

Mercabarna

The approved expansion of Mercabarna and its new uses will reinforce its leadership as the main wholesale fresh food market in Europe in terms of sales' volume. It operates 24 hours a day as a food city to ensure the supply of fresh food to the public. It is home to companies specialising in the distribution, processing, import and export of fresh and frozen products.

- 600 companies
- 90 hectares of surface area
- 23,000 daily visitors



Montjuïc Fair

A new strategy for the Fair has been proposed to allow Barcelona to continue to grow as a city of exhibitions, fairs and conferences. Its location at the foot of Montjuïc, being so central right in the city and its proximity to urban facilities, transport and services make it a unique asset. These qualities will be used to generate added value and give economic dynamism to its surroundings.

- 70,800 m2 for exhibition use
- 22,000 m2 of public facilities
- 23,225 m2 of green areas and roadways



Palau d'Esports

The renovated municipal sports centre will become the headquarters of the Barcelona Sports Hub. It will be home to a sports innovation centre and equipped with technology to serve as a laboratory for testing new technologies and innovation for sporting events. The facility will also be able to host high-level sporting and city events for between 3,000 and 4,000 spectators.

- Seating capacity of 3,000 to 4,000 spectators
- 450 jobs
- 3 sports innovation labs



Correos

The Correos post office building on Via Laietana will become an ecosystem for training, talent attraction and innovation in the digital sector. The building will bring together spaces for education, business and start-up incubation, and offices for consolidated companies in the sector, in order to forge synergies between the different activities.

- 27,000 m2 of floor space
- Between 1,000 and 1,200 jobs



Research centres Antic Mercat del Peix

The Barcelona Institute of Science and Technology (BIST), Pompeu Fabra University (UPF) and the Spanish National Research Council (CSIC) plan to create a new research and innovation complex in Barcelona's old fish market site, focusing on biomedicine, biodiversity and planetary well-being. Project integrated in the Ciutadella of Knowledge Plan.

- Floor area: 45,000 m2
- 1,200 researchers in biomedicine, biodiversity and planetary well-being
- Planned investment: €100 million



Olympic Port

Barcelona's Olympic Port is currently being transformed into a hub for marine education, nautical activities, water sports, the blue economy and restaurants. The aim is to revive it as a new city space and a bridge between the sea with the city.

- 4,000 m2 of floor space for a new innovation and blue economy hub
- 250 jobs
- 10,000 m2 of quality public space reclaimed



Palo Alto Creative Industries Laboratory

A new flagship space for creating and developing companies and projects in the creative industries sector, with a focus on experimentation and audiovisual innovation. A new-generation project that will combine tried and tested strategies for business promotion and growth with others that are more directly connected to the market.

