

Barcelona

**Your partner for a
lifetime project**

**10 reasons for
doing business**



Ajuntament de
Barcelona

**BARCELONA
WITH YOU**

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Barcelona City Council

City Promotion

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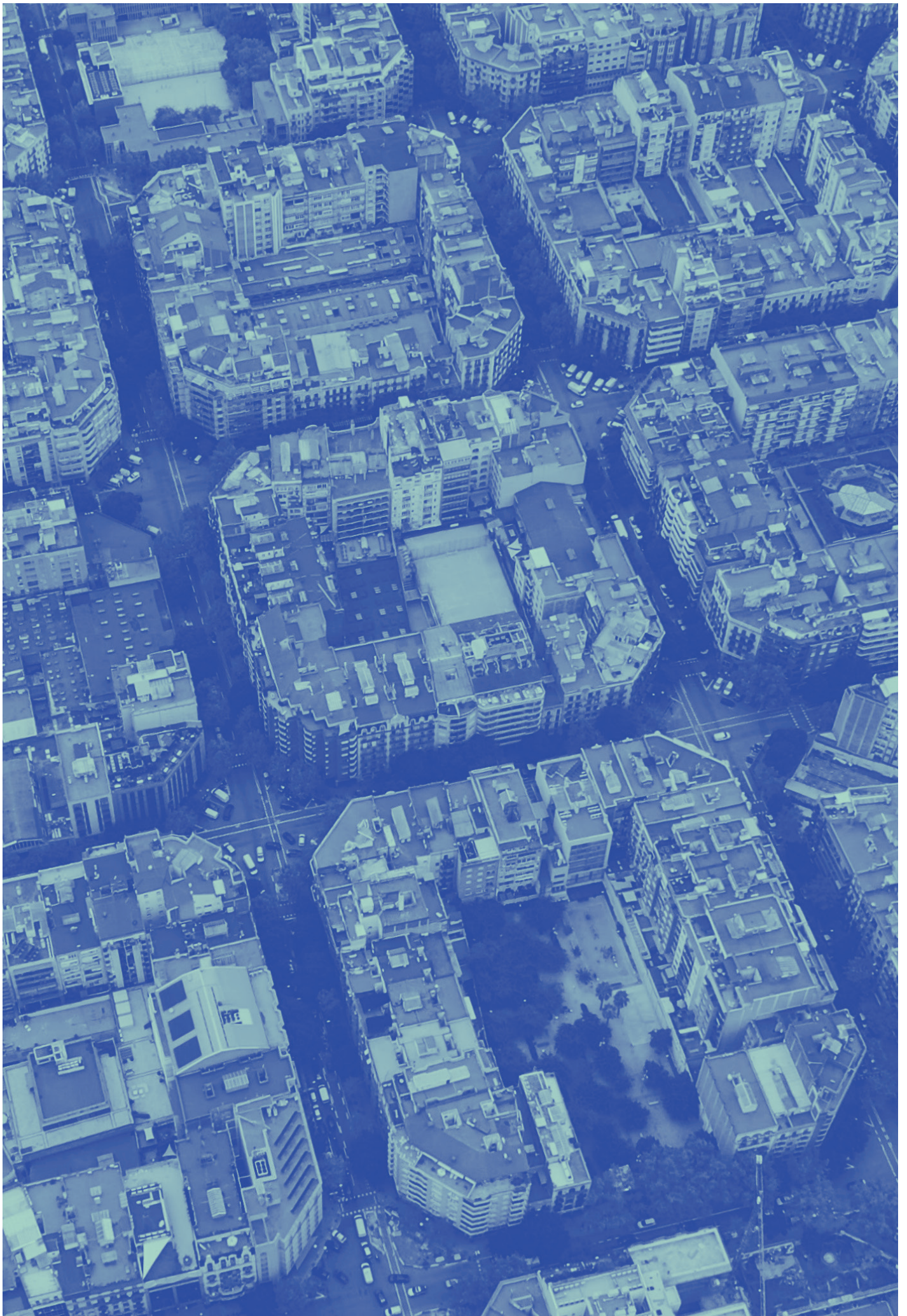
The city of talent

