

Barcelona

Your partner for a
lifetime project

**10 reasons for
doing business**



Ajuntament de
Barcelona

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The city of talent

Welcome to Barcelona. A city that greets entrepreneurs, companies and international talent.

This multicultural and vibrant city holds over 1.6 million inhabitants in an atmosphere full of art and culture where the new revives and the old remains.

Today Barcelona looks at the future with a powerful and innovative tool: the Green Deal. A broad and ambitious agenda of urban transformation linked to economic competitiveness, social equity and public health.

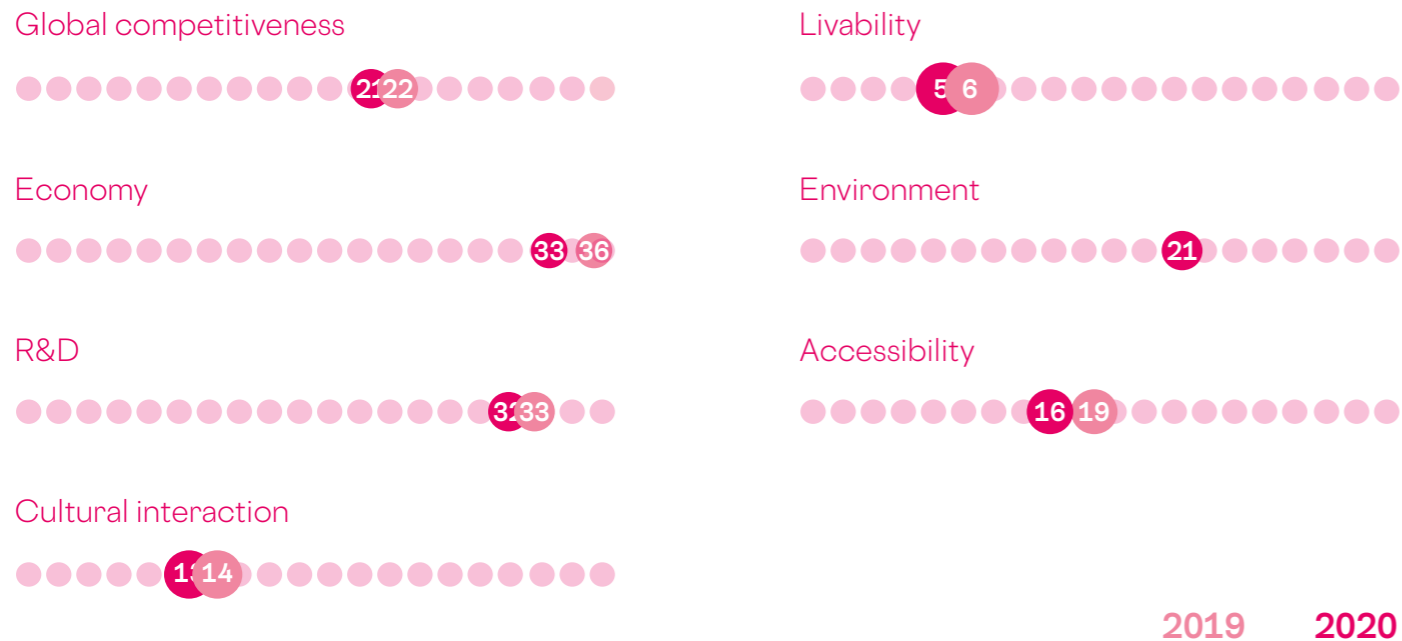
Now more than ever, come and check it out!

A unique global human scale city

Barcelona has its own distinctive character. Throughout history, various cultures and civilizations have left their footprint on a city that is open to the sea, diverse, inclusive and modern. With over 1.6 million inhabitants, Barcelona is the heart of a metropolitan region of almost 5 million inhabitants.

In 2020, 21.7% of Barcelona's population were foreign nationals

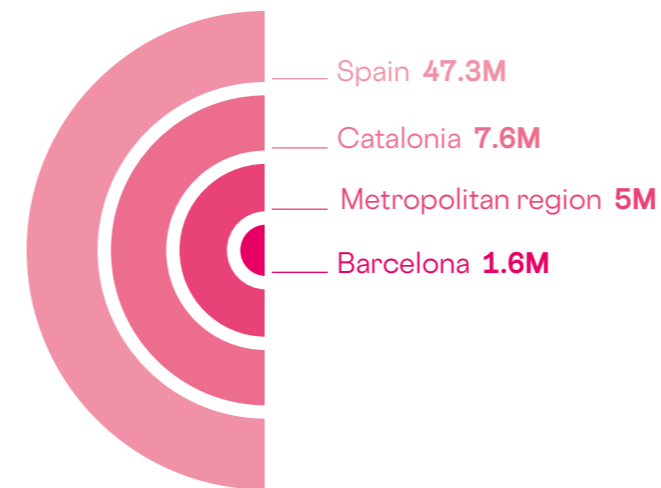
Global competitiveness position of Barcelona (by categories, compared to other global cities)



Source: Global Power City Index 2020. Institute of Urban Strategies. The Mori Memorial Foundation



Population of Barcelona



Source: Department of Statistics at Barcelona City Council, Idescat, Instituto Nacional de Estadística (INE, 2019).

Barcelona in the
Top 25
cities in global competitiveness, for the 4th year running

Barcelona is the
2nd
city of Southern Europe with best future perspectives 2020/2021

Source: FDI, 2020



A European gateway to the world

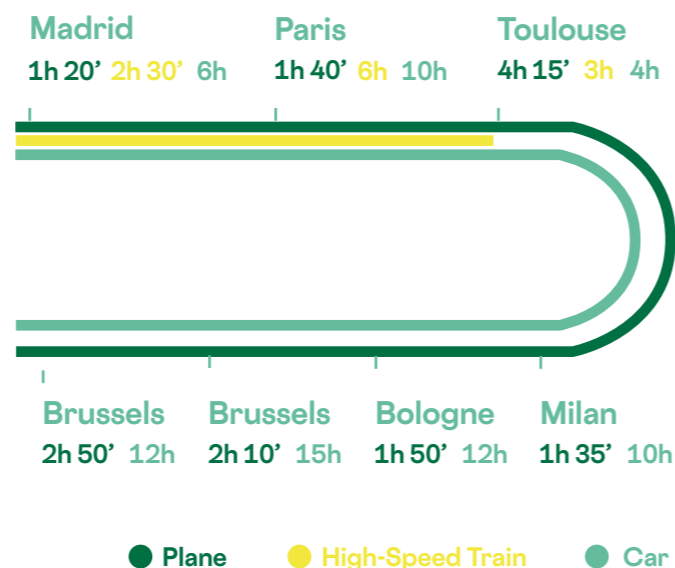
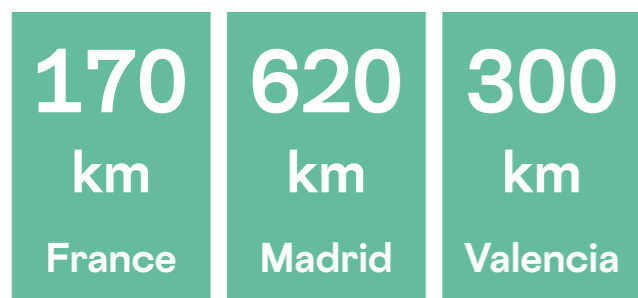
The Barcelona area generates 20% of Spain's exports, of which 25% have high technological content.

