Prat Vermell, Glòries, Barcelona-La Sagrera, Can Batlló, areas around Via Augusta (Pla Empenta) and Rambla de Sants are especially noteworthy.
- In the area around Barcelona, there are projects like Parc de l'Alba, Ripollet Park, Can Sant Joan, Mas Blau and Can'Aleman.

## Barcelona has an open economy that is connected to the world

- Catalonia is home to more than 5,000 foreign companies, with the main countries of origin being Germany (18.4%), France (15.1%) and the Netherlands (13.4%). On the other hand, Catalonia boasts most companies in Spain from Japan (85.9%), Italy (67.1%), the U.S. (63%), France (61.9%), Austria (56.4 %) and Switzerland (50.1%).
- KMPG's *Global Cities Investment Monitor* shows that from 2007 to 2011 Barcelona was one of **the world's top ten urban areas receiving most foreign investment**. Also, the city ranks third in Europe in terms of receiving most foreign investment projects, according to the *European Attractiveness Survey 2012* by Ernst and Young.
- Exports from the province of Barcelona rose to 42,036.2 million Euros in 2011, the highest ever recorded after growing 10.4% on 2010. The area of Barcelona consolidated its leadership in the ranking of Spanish exports, generating approximately one fifth (19.6%) of all sales overseas.

- On the other hand, exports of high and medium-high tech from Barcelona reached a value of 24,511.9 million Euros in 2011, representing 58.3% of total sales abroad. The province itself generates around a quarter of the Spanish exports and clearly leads the national ranking.
- In 2011 Barcelona Airport stood in ninth place in the ranking of Europe's busiest airports with over 34 million passengers, a city record that meant Barcelona climbed one place in the *Airport Council International's ranking*. The same year, Barcelona Airport recorded the largest inter-annual increase (6.5%) among the major European airports. The first half of 2012 intensified the year-on-year rate with increases in the number of passengers (+20.7%).
- Port activity in 2011 stood at 43.1 million tonnes transported, showing growth of 4.4% and 0.2% in TEUS and tonnes of cargo, respectively and an increase of 11.8% in passengers. As well, the port of Barcelona came 12<sup>th</sup> among European ports in terms of container traffic rankings.
- Over the coming years, the Port of Barcelona wants to consolidate its position as the main logistics hub in Southern Europe by expanding its infrastructure with a new Hutchison terminal, and new road and rail connections to extend its hinterland. The inclusion of the Mediterranean corridor in the trans-European railway network will provide a direct connection from Mediterranean ports to Europe and thus increase the port of Barcelona's market share in cargo traffic from Asia.
- In 2011 the cost of living in Barcelona got cheaper in relation to other benchmark cities in Europe and the world, and the prices of areas devoted to economic activity followed the same trend.

## Barcelona is an international leader in tourism and the organization of trade fairs and conferences

- The city ended 2011 with a positive performance across all tourism indicators, **achieving four new highs**: surpassing the 15.5 million hotel overnights mark, 2.6 million cruise passengers, 7.3 million tourists and 1,900 million Euros tourist expenditure on credit cards.
- In 2011, Barcelona stood in **third position in the world ranking of organizers of exhibitions and congresses** behind Vienna and Paris, and in fourth place regarding European destinations with most overnight hotel stays by international tourism, only beaten by London, Paris and Rome, but with the highest growth on this indicator. Moreover, according to the *MasterCard Index of Global Destination Cities 2012*, Barcelona is among the top 20 cities in the world in terms of number of visitors and spending by international tourists.

- Barcelona remains the top destination amongst Mediterranean cruise ports, with more than 2.6 million passengers. The port of Barcelona is ready for renewed growth given the internationalization of the cruise passenger segment: the city has an airport with direct flights to major cities in North America, a significant fact considering that this nationality represents the majority of cruise passengers which visit the city.

### The city is committed to a retail model base on quality, diversity and proximity

- With 16,379 companies and 146,676 employees, commerce is one of the most important areas of the economic structure of Barcelona. Indeed, despite the impact of the recession on activity and levels of employment, this sector accounted for 22.7% of all social security contribution centres and 15.2% of employees in the city at the end of 2011.
- Municipal markets, with a total surface area of over 200,000 m<sup>2</sup> and generating an economic impact of 1,000 million Euros, are one of the bedrocks of Barcelona's model of retail because of their economic and social impact on the city's neighbourhoods. They represent the largest fresh food market network in Europe.
- The rankings showing the attractiveness of commerce in 2011 regarding the preferences of international distribution companies, published by Jones Lang Lasalle, and international destinations rated by shoppers, according to the *Globe Shoppers Cities Index 2011* by The Economist Intelligence Unit, both place **Barcelona among the top ten most attractive European cities in terms of retail.**

### Barcelona, top city in Europe for quality of life for the fourteenth consecutive year

- Barcelona has been voted Europe's top city in terms of **quality of life for workers** for the fourteenth consecutive year, according to *European Cities Monitor*. The quality of life in the city is also implicitly recognized in The Economist's Intelligence Unit's report *Hot Spots: Global City Competitiveness* in which Barcelona was placed fifth and ninth in terms of being a social and cultural capital and in terms of its global appeal respectively, among the 120 most competitive cities in the world.

- The city hopes to lead the transformation towards creating smarter and sustainable cities by creating a global standard or protocol for measuring the sustainability and capacity of urban areas to generate quality of life. The protocol involves a partnership between universities, cities and companies to define the parameters of change in a city based on environmental, cultural, social and economic factors guided by efficiency in the use of resources and excellence in design.
- In the environmental field, Barcelona's compact Mediterranean city model promotes sustainable mobility, which represents 81% of inner city trips by people, and this is emphasized in prestigious rankings like *Scorecard on Prosperity 2011* by the Toronto Board of Trade, which highlighted the moderate time taken to get from home to work. Also, Barcelona came in sixth position among the best European cities in terms of internal transportation, according to the *European Cities Monitor*. The city continues to work on developing electric-powered mobility through the public-private platform **LIVE (Logistics for the Implementation of the Electric Vehicle)** and plan MOVELE, and in 2013 it will host the most important International Symposium on electric-powered technology and mobility for specialists in this sector: the *Electric Vehicle Symposium and Exhibition (EVS27)*.
- Also worth noting is that Barcelona is now a benchmark in Europe in terms of water saving. The consumption of water per capita was 109.5 litres/day in 2011 -23.4 litres less than in 1999- representing a reduction of almost 18%, significantly lower than those recorded in London (166.5 l/person/day), Paris (120 l/person/day), Rome (234 l/person/day 2011), Vancouver (320 l/person/day), Sao Paulo (177.8 l/person/day) or New York (473.8 l/person/day). Also, Barcelona has been chosen to host the "Secretariat of the Global Alliance for Water Operators", (Global Water Operators Partnerships Alliance-GWOPA), a UN-Habitat agency and permanent secretariat of the world body for the management of water policy, for the next five years.
- The cultural and educational offer is wide and of great quality. In 2011, there were 35 international schools in the Barcelona area. In addition, there are 37 public libraries in the city.



