

# Barcelona Data Sheet 2013

Barcelona  
Growth

Main economic  
indicators for the  
Barcelona area



Barcelonactiva

Barcelona  
City Council



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# Privileged location

## Barcelona, centre of a megaregion with 25 million inhabitants

- Barcelona, the capital of Catalonia, has more than 1,600,000 inhabitants, and is at the heart of a metropolitan area extending 2,500km<sup>2</sup> with close to 5,000,000 inhabitants, representing 63.4% and 10.2% of the Catalan and Spanish population respectively.
- The current development of metropolitan areas extends beyond their geographical boundaries and creates the megaregion, or polycentric groups of cities, which are a natural unit of economic influence in a geographical area.
- In southern Europe the most significant one is the Barcelona-Lyon corridor, which encompasses 25 million inhabitants and a production of around €1.000 billion, putting it in 16<sup>th</sup> and 11<sup>th</sup> position in the world for population and wealth respectively.
- The diverse, intercultural and cosmopolitan spirit of Barcelona is shown by the fact that more than 17% of the city's residents are foreigners.

18°C average annual temperature



## Population, surface area and climate

### POPULATION AND AREA

	POPULATION JANUARY 2013 (INHABITANTS)	PERCENTAGE OF SPANISH TOTAL	SURFACE AREA (KM <sup>2</sup> )	POPULATION DENSITY (PER KM <sup>2</sup> )
<b>Barcelona</b>	<b>1,611,822</b>	<b>3.4%</b>	<b>102</b>	<b>15,771</b>
Metropolitan region*	4,788,422	10.2%	2,464	1,943
Catalonia	7,553,650	16.0%	32,108	235
Spain	47,129,783	100.0%	505,986	93

\*Districts of Barcelonès, Baix Llobregat, Maresme, Vallès Oriental and Vallès Occidental  
SOURCE: Department of Statistics of Barcelona City Council, Statistical Institute of Catalonia, National Statistics Institute

### BARCELONA DEMOGRAPHIC INDICATORS, 2012

#### Age structure

0-14 years	12.3%
15-64 years	66.8%
65 and over	20.9%

#### Life expectancy (2011)

<b>Life expectancy (2011)</b>	<b>83.3</b>
Men	80.0
Women	86.2
Birth rate (2012)	8.5‰
Death rate (2012)	9.6‰
Fertility rate (2011) Births per 1,000 women between 15 and 49 years	38.4‰

SOURCE: Department of Statistics of Barcelona City Council, and Statistical Institute of Catalonia

### BARCELONA WEATHER STATISTICS, 2012

Average annual temperature	18.0 °C
Maximum high temperature	34.3 °C
Minimum low temperature	-0.5 °C
Annual sunshine hours	2,915.4

SOURCE: Department of Statistics of Barcelona City Council, Statistics Annual 2013

**POPULATION IN 20 METROPOLITAN AGGLOMERATIONS WORLDWIDE, 2013\***

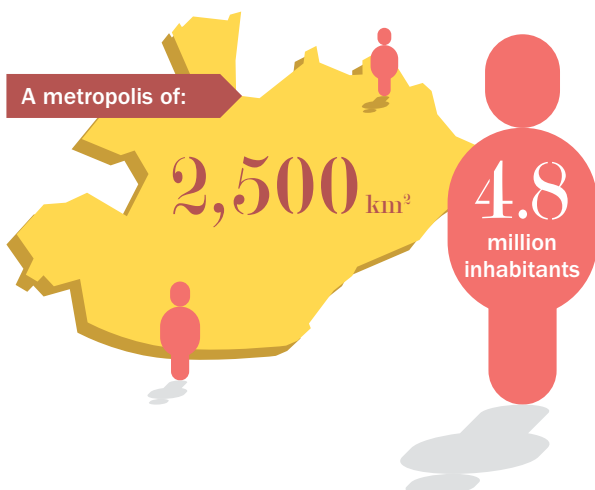
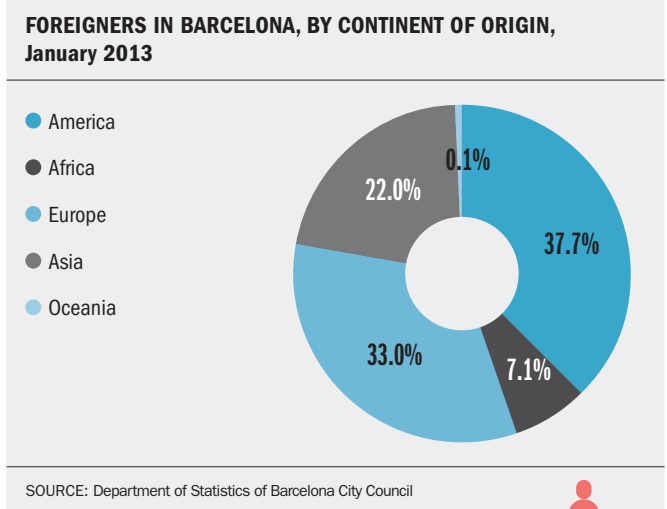
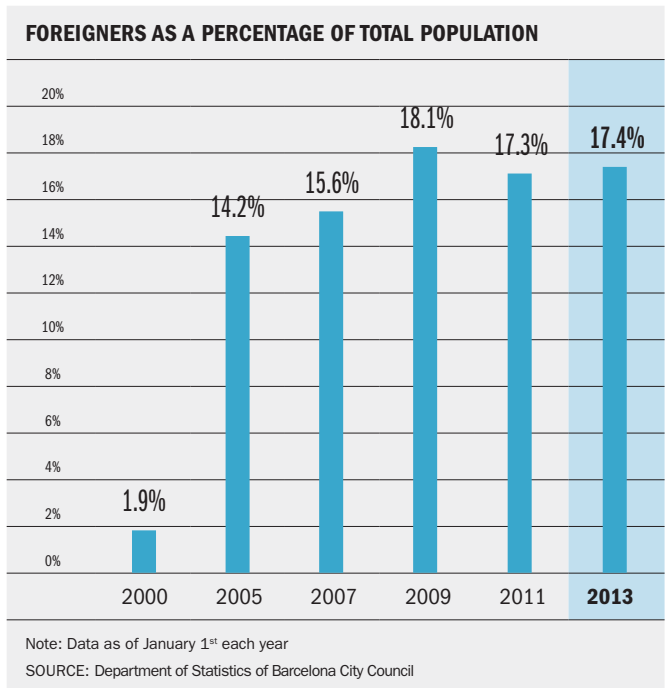
METROPOLITAN AREA	POPULATION
Tokyo	37,239,000
Shanghai	21,766,000
New York	20,673,000
Mexico City	20,032,000
Los Angeles	15,067,000
Buenos Aires	13,776,000
Paris	10,869,000
London	9,576,000
Hong Kong	7,162,000
Toronto	6,184,000
Madrid	6,087,000
San Francisco	6,020,000
Milan	5,248,000
<b>Barcelona</b>	<b>4,788,422</b>
Boston	4,514,000
Berlin	3,956,000
Sydney	3,956,000
Montreal	3,450,000
Seattle	3,180,000
Stockholm	1,435,000

