



Ajuntament de
Barcelona

**BACK
TO NET
WORK!**

BARCELONA
**INTERNATIONAL
COMMUNITY
DAY**

**Report
2021**



PREMIUM SPONSOR



MEDIA PARTNER



SPONSORS



Visitor profile

3,678

people registered

87

countries of origin



59.1% foreign nationals

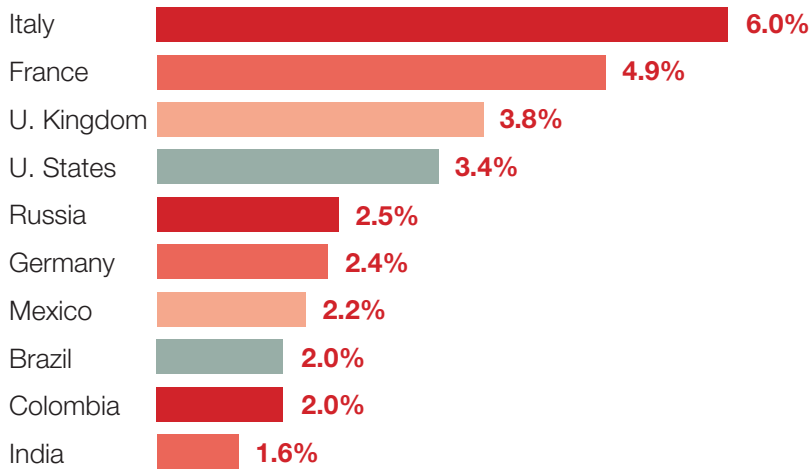
40.9% locals

64%
first-time
visitors



36%
returning visitors

The 10 countries of origin with the highest number of visitors



*Excluding Spain

Origin of visitors

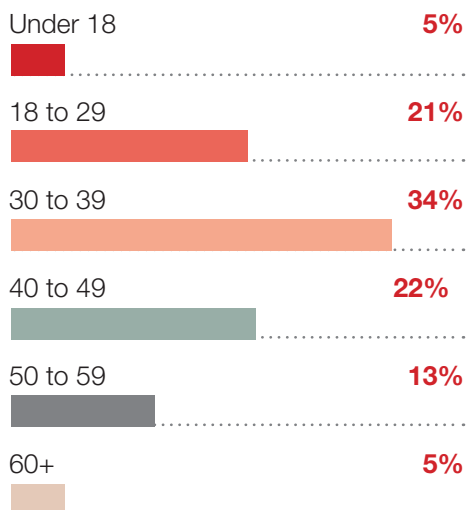
by continent

59.1%

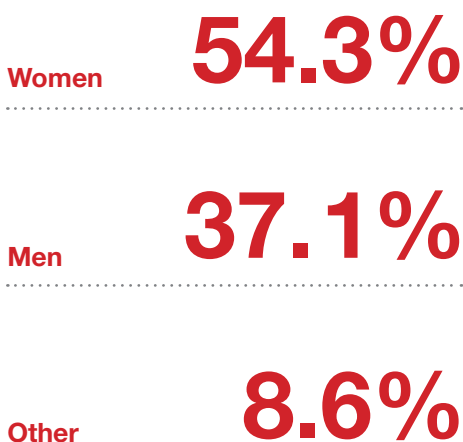
foreign visitors



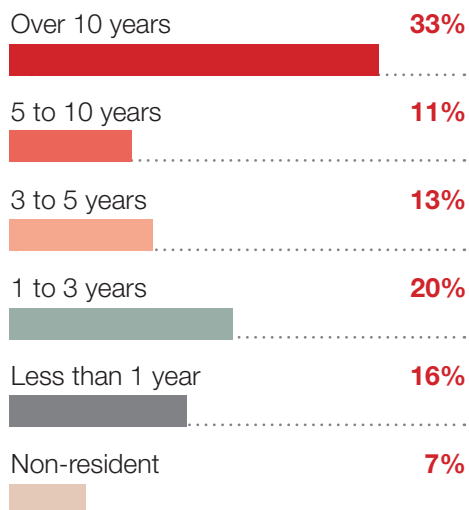
Age of visitors



Gender of visitors



Length of time living in Barcelona



Activities

Activities in figures

51
activities
10 streamed live

5
webinars
(previous week)

26
lectures, courses, workshops and round tables

8
activities culture and entertainment

9
activities: *networking*

3
children's activities

Themes

The Barcelona International Community Day activities focused on the following areas:

Settling in

Useful information and services for people arriving and settling in Barcelona, either alone or with their family.

Work and business

Resources, services and training for the purpose of finding work and developing

professional skills, or for investing, doing business or starting up a new business.

Enjoying Barcelona

Information and resources to learn about the city's attractions and discover in terms of culture and leisure in the fields of the arts, sports, and voluntary work, and in the social sphere.

Making contacts

Dynamic networking and various meeting points for making contacts.

Entertainment

Entertainment for everyone: concerts, shows, children's activities and cuisine.

