

**ANNUAL REPORT 2016**

**ENG**

# BARCELONA INTERNATIONAL COMMUNITY DAY



**Ajuntament de  
Barcelona**



# YOU ARE BARCELONA

All you need  
to 'be Barcelona'



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# 1.

## BARCELONA INTERNATIONAL COMMUNITY DAY

On October 22, the Maritime Museum of Barcelona hosted the **third edition of the Barcelona International Community Day**, a reference point for the foreign community residing in the Barcelona area.

With its extensive programme of activities and an exhibitor fair, the Barcelona International Community Day attracted **more than 4,000 participants** from a total of 105 countries, some of these Barcelonians born and bred, and others by adoption, but all with very different profiles.

A wide range of **foreign institutions** based in the city also took part, in addition to numerous **companies, schools, associations and clubs**.

The Barcelona International Community Day is promoted by **Barcelona City Council**, via **Barcelona Activa**. It is an initiative that is growing both in terms of number of exhibitors and number of visitors.

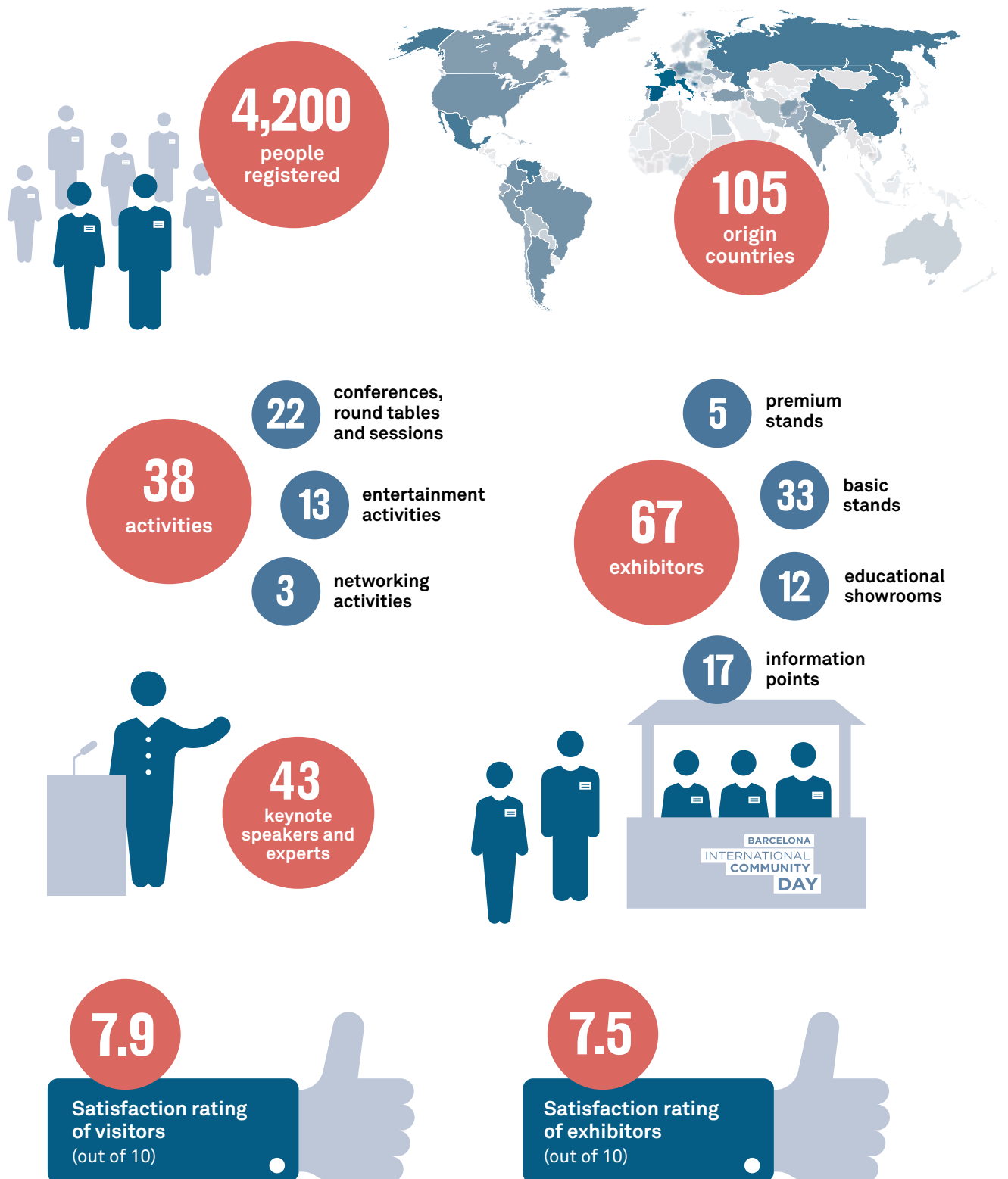
Barcelona is the only city in Spain organizing a project of this nature. This is not an isolated event because throughout the year there are lots of activities aimed at international talent.



