

PREMIUM SPONSOR



MEDIA PARTNER



SPONSORS



EN

BARCELONA

INTERNATIONAL
COMMUNITY

DAY

ANNUAL REPORT 2018

always **B**arcelona
#

Ajuntament de
Barcelona





LINKED

by BARCELONA



Contents

The 5th Barcelona
International Community Day
(BICD) P. 4

01 Key figures P. 5

02 Visitor profiles P. 6

03 The fair
and the exhibitors P. 8

04 Activities P. 13

05 Evaluation
and testimonials P. 17

06 Event images P. 19

07 Promotion and impact P. 24

08 Other events
and activities for the
international community
in 2018 P. 28

09 Perception
of Barcelona city P. 30

10 Team and
acknowledgements P. 32

THE 5th BARCELONA INTERNATIONAL COMMUNITY DAY (BICD)



Barcelona International Community Day (BICD) was held for its 5th consecutive year on Saturday 20 October, at the Barcelona Maritime Museum. The event attracted 4,928 visitors (a 7.5% increase from previous year), 74% of whom were first-time visitors, while the others were repeating the experience. These figures confirm the consolidation of this Barcelona City Council initiative.

The BICD is aimed at the international community and it has become a major event for foreigners who have changed their city of origin for Barcelona, a place where they are welcomed to their new home and offered information, services and the chance to expand their business and networking opportunities, in order to help them integrate into the city.

The range of the visitors' countries of origin also increased in comparison to 2017 BICD. 80% of the visitors were foreign nationals and 20% were Spanish nationals. There were visitors from 135 different countries (with France, Venezuela and Italy as the countries of origin with the most visitors). This large international event attracted students, entrepreneurs, members of international research teams, business people, artists and families, among others. There was also a notable presence of female visitors, who accounted for 58.2% of the total, while only 41.8% were male. This highlights the active, participatory role of women in Barcelona's professional and social circles and the appropriateness of the 2018 BICD programme, which included a number of activities aimed at professional women.

The event attracted 4,928 visitors, 7.5% more than the previous year

01. KEY FIGURES

4,928
registered
visitors

73.8%
first-time
visitors

26.2%
returning
visitors



49
activities

31
informative sessions,
workshops and panel
discussions on: settling in;
working and doing business;
and enjoying the city

13
cultural and
entertainment activities

5
networking activities



74
exhibitors

7
premium
stands

37
estands bàsics

14
education-showroom
stands

16
information points

8.3

A score of 8.3 for
visitor satisfaction
(out of 10)

8.8

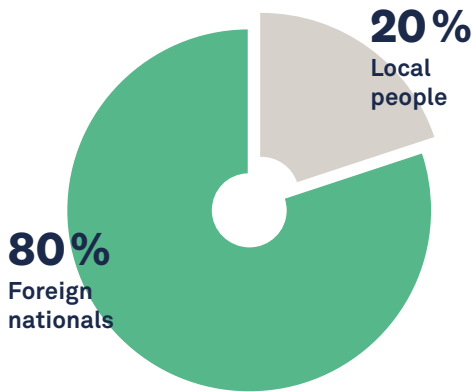
A score of 8.8 for
exhibitor satisfaction
(out of 10)