# 01.

## One of Europe's main metropolitan areas

### 1.1. Population, area and climate

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

#### POPULATION AND AREA DATA

	POPULATION JANUARY 2011 (inhabitants)	% TOTAL SPANISH POPULATION	AREA (km <sup>2</sup> )	DENSITY (inhab./ km <sup>2</sup> )
Barcelona	1,615,448	3.4	102.2	15,813
Metropolitan Region	4,777,042	10.1	3,242	1,473
Catalonia	7,539,618	16.0	32,108	235
Spain	47,190,493	100.0	505,986	93

(\*) Regions of the Barcelonès, Baix Llobregat, Maresme, Vallès Oriental and Vallès Occidental  
Source: Barcelona City Council, Catalan Institute of Statistics (IDESCAT), National Statistics Institute (INE)

#### WORLD'S METROPOLITAN AGGLOMERATIONS POPULATION

RANKING	METROPOLITAN AREA	POPULATION
1	Tokyo	34,670,000
2	New York	19,069,796
3	Shanghai	18,572,800
4	Los Angeles	12,874,797
5	London	12,300,000
6	Paris	12,000,000
7	Chicago	9,580,567
8	Hong Kong	7,033,500
9	Madrid	6,200,000
10	Toronto	5,623,450
11	Berlin	5,000,000
<b>12</b>	<b>Barcelona</b>	<b>4,777,042</b>
13	Boston	4,588,680
14	Sydney	4,504,500
15	San Francisco	4,317,853

Source: Toronto Board of Trade 2011. Department of Statistics. Barcelona City Council

#### CLIMATE INDICATORS FOR BARCELONA, 2011

Average annual temperature	18.3 °C
Highest temperature	33.0 °C
Lowest temperature	1.4 °C
Hours of sunshine per year	2,781.7

Source: Department of Statistics. Barcelona City Council. Statistical Yearbook 2012

### 1.2. Demographics of Barcelona

#### DEMOGRAPHIC INDICATORS FOR BARCELONA, 2011

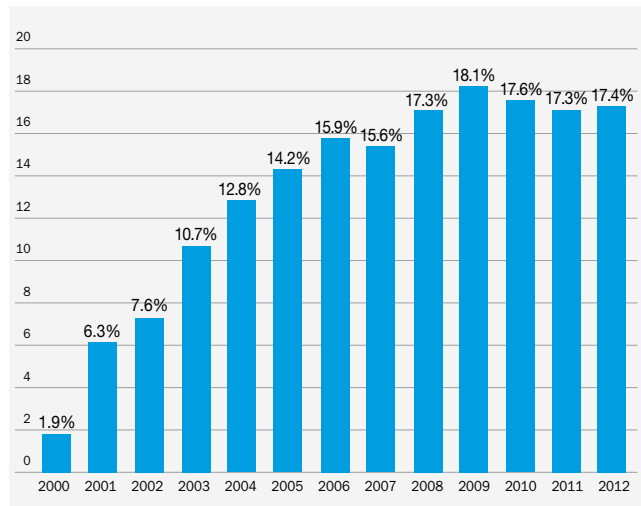
<b>Age structure (%)</b>	
0-14	12.2
15-64	67.0
65 and over	20.8
<b>Life expectancy (2010)</b>	
Men	79.3 years
Women	85.9 years
<b>Birth rate</b>	
	8.6‰
<b>Mortality rate</b>	
	8.9‰
<b>Fertility rate</b>	
Births per 1,000 women between the ages of 15 and 49	36.7‰

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

### 1.3. Foreign population

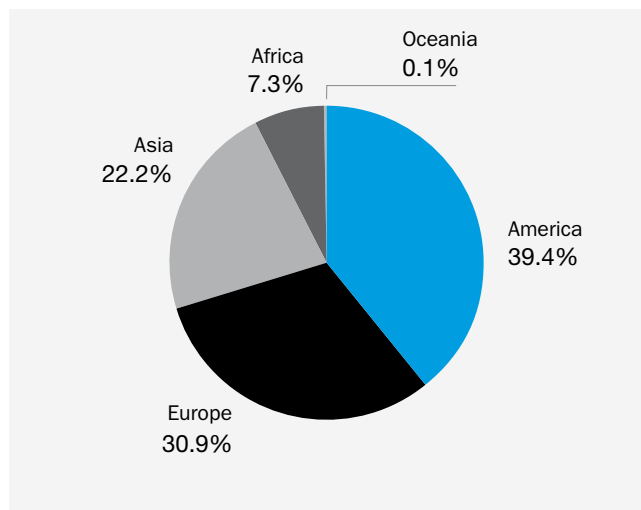
Cosmopolitan, diverse and multicultural city

**FOREIGNERS AS A PERCENTAGE OF THE GENERAL POPULATION, January 2012**



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

**FOREIGNERS IN BARCELONA BY CONTINENT OF ORIGIN, January 2012**



Source: Department of Statistics. Barcelona City Council

**FOREIGNERS IN BARCELONA BY COUNTRY, January 2012**

Pakistan	23,281
Italy	22,909
China	15,875
Ecuador	15,511
Bolivia	14,154
Morocco	13,674
Peru	13,464
Colombia	12,328
France	11,922
Philippines	8,482
Dominican Republic	7,614
Argentina	7,469
Romania	6,906
Brazil	6,802
Germany	6,582
United Kingdom	5,753
India	5,538
Honduras	4,955
Chile	4,723
Paraguay	4,506
Mexico	4,481
Other countries	65,249
<b>Total foreign population</b>	<b>282,178</b>

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 Spain's 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
Metropolitan Region*	144,964	-	-

(1) GDP 2008. Base 2000. Valued at market price  
 (\*) Regions of the Barcelonès, Baix Llobregat, Maresme, Vallès Oriental and Vallès Occidental  
 Source: IDESCAT

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

	CATALONIA	SPAIN	% OF SPAIN
2009	204,129	1,047,831	19.5
2010	205,555	1,051,342	19.6
2011	210,150	1,073,383	19.6

Source: IDESCAT, INE

#### GDP PER CAPITA

Adjusted for purchasing power parity\*. 2011 Index (EU-27=100)

