

BARCELONACATALONIA

WELCOME
TO THE
MEDITERRA-
NEAN
INNOVATION
HUB



**Generalitat
de Catalunya**
Government
of Catalonia



Barcelona
City Council



Catalonia, 3rd European
Region with most
foreign investment
projects in 2013
(Ernst&Young)



BARCELONA CATALONIA

Barcelona–Catalonia is the commitment of the Government of Catalonia –through Incasòl– and the Barcelona City Council to promote strategic new projects in order to create a new city model with close ties to the knowledge economy and to position Barcelona and Catalonia as innovation hubs, in a setting featuring powerful infrastructures intensive in knowledge and mobility.

Barcelona–Catalonia focuses on the Barcelona Metropolitan Area, which stands out for its potential for investment and growth of innovative activities, with nearly 6 million m² and the ability to generate new jobs for highly qualified candidates.

Barcelona–Catalonia is made up of a series of projects in the metropolitan area, as well as the most significant logistics offer along the Mediterranean Corridor, that stand out for their innovation based economic growth model, creativity and excellence, as well as the co-existence of various land uses including housing, facilities, economic activities and public spaces. They are, in short, strategic projects that consolidate Barcelona and Catalonia as an innovation and logistics hub in southern Europe.



YOUR BEST
INVESTMENT,
NO DOUBT

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REASONS TO INVEST

LOCATION AND CONNECTIONS



Barcelona is the gateway to southern Europe, the capital of the Mediterranean region, a bridge to the Maghreb and a springboard to Latin America. Barcelona is the only city in southern Europe to have one of the top ports in the Mediterranean, a high-speed train station, an international airport, motorways in the European road network, the second largest fairgrounds in Europe and one of the largest logistics areas in southern Europe in just five linear kilometers.

- **Barcelona is a key point along the Mediterranean Corridor and the center of an economic Euroregion, less than 2 hours from all of the European capitals**
- **The Port of Barcelona is among the top 20 in Europe in container traffic and is a gateway for products from Asia. It is also the leading cruise port in Europe and fourth in the world**
- **The Barcelona airport is the fastest growing facility of its kind in Europe, serving more than 35 million passengers per year with connections to 130 destinations worldwide**

INNOVATION AND NEW TECHNOLOGY



The city is committed to the knowledge economy and knowledge-intensive activities, especially advanced services and new economic activities. Barcelona is working to develop several economic sectors associated with new technology and sustainability, or smart cities, which offer great business and investment opportunities. Barcelona is the Mobile World Capital and first European Capital of Innovation.

- **Barcelona is promoting the Smart City Campus-22@, a benchmark technology center for smart cities that brings together companies, universities and ICT research centers**
- **Barcelona is driving the mobile technology sector, with a tax-free zone for mobile technology companies, an urban laboratory and a start-up incubator**
- **Barcelona is the leading European city in rolling out 4G networks**

CREATING AND ATTRACTING TALENT



Barcelona has well-trained human capital. 48% of the economically active population in the city works in knowledge-intensive services and the city is home to specialists in a wide variety of fields. There are eight prestigious public and private universities in Barcelona, as well as business schools ranked among the top 10 in the world. Here, foreign entrepreneurs will find incubators, R&D centers and public programs to help bring their projects to fruition.

- **Barcelona has more businesses on the top global rankings than any other city in Europe (Financial Times and The Wall Street Journal, 2013)**
- **Barcelona is a leading destination for international students, with 23,000 foreign students making up 11% of the city's population**
- **The Barcelona area is home to 37 international schools offering education at all levels for foreign families**

BUSINESS- FRIENDLY CITY



Barcelona has a long history of enterprise, trade and public/private partnerships. The city's people are entrepreneuring, responsible and hardworking, open to doing business with people from other markets. The Barcelona City Council is a great guide to help simplify the procedures to set up a new business. Simple, easy, online administrative processes that are sensitive to a wide variety of needs guide users through the process of setting up and growing a company.

- **The Barcelona City Council has a solid fiscal and budgetary policy and one of the lowest debt levels of any city in Spain**
- **Barcelona is the only large city in the country that guarantees payment to suppliers in less than 30 days (AA rating from Standard & Poor's, ICL 2013)**
- **6th best city in Europe to do business (European Cities Monitor. Cushman and Wakefield)**

SUCCESSFUL FOREIGN INVESTMENT



5,000 foreign companies can't be wrong. This is how many are established in Catalonia. 90% of these are located in the Barcelona area: 86% of all Japanese companies, 67% of all those from Italy, 62% of French businesses, 45% of German ones, 67% of American corporations and 47% of British companies operating in Spain.

- **Catalonia attracts 20% of the total and 52% of industrial foreign investment in Spain**
- **Catalonia, 3rd region in Europe in number of foreign investment projects (European Investment Monitor, 2013)**
- **Barcelona, 7th European city in attracting foreign investment, ahead of Berlin, Amsterdam, Edinburgh and Paris (European Cities and Regions of the Future 2014/15)**

GLOBAL BRAND RECOGNITION

An abstract graphic consisting of two overlapping circles in a light blue color. A thin, light blue diagonal line crosses through the circles from the top right towards the bottom left. A small blue dot is located on the right circle, near the center of the word 'RECOGNITION'.

The Barcelona brand carries value added and global prestige. International comparisons and studies back the Barcelona brand, given its history, present and because the city has given rise to great brands, inventions and figures known around the world. Barcelona is associated with values like cosmopolitanism, design, creativity, innovation, culture and quality of life. The city is also a benchmark in architecture thanks to its Modernisme and Olympic heritage.

- **Barcelona, sixth city in the world in city brand strength (Guardian Cities global brand survey, 2014)**
- **1st European City in Workers' Quality of Life (European Investment Monitor, 2011)**
- **Barcelona, among top 15 destinations in the world (Travellers Choice Trip Advisor, 2014)**



**Real estate investment
in the city of Barcelona
triples in 2013**
(Aguirre Newman)



