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BARCELONA

INTERNATIONAL  
COMMUNITY

DAY

Annual  
Report  
2017



Barcelona  
City Council





## Mix in with Barcelona







## CONTENTS

01   Consolidation of Barcelona International Community Day	<b>4</b>	06   Evaluation and testimonials	<b>16</b>
02   Key figures	<b>5</b>	07   Event images	<b>18</b>
03   Visitors profile	<b>6</b>	08   Official opening	<b>22</b>
04   The fair and the exhibitors	<b>8</b>	09   Promotion and impact	<b>24</b>
05   Activities	<b>13</b>	10   Other events and programmes for the international community	<b>28</b>

## 01 | CONSOLIDATION OF THE BARCELONA INTERNATIONAL COMMUNITY DAY



On 21<sup>st</sup> October 2017 the Barcelona Maritime Museum hosted the fourth edition of the Barcelona International Community Day (BICD), an event for the community of foreign residents in the area of Barcelona.

The BICD's wide-ranging programme of activities and its exhibitors fair attracted more visitors than the previous edition, with over 4,500 people from 121 countries, with very diverse profiles.

There were also more exhibitors than in the previous edition. 77 institutions, companies, international schools, associations and clubs.

The BICD is an event promoted by the Barcelona City Council, through Barcelona Activa, and the initiative is attracting a growing number of exhibitors and visitors.

Barcelona is the only city in Spain to organise a project of this kind. And it is not just an isolated event, as a calendar of activities addressed at international talent is organised throughout the year.

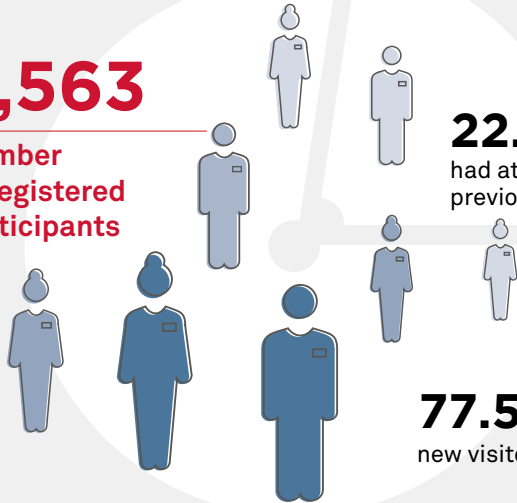


## 02 | KEY FIGURES

The figures show the success of the fourth edition:

**4,563**

Number of registered participants



**121**

countries of origin

**39**

activities

**24** conferences, informative sessions and panel discussions

**10** entertainment activities

**5** networking activities



**50**

keynote speakers and experts

**77**

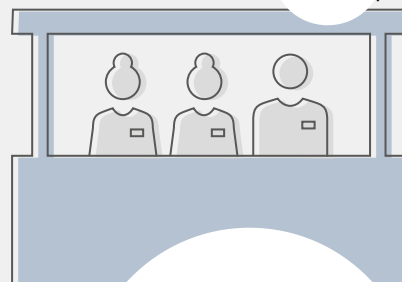
exhibitors

**6** premium stands

**41** basic stands

**13** education showroom

**17** information points



**7.9**

Visitors' level of satisfaction (out of 10)



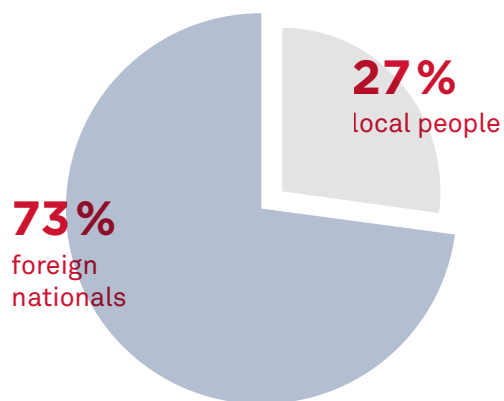
**8.2**

Exhibitors' level of satisfaction (out of 10)