	Index (EU-27=100)
Catalonia	117.2
Spain	99.0
Euro Zone	108.0
European Union	100.0

\*Harmonized GDP  
 Source: Eurostat, INE and IDESCAT

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

	2009	2010	2011
Barcelonès	-2.6	0.2	n/d
Metropolitan Region	-4.4	0.2	n/d
Catalonia	-4.0	0.4	0.7
Spain	-3.7	-0.3	0.4
European Union	-4.3	2.1	1.5

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

### 2.2. Production specialisation

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

#### PRODUCTION STRUCTURE. SALARIED WORKERS BY ECONOMIC SECTOR (%), IV Quarter 2011

	BARCELONA	BMR	CATALONIA	SPAIN
Agriculture	0.0	0.1	0.3	0.4
Industry	8.8	16.1	17.8	15.0
Construction	3.5	4.8	5.5	6.3
Services	87.7	79.1	76.4	78.3
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: Department of Statistics, Barcelona City Council and the National Institute of Social Security (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
<b>Total sectors</b>	<b>100.0</b>

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

## 2.3. Companies

Business fabric with entrepreneurial spirit and predominance of SMEs

### TRADING COMPANIES

	2009	2010	2011	% OF SPAIN
Created in the city of Barcelona	6,223	6,094*	6,416*	7.6
Created in the province of Barcelona	11,432	11,376	12,335	14.5
Created in Catalonia	14,612	14,382	15,641	18.4
Created in Spain	78,204	79,994	84,812	100.0
Closed in the province of Barcelona	1,163	1,338	1,473	7.4
Closed in Catalonia	2,356	2,565	2,652	13.4
Closed in Spain	17,416	18,500	19,784	100.0

\*Provisional data  
Source: INE

### 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
<b>Total companies</b>	<b>453,485</b>	<b>100.0</b>

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

### COMPANY HEADQUARTERS, 2011\*

	NUMBER OF COMPANIES	% OF SPANISH TOTAL
Barcelona	174,926	5.4
Barcelona province	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 2011 (% population aged 18-64)

Slovakia	14.2%
Poland	9.0%
Netherlands	8.2%
Greece	8.0%
European Union	7.6%
Portugal	7.5%
United Kingdom	7.3%
Ireland	7.2%
<b>Barcelona*</b>	<b>7.0%</b>
Catalonia	6.8%
Switzerland	6.6%
Finland	6.3%
Sweden	5.8%
Spain	5.8%
France	5.7%
Germany	5.6%
Denmark	4.6%

\*Provincial data  
Source: Global Entrepreneurship Monitor (GEM), Executive Report Catalonia 2011

# 03. Qualified human capital

## 3.1. Activity, employment and unemployment rates

Activity and employment rates above the European average

### ACTIVITY, EMPLOYMENT AND UNEMPLOYMENT RATES (%). IV Quarter 2011

	ACTIVITY RATE	EMPLOYMENT RATE	UNEMPLOYMENT RATE
Barcelona	79.6	65.9	17.2
Catalonia	78.1	61.9	20.7
Spain	74.8	57.6	23.0
European Union	71.4	64.3	10.0

\* Specific rates (16-64 years old)  
Source: Labour Force Survey (EPA) and Eurostat

## 3.2. Number of jobs a Barcelona

Nearly 1 million jobs in the city, 2.3 million in the metropolitan area

### WORKERS AFFILIATED WITH THE SOCIAL SECURITY. IV Quarter 2011

	TOTAL	% OF SPANISH TOTAL
Barcelona	992,231	5.8
Province of Barcelona	2,274,116	13.3
Catalonia	3,001,447	17.5
Spain	17,111,792	100.0

Source: Department of Statistics. Barcelona City Council

### % WORKERS WITH UNIVERSITY STUDIES\* 2010

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

\* % of the employed population between 25 and 64 with a university degree  
Source: Eurostat

## 3.3. Salaries

Internationally competitive salaries

### SALARY LEVEL IN WORLD CITIES, 2012

GROSS SALARY (New York = 100)	CITY	NET SALARY (New York = 100)
131.1	Zurich	132.4
123.6	Geneva	119.2
123.1	Copenhagen	93.4
92.4	Tokyo	90.4
83.3	Chicago	80.6
91.5	Munich	76.0
79.5	London	75.2
78.1	Paris	73.6
80.2	Vienna	70.8
78.3	Amsterdam	69.4
76.2	Montreal	66.2
64.2	Lyon	64.7
<b>59.6</b>	<b>Barcelona</b>	<b>58.7</b>
42.8	Hong Kong	49.8
55.1	Rome	48.2
41.4	Athens	40.0

Source: UBS. Prices and Earnings around The Globe 2012

## 3.4. Training and universities

### TRAINING AND UNIVERSITIES, 2010-2011

Total number of students in Catalonia	247,571
Total number of students in the Barcelona area*	200,989
Number of masters courses offered at universities in the Barcelona area	436
Number of students on masters and doctorate courses in the Barcelona area	29,051
Number of foreign students in Public Universities in Catalonia	14,732
Number of foreign students on masters and doctorate courses in Public Universities in Catalonia	8,677

\*includes doctorate students  
Source: Department of Statistics, Barcelona City Council and Secretary for Universities and Research, Government of Catalonia

### 3.5. Business Schools of Excellence

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

#### BEST EUROPEAN BUSINESS SCHOOLS, 2012

EUROPEAN RANKING 2012	WORLD RANKING 2012	BUSINESS SCHOOL	CITY
1	4	London Business School	London
2	6	Insead	Fontainebleau
3	8	IE Business School	Madrid
<b>4</b>	<b>9</b>	<b>Iese Business School</b>	<b>Barcelona</b>
5	13	IMD	Lausanne
6	18	HEC Paris	Paris
7	20	University of Oxford: Saïd	Oxford
8	26	University of Cambridge: Judge	Cambridge
9	27	Warwick Business School	Coventry
10	30	Rotterdam School of Management, Erasmus University	Rotterdam
11	31	Manchester Business School	Manchester
<b>12</b>	<b>33</b>	<b>Esade Business School</b>	<b>Barcelona</b>
13	36	Cranfield School of Management	Cranfield
14	38	City University: Cass	London
15	42	SDA Bocconi	Milan
16	46	Imperial College Business School	London
17	65	Hult International Business School	London
18	70	Vlerick Leuven Gent Management School	Gant
19	71	Lancaster University Management School	Lancaster
20	83	University of Edinburgh Business School	Edinburgh
21	86	Birmingham Business School	Birmingham
22	86	University College Dublin: Smurfit	Dublin
23	91	Aston Business School	Birmingham
24	93	University St Gallen	Switzerland
25	94	Durham Business School	Durham
26	95	Bradford School of Management/TiasNimbas Business	Bradford