\*2013 estimates, and – for Barcelona – official figure for January 2013  
SOURCE: Demographia World Urban Areas: 9th Annual Edition (2013,03) and National Statistics Institute

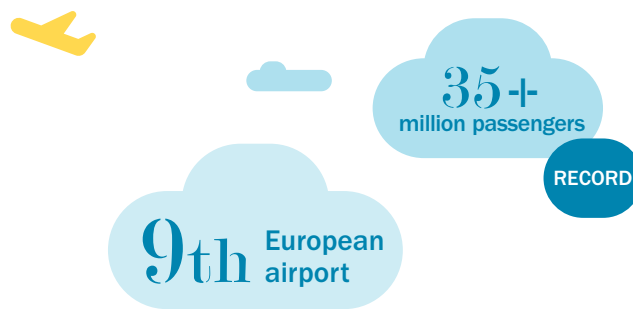
**17.4%** foreign population



## Foreign population



# Accessible and well-connected



● In terms of access infrastructure to the city, 2012 reached record numbers of passenger traffic through the El Prat airport, so that Barcelona holds ninth position among the main European airports in the Airports Council International rankings. Likewise, there was a notable increase in the number of passengers on international flights compared to 2011.

● Port activity registers 1.8 million TEU and 41.5 million tonnes transported in 2012, of which it's worth highlighting the year on year percentage increase of tonnes loaded, up 13.1%, in line with the evolution of exports. Additionally, in 2012 the port of Barcelona was placed in 17<sup>th</sup> position among the European ports in the ranking of container transport.

● In 2012, Barcelona, with 2.4 million cruise passengers, is the top home port for cruise ships in Europe and the Mediterranean for the 12<sup>th</sup> consecutive year, and the fourth in the the world.

● The inclusion of the Mediterranean rail corridor in the basic transeuropean transport network will enable a direct connection from Mediterranean ports towards Europe and represents a strategic opportunity to increase the market share of the port of Barcelona in the traffic of goods coming from Asia.

## Airport

BARCELONA AIRPORT		
	2012	2013*
Passengers	35,145,176	35,210,735
Goods (in tonnes)	96,522	100,297

\*Provisional data  
SOURCE: Spanish Airports and Air Navigation (AENA)

MAIN EUROPEAN AIRPORTS BY PASSENGER VOLUME		
CITY (AIRPORT)		PASSENGERS 2012
London Heathrow (LHR)	<div style="width: 100%;"></div>	70,038,804
Paris Roissy (CDG)	<div style="width: 90%;"></div>	61,611,934
Frankfurt (FRA)	<div style="width: 80%;"></div>	57,520,001
Amsterdam (AMS)	<div style="width: 70%;"></div>	51,035,590
Madrid (MAD)	<div style="width: 60%;"></div>	45,175,501
Istanbul (IST)	<div style="width: 50%;"></div>	44,992,420
Munich (MUC)	<div style="width: 40%;"></div>	38,360,604
Rome Fiumicino (FCO)	<div style="width: 30%;"></div>	36,980,161
<b>Barcelona (BCN)</b>	<div style="width: 20%;"></div>	<b>35,145,176</b>
London Gatwick (LGW)	<div style="width: 10%;"></div>	34,222,405

SOURCE: AENA and Airports Council International, Airport Traffic Report, 2012

BARCELONA AIRPORT, INTERNATIONAL FLIGHTS BY GEOGRAPHIC REGION, 2012			
GEOGRAPHIC REGION	DESTINATION AIRPORT	NUMBER OF WEEKLY FLIGHTS	TOTAL NUMBER OF DIRECT PASSENGERS
North America	3	22	877,694
Africa	9	53	561,808
Middle East	4	30	624,307
South America	3	12	287,681
Asia	4	11	118,003
<b>TOTAL Direct Intercontinental</b>	<b>23</b>	<b>128</b>	<b>2,469,493</b>

SOURCE: Committee for the Development of Air Routes, Barcelona

## Port of Barcelona

### PORT OF BARCELONA INDICATORS

#### Traffic (in millions)

	2011	2012
Goods (tons)	43.1	41.5
Containers (TEU*)	2.0	1.8
Passengers	3.8	3.4

#### INFRASTRUCTURE

Land area (ha)	1,081
Docks and berths (km)	22

\*TEU: Measure of maritime transport capacity equivalent to a container of 20 feet (6.1m)

SOURCE: Barcelona Port Authority

### CRUISE INDICATORS

	2012
<b>Passenger cruises</b>	<b>2,408,634</b>
Embarkations	721,929
Disembarkations	716,454
In transit	970,251
Cruise Liner stopovers	770

