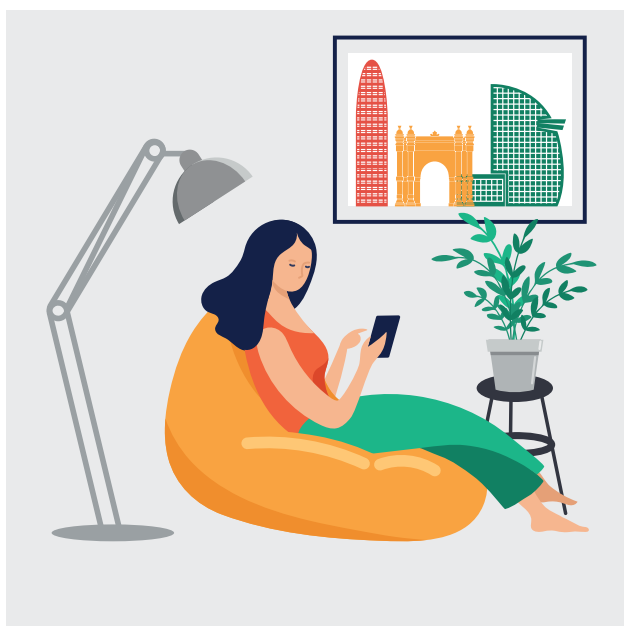
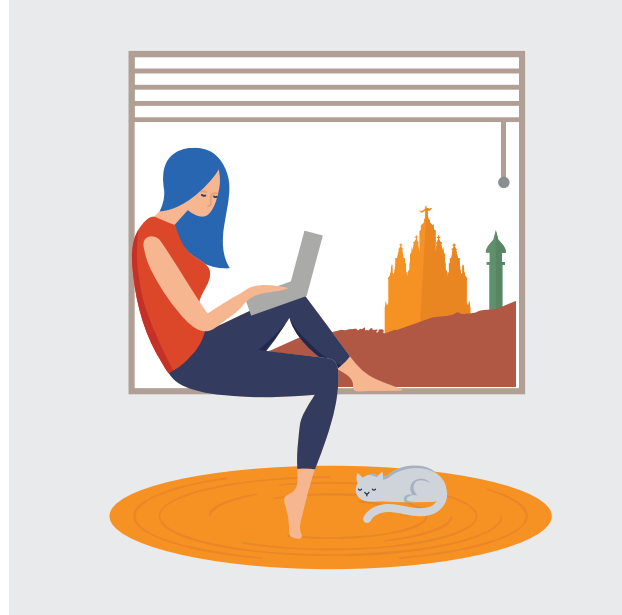


**19 - 23**  
**October 2020**

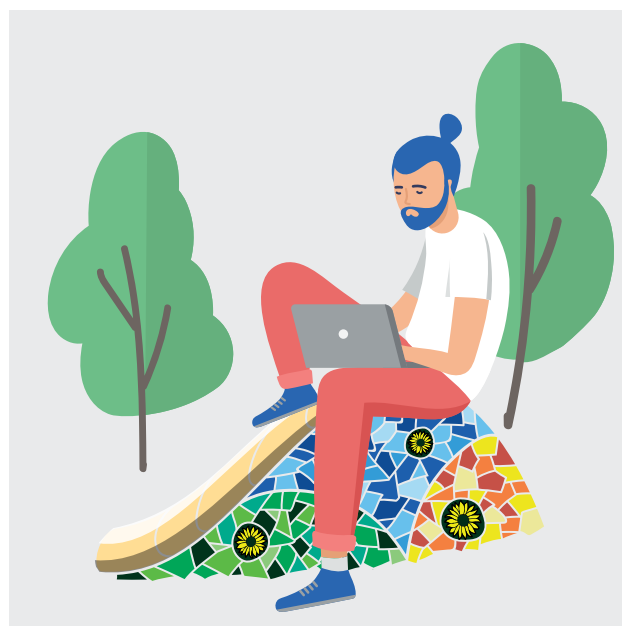
[barcelona.cat/expatweek](https://barcelona.cat/expatweek)  
#BarcelonaExpatWeek



**REPORT**  
**2020**

Connect to the  
**talent ecosystem**

**BARCELONA**  
**EXPAT**  
**WEEK**



Ajuntament de  
**Barcelona**

# Barcelona Expat Week: the meeting point for Barcelona's international community

The week of **19 to 23 October 2020** saw the first edition of **Barcelona Expat Week**, a hybrid, digital and face-to-face event that drew in over **2,600 people** becoming Barcelona's largest international gathering of the year.

