



World Cities

*EU – Third Countries Cooperation on
Urban and Regional Development*



World Cities

A project of the European Union managed by DG REGIO

Introduction of the City of Barcelona (ES)

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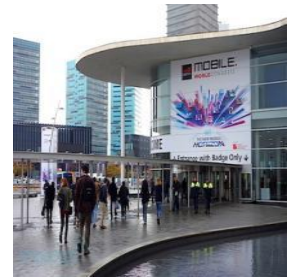
Seoul, 14.03.2017



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B



The Mediterranean Business Hub





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People and land

Administrative city versus metropolitan city



1.6 million inhabitants in the city
4.7 million inhabitants in the Metropolitan Area
7.5 million inhabitants in Catalonia
Europe's 6th most populated Metropolitan Area



Foreign Population

16.3% of total residents)

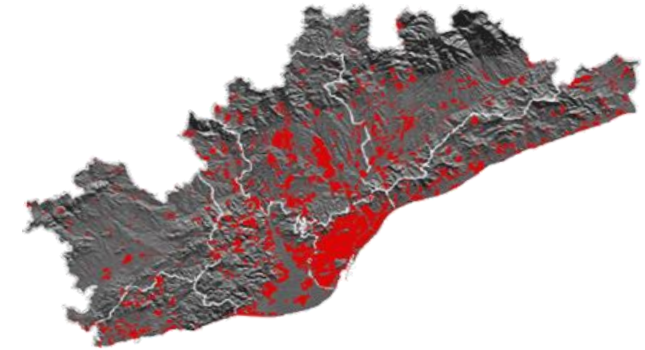


Barcelona, Capital of Catalonia

Southern Europe's Economic Powerhouse



7.5 Million inhabitants
16% of Spanish Population
20% of Spanish GDP
25% of Spanish Exports
18,5% of Spanish companies
(mainly SMEs)
22% of the total foreign investment
received by Spain in 2015



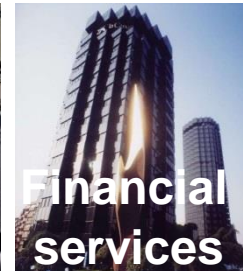
Automotive



**Chemical &
Pharmaceutical**



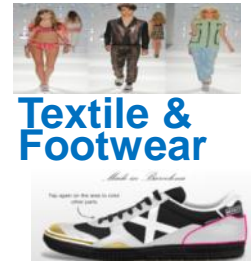
Publishing



**Financial
services**



**Agrofood &
wine
processing**



**Textile &
Footwear**



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Barcelona is well connected to the world

Best transport & logistics infrastructures in Southern Europe



A new world class Airport Terminal



Leading Mediterranean cruise & cargo Port

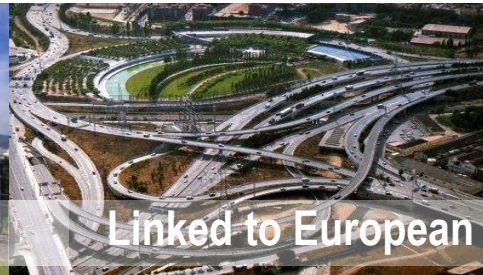


- **44.1 million passengers** in 2016
- **138 destinations** served by 95 airlines
- Winner of the **Best European Airport Award** in 2014
- Europe's **7th busiest airport**
- Direct connection **by subway to the airport terminals**
- Only **12 km** away from the city

- **1st port in Spain in turnover volume** and value of goods. It manages 23% of Spain's foreign trade
- **Connected with 850 ports in the world**, and 450 regular consolidated sea lines,
- 2.7 million cruise passengers in 2016 (**1st European Cruise port**)
- Enlargement plan under way: doubling the capacity
- **BEST** cutting-edge **automated container terminal** becoming Southern Europe's main gateway for Asian container trade



Linked to European High Speed Train Network



Linked to European Highway Network



- Barcelona is a strategic hub for North-South and East-West European corridors
- With an extensive highway network (more than 12,000 Km) connected to Europe & the Maghreb
- **High-speed train connection to Paris, Lyon, Marseille, Toulouse, Madrid, Zaragoza & Seville**
- **Only port in the Iberian peninsula connected to the European gauge rail network**