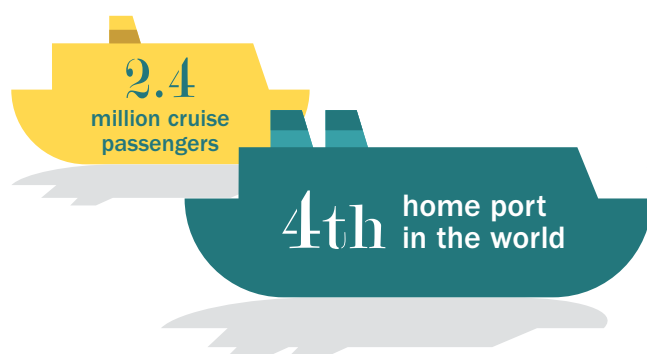
SOURCE: Barcelona Port Authority

### EUROPEAN PORT RANKING BY CONTAINER TRANSPORT, 2012

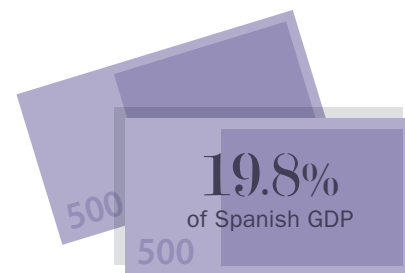
RANKING 2012	CITY PORT	TEU* 2012
1	Rotterdam	11,865,916
2	Hamburg	8,863,896
3	Antwerp	8,635,169
4	Bremen	6,115,211
5	Valencia	4,469,754
6	Algecires	4,114,231
7	Felixtowe	3,700,000
8	Ambarli (Istanbul)	3,097,464
9	Piraeus	2,745,012
10	Gioia Tauro	2,721,104
11	Duisburg	2,600,000
12	Marsaxlokk	2,540,000
13	St Petersburg	2,524,680
14	Le Havre	2,306,000
15	Genoa	2,064,806
16	Zeebrugge	1,953,000
<b>17</b>	<b>Barcelona</b>	<b>1,756,429</b>
18	Southampton	1,475,510
19	Mersin	1,263,495
20	Las Palmas	1,253,205

\*TEU: Measure of maritime transport capacity equivalent to a container of 20 feet (6.1m)

SOURCE: Cargo Systems, Top 100 Containerports



# Engine of a large and diversified economic area



## Barcelona is a dynamic economic powerhouse with a diversified structure and international recognition

- International positioning of the city and the strength of the Barcelona brand are assets which in the current economic context are highly relevant in improving its ability to attract companies, jobs, talent, and foreign investment.
- The gross domestic product (GDP) of the city of Barcelona in 2010 reached €61.9 billion, with a GDP of €38,500 per inhabitant. The distribution of gross added value by sectors stresses the importance of collective services (23.1%) and business services and real estate agents – which represent a fifth of the total (19.9%) – followed by transport and warehousing, information and communications (12.2%), retail and repairs (11.5%), and hotels (8.4%).
- Barcelona has a significant industrial sector which employs 8.5% of workers, and its metropolitan area, with 15.4% of industrial workers, accounts for more than half (61.4%) of this work in Catalonia, most notably in the clusters of vehicle production – one of the main European manufacturers –, pharmaceutical and chemical, food products, electrical material and equipment, paper and graphic arts, and waste treatment.
- In 2012 Catalonia generated a GDP of €207,762 million, which represents 19.8% of the Spanish total. The per capita GDP of Catalonia is 17% above that of the European Union.

## Economic activity

### BARCELONA AND METROPOLITAN AREA OF BARCELONA. GROSS DOMESTIC PRODUCT AT MARKET PRICE (GDP)<sup>1</sup> 2010

	GDP MP (€m)	GDP MP PER INHABITANT/€000s	INDEX CATALONIA = 100
Barcelona	61,915.2	38.5	139.2
Metropolitan area of Barcelona*	137,755.2	29.2	105.4

\*Districts of Barcelonès, Baix Llobregat, Maresme, Vallès Oriental and Vallès Occidental

<sup>1</sup> GDP 2010. Base year 2008. Valued at market price

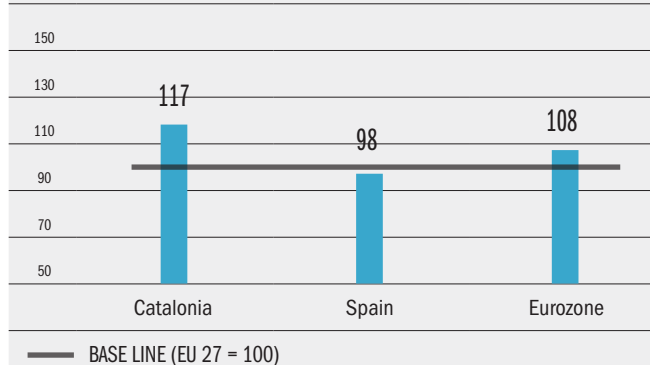
SOURCE: Statistical Institute of Catalonia

### GDP AT CURRENT MARKET PRICES (€m)

	CATALONIA	SPAIN	(%) CAT./SP.
2009	204,226	1,048,060	19.5
2010	205,315	1,048,883	19.6
2011	208,948	1,063,355	19.6
<b>2012</b>	<b>207,762</b>	<b>1,051,204</b>	<b>19.8</b>

SOURCE: Statistical Institute of Catalonia and National Statistics Institute

### GDP PER CAPITA, 2012 BASE LINE EU = 100 (purchasing power parity\*)



\*Harmonised GDP

SOURCE: Statistical Institute of Catalonia, National Statistics Institute and Eurostat



## Productive specialisation













### PRODUCTION STRUCTURE, % EMPLOYEES BY ECONOMIC SECTORS, 2012\*

	BARCELONA	BMR	CATALONIA	SPAIN
Agriculture	0.0	0.1	0.3	0.4
Industry	8.5	15.4	17.6	14.9
Construction	3.0	4.0	4.7	5.4
Services	88.5	80.5	77.4	79.3
TOTAL	100.0	100.0	100.0	100.0

\*Fourth quarter data

SOURCE: Department of Statistics of Barcelona City Council and National Social Security Institute

