



2022

REPORT

EN

# YOU FEEL MAKE BARCELONA

## BARCELONA INTERNATIONAL COMMUNITY DAY

PREMIUM  
SPONSOR



MAIN  
SPONSORS



MAPFRE

PagePersonnel

MEDIA PARTNER



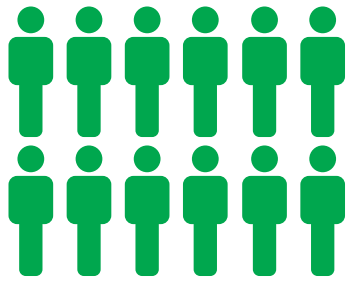
BRAND SPONSOR



ACTIVITY SPONSORS



# KEY FIGURES



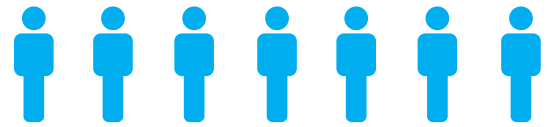
**5.416**

People registered



**130**

Countries of origin



**71,21%** Foreign nationals



**28,79%** Locals



**61**

Activities



**71**

Exhibitors



**81**

Speakers and experts

**76,80%**

First-time visitors



**23,20%**

Returning visitors

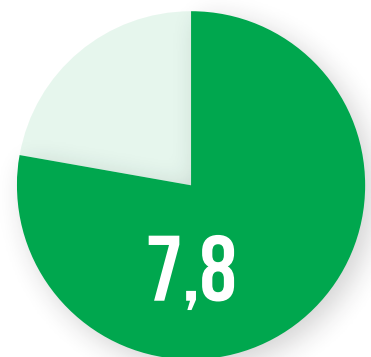
## OVERALL RATING FOR THE FAIR



From the exhibitors



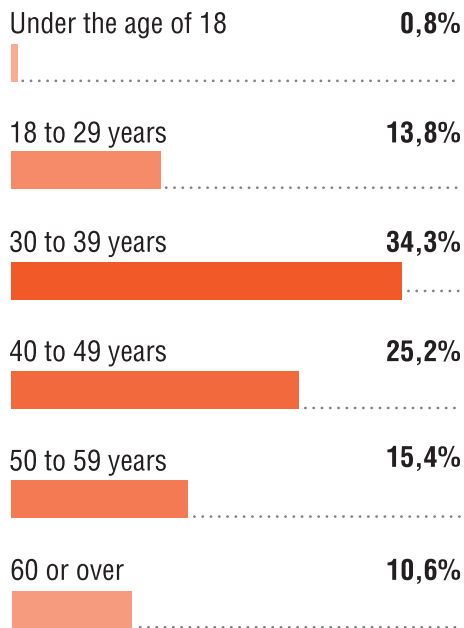
From the speakers



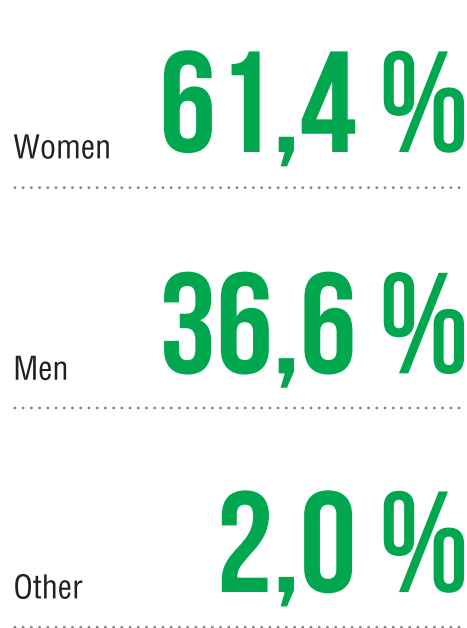
From the participants

# VISITOR PROFILE

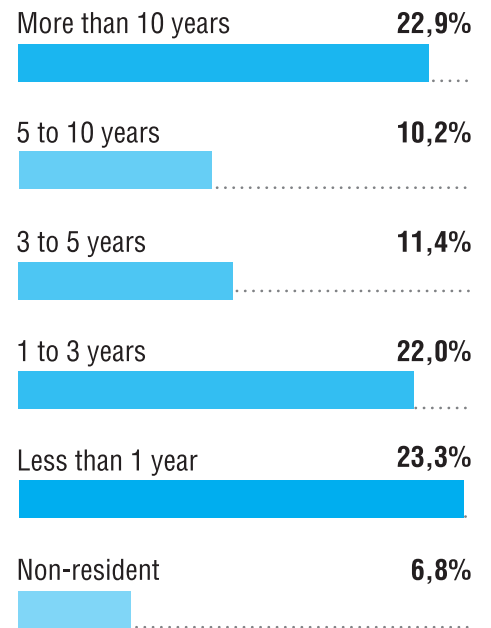
## VISITORS BY AGE



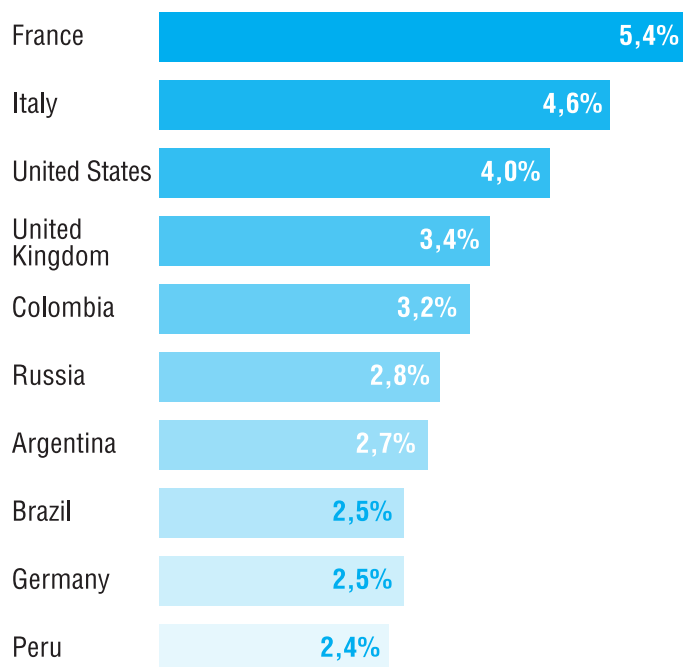
## GENDER OF VISITORS



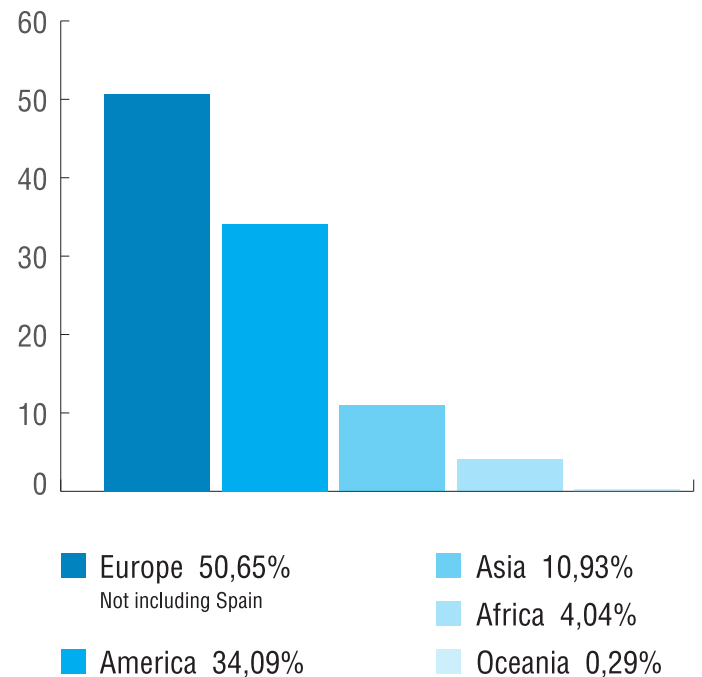
## LENGTH OF TIME LIVING IN BARCELONA



## TOP 10 COUNTRIES OF ORIGIN BY NUMBER OF VISITORS



## ORIGIN OF FOREIGN NATIONALS VISITING



# EXHIBITORS

## PUBLIC ENTITIES

Ajuntament de Barcelona



B:SM - Barcelona Serveis Municipals



Barcelona Activa



Barcelona és molt més



Barcelona Turisme



Barcelona Cultura



Biblioteques de Barcelona



Guàrdia Urbana i Bombers de Barcelona



Institut Barcelona Esports



Mercats de Barcelona



## LEISURE ACTIVITIES AND SPORTS CENTRES

A.H.A! STEAM



Bonasport