The event was held on a **cooperative and innovative virtual platform** which played host to 34 digital activities and, what is more, served to provide other useful resources, encourage contacts and share knowledge.

Being a fair aimed at Barcelona's international community, Barcelona Expat Week represented a step forward from its predecessor, the Barcelona International Community Day (BICD), in **bringing together and highlighting international talent**.

As part of the **'Barcelona, City of Talent'** government measure by **Barcelona City Council**, this initiative positions Barcelona as an open city which attracts, welcomes and looks after international talent.

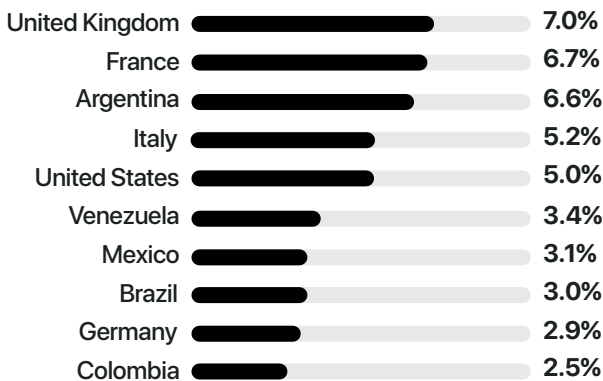


## Key figures

**2,634** PEOPLE REGISTERED



**130** Countries of origin



Foreign nationalities with the highest participation



SPEAKERS

**100**

from 27 different countries

ACTIVITIES

**39**

Planned activities

**4.5/5**



Average rating by participants

RATING

**70**

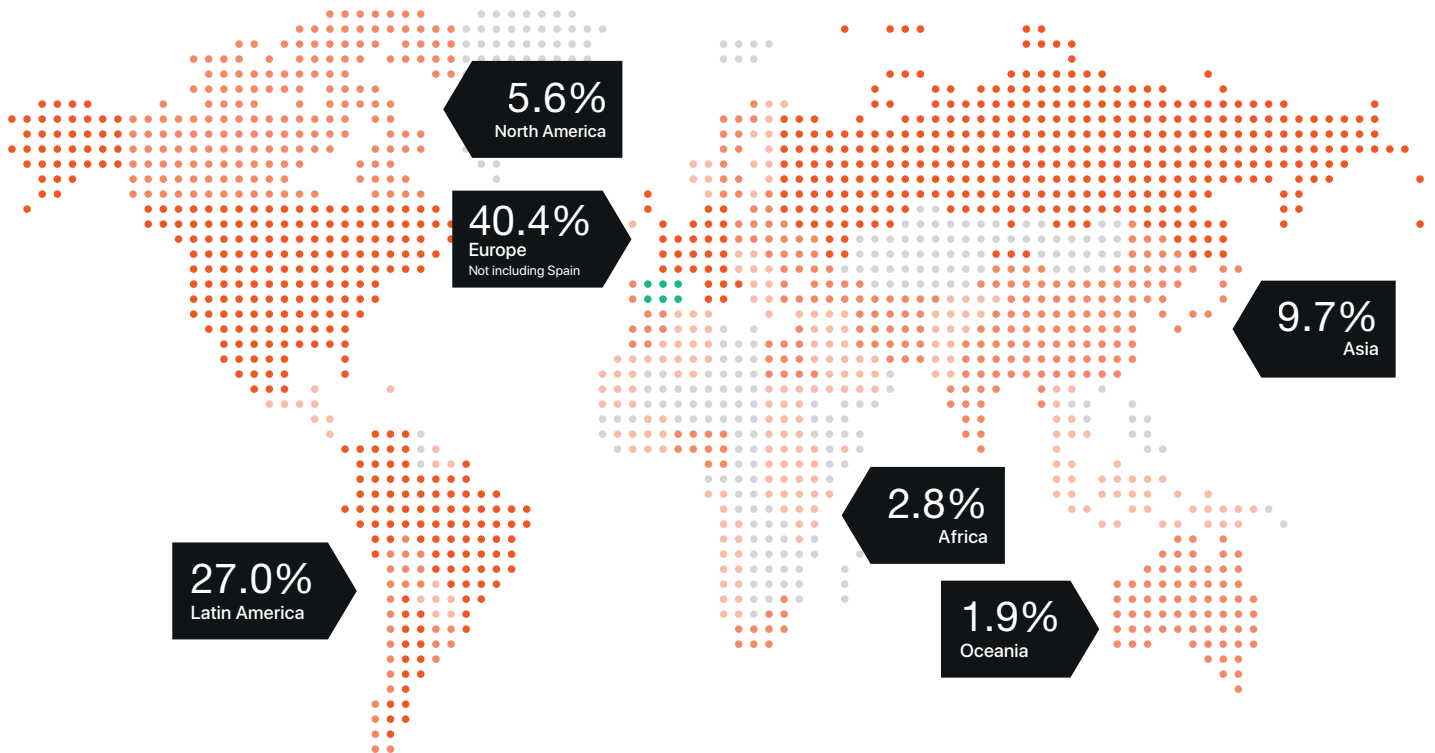
collaborating businesses and organisations

