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BARCELONA INTERNATIONAL COMMUNITY DAY

Annual Report 2015



Barcelona
Activa

Barcelona
City Council





Everything you might need
for a smooth Barcelona
landing, doing business here
or just enjoying the city like
any other Barcelonian.



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1. BARCELONA INTERNATIONAL COMMUNITY DAY



The second edition of **Barcelona's International Community Day** took place last **October 31st** at the **Maritime Museum of Barcelona**. The event, promoted by Barcelona City Council, via Barcelona Activa, was designed as a meeting place for the expat community in Barcelona.

This project was sponsored by Banc Sabadell, Atipika, BRS Relocation Services, Allianz Worldwide Care, Barcelona International School Association – Bisa, and La Vanguardia.

The event drew a large crowd that showed lots of interest and participation in the many activities organised on the programme. This created a host of opportunities for all the participating companies and organizations to showcase their wares.

THE SECOND EDITION IN FIGURES

The event was attended by **2,950** participants from **87** countries,

60 exhibitors including institutions, organizations and businesses offering products and other services aimed at the international community.

There were **24** activities with **39** expert speakers and **1,600** participants.

There were also **13** entertainment activities.

The average attendee rating was **8.1** of which

79.4% said they would take part in the next edition.

The average satisfaction rating of exhibitors was **7.7** of which

84% expressed their interest in participating again next edition.

2. THE TRADE FAIR



TYPES OF STANDS



Basic stands



Premium stands



Information points



Stands in the Education Showroom

5
premium stands

28
basic stands

15
information points

12
Stands in the Education Showroom

Total **60** stands

EXHIBITORS' ASSESSMENT



The assessment results measured parameters such as the space, the design of the stands, the audience, organization, etc.

Their overall assessment averaged **7.7**. The highest score was for the variable location, with an average of 8.3, and organization, with an average of **7.9**.

84% of exhibitors expressed their interest in taking part again next edition.

LIST OF EXHIBITORS

Entity / Company	Sector
Ajuntament de Barcelona - Barcelona Activa	Local government
Allianz Worldwide Care	Insurance
American Society of Barcelona	Nonprofit Association
Antiaging Group Barcelona	Clinics and medical services
ASODAME – CLUB BPW	Nonprofit Association
ATIPIKA Barcelona	Real Estate services
Balcells Group	Lawyers and legal services
Banc Sabadell	Banking
Barcelona Autrement	Nonprofit Association
Barcelona International Schools Association (BISA)	Education
BBi Communication	Language School
Bcn Advisors	Real Estate services
bcnEXPAT	Business Consulting / Concierge
BCN Lip	Language School
Bcn Plug & Play	Business Consulting / Concierge
Benjamin Franklin International School	Education
BRS Relocation	Relocation services
BWN Barcelona Women's Network	Nonprofit Association
Casa degli Italiani di Barcellona	Nonprofit Association
CEEAC – Cambra d'Emprenedors i Empresaris	Nonprofit Association
Cercle Hispano Belga	Nonprofit Association
Club Suís de Barcelona	Nonprofit Association
Coccinelle	Business Consulting / Concierge
Consorti per a la Normalització Lingüística	Culture
Deutsche Schule Barcelona	Education
Dinners That Matter	Nonprofit Association
DoctorsBarcelona/Medvisit	Clinics and medical services
Engel & Völkers	Real Estate services
ES International School	Education

Entity / Company	Sector
FEDA Business School Barcelona	Business School
Fundació educativa xinesa	Nonprofit Association
Grupo Amygo	Removals
Hamelin-Laie International School	Education
InterNations	Nonprofit Association
Kingsbrook Idiomas	Language School
KPMG Abogados	Lawyers and legal services
Kreis Deutschsprachier Führungskräfte	Nonprofit Association
Lycée Français de Barcelone	Education
Lycée Français de Gavà Bon Soleil	Education
MaxTV	Information Technology
Mexcat	Nonprofit Association
Page Personnel	Employment Agency / Recruitment
Physiotherapy Barcelona & Running Barcelona	Sports Club
Réseau Entreprendre Catalunya	Nonprofit Association
Sagardoy Abogados	Lawyers and legal services
SAIER - Servei d'Atenció a Immigrants, Emigrants i Refugiats	Local Government
Sanitas	Insurance
Santa Clara School	Education
Scuola Italiana di Barcellona	Education
SEK-Catalunya	Education
St. George's School	Education
St. Peter's School	Education
Talent Search People	Employment Agency / Recruitment
TBS Barcelona	Business School
The American School of Barcelona	Education
The Spectrum IFA Group	Financial services
Time&Glam	Business Consulting / Concierge
Turisme de Barcelona	Culture
Union des Français de l'Étranger	Nonprofit Association
Valkiria Hub Space	Coworking space
Xpatria World Opportunities	Relocation services

