

Barcelona Data Sheet 2015

Main economic
indicators for the
Barcelona area



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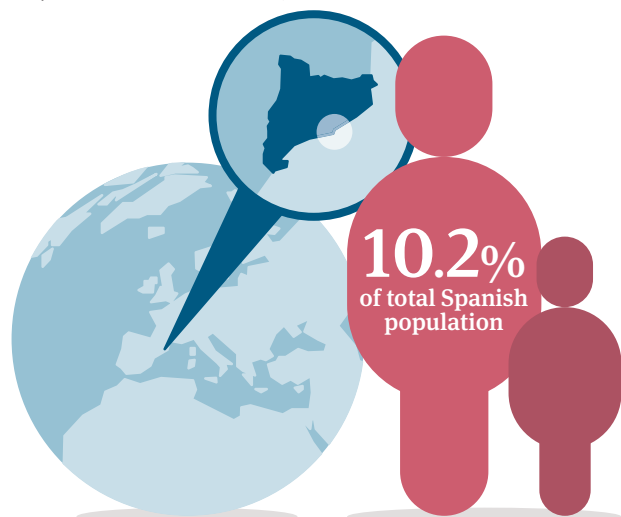
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A Privileged location

Barcelona, central hub in a mega-region with a population of 27,000,000

- The city of Barcelona, capital of Catalonia with more than 1,600,000 inhabitants, is the central hub in a 2,500-square-kilometre metropolitan region that, with nearly 5,000,000 inhabitants, represents 63.5% and 10.2% of the total populations of Catalonia and Spain, respectively.
- As metropolitan regions grow nowadays, they spread beyond their boundaries to create mega-regions or polycentric agglomerations of cities as natural units of economic influence in a given geographic area. One such mega-region in southern Europe is that formed by the Barcelona-Lyon corridor, which has a total population of 27.3 million people and generates production of more than 700,000 million euros per year, positioning it in 6th and 5th place in terms of population and wealth, respectively, among the twelve European mega-regions.
- Compared to the consolidated metropolitan agglomerations, the population of Barcelona Metropolitan Region is approximately one-quarter of that of New York, but is higher than those of Boston, Berlin and Montreal, for example.
- Barcelona's diverse, cosmopolitan and intercultural spirit is illustrated by the fact that nearly 16.3% of the city's residents are foreign nationals.



Population, area and climate

FIGURES ON POPULATION AND AREA

	POPULATION JANUARY 2014 (INHABITANTS)	POPULATION AS A PERCENTAGE OF THE TOTAL FOR SPAIN (%)	AREA (KM ²)	DENSITY (HAB./KM ²)
Barcelona	1,602,386	3.4%	102.2	15,685.1
Metropolitan Region*	4,774,561	10.2%	2,464.4	1,937.4
Catalonia	7,518,903	16.1%	32,108.0	234.2
Spain	46,771,341	100.0%	505,968.4	92.4

* Barcelonès, Baix Llobregat, Maresme, Vallès Oriental and Vallès Occidental counties
SOURCE: Barcelona City Council Department of Statistics, Idescat, INE

DEMOGRAPHIC INDICATORS FOR BARCELONA, 2014

Age structure

0-14 years	12.5%
15-64 years	66.0%
65 years and over	21.5%
Life expectancy (2013)	83.8
Men	80.7
Women	86.6
Birth rate (2014)	8.4‰
Mortality rate (2014)	9.3‰
Fertility rate (2013) Births per 1,000 women aged 15-49 years	36.2‰

SOURCE: Barcelona City Council Department of Statistics and Idescat

CLIMATE INDICATORS FOR BARCELONA, 2014

Annual mean temperature	18.3 °C
Maximum extreme temperature	33.0 °C
Minimum extreme temperature	5.0 °C
Annual sunshine hours	2,635.9

SOURCE: Barcelona City Council Department of Statistics, Statistical Annual 2014



 **2,636** annual sunshine hours

 **16.3%** foreign population

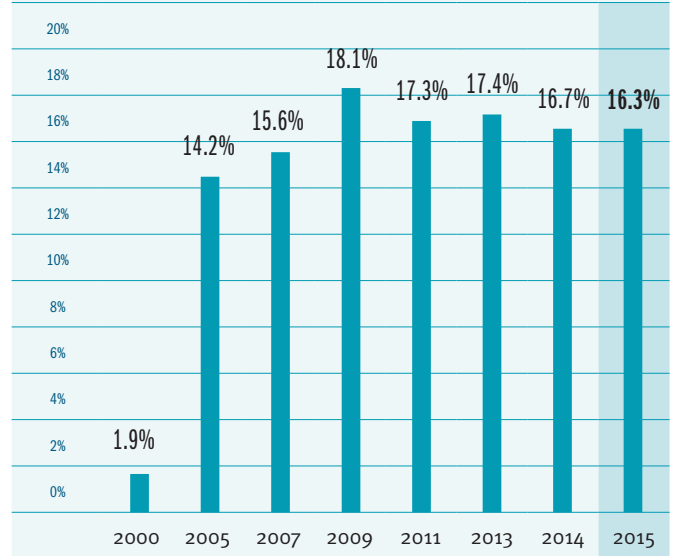
POPULATION OF 20 METROPOLITAN AREAS AROUND THE WORLD*

METROPOLITAN AREA	POPULATION
Tokyo	37,843,000
Shanghai	23,416,000
New York	20,630,000
Mexico City	20,063,000
Los Angeles	15,058,000
Buenos Aires	14,122,000
Paris	10,858,000
London	10,236,000
Hong Kong	7,246,000
Toronto	6,456,000
Madrid	6,454,440
San Francisco	5,929,000
Milan	5,257,000
Barcelona	4,774,561
Boston	4,478,000
Berlin	4,069,000
Sidney	4,036,000
Montreal	3,536,000
Seattle	3,218,000
Stockholm	1,484,000

* Estimate updated May 2014. For Barcelona and Madrid, official population figures at 1st January 2014
 SOURCE: Demographia World Urban Areas: 11th Annual Edition (2015.01), INE and Idescat

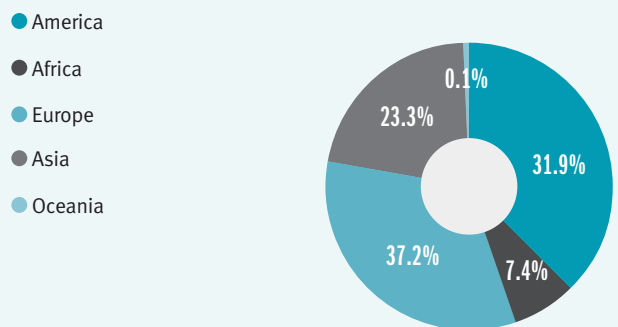
Foreign population

PERCENTAGE OF FOREIGN NATIONALS OVER TOTAL POPULATION



NOTE: Figures at January 1st each year
 SOURCE: Barcelona City Council Department of Statistics

FOREIGN NATIONALS IN BARCELONA BY CONTINENT OF ORIGIN (January 2015)



SOURCE: Barcelona City Council Department of Statistics

Accessible and well communicated

● As regards infrastructure providing access to the city, in 2014 El Prat International Airport handled a record 37.6 million passengers, enabling Barcelona to remain in tenth place amongst the major European airports, according to the Airport Council International ranking. International passenger traffic is particularly intense at Barcelona's airport, and for the third consecutive year this activity accounted for more than two-thirds of its total activity in 2014 (72.5%).

● In 2014, activity in the Port of Barcelona reached 1.9 million TEUs and 45.3 million tons transported, with both figures marked by a year on year increase of more than 9%, in line with the excellent performance of foreign trade. Moreover, in 2013, the Port of Barcelona occupied 16th place in the ranking of European ports for container traffic.

● In 2014, Barcelona received 2.36 million cruise passengers, and was the leading cruise base in Europe and the Mediterranean for the 13th consecutive year, as well as fourth base port in the world in 2013.

● The inclusion of the Mediterranean railway corridor in the basic trans-European transport network will enable direct communications to be established between the Mediterranean ports and the rest of Europe, and represents a strategic opportunity for the Port of Barcelona to increase its market share in the traffic of goods from Asia.

BARCELONA - MADRID AVE (HIGH-SPEED TRAIN)			
	2012	2013	2014
Passengers (thousands)	2,688.6	3,117.4	3,527.7
Trip time	2 hours 30 minutes		

SOURCE: Barcelona City Council Department of Statistics

The Airport

BARCELONA AIRPORT		
	2013	2014
Total passengers	35,216,828	37,559,044
Goods (in tons)	100,288	102,706

SOURCE: Spanish Airports and Air Navigation (AENA)

LEADING EUROPEAN AIRPORTS BY VOLUME OF PASSENGERS	
CITY (AIRPORT)	PASSENGERS 2014
London Heathrow (LHR)	73,371,195
Paris Roissy (CDG)	63,813,756
Frankfurt (FRA)	59,566,132
Istanbul (IST)	56,954,790
Amsterdam (AMS)	54,978,023
Madrid (MAD)	41,833,374
Munich (MUC)	39,716,877
Rome-Fiumicino (FCO)	38,506,467
London Gatwick (LGW)	38,094,845
Barcelona (BCN)	37,559,044

SOURCE: Airports Council International. Airport Traffic Report, 2014 and Barcelona Committee for the Development of Air Routes (CDRA)

BARCELONA AIRPORT. INTERNATIONAL FLIGHTS BY REGION, 2014			
REGION	DESTINATION AIRPORTS	NUMBER OF FLIGHTS WEEKLY	NUMBER OF TOTAL DIRECT PASSENGERS
North America	7	60	865,982
Africa	11	87	285,711
Middle East	5	41	804,361
South America	3	14	963,416
Asia	4	11	154,676
TOTAL direct inter-continental	30	213	3,074,146

SOURCE: Barcelona Committee for the Development of Air Routes

The Port of Barcelona

INDICATORS, PORT OF BARCELONA

	2013	2014
TRAFFIC (FIGURES IN MILLIONS)		
Goods (tons)	41.5	45.3
Containers (TEU*)	1.7	1.9
Passengers	3.6	3.5
INFRASTRUCTURE		
Terrestrial area (ha.)		1,081
Docks and moorings (km.)		22

* TEU: Measurement of capacity used in international shipping, equivalent to a 20-foot container
SOURCE: Barcelona Port Authority

CRUISE INDICATORS

	2014
Cruise passengers	2,364,292
Embarking	615,377
Disembarking	607,112
In transit	1,141,803
Cruiser stops	764

SOURCE: Barcelona Port Authority

EUROPEAN RANKING OF PORTS BY CONTAINER TRANSPORT, 2013

2013 RANKING	CITY PORT	TEU* 2013
1	Rotterdam	11,621,249
2	Hamburg	9,302,219
3	Antwerp	8,578,269
4	Bremen	5,830,711
5	Algeciras	4,500,600
6	Valencia	4,327,838
7	Felixstowe	3,740,000
8	Ambarli (Istanbul)	3,378,000
9	Piraeus	3,163,755
10	Gioia Tauro	3,087,000
11	Marsaxlokk	2,750,000
12	St. Petersburg	2,515,000
13	Le Havre	2,486,000
14	Zeebrugge	2,026,270
15	Genoa	1,988,013
16	Barcelona	1,720,383
17	Southampton	1,491,270
18	Mersin	1,378,000
19	La Spezia	1,298,012