COLLABORATION

# Profile of people registered for the event

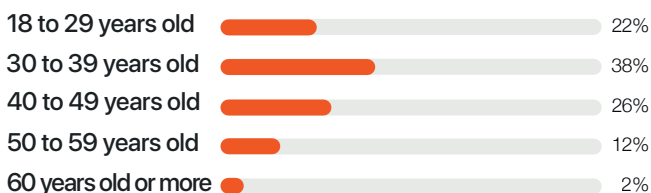
**2,634** PEOPLE FROM

**130** COUNTRIES OF ORIGIN

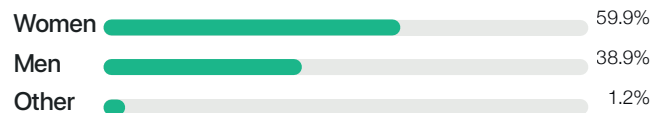


The typical participant profile is: **a woman between 30 and 40 years of age from a European country, who has been living in Barcelona for under three years.**

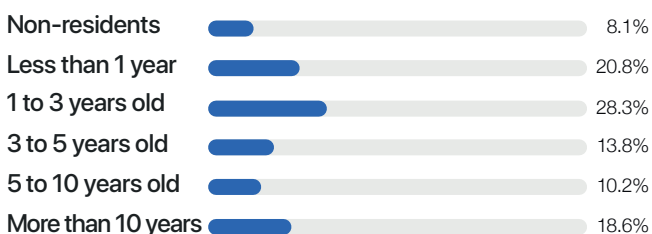
## Ages



## Gender



## Foreign national's period of residence in Barcelona



Almost half of the people registered have been **living in Barcelona for under three years.**

And **8.1%** of all participants take part in the event from their **country of origin.**

# A week full of activities

## One topic for each day of the week

Monday, 19 October

### Personal Landing

Useful information and services for people arriving in Barcelona and aiming to settle here, either on their own or with their families.

Tuesday, 20 October

### Work and training

Work and training opportunities in Barcelona against the background of paradigm shifts such as teleworking or online training.

Wednesday, 21 October

### Talent without borders

How talent is fostered in our city, boosting female talent and new professions in the fields of science and research in Barcelona.

Thursday, 22 October

### Doing business and entrepreneurship

Analysis of the resources, contacts and key players for investing, doing business or establishing a company in Barcelona.

Friday, 23 October

### Enjoying and participating in the city

Information and resources to learn about the city's attractions and discover its cultural and leisure offerings in the fields of the arts, sports, voluntary work and social activities.

## One type of activity for each time of day

Morning

### Online workshops

10 information sessions on specific and practical matters.

Noon

### Meet & share

13 interactive sessions for meeting experts and learning about specific projects and experiences in each area.

Afternoon

### Webinars

10 talks and round tables featuring experts, senior executives, entrepreneurs and creative people.

Evening

### Face-to-face meetings

5 cultural events in unique buildings of Barcelona to encourage personal exchange between attendees.