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, 2011\*

	BARCELONA	% OF TOTAL	CATALONIA	% OF TOTAL
High-technology industrial sectors	172	0.2	718	0.3
Mid-to-high-technology industrial sectors	575	0.8	4,155	1.7
Knowledge-intensive service sectors	19,897	27.6	52,091	21.0
<b>TOTAL KNOWLEDGE-INTENSIVE COMPANIES</b>	<b>20,644</b>	<b>28.7</b>	<b>56,964</b>	<b>23.0</b>
Rest of companies	51,369	71.3	190,558	77.0
<b>TOTAL COMPANIES IN THE CITY</b>	<b>72,013</b>	<b>100.0</b>	<b>247,522</b>	<b>100.0</b>

\*4<sup>th</sup> quarter data

Source: Department of Enterprise and Labour of Catalonia

#### DISTRIBUTION OF SALARIED WORKERS BY ECONOMIC SECTOR ACCORDING TO KNOWLEDGE INTENSITY, 2011\*

	BARCELONA	% OF TOTAL	CATALONIA	% OF TOTAL
High-technology industrial sectors	8,212	1.0	27,578	1.2
Mid-to-high-technology industrial sectors	30,214	3.5	113,932	4.8
Knowledge-intensive service sectors	412,511	48.4	880,095	37.4
<b>TOTAL KNOWLEDGE-INTENSIVE SALARIED WORKERS</b>	<b>450,937</b>	<b>52.9</b>	<b>1,021,605</b>	<b>43.4</b>
Rest of salaried workers	402,195	47.1	1,333,288	56.6
<b>TOTAL SALARIED WORKERS</b>	<b>853,132</b>	<b>100.0</b>	<b>2,354,893</b>	<b>100.0</b>

\*4<sup>th</sup> quarter data

Source: Department of Enterprise and Labour of Catalonia

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

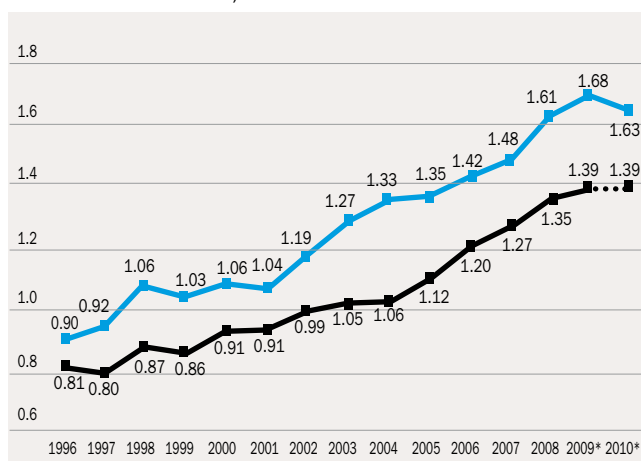
	2010	2011	CHANGE (%) 2010-2011
Have a computer at home	75.7	79.0	3.3
Internet connection at home	72.4	75.7	3.3
Use the Internet regularly	78.3	82.1	3.8

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

## 4.2. Research

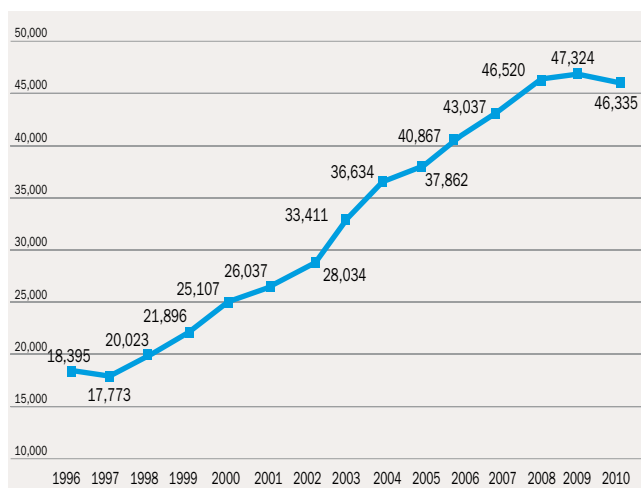
Qualitative and quantitative commitment to research, with international benchmark science facilities

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



\* Data 2009 and 2010 for Spain calculated with respect to base 2008 GDP  
Source: INE

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



Source: INE

### INTERNATIONAL BENCHMARK SCIENCE AND TECHNOLOGY FACILITIES IN BARCELONA, 2012

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 Economy and Competitiveness. Map of unique science and technology facilities

### TOP WORLD CITIES IN TERMS OF SCIENTIFIC PRODUCTION, 2011

	WORLD RANKING	EUROPEAN RANKING
Beijing	1	-
London	2	1
Tokyo	3	-
Seoul	4	-
Paris	5	2
Boston	6	-
New York	7	-
Shanghai	8	-
Moscow	9	3
Madrid	10	4
Los Angeles	11	-
<b>Barcelona</b>	<b>12</b>	<b>5</b>
Baltimore	13	-
Toronto	14	-
Rome	15	6
São Paulo	16	-
Philadelphia	17	-
Chicago	18	-
Houston	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	
	2011	% of Spain	2011	% of Spain
Barcelona	522	14.8	505	19.5
Catalonia	625	17.7	629	24.3
Spain	3,528	100.0	2,585	100.0

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
<b>Total creative industries</b>	<b>88,808</b>	<b>52.0</b>

Source: Barcelona Institute of Regional and Metropolitan Studies, IERMB

## 05.

## Competitive supply of real estate for businesses

## 5.1. Offices

Wide range of premises for high value added economic activities

## MARKET FOR OFFICES, 2011

Total office space	5,953,995 m <sup>2</sup>
Available office space	792,477 m <sup>2</sup>
Vacancy rate	13.3 %

Source: Jones Lang Lasalle. On point

## OFFICE PRICES, 2011

Prime (Pg. Gràcia-Diagonal)	14.75-18.50€ m <sup>2</sup> /month
Business district (consolidated centre)	10-16€ m <sup>2</sup> /month
Periphery (Sabadell, St. Cugat, Esplugues, etc.)	7-10€ m <sup>2</sup> /month
New business areas	9.50-16.25€ m <sup>2</sup> /month