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)

Global competitiveness



Economy



R&D



Cultural interaction



Livability



Environment



Accessibility

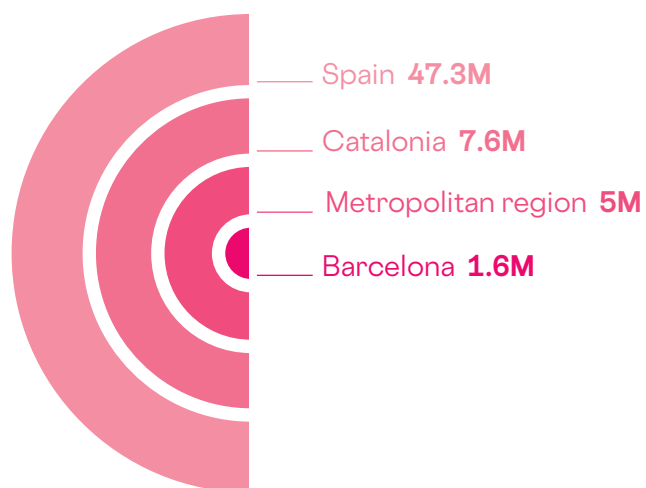


2019

2020



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.

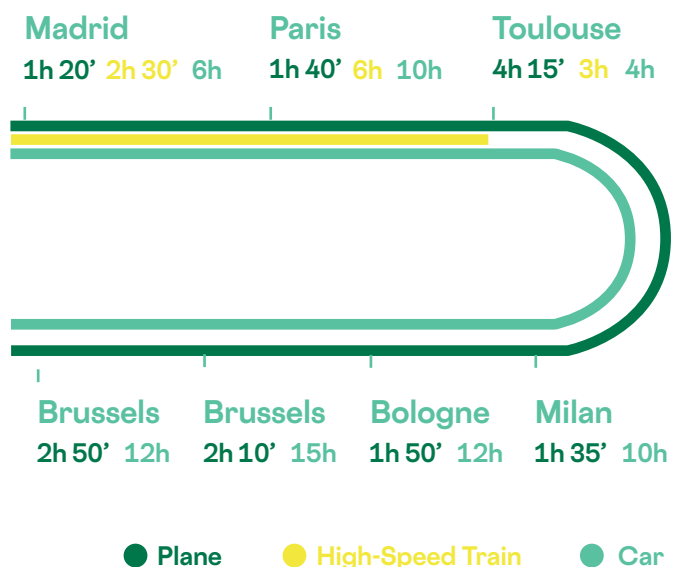
Barcelona is the ideal place for interacting with the world as a main city of the Western Mediterranean and Western Europe. Thanks to its cultural proximity to Latin America and its relationship with Asia, Barcelona is Europe's gateway to the world.