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Springboard to access Euromediterranean, Asian & Latin American markets



- Reduction of 3 days navigation
- Less fuel consumption
- Reduce number of vessels
- Reduce CO2 emissions
- North Africa growth (Maghreb and Middle East)
- Privileged relationship with South America
- Improved services and infrastructure of Southern European ports

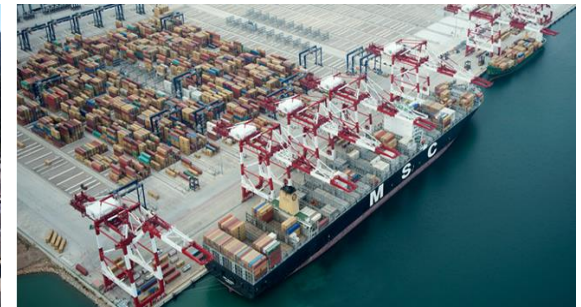
BARCELYON express



Only Iberian port connected to the European gauge rail network



Connected by highway (100 miles) to Spain's busiest freight & passenger cross-border pass to France



Spain's 1st Port in turnover, connected to 424 ports and with a brand new automated container terminal

Diversified Economic Structure

72 Billion Euros GDP

40,100 Euros GDP per capita

Services: business services, higher education, health and medical services, media, retail & wholesale commerce, logistics and transport, hospitality and touristic services.

Industry: automotive, pharmaceutical & chemical, textile & footwear, food processing, electric materials and equipment, printing & publishing and waste treatment clusters.

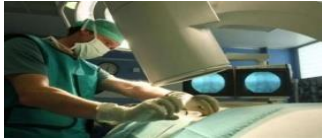
Barcelona → 1 million workers

53% working in knowledge intensive sectors

Employees by economic sector in the city of Barcelona*

- **89% in Services**
- **7,8% in Industry**
- **3,1% in Construction**

*Data of 4th quarter 2016, source: Catalan Ministry of Enterprise & Employment and the National Institute of Social Security



A pole of attraction for foreign companies

COMPANIES ESTABLISHED IN CATALONIA

| Country of origin | Companies established in Catalonia |
|-------------------|------------------------------------|
| Germany | 811 |
| France | 785 |
| USA | 715 |
| Netherlands | 671 |
| Italy | 564 |
| UK | 447 |
| Luxembourg | 387 |
| Switzerland | 334 |
| Denmark | 261 |
| Belgium | 145 |
| Japan | 140 |
| Portugal | 137 |
| Sweden | 95 |
| Others | 962 |
| TOTAL | 6454 |

Around 6500 foreign companies are located in Catalonia

(46% of the total foreign companies located in Spain)



Catalonia is home to...

92% of the US companies
 88% of the Danish companies
 85% of the Canadian companies
 80% of the Japanese companies
 72% of the Italian companies
 69% of the Hong Kong companies
 61% of the French companies

... of those operating in Spain



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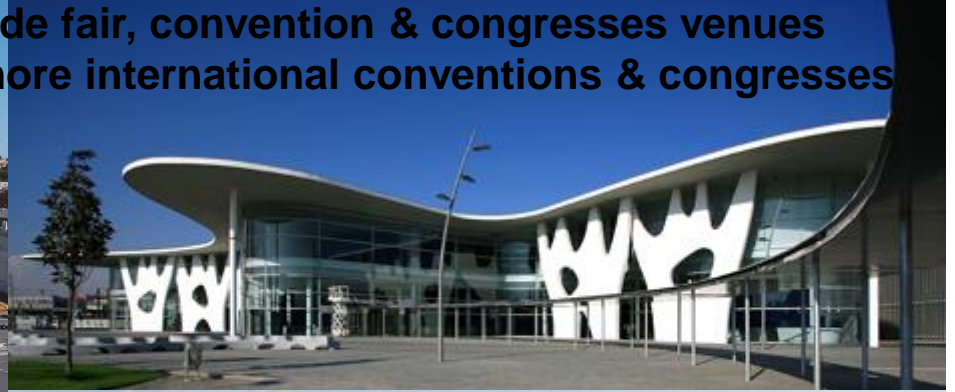
Emerging Economic Sectors