### COMPANY STRUCTURE BY ECONOMIC SECTOR IN BARCELONA, 2012

Business services		25%
Trade and repairs		20%
Education, health and social services		10%
Construction		10%
Real estate activity		7%
Hotels		6%
Transport and warehousing		5%
Other services		4%
Industry		4%
Information and communication		3%
Artistic, cultural and leisure activities		3%
Finance and insurance activities		2%
Energy and water		0%

\*Business services include professional, scientific, technical, and administrative activities, along with auxiliary services

SOURCE: Central Business Directory, National Statistics Institute

### BARCELONA, GROSS VALUE ADDED (GVA)<sup>1</sup> FOR 11 FIELDS OF ACTIVITY, 2010

	% OF TOTAL
Agriculture, livestock, forestry and fishing	0.0
Energy, chemicals, rubber and metallurgy	1.5
Food, textile, wood, paper, and publishing	5.5
Machinery, electrical material, and transport	3.6
Construction	7.5
Trade and repairs	11.5
Hotels	8.4
Transport, warehousing and communications	12.2
Finance	6.8
Business services and real estate activities	19.9
Education, health, administration and other services	23.1
TOTAL sectors	100.0

<sup>1</sup> GVA 2010, base year 2008, value at basic prices

SOURCE: Statistical Institute of Catalonia

## Barcelona leads the advance of Spain towards the knowledge economy

● In 2012, the Barcelona area led the way in applications for utility models with 18.8% of the total for Spain, and the amount of patents listed for Barcelona is 14.5% of the Spanish total. Also, in 2011 Catalonia was home to the highest number of innovative companies in Spain (22.2%), and 23.1% of total state expenditure on innovative activities.

● Barcelona is in fourth position in Europe and the 16<sup>th</sup> worldwide in scientific production for 2012, according to the annual report from the Polytechnic University of Catalonia. Additionally, in the world ranking of scientific excellence for physics and astronomy from the Max Planck Society there are three Catalan institutions – the Institute for Photonic Sciences in first place, the Catalan Institution for Research and Advanced Studies in third position and the Institute of High Energy Physics in 18<sup>th</sup> place. The expenditure in R & D in Catalonia stands at 1.55% of GDP in 2011, and the personnel dedicated to research and development in Catalonia is 44,456 workers.

● Creative activities account for more than 100,000 jobs and more than 7,300 companies in Barcelona in 2012, which represents 11% of the workers and 10.5% of the companies in the city. Barcelona is home to 46% of the creative companies and 51.5% of jobs in creative industries across Catalonia. It is worth mentioning that, according to the latest urban research, a higher percentage of workers in creative industries correlates strongly with greater productivity per inhabitant.

10<sup>th</sup> place in scientific production worldwide



## Fostering knowledge and creativity

### MAJOR WORLD CITIES IN TERMS OF SCIENTIFIC PRODUCTION, 2012

CITY	WORLD RANKING	EUROPEAN RANKING
Beijing	1	–
London	2	1
Tokyo	3	–
Seoul	4	–
Boston	5	–
Paris	6	2
New York	7	–
Shanghai	8	–
Madrid	9	3
<b>Barcelona</b>	<b>10</b>	<b>4</b>
Moscow	11	5
Baltimore	12	–
Los Angeles	13	–
Sao Paulo	14	–
Toronto	15	–
Cambridge-MA	16	–
Philadelphia	17	–
Chicago	18	–
Houston	19	–
Rome	20	6

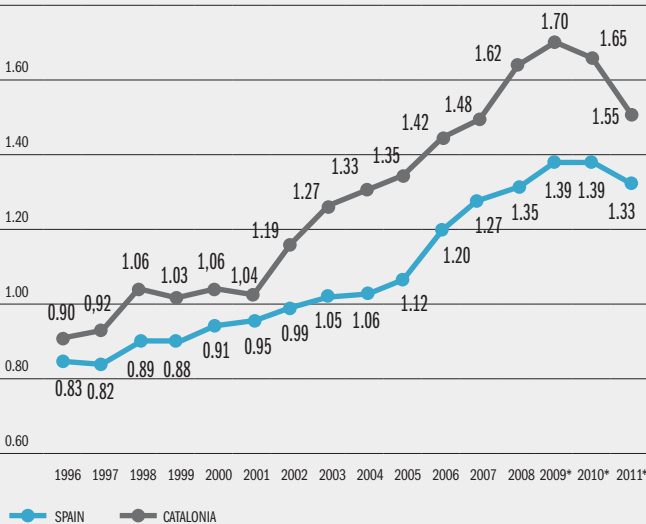
SOURCE: Polytechnic University of Catalonia – Centre for Land Policy and Valuation

**INTERNATIONAL BENCHMARK SCIENCE AND TECHNOLOGY FACILITIES IN BARCELONA**

- Barcelona Supercomputing Centre - (BSC-CNS)
- Mouse Clinic Platform
- Proteomic Structural Biology Installation
- International Center for Numerical Methods in Engineering (CIMNE)
- Maritime Research and Experimentation Wave Flume (CIEM)
- Catalan Supercomputer Centre (CESCA)
- Barcelona Nuclear Magnetic Resonance Laboratory (LRB)
- Clean room of the Barcelona Microelectronics Institute (IMB-CNM)
- Synchrotron ALBA - Cells

SOURCE: Ministry of Economy and Competitiveness, Map of outstanding science and technology facilities

**EVOLUTION OF EXPENDITURE IN R & D AS A PERCENTAGE OF GDP IN CATALONIA AND SPAIN\***



\*Spain figures for years 2009, 2010 and 2011, base year 2008  
 NOTE: GDP base year 2002  
 From 2001 includes continual and occasional R & D  
 SOURCE: National Statistics Institute