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

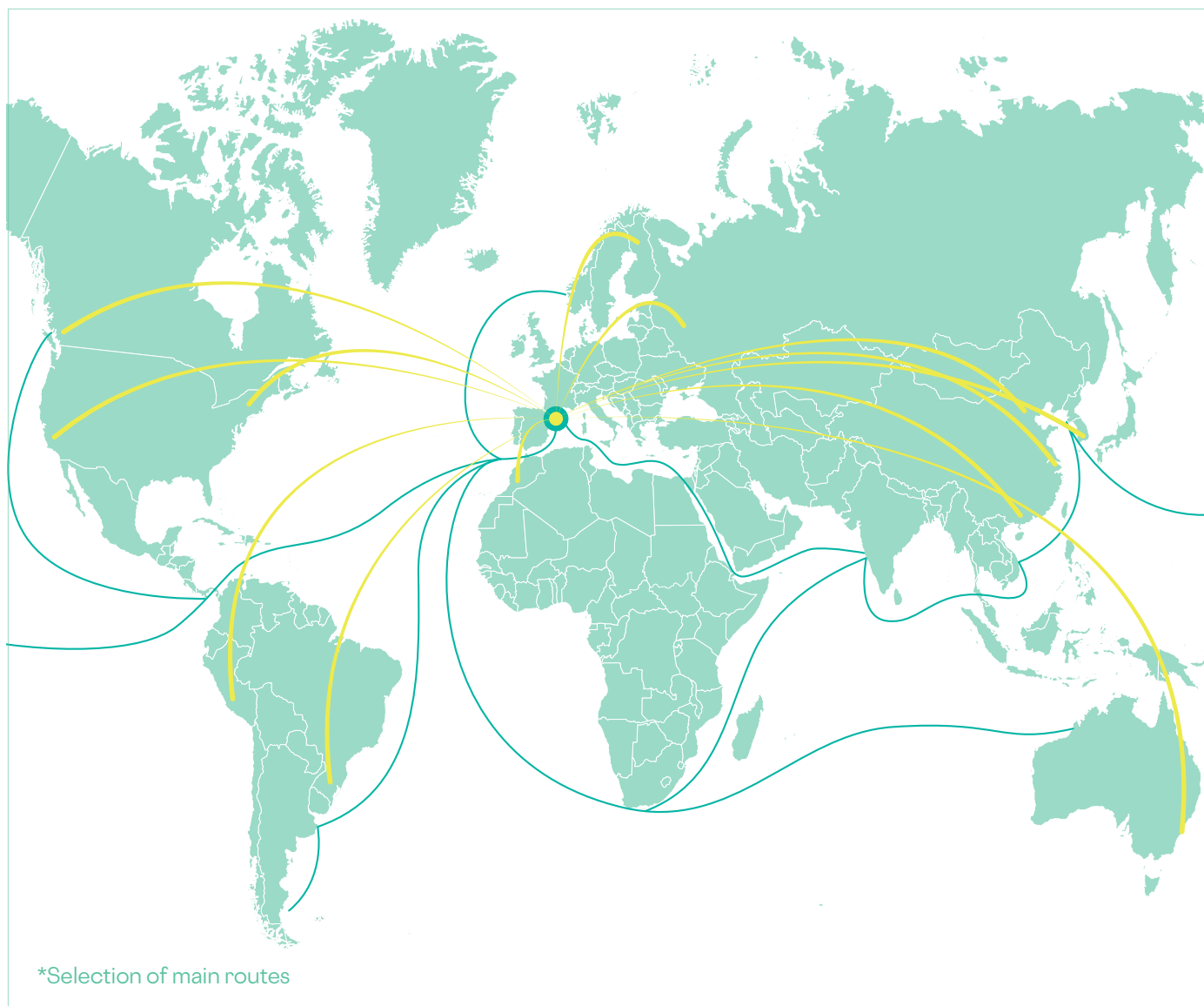
Asia is the main destination of the goods exported in containers from Barcelona's port, representing over 40% of the total

170 km France	620 km Madrid	300 km Valencia
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Barcelona is connected all over the world

— Sea routes
— Air routes



Barcelona Airport 2020 main indicators:

47

intercontinental
destinations

126

European destinations

52.6M
passengers

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	11. Belgium	250
	02. Germany	1,157	12. Portugal	178
	03. USA	1,096	13. Sweden	142
	04. Italy	808	14. China	115
	05. UK	779	15. Australia	109
	06. Netherlands	622	16. Ireland	98
	07. Switzerland	421	17. Hong Kong	70
	08. Luxembourg	350	18. Canada	65
	09. Denmark	291	19. Andorra	63
	10. Japan	267	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)