Club de Golf Barcelona



Club de Rugby Barcelona Universitari Club, BUC



Club Natació Barcelona



eXplorins



Let's Cook



## INSURANCE, MEDICAL AND HEALTH SERVICES

Barcelona Medical Destination



DKV



Institut de Neurociència Aplicada Memory Center



Mapfre



Neuroscience Business School



Sanitas Pobleou



Therapy in Barcelona



Turó Park Clinics



## PROFESSIONAL AND BUSINESS ASSOCIATIONS

Cámaras de Comercio Europeas en Barcelona



Cambra LGTBIQ+ de Catalunya



RedGlobalMx Barcelona



SIETAR Spain



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## SOCIAL AND CULTURAL ASSOCIATIONS

Barcelone Accueil



Barcelona Women's Network



DTI Foundation



Fundació Institut Confuci



InterNations



Societat Suïza de Barcelona



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## PRIMARY AND SECONDARY EDUCATION

Agora Sant Cugat Campus



Barcelona High School



Benjamin Franklin International School



Istituto Italiano Statale Comprensivo di Barcellona



Learnlife



St. Patrick's International School



St. Peter's School Barcelona



The British College of Gavà



The British School of Barcelona



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## HIGHER EDUCATION

EADA Business School



ESIC



EU Business School



La Salle Campus Barcelona



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## MEDIA AND PRODUCTION COMPANIES

Audioprojects



Barcelona Metropolitan



Catalan News



Expatica