# 4.3/5

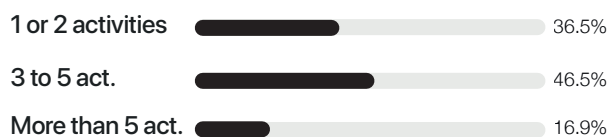


Participants gave activities an appeal rating of 4.3 out of 5

# 3,377

PARTICIPATIONS

## Number of activities per participant



# 3.7

Average number of activities

## Online platform / Virtual community

**Thanks to Barcelona Expat Week's online platform, people who had signed up were able to:**

- Check the programme and sign up to its activities
- Join the online sessions
- Access à-la-carte videos of all the sessions

**In addition:**

- Be part of a virtual community
- Contact and interact with other participants and speakers



# Barcelona Expat Week 2020 programme

|                       | Monday 19   | Tuesday 20   | Wednesday 21   | Thursday 22   | Friday 23   |
|-----------------------|---|--|--|---|---|
|                       | Personal Landing  | Work and training  | Talent without borders   | Doing business and entrepreneurship   | Enjoy and participate in the city   |
|                       | Opening session   |  |  |   |   |
| Morning Workshops     | Checklist for expats when they arrive in Barcelona  | Where to find a job in Barcelona?  | Our skills and competencies: the added value of our talent   | Barcelona's freelancers never stop  | Get inspired by Barcelona!  |
|                       | Practical tips to minimise headaches with paperwork   | 10 tips to find a job in LinkedIn  | Use your uniqueness to make the difference   | The keys to starting a business in Barcelona and seeking funding  | Learn Catalan in the time of the pandemic   |
| Meet & Share          | How to open a bank account?   | Get trained in the digital world and broaden your professional horizons  | How to build your business network in Barcelona  | Discover the Homeless Entrepreneur project  | Get involved through social activism  |
|                       | Experience Barcelona through Catalan!   |  | Connect with the Nordic talent   | From Asia to Barcelona, experiences of women entrepreneurs  |   |
|                       | Searching for housing in Barcelona and its surroundings   | Learn languages to connect with the world  | Work and sisterhood: women's professional networks   | The importance of the culture of failure  | Explore the surroundings: Barcelona is much more  |
| Webinars              | What school do I want for my children?  | The keys Post-Covid telework in Barcelona  | She.preneur : how to reinvent yourself through entrepreneurship from a female perspective  | Barcelona, city of professional and business opportunities  | A literary walk through Barcelona   |
|                       | Tips for accessing healthcare in Barcelona  | Job opportunities in the digital sector in Barcelona   | Talent without borders. Leading scientific researchers in Barcelona  | Barcelona, city of entrepreneurial talent   | Discover Barcelona through its people   |
| Face-to-face meetings | <br><b>Palau Güell</b><br><i>Catalan Art Nouveau</i><br>The breathtaking home of Gaudí's main benefactor   | <br><b>The City Hall</b><br><i>Secular Gothic architecture</i><br>Home to the city's government since medieval times. | <br><b>Casa SEAT</b><br><i>Contemporary</i><br>A place for innovation and future trends | <br><b>Casa de la Seda [House of Silk]</b><br><i>Baroque</i><br>The headquarters of one of the city's most influential guilds | <br><b>Soho House</b><br><i>Neoclassical</i><br>An exclusive meeting point for talent and expats |
|                       | <p><b>Evening</b></p> <p>It was when we were forced to stay home during lockdown in the first wave of the COVID-19 pandemic that we rediscovered our closest surroundings. Every day of the Barcelona Expat Week ended, for the purposes of a continuous discovery of the city's spaces, with a face-to-face meeting in one of these five unique buildings that are or have been iconic meeting places for creativity, innovation and business in Barcelona throughout its history</p> <p>These meetings unfortunately had to be cancelled, after the arrival of the second wave in October, in accordance with the health measures in force at the time.</p> |  |  |   |   |



All the sessions were recorded and can be viewed from the online platform and the **Barcelona.cat Youtube** channel (**International Welcome list**).

# Host ambassadors

They came from several countries and have made Barcelona their home



## Lucre Mba Ndong

**Equatorial Guinea**

**Founding director of Africa Fashion Week**

[Watch the video](#)

Lucre was born in Equatorial Guinea, but came to Barcelona when she was a child. She has been working at SOS Africa for years and is the director of Africa Fashion Week Barcelona.