Barcelona is the ideal place for interacting with the world as a main city of the Western Mediterranean and Western Europe. Thanks to its cultural proximity to Latin America and its relationship with Asia, Barcelona is Europe's gateway to the world.

Just a few cities in the world have an international airport, a port, a trade fair and a free-trade and logistical-activities platform within such a small radius as 5 kilometres, making Barcelona an excellent communicated city.

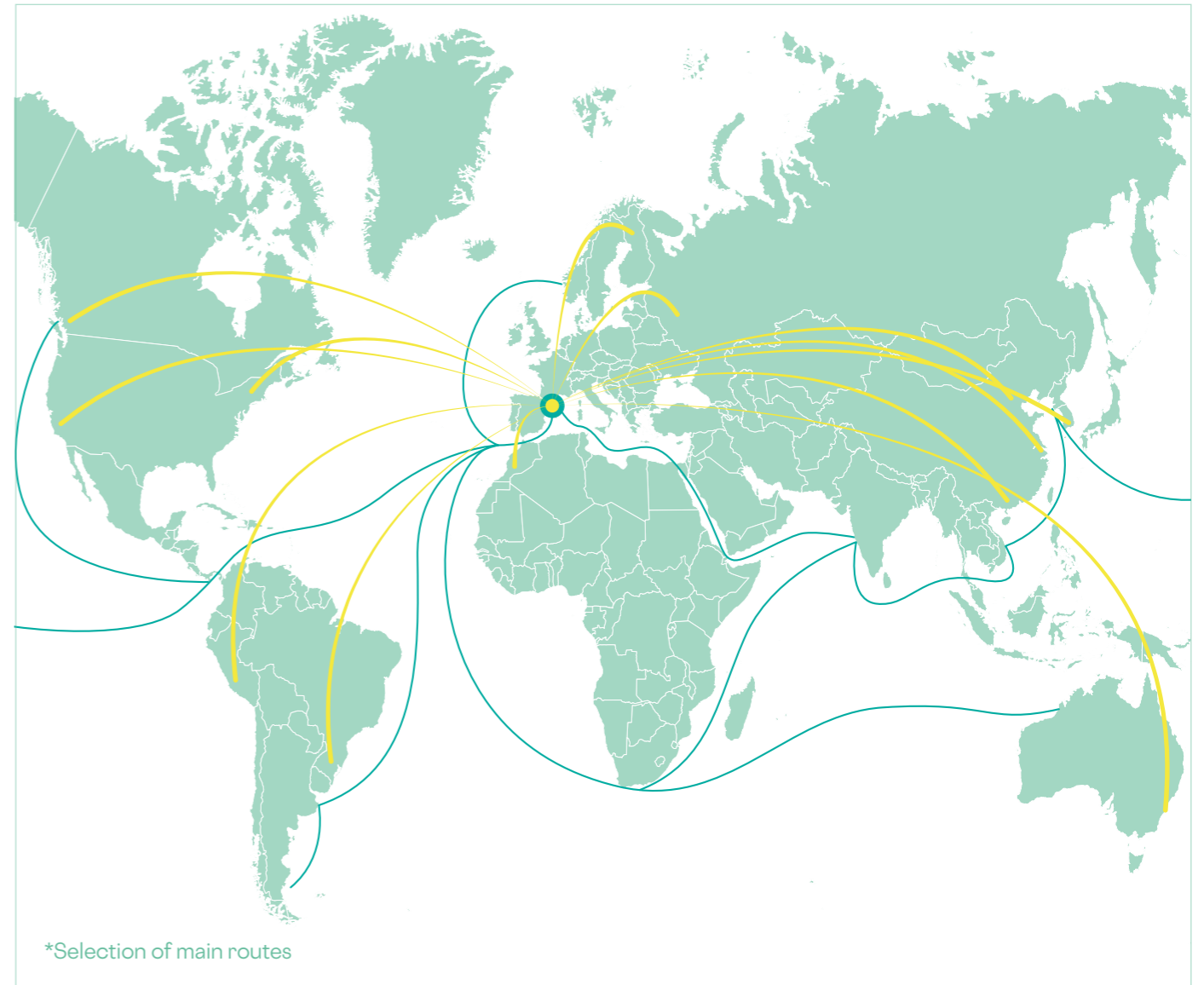
For over 10 years, Barcelona airport has ranked among Europe's top 10 airports in number of passengers

Asia is the main destination of the goods exported in containers from Barcelona's port, representing over 40% of the total



Barcelona is connected all over the world

— Sea routes
— Air routes



Barcelona Airport 2020 main indicators:



Data shows usual activity before Covid-19 outbreak

Competitive and diversified economic engine

Barcelona, with an economy specialised in diversity, is the capital of Catalonia, a region that led the industrial revolution in Southern Europe and is now at the forefront of the digital revolution.

Barcelona has moved on from being a classical industrial city to being the European Capital of Innovation in the 21st century and the world leader hosting international congresses and conventions.

7th world urban area receiving foreign investment projects

Source: KPMG, 2019

Foreign companies in Catalonia by country of origin



Top 20 Countries (By number of subsidiaries in Catalonia)	
01. France	1,163
02. Germany	1,157
03. USA	1,096
04. Italy	808
05. UK	779
06. Netherlands	622
07. Switzerland	421
08. Luxembourg	350
09. Denmark	291
10. Japan	267
11. Belgium	250
12. Portugal	178
13. Sweden	142
14. China	115
15. Australia	109
16. Ireland	98
17. Hong Kong	70
18. Canada	65
19. Andorra	63
20. India	52