1,487
London

870
Paris

480
Berlin

426
Madrid

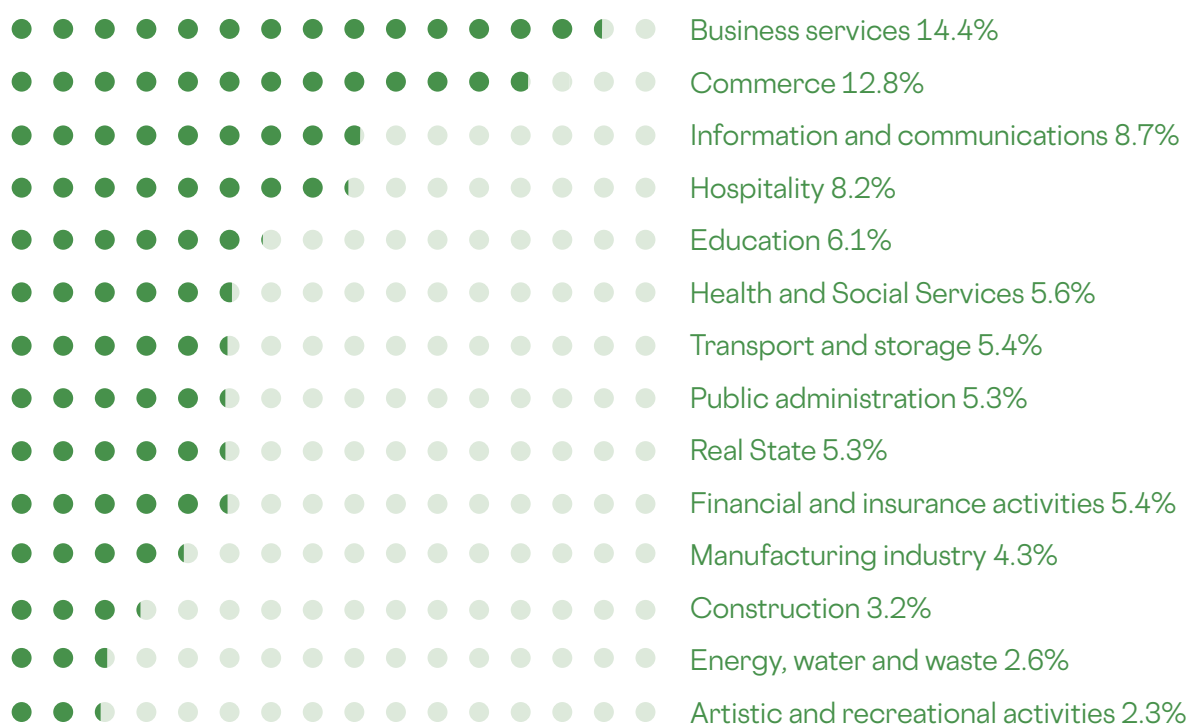
342
Barcelona

300
Budapest

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)