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## CULTURAL SERVICES

Centre de Normalització Lingüística de Barcelona



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## RECRUITMENT SERVICES

Barcelona Digital Talent



Page Personnel



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## LANGUAGE SERVICES

Spanish Courses in Barcelona



## FINANCIAL, LEGAL AND BUSINESS SERVICES

Balcells Lawyers Group  

Banc Sabadell 

Emma Hakobyan Abogadas 

Integra Advisers 

Klev&Vera International Law Firm 

NF.IC.VIPS 

NIE.CAT 

Ssmart Services 

Talenom 

## REAL ESTATE, RELOCATION AND MOVING SERVICES

Barcelona Expat Services 

Barnes Barcelona 

Eres Relocation 

Inspire Property Experts 

Lucas Fox International Properties 

Lusa Realty  

Mudanzas Diagonal 

Residae Barcelona 

Weloba 



# ACTIVITIES

## IN NUMBERS

81

Speakers and experts

32

Talks, information sessions, workshops and round-table conversations

10

Networking activities

61

Activities

13

Cultural and entertainment activities

6

Children's activities

## TOPICS

### PERSONAL LANDING

Useful information and services for arriving and settling in Barcelona, alone or as a family.

### WORK AND BUSINESS

Resources, contacts, support to invest, do business or start a company.

### ENJOY BARCELONA

Discover the city's attractions and cultural and recreational potential.

### NETWORKING ACTIVITIES

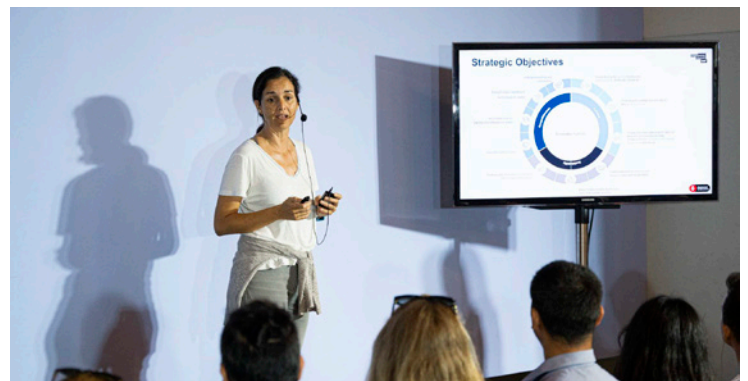
Dynamic networking sessions and various meeting points for making contacts.