76
speakers
and experts

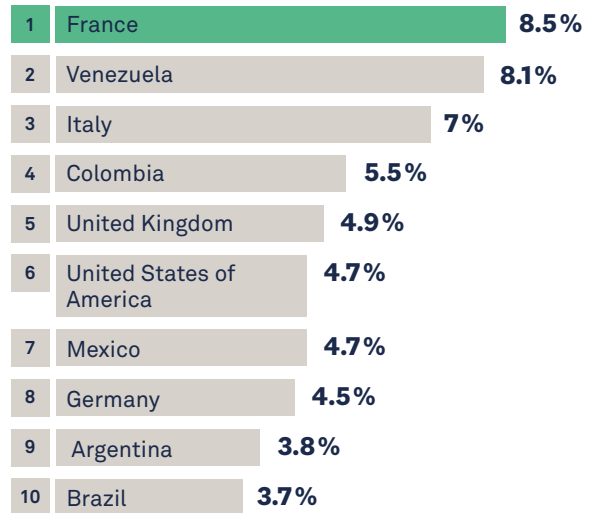


02. VISITOR PROFILES

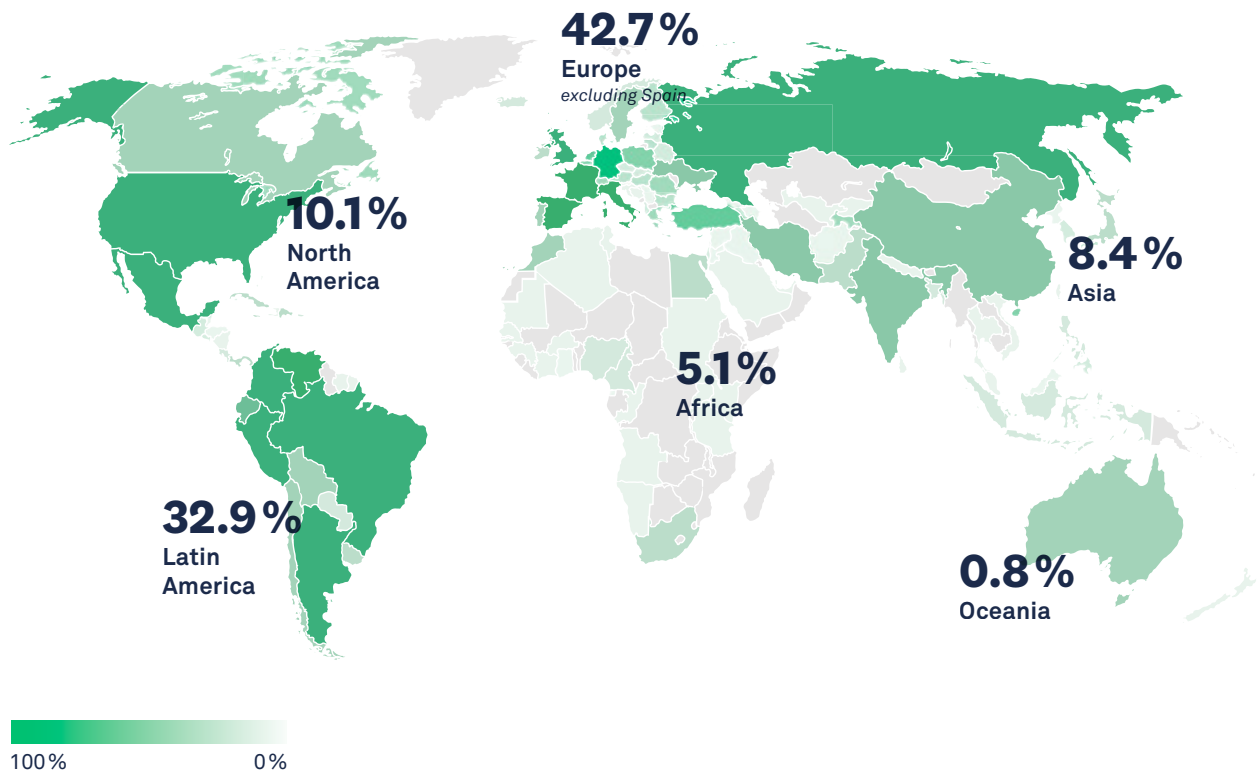
OVER 4,900 REGISTERED VISITORS FROM 135 COUNTRIES



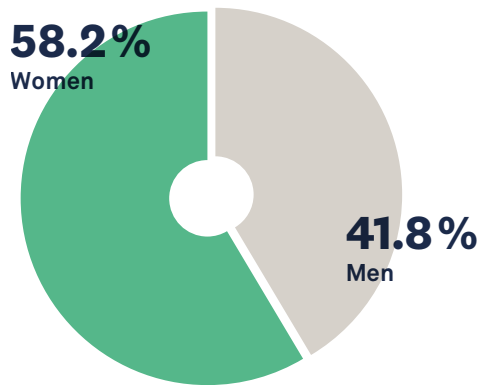
RANKING OF VISITORS' COUNTRIES OF ORIGIN