Source: Directory of Subsidiaries of foreign companies in Catalonia, ACCIO, 2020

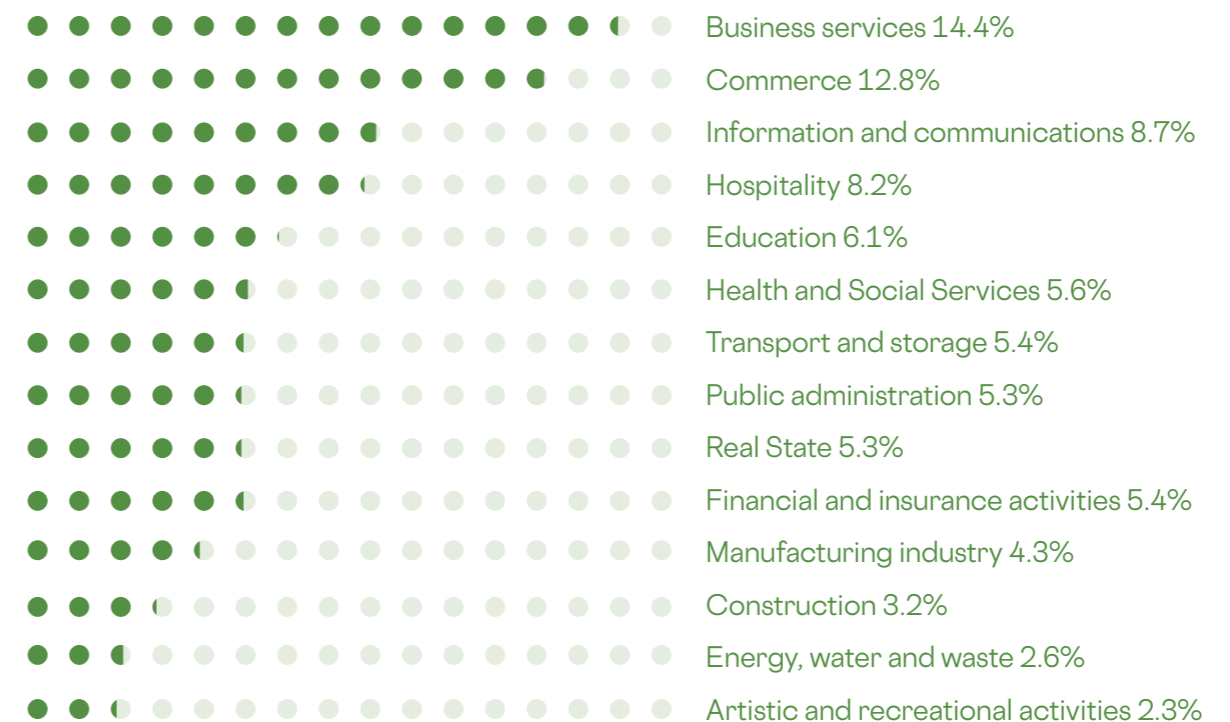
Office rental price in European cities 2020 (prime areas, in €/m²/year)



Source: Cushman & Wakefield Research, The DNA of Real State, 2T. 2020 (Europe)

Barcelona's main areas of economic activity in 2019

(according to GVA - Gross Value Added)

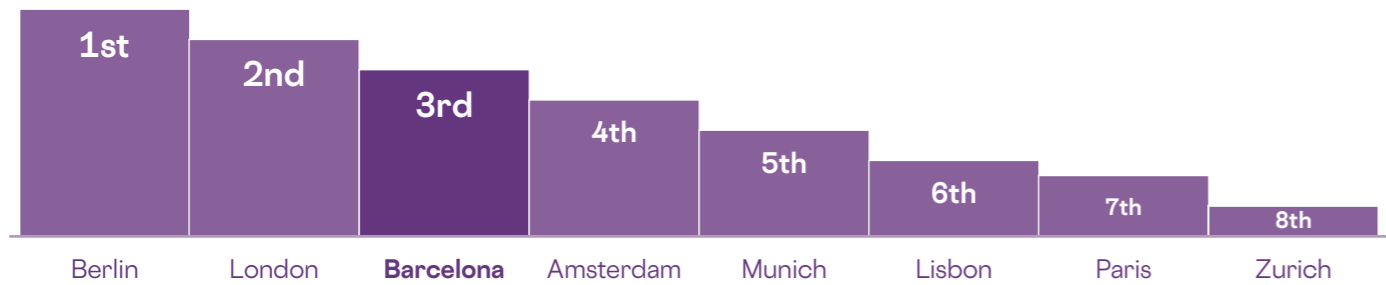


Source: City Data Office, Barcelona City Council

A magnet for Startups and Scaleups

Europe's top 8 Startup Hubs in 2020

Source: Startup Heatmap Europe.

