World Cities

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Introduction of the City of Barcelona (ES)

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Barcelona

The Mediterranean Business Hub
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
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
Springboard to access Euromediterranean, Asian & Latin American markets

- 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

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

### COMPANIES ESTABLISHED IN CATALONIA

<table>
<thead>
<tr>
<th>Country of origin</th>
<th>Companies established in Catalonia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>811</td>
</tr>
<tr>
<td>France</td>
<td>785</td>
</tr>
<tr>
<td>USA</td>
<td>715</td>
</tr>
<tr>
<td>Netherlands</td>
<td>671</td>
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<tr>
<td>Italy</td>
<td>564</td>
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<td>UK</td>
<td>447</td>
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<td>Luxembourg</td>
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<td>Switzerland</td>
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<tr>
<td>Denmark</td>
<td>261</td>
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<tr>
<td>Belgium</td>
<td>145</td>
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<tr>
<td>Japan</td>
<td>140</td>
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<tr>
<td>Portugal</td>
<td>137</td>
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<tr>
<td>Sweden</td>
<td>95</td>
</tr>
<tr>
<td>Others</td>
<td>962</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>6454</strong></td>
</tr>
</tbody>
</table>

Source: Invest in Catalonia - ACCIÓ 2014 – Includes companies with 50% or more of foreign capital
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
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
- 10th Best World City in Scientific Production
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

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 & SMEs

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).
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
Brains
Ambition
Research
Cohesion
Entrepreneurship
Leadership
Openness
Networks
Airport

Many Thanks