ORIGIN OF VISITORS BY CONTINENT

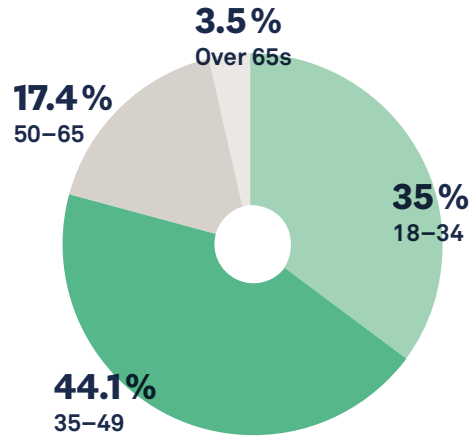


GENDER OF VISITORS

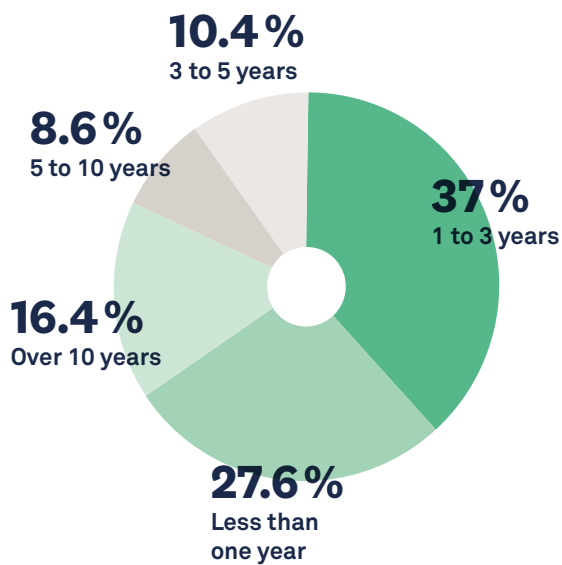


AGE OF VISITORS

79.1% of visitors were aged between 18 and 49. The distribution was as follows:



FOREIGN NATIONALS' TIME OF RESIDENCE IN BARCELONA



REASONS WHY VISITORS CAME TO LIVE IN BARCELONA



03. THE FAIR AND THE EXHIBITORS

The exhibitors fair attracted a total of **74 exhibitors**.

TYPE OF STAND

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

- 1** Premium stands, for the promoter and six sponsors.
- 2** Standard stands, with 37 companies and organisations.
- 3** Education-showroom stands, with 14 international schools.
- 4** Information points, with 16 non-profit associations.



EXHIBITORS

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

The exhibitors were selected in such a way so as to ensure a varied and diverse selection and representation.

The exhibitors are listed by category.

Financial, legal and business services

Balcells Lawyers Group
Banc Sabadell
Barcelona's European Chambers of Commerce
Integra Advisers
KPMG Abogados
Martin Mariño
Spaces
UHY Fay & Co



Real estate and relocation services

ATIPIKA – Lifestyle properties
Eres Relocation
HomeBase Barcelona
Inspire Boutique Apartments
LUCAS FOX International Properties



Insurance, medical and health services

Allianz Care
DKV Salud
Fortefis / Ergo Office
Memory Kids
Sanitas Poblenou
Turó Park Dental & Medical Center
Vitalia Quiropráctica



Recruitment services

Catenon
Page Personnel
Talent Search People



Page Personnel

Cultural services

Barcelona Libraries
Bricks 4 Kidz®
Barcelona Language Normalisation Centre



Biblioteques de Barcelona



CONSORCI PER A LA NORMALITZACIÓ LINGÜÍSTICA
CNL DE BARCELONA

Language services

Assadé
Kingsbrook Idiomas
Languages4Life



Claus de Idiomas / Immersió Lingüística / Refuerzo escolar



Leisure activities and sports centres

Club Natació Barcelona (Swimming Club)
Barcelona Sports Institute
Physiotherapy Barcelona & Running Barcelona
Turisme de Barcelona
Barcelona Provincial Council



CLUB NATACIÓ BARCELONA
Pioners de l'esport 1907



Higher education

La Salle – Ramon Llull University
IDEM Creative Arts School, France / Barcelona



Primary and Secondary School Education

American School of Barcelona
Benjamin Franklin International School
Barcelona Education Consortium
Deutsche Schule Barcelona (German School)
ES International School
Gresol International (American School)
Hamelin – Laie International School
Highlands School Barcelona
Lycée Français de Barcelone
Lycée Français de Gavà Bon Soleil
NACE Schools
Oak House School
Scuola Italiana di Bacellona
SEK Catalunya International School
St. Peter's School Barcelona



Professional or business associations

ASODAME – Club BPW-BCN (Business Professional Women)
Professional Women's Network (PWN) Barcelona
Red Global MX (Mexicanos calificados en el exterior) Barcelona Chapter
SIETAR ESPAÑA (Society for Intercultural Education, Training and Research)
Union des Français de l'Étranger
Venezuelan Business Club



Social and cultural associations

Casa Russa a Catalunya (Catalan Russia House) Cultural Association
Djereho Ukrainian Association
Barcelona Women's Network (BWN)
Barcelone Accueil – Cercle des Français
Casa degli Italiani di Barcellona
Club Suizo de Barcelona (Swiss Club)
Europeans in Catalonia
Fundació Institut Confuci de Barcelona
InterNations



BARCELONE ACCUEIL



巴塞罗纳孔子学院基金会



Others

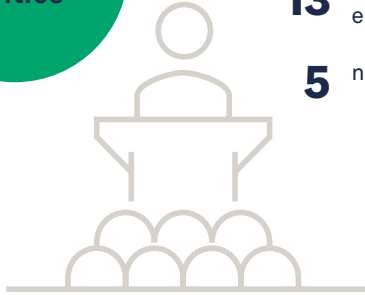
Barcelona City Council – Barcelona Activa
Avancar
Bicing – Zoo
Expat.com
Expatica
Barcelona Markets
The Nanny Line



04. ACTIVITIES

ACTIVITY STATISTICS

49
activities



31 conferences, informative sessions and round tables

13 cultural and entertainment activities

5 networking activities

76
speakers and experts



TOPICS

Barcelona International Community Day activities focused on the following topics:

PERSONAL LANDING

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

ENJOYING THE CITY

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

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

Dynamic networking and various meeting points for making contacts.