## 2.

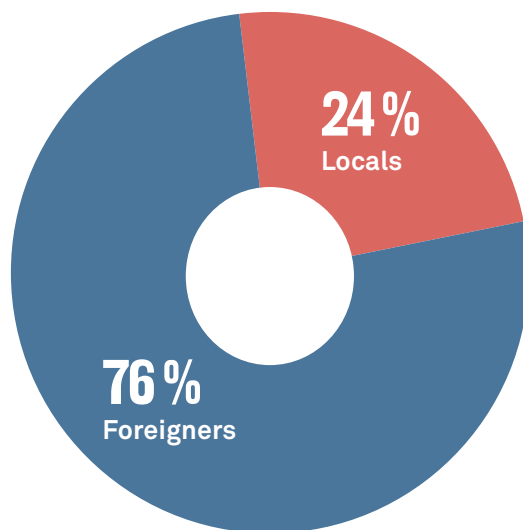
# KEY FACTS AND FIGURES

The figures show the success of the third edition:

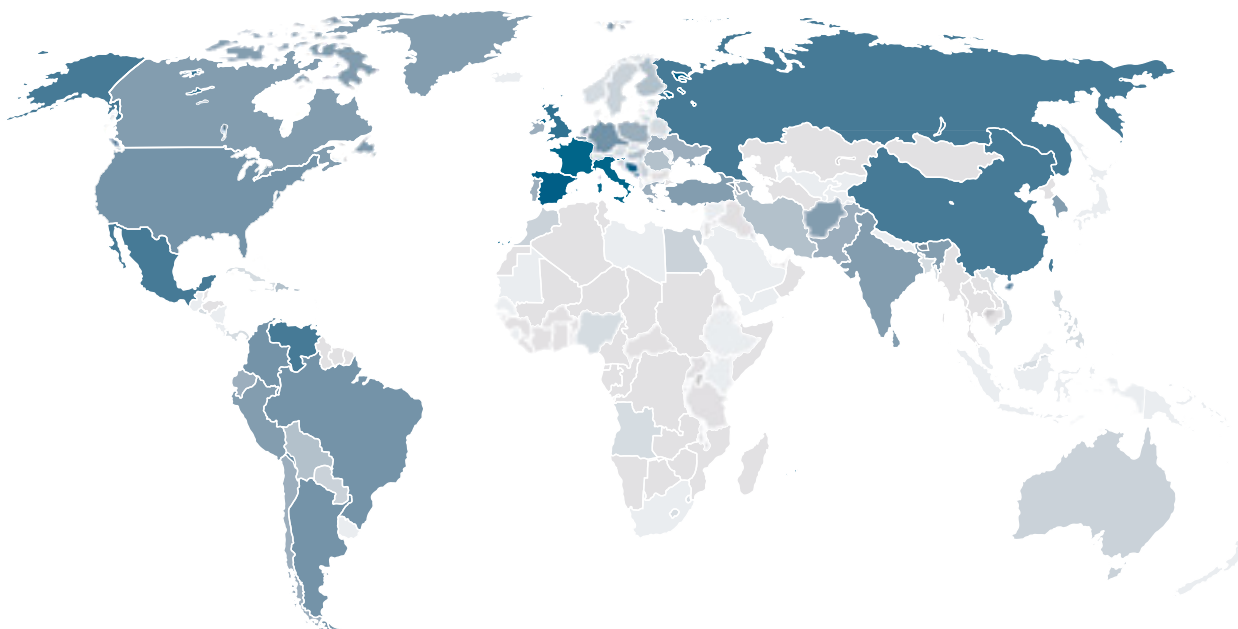


### 3. PROFILE OF VISITORS

More than 4,200 people registered from 105 countries.

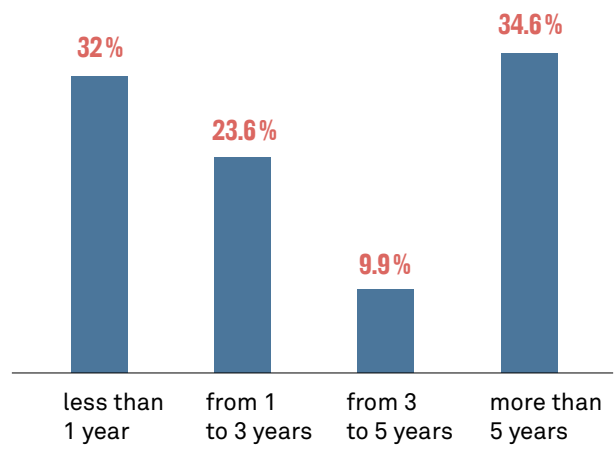


#### ORIGIN OF VISITORS AT THE EVENT



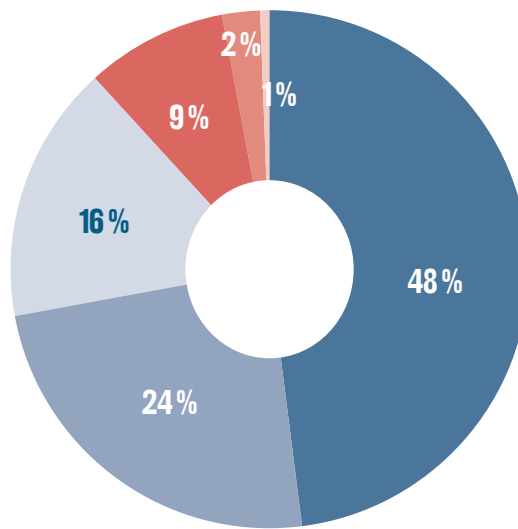
### LENGTH OF RESIDENCY OF FOREIGNERS IN BARCELONA

32% of the foreign visitors have lived in Barcelona for less than a year.