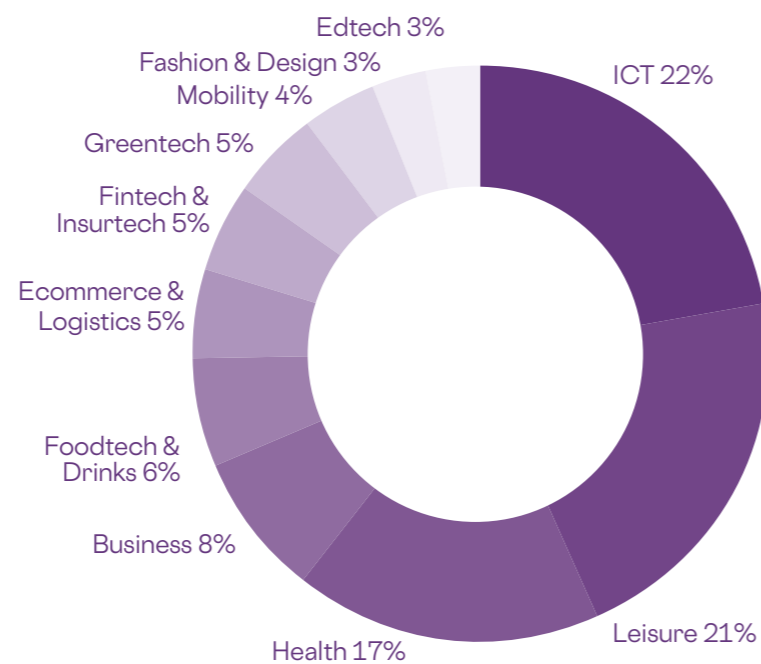


1,708 startups
66% are related to technology & industry 4.0

2,857 of private investment in millions €
5 years

186 scaleups

Number of Startups per Sector



Source: Barcelona & Catalonia Startup Hub 2020

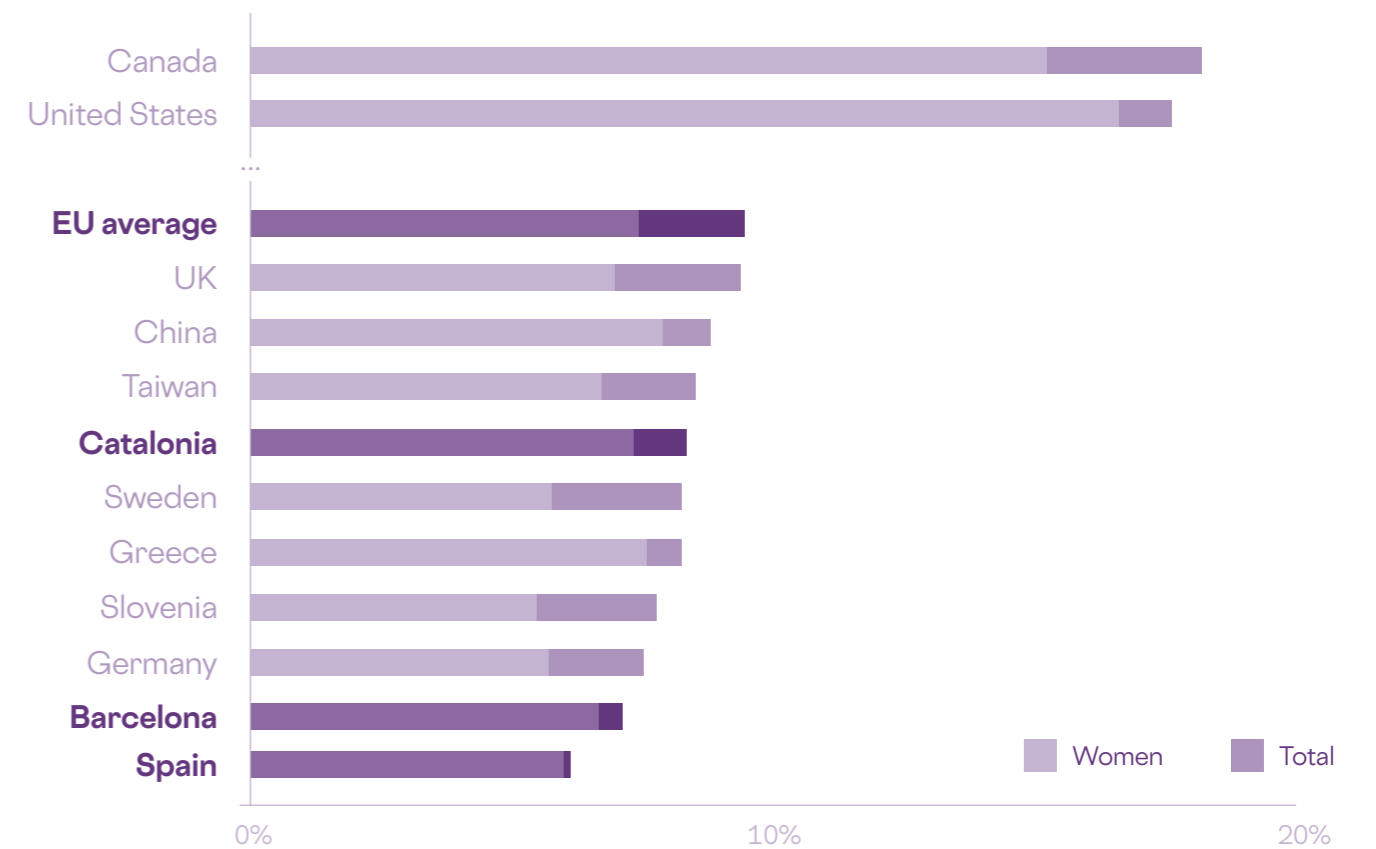
Source: Startup Ecosystem Overview, 2018. Mobile World Capital Barcelona



The city is the ideal place for startups thanks to a combination of factors that make it favourable to entrepreneurship and business creation. The hosting of international events such as the **Mobile World Congress, ISE** and **Smart City Expo** make Barcelona the **world capital of technology**, boosting the wealth of the entrepreneurial ecosystem during the whole year.

What's more, there are numerous initiatives that consolidate the innovative ecosystem and act as a bridge between startups and large corporations, enabling a **combination of flexibility and innovation with resources and experience.**

Entrepreneurial activity rate in 2018 (% of 18-64 year-old population)

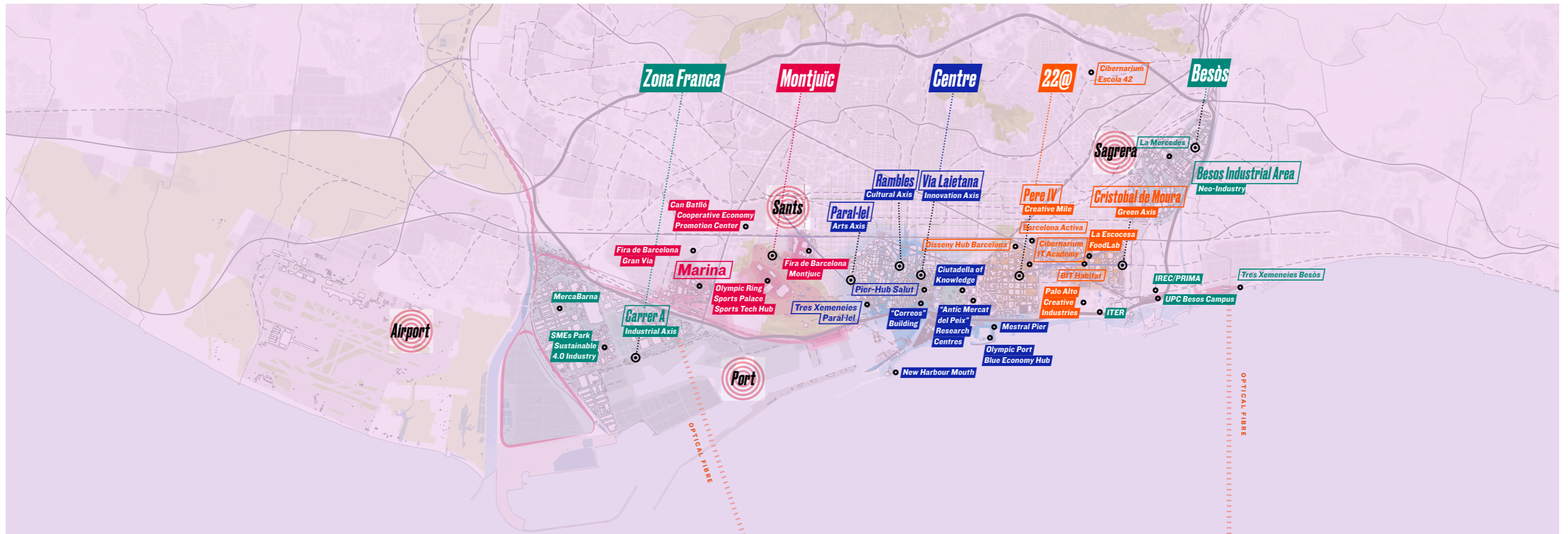


Source: Global Report and Executive Report for Catalonia 2019. Global Entrepreneurship Monitor (GEM)

A new urban and economic agenda

Barcelona has a new economic agenda, the Barcelona Green Deal, that promotes a more equitable, more competitive, and more sustainable city. A Barcelona of opportunities that forms the backbone of the metropolitan region and opens to the World as a global city.