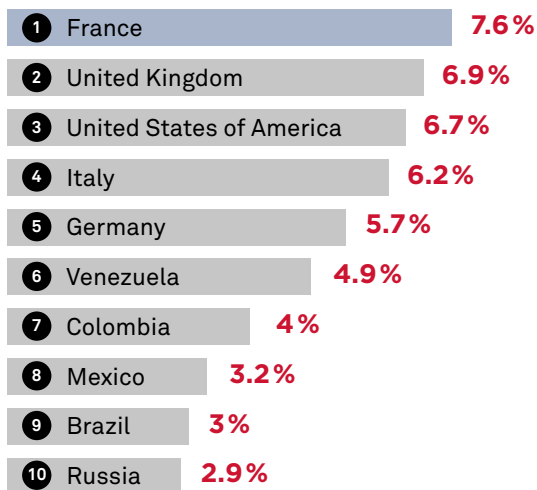


## 03 | VISITORS PROFILE

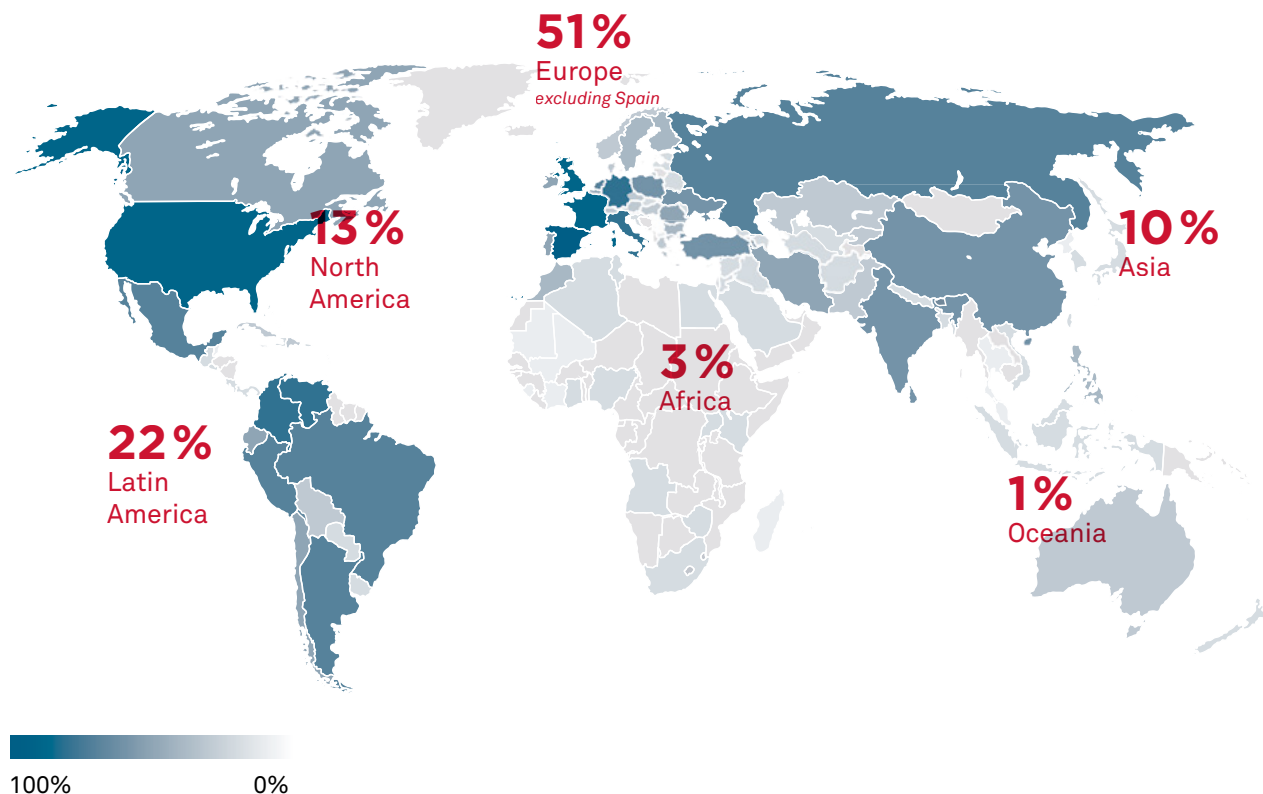
OVER 4,500 PEOPLE FROM 121 COUNTRIES REGISTERED



