



Ajuntament de  
Barcelona

alwaysBarcelona  
#

BARCELONA  
INTERNATIONAL  
COMMUNITY  
DAY

EN

# ANNUAL RE PO RT

2019

PREMIUM SPONSOR

**B** Sabadell

MEDIA PARTNER

LAVANGUARDIA

SPONSORS

Allianz  Care

 BISA

 eres Relocation Services

PagePersonnel

# VISITOR'S PROFILE

**4,023**  
registered visitors

**133**  
countries of origin



## VISITORS' COUNTRIES OF ORIGIN

1	France	7.7%
2	Italy	7.1%
3	United States of America	6.7%
4	United Kingdom	6.6%
5	Peru	4.6%
6	Germany	4.6%
7	Colombia	4.4%
8	Venezuela	4.3%
9	Argentina	4.2%
10	Mexico	4.0%

## ORIGIN OF VISITORS BY CONTINENT

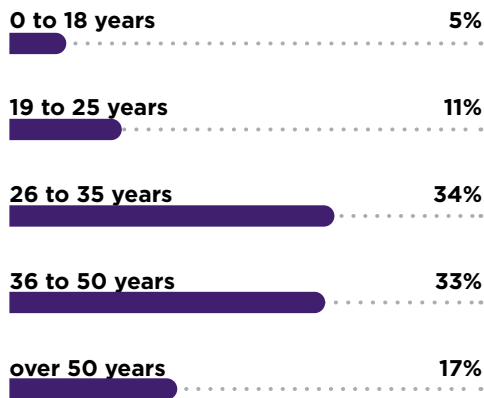
Europe*	47.5%
America	41.2%
Asia	8.2%
Africa	2.3%
Oceania	0.8%

**76.7%**  
foreigners

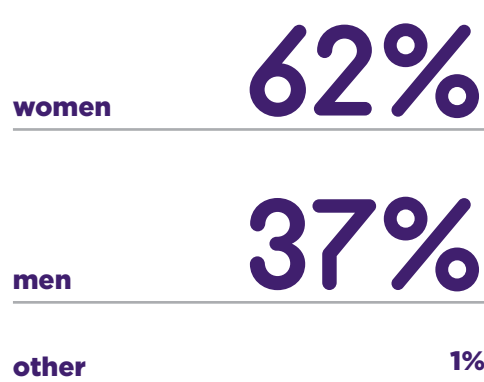
\*(excluding Spain)



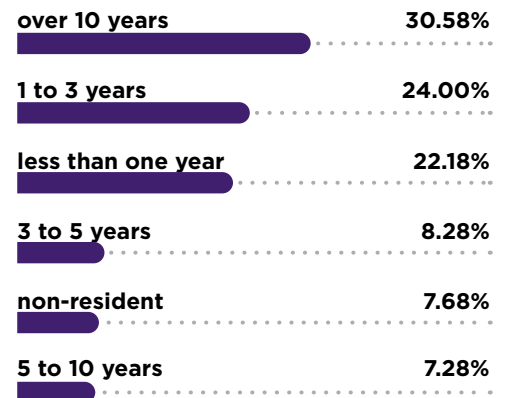
## AGE OF VISITORS



## GENDER OF VISITORS



## LENGTH OF TIME LIVING IN BARCELONA



# ACTIVITIES

## ACTIVITY STATISTICS

**57**  
activities

**38**  
capsules,  
workshops and  
round tables

**6**  
cultural and  
entertainment  
activities

**10**  
children's  
activities

**3**  
networking  
activities

## TOPICS

The BICD activities focused on the following areas:

### PERSONAL LANDING

Useful information and services for newcomers looking to settle in Barcelona, either alone or with their family.

### WORK & BUSINESS

Resources, contacts, ways of doing things, key players providing support for

investment, doing business or setting up a company, as well as for finding a job or developing professional skills through training and/or activities.

### ENJOY & PARTICIPATE

Information and resources for discovering the city's attractions, the scope of cultural and leisure opportunities, including artistic, sports and social activities.

### NETWORKING

Dynamic networking and various meeting points for making contacts.

### ENTERTAINMENT

Entertainment for everyone, with a varied culinary offer.



# EXHIBITORS

The fair featured **82 exhibitors:**

## LEISURE ACTIVITIES AND SPORTS CENTRES

Barcelona Universitari Club - BUC



Club Natació Barcelona



Diputació de Barcelona



Institut Barcelona Esports



Turisme de Barcelona



## HEALTHY FOOD

Associació Celiacs de Catalunya



Mercats de Barcelona



obbio



## INSURANCE, MEDICAL AND HEALTH SERVICES

Allianz Care



DKV Health



Fortefis / Ergo Office



Healthcare Barcelona



Sanitas Poblenuu



Therapy in Barcelona



Turó Park Dental & Medical Center



## PROFESSIONAL OR BUSINESS ASSOCIATIONS

Asociación de Organizadores Profesionales de España - ACOPE



ASODAME - Club BPW-BCN (Business Professional Women)



De Kring, Nederlandse Business Club



Professional Women's Network (PWN) Barcelona



Red Global MX Barcelona



SIETAR Spain (Society for Intercultural Education, Training & Research)