**SCIENTIFIC EXCELLENCE IN THE FIELDS OF PHYSICS AND ASTRONOMY**

- 1 Institute of Photonic Sciences**
- Institute for Advanced Study
- 3 Catalan Institute for Research and Advanced Studies**
- Rice University
- Perimeter Institute for Theoretical Physics
- University of Pennsylvania
- Stanford University
- Partners HealthCare System
- Harvard University
- University of California, Santa Barbara
- Columbia University
- Massachusetts Institute of Technology
- Princeton University
- Tufts University
- University of Chicago
- University of California, Santa Cruz
- Carnegie Institution for Science
- 18 Institute of High Energy Physics**

SOURCE: Mapping Scientific Excellence. Max Planck Society



3

**Catalan institutions in the world ranking for scientific excellence**  
 Physics and Astronomy category



**100,000+**  
workers in creative industries



## Innovation

### INNOVATION INDICATORS

	PATENT APPLICATIONS		UTILITY MODEL APPLICATIONS	
	2012	% OF SPAIN TOTAL	2012	% OF SPAIN TOTAL
Barcelona*	487	14.5	472	18,8
Catalonia	584	17.4	569	22,6
Spain	3,361	100.0	2,517	100.0

\*Provincial data

NOTE: Provisional data

SOURCE: Spanish Patent and Trademark Office

### COMPANIES AND INNOVATION

	NUMBER OF INNOVATIVE COMPANIES		TOTAL EXPENDITURE ON INNOVATIVE ACTIVITIES	
	2011	% OF SPAIN TOTAL	2011 (€000S)	% OF SPAIN TOTAL
<b>Catalonia</b>	<b>4,543</b>	<b>22.2</b>	<b>3,407,529</b>	<b>23.1</b>
Spain	20,487	100.0	14,755,807	100.0

SOURCE: National Statistics Institute

**22.2%** of innovative Spanish companies are in Catalonia



## Creative industries

### JOBS IN CREATIVE INDUSTRIES\* IN BARCELONA, 2012

	2012	% OF CATALONIA
Heritage related activities	2,634	65.5%
Architecture and engineering	14,516	42.6%
Graphic arts and printing	4,044	20.5%
Cinema, video and music	2,947	54.8%
Design and photography	10,532	53.1%
Publishing	9,910	66.7%
Authors, theatre arts, visual arts, crafts	7,155	57.9%
Fashion	2,168	13.4%
Radio and television	1,235	26.1%
<b>Traditional creative industries (cultural)</b>	<b>55,141</b>	<b>42.0%</b>
Research and development	9,323	52.4%
Advertising	13,956	63.1%
Software, videogames and electronic publishing	23,052	61.3%
<b>Non-traditional creative industries</b>	<b>46,331</b>	<b>59.8%</b>
<b>TOTAL CREATIVE INDUSTRIES</b>	<b>101,472</b>	<b>48.6%</b>
<b>% creative industries as a proportion of total</b>	<b>11.02%</b>	

\*Including salaried workers and self-employed according to Social Security data

SOURCE: Barcelona Institute of Regional and Metropolitan Studies (IERMB)

# Entrepreneurial and business friendly city

## Barcelona business activity is dynamic and flexible

- The Barcelona area is the headquarters for 438,385 companies, 14% of the Spanish total. The vast majority are SMEs, characterised by their great flexibility and ability to adapt to complex environments.
- The rates of entrepreneurial activity (TEA) in the resident population (18 to 64 years) in the province of Barcelona stands at 6.5% for 2012, which is above the rates for France (5.2%), Finland (6%) or Germany (5.3%), as well as the average for Spain (5.7%) and – along with Catalonia – that of the rest of the autonomous communities within the State.
- In 2012 6,733 companies were set up in Barcelona, the highest number for four years and an increase of 4.9% over 2011. Across the province, Barcelona shows a ratio of 4.2 companies created per 1,000 inhabitants, and reaches a figure of 6.5 companies set up for every one that is closed down, thus leading the rankings in both indicators for large urban areas in the country.
- The city aspires to generate an environment of trust that facilitates the development of economic and business activity through the Barcelona Growth project, promoted by Barcelona city council together with agents of the private sector. In this context can be highlighted the creation of an entrepreneurship area to promote the creation of companies in the sphere of the mobile ecosystem – for mobile technologies – which receive financial help of €50,000 linked to the achievement of targets set out in the Barcelona mStartUp program.

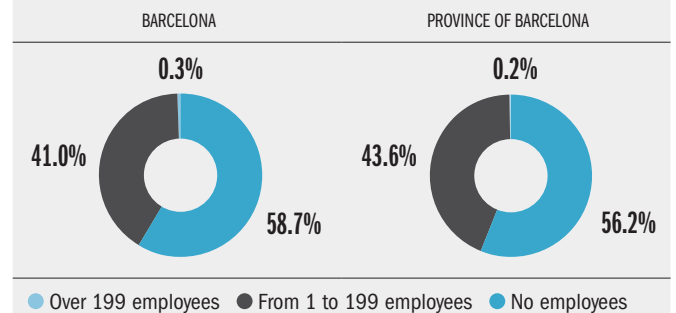
## Companies

### COMPANY HEADQUARTERS, 2013

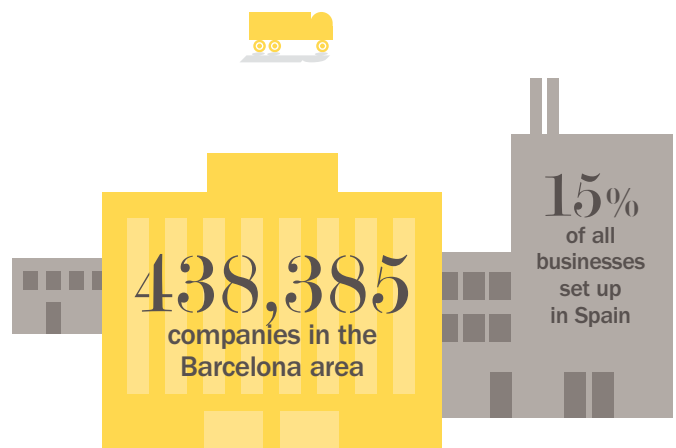
	NUMBER OF COMPANIES	% OF SPANISH TOTAL
Barcelona	169,777	5.4
Province of Barcelona	438,385	13.9
Catalonia	580,804	18.5
Spain	3,146,570	100.0