ENTERTAINMENT

Entertainment for everyone, with a varied culinary offer.

ACTIVITIES BY TOPIC

Personal landing	INFORMATIVE SESSION	'How does healthcare work in Catalonia?', by Turó Park Dental & Medical Center.
	WORKSHOP	'Crossing cultural barriers: what every expat should know about living in Barcelona' by Eres Relocation.
	INFORMATIVE SESSION	'Education options for international families in Barcelona' by Barcelona International Schools Association (BISA).
	INFORMATIVE SESSION	'The keys to a successful international family transfer' run by SIETAR España.
	INFORMATIVE SESSION	'Starting out in Barcelona: a few financial and non-financial tips' by Banco Sabadell.
	INFORMATIVE SESSION	'Living in Barcelona: let or buy?', by ATIPIKA - Lifestyle properties.
	INFORMATIVE SESSION	'Fiscal information and recommendations for foreigners' by KPMG.
	INFORMATIVE SESSION	'Legal and immigration advice for expats' by Balcells International Lawyers Group.
	PANEL DISCUSSION	'I also moved to Barcelona' moderated by aPortada Comunicació.
	WORKSHOP	'Volunteering for Catalan language', by the Centre de Normalització Lingüística de Barcelona.
INFORMATIVE SESSION	'From expat to expat: begin a new life in a new city' by Expat Therapy Barcelona.	
WORKSHOP	'Let's draw your story' by Maria Calvet.	
Working and doing business	INFORMATIVE SESSION	'What kinds of jobs are available for expats in Barcelona?' by Page Personnel.
	PANEL DISCUSSION	'Young female talent: Generation Z' coordinated by Barcelona City Council.
	INFORMATIVE SESSION	'Barcelona helps to create your company', by Barcelona Activa.
	WORKSHOP	'360° job search', by Barcelona Activa.
	INFORMATIVE SESSION	'Personal brand: learn to build it up to stand out', by aPortada Comunicació.
	PANEL DISCUSSION	'Barcelona, a city of business opportunities' moderated by Barcelona's European Chambers of Commerce.
	INFORMATIVE SESSION	'Are you self-employed? Find out about all the resources to help you get ahead' by Barcelona Activa.
	INFORMATIVE SESSION	'Digital nomads: co-working spaces and their impact on the new ways of working' by Spaces.
	INFORMATIVE SESSION	'Become more convincing with a good elevator pitch' by Barcelona Activa.
	INFORMATIVE SESSION	'The keys to learning to ask and achieving your goals' by Silvia Bueso.
	PANEL DISCUSSION	'Female talent in Barcelona: tools and resources' moderated by Barcelona Activa.
	WORKSHOP	'Get active on the job: posture correction and stretching' by Physiotherapy Barcelona.
ACTIVITY	'Are you looking for work in Barcelona?' by Barcelona Activa.	

Enjoying the city	INFORMATIVE SESSION	'Catalan traditions as seen by an expat' by Barcelona Metropolitan.
	INFORMATIVE SESSION	'Barcelona is so much more! Discover charming sites near the city' by Diputació de Barcelona.
	WORKSHOP	'Linguistic aperitif' by the Barcelona Language Normalisation Centre.
	INFORMATIVE SESSION	'What can Barcelona offer you for a healthy life?' by Ergo Office – Forfetis.
	WORKSHOP	'Test yourself with Barcelona cultural competency game' by SIETAR España.
Networking	WORKSHOP	'Just arrived in Barcelona? Design your networking strategy' by Barcelona Activa.
	WORKSHOP	'Interactive speed-networking: connect with other professionals' led by Comeet.
	WORKSHOP	'Women entrepreneur networking' led by Comeet.
	WORKSHOP	'Recreational-creative' led by Comeet.
	WORKSHOP	'Take up root and create contacts' by Comeet.
Entertainment	WORKSHOP	'Play like a brain! Experience artificial' by Memory Kids.
	GASTRONOMY WORKSHOP	'Signature cava sampling'.
	ACTIVITY	'Get your <i>Linked with Barcelona</i> tee-shirt'.
	CHILDREN'S WORKSHOP	'Optical illusions' by Comeett.
	SOLIDARITY WORKSHOP	'Refugart: the <i>Eye to eye</i> project' by Barcelona International Schools Association (BISA).
	WORKSHOP	'Bollywood Masterclass' by Centre Asana.
	MUSIC PERFORMANCE	'Concert of Habaneras', with Barca de Mitjana.
	PHOTO BOOTH	'Take a photo and link with Barcelona'.
	GASTRONOMY	'World cuisine and coffee shop' with Barcelona Picnic and Melting Pot.
	CHILDREN'S PLAY CENTRE	'Children's games' sponsored by Barcelona International School Association (BISA).
	CHILDREN'S WORKSHOP	'Face painting' sponsored by Barcelona City Council.
	CHILDREN'S WORKSHOP	'Endless fun with LEGO Bricks', run by Bricks 4 Kidz®.
	RADIO	'Broadcasting a special programme on the BICD' by Barcelona City FM.