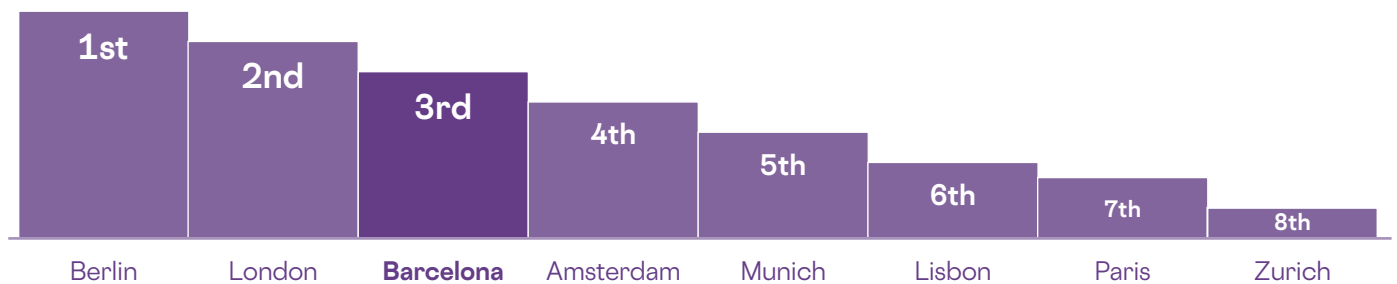


Source: City Data Office, Barcelona City Council

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

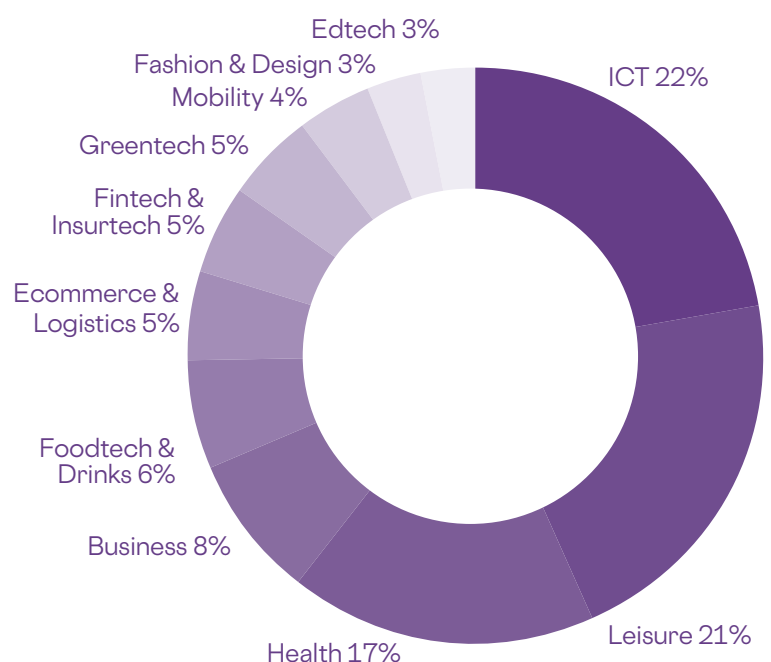
2,857

of private investment in
millions € 5 years

186

scaleups

Number of Startups per Sector



Over 40% of startup founders in Barcelona are foreigners

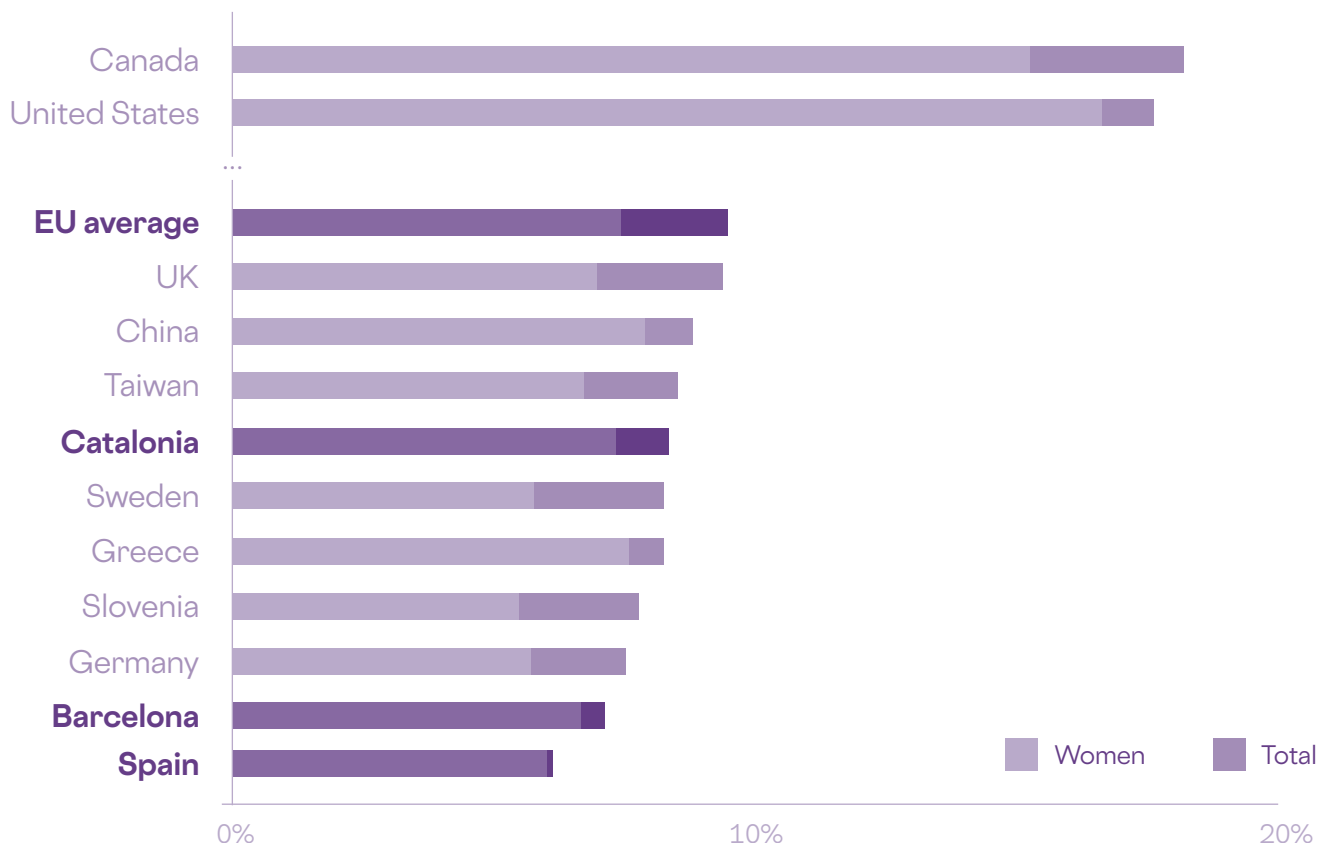
Source: Startup Heatmap Europe