7 8 9 10 11 12 13 14 15 16 17 18 19

Source: Jones Lang Lasalle. On point

## 5.2. Premises for commerce

## TOP TEN MOST ATTRACTIVE DESTINATIONS FOR INTERNATIONAL RETAIL COMPANIES, 2012

RANKING	CITY
1	London
2	Paris
3	Moscow
4	Madrid
5	Milan
6	Prague
7	<b>Barcelona</b>
8	Munich
9	Istanbul
10	Rome

Source: Jones Lang Lasalle, Real Estate

# 06.

## An economy that is open to the world

### 6.1. Foreign investment in Catalonia

One of the leading European regions for foreign investment projects

#### FOREIGN INVESTMENT. In millions of €

	2009	2010	2011	% CAT/SPAIN
Catalonia	1,552.2	4,833.8	2,993.1	12.7
Spain	12,405.5	12,212.1	23,605.6	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 CATALONIA, 2011

HOME COUNTRY	2011
Germany	934
France	762
Netherlands	677
United States of America	490
Italy	467
United Kingdom	387
Switzerland	278
Luxembourg	145
Japan	126
Portugal	121
Others	674
<b>TOTAL</b>	<b>5,061</b>

Source: Invest in Catalonia - ACCIÓ

#### SOURCE OF FOREIGN INVESTMENT IN CATALONIA % of total, 2011

Luxembourg	35.3%
Netherlands	16.2%
Switzerland	15.8%
France	6.2%
Germany	5.6%
United Kingdom	4.6%
Portugal	2.9%
Austria	2.4%
Italy	1.8%
Sweden	1.5%
Others	8.6%

Source: Datainve. Ministry of Economy and Competitiveness

### 6.2. Catalan investment abroad

#### INVESTMENT ABROAD. In millions of €

	2009	2010	2011	% CAT/SPAIN
Catalonia	2,298.7	2,059.1	2,533.1	8.9
Spain	19,708.7	29,056.5	28,515.9	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, 2011

USA	45.4%
Brazil	10.0%
Turkey	5.9%
Germany	4.7%
Portugal	3.3%
China*	2.8%
Argentina	2.6%
Chile	2.5%
Venezuela	2.4%
Russia	2.1%
Others	18.5%

\*Includes China, Hong Kong and Macao  
Source: Datainve. Ministry of Economy and Competitiveness

### 6.3. Exports

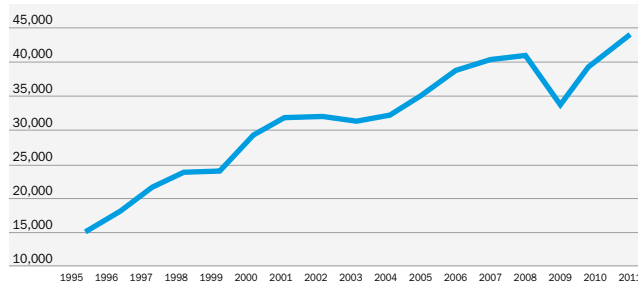
The Barcelona area is the leading exporter in Spain, with one fifth of all sales abroad

#### EXPORTS. In millions of €

	2009	2010	2011*	% of SPAIN 2011
Barcelona	32,480.8	38,073.9	42,036.2	19.6
Catalonia	41,460.9	48,866.3	55,524.7	25.9
Spain	159,889.6	186,780.1	214,485.5	100.0

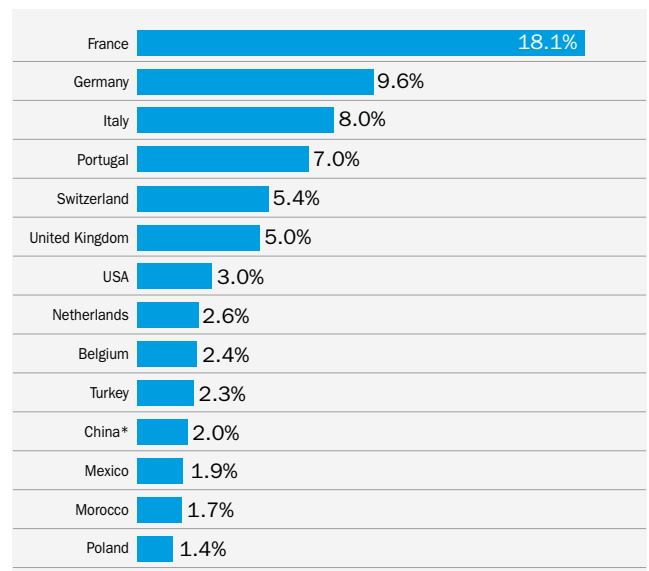
\* Provisional data  
Source: Ministry of Economy and Competitiveness

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



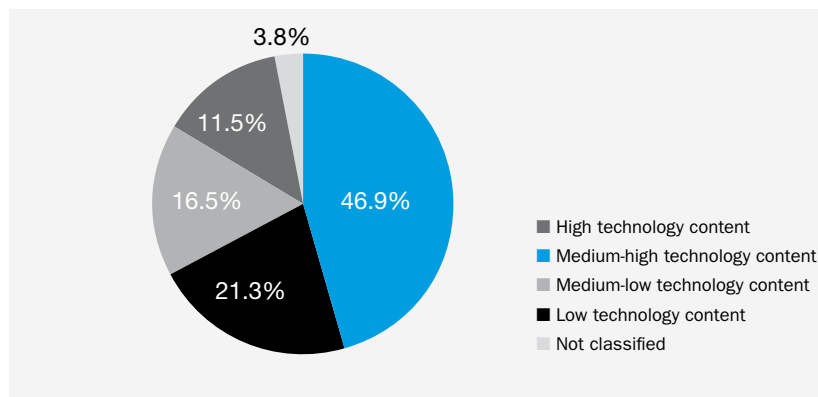
Source: Ministry of Economy and Competitiveness

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



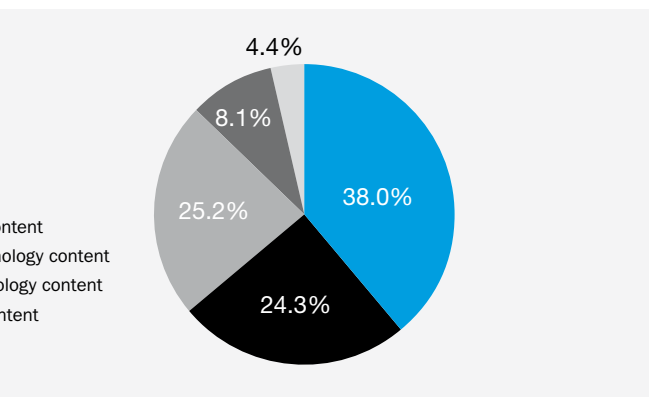
\*Includes China, Hong Kong and Macao  
Source: Ministry of Economy and Competitiveness