3. THE ACTIVITIES



Barcelona International Community Day offered a wide variety of activities, divided into four main areas:

1. Personal landing
2. Working and doing business in Barcelona
3. Enjoying the city and making contacts
4. Entertainment activities

ACTIVITIES IN NUMBERS



ACTIVITY PROGRAMME



1. Personal landing

TALK: «GETTING AROUND BARCELONA! WALKING, BIKING, VIA THE PARKS ... » by the Public Transport Promotion Agency

TALK: «LIVING IN BARCELONA, RENTING OR BUYING», by Atipika

ROUNDTABLE: «THE RICHNESS OF LANGUAGE VARIETY», coordinated by BCN Multiculturalism Programme and Linguapax International Associació

TALK: «CATALAN CAN OPEN DOORS» by Consorci de Normalització Lingüística de Catalunya

TALK: «A LOOK AT BARCELONA'S INTERNATIONAL SCHOOLS», by BISA (Barcelona International School Association)

TALK: «HEALTH IN BARCELONA; HOW THE SYSTEM WORKS AND WHAT ARE THE DIFFERENCES WITH OTHER COUNTRIES» by Physiotherapy Barcelona

TALK: «THE CONVALIDATION OF UNIVERSITY DEGREES» University Recognition Support Service, SARU

ROUNDTABLE: «THE ADAPTATION OF AN EXPATRIATE FAMILY», coordinated by Alter Ego Relocation Services

2. Working and doing business

ROUND TABLE: «THE BENEFIT OF INTERNATIONAL TALENT FOR COMPANIES» moderated and coordinated by Barcelona Activa

TALK: «PRACTICAL ADVICE TO HELP WITH PROCEDURES FOR FAMILIES AND SMALL BUSINESSES» by Balcells Associats

TALK: «JOBSEEKING IN BARCELONA 360º», by Barcelona Activa

TALK «FISCAL STRATEGIES FOR EXPATRIATES» by Banc Sabadell

TALK: «ARRIVING IN BARCELONA: PROCEDURES AND RECOMMENDATIONS» by BRS Relocation

ROUNDTABLE: «WOMEN OF THE WORLD: SOCIAL ENTREPRENEURSHIP AND LEADERSHIP» moderated by Casa Àsia

TALK: «STARTING A BUSINESS IS EASY WITH BARCELONA ACTIVA» by Barcelona Activa

TALK: «WORK PERMITS AND ENTREPRENEURIAL PROJECTS» by Sagardoy Abogados

ROUNDTABLE: «JUST LANDED? JOB OPTIONS IN BARCELONA», coordinated by Barcelona Activa



3. Enjoying yourself & making contacts

CONFERENCE: «DISCOVER AN UNKNOWN BARCELONA» by Barcelona Guide Bureau

CONFERENCE «RUNNING IN BARCELONA, TRENDS AND PLACES FOR RUNNING» by Running Barcelona

COOKING WORKSHOP: «THE TRADITION OF THE CASTANYADA: LET'S MAKE PANELLETS»

NETWORKING ACTIVITY «SOCIALISE AND MAKE CONTACTS»

INTERCULTURAL WORKSHOP: «USEFUL SKILLS AND ATTITUDES TO EMBRACE CULTURAL DIVERSITY» by The Sky is the Limit

CONFERENCE: «LIVING ART AND CULTURE IN BARCELONA: 1001 PROPOSALS AT YOUR FINGER TIPS» by Barcelona Metropolitan

COMMUNICATION WORKSHOP: «MAKE A GOOD PITCH» by aPortada Comunicació

TALK: «BEING CHARITABLE IN BARCELONA. BECOME A VOLUNTEER!» by the Federation of Voluntary Organisations