Barcelona has been the 3rd favourite city for locating a startup in Europe for 4 years in a row

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



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.

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:



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





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



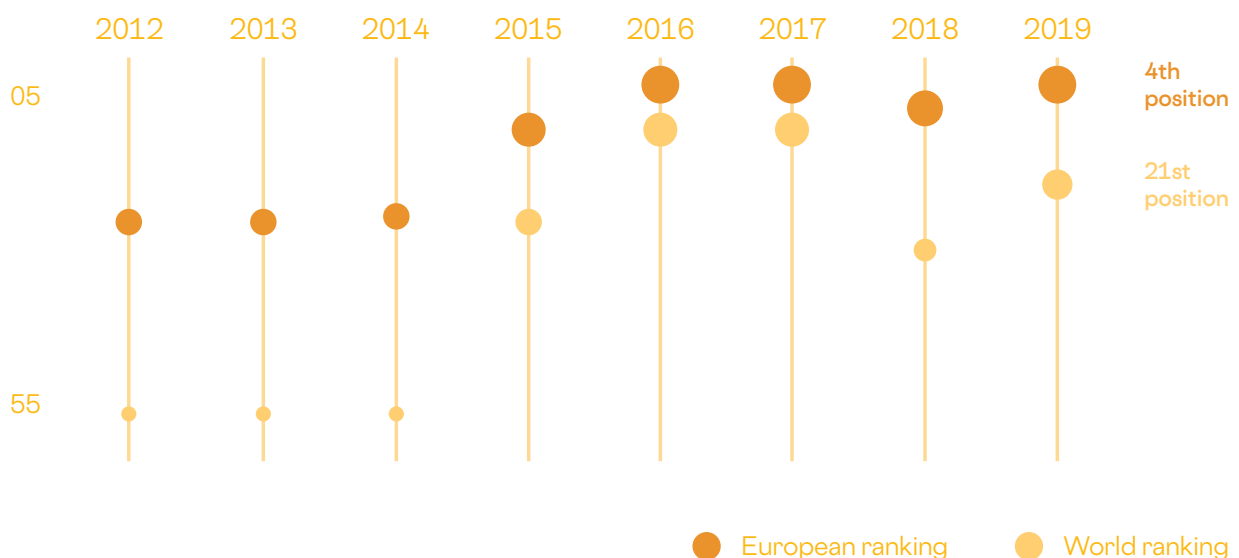
Generating knowledge at the service of people