* TEU: Measurement of capacity used in international shipping, equivalent to a 20-foot container
SOURCE: Containerisation International, Top 100 container ports 2014

10th European airport
in number of
passengers

1st cruise port base
in Europe

The driving force behind a large, diversified economic area

 **19.8%** of total Spanish GDP

Barcelona is internationally recognised as a powerful economic driver with a highly diversified structure

- The city's international positioning and the strength of the Barcelona brand are assets that, in an economic environment like the present, are key to increasing the Catalan capital's capacity to attract businesses, jobs, talent and foreign investment.
- In 2012, the gross domestic product (GDP) of the city of Barcelona reached 64,241,5 million euros, with GDP per inhabitant of 40.1 thousand euros. In the distribution of added value by sector – according to estimates made in 2012 – the outstanding sectors were the collective services of education, health and social services (which accounted for 11.9% of the total), followed by commerce and repairs (11.7%), services to companies (11.3%), hotels and catering (9.1%) and information and communication (7.3%).
- In 2014, Catalonia generated GDP of 209,282 million euros, representing 19.8% of total Spanish GDP. Per capita GDP in the Principality in 2014 was 15% higher than the European Union average.
- Barcelona continues to have an important industrial sector, which employs 8.1% of salaried workers. Moreover, Barcelona's metropolitan region – with 14.8% employed by industry – accounts for more than half (61.3%) of such jobs in Catalonia. The particularly outstanding clusters here are automobiles (Catalonia is one of the biggest manufacturers in Europe), pharmaceuticals and chemicals, food and drink, electrical material and equipment, paper and graphic arts, and waste treatment.

Economic activity

GROSS DOMESTIC PRODUCT AT MARKET PRICES (GDP)* 2012 (current prices million €)

	GDP PM	GDP MP PER INHABITANT	
	MILLION EUROS	THOUSAND EUROS	INDEX CATALONIA = 100
Barcelona	64,241.5	40.1	145.3
Barcelona Metropolitan Region	141,498.7	29.7	107.8

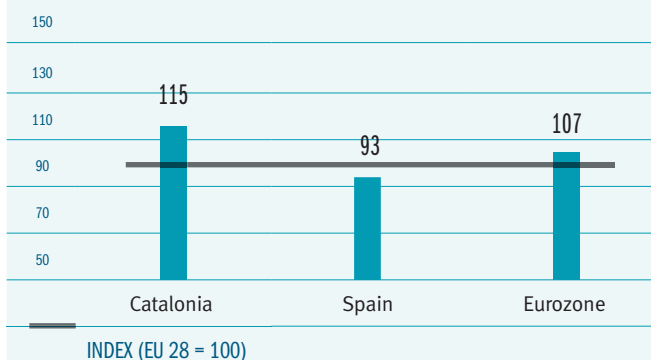
* GDP 2012. Base 2010. Valuation at market prices.
SOURCE: Statistical Institute of Catalonia

GROSS DOMESTIC PRODUCT AT MARKET PRICES (current prices million €)

	CATALONIA	SPAIN	% CAT/ESP
2011	209,716	1,075,147	19.5
2012	206,920	1,055,158	19.6
2013	206,617	1,049,181	19.7
2014	209,282	1,058,469	19.8

SOURCE: Statistical Institute of Catalonia

GDP PER CAPITA, 2014 Base LINE EU = 100 (purchasing power parity*)



* Harmonised GDP
SOURCE: Statistical Institute of Catalonia and Eurostat

BARCELONA. GROSS VALUE ADDED (GVA*) BY BRANCH OF ACTIVITY 2012

	PERCENTAGE/ TOTAL (%)
Commerce	11.7%
Professional, technical and administrative activities	11.3%
Hotels and catering	9.1%
Other sectors	8.3%
Information and communication	7.3%
Health and Social Services	6.7%
Financial activities and insurance	6.6%
Public administration	5.8%
Construction	5.7%
Education	5.2%
Transport and storage	5.0%
Real estate activities (without declared income)	4.4%
Metallurgy, machinery, and electrical and transport material	3.5%
Artistic and recreational activities	2.7%
Other industrial sectors	2.6%
Chemicals and pharmaceuticals	2.5%
Mining, energy, water and waste	1.5%

* GVA 2012

SOURCE: UPF- Barcelona City Council (2015), Estimate of GDP of Barcelona (2008-2012) broken down by sector

Production specialisation**PRODUCTION STRUCTURE. PERCENTAGE WAGE EARNERS BY ECONOMIC SECTOR, 2014***

	BARCELONA	BMR	CATALONIA	SPAIN
Agriculture	0.0	0.1	0.3	0.4
Industry	8.1	14.8	17.0	14.4
Construction	2.6	3.6	4.2	4.9
Services	89.3	81.6	78.5	80.2
TOTAL	100.0	100.0	100.0	100.0

* Fourth quarter data

SOURCE: Department of Statistics of Barcelona City Council and National Social Security Institute

COMPANY STRUCTURE BY ECONOMIC SECTOR, 2014 (% of total)

Business services*	26.2%
Commerce and repairs	19.5%
Education, health and social services	10.0%
Construction	8.7%
Real estate activities	7.6%
Hotels and catering	6.4%
Transport and storage	5.0%
Other services	4.7%
Information and communications	3.6%
Industry	3.2%
Art, culture and leisure activities	2.7%
Financial activities and insurance	2.1%
Energy and water	0.4%

* Business services include professional, scientific, technical, and administrative activities, along with auxiliary services

SOURCE: Central Business Directory, National Statistics Institute

54.1% of salaried workers engaged in knowledge-intensive sectors

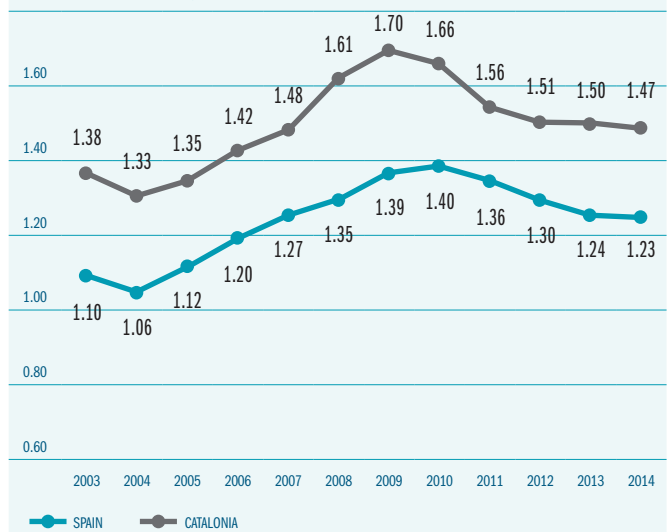
Barcelona leads Spain's advance towards a knowledge economy

- At the end of 2014, 29.7% of companies and 54.1% of salaried workers in the city were engaged in knowledge-intensive sectors. The city is the main centre for such activities in Catalonia, accounting for 44.1% of jobs and more than one-third of all companies (34.9%) in these sectors.
- In 2014, the Barcelona area topped the Spanish ranking in applications for utility models, with 18.5% of the total, whilst the Catalan capital also accounted for 13.2% of total patents in Spain. Moreover, Catalonia is home to the largest number of innovative companies in Spain (24.1%) and generates 24.1% of total spending on innovative activities in the entire State.
- According to a study drawn up by the Polytechnic University of Catalonia based on the Science Citation Index, in 2014 Barcelona occupied fourth place in Europe and eleventh place in the world in terms of scientific production. R&D spending in Catalonia was the equivalent of 1.47% of GDP in 2014, whilst 43,898 workers are engaged in research and development in the Principality.

- Moreover, figures drawn up in 2014 show that creative activities generate more than 108,000 jobs and account for nearly 7,800 companies with employees in Barcelona, a figure that represents 11.3% of employed people and 10.9% of businesses in the city. The Catalan capital is home to 46.8% of creative companies and 48.7% of jobs in the creative sector in the entire Principality. It is also notable that, according to the most recent urban research, a higher percentage of people employed in the creative industries is closely linked to higher production rates per inhabitant.

Commitment to knowledge and creativity

R&D SPENDING AS A PERCENTAGE OF GDP IN CATALONIA AND SPAIN, 2003-2014*



* From 2003 to 2008, GDP with base year 2000. From 2009 to 2011, GDP with base year 2008. From 2012 on, GDP with base year 2010

SOURCE: INE Statistical Institute of Spain

SCIENTIFIC AND TECHNICAL FACILITIES OF INTERNATIONAL STANDING IN BARCELONA

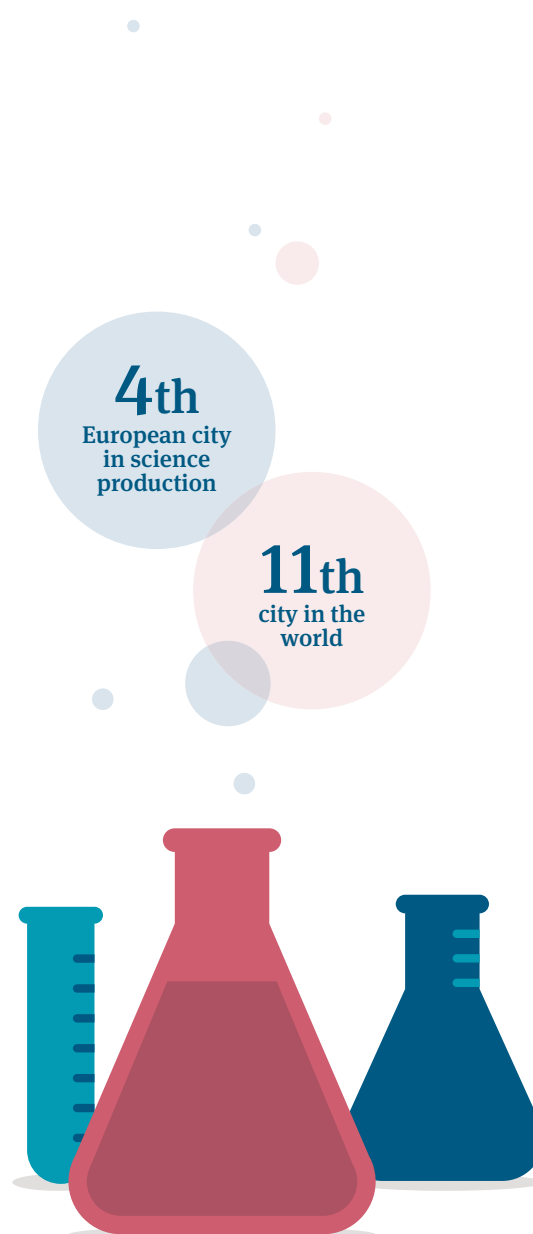
- Barcelona Supercomputing Centre (BSC-CNS)
- Maritime Research and Experimentation Wave Flume (CIEM)
- Supercomputing Centre of Catalonia (CESCA)
- Barcelona Nuclear Magnetic Resonance Laboratory (LRB)
- White Room of the Institute of Microelectronics of Barcelona (IMB-CNM)
- ALBA Synchrotron CELLS
- National Centre for Genome Study (CNAG)