RANKING OF VISITORS' COUNTRIES OF ORIGIN

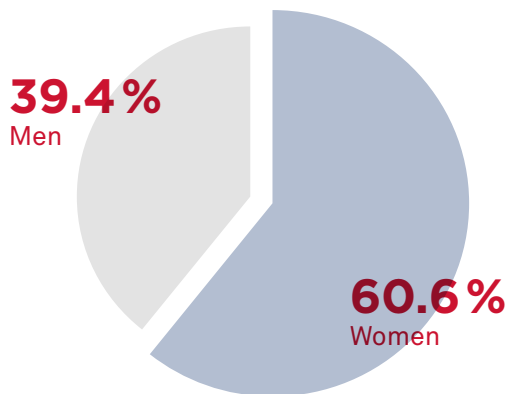


VISITORS ORIGIN



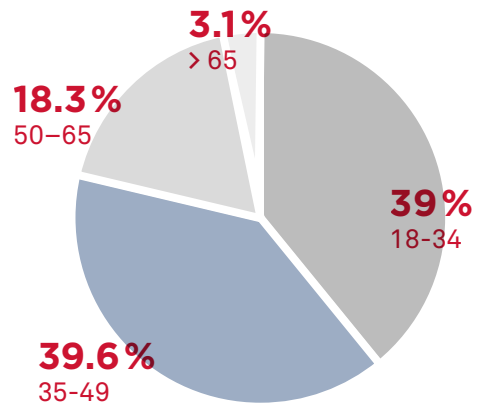


## VISITORS BY GENDER



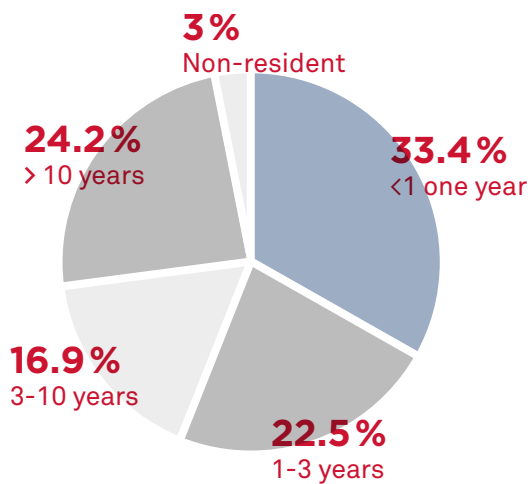
## VISITORS BY AGE

78.6% of visitors were between 18 and 49 years old. The age distribution was as follows:



## FOREIGN VISITORS' LENGTH OF RESIDENCE IN BARCELONA

56% of foreign visitors arrived to Barcelona less than 3 years ago.



## REASONS WHY VISITORS CAME TO LIVE IN BARCELONA



## 04 | THE FAIR AND THE EXHIBITORS

The exhibitors fair attracted a total of **77 exhibitors**.

### TYPE OF STAND

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There were four kinds of stand, according to the type of exhibitor:

- 1** Premium stands, with a promoter and five sponsors
- 2** Basic stands, with 41 companies and organisations
- 3** Education showroom with 13 international schools
- 4** Information points, with 17 non-profit associations





## EXHIBITORS

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The exhibitors that took part in the BICD **were companies, organisations and associations** that offer products and services, organise activities or provide resources and information that are especially useful or aimed at the city's international community and make their integration and interaction with local people easier.

The exhibitors were chosen to ensure a diverse **selection and representation**.

The exhibitors, by category, were as follows:

### Financial, legal and business services

Balcells Group	Lawyers and legal services
Banc Sabadell	Banking and financial services
Fabrick Gracia	Coworking
Integra Advisers	Business consulting
Net Craman Abogados	Lawyers and legal services
The Spectrum IFA Group	Financial services
UHY Fay & Co	Business consulting
Wicklow Tax Advisors	Taxation advice

### Real estate and relocation services

ATIPIKA Barcelona, Real Estate	Real estate services
BRS Relocation Services	Relocation services
Inspire Boutique Apartments	Real estate services
LUCAS FOX International Properties	Real estate services

### Insurance, medical and health services

Allianz Worldwide Care	Insurance
Clínicum	Insurance
Fortefis / Ergo Office	Health services
Sanitas Poblenou	Insurance
TripMedic	Medical services
Turó Park Medical Center	Medical services
Vitalia Quiropractica	Health services

## Recruitment services

Catenon	Consulting and recruitment
Loftus Bradford – Executive Search	Consulting and recruitment
Page Personnel	Consulting and recruitment
Talent Search People	Consulting and recruitment

## Cultural services

Barcelona Cultura – Barcelona Institute of Culture (ICUB)	Cultural activities and services
Biblioteques de Barcelona (Barcelona Libraries)	Reading and other cultural services
Bricks 4 Kidz	Educational services for children
Linguistic Normalisation Consortium (CNL)	Catalan culture and language

## Language services

BCN Lip	Language school
Barcelona Official Language Schools	Language school
Kingsbrook Idiomas	Language school
Languages 4 Life	Language school
Ontranslation	Translation services
SpanishZoom	Language school

## Leisure activities and sports centres

Catalònia Hoquei Club	Sports club
Club Natació Barcelona	Sports club
Barcelona Sports Institute	Fostering sport and sports facilities
Physiotherapy Barcelona & Running Barcelona	Sports club
Barcelona Tourism / Barcelona Provincial Council	Tourist information and services



