



# Barcelona

A bid towards  
internationalisation



# Barcelona facts and figures

- Barcelona is the economic and administrative capital of Catalonia
- Population of 1,619,337
- Surface area of 100.4 km<sup>2</sup>
- The Barcelona Metropolitan Area has a population of 3,180,000
- Total passengers using Barcelona airport: 34.4 million (2011)
- Total cruise ship passengers: 2.1 million (2011). 16% growth rate.
- Barcelona Port registered a cargo volume of 3.2 million tonnes (2011)
- 7,450,000 tourists visited Barcelona in 2011

■ **“Barcelona, sixth best city in Europe to locate a business”**

Cushman & Wakefield, “European Cities Monitor” (2011)

■ **“Barcelona was chosen as the best European city in terms of the quality of life for employees in 2011 ”**

Cushman & Wakefield, “European Cities Monitor” (2011)

■ **“Second city in the world for international events organisation”**

ICCA, “World Country & City Ranking “ (2010)



■ **“Barcelona is the third best perceived city on the continent for business, after London and Paris”**

Cushman & Wakefield, “European Cities Monitor” (2011)

■ **“The Catalan capital is the 6th most attractive European city to locate a business”**

Ernst & Young, “European Attractiveness Survey” (2011)

■ **“Most admired city model in terms of urban development”**

Ernst & Young, “Cities for Citizens” (2011)



# Why do we have to internationalise?

## 2010 Results

- Activity rate: 79.2%
- Employment rate: 65.6%
- Unemployment rate: 17.2%
- Unemployment in Catalonia is 562,673.
- Unemployment in Barcelona went down by 0.8%, (3,193 people)
- GDP in Barcelona is 57,237 million Euros
- GDP per capita is 35,800 Euros
- Foreign investment in Catalonia: 3,951.9 million Euros
- Catalan investment abroad: 1,264 million Euros (8.38% invested in the UK)
- Total exports by Barcelona: 32,261.80 million Euros (20%).
- Total exports by Catalonia: 41,157.47 million Euros (26%)

## 2011 Results

- An increase of 51,571 unemployed (increase of 9.2%) in Catalonia in 2011 .
- Unemployment rate rises by 38,166 people in Barcelona
- GDP remains the same
- Foreign investment in Catalonia: 3,951.9 million Euros (34%)
- Catalan investment abroad: 1,263.9 million (4%). Of this total, only 2.9% is invested in the UK and 33.6% in China.
- Total exports by Barcelona: 37,979.14 million Euros (20.44%).
- Total exports by Catalonia: 48,594.51 million Euros (26.15%)

# Internationalisation and promoting competitiveness

- Barcelona has a very active international economic promotion policy:
  - Attracting talent
  - International investment
    - Business
- To facilitate the set-up of foreign projects in the city
- To invigorate and expand foreign companies
- Boost new intercontinental links with the Barcelona airport
- Improve the connectivity and potential of the Trade Fair- Airport- Free Trade Zone platform
- Increase the number of direct flights, promote the new port terminal and back the Mediterranean Corridor
- Endow Barcelona with an institutional base to boost new economic values in international markets. e.g. Barcelona Economic Triangle

# Priority markets

- The principal markets are:
  1. European Union
  2. Developed countries (USA, Switzerland, Japan...)
  3. Emergent economies (China, India, Russia, Brazil...)
- Barcelona aims to strengthen the economy with a number of initiatives to internationalise Catalan companies.
- Technology bridges (missions organised by Barcelona City Council and Barcelona Chamber of Commerce) are a good example of searching for new markets.

# Tourism: a successful strategy

	2011	%
Hotel occupancy (all year round)	78.3%	2.4%+
Number of hotel places	63,457	2.4%+
Number of tourists (millions)	7,4	4.4%+
Overnights (millions)	1,75	12.5%+
USA, the first non-European incoming tourist market	541,356	8.5% of total



# Objectives and Priorities: An international policy aimed at getting results



- Strengthening the city' s international image
- Improving the management model
- Best Practices  
*“Learning and Teaching”*