SOURCE: Ministry of Education and Science, Map of Outstanding Science and Technology Facilities

LEADING CITIES IN THE WORLD FOR SCIENCE PRODUCTION, 2014

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

FONT: Polytechnic University of Catalonia - Centre for Land Valuation Policy



Innovation

INNOVATION INDICATORS

	PATENT APPLICATIONS		APPLICATION FOR UTILITY MODELS	
	2014	%/TOTAL SPAIN	2014	%/TOTAL SPAIN
Barcelona*	400	13.2	498	18.5
Catalonia	516	17.0	633	23.5
Spain	3,031	100.0	2,689	100.0

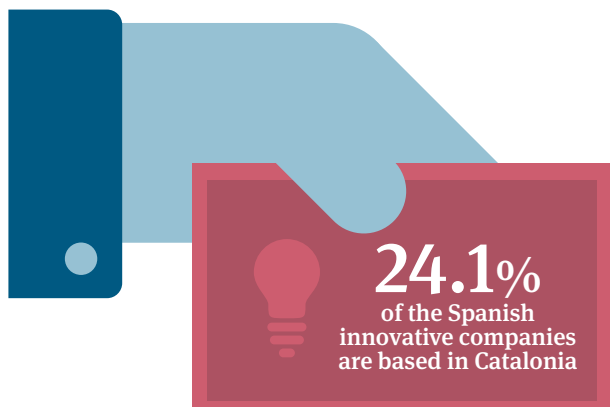
* Province

SOURCE: Spanish Office for Patents and Marks

COMPANIES AND INNOVATION

	NUMBER OF INNOVATIVE COMPANIES		TOTAL SPENDING ON INNOVATIVE ACTIVITIES	
	2014	%/TOTAL SPAIN	2014 (THOUSAND €)	%/TOTAL SPAIN
Catalonia	3,801	24.1	3,118,847	24.1
Spain	15,748	100.0	12,959,842	100.0

SOURCE: National Statistics Institute



Creative industries

JOBS IN CREATIVE INDUSTRIES IN BARCELONA, 2014

	2014	PERCENTAGE BARCELONA/CATALONIA
Activities related to heritage	2,890	68.7%
Architecture and engineering	14,435	40.8%
Graphic arts and printing	3,875	20.4%
Film, video and music	3,159	55.4%
Design and photography	13,067	53.8%
Publishing	9,396	68.8%
Writers, performing and visual arts and crafts	6,884	54.5%
Fashion	2,053	12.9%
Radio and television	773	17.1%
Traditional creative (cultural) industries	56,532	41.8%
Creative research and development	9,255	47.8%
Advertising	14,046	61.2%
Software, video games and electronic publishing	28,762	63.3%
Non-traditional creative industries	52,063	59.3%
TOTAL creative industries	108,595	48.7%
% creative industries as a proportion of total	11.3%	

NOTE: Salaried workers and self-employed according to Social Security data (figures for the fourth quarter).

SOURCE: Compiled by the Department of Studies of the Economy, Business and Employment Area based on figures from the Government of Catalonia Business and Employment Observatory

An Entrepreneurial City

Barcelona is a centre of dynamic, flexible business activity

- Some **434,914 companies** (nearly 14% of the total in Spain) have their headquarters in the Barcelona area. Most of these firms are SMEs, small and medium-sized enterprises characterised by their great flexibility and capacity to adapt to complex environments.

- The **early stage Entrepreneurial Activity rate (TEA)** amongst the resident population (18-64 years) in Barcelona province stood at 7.3% in 2014, higher than the rates in such countries as Sweden (6.7%), Germany and France (5.3% in both cases), and above the Spanish average (5.5%) and that of EU economies based on innovation (6.9%).

- In 2014, a total of 7,221 new businesses were created in Barcelona, the highest number in the last six years, representing a 12.5% increase on 2011. At provincial level, Barcelona tops the ranking of large urban areas in Spain with regard to this indicator, with a ratio of 4.1 businesses created per thousand inhabitants.

- The city aspires to create an environment of confidence to encourage the development of economic and business activity. Key factors in this context include the creation of a zone for entrepreneurs to promote the creation of businesses in the “mobile” ecosystem (mobile technologies). Moreover, Barcelona City Council enjoys a healthy financial situation and applies rigorous economic and budgetary management that guarantees payment to suppliers within a maximum of 30 days.

- Barcelona is a leading centre for the social economy, a sector in which economic activity focuses on people and groups. In this sector, one that shows considerable capacity for social innovation, the leading types of organisation in the Catalan capital are worker-owned companies (56.8%), cooperatives (40.6%), special work centres (2.1%) and enterprises engaged in integration into employment (0.5%).

Companies

COMPANIES	2013	2014	%/TOTAL SPAIN (2014)
	Created		
City of Barcelona	7,067	7,221	7.7
Barcelona province	14,221	14,072	14.9
Catalonia	17,708	17,665	18.8
Spain	93,363	94,152	100.0
Dissolutions			
Barcelona province	1,711	1,397	6.4
Catalonia	3,013	2,460	11.3
Spain	24,616	21,850	100.0

SOURCE: National Statistics Institute

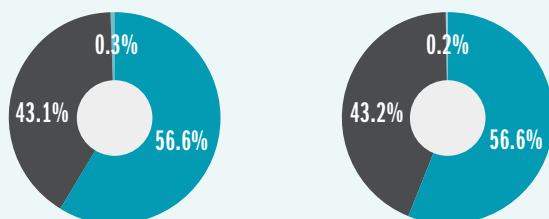
COMPANIES IN BARCELONA BY NUMBER OF EMPLOYEES, January 2014				
	BARCELONA	% TOTAL	BARCELONA PROVINCE	% TOTAL
Without employees	94,697	56.6	245,989	56.6
With employees:				
From 1 to 199 employees	72,275	43.1	188,006	43.2
More than 199 employees	467	0.3	919	0.2
TOTAL companies	167,439	100.0	434,914	100.0

SOURCE: Central Business Directory, National Statistics Institute

COMPANIES IN BARCELONA BY NUMBER OF EMPLOYEES

BARCELONA

BARCELONA PROVINCE



● More than 199 employees ● From 1 to 199 employees ● Without employees

SOURCE: Central Business Directory, National Statistics Institute

COMPANY HEADQUARTERS, January 2014

	NUMBER OF COMPANIES	%/TOTAL SPAIN
Barcelona	167,439	5.4
Barcelona province	434,914	13.9
Catalonia	576,565	18.5
Spain	3,119,310	100.0

SOURCE: Central Business Directory, National Statistics Institute

COMPANIES BY KNOWLEDGE INTENSITY, 2014*

	BARCELONA	%/TOTAL	CATALONIA	%/TOTAL
High-technology industrial sectors	165	0.2	693	0.3
Medium-high technology industrial sectors	545	0.8	4,103	1.7
Knowledge intensive services	20,575	28.7	56,158	23.1
TOTAL knowledge intensive companies	21,285	29.7	60,954	25.1
Other companies	50,288	70.3	182,063	74.9
TOTAL companies in the city	71,573	100.0	243,017	100.0

* Figures for fourth quarter

SOURCE: Government of Catalonia Business and Employment Observatory

Business creation

ENTREPRENEURIAL ACTIVITY IN EUROPEAN COUNTRIES, 2014 (% population aged 18-64 years)

Lithuania	11.3
Romania	11.3
Slovakia	10.9
UK	10.7
Portugal	10.0
Netherlands	9.5
Estonia	9.4
Hungary	9.3
Poland	9.2
Austria	8.7
Croatia	8.0
Greece	7.9
EU average	7.8
Catalonia	7.5
Barcelona*	7.3
Luxembourg	7.1
Sweden	6.7
Ireland	6.5
Slovenia	6.3
Finland	5.6
Denmark	5.5
Spain	5.5
Belgium	5.4
Germany	5.3
France	5.3
Italy	4.4

* Province

SOURCE: Global Entrepreneurship Monitor (GEM), Informe executiu Catalunya 2014

Barcelona offers competitive real estate for business

● The goal of the Barcelona-Catalonia initiative, launched by the Government of Catalonia and Barcelona City Council, is to jointly promote the development of new economic activities in the main sectors of the knowledge economy. These projects are located near major infrastructures that are intensive in both knowledge and mobility, comprise a total area of nearly **7 million square metres** and have the capacity to generate more than 200,000 new jobs.

● According to the global ranking published by Mercer Human Resource Consulting, Barcelona was in 124th position amongst the world's cities in terms of cost of living in 2015. This was due, in the main, to the strength of the US dollar against the euro and to falling interest rates. Accordingly, Barcelona remains outside the top 50 most expensive cities in the world for the fifth consecutive year, while prices of commercial and office space and industrial land remain stable, with some price increases for commercial premises in prime areas. We can therefore conclude that Barcelona continues to be highly competitive for all uses compared to other reference cities in Europe, the Middle East and Africa.