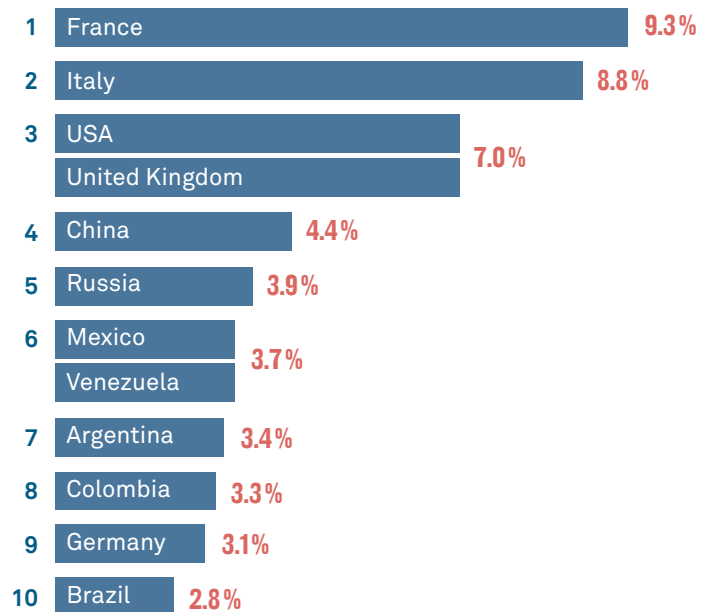


### CONTINENTS OF ORIGIN OF FOREIGNERS REGISTERED

- Europe (without Spain)
- Latin America
- Asia
- North America
- Africa
- Oceania



### RANKING BY COUNTRY OF ORIGIN OF VISITORS



## 4.

# THE TRADE FAIR AND EXHIBITORS

The fair had a total of **67 exhibitors**.

### TYPE OF STAND

The fair offered four types of stand, according to the type of exhibitor:

**1**

**Premium stands, with one promoter and four sponsors**



**2**

**Basic stands, with 33 companies and organizations**



**3**

**Stands in the education showroom, with 12 international schools**



**4**

**Information points, with 17 clubs and non-profit organizations**





## EXHIBITORS

Exhibitors at the Barcelona International Community Day **are companies, organizations or associations** that offer products and services, or organize activities and provide resources and information that are particularly useful for or aimed at the foreign community to help with integration and interaction with local people.

The exhibitors are selected to provide a **range of services** that is varied and diverse.

Below there is a list of exhibitors by category:

### Financial, legal and business services

Balcells Group	Lawyers and legal services
Banc Sabadell	Banking and financial services
Integra Advisers	Business consulting
Page Personnel	Consulting and recruitment
Sagardoy Abogados	Lawyers and legal services
Talent Search People	Consulting and recruitment
The Spectrum IFA Group	Financial services

### Real estate services, relocation and concierge

ATIPIKA Barcelona	Real estate services
Bcn Plug & Play	Business consulting / concierge
BRS Relocation	Relocation services
Coccinelle	Business consulting / concierge
Relocate Consulting 2000	Relocation services
Xpatria World Opportunities	Relocation services

### Cultural Services

Comme In Bookshop	International bookstore
Consorti per a la Normalització Lingüística	Catalan culture
Bricks 4 Kidz	Educational services for children
Llibreria Jaimes	International bookstore

## Language services

BCN Lip	Language school
DIME	Language school
Escoles Oficials d'Idiomes (EOI) de Barcelona	Language school
Kingsbrook Idiomas	Language school
Language4Life	Language school
Motoformació – MRK Languages	Driving and language school
Ontranslation	Translations

## Insurance and medical services

Allianz Worldwide Care	Insurance
Tourist Care Assistance	Medical services
TripMedic	Medical services

## Leisure activities and sports centres

Catalonia Hoquei Club	Sports club
Club Natació Barcelona	Sports club
Physiotherapy Barcelona & Running Barcelona	Sports club
Turisme de Barcelona i Diputació de Barcelona	Information and tourist services
YogaOne by DiR	Sports club
Zoo de Barcelona i Parc d'Atraccions Tibidabo	Leisure services

## Primary and Secondary education

American School of Barcelona	International school
Benjamin Franklin International School	International school
Deutsche Schule Barcelona	International school
ES International School	International school
Hamelin-Laie International School	International school
Lycée Français de Barcelona	International school
Lycée Français de Gavà Bon Soleil	International school
Oak House School	International school
The International School of Catalunya	International school
Scuola Italiana	International school
SEK-Catalunya	International school
St. Peter's School	International school

## Higher education

L'IDEM – L'Institut d'Ensenyament Multimèdia	Multimedia school
LCI Barcelona – Escola Superior Oficial de Disseny	Design school
IESE Business School	Business school
TBS Barcelona Toulouse Business School	Business school