# Large sporting events

Davis Cup Final



Barcelona World Race



Barcelona FC



Tour de France





# A city striving for innovation

Mobile World Congress



Business clusters



Smart City World Congress



# A city participating at international level

Headquarters of the Union for the  
Mediterranean Secretariat

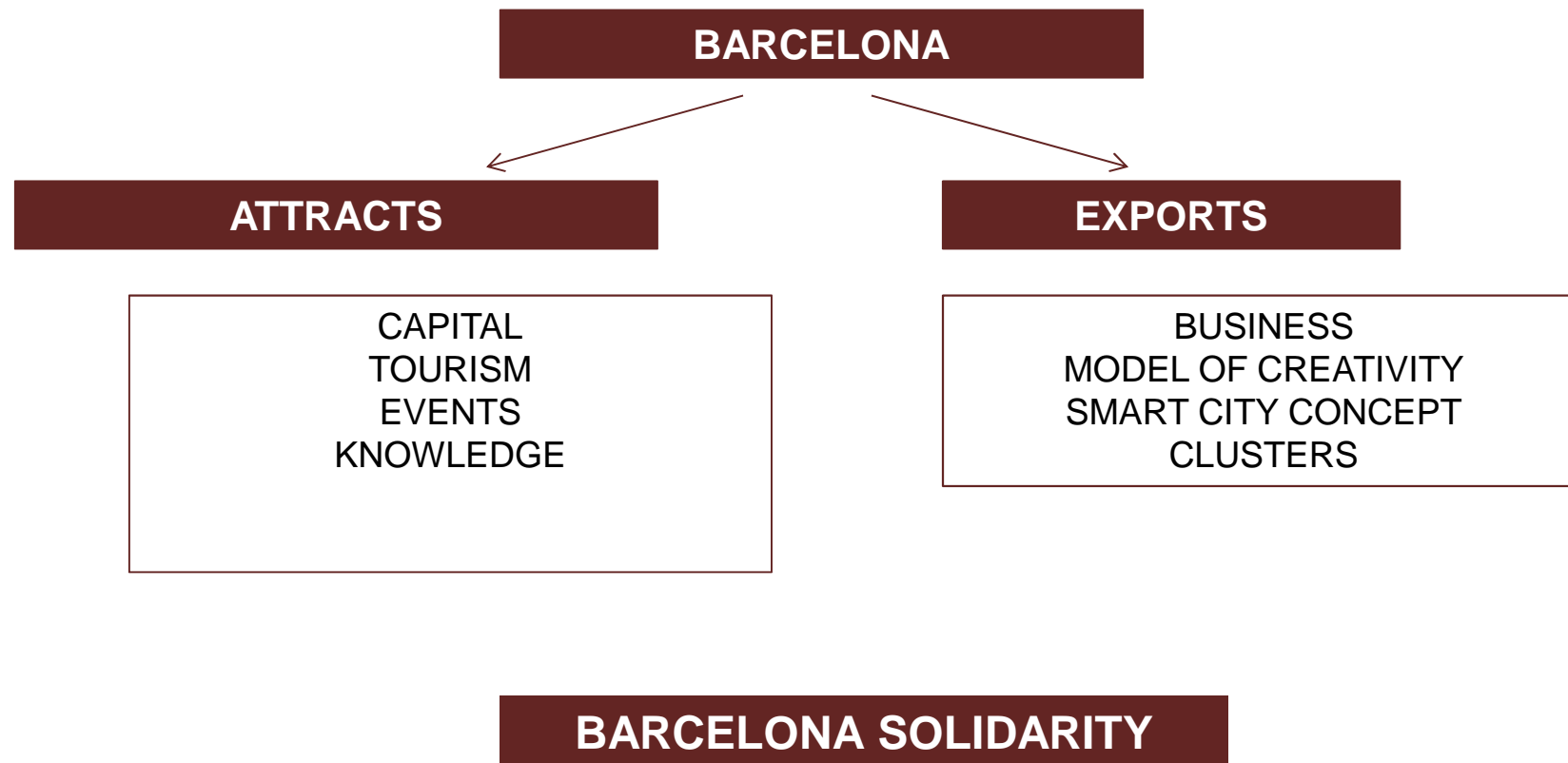


Sant Pau Hospital

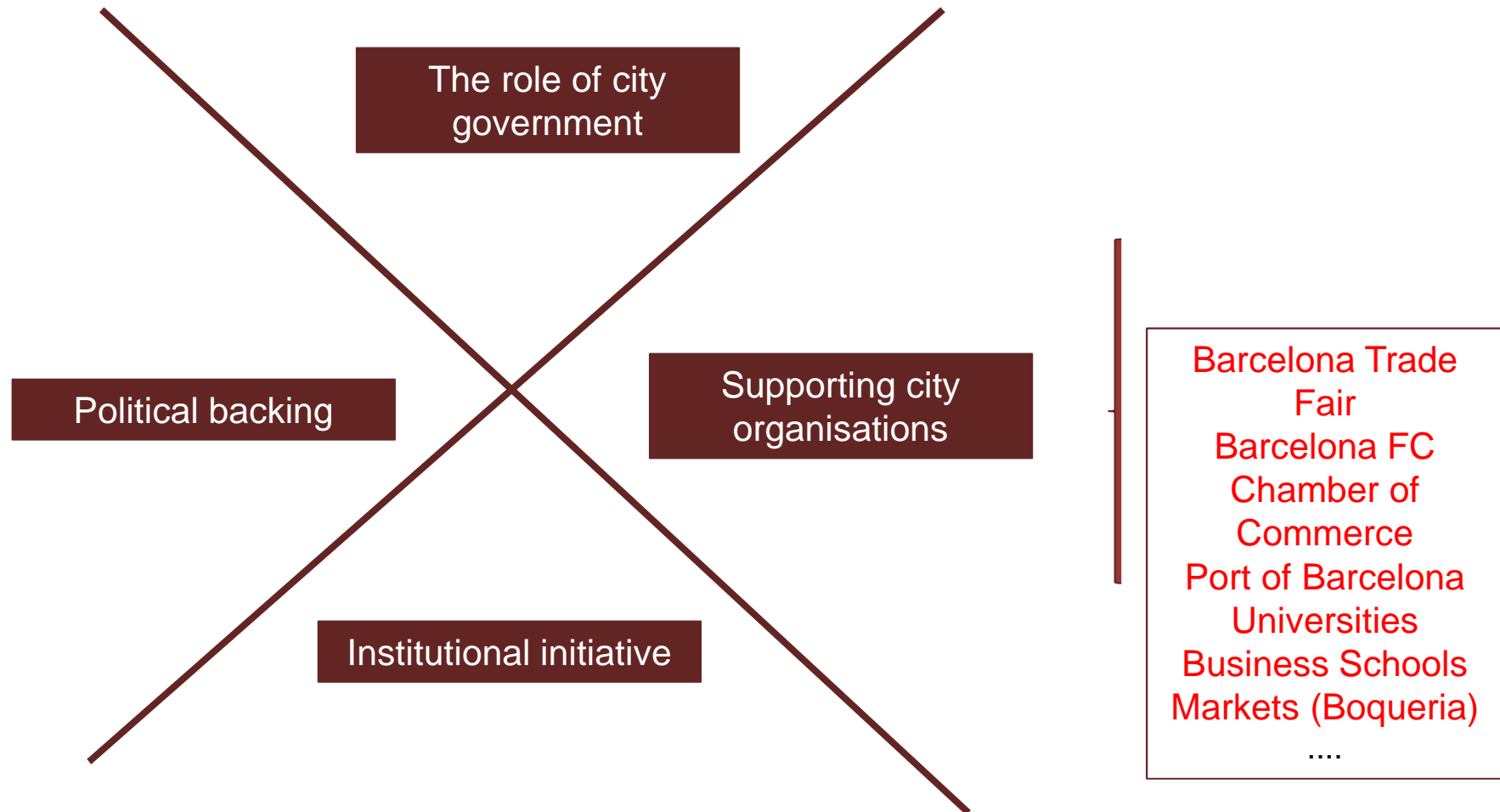


# Objectives and Priorities:

## An international policy aimed at getting results - 2



# How to internationalize the city



# Capital of the Mediterranean

- The Barcelona Process: the origin of Euro-Mediterranean Dialogue
- Headquarters of the Secretary General of the Union for the Mediterranean
- Participation in EU programmes: ENPI - CBC MED and Spring
- Sea, air and rail transport hub
- Cities: Participants in Euro-Mediterranean Dialogue
- Jewish Home (Casa jueva) in Barcelona

## An active city in the EU

- Active dialogue with European Institutions
- Thematic European Networks: European rail axes, Smart Cities
- Territorial European Networks: North-western Mediterranean urban areas
- A city which actively participates in European programmes
- 2020 strategy involvement: Smart City model



# Barcelona: Capital of Diplomacy

- UFM
- Sant Pau: helping organisations and European institutions establish themselves in Barcelona
- 3rd non-capital city with the most consulates in the world
- ITER: the largest civil research project
- Hosting international events
- The Casas, a new instrument for public diplomacy: Casa Asia, IEMed, Casa America

## Barcelona: a network city

- Headquarters of the Secretary General of UCLG and Metropolis
- Creating a new generation of model
  - sectorial and specific
  - strategic
- Strategic agreements: which cities?
- Agreements geared at practical and specific results

## Barcelona: city of solidarity

- Committed to cooperation activities
- New Executive Plan
- Giving support to organisations: strengthening education for development
- Direct cooperation: exchanging good practices
- A reference point for decentralised cooperation