Property market

OFFICE MARKET, 4th quarter 2014

Total office stock	5,916,592 m ²
Office space available	759,099 m ²
Vacancy rate	12.83%

SOURCE: On point, Jones Lang LaSalle

OFFICE PRICES, 4th quarter 2014

Prime line (Pg. Gràcia-Diagonal)	13-17,75€ m ² /month
Business district (consolidated centre)	8,75-15,25€ m ² /month
New business areas	8,25-14,75€ m ² /month
Periphery (Sabadell, Sant Cugat, Esplugues, etc.)	5,5-8€ m ² /month

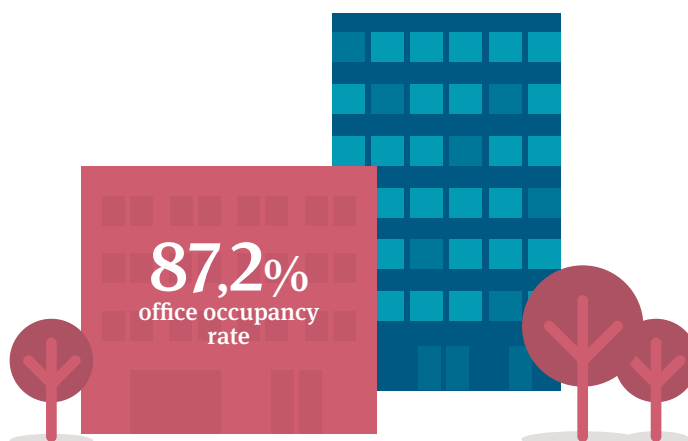
4 6 8 10 12 14 16 18 20

SOURCE: On point, Jones Lang LaSalle

AVERAGE PRICES OF HOUSING IN BARCELONA, 4th quarter 2014

Rental (€/m ² /month)	10.2
Second-hand housing sales (€/m ²)	3,188
New housing sales (€/m ²)	3,845

SOURCE: Barcelona City Council Department of Statistics and idealista.com



A Hub to Attract Talent

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

- There are nearly one million jobs in the city and more than 2.2 million in the Barcelona area. Rates of activity (80.9%) and employment (67.6%) in Barcelona are higher than the Catalan, Spanish and European averages.
- More than half the jobs in Barcelona (54.1%) are in knowledge-intensive activities, and the city itself is a hub for this segment of the economy in Catalonia. Indeed some 44.1% of knowledge-intensive jobs in the Principality are found in the capital, although Barcelona accounts for 36.5% of salaried employees in Catalonia.
- Today, Barcelona has an employment market with critical mass in sectors of high added value: according to figures for 2013, Catalonia is the ninth European region as regards workers employed in high and medium-high technology manufacturing and for personnel in the field of science and technology. The city also occupies fifteenth place as regards knowledge-intensive high-technology service sectors.
- Catalonia has **12 universities**, attended by a total of more than **244,000 students**. Meanwhile, Barcelona's metropolitan area accounts for 88.8% of those enrolled at the city's 8 universities, including both public and private centres. These universities offer 434 official master's degree courses on which 30,947 students are enrolled, whilst there were more than 21,000 foreign university students in Catalonia in the 2013-2014 academic year.
- In 2013, the percentage of workers with university studies in Catalonia rose to 41.8% (total population) and 46.4% (women), levels considerably higher than the European Union average.

- As regards training, Barcelona is notable as the only city with two centres placed amongst the seven best business schools in Europe, as IESE and ESADE occupy third and seventh place on the continent, as well as occupying seventh and nineteenth positions in the world ranking respectively, according to the Global MBA 2015 ranking published by *The Financial Times*.

Jobs in Barcelona

WORKERS AFFILIATED TO SOCIAL SECURITY, 2014*

	TOTAL	%/SPAIN
Barcelona	993,512	5.97
Barcelona province	2,241,525	13.46
Catalonia	2,944,870	17.68
Spain	16,651,884	100.0

* Figures for fourth quarter

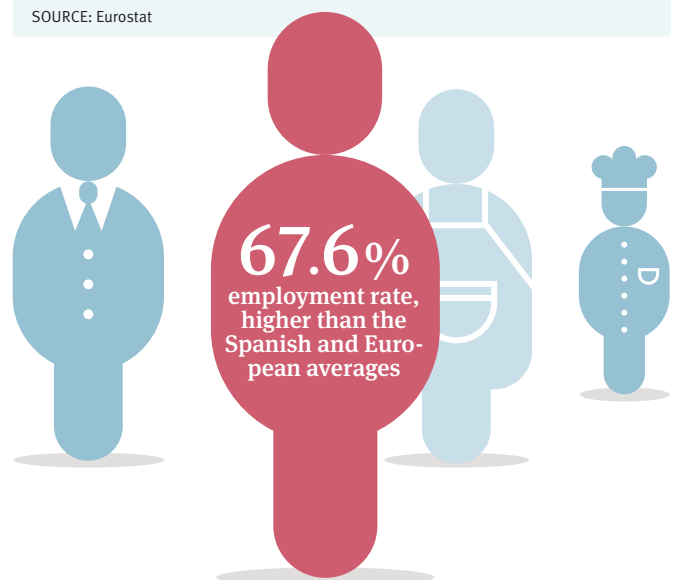
SOURCE: Government of Catalonia Business and Employment Observatory

% WORKERS TERTIARY EDUCATION*, 2013

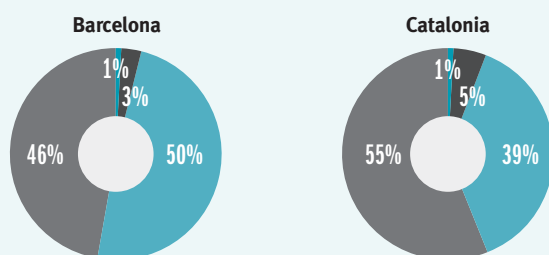
	WOMEN	TOTAL
Catalonia	46.36%	41.76%
Spain	45.66%	41.59%
European Union	36.97%	33.47%

* % of the employed population between 25 and 64 years with university degree

SOURCE: Eurostat



EMPLOYEES ACCORDING TO KNOWLEDGE INTENSITY, 2014* (%/total)



- High-technology industries
- Medium-high technology industries
- Knowledge intensive services
- Other salaried employees

* Figures for fourth quarter

SOURCE: Government of Catalonia Business and Employment Observatory

Activity, employment and unemployment

ACTIVITY, EMPLOYMENT AND UNEMPLOYMENT RATES* 4th quarter 2014 (in %)

	ACTIVITY RATE	EMPLOYMENT RATE	UNEMPLOYMENT RATE
Barcelona	80.9	67.6	16.4
Catalonia	79.1	63.3	20.0
Spain	75.6	57.6	23.8
European Union	72.5	65.2	9.9

* Specific rates (16-64 years)

SOURCE: Labour Force Survey and Eurostat

Salaries

SALARY LEVELS IN THE WORLD'S CITIES, 2015

GROSS SALARY (NEW YORK = 100)	CITY	NET SALARY (NEW YORK=100)
131.3	Zurich	141.8
130.1	Geneva	135.2
85.2	Chicago	84.5
77.4	Montreal	78.2
75.5	London	72.3
68.5	Vienna	69.7
67.7	Munich	68.2
62.8	Paris	67.1
70.1	Tokyo	66.5
58.6	Lyon	62.8
92.2	Copenhagen	56.8
60.0	Rome	54.2
65.3	Amsterdam	53.3
49.4	Hong Kong	51.3
51.7	Barcelona	46.8
29.8	Athens	28.2

SOURCE: UBS, Prices and Earnings 2015

Universities and business schools

TRAINING AND UNIVERSITIES (2013-2014)	
Total number of university students in Catalonia*	244,277
Total number of university students in the Barcelona area*	199,879
Number of Masters offered by the universities in the Barcelona area	434
Number of Master and PhD students at universities in the Barcelona area	31,707
Foreign students at Catalan universities	21,227
Foreign students on Master and PhD courses at Catalan universities	11,125

* Including MA students
SOURCE: Barcelona City Council Department of Statistics and UNEIX website

BEST EUROPEAN BUSINESS SCHOOLS, 2015

EUROPEAN RANKING	WORLD RANKING	BUSINESS SCHOOL	CITY
1	2	London Business School	London
2	4	Insead	Fontainebleau
3	7	IESE Business School	Barcelona
4	12	IE Business School	Madrid
5	13	University of Cambridge: Judge	Cambridge
6	16	HEC Paris	Paris
7	19	ESADE Business School	Barcelona
8	20	IMD	Lausanne
9	22	University of Oxford: Saïd	Oxford
10	26	SDA Bocconi	Milan
11	34	Imperial College Business School	Londres
12	35	Manchester Business School	Manchester
13	36	The Lisbon MBA	Lisbon
14	38	Warwick Business School	Coventry
15	45	Rotterdam School of Management, Erasmus University	Rotterdam
16	45	Cranfield School of Management	Cranfield
17	45	City University: Cass	London
18	50	Lancaster University Management School	Lancaster
19	55	Mannheim Business School	Mannheim
20	63	ESMT - European School of Management and Technology	Berlin

SOURCE: Financial Times, *Global MBA Ranking 2015*

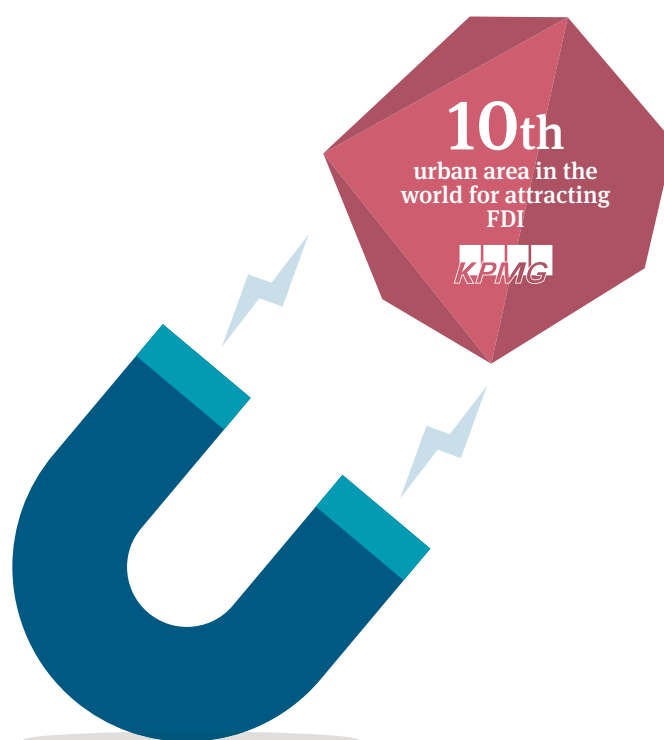
An Internationalised Economy

Barcelona has an open economy, one that is connected to the world

- In 2014, exports from Barcelona province reached 47,057.3 million euros, a new record according to historical data available. Following the stabilisation that took place the previous year, sales to the exterior flourished, growing by 2.7% year on year and performing particularly well in the second half of the year thanks in part to the expansive measures taken by the European Central Bank, the depreciation of the euro and improved competitiveness.
- The Barcelona area continues to lead the ranking for exports in Spain, accounting for nearly one-fifth (19.6%) of total sales to the exterior. Moreover, there are 41,951 exporting companies in Barcelona, representing 28.4% of the total for Spain as a whole.
- The attractiveness of Barcelona as a territory for foreign investment is confirmed by several prestigious rankings. According to KPMG's 2015 *Global Cities Investment Monitor*, over the 2010-2014 period Barcelona reached tenth position amongst urban areas in the world for attracting foreign direct investment, with a total of 502 greenfield foreign investment projects (those without local partners or in new locations). Moreover, the *European Cities and Regions of the Future 2014/15 Report*, drawn up by FDI Intelligence and published in 2015, ranks Barcelona seventh best city in Europe in terms of its future prospects, while the recent *Global Cities and Regions of the Future 2014/2015*, compiled by FDI and published in 2015, places Barcelona sixth in the world and third in Europe in the ranking of the top 25 urban areas in terms of strategies for attracting foreign investment. Similarly, Ernst and Young's *Attractiveness Survey Europe 2015* shows Catalonia and the Barcelona area in fourth place on the continent in terms of numbers of international investment projects attracted. Moreover, the Principality leads the field in terms of the number of jobs created thanks to these

investments, with 7,089 new jobs and accounts for 47% of these projects established in Spain.