## Social and cultural associations

Associació Cultural “Casa de Rússia a Catalunya”	Cultural association
Barcelona Autrement	Cultural association
BWN Barcelona Women's Network	Social association
Casa degli Italiani di Barcellona	Cultural association
Círculo Hispano-Belga	Social association
Club Suizo de Barcelona	Social association
Dinners That Matter	Social association
InterNations	Social association

## Professional and business associations

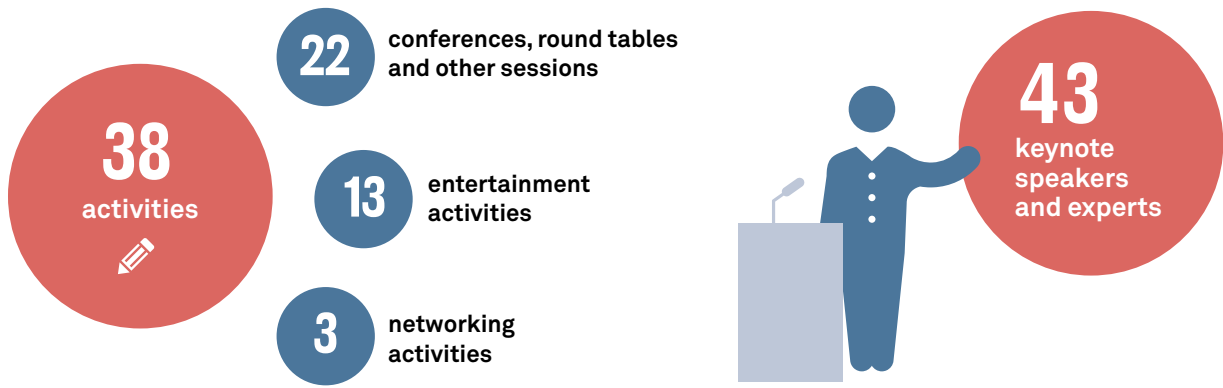
ASODAME – CLUB BPW	Professional association
Cambra d'Emprenedors i Empresaris (CEEAC )	Business association
COWOCAT – Associació Coworking de Catalunya	Business association
Kreis Deutschsprachier Führungskräfte (KDF)	Professional association
Professional Women's Network (PWN) Barcelona	Professional association
Red Global MX (Mexicanos calificados en el exterior) Capítulo Barcelona	Professional association
Union des Français de l'Étranger	Professional association

## Others

Aparcaments B:SM and Bicing	Urban mobility services
Barcelona Activa - Barcelona City Council	Services for people
EXPATICA	Communication portal for expats

# 5. ACTIVITIES

## FACTS AND FIGURES



3 rooms for activities

1 gastronomy centre in the main Agora area

1 playroom with children's games



## THEMES

The activities that formed part of the Barcelona International Community Day focused on the following topics:

### Personal landing

Information and useful services for people arriving in Barcelona and looking to set up their home here, alone or with their family.

### Working and doing business

Resources, contacts, different ways of doing business here, key support stakeholders for investments, doing business or starting a business, or finding a job or developing professional skills through training or activities.

### Enjoying the city

Information and resources to discover the city's attractions, discovering the city's cultural and leisure activities, especially in terms of artistic, sports and social activities.

### Networking

Dynamic networking, meeting spaces in the main Agora area for face to face contacts and an app to make digital contacts.

### Leisure and activities

Activities for everyone, with a variety of cuisine on offer.

## FORMATS

The following activities were carried out: informative sessions, conferences, panel discussions, workshops, networking and leisure activities.