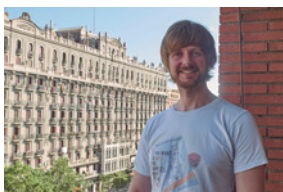
## Lynn Wong

**Singapore**

**Co-founder of Grupo Eventoplus**

[Watch the video](#)

Lynn was born in Singapore and has lived in cities such as Paris and Los Angeles. In 1999 she arrived in Barcelona, where she created Grupo Eventoplus, an events organisation company.



## Andrew Funk

**United States**

**Founder of Homeless Entrepreneur**

[Watch the video](#)

Andrew arrived in Barcelona in 2003 and is the founder of the Homeless Entrepreneur Association, which helps homeless people get back to work.



## Christoph Himmelskamp

**Germany**

**Lawyer and director of Rödl & Partner**

[Watch the video](#)

Christoph was born in a village near the city of Bremen and came to Barcelona in 2000. He is a lawyer and the director of the Barcelona branch of a German auditing firm.



## Karlijn Surminski

**Netherlands**

**Artist and teacher**

[Watch the video](#)

Karlijn is a Dutch artist in love with Barcelona and the Mediterranean. When she is not doing paintings of the city's neighbourhoods, she gives art classes for children and artistic-coaching workshops for adults.



## Patricia Radovic

**Peru/Italy**

**General Secretary of Casa degli Italiani di Barcellona**

[Watch the video](#)

Patricia was born in Peru, but has lived in several countries and cities around the world. She arrived in Barcelona in the year 2000 and is a big-events organiser.



## Aleksandar Ivancic

**Serbia**

**Engineer and researcher in the field of renewable energies at Aiguasol**

[Watch the video](#)

Aleksandar is Serbian and came to Barcelona in 1991. He is an engineer and researcher in the field of renewable energies and has advised several international organisations.



## Ronan Bardet

**France**

**Founder and CEO of EGI Group**

[Watch the video](#)

Ronan Bardet is a Frenchman with a passion for e-commerce. He is the founder and a director of EGI Group, which helps companies and start-ups in the field of e-commerce.



## Sara Larsson

**Sweden**

**Photographer**

[Watch the video](#)

Sara Larsson from Sweden arrived in Barcelona in the year 2000, which she found the perfect city for combining her two passions: photography and food.

The hosts took part in Barcelona Expat Week's activities programme and shared their experiences in a set of short videos that can be viewed from the online platform and the **Barcelona.cat YouTube channel (International Welcome list)**.

# Promotion and Impact

The campaign ran by Barcelona City Council to publicise the event was aimed at the members of the international community living in the Barcelona area. The campaign was based on four cornerstones: **advertising on the media, social networks, mailings and branded contents.**

Estimated advertising value

# €185,106



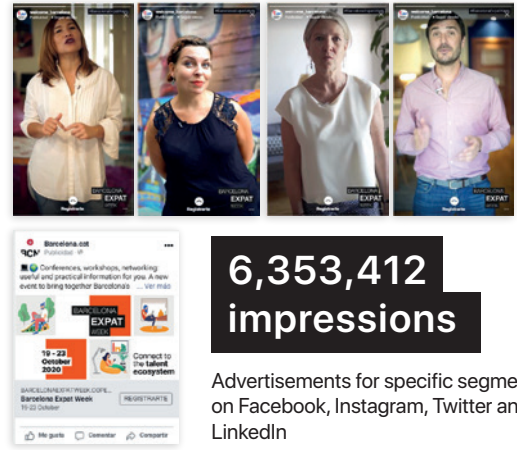
**696,300 people**  
Inserts and sponsored articles in the press



**1,098,432 impressions**  
Inserts in local and international digital media

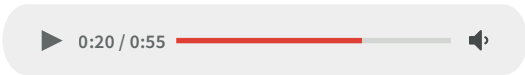


**83,175 impressions**  
Mailings and articles on online media



**6,353,412 impressions**

Advertisements for specific segments on Facebook, Instagram, Twitter and LinkedIn