In order to implement this new economic agenda, Barcelona has made a new commitment to urban planning that enhances the productive city: it reinforces its commitment to urban actions and transformations throughout its territory, with the aim of revitalizing or creating new areas with a strong component of economic activity. These actions, in areas of growth or transformation of the city, are and will be an important source of opportunities for the private sector and can be summarized in the following areas:



Zona Franca Logistics and neo-industry

A **Zona Franca** for logistics services and neo-industry, with a mainly residential Marina neighbourhood, a new centrality that will redraw urban dynamics in a space strategically located between the Port and Barcelona Airport.

Montjuïc Connectivity, Sports and culture

A **Montjuïc** that will promote activities in the economy of sport and culture, with a Fira that can continue to promote Barcelona as a city of exhibitions and that economically revitalizes the surrounding neighborhoods.

22@ District Innovation and creativity

A **22 @ District** that advances as an engine of innovation and creativity, with a mixture of uses and quality of life.

The centre Balance to live, work and visit

A **downtown** with a balanced economy to live in, work and visit. A downtown with renovated sustainable buildings and with dynamic neighborhood commerce, with a recovered Olympic Port as a space open to the public, where we will promote a Blue Economy Hub that generates synergies with sport, navigation, and gastronomy.

Besòs Neo-industry

A **Besòs industrial area** that hosts neo-industrial activities, last-mile sustainable urban mobility, recycling of materials and initiatives linked to the green and circular economy.

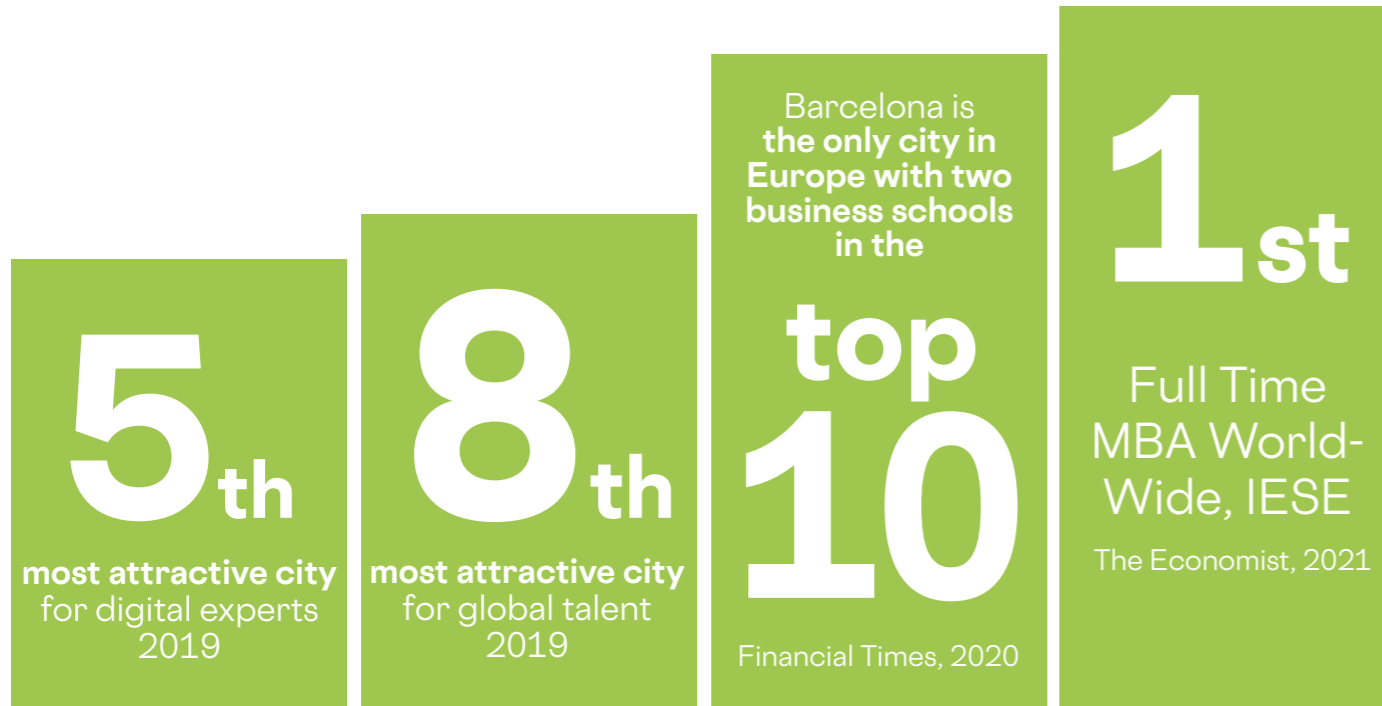
A pole that creates and attracts talent

The paradigm is shifting into reverse, so that **it is no longer companies attracting workers but workers attracting the companies**. Barcelona is the ideal city for producing and attracting people with the best talent.

Catalonia has a public university system with the highest standards as well as Europe's best business schools. What's more, Barcelona offers international talent arriving in the city an integrated system that makes their personal and professional integration easy.

46.9%

of Catalonia's working population are university graduates



Source: Decoding Global Talent, 2020, BCG

Source: Financial Times, Global MBA Ranking 2021

More than
500 Master's degrees to offer
and over 50,000 Master's and PhD students attending Barcelona universities

Over
265,000
university students

+30%
of postgraduates students are international



A city that inspires

Barcelona has a **long tradition of welcoming geniuses and creators** who have excelled in their respective disciplines. **The city somehow provides the right set of conditions for the most creative and ground-breaking minds and individuals to flourish.** The city flavour is defined by the footprint of these brilliant minds: the Heritage of Humanity all around Barcelona is the most relevant tangible example, but the

all year-round cultural and sporting events with their local world-wide icons are also the contemporary expression of this unique and vibrant character of Barcelona.

Thus, it is not a coincidence that **activities in creative industries, leisure and sports** have an important impact on the city's economy.



Parks

+60



Museums

67



Public libraries

+40



Architectural spaces

11M



Music, theatre and
movie spectators

9.4M

Barcelona a magnet for
artists and audiences



Public sports spaces

1,904

96 Indoor and outdoor
swimming pools

15 Athletics stadiums

45 Football pitches

57%
of barcelona residents do
sport regularly

Barcelona is the top 4th sport city in the world, after New York, London and Los Angeles.