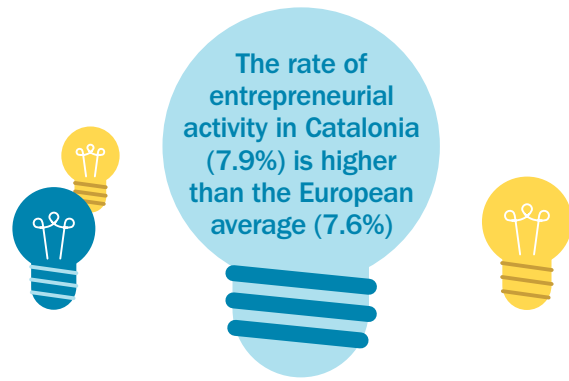
SOURCE: National Statistics Institute, Central Business Register (DIRCE)

### COMPANIES BY NUMBER OF EMPLOYEES



SOURCE: Central Business Register (DIRCE), National Statistics Institute





### COMPANIES BY KNOWLEDGE INTENSITY, 2012\*

	BARCELONA	% OF TOTAL	CATALONIA	% OF TOTAL
High-technology industrial sectors	156	0.2	666	0.3
Medium-high technology industrial sectors	449	0.6	3,648	1.5
Knowledge intensive services	19,398	27.7	51,125	21.4
<b>TOTAL KNOWLEDGE INTENSIVE COMPANIES</b>	<b>20,003</b>	<b>28.6</b>	<b>55,439</b>	<b>23.2</b>
Rest of companies	50,000	71.4	183,357	76.8
<b>ALL COMPANIES IN THE CITY</b>	<b>70,003</b>	<b>100.0</b>	<b>238,796</b>	<b>100.0</b>

\*Fourth quarter data

SOURCE: Ministry of Business and Labour of the Generalitat of Catalonia

### COMMERCIAL COMPANIES

	2009	2010	2011	2012	% OF SPANISH TOTAL (2012)
<b>Created</b>					
City of Barcelona	6,223	6,094	6,416	6,733	7.7
Province of Barcelona	11,432	11,376	12,335	12,884	14.8
Catalonia	14,612	14,382	15,641	16,200	18.6
Spain	78,204	79,994	84,812	87,182	100.0
<b>Closed</b>					
Province of Barcelona	1,163	1,338	1,473	1,748	7.7
Catalonia	2,356	2,565	2,652	2,896	12.8
Spain	17,416	18,500	19,784	22,666	100.0

SOURCE: National Statistics Institute

## Business Creation

### ENTREPRENEURIAL ACTIVITY IN EUROPEAN COUNTRIES, 2012 (% of population 18 to 64 years)

Estonia	14.3
Lithuania	13.4
Netherlands	10.8
Slovakia	10.2
Poland	9.4
UK	9.2
<b>Catalonia</b>	<b>7.9</b>
Portugal	7.7
<b>EU average</b>	<b>7.6</b>
Greece	6.5
<b>Barcelona*</b>	<b>6.5</b>
Sweden	6.4
Finland	6.0
Switzerland	5.9
<b>Spain</b>	<b>5.7</b>
Denmark	5.4
Germany	5.3
Belgium	5.2
France	5.2

\*Provincial data

SOURCE: Global Entrepreneurship Monitor (GEM), Catalonia Executive Report 2012

## Barcelona offers a competitive supply of premises for economic activity

● The joint Barcelona-Catalonia initiative from the Generalitat of Catalonia (Incasol), and Barcelona City Council promotes major zoning projects linked to strategic sectors of the knowledge economy that are growing in Barcelona and its surroundings, as well as the largest logistics offering along the Mediterranean corridor:

- Noteworthy in the city of Barcelona are the areas of the Smart City Campus - 22@, the Marina del Prat Vermell, and La Sagrera.

- Notable projects on the outskirts of Barcelona are Parc de l'Alba, Ripollet Park, Can Sant Joan, Mas Blau and Ca n'Alemany.

● The cost of living in Barcelona has dropped in comparison with other cities of reference in Europe and worldwide, according to the survey carried out by Mercer Human Resource Consulting, which puts it in 85<sup>th</sup> position and – for the third year running – outside of the 50 most expensive cities in the world, and the price of business premises is following the same trend.



## Real estate market

### OFFICE PREMISES, 2012

Total office stock	5,977,546 m <sup>2</sup>
Offices available	824,901 m <sup>2</sup>
<b>Vacancy rate</b>	<b>13.80%</b>

SOURCE: On point, Jones Lang LaSalle

### OFFICE PRICES, 2012

Outskirts (Sabadell, Sant Cugat, Esplugues, etc.)	€6.25/9m <sup>2</sup> /month
New business areas	€8.75/15m <sup>2</sup> /month
Business district (city centre)	€9.75/15.25m <sup>2</sup> /month
Prime (Passeig de Gràcia-Diagonal)	€13.75/18m <sup>2</sup> /month