Exhibitors

The fair featured 72 exhibitors

Public entities

Barcelona City Council - City Promotion



Barcelona Activa



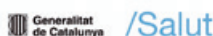
Barcelona Libraries



B:SM - Barcelona de Serveis Municipals



Barcelona Health Consortium



Barcelona Provincial Council



Guàrdia Urbana police force and
Barcelona Fire Service



ICUB



Barcelona Institute of Sports



Barcelona Municipal Institute of Markets



Turisme de Barcelona



Leisure activities and sports centres

A.H.A! STEAM



Aire Ancient Baths



Barça field hockey



eXplorins



Catalan Sailing Federation



Swapfiets



Insurance, medical and healthcare services

Clínica Corachan



Memory Center Institute of
Applied Neuroscience



Mapfre



Healthcare Barcelona



Sanitas Pobleu



Therapy in Barcelona



Turó Park Dental & Medical Center



Professional or business associations

European Chambers of Commerce
in Barcelona



LGBTQI+ Chamber of Catalonia



RedGlobalMx Barcelona



SciTech DiploHub -
Barcelona Science and Technology Hub



SIETAR Spain (Society for Intercultural
Education, Training & Research)



Studentfy



Social and cultural associations

Barcelone Accueil – Cercle des Français



Scandinavian Club of Barcelona (CEB)



Fundació Institut Confuci de Barcelona



InterNations



Swiss Society of Barcelona



Primary and secondary education

Agora Sant Cugat Campus & Agora International School Barcelona



Benjamin Franklin International School



Oak House School



St. Patrick's International School



St. Peter's School Barcelona



Higher education

EADA Business School



La Salle - Ramon Llull University



ESIC Business & marketing School



Media and production companies

Catalan News Agency (ACN)



Audioprojects



Barcelona Expat Life



Barcelona Metropolitan



Expatica



La Vanguardia



Barcelona in English



Cultural services

Barcelona Centre for Linguistic Normalisation



Barcelona Obertura



Recruitment services

Barcelona Digital Talent



Page Personnel



Talent Search People



Language services

Ruslandia



World Class Bcn

Financial, legal and business services

AvaLanding



Balcells Lawyers Group



Banc Sabadell



BCN Business Services



Integra Advisers



NF.IC.VIPS



NIE.CAT



Ontranslation



Smmart Services



Real estate, relocation and moving services

aProperties



Association of Spanish Professional Home Organisers



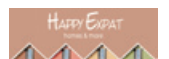
Barcelona Expat Services



Eres Relocation



Happy Expat Homes & More



Inspire Property Expert



Lusa Group



Mudanzas Diagonal



Nuvo Barcelona



Promotion and impact

Barcelona City Council's publicity campaign was centred on five key pillars: the purchase of advertising space in local and international media (press and digital media), external spaces belonging to Barcelona City Council itself, social media, the website and printed publicity materials.

Estimated advertising value

€187,900

Insertions in the local and international press reaching an audience of

458,500

people



Advertising spots on online radio stations

200,859

impressions



Sponsored articles, mailshots, insertions and programmatic advertising in local and international digital media

1,723,878

impressions

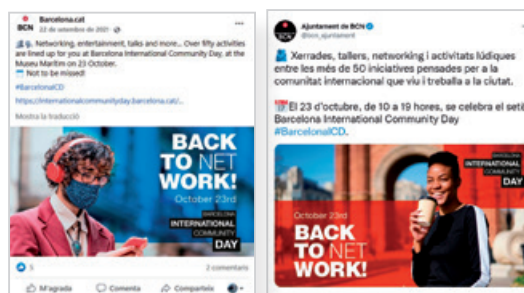


Segmented advertisements on

Facebook, Instagram, Twitter, LinkedIn and YouTube

7,115,901

impressions



External media

540

banners

74

backlit advertising displays all over the city

The event was reported in news items via media outlets, including Betevé, Catalan News and the 3/24 news website.



Reception for sponsors, exhibitors and speakers for the 2021 edition held in the Mies Van der Rohe pavilion on 5 October.

Reception and presentation



We would like to thank the following organisations **for their support, in making this project possible:**

PREMIUM SPONSOR



SPONSORS



Clínica
Corachan



eres
Relocation Services



MAPFRE

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MEDIA PARTNER

LA VANGUARDIA

Hosts: Othmane Mouhssine, Jessika Klingspor, Sam Zucker, Oxana Lapuzina, Lia Wei and Gabriele Palma.

Beck Ingredients for providing hand sanitiser dispensers.

Volunteer students from the international schools participating in the fair.

The Barcelona Maritime Museum and the **Mies Van der Rohe Pavilion**.

Everyone who has generously donated their time to take part in the programme of events, either as **speakers, moderators or members of the audience**.

The **Both. People & Comms** team for their absolute dedication to carrying out this project.

Acknowledgements

MEDIA PARTNERS

BARCELONA in ENGLISH

CatalanNews

Metropolitan
BARCELONA IS PART OF IT

EXPATICA
Live. Work. Love.

SPECIAL THANKS



Key figures



3,678

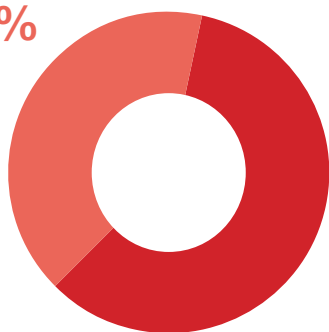
people registered



87

countries of origin

40.9%
locals



59.1%
foreign nationals



51

activities



73

exhibitors



96

speakers and experts



59.9%
women

40.1%
men



Overall rating of the fair



overall rating

City Promotion Department
Barcelona City Council

www.barcelona.cat/internationalcommunityday
www.barcelona.cat/internationalwelcome

welcome_barcelona
 Barcelona International Welcome
 via.bcn/international-welcome