Source: Sports City Index, 2021

9,262

companies in the
creative sector

145,819
employees



Generating knowledge at the service of people

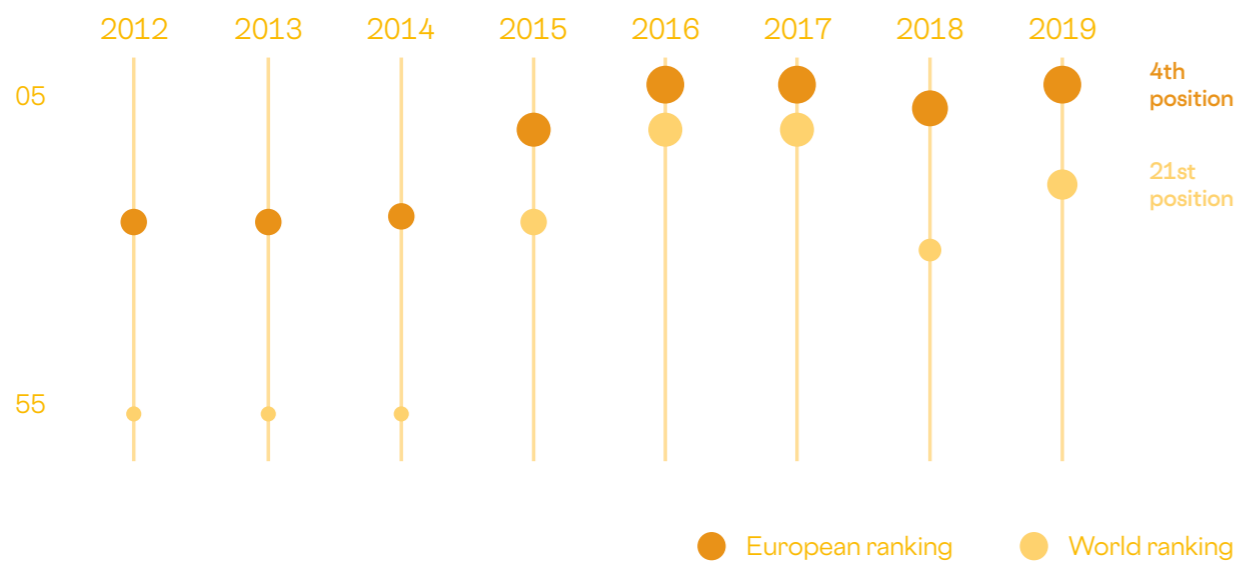
Barcelona has a research and innovation ecosystem that positions itself as one of Europe's leading capitals in science. Barcelona has professionals, students and researchers, a very extensive network of top-level research centres and public universities and a very powerful, innovative and productive community.

Barcelona, 4th most innovative city in Europe and 21st in the world

The Marenostrom 4 Supercomputer is among the world's top 30 supercomputers in 2019. The European Union chose Barcelona to install Marenostrom 5, which will be 17 times more powerful than its current version.



Barcelona's position in innovation



Source: Innovation Cities™ Index. 2thinknow.

Barcelona is the Top 5 city with the most scientific production in Europe and ranks 23rd in the World

Barcelona increased a 8.2% the scientific production in 2019

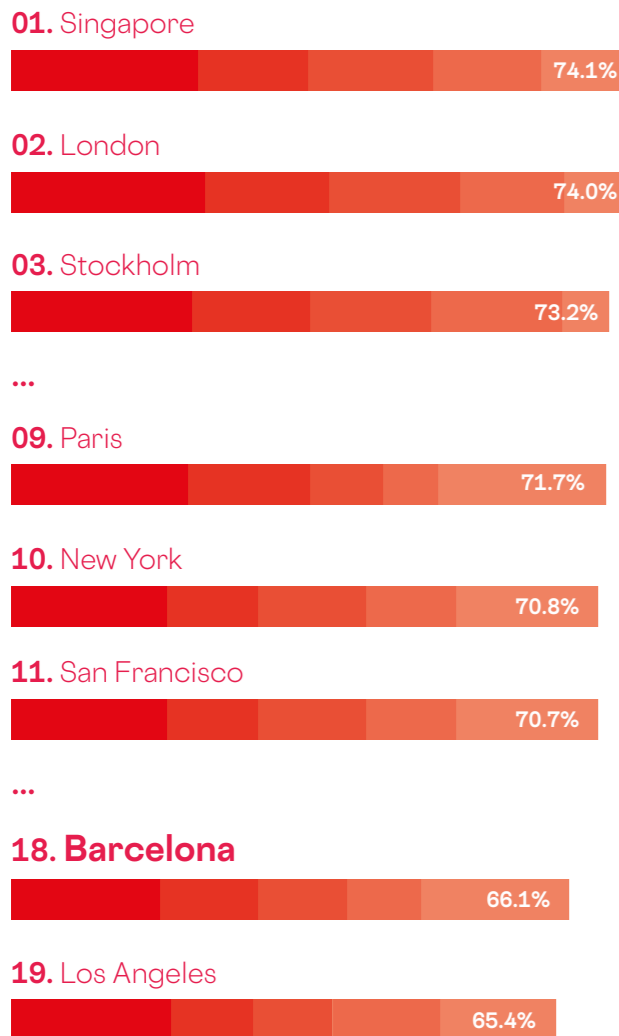
Source: Compiled by the UPC's Land Policy and Valuations Centre (CPVS), based on data from the SCI (Science Citation Index)

A mixed and compact urban model

Urban mobility ranking

Cities are ranked on a scale of 1 to 100, based on how well they meet five core criteria

System Efficiency Social Impact Innovation
Market Attractiveness Infrastructure



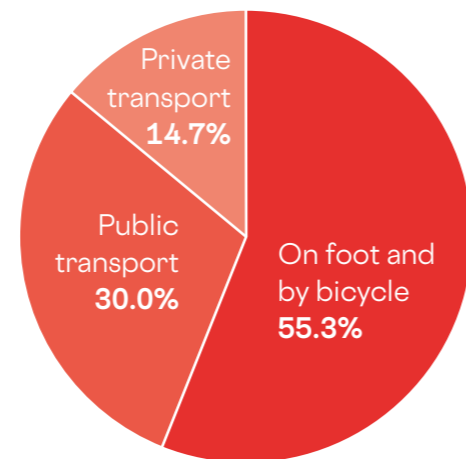
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Source: Oliver Wyman Forum Analysis, 2020