### Primary and Secondary Education:

American School of Barcelona	International school
Benjamin Franklin International School	International school
Barcelona Education Consortium	Public schools network
Deutsche Schule Barcelona (German School)	International school
ES International School	International school
Gresol International - American School	International school
Hamelin-Laie International School	International school
Lycée Français de Barcelone	International school
Lycée Français de Gavà Bon Soleil	International school
Oak House School	International school
Scuola Italiana di Bacellona	International school
SEK Catalunya International School	International school
St. Peter's School Barcelona	International school
The British College of Gavà	International school

### Higher education

EADA Business School Barcelona	Business school
Epitech	Technology and innovation school
FEDA German Business School - EDU Institute of management and technology	Business school
La Salle-Ramon Llull University	University
L'IDEM Creative Arts School, France / Barcelona	Multimedia school

## Professional and business associations

<b>ACEGAL, Catalan business association for gays and lesbians</b>	Business association
<b>ASODAME-Club BPW-BCN (Professional Business Women)</b>	Professional association
<b>International Yoga Teachers Association (IYTA)</b>	Professional association
<b>CEEAC, Chamber of entrepreneurs and business people</b>	Business association
<b>COWOCAT - Catalan Coworking Association</b>	Business association
<b>Professional Women's Network (PWN) Barcelona</b>	Professional association
<b>Red Global MX (Qualified Mexicans Abroad) Barcelona Chapter</b>	Professional association
<b>Servicio Filipino</b>	Professional association
<b>Union des Français de l'Étranger</b>	Professional association

## Social and cultural associations

<b>Casa de Rússia a Catalunya, cultural association</b>	Cultural association
<b>Barcelona Women's Network (BWN)</b>	Social association
<b>Casa degli Italiani di Barcellona</b>	Cultural association
<b>Club Suizo de Barcelona</b>	Social association
<b>InterNations</b>	Social association

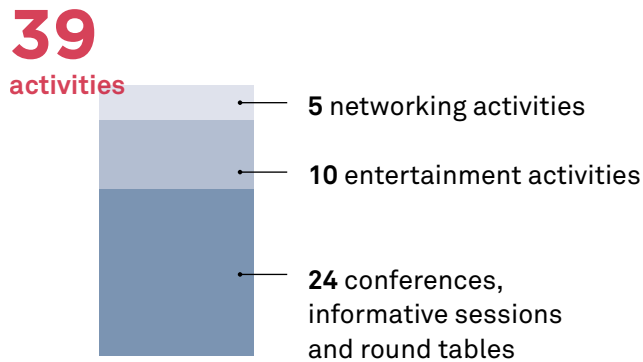
## Others

<b>Barcelona City Council - Barcelona Activa</b>	Municipal government
<b>Avancar</b>	Carsharing service
<b>Barcelona Metropolitan</b>	Media
<b>Bicing</b>	Municipal bike sharing service
<b>Barcelona Markets</b>	Municipal fresh food markets

# 05 | ACTIVITIES

## FACTS AND FIGURES

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## TOPICS

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The BICD's activities were focused on the following topics:

### Personal landing

Useful information and services for people arriving in Barcelona and looking to set up their home, either alone or with their family.

### Enjoying the city

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

### Working and doing 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.

### Networking

Active networking and meeting points, for face-to-face meetings.

### Entertainment

Activities for everyone, with a wide culinary offer.