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





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

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

01. Singapore



02. London



03. Stockholm



...

09. Paris



10. New York



11. San Francisco



...

18. Barcelona



19. Los Angeles



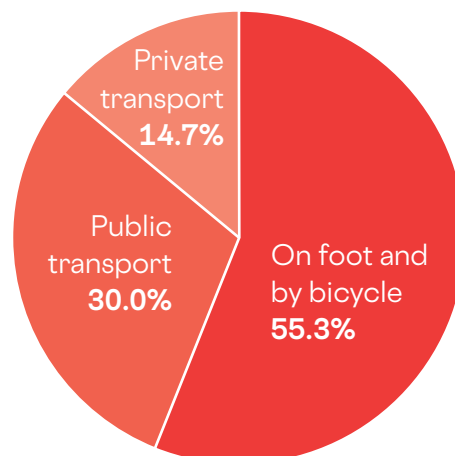
00 25 50 75

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

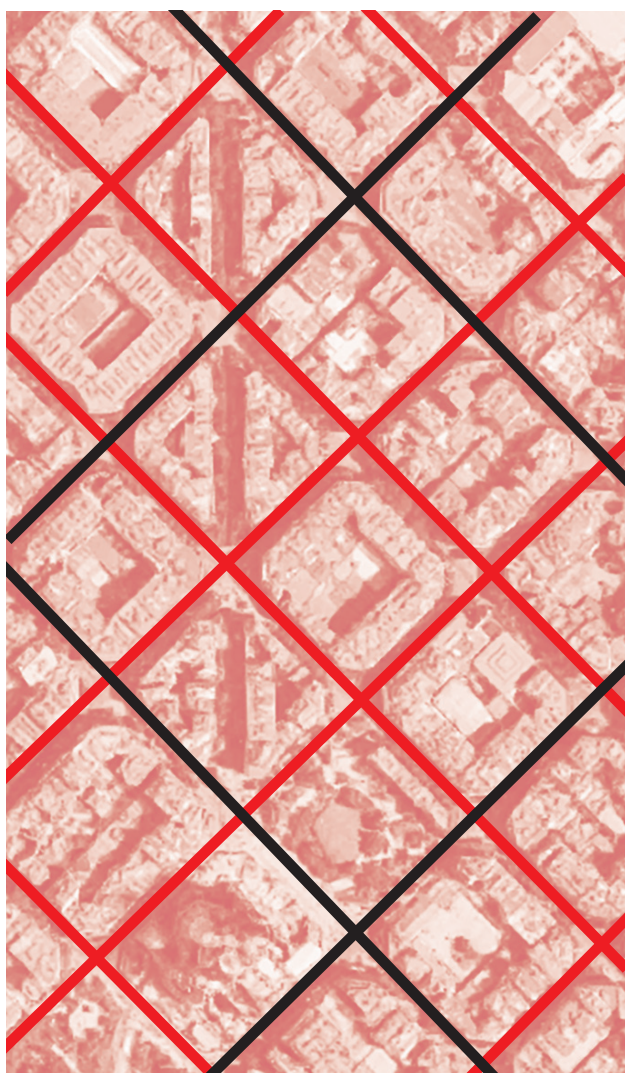
(% of total, 2018)



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 ...