## ACTIVITIES BY THEMES

<p>Personal landing</p>	<ul style="list-style-type: none"> <li>• <b>Informative session</b> 'Banking and financial habits' by Banc Sabadell</li> <li>• <b>Informative session</b> 'Understanding healthcare in Catalonia' by Physiotherapy Barcelona</li> <li>• <b>Informative session</b> 'Tips for landing in Barcelona' by BRS Relocation Services</li> <li>• <b>Panel discussion</b> 'Choosing school for a third-culture kid' moderated by Dr. John Stone</li> <li>• <b>Informative session</b> 'Immigration processes: How to get papers?' by Sagardoy Abogados</li> <li>• <b>Informative session</b> 'Finding your new home: renting or buying?' by Atipika Barcelona</li> <li>• <b>Panel discussion</b> 'Family matters: the art of balancing expat families' moderated by the Barcelona Women's Network</li> </ul>
<p>Working and doing business</p>	<ul style="list-style-type: none"> <li>• <b>Informative session</b> 'Who's Who in the Barcelona entrepreneurial ecosystem' by Barcelona Activa</li> <li>• <b>Workshop</b> 'The art of the elevator pitch for landing a job' by Berman Advantage</li> <li>• <b>Informative session</b> 'Barcelona Activa helps you start up a company' by Barcelona Activa</li> <li>• <b>Workshop</b> 'Looking for a job in the digital world' by Javier Terrisse</li> <li>• <b>Informative session</b> 'Fiscal efficiency strategies' by The Spectrum IFA Group</li> <li>• <b>Panel discussion</b> 'Another type of economy in Barcelona: social-business experiences' by Barcelona Activa</li> <li>• <b>Panel discussion</b> 'Asian women in Barcelona: entrepreneurship and social transformation' by Casa Àsia</li> <li>• <b>Panel discussion</b> 'Successful expat business projects in Barcelona' by Barcelona Activa</li> </ul>
<p>Enjoying the city</p>	<ul style="list-style-type: none"> <li>• <b>Conference</b> 'Barcelona is culture: festivals, traditions and art,' by Barcelona Metropolitan</li> <li>• <b>Workshop</b> 'Volunteering for catalan language' by Consorci per a la Normalització Lingüística</li> <li>• <b>Conference</b> 'The life of an English author in Barcelona: 2 languages, 12 books, 31 years' by Matthew Tree</li> <li>• <b>Workshop</b> 'Catalan tapas' by El Càtering de la Bibi</li> <li>• <b>Workshop</b> 'Booktasting on Barcelona' by Book Tasting Barcelona</li> <li>• <b>Workshop</b> 'Introduction to Yoga' by YogaOne by DiR</li> <li>• <b>Book signing</b> 'Snug' by Matthew Tree</li> </ul>
<p>Networking</p>	<ul style="list-style-type: none"> <li>• 'Sports and nature lovers'</li> <li>• 'Passionate about food'</li> <li>• 'Doing business and starting up companies in Barcelona'</li> </ul>
<p>Leisure activities</p>	<ul style="list-style-type: none"> <li>• <b>Children's Workshop</b> 'Frame your picture' (2 sessions)</li> <li>• <b>Storytelling in English</b> 'The boy who cried wolf' (2 sessions)</li> <li>• <b>Storytelling in German</b> 'The Town Musicians of Bremen' (2 sessions)</li> <li>• <b>Storytelling in French</b> 'Puss in Boots' (2 sessions)</li> <li>• <b>Children's Workshop</b> 'Facepainting'</li> <li>• <b>Children's Workshop</b> 'Unlimited Fun with LEGO® bricks' by Bricks 4 Kidz®</li> <li>• <b>Human towers exhibition</b></li> <li>• <b>Masterclass:</b> country dancing, catalan style</li> <li>• <b>Masterclass:</b> swing</li> </ul>

## OTHER ACTIVITIES AND SPACES

- Activities and games for children in the playroom
- Space for informal contacts and a rest area in the Agora
- Gastronomy space: café bar and restaurant and food truck

## 6. PROMOTION AND IMPACT

The promotion of this event took the form of a communication campaign focused on six areas: advertising, social networking, web, mobile application, indirect and direct marketing, and other materials.

- » Economic impact: 73,667€
- » Estimated value of the impact: 125,000€

### ADVERTISING

#### Press

La Vanguardia: 3 full-page inserts.  
Time Out magazine: half-page insert.  
Metropolitan Magazine: one full page insert.

- » 16.78% coverage in terms of the target

#### Digital Press

Banners, articles and mega banners specialized in international media.

7 news stories in international media newsletters.

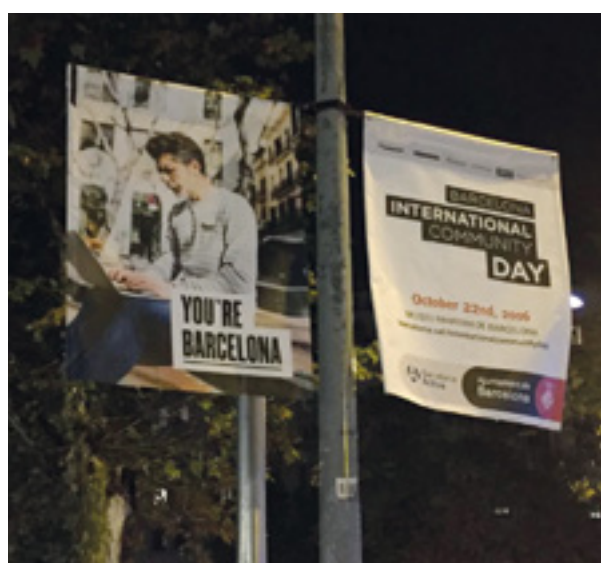
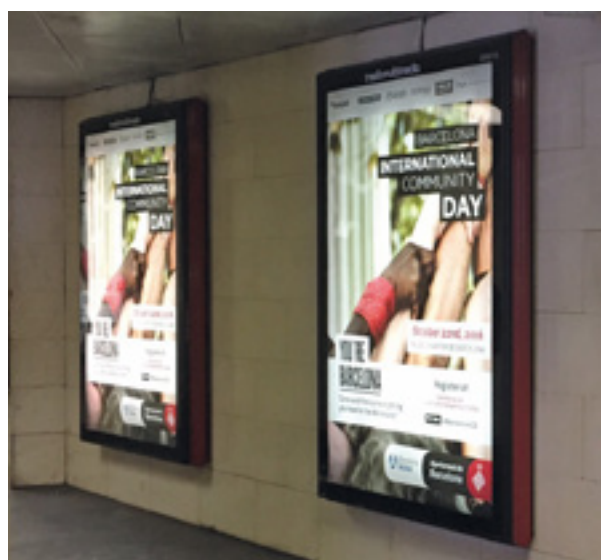
Special mailing sent via two specialized media with over 12,000 contacts.