#### DISTRIBUTION OF EXPORTS FROM THE PROVINCE OF BARCELONA BY TECHNOLOGY CONTENT, 2011



Source: Ministry of Economy and Competitiveness

#### DISTRIBUTION OF EXPORTS FROM SPAIN BY TECHNOLOGY CONTENT, 2011



## 6.4. Port of Barcelona

One of the top twelve European container ports

### PORT OF BARCELONA INDICATORS

TRAFFIC (Data in millions)	2010	2011
Goods (tonnes)	43.0	43.1
Containers (TEU*)	1.9	2.0
Passengers	3.4	3.8

### INFRASTRUCTURES

Surface 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 most important airport in number of passengers.  
Intercontinental flights to 27 destinations,  
with 132 flights per week in 2011

### BARCELONA EL PRAT AIRPORT

	2010	2011
Total passengers	29,209,595	34,398,226
Goods (in tons)	104,280	96,573

Source: Spanish Airports Authority (AENA)

### MAIN EUROPEAN AIRPORTS BY PASSENGER VOLUME, 2011

CITY (AIRPORT)	PASSENGERS
London Heathrow (LHR)	69,433,565
Paris Roissy (CDG)	60,970,551
Frankfurt (FRA)	56,436,255
Amsterdam (AMS)	49,754,910
Madrid (MAD)	49,644,302
Munich (ZHR)	37,763,701
Roma-Fiumicino (FCO)	37,651,222
Istanbul (IST)	37,398,221
Barcelona (BCN)*	34,398,226
London Gatwick (LGW)	33,668,048

(\*) Data from AENA  
Source: Airports Council International. Airport Traffic Report, 2011

### BARCELONA AIRPORT. INTERCONTINENTAL FLIGHTS BY GEOGRAPHIC AREA, 2011

GEOGRAPHIC AREA	DESTINATION AIRPORTS	NUMBER OF WEEKLY FLIGHTS	TOTAL NUMBER OF DIRECT PASSENGERS
North America	6	34	931,213
Africa	11	52	568,972
Middle East	3	22	504,568
South America	3	13	253,807
Asia	4	11	149,862
<b>Total direct intercontinental</b>	<b>27</b>	<b>132</b>	<b>2,408,422</b>

Source: BCN Air Route Development Committee

### AVE BARCELONA - MADRID

	2010	2011
Passengers	2,602,300	2,604,500
Duration of Journey		2 hours 30 minutes

Source: Department of Statistics. Barcelona City Council

# 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	2011	% CHANGE 2010/11
Tourists*	7,133,524	7,390,777	3.6%
Overnight stays	14,047,396	15,529,218	10.5%
Credit card spending (€)	1,602,959,207	1,901,562,192	18.6%

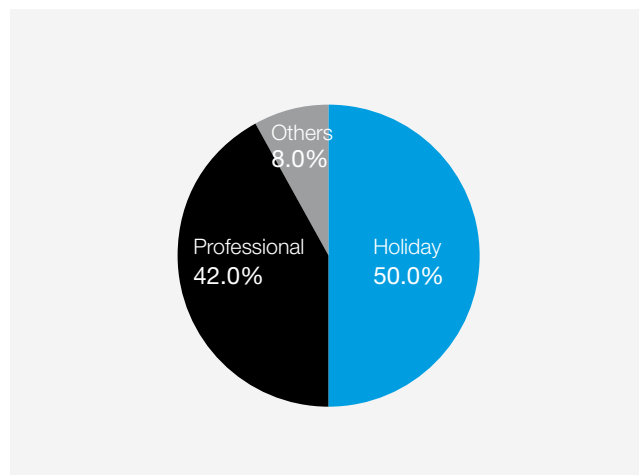
\*Tourists staying in hotels  
Source: Barcelona Tourist Board

#### HOTEL INDICATORS

	2010	2011	% CHANGE 2010/11
Hotels	328	339	3.4%
Rooms	31,776	32,447	2.1%
Beds	61,942	63,528	2.6%

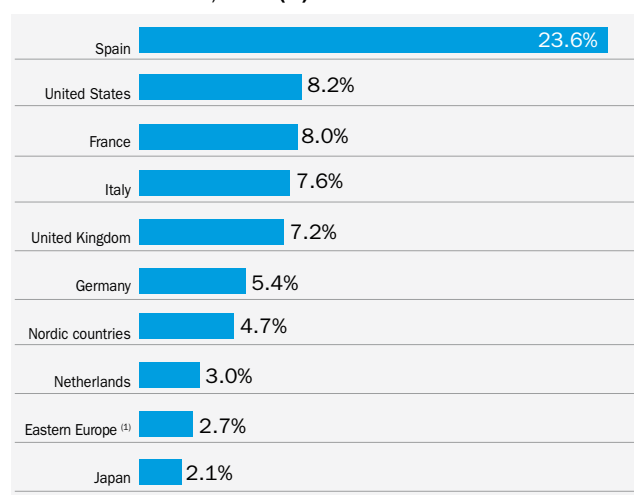
Source: Barcelona Tourist Board

#### DISTRIBUTION OF TOURISTS ACCORDING TO TOURISM MOTIVES, 2011



Source: Barcelona Tourist Board

#### ORIGIN OF TOURISTS, 2011 (%)



(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	2011	INTER-ANNUAL VARIATION (%)
Cruise passengers	2,350,264	2,657,244	13.1%
Embarking	632,445	756,379	19.6%
Disembarking	633,160	743,155	17.4%
In transit	1,084,659	1,157,710	6.7%
Stopovers by cruise liners	843	881	4.5%

Source: Barcelona Port Authority

## 7.3. City of fairs and congresses

Barcelona, third city in the world for organising international meetings

### CONGRESS ACTIVITY INDICATORS

	2010	2011	% CHANGE 2010/11
Total meetings	2,138	2,283	6.8%
Congresses	310	255	-17.7%
Conferences, symposia, courses	226	378	67.3%
Conventions and incentives	1,602	1,650	3.0%
Total delegates	616,833	647,693	5.0%

Source: Barcelona Tourist Board and Barcelona City Council

### WORLD RANKING OF CITIES BY NUMBER OF INTERNATIONAL MEETINGS, 2011

RANKING	CITY	NUMBER OF MEETINGS
1	Vienna	181
2	Paris	174
<b>3</b>	<b>Barcelona</b>	<b>150</b>
4	Berlin	147
5	Madrid	130
6	London	115
7	Amsterdam	114
8	Istanbul	113
9	Budapest	108
10	Lisbon	107