- More than 5,700 foreign companies have their headquarters in Catalan territory. The main countries of origin of these enterprises are Germany (14.6%), France (12.7%) and the USA (10.9%).
- Moreover, when it comes to establishing headquarters in Spain, Catalonia is the location chosen by most companies from the United States (86%), Japan (80%), Italy (80%), Denmark (69%), Austria (68%), France (64%) and Switzerland (51%).



Exports

EXPORTS. (in million €)

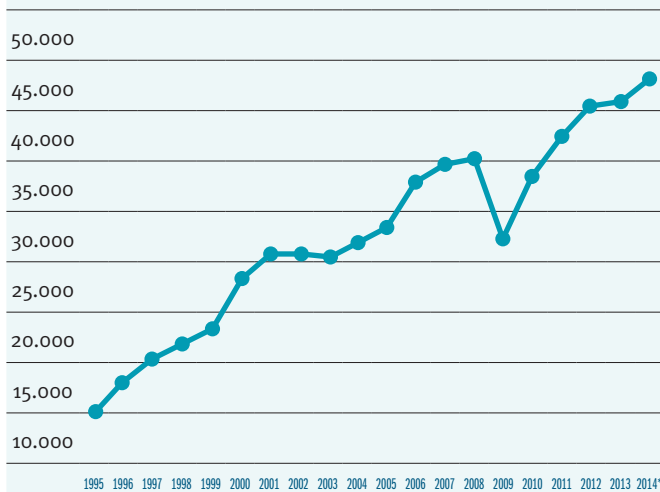
	2012	2013*	2014*	PERCENTAGE /SPAIN 2014
Barcelona**	45,444.3	45,828.8	47,057.3	19.6
Catalonia	58,853.2	58,957.2	60,194.5	25.1
Spain	226,114.6	235,814.1	240,034.9	100.0

* Provisional figures

** Figures for the province

SOURCE: Ministry of Economy and Competitiveness

EXPORTS FROM THE BARCELONA PROVINCE, 1995 - 2014 (in million €)



* Provisional figures

SOURCE: Ministry of Economy and Competitiveness

MAIN COUNTRIES TO WHICH BARCELONA (PROVINCE) EXPORTS, 2014 (percentages of the total)**

France	14.9%
Germany	11.2%
Italy	7.5%
Portugal	6.8%
United Kingdom	5.9%
Switzerland	4.0%
United States	3.2%
Netherlands	2.9%
China*	2.3%
Turkey	2.0%

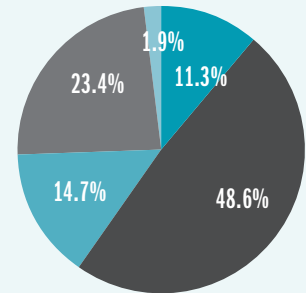
* Includes China, Hong Kong and Macao

** Provisional figures

SOURCE: Ministry of Economy and Competitiveness

DISTRIBUTION OF EXPORTS FROM BARCELONA PROVINCE ACCORDING TO TECHNOLOGY LEVEL, 2014*

- High-level technology
- Medium-high level technology
- Medium-low level technology
- Low-level technology
- Unclassified

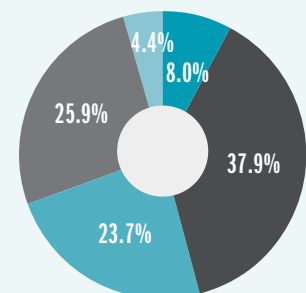


* Provisional figures

SOURCE: Ministry of Economy and Competitiveness

DISTRIBUTION OF SPANISH EXPORTS ACCORDING TO TECHNOLOGY LEVEL, 2014*

- High-level technology
- Medium-high level technology
- Medium-low level technology
- Low-level technology
- Unclassified



* Provisional figures

SOURCE: Ministry of Economy and Competitiveness

Foreign investment in Catalonia

FOREIGN INVESTMENT (in million €)

	2012	2013	2014*
Catalonia	2,676.0	3,485.5	3,025.3
Spain	14,661.9	16,823.6	19,169.8

* Provisional figures

NOTE: Total gross investment without Foreign-Securities Holding Companies (ETVE)

SOURCE: Datainvox. Ministry of Economy and Competitiveness

FOREIGN INVESTMENT IN CATALONIA BY COUNTRY OF ORIGIN, 2014 (percentage of the total)

France		28.4%
Mexico		18.3%
Luxembourg		16.3%
Germany		6.9%
Israel		6.8%
United States		3.7%
Netherlands		3.5%
Japan		3.1%
Belgium		1.9%
United Kingdom		1.5%
Andorra		1.2%
Italy		1.2%

NOTE: Total gross investment without Foreign-Securities Holding Companies (ETVE)

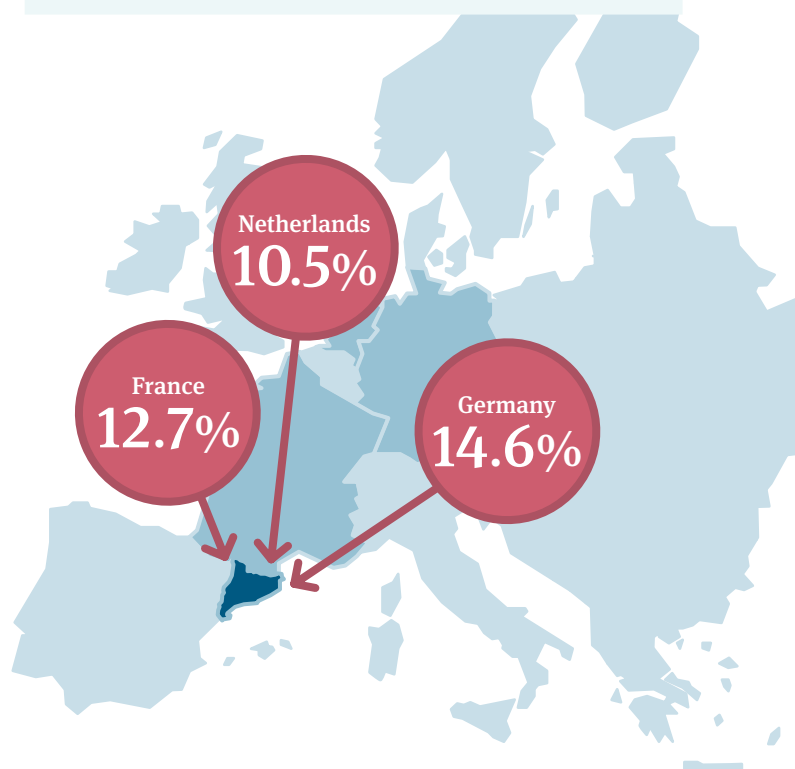
SOURCE: Datainvox. Ministry of Economy and Competitiveness

Main European countries of origin of foreign companies located in Catalonia

NUMBER OF FOREIGN COMPANIES ESTABLISHED IN CATALONIA

COUNTRY OF ORIGIN	2014	%/TOTAL
Germany	835	14.6
France	726	12.7
United States	625	10.9
Netherlands	599	10.5
Italy	551	9.7
United Kingdom	372	6.5
Switzerland	295	5.2
Luxembourg	285	5.0
Denmark	194	3.4
Portugal	134	2.3
Japan	131	2.3
Belgium	127	2.2
Austria	103	1.8
Other	731	12.8
TOTAL	5,708	100

SOURCE: Invest in Catalonia. Acció10



FDI IN THE MAIN URBAN AREAS OF THE WORLD

URBAN AREA	2010-2014	FDI PROJECTS
London	1	1,712
Shanghai	2	1,314
Hong Kong	3	1,047
São Paulo	4	864
Paris	5	717
New York	6	685
Sydney	7	647
Moscow	8	627
Beijing	9	520
Barcelona	10	502

SOURCE: Global Cities Investment Monitor 2015, KPMG

10 LEADING EUROPEAN URBAN AREAS IN FOREIGN INVESTMENT PROJECTS AND RELATED JOBS, 2014

REGION / URBAN AREA	FDI PROJECTS	JOBS
Greater London	383	3,470
Paris	159	1,200
Darmstadt (Frankfurt)	124	1,316
Catalonia (Barcelona)	108	7,089
Düsseldorf	86	1,649
Rhône-Alpes (Lyon)	83	1,592
Uusimaa (Helsinki)	83	197
Berlin	80	1,595
Stuttgart	74	982
Friburg	68	268
Others	3,093	166,225
TOTAL	4,341	185,583

SOURCE: Ernst&Young Attractiveness Survey Europe 2015

Catalan investment abroad

INVESTMENT ABROAD (in million €)












	2012	2013	2014*	% CAT/ SPAIN
Catalonia	2,342.4	2,381.6	3,649.9	14.8
Spain	15,735.4	18,849.2	24,734.6	100.0

* Provisional figures

NOTE: Total gross investment without Foreign-Securities Holding Companies (ETVE)

SOURCE: DatainveX. Ministry of Economy and Competitiveness

DESTINATION OF CATALAN INVESTMENT ABROAD, 2014 (percentage of the total)

United Kingdom		37.4%
Ireland		27.3%
United States		11.9%
Other		5.9%
Italy		4.0%
Colombia		3.2%
Hong Kong		3.0%
Netherlands		2.6%
Luxembourg		2.5%
Brasil		1.4%
France		0.9%

NOTE: Total gross investment without Foreign-Securities Holding Companies (ETVE)

SOURCE: DatainveX. Ministry of Economy and Competitiveness

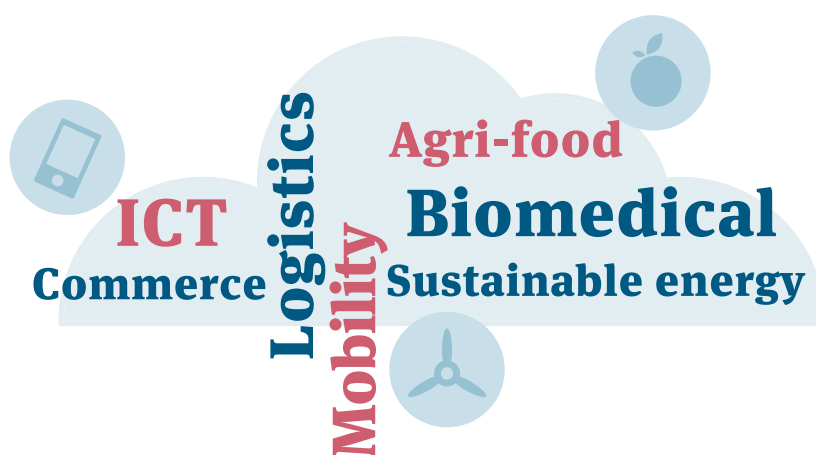
Strategic and Driver Sectors

Barcelona actively promotes the development of sectors considered strategic for the economy of the city, such as ICT, logistics and agri-food, the powerful commerce and tourism industries, and new cutting-edge sectors such as the biomedical industry and – in the field of mobility and sustainable energy – electric vehicles.