- » 197,961 impacts | 259 clicks on the web

#### Outdoor

Street banners: 300 street banners in different streets of the city (October 7 to 22).

Street advertising: 80 posters in the streets of Barcelona (from October 4 to 17, and 55 posters in train stations and Generalitat FGC stations (city and regional trains).



## SOCIAL NETWORKS

Sponsored Ads on Facebook, Instagram and Twitter.

» 1,183,919 views | 3,544 clicks on the web

### Social networks

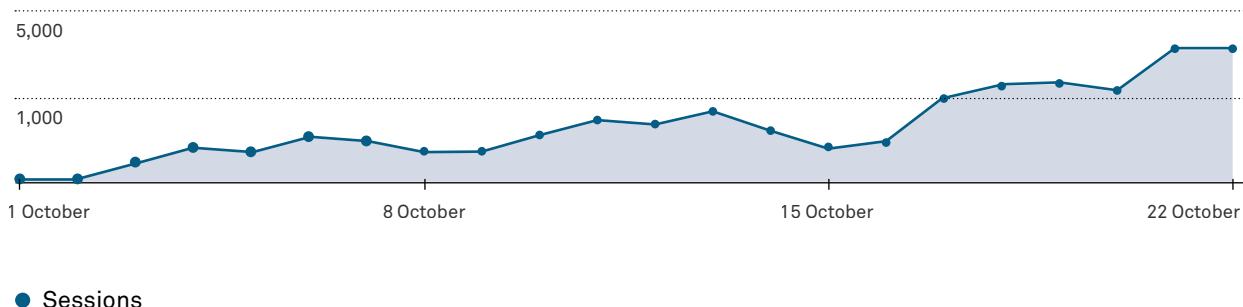
2016 saw a variety of actions carried out on social networks aimed at the international community, which was intensified a month and a half before the event started.

- 1. Facebook:** a post was published on Barcelona Activa's page, which got 30 Likes and 50 interactions in total.
- 2. Twitter:** 383 tweets were posted on the @Bcn\_empreses channel which got 1,123 Likes, 742 retweets and 1,865 interactions.
- 3. LinkedIn:** Barcelona Activa's subgroup placed 17 posts. It already has 549 members.
- 4. Instagram (@barcelonaicd):** 70 posts, 5,628 interactions, 746 followers, 976 people followed.
- 5. MeetUp:** one meetup was created for the event via the Barcelona International Community Day group on this contact network, which already has 605 members.



## WEB

From October 1 to 22, the website recorded 11,237 users (4,287 of which were new additions).

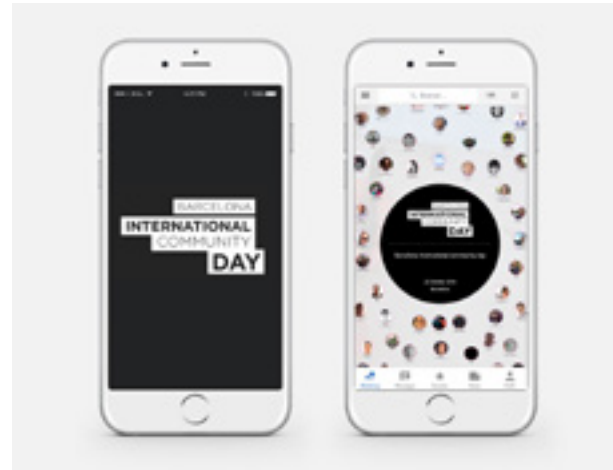




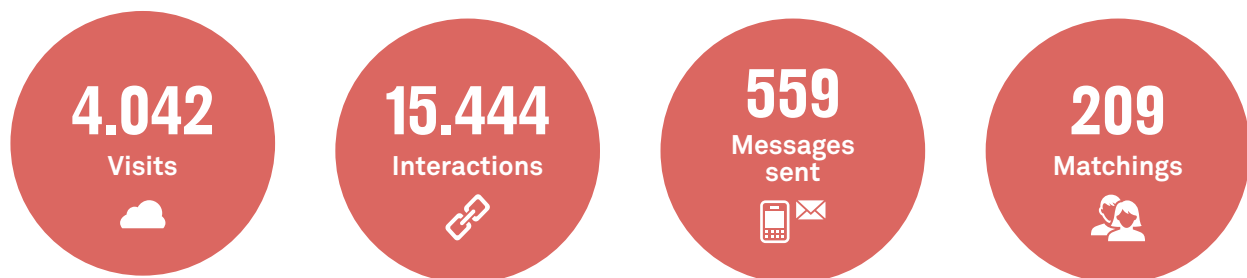
## MOBILE APPLICATION

A new feature this year included an official app for the Barcelona International Community Day event.

The app allowed participants to get in contact with other attendees, speakers and exhibitors, consult the agenda and have detailed information about all the sessions, create a personal schedule, follow and/or participate in debates, access practical information and learn about the latest news about the Barcelona International Community Day.



App participation:



## DIRECT AND RELATIONSHIP MARKETING

Relationship marketing actions were organized with those people who participated in previous editions of the Barcelona International Community Day. Other events were organized with groups linked with expatriates:

- Prior mailings with information of interest about the day
- Customized presentations

## OTHER PROMOTIONAL MATERIALS

**Videos:** five video testimonials by expats were produced and a summary of the day for the 3rd edition.

**Flyers and posters:** nearly 27,500 flyers and 900 posters in Catalan, English and French were published to promote the day. These were distributed amongst the main international institutions and schools in the city, student residences, universities, business schools, etc.