## ACTIVITIES BY TOPICS

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<p><b>Personal landing</b></p>	<p>INFORMATIVE SESSION “Key financial issues for getting started in Barcelona”, by Banc Sabadell</p> <p>INFORMATIVE SESSION “Moving to Barcelona: expectations versus reality”, by BRS Relocation Services</p> <p>INFORMATIVE SESSION “The ABCs of taxes in Spain: advantages and characteristics”, by Net Craman Abogados</p> <p>INFORMATIVE SESSION “How does healthcare work in Catalonia?”, by Clínicum</p> <p>INFORMATIVE SESSION “Challenges, changes and opportunities in the real estate sector in the Barcelona area”, by ATIPIKA Barcelona, Real Estate</p> <p>PANEL DISCUSSION “LGBTI community in Barcelona”, moderated by Barcelona Activa</p> <p>PANEL DISCUSSION “New city, new school: tips for choosing wisely”, moderated by MumAbroad</p> <p>INFORMATIVE SESSION “Living abroad: ideas to help you enjoy it and make it your home”, by Mercedes Segura</p> <p>WORKSHOP “Volunteering for Catalan language”, by the Consorci per a la Normalització Lingüística</p>
<p><b>Working and doing business</b></p>	<p>INFORMATIVE SESSION “Creating your personal brand to find a job”, by English with Impact</p> <p>WORKSHOP “How to speak in public and not die trying”, by Prestigious Speakers – Toastmasters International</p> <p>PANEL DISCUSSION “Barcelona welcomes professional women”, moderated by the Professional Women’s Network Barcelona</p> <p>INFORMATIVE SESSION “Entrepreneurial Barcelona: How to start a business?”, by Barcelona Activa</p> <p>INFORMATIVE SESSION “International mobility of professionals and investors”, by OMB Immigration</p> <p>PANEL DISCUSSION HOSTS 2017 “Working in Barcelona: sharing experiences”, moderated by aPortada Comunicació</p> <p>PANEL DISCUSSION “Made-in-Barcelona Environments: incubators, coworkings, accelerators”, moderated by Barcinno Media</p> <p>INFORMATIVE SESSION “Preparing for Brexit”, by The Spectrum IFA Group</p>
<p><b>Enjoying the city</b></p>	<p>INFORMATIVE SESSION “Enjoying Barcelona as a family”, by Mammaproof</p> <p>INFORMATIVE SESSION “Improving your quality of life”, by Martina Vysluzilova</p> <p>PANEL DISCUSSION “New city models: sustainable mobility”, moderated by Strategic Barcelona Metropolitan Plan</p> <p>INFORMATIVE SESSION “Articket, the best art in Barcelona with just one ticket”, by Grup Articket</p> <p>WORKSHOP “Vermouth: a Catalan tradition”, by VadeVermut</p> <p>INFORMATIVE SESSION “Discover the cultural offering in Barcelona”, by the Barcelona Institute of Culture (ICUB)</p> <p>INFORMATIVE SESSION “Running in Barcelona: where and how to start doing sport”, by Physiotherapy Barcelona</p>

<b>Networking</b>	NETWORKING	Three Speed Networking activities, run by aPortada Comunicació
	NETWORKING WITH HOSTS 2017	“Coffee with...”, run by aPortada Comunicació
	NETWORKING SPACE	Put down roots, creative networking trees
<b>Entertainment</b>	CHILDREN'S ACTIVITIES	“Printing workshop”, by El Culturista
	CHILDREN'S ACTIVITIES	“Making a puppet”, by Comeet
	CHILDREN'S ACTIVITIES	Two “face painting” sessions, sponsored by Barcelona International Schools Association (BISA)
	CHILDREN'S ACTIVITIES	“Robotics workshop”, led by LEGO Education ROBOTIX and sponsored by Barcelona International Schools Association (BISA)
	CHILDREN'S ACTIVITIES	“Unlimited fun with LEGO® Bricks”, by Bricks 4 Kidz®
	CHILDREN'S ACTIVITIES	“Magic workshop”, by La Magia de Albert Llorens, sponsored by the FLG Association of LGTBI Families
	WORKSHOP	“Yoga as a part of daily life”, by the International Yoga Teachers Association, IYTA
	MUSICAL ACTIVITY	“Coral Barcelona Rainbow Singers”
	MUSICAL ACTIVITY	“Rumba Catalana”, by Aires de Rumba

## VENUES

- Four rooms for conferences, informative sessions, panel discussions and workshops
- Playroom for children's activities and games
- Stage for music performances
- Agora for informal networking and rest area
- Networking area: Put down roots, creative networking trees
- Culinary space, food truck and craft beer



## 06 | EVALUATION AND TESTIMONIALS

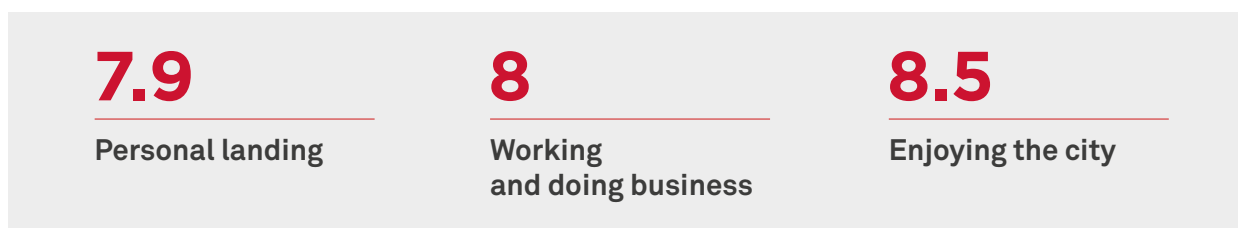
Here are the results of the ratings provided by visitors through an anonymous online questionnaire. The ratings provided by exhibitors and participants for the programmed activities are also included. The scores are the average of the results, out of a maximum of 10 points.