**200,017 impressions**

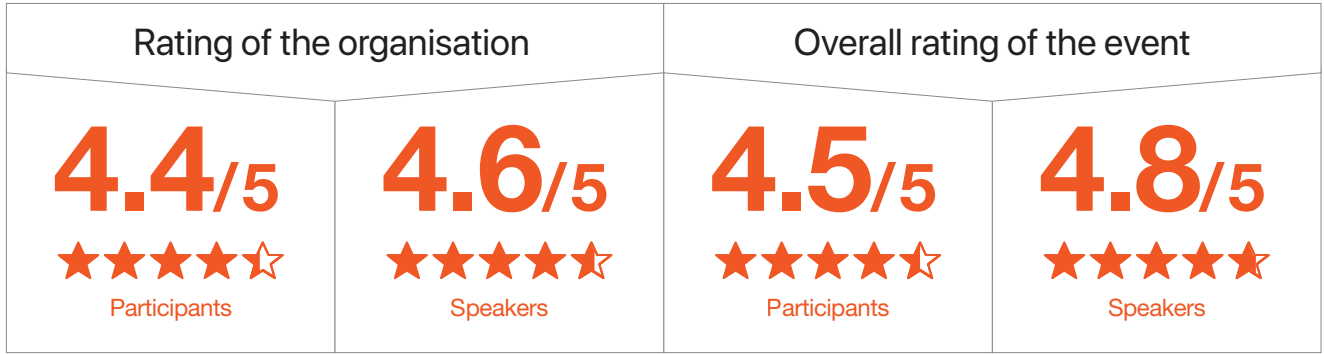
Audio advertisement broadcast on media popular among the target audience



**1,105,825 impressions**

Digital publicity segmented by target audience

# Rating



# Acknowledgements

## Special acknowledgements

|               |               |   |                 |                |
|---------------|---------------|---|-----------------|----------------|
| Banc Sabadell | Allianz Care  | Barcelona International Schools Association | eres Relocation | Page Personnel |
| Mercer        | La Vanguardia |   |                 |                |

## Other collaborators

|   |   |   |                              |  |                          |                  |
|---|---|---|------------------------------|--|--------------------------|------------------|
| 50 a 50   | Adamo Telecom Iberia                              | Amics de la gent gran                       | AvaLanding                   | Barcelona Activa                         | Barcelona Digital Talent | Barcelona Global |
| Barcelona Metropolitan                          | Barcelona Supercomputing Center (BSC-CNS)         | BBL Translation                             | BforB Spain                  | Both. People & Comms                     |                          |                  |
| Barcelona European Chambers of Commerce         | Casa Asia   | Casa SEAT                                   | CatSalut                     | Center for Innovation in Transport CENIT |                          |                  |
| Assís Shelter                                   | Centre de Normalització Lingüística de Barcelona  | Community Internet The Social Media Company | Cooltra                      |  |                          |                  |
| Daniela Freund                                  | Department of Education at the Catalan government | Diari de l'Educació                         | Barcelona Provincial Council | Eje&Con                                  |                          |                  |
| EMBL Barcelona                                  | Catalan Federation of Social Volunteers           | Fuckup Nights                               | Factor Humà Foundation       | Institut Confuci Barcelona Foundation    |                          |                  |
| Grupo Restauración Bembí                        | H&M Group   | Hospital Universitari Vall d'Hebron         | Hotel Dolce Sitges           | IDP Pharma                               | Iloq Oy                  |                  |
| Institut Français Barcelona                     | Istituto Italiano di Cultura Barcellona           | Inspire Boutique Apartments                 | Ironhack                     | L'Avenc de Tavertet                      |                          |                  |
| LeanIn Barcelona                                | LinkChina Translations & Consulting               | Llibreria No Llegiu                         | MiCuento                     | Nina Capital                             |                          |                  |
| Nupura International Centre for Dance and Music | OASTA Consulting                                  | Palau Güell                                 | People & Organisation Shaker | Performance Prime Cities                 |                          |                  |
| Professional Women's Network                    | SciTech DiploHub                                  | SIETAR                                      | Social Car                   | Catalan Third Social Sector Committee    |                          |                  |
| Time Out  | Turisme de Barcelona                              | Turó Park Dental & Medical Center           | Womanthon                    | Yarrells Property                        |                          |                  |