**Programmes:** production of 4,000 fair catalogues in English, Catalan and Spanish, distributed during the event.

**Promotional bags:** 4,000 bags were distributed during the day.

**Others:** roll-ups, banners to promote the event on other websites, etc.



## 7. INAUGURATION



The inauguration of the Barcelona International Community Day was presided over by the **deputy mayor for Enterprise, Culture and Innovation**, Mr. Jaume Collboni.

The event was also attended by various consuls and representatives of foreign institutions in the city.



Hon. Mr. Edouard Beslay , Consul General of France and Mr. Philippe Saman, Director of the French Chamber of Commerce



Hon. Ms. Geanina Mihaela Boicu, Consul General of Romania



Hon. Mr. Dirk Kremer, Honorary Consul of the Netherlands



Hon. Mr. Marcos Mandojana, Consul General of the United States of America



Hon. Mr. Lloyd Milen, Consul General of Great Britain



Hon. Mr. Heng Tang, Consul General of the Republic of China



Hon. Mr. Erim Salim Yüksel, Consul General of Turkey



Mr. René Uribe Jiménez, Vice Consul, Community Affairs and Communication of Mexico



Ms. Ana Alcañiz, Adviser to the Honorary Consul General of Greece



Mr. Cristino Cabria, representative of the Consulate General of Italy



Ms. Ingrid de Grande, Director of the Commercial Office of Flanders and Mr. Erick Santkin, Trade and Investment Commissioner at Wallonia Export Investment Barcelona offices



Ms. Elisabeth Arévalo, Trade representative for the Commercial Office of Austria

The Barcelona International Community Day is promoted by Barcelona City Council along with the involvement of many other organizations and individuals who have contributed to its success and promotion.

Particularly important was the support of **Banc Sabadell**, a premium sponsor, and the sponsorship of **BRS Relocation Services**, **Atipika Barcelona**, **Allianz Worldwide Care** and **Barcelona International Schools Association (BISA)**. **La Vanguardia** was the Media Partner.

All the sponsors were repeating their sponsorship and we would like to thank them –along with everybody else– for their commitment to make Barcelona a more welcoming city for International talent and the international community.



Representatives of the Barcelona International Community Day sponsors with the deputy mayor.



Promotional team: Directorate of City Promotion of the Area of Business, Culture, Innovation at Barcelona City Council.

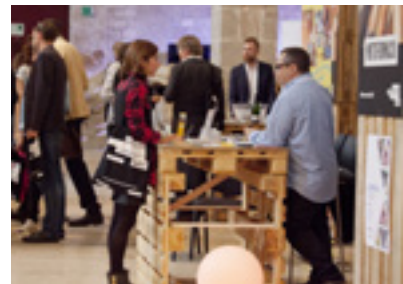
Company **aPortada Comunicació SL** and the technical crew at **Focus SA** provided the organisation and production services.

# 8. IMAGES

## CONFERENCES



## EXHIBITORS



## NETWORKING



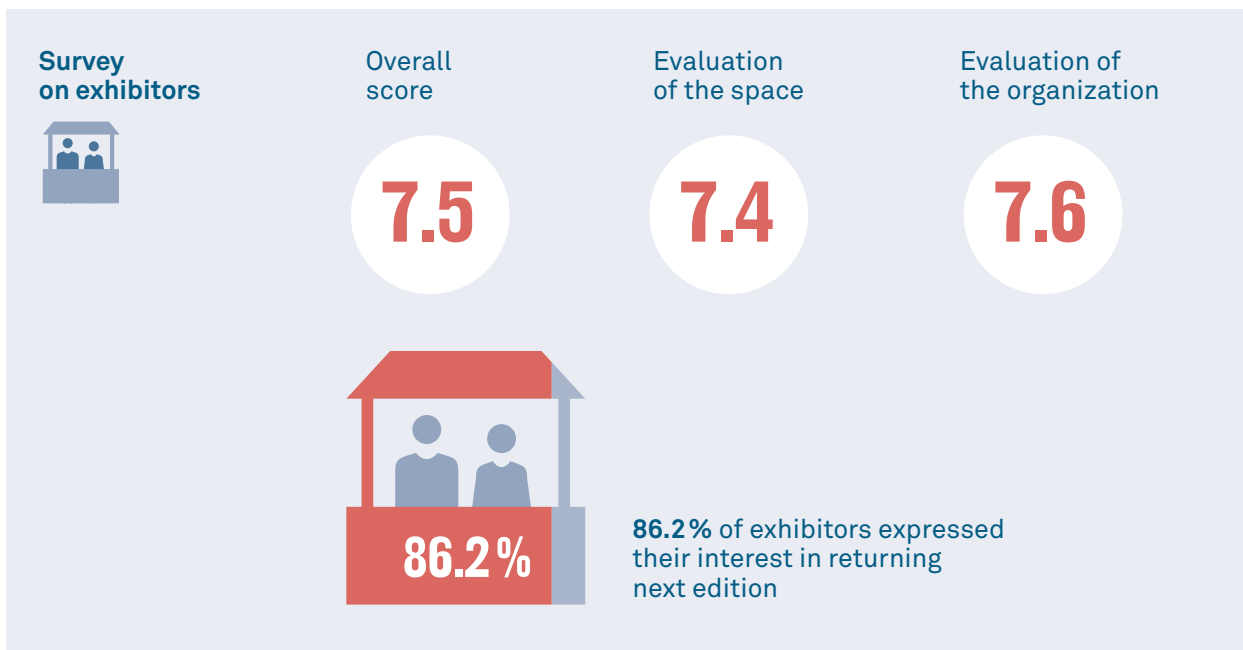
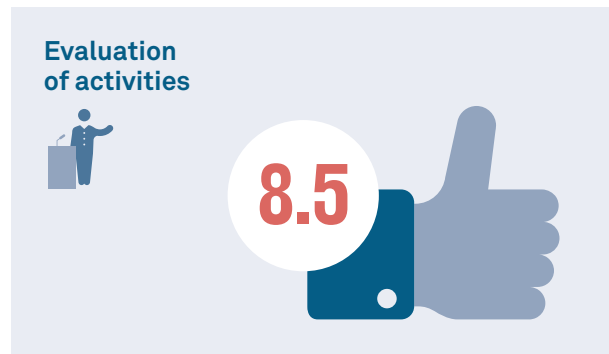
**LEISURE ACTIVITIES AND GASTRONOMY SPACE**