Climate conditions
Over 2,500 hours of
sunshine a year



Quality of urban space
Good public services



Network of 39 fresh-food
markets that promote a
healthy Mediterranean diet



Civil society engaged
in cultural, sports and
social issues



Active defence of
sustainability and
human rights



An economy and society
open to the world

17.5^{m²}

green and forest
area in the central
city per inhabitant

+30^{km}

of beaches

+200^{km}

of bicycle lanes

+2.6^M

Jobs in an area of
600 sq km

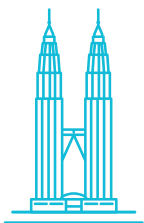
+8,600

foreign companies
operating

The Best cities for Expats



Taipei



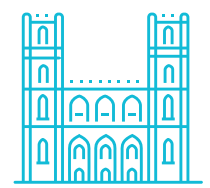
Kuala Lumpur



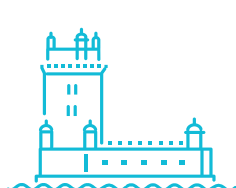
Ho Chi Minh City



Singapore



Montreal



Lisbon



Barcelona



Zug



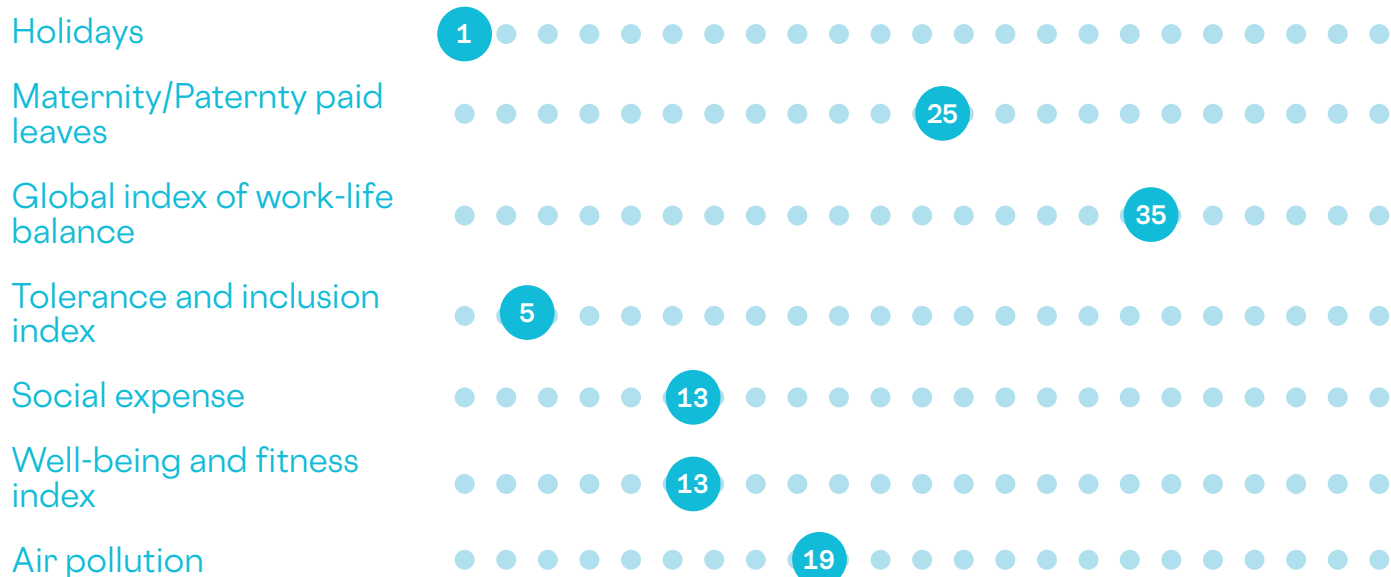
The Hague



Basel

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

barcelonaactiva.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