— VENUES



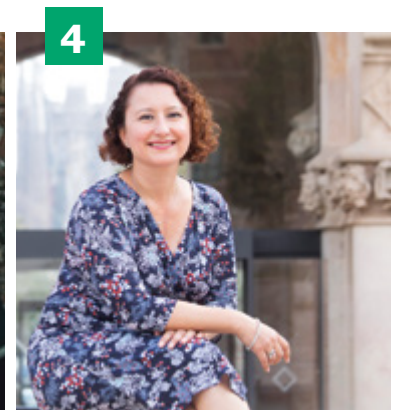
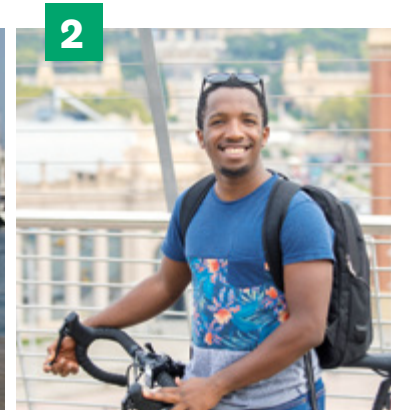
Recording a radio programme.

- Four rooms for conferences, informative sessions, panel discussions and workshops.
- A children's play centre and a children's area for activities and games.
- Stage for music performances.
- Agora for informal networking and relaxation area.
- 'Networking Tree' area.
- Gastronomy area.
- Photocall.
- Job seeking area.
- Studio for recording and broadcasting a radio programme.

— HOSTS

Once again, there were hosts for this 5th BICD. Four people, whose mission was to welcome Barcelona's new residents.

They were **1** Emma Grenham (United Kingdom), **2** Mamadou Korka Diallo (Guinea-Conakry), **3** Scott Mackin (United States) and **4** Burcu Tunçer (Turkey), who all arrived in Barcelona years ago and now feel that the city is their home.

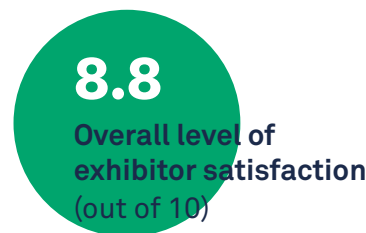


05. EVALUATION AND TESTIMONIALS

This is a summary of the evaluations provided by visitors, made through an anonymous online questionnaire. The ratings provided by exhibitors and participants in the programmed activities are also included. The scores are the average of the results, out of a maximum of 10 points.

26.2% of visitors to the BICD had already been at the event a previous

year, while 73.8% were attending for the first time. Firstly, this means that the event's promotion and attracting visitors have been a success year after year. It also means that 26.2% of visitors still consider that this is a major event 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 BY TOPICS

Personal landing > **8.1**

Working and doing business > **8.3**

Enjoying the city > **8.6**

EXHIBITOR RATINGS

Overall rating > **8.8**

Rating for the venue > **9.3**

Rating for the event organisation > **9.3**

—
STATEMENTS

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



I really like that day and I recommended to many people!



More staff on the registration desks in the morning to avoid queues. The rest: fab organisation, great speakers, good contents. Thanks!



Las actividades de networking me parecen especialmente interesantes para todos los asistentes en general.



It was great organized and happy to come for next event again!

Debería haber más ofertas de actividades sociales, como deportes, castellers ya que muchos extranjeros vienen solos y empezar estas actividades ayuda a crear lazos y estar mejor.



Congratulations!! It was an event with a lot of value added to me and my family!!



The Barcelona International Community Day 2018 was an outstanding event. Very well organized. The content and format of the event was wonderful. Very useful information, realistic, multicultural and extremely professional.



I would suggest increasing the number of spaces available at the presentations/workshops. Several of these were overcrowded and there were not enough headsets to listen to the speaker.



Many people have pets in Barcelona, we were hoping there would be pet service companies.



As a participant, I would appreciate more opportunities to network.