6 8 10 12 14 16 18 20

SOURCE: On point, Jones Lang LaSalle

### AVERAGE HOUSE PRICES IN BARCELONA, 2012

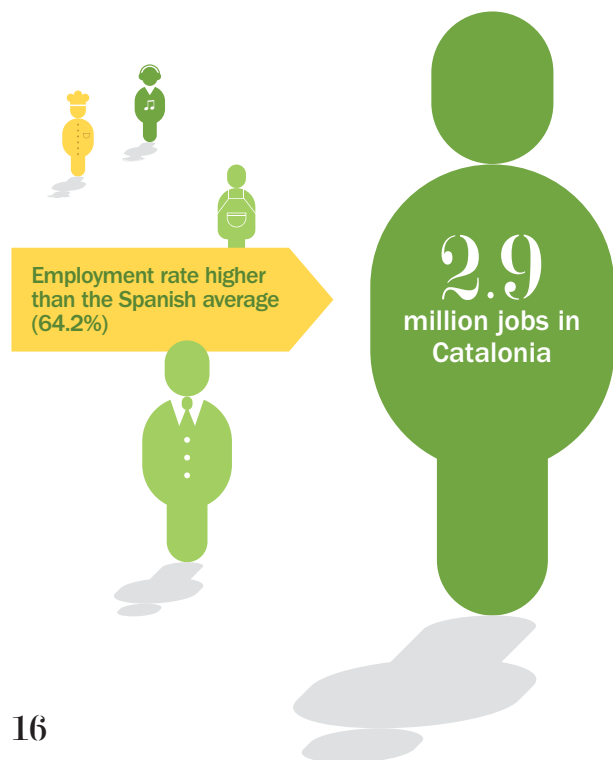
Rent (€/m <sup>2</sup> /month)	10.8
Second-hand housing sales (€/m <sup>2</sup> )	3,217
New housing sales (€/m <sup>2</sup> )	4,364

SOURCE: Barcelona City Council Statistics Department and idealista.com

# Magnet for talent

## The labour market in Barcelona has critical mass and well-qualified workers

- The city provides around 1 million jobs and the Barcelona area 2.2 million. The rates of activity (78%) and employment (64.2%) in Barcelona are higher than the Spanish average.
- More than half of the jobs in the city of Barcelona (53.1%) are in knowledge intensive activities, and the city is at the centre of this segment of the Catalan economy, as 44.1% of knowledge intensive jobs are concentrated in Barcelona, which has 36.6% of all employees in Catalonia.
- Barcelona today can count on a labour market with one of the highest critical masses in Europe in high added value sectors: Catalonia is the fifth region of Europe for the number of workers in medium and high technology manufacturing, the sixth for workers in science and technology, and ninth in the knowledge intensive service sectors, according to data from 2011.



## Jobs in Barcelona

### WORKERS REGISTERED WITH THE SOCIAL SECURITY, 2012\*

	TOTAL	% OF SPAIN TOTAL
Barcelona	969,093	5.9
Province of Barcelona	2,182,623	13.4
Catalonia	2,875,276	17.6
Spain	16,332,488	100.0

\*Fourth-quarter figures

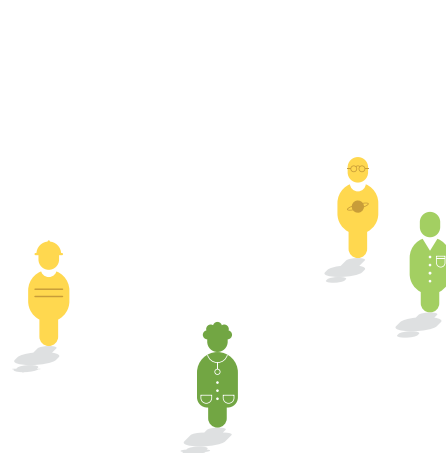
SOURCE: Department of Business and Employment of the Generalitat of Catalonia and National Social Security Institute

### % GRADUATES\*, 2011

	WOMEN	TOTAL
<b>Catalonia</b>	<b>42.7%</b>	<b>37.9%</b>
Spain	43.4%	38.9%
European Union	34.7%	31.6%

\*% of the employed population between 25 and 64 years with a university degree

SOURCE: Eurostat

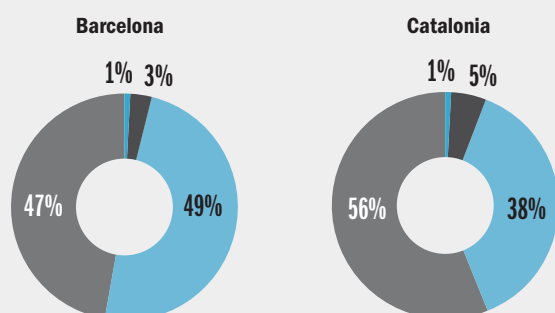




**53%** of employees in knowledge-intensive sectors



### EMPLOYEES BY KNOWLEDGE INTENSITY, 2012\* (% of total)



- High-technology industries
- Medium-high technology industries
- Knowledge intensive services
- Rest of employees

\*Fourth-quarter figures

SOURCE: Department of Business and Employment of the Generalitat of Catalunya

## Activity, employment and unemployment

### RATES\* OF ACTIVITY, EMPLOYMENT AND UNEMPLOYMENT, FOURTH QUARTER 2013 (%)

	ACTIVITY RATE	EMPLOYMENT RATE	UNEMPLOYMENT RATE
Barcelona	78.0	64.2	17.7
Catalonia	78.5	60.9	22.3
Spain	75.1	55.4	26.1
European Union**	72.2	64.5	10.6

\*Specific rates (16-64 years)

\*\*EU data for the third quarter of 2013

SOURCE: Labour Force Survey and Eurostat

## Salaries

### WORLD CITY SALARY LEVELS, 2012

GROSS SALARY (NEW YORK = 100)	CITY	NET SALARY (NEW YORK = 100)
131.1	Zürich	132.4
123.6	Geneva	119.2
123.1	Copenhagen	93.4
92.4	Tokyo	90.4
83.3	Chicago	80.6
91.5	Munich	76.0
79.5	London	75.2
78.1	Paris	73.6
80.2	Vienna	70.8
78.3	Amsterdam	69.4
76.2	Montreal	66.2
64.2	Lyon	64.7
<b>59.6</b>	<b>Barcelona</b>	<b>58.7</b>
42.8	Hong Kong	49.8
55.1	Rome	48.2
41.4	Athens	40.0

SOURCE: UBS. Prices and Earnings around the Globe 2012

2 business schools among the 10 best in Europe and in the top 25 worldwide



## World renowned higher education

● Catalonia has 12 universities with a total of 242.000 students, and the eight universities in Barcelona – both public and private – account for 90% of this enrolment. There are 445 official Masters courses with 17,474 students enrolled, and 13,269 students studying for doctorates, in the year 2011 - 2012.