Studentfy



## SOCIAL AND CULTURAL ASSOCIATIONS

Asociación Armenia de Cataluña Ararat



Ateneu Barcelonès



Barcelona Women's Network (BWN)



Barcelone Accueil - Cercle des Français



Casa Russa a Catalunya [Catalan Russia House] Cultural Association



Europeans in Catalonia



Fundació Institut Confuci de Barcelona



InterNations



Union des Français de l'Étranger



## PRIMARY AND SECONDARY EDUCATION

Akua school



American School of Barcelona



Benjamin Franklin International School



Deutsche Schule Barcelona



ES International School



European International School of Barcelona



Hamelin-Laie International School



Lycée Français de Barcelone



Lycée Français de Gavà Bon soleil



NACE Schools



Oak House School



Language Surfing



Scuola Italiana di Bacellona



Languages4Life



SEK Catalunya International School



World Class Barcelona Language School



St. Patrick's International School



St. Peter's School Barcelona



## HIGHER EDUCATION

EAE Business School



BCN Business Services



Harbour. Space University



Cámaras de Comercio Europeas en Barcelona



La Salle - Ramon Llull University



Crystal Finance



L'IDEM Creative Arts School



Integra Advisers



Smmart Services



UHY Fay & Co



## THE MEDIA

Barcelona Metropolitan



Expatica



## REAL ESTATE, RELOCATION AND MOVING SERVICES

Diagonal International Moving



eres Relocation



Expat.com



Inèdit Barcelona



Inspire Boutique Apartments



Lucas Fox International Properties



Radix



## CULTURAL SERVICES

Barcelona Cultura



Bricks 4 Kidz®



Centre de Normalització Lingüística de Barcelona



## RECRUITMENT SERVICES

Barcelona Digital Talent



Page Personnel



Talent Search People



## LANGUAGE SERVICES

Escoles Oficials d'Idiomes de Barcelona



Audioprojects



Kingsbrook Idiomas



Getaround



## FINANCIAL, LEGAL AND BUSINESS SERVICES

Balcells Lawyers Group



Banc Sabadell



BCN Business Services



Cámaras de Comercio Europeas en Barcelona



Crystal Finance



Integra Advisers



Smmart Services



UHY Fay & Co



## REAL ESTATE, RELOCATION AND MOVING SERVICES

Diagonal International Moving



eres Relocation



Expat.com



Inèdit Barcelona



Inspire Boutique Apartments



Lucas Fox International Properties



Radix



## OTHER

Ajuntament de Barcelona - Barcelona Activa



Barcelona LGBTI Centre



Audioprojects



Getaround



# PROMOTION & IMPACT

Barcelona City Council's publicity campaign for the event was aimed at professional newcomers resident in the Barcelona area, living in the city with their families either temporarily or permanently. The campaign was divided into five main areas: the purchase of advertising spaces in local and international media (press and digital media), external spaces belonging to Barcelona City Council itself, social media, website and printed publicity materials.

**INSERTIONS IN THE LOCAL AND INTERNATIONAL PRESS FOR AN AUDIENCE OF**

**501,650** people

**INSERTIONS IN LOCAL AND INTERNATIONAL GENERAL AND LEISURE DIGITAL MEDIA**

**1,837,000** impressions

**PROGRAMMATIC ADVERTISING SEGMENTED BY TARGET AUDIENCE**

**850,000** impressions



**SEGMENTED ADVERTISEMENTS ON FACEBOOK, INSTAGRAM, TWITTER AND LINKEDIN**

**139,754** impressions

**EXTERNAL MEDIA**

**220,440€** estimated value

**900**  
outdoor flag banners around the city

**90**  
illuminated advertising panels all over the city

**11**  
LED screens on La Rambla kiosks





# SPECIAL THANKS

We would like to thank the following organisations for their support, which makes BICD possible:

Premium sponsor

**Sabadell**

Sponsors

Allianz  Care  BISA  eres  Page Personnel

Knowledge partners

 everis  ffh  fundació Factor humà  MERCER MAKE TOMORROW, TODAY

Media partner

**LA VANGUARDIA**

Media collaborators

 Metropolitan  barcinno  equinox

**Host ambassadors:** Anjalina Chugani, Fadima Diawara, Jean-Philippe Charles, Julieta Alberio, Peter Sotirakis.

**Volunteer students** from schools representing the Barcelona International Schools Association (BISA).

All the people who have selflessly participated as **speakers** or **moderators** or **have given testimonials** for the programme of activities.

The **Both. People & Comms** team for their full implication organising this project.

# PROMOTER

BICD is promoted by Barcelona City Council's **Department of City Promotion**. Many people and organisations contribute to its success through their involvement



# KEY FIGURES

4,023

registered visitors

76.7%

foreigners

57

activities

133

countries of origin

23.3%

nationals

132

speakers and experts

# FEEDBACK

From exhibitors  
(out of 10)

8.2

on BICD  
in general

From participants  
(out of 10)

8.3

on the activities  
(conferences,  
round tables, ...)

9.3

on the networking  
activities

Did you enjoy BICD?



76%



16%



3%



5%