Barcelona's urban model is that of a dense, compact city. Its dynamic response to the growing complexity cities are facing is to **mix uses of spaces**. This is how the city promotes social cohesion: **neighbourhoods are being created where people can live, work, shop, study and raise a family -in short- develop all their life projects.** And **economic activity is being promoted throughout the city.** It is a **sustainable model** as it enables people to develop different aspects of their life in a more local environment. In addition, **density implies contact, exchange and idea generation** as it is a model that **promotes creativity.**

Modes of transport for internal travel in Barcelona

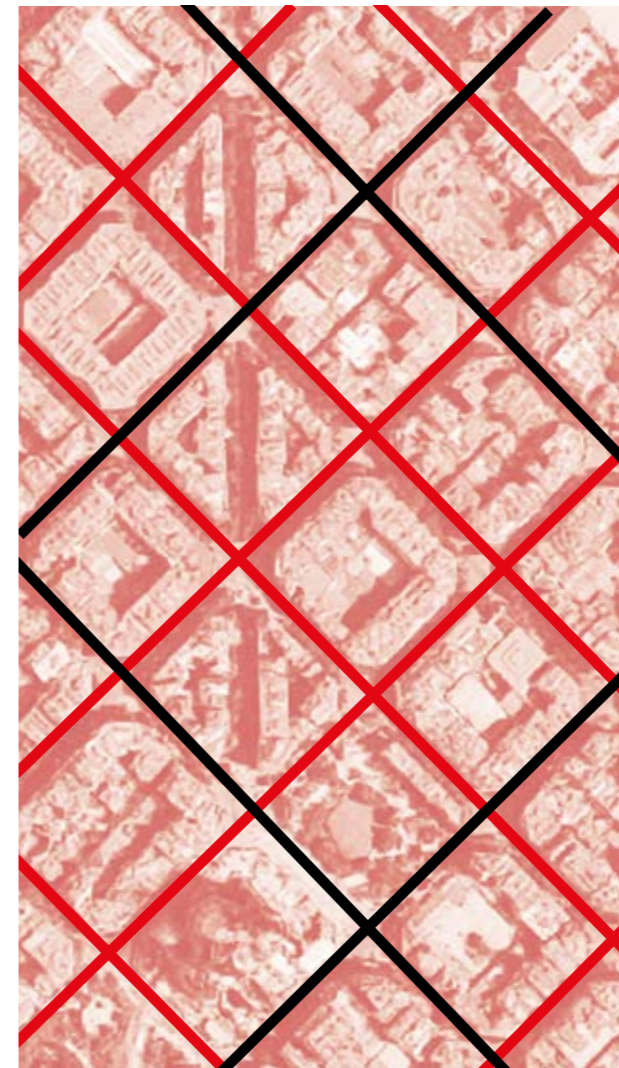
(% of total, 2018)



Source: Work-Day Mobility Survey 2018. Metropolitan Transport Authority (ATM).

Superblocks are the new revolution in urban planning

A new way of managing the public space, where streets and squares are spaces at the disposal of all citizens. **A city with cleaner air, green spaces and peaceful traffic.**



Source: Work-Day Mobility Survey 2018. Metropolitan Transport Authority (ATM).

Now, the **Barcelona-Superblock** project is in a new phase: we want to move **from local actions to city-wide transformations.** The ultimate goal is for one in three streets to be a green area and for residents to have a green axis or a square within a maximum of 200 meters.

Barcelona is amongst the 20 cities 4.0; these cities are at the same time Smart City leaders and have the greatest progress in nearly all Sustainable Development Goals.

(Source: Smart City Solutions for a Riskier World, ESI ThoughtLab, 2021)

*Barcelona has **195.2 km of bike lanes.** **55.3%** of internal monthly journeys are made by foot or bicycle.*

*Besides private bikes, the **public bike-sharing system** accounts for more than **113,000 users and 1.2M monthly journeys.***

*In 2019, Barcelona was the **3rd global city in infrastructure safety***

(Source: Safe Cities Index 2019).

*In 15 years **more than 10,000 companies** and about **93,000 jobs** have been installed in the **22@ Barcelona innovation district area**, which is in constant innovation together with its stakeholders - citizens, companies and institutions.*

A city for a lifetime project

Barcelona boasts a combination of attributes that make it unique and attractive not just to live in and visit but also as a place to work, learn, invest and start up businesses.

This model allows for personal and professional growth and for living a full life in all aspects. That's because personal, family, professional and social fulfillment go hand in hand. A city that offers us everything we need in the different life stages.

Barcelona is the 7th best city in the world for balancing professional and personal life in 2020, according to the Expat City Ranking

Quality of life based on ...

 <p>Climate conditions Over 2,500 hours of sunshine a year</p>	 <p>Quality of urban space Good public services</p>	 <p>Network of 39 fresh-food markets that promote a healthy Mediterranean diet</p>
 <p>Civil society engaged in cultural, sports and social issues</p>	 <p>Active defence of sustainability and human rights</p>	 <p>An economy and society open to the world</p>