Muy buena iniciativa, esencial para conocer el ambiente en el que nos desarrollaremos los que recién llegamos a la ciudad. Una gran variedad de opciones y posibilidades, de actividades y ayudas.

Don't change too much it was very good =)



Solo quisiera felicitarles por el evento muy interesante e importante para los recién llegados.



You should have more space to share posts in the advertisements' area.



As a student this event helped me a lot in terms of Spanish language schools, legal advices and specially the women empowerment.



06. EVENT IMAGES

— CONFERENCES

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



EXHIBITORS

74 companies, institutions, schools and non-profit associations exhibited in the 2018 edition.



NETWORKING

There was a networking workshop and three supervised networking activities, as well as a creative networking area where people could exchange services throughout the day. In collaboration with **Comeet**.



GASTRONOMY AREA

This year, there was a selection of Indian and Senegalese food, chosen by **Melting Pot**. This social enterprise fosters the idea of food as a factor that facilitates cultural integration, by showcasing the cuisine of various countries.



—
CHILDREN'S PLAY CENTRE AND ACTIVITIES



—
FUN ACTIVITIES AND MUSIC PERFORMANCES



07. PROMOTION AND IMPACT

Publicity for the event was carried out through a communication campaign aimed at professional expatriates who live with their families in the area of Barcelona, either temporarily or permanently. The campaign focused on four main areas: advertising (press, outdoor and digital), social networks, websites and other means of dissemination.

The financial investment for the campaign and the production of materials was € 141,579

MASTER CREATIVITY



ADVERTISING

Printed press

- The *La Vanguardia* newspaper: 2 full-page inserts.
- *Le Petit Journal*: 1 inside-cover insert in the practical guide.
- *Ling* magazine: 1 full-page insert.



Advert in the *Le Petit Journal*.

Digital press

- Island half pages, banners and mega banners in specialised local and international media.
- Articles in international media newsletters.
- Multiple banners in various supports close to the target population, through programmatic advertising.
- Banners in *Courrier International*.

Outdoor advertising

- **Illuminated advertising panels:** 240 around the city.
- **Flag banners:** 1,200 in the following streets:
 - Gran Via (between Rocafort and Comte Borrell)
 - Aragó (between Aribau and pg. Gràcia)
 - Padilla (between València and Còrsega)
 - Provença (between Pau Claris and Pg. Sant Joan)
 - Ronda Litoral (between Gas Natural and Pl. Voluntaris Olímpics)
 - Calàbria (between Gran Via and Aragó)
 - Balmes (between Av. Diagonal and Trav. Gràcia)
 - Sicília (between Alí Bei and Diputació)
 - Rosselló (between Sardanya and Castillejos)
 - València (between Independència and Av. Meridiana)
 - Sant Antoni Maria Claret (between Dos de Maig and Independència)
 - Ronda de Dalt (between Bellesguard and Av. Tibidabo)
 - Ronda de Dalt (between the Rovira tunnel and Pl. Karl Marx)
 - València (between Rocafort and Comte d'Urgell)
 - Mallorca (between Balmes and Pau Claris)
 - Entença (between Gran Via and Mallorca)
 - Alí Bei (between Marina and Av. Meridiana)
 - Mallorca (between Padilla and Dos de Maig)
 - Berlín (between Av. Josep Tarradellas and Numància)
 - Cartagena (between Indústria and Sant Antoni Maria Claret)
 - València (between Av. Meridiana and Clot)
 - Av. República Argentina (between the Vallcarca viaduct and Craywinckel)
- **LED luminous panels:** in 11 kiosks in Les Rambles.

The outdoor advertising campaign has an estimated economic impact of €257,476



Outdoor flag banner advertising.



Illuminated advertising panels.

SOCIAL NETWORKS

Sponsored adverts in Facebook, Instagram, LinkedIn and Twitter.

In the weeks leading up to the BICD on 20 October, continual actions aimed at the international community were carried out on social networks, in order to publicise the event and encourage registration.

The social network actions attracted 2,911 new users to the website, or 24% of the total, making it the traffic that provided the second highest number of visits. The bounce rate is only 33.12% and the length of visit is 1:39 minutes.

2,752,000 reactions
54,425 clicks on the website



Communication on Instagram.

in LinkedIn: this is the platform with most traffic, 47% of the total social network traffic with a bounce rate of only 30% and an average length of visit of nearly 2 minutes.

f Facebook: contributes 32.5% of the users and also maintains a low bounce rate.

🐦 Twitter: this network represents 19% of the total, with a bounce rate of nearly 40%.

@ Instagram (@barcelonaicd): in accordance with the nature of the platform, which does not promote links, this network provided the least amount of traffic, but of the highest quality, with a bounce rate of only 23% and almost 3 pages viewed per session.