Source: International Congress & Convention Association

### BARCELONA TRADE FAIRS. BENCHMARK IN EUROPE

#### BARCELONA TRADE FAIR

GSMA WORLD CONGRESS

ALIMENTARIA

HISPACK + BTA Foodstuff technologies

EIBTM

CARBON EXPO

PISCINA BCN. International Swimming Pool Fair

HOSTELCO

CONSTRUMAT

3E / EXPOQUIMIA + EQUIPLAST + EUROSURFAS

BARCELONA BRIDAL WEEK - NOVIAESPAÑA

GRAPHISPAG

SALÓ INTERNACIONAL DE L'AUTOMÒBIL

SALÓ NÀUTIC INTERNACIONAL DE BARCELONA

SMART CITY EXPO WORLD CONGRESS

Source: Fira de Barcelona

# 08. Retail

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

## RETAIL IN BARCELONA

### RETAIL (IV Quarter 2011)

Number of companies	16,379
Jobs	146,676

### MUNICIPAL MARKETS (2011)

Food	39
Specialised	4
Number of establishments	2,785
Total floor area	208,465 m <sup>2</sup>
Turnover*	22,658 €

\*Average sales per month and establishment

Source: Department of statistics and municipal markets Institute of the city of Barcelona

## THE GLOBAL SHOPPER CITY INDEX - EUROPE

RANKING	CITY	GLOBAL INDEX
1	London	67.3
<b>2</b>	<b>Barcelona</b>	<b>67.1</b>
2	Madrid	67.1
4	Paris	65.5
5	Rome	62.9
6	Berlin	62.3
7	Lisbon	61.6
8	Amsterdam	61.3
9	Prague	59.7
10	Budapest	59.6
11	Milan	59.3
12	Viena	59.1
13	Istanbul	58.4
14	Dublin	57.6
15	Brussels	56.8

Notes: The index has a range from 0 to 100, with 100 being the best city for shopping. The index is made up of 22 indicators divided into 5 categories: shops, affordability, convenience, hotels and transport, culture and climate. The indicators and categories have equal weightings in the overall result

Source: Economist Intelligence Unit

# 09. Quality of life

Top European city in quality of life

## BEST EUROPEAN CITIES IN TERMS OF QUALITY OF LIFE FOR WORKERS, 2011

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

Source: Cushman & Wakefield, European Cities Monitor 2011

## 9.1. Energy and the environment

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

### GREEN ZONE INDICATORS IN BARCELONA, 2011

Urban parks (green zones for public use)	559.5 ha.
Urban green space (green spaces built into the urban fabric)	10,981,127 m <sup>2</sup>
Per capita urban green space	6.8 m <sup>2</sup> /inhabitant

Source: Barcelona City Council. Statistics Yearbook 2011

**BEACHES (NUMBER / km<sup>2</sup>)** 7 / 4.41

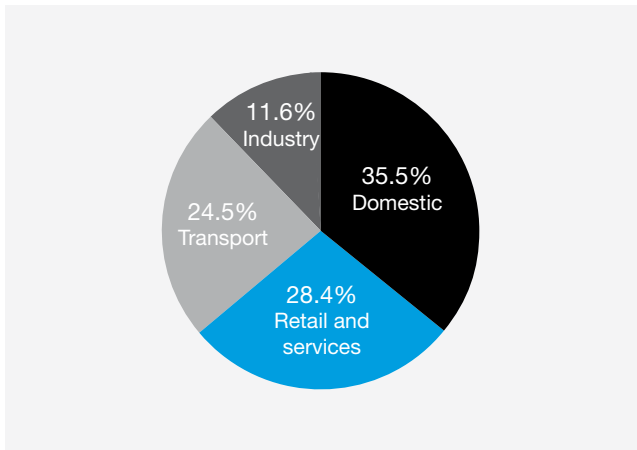


# 09. Quality of life

## 9.1. Energy and the environment

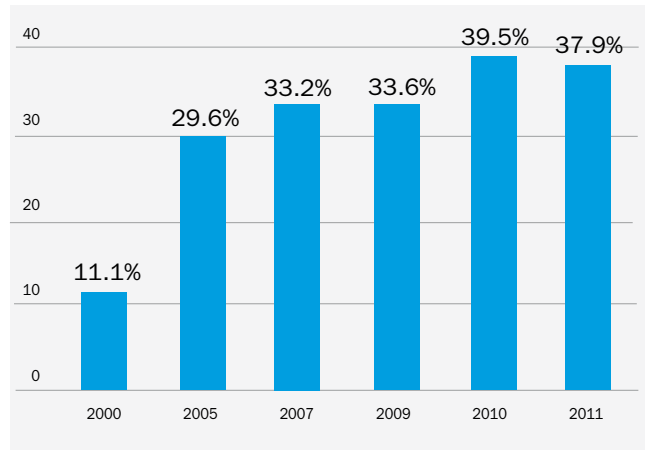
Commitment to energy saving, energy efficiency and the development of renewable energies

**BREAKDOWN OF ENERGY USE BY SECTOR (%), 2010\***



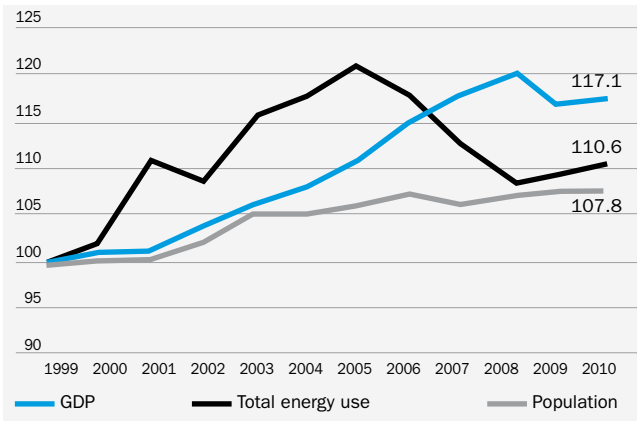
\* Data provisional  
Source: City of Barcelona's Energy Agency and Urban Habitat Area