17.5m²
green and forest area in the central city per inhabitant

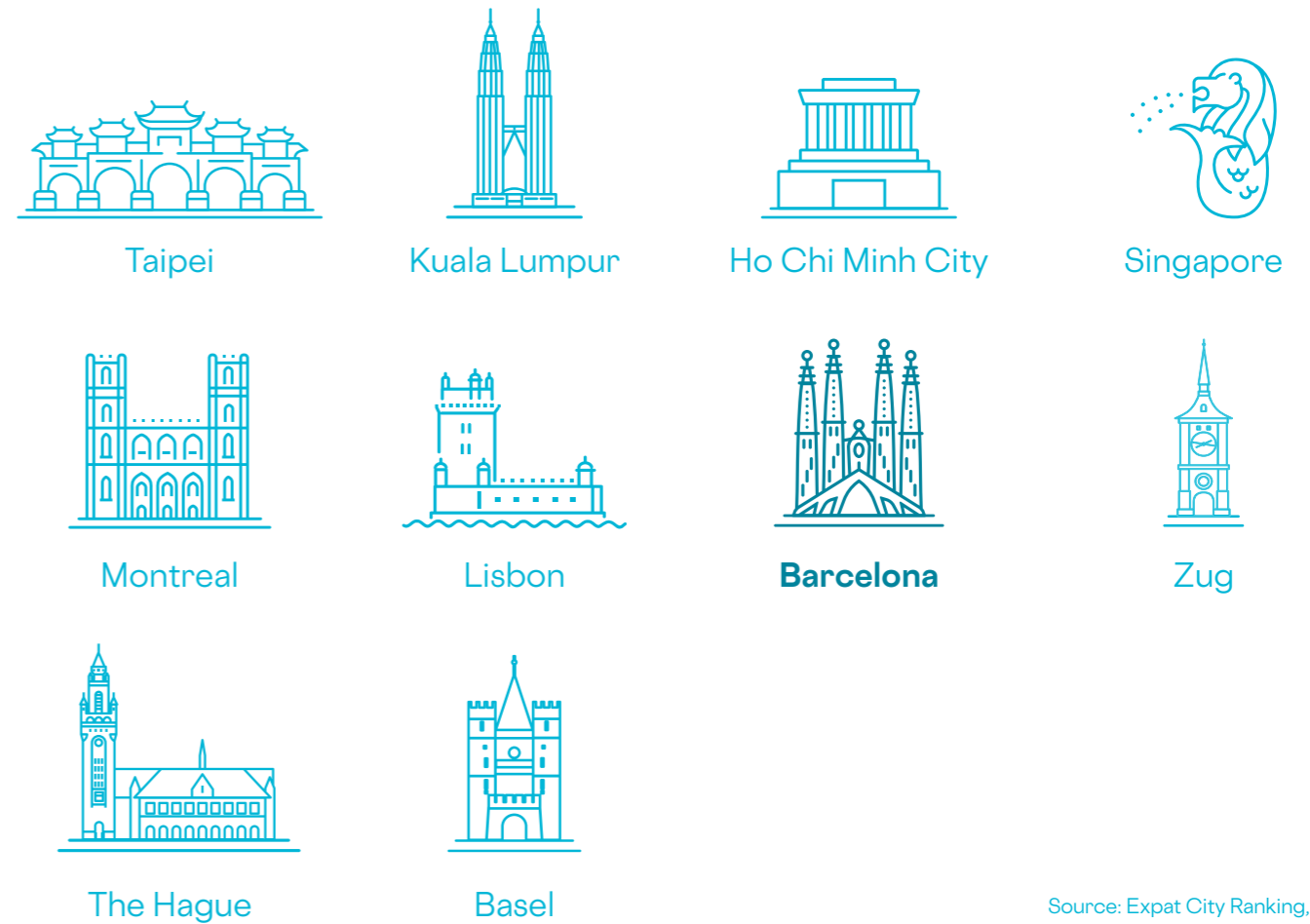
+30km
of beaches

+200km
of bicycle lanes

+2.6M
Jobs in an area of 600 sq km

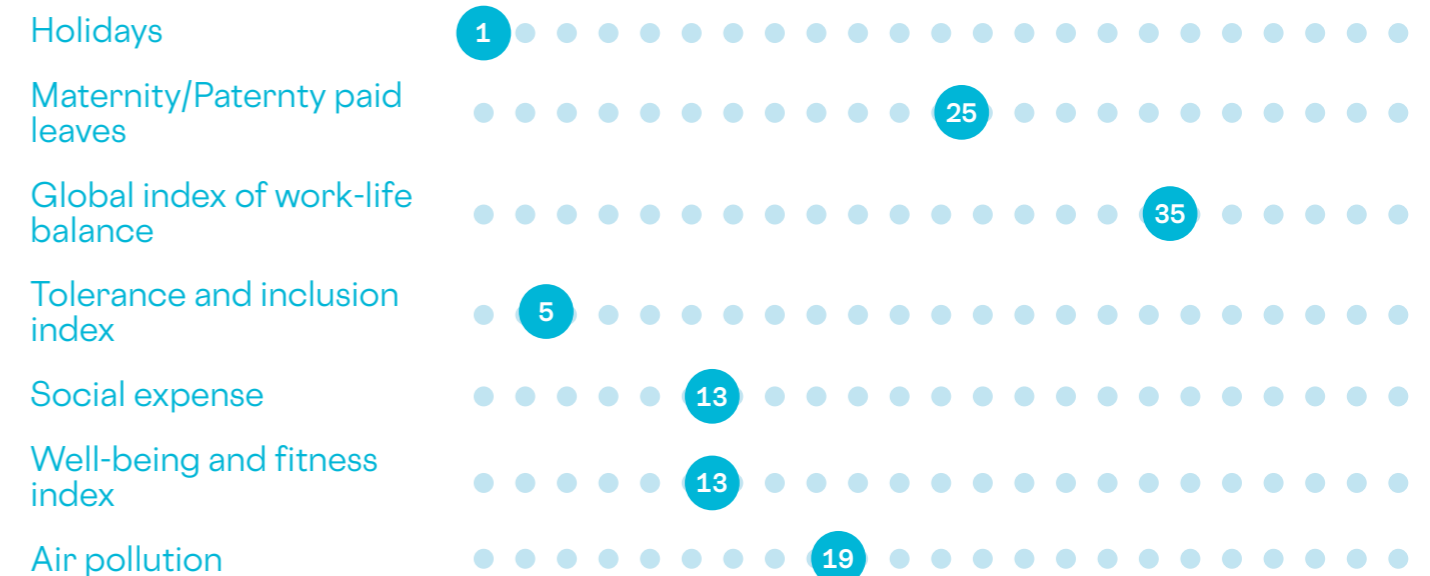
+8,600
foreign companies operating

The Best cities for Expats



Source: Expat City Ranking, 2019

Cities with the best work-life balance 2020



Source: KISI, Cities for the Best Work-Life Balance 2020

Let the City Council become your best partner for landing in Barcelona

meet.barcelona/business

For international newcomers

Are you moving to Barcelona?

Barcelona is a vibrant and creative magnet for international talent. A welcoming city that facilitates personal landing and the connection with the local community through:

- Practical information about living in Barcelona
- Key procedures you need to do when you move to our city
- Seminars, workshops, expat breakfasts, city business tours and courses
- After-work gatherings that put you in touch with local and international clubs.
- Support for personal landing

Contact us at
barcelona.cat/internationalwelcome

For entrepreneurs

Are you looking to set up your business in Barcelona?

Barcelona Activa, the Local Development Agency, provides you with personalized itineraries that will guide you to successfully develop your business activity in Barcelona, a path that will allow you to follow, step by step, the different stages in the entrepreneurial process of starting up a company in Barcelona.

- Welcome sessions to learn how to start your business
- Training seminars and courses to learn how to set up your company
- Business incubators

Contact us at
barcelonactiva.cat/entrepreneurship

*An open
Mediterranean
magnet that
welcomes
creativity and
innovation*

For companies

Are you looking to expand your business in Barcelona?

The Business Landing Service of Barcelona Activa is free of charge and fully confidential, provides comprehensive support for Barcelona-based investment projects.

- Information and advice on procedures to set up a business in Barcelona
- Online business incorporation service for limited liability companies
- Support for recruitment and business location searches
- Connection with other players in the business ecosystem

Contact us at
barcelona.cat/businesslanding