IT, Mobile, Media, Design, Fashion, Biotech, Electric Mobility, Tourism, Logistics



Barcelona provides top notch convention & trade fair venues

Europe's 2nd largest trade fair, convention & congresses venues
3rd world city hosting more international conventions & congresses

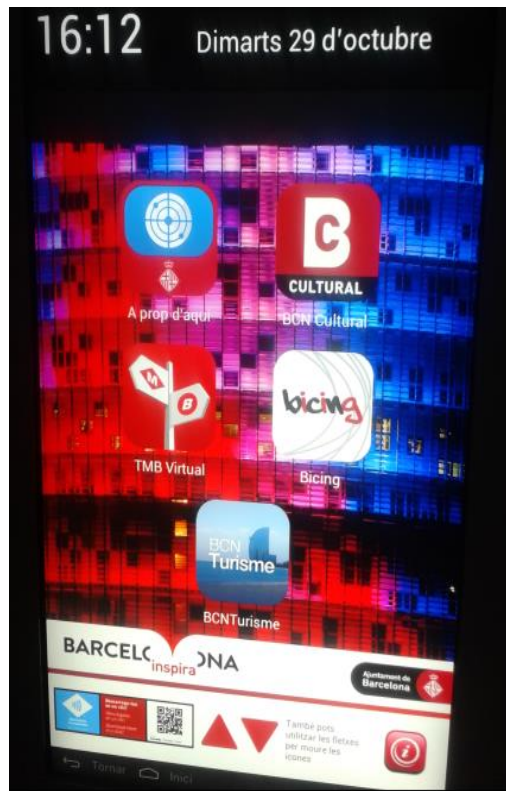




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Smart City and Urban Laboratory

Improved city management and testing innovative pilot projects



Barcelona a major Southern European Science & Research hub and a city with a clear public-private commitment on Technology

15%
of Spanish
Patent
Applications

1,6%
GDP
In R&D
Expenditure

10th
Best World
City in
Scientific
Production





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Barcelona, A city with highly skilled human capital and international schools



219.000 students at the 9 universities of the Barcelona Metropolitan Region
44% of the Catalan population has a University Degree

2 Barcelona business schools are among the 10 best in Europe



7th in Europe



8th in Europe



There are 40 international schools in
Barcelona and its metropolitan area



Barcelona, an enterprising city

167.500 businesses operate in the city, 95% of the microbusinesses & SME



A friendly environment for social entrepreneurship projects

The Barcelona City Council is promoting in Barcelona as a friendly environment for social entrepreneurship, social economy, collaborative and circular economy projects

Barcelona's digital start ups are a magnet for local and international investors

264 Million Euros in 2014 (92% of all capital invested in digital start ups in Spain in 2014)

**Has one of
Europe's
Highest
Entrepreneurial
Activity Rates**





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Barcelona, Europe's 2nd shopping capital

A city with **35,000 shops**, with a model that promotes **social cohesion** and **dynamism** in the city's **73 neighbourhoods**

Barcelona has many **200 years old shops**, is committed to **a retail model based on proximity** and has the **world's biggest network of fresh food markets**



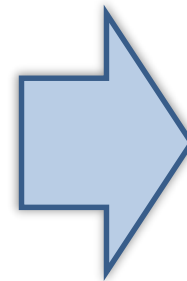


The superblocks

Superblocks are urban areas with over concepts and demographic and territorial objectives are based on sustainable mobility, the revitalization of public spaces, promoting biodiversity and urban green spaces, social cohesion, energy self-sufficiency and involvement.

New human speed districts implemented in the next four years in five areas.

Towards a zero emission
mobility
Revitalize public space
Promote biodiversity and
green urban
Improve the complexity of
social cohesion in urban
areas
Self-sufficient urban
metabolism



**A NEW
PARADIGM OF
CITIES**





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Brains
Ambition
Research
Cohesion
Entrepreneurship

Leadership
Openness
Networks
Airport

Many Thanks