- **Logistics and transport** comprise a key sector in Catalonia. The sector accounts for 4.3% of total economic activity, has the largest amount of logistic land in Spain (24% of the total) and managed a total of 343 million tons of goods in 2014. The city of Barcelona and Catalonia as a whole present significant competitive advantages in this sector: geostrategic location, the existence of an important production industry, generating more than 44,000 and 101,000 jobs, respectively, the provision of refurbished infrastructure, such as Barcelona's port and airport, and logistics areas, and so on. The Barcelona-Catalonia Logistics Centre (BCL), an initiative promoted by Barcelona City Council, the Barcelona Consortium and the Port of Barcelona, and which currently has more than 100 members in the sector, implements a strategy aimed at positioning metropolitan Barcelona as the leading logistics platform in Southern Europe and the Mediterranean.
- Barcelona and Catalonia are home to one of the most important **agri-food clusters** in Europe and the largest in Spain. The cluster is backed up by

the powerful food and drink industry, which, with 3,500 companies, is the leading industrial sector in Catalonia in terms of turnover, and includes such major stakeholders as Mercabarna, leader in the distribution of fresh produce in Southern Europe, as well as a large number of facilities, universities and technology centres, which provide support for research and innovation activities. Other key assets in the territory in this sector include the twice-yearly organisation of Alimentària, the second-most important trade fair in the world in this industry, and the valuable intangible heritage represented by the Mediterranean diet, which, combined with the city's large range of restaurants, helps to make Barcelona a capital of gastronomic quality and creativity.

- Catalonia is a motor for medical and **biomedical** research in Spain. Catalan biotechnology firms account for 20.5% of the total number in the State, generating 29.4% of turnover in the sector and accounting for 23% of new companies established in this field .
- Barcelona is firmly committed to the **electric vehicle** as a key future element in mobility in the city and the development of the green economy, since electric vehicles employ the most advanced technologies for the benefit of people's quality of life and sustainable economic and social development. There are already 366 publicly-owned recharging points in the city, and 4,588 electric vehicles are in circulation in the Catalan capital.



Strategic sectors in the economy of Barcelona

BASIC INDICATORS OF STRATEGIC SECTORS IN BARCELONA, 4th quarter 2014

	WORKERS*	COMPANIES**
ICT	40,769	2,057
Logistics ³	44,396	1,716
Agri-food ¹	14,728	1,214
Commerce ²	143,012	16,159
Tourism	86,795	8,375
Mobility	44,234	1,723
Creative industries	108,595	7,790
Biotechnology, life sciences and medicine	8,226	165
Higher education and research	27,323	463
Energy and environment	11,701	128
Design	17,813	1,801
Fashion-textiles	3,180	361

* Salaried workers and self-employed according to Social Security data

** Social Security centres (companies with salaried workers)

¹ Includes wholesale food trade

² Does not include wholesale food trade or ICT

³ Includes all Group H, Transport and storage, CCAE-2009

SOURCE: Barcelona City Council Department of Statistics, based on National Social Security Institute figures

Barcelona is an international reference in terms of tourism and the organisation of fairs and congresses

● In 2014, the tourism industry **set new records in terms of visitor numbers** (7.9 million) and overnight stays (17.1 million), as well as generating the biggest year-on-year increases of the last three years, with rises of 4 and 3.7%, respectively, compared to 2013. **Credit card spending** reached 3,754.8 million euros in 2014, a substantial 22.3% increase on the previous year.

● Several rankings highlight the attractiveness of Barcelona to foreign visitors: according to the MasterCard Index of Global Destination Cities 2014, Barcelona ranks as the eleventh best city in the world and the fourth in Europe (behind only London, Paris and Istanbul) in terms of number of international visitors. Moreover, according to the *European Cities Marketing Benchmarking Report*, Barcelona occupied fifth place in Europe for international overnight stays in 2013, whilst, according to *Trip Advisor*, the Catalan capital was the world's thirteenth-most attractive destination for tourists in 2015. Finally, according to the **Top City Destination Ranking**, published by Euromonitor International, in 2014 Barcelona was twenty-sixth out of the 100 cities around the world most visited by international tourists and the eighth most visited in Europe.

● With regard to business tourism, according to the International Congress and Convention Association (ICCA), Barcelona was the **second city in the world in number of delegates and fifth in number of international conferences organised in 2014**, behind only Vienna, Paris, Madrid and Berlin.

● In 2014, moreover, with 2.4 million cruise passengers, for the thirteenth consecutive year Barcelona maintained its position as the leading base port in Europe and the Mediterranean and the fourth world port for such traffic.

Tourism

Urban tourism destination

TOURISTS AND OVERNIGHT STAYS IN BARCELONA

	2012	2013	2014	VARIATION 2013-2014
Tourists*	7,440,113	7,571,767	7,874,941	4.0%
Overnight stays	15,931,932	16,485,074	17,091,852	3.7%
Credit card spending(€)	2,384,477,371	3,069,305,250	3,754,760,525	22.3%

* Tourists accommodated in hotel establishments

SOURCE: Barcelona Tourism

HOTEL INDICATORS

	2012	2013	2014	VARIATION 2013-2014
Hotels	352	365	373	2.2%
Rooms	33,362	34,453	34,689	0.7%
Places (beds)	65,100	67,567	68,036	0.7%

SOURCE: Barcelona Tourism

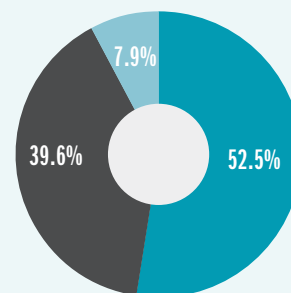
COUNTRY OF ORIGIN OF TOURISTS, 2014 (% of tourists staying in hotels)

Spain	20.5%
France	8.6%
United Kingdom	8.6%
United States	8.3%
Germany	6.2%

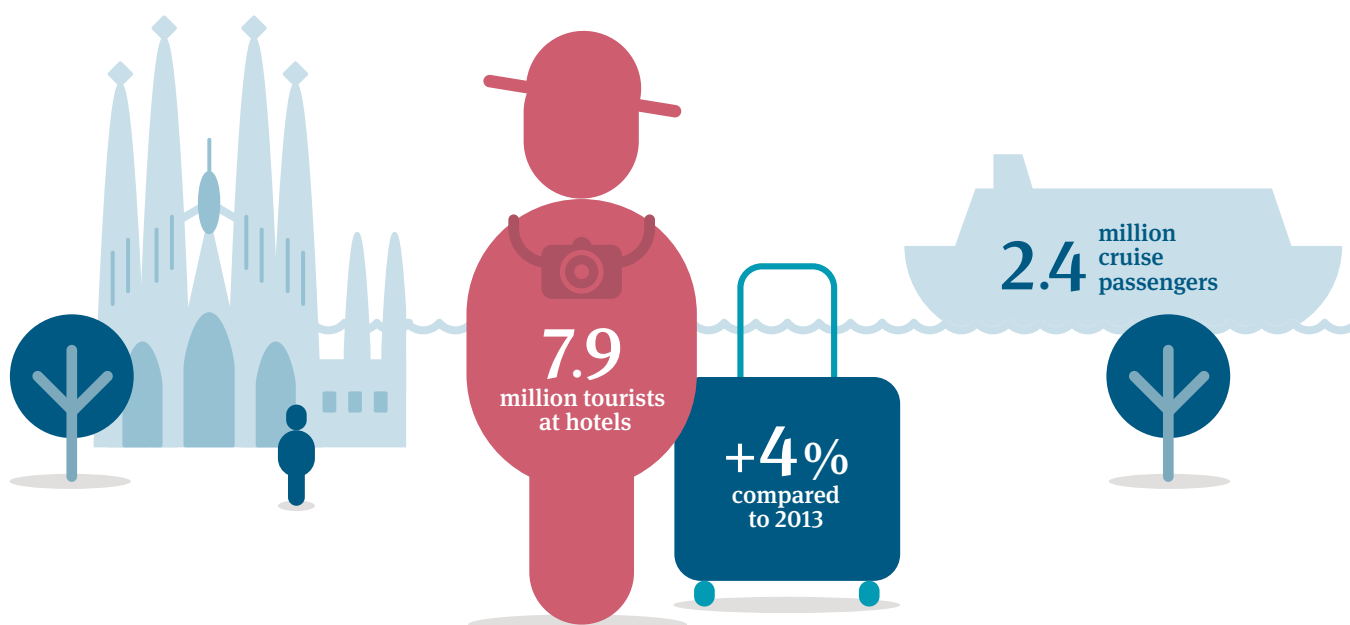
SOURCE: Barcelona Tourism

DISTRIBUTION OF TOURISTS BY REASON FOR JOURNEY, 2014

- Holiday
- Work
- Other



SOURCE: Barcelona Tourism



City of Fairs and Conferences

INDICATORS OF CONGRESS ACTIVITY

	2014
TOTAL meetings	1,969
Congresses	271
Conferences and courses	134
Conventions and incentives	1,564
TOTAL delegates	579,855

SOURCE: Barcelona Tourism and Barcelona City Council Department of Statistics

NUMBER OF DELEGATES AND INTERNATIONAL MEETINGS IN WORLD CITIES

CITY	DELEGATES 2014	CONGRESSES 2014
Paris	130,516	214
Barcelona	127,469	182
Madrid	91,452	200
London	89,969	166
Vienna	81,902	202
Amsterdam	79,356	133
Berlin	76,880	193
Istanbul	75,864	130
Copenhagen	57,497	105
Munich	56,958	81
Seoul	53,700	99

SOURCE: International Congress and Convention Association Statistics Report, 2014

BENCHMARK FIRA DE BARCELONA TRADE FAIRS IN EUROPE

FIRA DE BARCELONA

GSMA WORLD CONGRESS

ALIMENTARIA

HIAPSCK+ BTA Food Technologies

EIBTM

CARBON EXPO

PISCINA BCN. International Swimming Pool Fair

HOSTELCO

CONSTRUMAT

3E / EXPOQUIMIA + EQUIPLAST + EUROSURFAS

BARCELONA BRIDAL WEEK - NOVIAESPAÑA

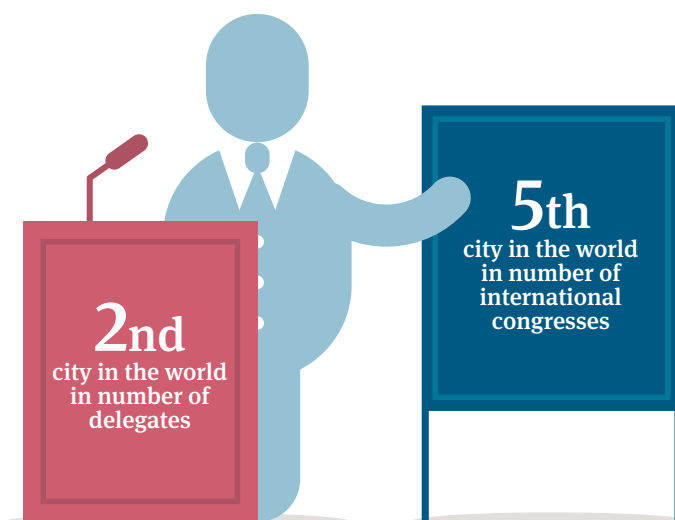
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INTERNATIONAL CAR SHOW

BARCELONA INTERNATIONAL BOAT SHOW

SMART CITY EXPO WORLD CONGRESS

SOURCE: Fira de Barcelona



A city committed to a diversified, quality, local model of commerce

● With 16,159 companies and 143,012 jobs, commerce is one of the most important branches in Barcelona's economic structure. Despite the impact of the recession on levels of activity and employment, the sector continued to account for 22.6% of companies and 14.9% of wage earners in the city at the end of 2014.