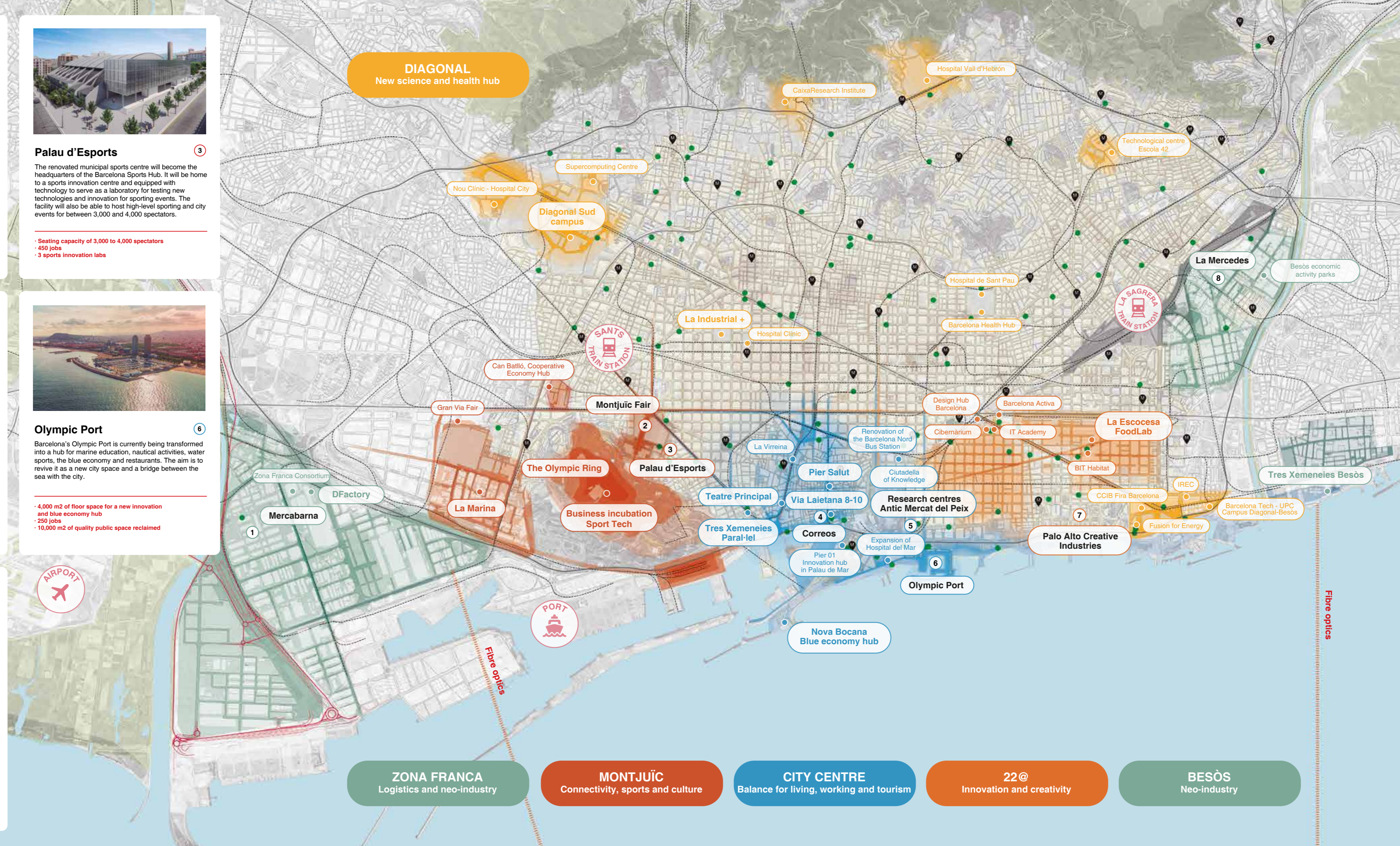
- Refurbishment of more than 2,000 m2
- Flexible modules to house between 25 and 35 start-up companies
- Investment of €5.5 million



La Mercedes

The Mercedes-Benz industrial site offers an unprecedented transformation opportunity for creating a mixed, compact and inclusive urban space. The aim is to update its industrial uses and create a new neighbourhood that will act as a link between the surrounding neighbourhoods. With its complete renovation, the industrial buildings will be repurposed to accommodate productive activities and housing and open spaces will be created without vehicles inside.

- Floor space: 90,641 m2
- 84,000 m2 built for economic activities and facilities



ZONA FRANCA
Logistics and neo-industry

MONTJUÏC
Connectivity, sports and culture

CITY CENTRE
Balance for living, working and tourism

22@
Innovation and creativity

BESÒS
Neo-industry



Electromobility / ENDOLLA

Barcelona Municipal Services (B-SM) is leading electromobility in the city through the Endolla Barcelona network of electric charging points. Endolla Barcelona has become the largest public network for electric vehicles in Spain and is also one of the most extensive networks on the European continent.

- 650 charging points throughout the city
- Goal of having more than 3,000 charging points by 2023
- €12 million investment by 2025



Municipal markets

The Municipal Markets Transformation project focuses on the improvement and physical and digital transformation of Barcelona's markets. The "Markets of Barcelona" model involves developing markets following a Mediterranean model that unites people and commerce, playing an important role in the construction of the city and in its social, economic and urban organisation.

- 43 municipal markets
- €100 million investment in the transformation of the municipal markets during the 2019-2023 term, which includes comprehensive facility transformations, major improvements, the general works and maintenance plan and the digitalisation plan

Barcelona Green Deal 2030

The Barcelona Green Deal is a roadmap for promoting a competitive, sustainable and equitable economy that generates quality employment for meeting new challenges, such as the ecological and digital transition.

This economic agenda is also a city proposal that was drawn up in 2021 and is taking shape in 2022. The initiative seeks to revitalise the economy by transforming six major urban areas—Zona Franca, Montjuïc, the city centre, 22@, Besòs and the new science and health hub on Avinguda Diagonal—and boosting seven strategic sectors of the economy linked to innovation, digitisation and talent.

The end goal is to advance towards the change of economic model accelerated by COVID-19 and that should enable Barcelona's economy to diversify and generate 100,000 new jobs by 2030.