### ANIMATION ACTIVITIES

Entertainment for everyone, with a wide range of culinary options.

### CHILDREN'S ACTIVITIES

Little ones have a space with various activities designed just for them.



# PROMOTIONAL CAMPAIGN

Barcelona City Council's campaign to promote the event was aimed at members of the international community living in the Barcelona area and other people interested in the international talent ecosystem. The campaign was centred around five main areas: the purchase of advertising spaces in local and international media (press and digital media), external spaces belonging to Barcelona City Council itself, social media, website and printed publicity materials.

# 283.900€

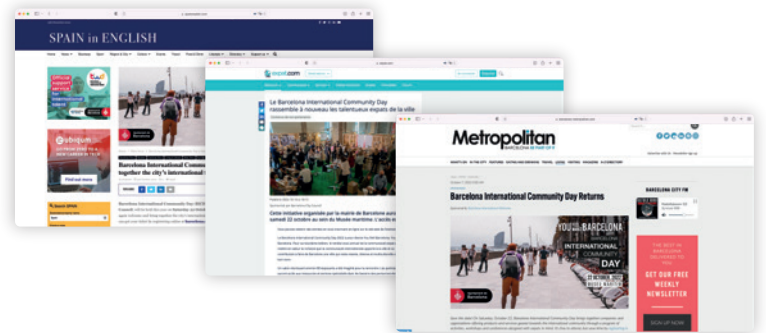
estimated advertising value



PRESS: ADVERTISEMENTS AND SPONSORED ARTICLES

# 401.585

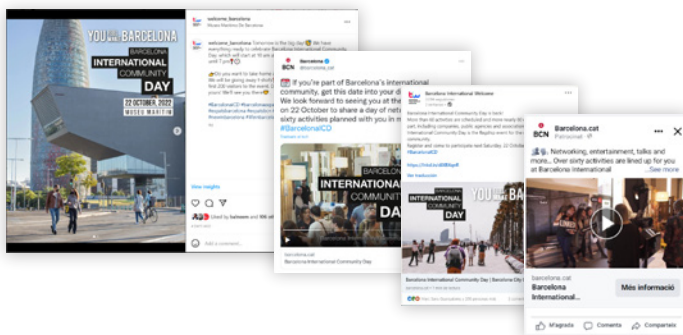
people



SPONSORED ARTICLES, MAILINGS AND PROGRAMMATIC ADVERTISING IN LOCAL MEDIA AWARDED TO THE INTERNATIONAL AUDIENCE

# 853.790

impressions



TARGETED ADVERTISEMENTS ON FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN AND YOUTUBE

# 5.048.368

impressions



TARGETED ADVERTISEMENTS ON GOOGLE DISPLAY NETWORKS

# 908.147

impressions



# EXTERNAL MEDIA



**600**  
banners



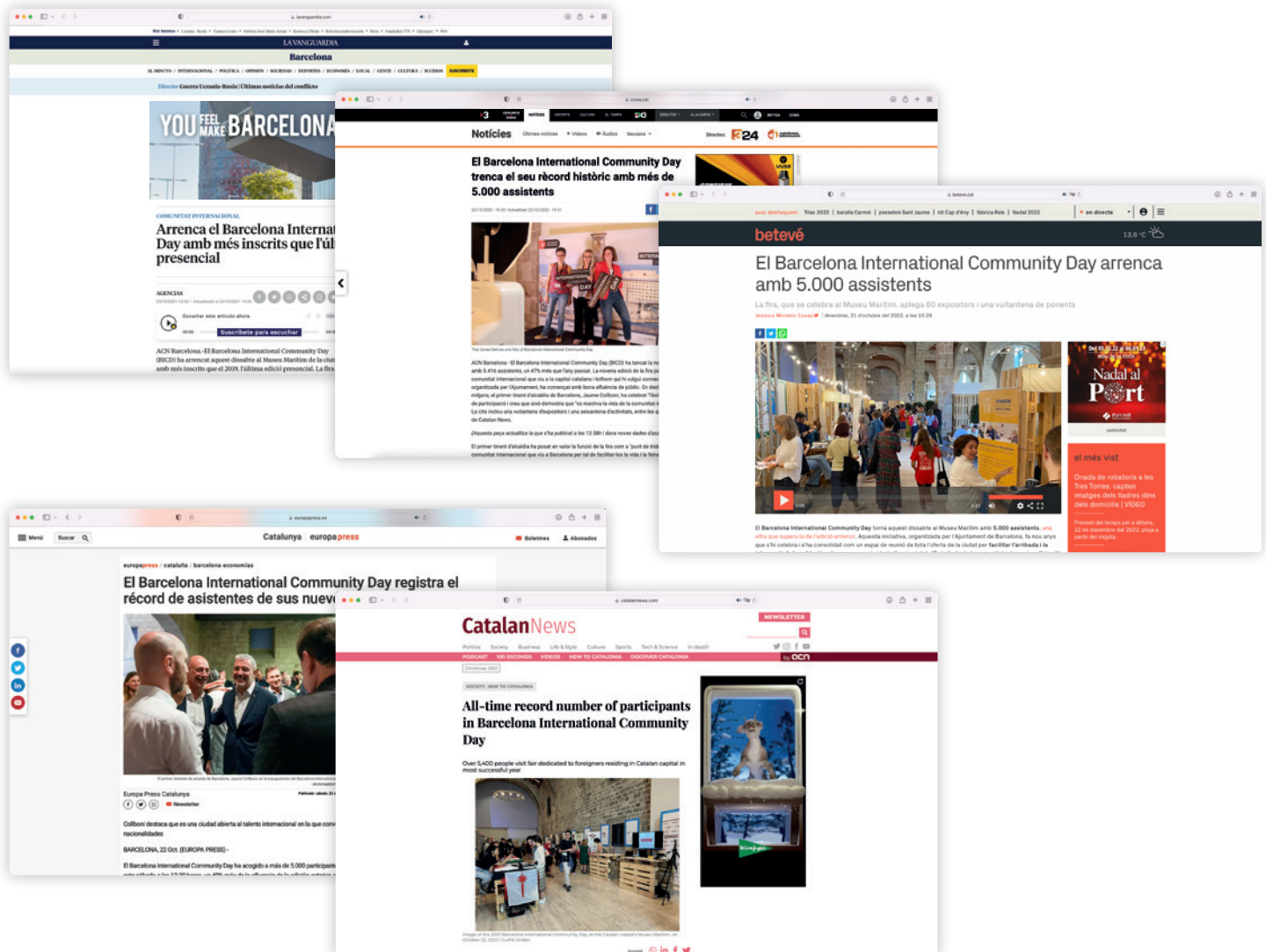
**85**  
advertising panels