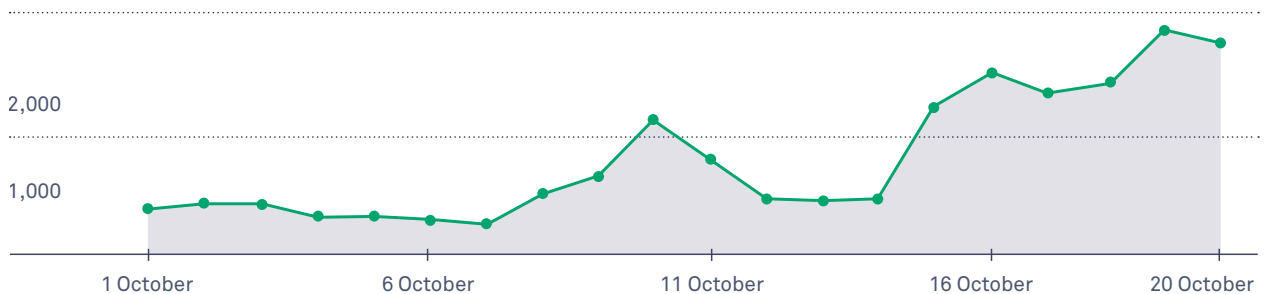


Communications on Twitter and Instagram.

WEB
barcelona.cat/internationalcommunityday

Between 1 and 20 October, the website registered a total of 15,576 visits. Of these, 7,362 visits were direct traffic; 3,683 were from communication-campaign digital insertions, with the remainder coming from search engines, networks and other digital channels.

● Sessions



OTHER PROMOTIONAL MATERIALS

Flyers, posters and roll-ups:

Nearly 15,000 promotional **flyers** and 600 posters were published. They were distributed to organisations, international schools, student residencies, universities and business schools. **Roll-ups** and other graphic materials were also produced for the presentation and for meetings with the international community prior to the event.

Programmes:

A total of 4,500 **programmes** were produced in English, Catalan and Spanish for the fair.

Promotional bags:

A total of 4,500 **promotional bags** were produced.

T-shirt for the first 200 visitors

and bottles for the speakers:

T-shirts were made featuring a special design for the fifth BICD, which were given to the first 200 people to arrive at the event. Meanwhile, **bottles** featuring the BICD logo were made and distributed among the speakers, experts and sponsoring companies.

Other:

Banners on the websites of Barcelona Activa, Barcelona City Council and the city's districts. **News articles** were also included in Barcelona Activa bulletins for its company and entrepreneur audiences.



Promotional bag, bottle and T-shirt.

08. OTHER EVENTS AND ACTIVITIES FOR THE INTERNATIONAL COMMUNITY IN 2018

The BICD is the culmination of a whole series of activities and programmes that the Department of City Promotion organises throughout the year, aimed at the city's international economic community. These free activities are carried out in various languages. The various actions held for this group include:

- **Expat breakfast:** informative sessions, conducted as a seminar or round-table of experts, on subjects that concern the international community, held early in the morning and followed by a networking breakfast. In 2018, two sessions were organised on taxation and education.
- **After-workings:** five after-working sessions were organised during the year, dealing with subjects such as the city's culture and leisure opportunities, integration into the community, advice for feeling at home and the steps needed for people to take part in municipal and European elections.



EXPAT BREAKFAST AND AFTER-WORKING

Activity and subject	Date
After-working: 'Enjoy the city: culture and leisure in Barcelona'	6 February
Expat breakfast: 'Key fiscal aspect for expats'	21 February
After-working: 'Finding accommodation in BCN'	12 March
Expat breakfast: 'Choosing a school in Barcelona'	16 April
After-working: 'How to integrate in the international community of Barcelona'	31 May
After-working: 'Conseils pour se sentir chez-soi à BCN'	28 June
After-working: 'Mi ciudad, mi voto'	18 December

1 Expat breakfast: 'Choosing a school in Barcelona'.

2 Expat breakfast: 'Key fiscal aspects for expats'.



Meet & Drink with BICD exhibitors.



Reception with BICD exhibitors at the Sant Pau Modernista complex.

- **Catalan for business:** elementary catalan course (level B1) for newcomers, focusing on the world of investment and business, carried out in conjunction with the Language Normalisation Consortium (CPNL). Three courses were held in 2018 (January-March, April-June and November-December); 90 people enrolled in them.
- **'Discover Barcelona' city tour & networking:** guided visits for members of the international community, to showcase the city's main assets as a centre for business, investment, innovation and research, and business creation. The guided visits end with a networking session so that participants can interact. One of these was held in April.
- **BICD promotional activities:** furthermore, in July, September and October, a variety of specific participatory activities were organised to promote the BICD.