4. Entertainment activities

CULTURAL ACTIVITY: LA CASTANYERA

SELFIE SPACE: YOU ARE THE STAR TODAY

CHILDREN'S WORKSHOP: HALLOWEEN MASKS AND FACE-PAINTING

MUSICAL PERFORMANCES:
– BARCELONA ASIA CHOIR
– DIXIE BAND MUSIC WORKSHOP

POPULAR STORIES IN FRENCH:
– «LE CORBEAU ET LE RENARD»
– «LA CIGALE ET LA FOURMI»

POPULAR STORIES IN ENGLISH:
– «JACK AND THE BEANSTALK»
– «GOLDILOCKS AND THE THREE BEARS»

POPULAR STORIES IN GERMAN:
– «VON DER RATTENFÄNGER HAMELN»
– «DIE BREMER STADTMUSIKANTEN»

4. ATTENDEES

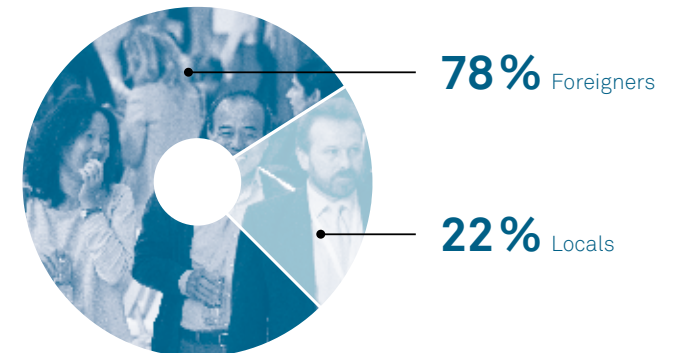
The conference brought together a total of **2,950** participants, who came from **87** countries.

The evaluation of the event was very positive: **79.4%** of visitors said they would attend the next edition.

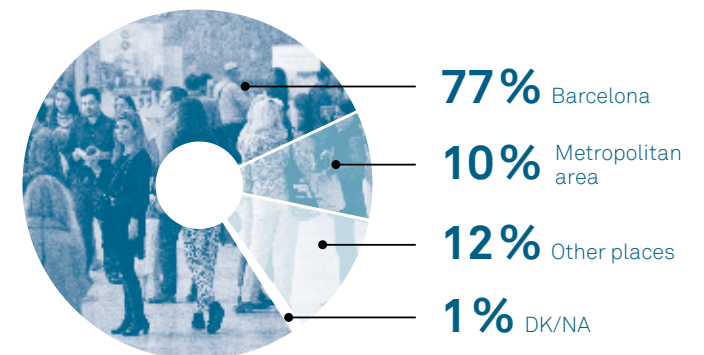
PROFILE OF VISITORS

78% of visitors were foreigners.
77% of visitors live in Barcelona
and **10%** in the metropolitan area.

ORIGIN OF VISITORS



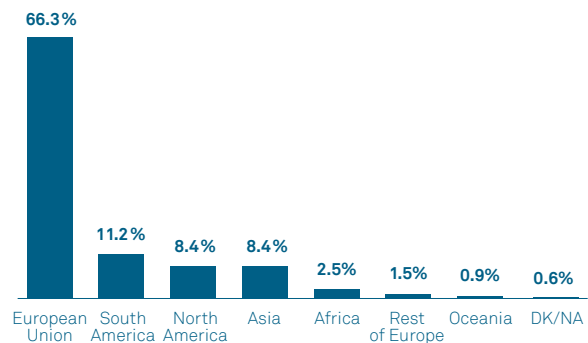
PLACE OF RESIDENCE



FOREIGN VISITORS

ORIGIN

Foreign attendees at the 2nd edition of the Barcelona International Community Day represented up to 87 different countries.

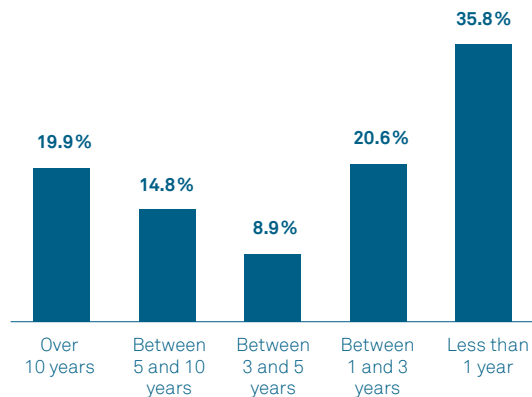


COUNTRY RANKING

1	France	6	United States
2	Italy	7	Russia
3	Germany	8	Colombia
4	United Kingdom	9	Belgium
5	Mexico	10	China

LENGTH OF RESIDENCE IN THE CITY

Almost 36% of foreigners visiting the event had spent less than 1 year in the city.