22.5% of visitors to the BICD had already been to a previous edition, while 77.5% were attending for the first time. Firstly, this means that the event's campaign and attracting visitors are a success year after year. It also means that 22.5% of visitors still consider that the event is a good reference point for the whole international community, a chance to make new contacts and get up-to-date information about what's going on in the city.



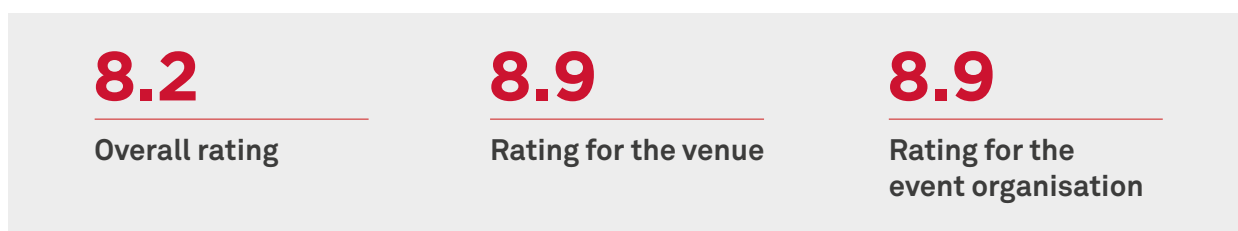
### VISITOR RATINGS

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### EXHIBITOR RATINGS

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Statements from participants, derived from in-situ activity questionnaires and the online questionnaires sent to exhibitors:



*Barcelona doesn't stop. Congratulations to the City Promotion team in the City Council!!*



*It was really interesting overall. I will come again next year.*

*It could be more informative with more space. In general, all good!*



*Perfect for new arrivals in Barcelona. Thank you.*



*I came here 13 years ago now, and there wasn't such a resource then. And I really wish there had been because I think that it would have helped me to make contacts, to get in touch with different organizations, to know a little bit more about where to turn professionally or personally. I think it gives a lot of ideas and inspiration to people.*

*I think this International Community Day is really useful because I've been here for one year but I still need more information to discover different things in the city.*

*It's a good opportunity to make contacts that may come in useful in the future and condensed into a small space.*



*I like that Barcelona has these types of initiatives with people that come here from other places to live, study, work... The cultural diversity is amazing and I think that it enriches us all.*



*I think that Barcelona is already a very international city, just as well-known as the brand that it has. I mean everybody in the world knows this city, probably since the Olympics. So, it has done a very good job positioning itself lately as a hub of innovation, technology and start-ups. Here in Europe it's actually becoming one of the 5 top ecosystems in the continent for attracting talent and innovation. And I think that the easier it becomes to do business here, whether it's investment or attracting talent, the better Barcelona will be.*



*We were happy with the organisation and management of the event. People were interested in our services and we were able to sign up new members.*



*Congratulation on the great work accomplished.*



*Good feedback, well organized, nice venue.*



*The fair was fantastic all around. Well organized and well put together.*

# 07 | IMAGES

## CONFERENCES

Throughout the day, informative sessions, conferences, panel discussions and workshops were carried out in specially prepared rooms.





## EXHIBITORS

77 companies, institutions, schools and associations exhibited in the 2017 edition, 15% more than the previous year.





## NETWORKING

Three active networking activities were carried out, a coffee with the hosts for the year, and a creative networking area was designed where people could exchange services throughout the day.





## AGORA AND CULINARY SPACE

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## LUDOTECA AND CHILDREN'S ACTIVITIES

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## WORKSHOPS AND MUSICAL PERFORMANCES

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## 08 | OFFICIAL OPENING



The BICD's opening was presided over by the **Deputy Mayor for Enterprise, Culture and Innovation, Mr Jaume Collboni**

Various **consuls and representatives from the city's foreign institutions** also attended.