**EVOLUTION OF SELECTIVE WASTE COLLECTION IN BARCELONA**



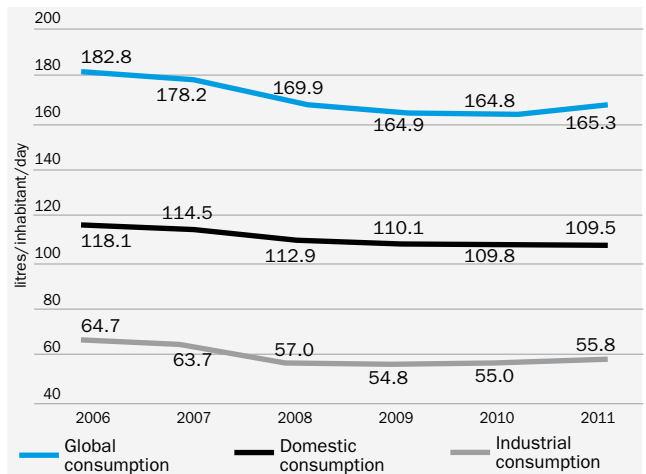
Source: Urban Habitat Area of the Barcelona City Council

**EVOLUTION OF BARCELONA'S POPULATION, ENERGY CONSUMPTION AND GDP, 1999-2010 (1999=100)**



Source: City of Barcelona's Energy Agency and Urban Habitat Area

**EVOLUTION OF WATER CONSUMPTION IN BARCELONA**

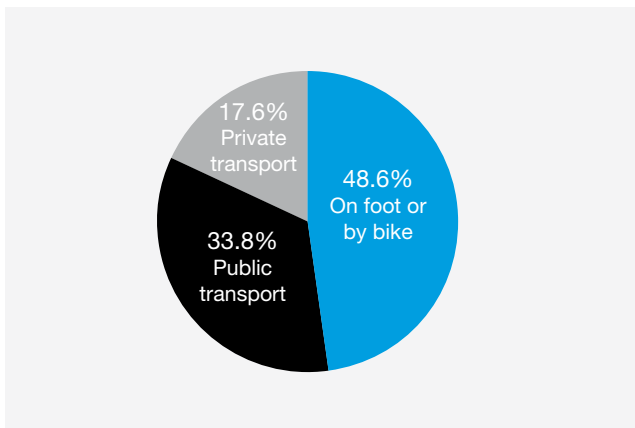


Source: Department of Statistics and Urban Habitat Area of the Barcelona City Council

## 9.2. Sustainable mobility

Its compact urban model fosters the predominance of public transport, getting around on foot and by bike

**MEANS OF TRANSPORT USED FOR TRAVEL INSIDE THE CITY, % OF TOTAL, 2011**

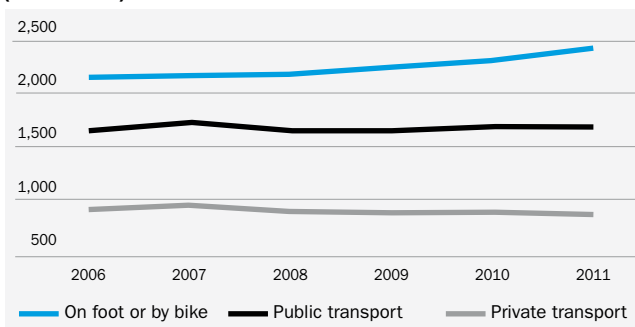


Source: ATM  
 Note: Results of the analysis of data from ATM, the city's traffic recording systems, tourist activity, school transport, traffic composition flows, bicycle and pedestrian flows

**BIKE LANES (km/public users)** 181.5 /121,819

Source: Department of Statistics. Barcelona City Council

**EVOLUTION OF DAILY MOVEMENTS BY STAGES IN THOUSANDS (2006-2011)**



Source: ATM

## 9.3. Residential real estate market

Adjustment in house prices

**AVERAGE HOUSING PRICES IN BARCELONA, 2011**

Rent (€/m <sup>2</sup> /month)	12.37
Second-hand housing sales (€/m <sup>2</sup> )	3,548
New housing sales (€/m <sup>2</sup> )	4,853

Source: Department of Statistics. 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, 2011**

Public libraries (number and users)	37 / 6,178,297
Museums, collections and exhibition centres (number and users)	40/18,604,402
Theatre, music and cinema audiences	12,213,301
Public sports facilities (number and members)	1,776 / 194,656
Infant, primary and secondary schools (2012)	944
Foreign schools in the Barcelona area (2012)	35

Source: Institute of Culture. Department of Statistics. Barcelona City Council

# 10.

## International positioning of Barcelona



### European Cities Monitor (2011)

6<sup>th</sup> best European city for business  
 2<sup>nd</sup> European city that has made most progress  
 1<sup>st</sup> European city with quality of life for workers  
 3<sup>rd</sup> European city best known as a business centre  
 6<sup>th</sup> internal transport  
 6<sup>th</sup> availability of office space  
 11<sup>th</sup> value for money office space  
 11<sup>th</sup> cost of staff



Economist Intelligence Unit

### Hot spots: Benchmarking Global City Competitiveness (2012)

9<sup>th</sup> world global appeal  
 5<sup>th</sup> world social and cultural character (with 5 other cities)  
 9<sup>th</sup> world infrastructure (with 8 cities more)



THE BUSINESS OF GLOBALISATION

### European cities and regions of the future (2012-2013)

22<sup>nd</sup> city of Europe  
 1<sup>st</sup> city of Southern Europe  
 8<sup>th</sup> city with best qualified staff  
 4<sup>th</sup> foreign direct investment promotion



### European Attractiveness Survey (2012)

3<sup>rd</sup> European city in number of international investment projects

### Cities for Citizens (2011)

Most admired city for its urban development model



### Global Cities Investment Monitor (2012)

10<sup>th</sup> best metropolis in the world for investment projects in the period 2007-2011  
 3<sup>rd</sup> investment in research centres  
 10<sup>th</sup> investment in business headquarters  
 6<sup>th</sup> and 17<sup>th</sup> Europe and the world respectively in international investor perceptions

Economist Intelligence Unit

### Globe Shoppers Cities Index (2011)

2<sup>nd</sup> in Europe (shared with another city)



### Top ten most attractive cross-border retail destination in Europe (2012)

7<sup>th</sup> (shared with two cities)  
 Best city in Europe for setting up a retail business



### European Cities Marketing Benchmarking Report (2012)

4<sup>th</sup> city with most international tourist overnights



### World Country & City Rankings (2011)

3<sup>rd</sup> world city for the organisation of international meetings



### Worldwide cost of living survey (2012)

Outside the top 45 most expensive cities in the world



### Prices and Earnings (2012)

World comparative of gross salaries  
 29<sup>th</sup> global city



### The global Fashion Capital (2011)

The strength of brand in the internet and media  
 7<sup>th</sup> global city



Montjuïc trade fair venue in Barcelona



[bcn.cat/  
barcelonagrowth](http://bcn.cat/barcelonagrowth)

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