**11**  
LED screens on La Rambla

# IMPACT

The event sparked interest in the press, and several media outlets picked up on it:



# EVENTS

## PRE-EVENT RECEPTION

Reception for sponsors, exhibitors and speakers at the 2022 edition, held in Barcelona City Hall's Saló de Cent on 5 October.



## OFFICIAL OPENING

led by the First Deputy Mayor, Mr Jaume Collboni



## CLOSING PARTY

Time to relax and for sponsors, exhibitors and organisers to celebrate another successful edition



# ACKNOWLEDGEMENTS

Barcelona City Council's City Promotion Department would like to thank the following for their support in making Barcelona International Community Day possible:

## PREMIUM SPONSOR



## MAIN SPONSORS



## BRAND SPONSOR



## ACTIVITY SPONSORS



## PRESENTATION SPONSOR



## MEDIA PARTNER



## MEDIA COLLABORATORS



## SPECIAL THANKS



The **host ambassadors**: Shreyashee Nag, Amilcar Vargas, Bibiana Cunningham, Victor Horcasitas, Neema Balolebwami Nelly, Emrah Ulucakar. Everyone who generously took part in the activities programme as **speakers, moderators or members of the audience**.

The **Both. People & Comms** team for their full dedication to organising this initiative.

And to the **Maritime Museum of Barcelona**.



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