BICD PROMOTIONAL ACTIVITIES

Activity	Date	Place
Fête Nationale de France	14 July	Lycée Français in Barcelona
Meet & Drink with BICD exhibitors	17 July	Spaces
Hola Barcelona Cocktail	13 September	Palauet Albéniz
Salon de l'Accueil - Cercle des Français	20 September	International House
Session: 'Are we, as companies, facilitating international talent? Barcelona, intercultural city'	26 September	Barcelona Activa's 'Sala Emprèn' room
Reception with BICD exhibitors	9 October	Sant Pau Modernista complex

09. PERCEPTION SURVEY ON THE CITY OF BARCELONA



During the BICD, a survey was conducted concerning the perception and image that foreign visitors attending the fair had of the Barcelona brand. The survey results are as follows.

— QUALITIES OF BARCELONA

Visitors were asked about the qualities that define Barcelona's personality. The interviewees believe that:

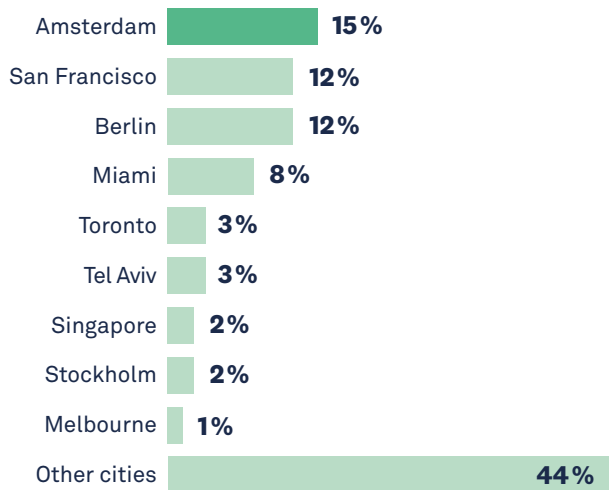
Barcelona is 'very or quite'...

... vibrant, a place where there is always something interesting going on	95%
... diversified, active in multiple, diverse sectors of activity	91%
... competitive	80%
... avant garde	79%
... self-made, with the attitude of self-made people	75%
... receptive, aware of changes and trends	73%
... shows solidarity	66%

On a 5-point scale: very, quite, a little, not very and not at all.

CITIES THAT BARCELONA RESEMBLES

The cities of the world¹ that most resemble Barcelona, according to the interviewees, are as follows: Amsterdam, Berlin, San Francisco and Miami.



¹ Suggested cities.

SAMPLE
157 people

GENDER
Men: 55%
Women: 45%

AGE
18-34: 55%
35-49: 37%
50-65: 8%

TIME LIVING IN BARCELONA
5.6 years

Survey conducted by *Ipsos*, with the collaboration of *Summa*.

ATTRIBUTES ASSOCIATED WITH THE IMAGE OF BARCELONA COMPARED TO THE CITIES THAT MOST RESEMBLE IT

In comparison to the cities that are believed to most resemble it, Barcelona is noted for the following attributes:

- A good place to live.
- It has good infrastructure.
- It has a good cultural offer.
- It is a good venue for fairs, congresses and company events.
- It is a city designed for people, to meet their needs.
- A good destination for new businesses/entrepreneurs.
- It has a good training/educational offer.

10. TEAM AND ACKNOWLEDGEMENTS

The BICD was promoted by **Barcelona City Council's Department of City Promotion**, with the involvement of numerous organisations and people who contributed to its promotion and success.

This includes the outstanding support of **Banc Sabadell**, as a premium sponsor, and the sponsorship of: **Allianz Care**,

Atipika Lifestyle Properties, Barcelona International Schools Association (BISA), Eres Relocation, Page Personnel and Spaces. The media partner is **La Vanguardia**.

The organisation and production for this year's event included the services of **aPortada Comunicació** and the technical management of **Focus**.



Representatives of BICD sponsors with First Deputy Mayor Gerardo Pisarello.



Promotional team: Department of City Promotion, Barcelona City Council.

MANY THANKS TO:

Premium sponsor



Sponsors



Media partner





You.



Your bank.

Welcome to the bank in Spain
that understands you best.

We are specialists in stepping into the shoes of our new customers from abroad. This is our Welcome Service.

With our new Welcome Service, at Banco Sabadell, we step into the shoes of new residents. We are there at their side both when they first get here and throughout their daily lives here in Spain. And we do so by giving them the guidance and service they deserve, not only when it comes to

financial matters like opening an account or investing, but also with things related with their personal lives in our country.

**Find out more at
bancosabadell.com/welcome
or call +34 902 343 999
(24 hour, 7 days a week).**

B Sabadell
There, wherever you are