● Due to their economic and social importance in the city's neighbourhoods, Barcelona's municipal markets, which house 2,569 establishments in a total area of 245,000 square metres, making this the **largest network of food markets in Europe**, are a key element in the business model for commerce in the Catalan capital. In 2015, the American organisation Project for Public Spaces (PPS) presented its Market City award to Barcelona as a model city in the use of markets as a tool for sustainable urban development, where citizens leave only a short distance from a market, and as a city that champions public markets as essential tools for the revival of every neighbourhood.

● The international ranking for commercial attractiveness in relation to the presence of international distribution companies, published in 2015 by Jones Lang LaSalle, places Barcelona amongst the top ten most attractive European cities from the point of view of the retail trade.

Commerce

TRADE IN BARCELONA

TRADE 2014*

Number of companies	16,159
Jobs	143,012
Commercial and restaurant establishments	34,276

MUNICIPAL MARKETS 2014

Food and drink	39
Special	4
Number of establishments	2,569
Total area	245,571 m ²

* Figures for fourth quarter

1 Average sales by month and establishment

SOURCE: Barcelona City Council Department of Statistics, Municipal Market Institute and Eixos-Planol Info.

TOP 10 MOST ATTRACTIVE EUROPEAN DESTINATIONS FOR INTERNATIONAL RETAIL TRADE BUSINESSES (2015)

POSITION	CITY
1	London
2	Paris
3	Moscow
4	Milan
5	Madrid
6	Rome
7	Istanbul
8	Munich
9	Berlin
10	Barcelona

SOURCE: Jones Lang LaSalle, *Cross Border Retailer Attractiveness Index. Destination Europe 2015*

Ambitious City Projects

Commitment to mobile technology and ICT

- Barcelona seeks to become a reference point in technology in order to improve quality of life in a global context in which mobile technology is a key vector for the growth of the economy as a whole. In this context, the designation of Barcelona as Mobile World Capital, hosting the **Mobile World Congress** and the industrial legacy project, present a strategic opportunity to position the city in this sector of activity.

- With more than 40,700 workers and 2,000 companies with employees in the industry, Barcelona is the main centre for ICTs in Catalonia, accounting for 56.1% of workers and 50.7% of companies with employees in the sector in the Principality. According to an estimate made in 2012, the information and communication vector that includes ICTs generates 7.3% of total Gross Added Value in the city.

- Moreover, Barcelona's whole-hearted commitment to becoming a Smart and Sustainable City centres on applying ICTs to generate urban innovation and ensure sustainable development, improved quality of life of citizens, greater efficiency in the use of resources (both human and energy) and increased citizen participation.

- According to the ranking compiled by Juniper Research in 2015, Barcelona is the smartest city in the world, ahead of New York, London, Nice and Singapore, and provides a successful model from which much can be learned, having launched many initiatives to promote sustainability that are now at an advanced stage of development.

PENETRATION OF ICT IN HOUSEHOLDS (% population aged 16-74 years)

	2012	2013	2014	VARIATION 2014-2013
Have computer at home	78.7	78.5	86.3	7.8
Internet connection at home	75.0	78.1	85.3	7.2
Frequent Internet use	76.5	74.3	80.1	5.8

SOURCE: INE survey of ICT equipment and use in the home

Smart City

10 Smartest Cities in Europe, 2013

1	Copenhaguen
2	Amsterdam
3	Vienna
4	Barcelona
5	Paris
6	Stockholm
7	London
8	Hamburg
9	Berlin
10	Helsinki

SOURCE: Fast Company, *The Smartest Cities in Europe*

ELECTRIC VEHICLES IN BARCELONA: BASIC INDICATORS, 2015*

		BCN/CAT
Vehicles	Electric vehicles registered (including hybrids)	4,581 28%
Infrastructure	Electrical recharging points **	366 54%

* May 2015

** Publicly-owned public access recharging points

SOURCE: Barcelona City Council, LIVE Project and Barcelona Activa

Best Quality of Life in Europe

Barcelona, amongst the world's leading cities for quality of life

- Barcelona's outstanding image in terms of quality of life and, particularly, the city's excellent education facilities and health system, are major competitive factors that help to establish the Catalan capital as seventh city in the world in terms of labour attractiveness, according to The Boston Consulting's *Decoding Global Talent report*. Moreover, Barcelona moved up one place to occupy fourth position in terms of labour attractiveness in the Toronto Board of Trade's *Scorecard on Prosperity 2015*.
- The city is also amongst the safest in the world, according to *The Safe Cities Index 2015*, compiled by the British magazine *The Economist* to assess **urban security** in the digital age. The results of this survey, which placed the Catalan capital in fifteenth position in a global ranking of 50 cities, are based on forty indicators, and a particularly notable result was Barcelona's seventh place for safety in the field of health, in an analysis that takes into account such aspects as public access to the health system, the ratio of beds and doctors per thousand inhabitants, air and water quality and life expectancy.
- In the **environmental** sphere, the Barcelona model of the compact Mediterranean city fosters sustainable mobility, which accounts for 85% of internal journeys. Leading international rankings recognise the city in this respect. For example, the Toronto Board of Trade's *Scorecard on Prosperity 2015* rated Barcelona highly in terms of commute time –the time that is spent travelling to and from work–. Furthermore, the city continues to work towards the implementation of electric mobility (electric vehicles and NGVs) through the LIVE public-private platform.
- Moreover, Barcelona is, today, a reference point at European level as regards water saving. In 2014, per capita water consumption stood at 104.4 litres, a 21.6% (28.7 litres) reduction compared to 1999.

The Catalan capital is also the operating centre of GWOPA, the Global Water Operators' Partnerships Alliance/UN-Habitat, and will host the permanent secretariat of this world water policy agency for the next five years.

- The city has a large network of outstanding, high quality **cultural and educational facilities**. There are 38 international schools in the Barcelona area, as well as a system of 40 public libraries. Not only that, but Barcelona is also home to 9 sites catalogued as World Heritage by UNESCO – 7 buildings by Gaudí, as well as the Palau de la Música Catalana and the Hospital de Sant Pau.
- Barcelona is also a reference city with regard to medicine and health. The Catalan public health system provides services of the highest level, whilst many internationally prestigious private centres help to position the city as a global destination for health tourism, as well as an outstanding venue for medical congresses. To these well-established elements of attraction should also be added the development of important research projects focused on the health sector.



Quality of life

LABOUR ATTRACTIVENESS OF CITIES AROUND THE WORLD, 2014

POSITION	CITY	RESULT
1	London	16.0%
2	New York	12.2%
3	Paris	8.9%
4	Sydney	5.2%
5	Madrid	5.0%
6	Berlin	4.6%
7	Barcelona	4.4%
8	Toronto	4.2%
9	Singapore	3.9%
10	Rome	3.5%
11	Dubai	3.4%
12	Los Angeles	3.2%
13	Tokyo	2.8%
14	Munich	2.8%
15	Miami	2.6%

NOTE: The result is the percentage of responses to the question: "What cities would you consider for going to work abroad? Please give up to five answers."

SOURCE: *Decoding Global Talent*. The Boston Consulting Group, The Network

Energy and the environment

GREEN ZONE INDICATORS IN BARCELONA, 2014

Urban parks (green zones for public use)	580.6 ha
Urban green (green zones integrated into the urban fabric)	11,226,042 m ²
Urban green <i>per capita</i>	7.0 m ² /inhabitant
Urban and forest green	28,213,242 m ²
Urban and forest green <i>per capita</i>	17.61 m ² /inhabitant

SOURCE: Barcelona City Council Department of Statistics (Statistical Annual 2015) and Ecology, Urban Planning and Mobility Area

BEACHES, 2014

Number	10
Length (Km)	4.4 km

QUALITY INDICATORS

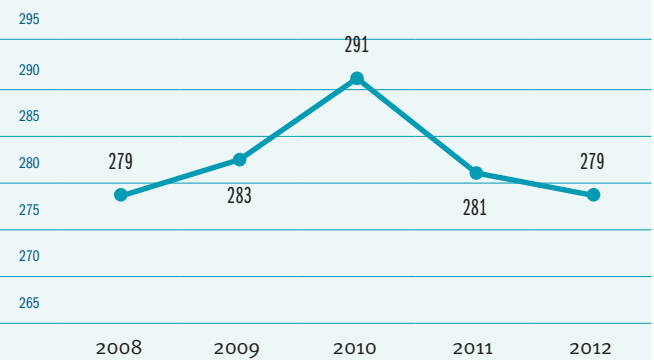
Concentration of <i>Escherichia coli</i> ¹	16-111 UFC/100 ml
Good visual inspections ²	94%

¹ Values below and above percentile 90. Sufficient according to current legislation (Royal Decree 1341/2007): percentile 90 = <500 UFC/100 ml (RD 1341/2007)

² Visual inspections with absence or low presence of floating solid matter, oil/foam, bathers' waste, seawater (index evaluated during the bathing season)

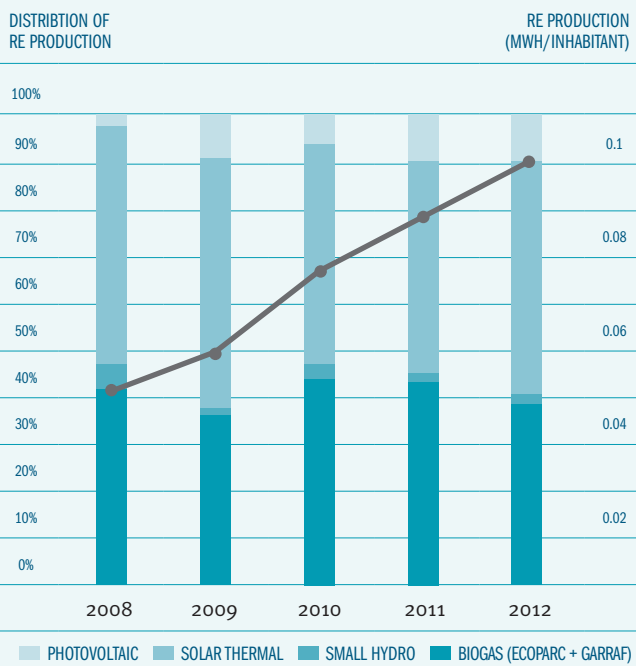
SOURCE: Barcelona City Council Department of Statistics (Statistical Annual 2015)