 Director of the German Chamber of Commerce	 The head of Economy and Trade from the United Arab Emirates Consulate	 The Deputy Consul of Mexico
 The president of KDF, <i>Kreis Deutschsprachiger Führungskräfte</i>	 The Consul General of Ecuador	 The Deputy Director of the Netherlands Trade Office
 The Deputy Consul of the Republic of Argentina	 The US Consul for Political Affairs	 The Consul General of Peru
 The Secretary of Argentina's Chamber of Commerce	 The Vice President of the Spanish-Finnish Chamber of Commerce	 The Advisor to the Consul of Portugal
 The Trade Delegate from the Austrian Trade Office	 The director of the French Chamber of Commerce	 The director of Trade & Investment at British Consulate in Barcelona
 The Deputy Consul of Brazil	 The Consul General of France	 The regional vice president of the British Chamber of Commerce in Spain
 Director of the Quebec Office	 The Honorary Consul of Greece	 The Economic Consul of Romania
 The Consul General of Colombia	 The Consul General of Hungary	 The President of the Spanish-Russian Chamber of Commerce
 President of the Colombo-Catalan Chamber of Commerce	 The Consul General of Italy	 The Swiss Consul for Consulate Affairs
 The Consul General of El Salvador	 The Secretary General of the Italian Chamber of Commerce	 The Consul General of Ukraine
 The Consul General of the United Arab Emirates	 The Consul General of Japan	

The BICD was promoted by Barcelona City Council, through Barcelona Activa, with the involvement of numerous organisations and people who contributed to its success and dissemination. This includes the outstanding support of Banc Sabadell, as a premium sponsor, and the sponsorship of: Allianz Worldwide Care, Atipika Barcelona, Barcelona International Schools Association (BISA), BRS Relocation Services and Net Craman Law Firm. The event's media partner was La Vanguardia.

All the previous sponsors returned for the 2017 edition, in addition to a one new: Net Craman Law Firm. We thank them for their joint commitment to making Barcelona a more welcoming city for talent and the international community.

The organisation and production of this year's edition was supported by the services of aPortada Comunicació and the technical management of Focus.



**Promotional team: Department of City Promotion Barcelona Activa - Barcelona City Council**



**Representatives of BICD sponsors, with Deputy Mayor, Mr Jaume Collboni**



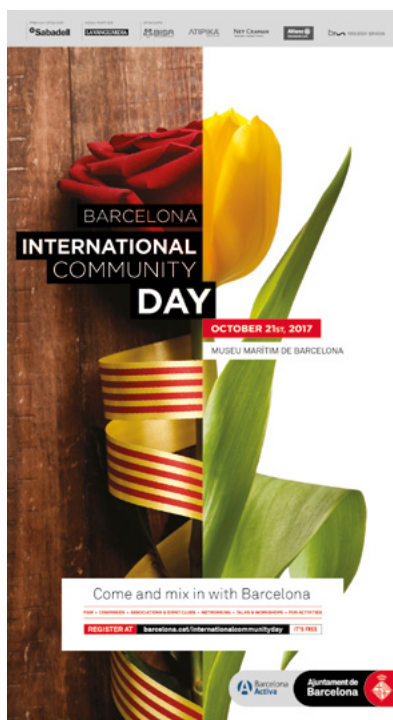
## 09 | PROMOTION AND IMPACT

The promotion of the event was carried out through a communication campaign aimed at professional expatriates resident in the area of Barcelona, who are living with their families, either temporarily or permanently, in our city .

The campaign focused on four main areas: publicity (press, outdoor and digital), social networks, websites and other materials.

» The financial investment in the campaign and the production of materials was €131,201.51

### MASTER CREATIVITY





## ADVERTISING

### Press

Media related to the campaign's target population were selected:

- The La Vanguardia newspaper. 2 full-page inserts
- Time Out magazine: 1 half-page insert
- Metropolitan magazine: 1 full page insert
- BCNMÉS magazine: 1 back-page insert

### Outdoor advertising

Due to its penetration and notoriety among the target population and its ability to impact on a large number of people in a short period of time.

- Illuminated advertising panels: 50 in Renfe railway stations and 25 in Ferrocarrils de la Generalitat stations (city and local network)
- Posters: 140 inside Ferrocarrils de la Generalitat (FGC) train carriages
- Flag banners: 300 flag banners for 15 days on the following streets:
  - Avinguda Diagonal (between Aribau and Passeig de Gràcia)
  - Carrer València (between Pau Claris and Bailèn)
  - Avinguda Madrid (between Numància and Galileu)
  - Ronda Sant Pere (between Passeig Sant Joan and Roger de Llúria)
  - Carrer Mallorca (between Sicília and Padilla)

» This pennant circuit has an estimated economic impact of €36,375

### Digital press

For its capacity for socio-demographic segmentation and its dissemination and viral characteristics, making it possible to achieve good cover.

- Pop-ups, articles and mega banners in specialised international media
- Articles in international media newsletters
- Mailings sent from specialised media to 54,500 contacts

## SOCIAL NETWORKS

Sponsored adverts in Facebook, Instagram, Youtube, LinkedIn and Twitter.