# 9.

## EVALUATION AND TESTIMONIALS

Below are the results of the satisfaction survey carried out on visitors through an anonymous online questionnaire. Exhibitors were also surveyed. The results are averages over a maximum of 10 points.





Testimonials by participants gathered from an anonymous online questionnaire sent to exhibitors and the audience.



*It was a good opportunity for networking for my side*

*The event was very good and there was a good offer of different seminars*



*I was impressed by the atmosphere of the event. A lot of interesting proposals for families with kids. Great event!*



*For me it was one of the best experiences ever in Barcelona till now. Thank you so much. Good luck*



*Capaz más días y que haya una mayor diversidad de talleres. Gracias, la verdad es que estuvo estupendo!*



*Thank you for this awesome event, it is helpful indeed. Looking forward for the next edition*



*It would have been helpful to have some of the presentations repeated as there were some that I wanted to attend and could not because I was attending a different one*

*I found this event extremely well organised and I was so impressed by the forward thinking nature of the event. It made me feel so comfortable and lucky to be an expat in this city*



*If there will be some opportunities for search jobs it will be perfect*



*Great initiative, wide number of topics and of organizations*

*More talks, with more subjects covered*



*Más conferencias y más "networking meetings" pues casi todos se quedaron sin plazas*



*Estaría bien tener más expositores y espacio*



*It was my first BICD and I can only tell that it was excellent. You thought of everything!*



*En mi caso era la primera vez que asistía, me pareció una buena oportunidad para realizar contactos y generar nuevos clientes que les puedan interesar nuestros servicios como empresa*



*Entertainment, food, great exhibitors, great capsule events, congratulations!!*



## 10.

# OTHER EVENTS AND PROGRAMMES FOR THE INTERNATIONAL COMMUNITY



The exhibitors, sponsors and keynote speakers at the third edition of the Barcelona International Community Day were invited to a reception prior to the event day at the **Picasso Museum in Barcelona on October 10**. This event was designed to thank stakeholders for their participation and so that participants could get to know each other and network.

The Barcelona International Community Day is the culmination of a series of activities and programmes organized throughout the year aimed at the foreign business community of the city. We can highlight the following, among others:

- **Barcelona Updates:** sessions for exchanging information with new consuls or representatives of international business institutions to enhance cooperation and synergies.
- **Expat Breakfast:** briefings and discussion sessions on topics of concern to the foreign community, organized early in the morning, followed by a breakfast and networking session. Organized in collaboration with Banc Sabadell.

- **Catalan for Business:** basic Catalan business courses for international talent. Organised in collaboration with the Consorci per a la Normalització Lingüística (CPNL).
- **Job search workshops:** workshops aimed at foreigners living in the city with the aim of showing participants how to access the labour market and which aspects are most valued.
- **Discover Barcelona Business Tour and Networking for Expats:** guided tours to show the city's main business-related assets and facilities and services which may be of interest to the foreign community.



Expats Breakfast



Job search workshop at MediaTic facility



Discover Barcelona Business Tour and Networking for Expats



Before



Now

We're the bank where you will feel practically the same as back home.

Thanks to the **Key Account**, you can benefit from an account that's specially designed to take care of all your day-to-day financial needs while you're in Spain. And this is just one of the advantages offered you by Banco Sabadell, one of the most trusted banks<sup>1</sup> and the leader among foreign customers resident here.

A **Key Account** offers you a unique combination of financial and personal services to make your arrival and stay much easier. **So that here you can feel like you're home.**

And you will have a Banco de Sabadell agent who will attend to you in your own language. Find out more by calling us on 900 343 999.

<sup>1</sup>According to an independent study by Oliver Wyman regarding the banking sector.

**B Sabadell**  
There, wherever you are