ENERGY INTENSITY IN THE CITY OF BARCELONA (MWh/M€)



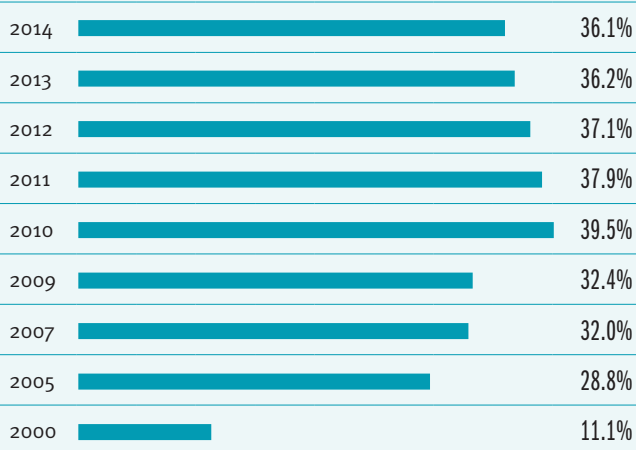
SOURCE: Barcelona City Council Department of Statistics

RENEWABLE ENERGY PRODUCTION IN BARCELONA, 2008-2012



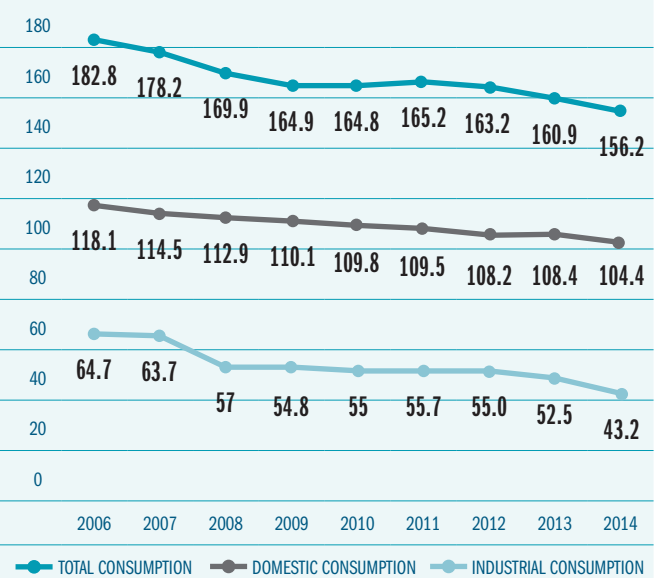
SOURCE: Barcelona Sustainability Indicators, 2013 Report. Barcelona City Council

EVOLUTION OF SELECTIVE WASTE COLLECTION IN BARCELONA

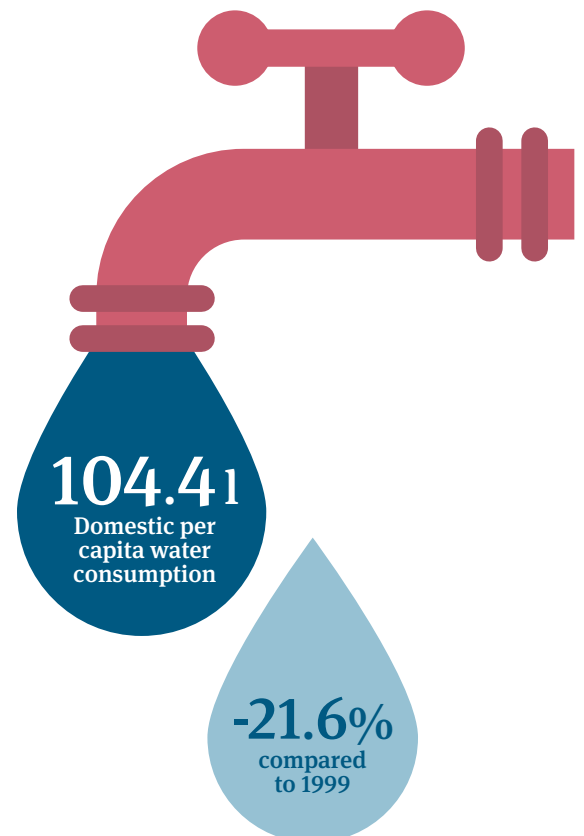


SOURCE: Barcelona City Council Department of Statistics (Statistical Annual 2015)

WATER CONSUMPTION IN BARCELONA (litres/inhabitant/day)



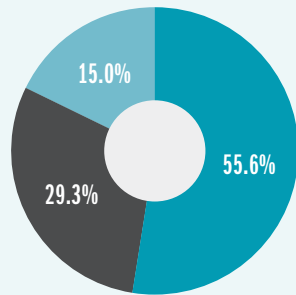
SOURCE: Barcelona City Council Departments of Statistics and Environment



Sustainable mobility

TRANSPORT MODES IN INTERNAL JOURNEYS IN BARCELONA, 2014 (in %/total)

- On foot and by bicycle
- Public transport
- Private transport



NOTE: Result of processing MTA figures on stages, traffic counters in the city, tourist activity, school transport, traffic composition capacities, bicycle and pedestrian capacity
SOURCE: Metropolitan Transport Authority

BIKE LANES AND USERS

	2013	2014
Bike lanes (km)	104.9 km	116.0 km
Bicing users	98,786	96,250

SOURCE: Barcelona City Council Mobility Services Directorate

Cultural and educational facilities

CULTURAL AND EDUCATIONAL FACILITIES, 2014

Public libraries (number and users)	40 / 6,433,294
Museums, collections, exhibition centres and sites of architectural interest (number and users)	56 / 31,523,513
Theatre, music and cinema spectators	10,222,927
Public sports facilities (number and subscribers)	1,894 / 178,295
Nursery, primary and secondary schools	884
Foreign schools in the Barcelona area	38

SOURCE: Barcelona City Council Institute of Culture and Department of Statistics

WORLD HERITAGE IN BARCELONA

Palau de la Música Catalana

Hospital de Sant Pau

Parc Güell

Palau Güell

Casa Milà

Casa Vicens

Sagrada Família: Nativity Façade and crypt

Casa Batlló

Crypt at Colònia Güell

SOURCE: UNESCO

A City Brand that adds value

Barcelona continues to enjoy an excellent position in the international and European context as a city with a powerful global brand and outstanding reputation that makes it attractive for business, entrepreneurship and foreign investment, for attracting talent and for science and production, as well as for its culture and quality of life.

- The *European Cities and Regions of the Future 2014/15* report, produced by FDI Intelligence, places Barcelona in seventh place among the leading twenty-five European cities in the global ranking of future prospects, ahead of such other major capitals as Berlin, Amsterdam, Edinburgh and Paris. The Catalan capital also has the sixth best global brand according to *The Guardian* and also enjoys the sixth best reputation according to the Reputation Institute. Regarding **foreign investment**, Barcelona occupies fourth place in the European ranking of projects attracted, according to Ernst and Young's Attractiveness Survey Europe 2015, whilst the KPMG *Global Cities Investment Monitor* ranked Barcelona as the tenth most attractive urban area in the world over the 2010-2014 period.

- Turning now to **tourism**, such reports as the ICCA's classification for congresses and international delegates in the business tourism sector, the Euromonitor International rankings on numbers of international visitors, and the ranking of numbers of cruise passengers at ports in Europe and around the world are amongst the many surveys that place our city high on their lists. Particularly noteworthy are Barcelona's second place in the world for number of delegates in 2014 and fifth place in number of congresses in 2014, according to the ICCA.

- Due to its **quality of life** and advances towards becoming a hub for scientific innovation and education and in the digital and technological fields, Barcelona is considered an attractive place to work in, as well as for investment and the development of new business ideas. Moreover, the Catalan capital is also seen as an **innovative city**, one that is closely associated with creativity and the concepts of culture, fashion, architecture, art and modernity.



Barcelona's international position



European Cities and Regions of the Future, 2014-2015

7th CITY IN THE GLOBAL CLASSIFICATION
1st CITY IN SOUTHERN EUROPE



Guardian Cities Global Brand Barometer, 2014

6th CITY WITH THE BEST GLOBAL BRAND IN THE WORLD



City RepTrak, 2015

6th CITY IN THE WORLD WITH BEST REPUTATION



EY's Attractiveness Survey. Europe 2015

4th REGION WITH MOST FOREIGN INVESTMENT PROJECTS



Global Cities Investment Monitor, KPMG, 2015

10th CITY IN THE WORLD FOR FOREIGN INVESTMENT PROJECTS, 2010-2014
12th CITY IN THE WORLD FOR FOREIGN INVESTMENT PROJECTS, 2014



Mori Global Power City Index, 2015

12th EUROPEAN CITY FOR GLOBAL COMPETITIVENESS
26th WORLD CITY FOR GLOBAL COMPETITIVENESS



Scorecard on Prosperity, 2015

4th CITY FOR LABOUR ATTRACTIVENESS



Decoding Global Talent 2014. The Boston Consulting Group. The Network

7th CITY FOR LABOUR ATTRACTIVENESS



ICCA, 2014

5th CITY IN THE WORLD IN THE ORGANISATION OF INTERNATIONAL MEETINGS, 2014

2th CITY IN THE WORLD IN NUMBER OF DELEGATES



Euromonitor, 2014, i European Cities Marketing Benchmarking Report, 2014/2015

8th EUROPEAN CITY IN NUMBER OF TOURISTS

5th IN INTERNATIONAL TOURIST OVERNIGHT STAYS



Travellers' choice. Trip Advisor, 2015

13th CITY AMONGST THE 25 LEADING TOURIST DESTINATIONS IN THE WORLD



Mastercard, Global Destination Cities Index, 2014

11th CITY AMONG THE TOP 20 WORLD DESTINATIONS IN ATTRACTING INTERNATIONAL TOURISM



Cruise Insight, 2014

1st EUROPEAN CITY IN NUMBER OF CRUISE PASSENGERS

4th CITY IN THE WORLD IN NUMBER OF CRUISE PASSENGERS



The Global Language Monitor, 2015

5th WORLD FASHION CAPITAL



World-wide cost of living survey. Mercer Human Resource Consulting, 2015

124th CITY IN THE WORLD FOR COST OF LIVING



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