- » 4,568,923 reactions
- » 17,974 clicks on the website
- » 209,874 views
- » 88,322 interactions on social media

Continual actions on social media aimed at the international community were carried out throughout 2017, and intensified during the month and a half prior to the event.

The actions taken on social media attracted 3,362 new users to the website (13% more than the previous year).

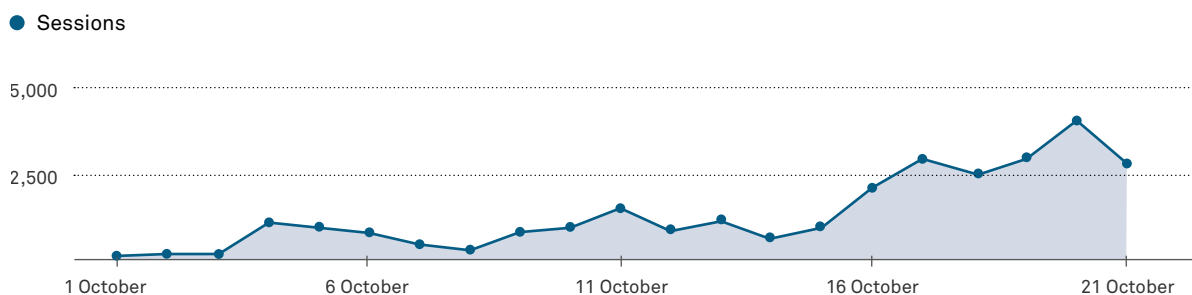
- **Facebook:** This is the platform that worked best, generating 40% of the total website traffic and a greater scope for communication.
- **Twitter:** it doubled its results from the previous year, with a record 31% of website traffic.
- **LinkedIn:** this is the network that provided greater quality of visits, with a lower percentage of bouncing and a larger percentage of longer reading than the rest of the social ecosystem.
- **Instagram (@barcelonaicd):** this is the social network that gained the most in terms of the ratio of followers (+11%) compared to the rest; being the only social network for the event itself. It also generated double the website traffic with respect to 2016, and this also improved qualitatively by reducing the percentage of bounces and doubling the session times.





## WEBSITE

In October, the website registered a total of 22,749 users, more than double the figure for the previous year (half of which are new users) and a total of 4,563 people from 121 different countries registered for the event.



## OTHER PROMOTIONAL MATERIALS

### Flyers and posters

Nearly 14,000 promotional flyers and 900 posters were printed. They were distributed to the city's main international organisations and schools, student residences, universities, business schools, etc.

### Videos

Five host videos were produced, a new figure for the fourth edition of BICD. They were by Philippe Delespesse (Belgium), Tomás Díez (Venezuela), Ma Kexing (China), Gaëlle Patin Laloy (France) and Mohamed Soulimane (Morocco), five people from various countries who arrived in Barcelona years ago. They settled here in various professional activities and now they all feel that the city is their home.

### Programmes

Production of 3,150 fair catalogues, in English, Catalan and Spanish, handed out during the event.

### Promotional bags

3,000 bags handed out during the day.

### Others

Banners on various Barcelona Activa and Barcelona City Council web pages and communications in Barcelona Activa newsletters, with around 30,000 subscribers.





## 10 | OTHER EVENTS AND PROGRAMMES FOR THE INTERNATIONAL COMMUNITY



The BICD was the culmination of a whole series of activities and programmes that the Department of City Promotion organised throughout the year, aimed at the city's international economic community. Many of these activities were free and held in English. Other actions carried out in 2017 for this community included:

- **Expat Breakfast:** informative sessions on subjects that concern the international community, held early in the morning and followed by a networking breakfast.
- **Active networking:** Guided business networking meetings concerning various subjects of interest and aimed at members of the international community.
- **Discover Barcelona Business Tours:** guided technical visits to show the city's main assets and the facilities and services that may be of interest to the city's international community.
- **Catalan for business:** a course in basic Catalan, aimed at international talent, focusing on the world of business and companies and jointly organised with the Consorci per a la Normalització Lingüística (CPNL).



- **Package of Barcelona Activa services offered in English** in the areas of entrepreneurial support and setting up companies, employment and professional training.
- **Business and technical focus groups:** meetings with management and professional personnel from foreign companies established in the area of Barcelona, with the aim of creating loyalty and involvement, facilitating expansion and growth, and gaining first-hand knowledge of their reality.
- **Economic and thematic seminars and presentations** presentations on request for organisations or various groups from Barcelona's established international community that have an area of special interest. Ranging from a generic presentation on the recent evolution of Barcelona's urban economy, its main city projects, its economic structure and its most dynamic sectors, etc. to a more specific session centred on a particular project or activity sector.



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