5. PROMOTIONAL REACH AND IMPACT OF THE EVENT

The promotion of the event was carried out mainly through a media campaign focusing on six main areas: advertising, the press office and social networks, direct and relationship marketing, website, other promotional materials and promotional events prior to the event.

- » Economic Investment: € 51,000
- » Estimated value of Impacts: € 110,000

1. ADVERTISING

MAGAZINES AND PRESS



2 adverts in La Vanguardia, two in Time Out, 1 insertion in El Periódico, 1 in the Metropolitan magazine and 1 in La Lettre, between October 2 and 30.

» 16.78% coverage of the target market

DIGITAL PRESS



Advertorials and mega banners in 42 international media related to the target market or economic activity in Barcelona, the digital newsletter of Metropolitan magazine and a mailing shot to the Angloinfo database (6,100 contacts).

» 593,952 impressions | 355 clicks on the web

OUTDOOR ADVERTISING

Banners



300 flag banners (from October 16 to 31). Streets: Rda. Universitat, Rda. Litoral entre Pl. Voluntaris Olímpics and Badajoz, Bisbe Català, Av. Pedralbes between Manuel Girona and Bosch i Gimpera, Aragó between Tarragona and Rocafort, Av. Diagonal between Pl. F. Macià i Aribau, Comte d'Urgell between Gran Via and València.

Street furniture posters



90 illuminated signs (from October 20 to November 2).

2. PRESS OFFICE AND SOCIAL NETWORKS



PRESS RELATIONS

Actions with journalists, press releases and press kits, organizing events with bloggers and journalists, media attention and assistance during the event.

» Media impact: 15 publications

SOCIAL NETWORKS

Sponsored posts on Facebook and Twitter.

» 5,620,600 views | 6,471 clicks on the web



OTHER ACTIONS ON SOCIAL NETWORKS

Actions on Facebook, Twitter, LinkedIn, Instagram and MeetUp:

Facebook: 20 posts were published via barcelona.cat and Barcelona Activa, that got 351 Likes and 457 interactions.

Twitter: 277 tweets were posted on Barcelona.cat, and Barcelona Activa and Bcn_empresa, which accounted for 1,077 Likes, 1,075 retweets and 2,152 interactions.

LinkedIn: a subgroup was created on the Barcelona Activa profile last September and 22 posts have been published and it already has 246 members.

Instagram (@barcelonaicd): 108 publications, 401 followers, 552 followed and more than 4,000 interactions.

MeetUp: a group was created called Barcelona International Community Day on this network of contacts, which already has 285 members.

3. DIRECT AND RELATIONSHIP MARKETING

Those who attended the 1st edition and expat groups were given various presentations and information and materials to promote the event amongst their membership and collaborators.

4. WEB

From September 25 to October 31, 2015, the website recorded 11,312 users and more than 4,000 enrolments.

5. OTHER PROMOTIONAL MATERIALS

The video summary of the day got more than 1,000 views on YouTube, nearly 10,000 flyers and posters were used to promote the event, 3,000 catalogues were printed with the event programme in English, Catalan and Spanish. 3,000 bags, a large format canvas at the entrance of the museum, rollups, T-shirts featuring the event, etc.

6. PROMOTIONAL EVENTS PRIOR TO EVENT

There were four promotion events to different target markets:

1. HR HEADS OF MULTINATIONALS

3. JOURNALISTS, BLOGGERS AND INFLUENCERS

2. CONSULS AND MANAGERS OF FOREIGN TRADE OFFICES AND CHAMBERS OF COMMERCE

4. SPONSORS AND EXHIBITORS



6. IMAGES



VIDEO SUMMARY 2015



Read the code to go to the video

SELFIE SPACE



EXHIBITORS



CONFERENCES



ENTERTAINMENT ACTIVITIES



ORGANIZERS AND SPONSORS



ORGANIZER



PREMIUM SPONSOR



SPONSORS



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would expect there.**



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