● In 2011 the percentage of Catalan workers with university degrees rose to 37.9% (total population) and 42.7% (women), a level far above the European Union average.

● In the field of training, it's worth pointing out that Barcelona is the only city with two teaching institutions among the top ten business schools in Europe, with ESADE and IESE sitting in eighth and third place in Europe and seventh and twenty-second in the world respectively, in the Global MBA 2013 ranking published by the Financial Times.

TRAINING AND UNIVERSITIES, 2011-2012	
Total university students in Catalonia*	241,835
Total university students in the Barcelona area*	219,058
Number of Masters offered by the universities in the Barcelona area	445
Number of masters and doctoral students at universities in the Barcelona area	30,743
Foreign students in Catalan public universities	15,756
Foreign masters and doctorate students at Catalan public universities	9,061
*Includes Masters and doctorate students	
SOURCE: Department of Statistics of Barcelona City Council	

BEST EUROPEAN BUSINESS SCHOOLS, 2013			
EUROPEAN RANKING	WORLD RANKING	BUSINESS SCHOOL	CITY
1	4	London Business School	London
2	6	Insead	Fontainebleau
<b>3</b>	<b>7</b>	<b>IESE Business School</b>	<b>Barcelona</b>
4	11	IE Business School	Madrid
5	16	University of Cambridge: Judge	Cambridge
6	19	IMD	Lausanne
7	21	HEC Paris	Paris
<b>8</b>	<b>22</b>	<b>ESADE Business School</b>	<b>Barcelona</b>
9	24	University of Oxford: Saïd	Oxford
10	28	Warwick Business School	Coventry
11	29	Manchester Business School	Manchester
12	33	Rotterdam School of Management, Erasmus University	Rotterdam
13	38	Cranfield School of Management	Cranfield
14	39	SDA Bocconi	Milan
15	40	City University: Cass	London
16	42	Imperial College Business School	London
17	57	Hult International Business School	UK/USA/ UAE/China
18	61	The Lisbon MBA	Lisbon
19	64	University College Dublin: Smurfit	Dublin
20	64	Tilburg University, TiasNimbas	Tilburg
SOURCE: Financial Times, Global MBA Ranking			

# Internationalised economy

## Barcelona has an open economy well connected to the world.

● Exports from the province of Barcelona reached a volume of €45.44 billion in 2012, representing the highest figure since records began, and an annual increase of 6.4%, which almost double the average of Spain (3.4%). Exports have registered three consecutive years of growth and accumulated a nominal increase of 38.6% in the three years 2010-12.

● In 2012 the Barcelona area consolidated its leadership of Spanish export rankings, generating a fifth (20.5%) of total exterior trade. Moreover 40,843 exporting companies are located in Barcelona, a figure which represents 30% of the Spanish total.

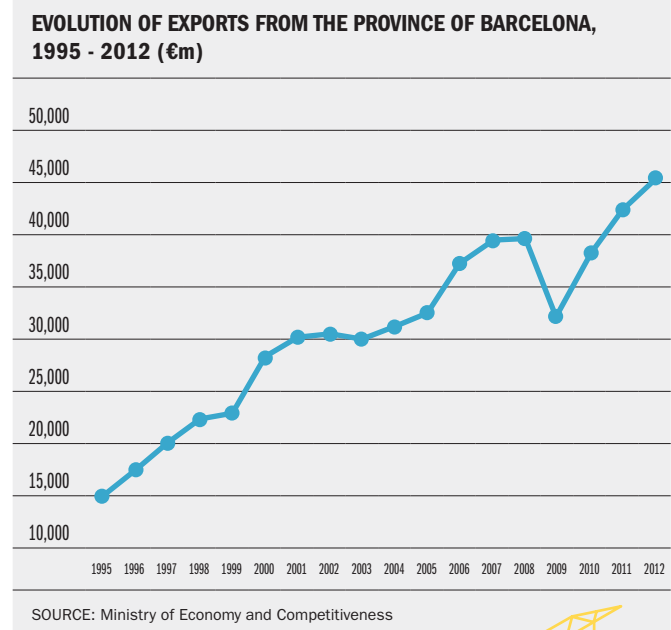
● Its appeal to foreign investment is confirmed in various prestigious rankings: the Ernst & Young *Attractiveness Survey Europe 2013* places urban Barcelona/Catalonia in third position for foreign investment projects brought to Europe in 2012, trailing only the areas of London and Paris and ahead of Madrid, Stuttgart, Dublin and Lyon. Furthermore, according to the *Global Cities Investment Monitor* from KPMG, in 2012 Barcelona took the 12<sup>th</sup> position among the main urban areas of the world in terms of the receipt of foreign investment projects, which is an advance of three positions over 2011 and the 10<sup>th</sup> position worldwide in the period 2008 to 2012.

● Catalonia is host to around 5,600 foreign companies, the main countries of origin being Germany (15.8%), France (14.4%) and the Netherlands (13.2%). Moreover, Catalonia has the largest concentration of Japanese (85.9%), Italian (67.1%), American (63%), French (61.9%), Austrian (56.4%) and Swiss (50.1%) companies with operations in Spain.

## Exports

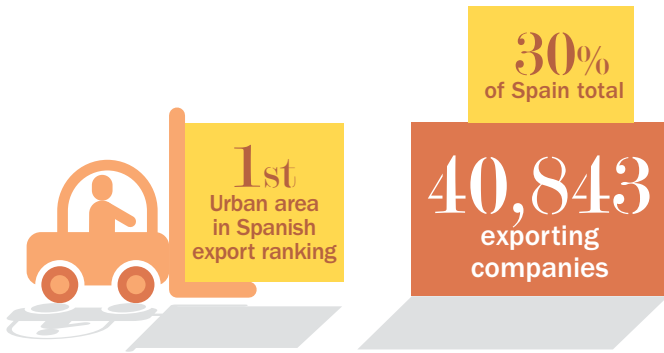
EXPORTS (€m)			
	2011	2012*	% OF SPAIN TOTAL 2012
<b>Barcelona*</b>	<b>42,321.8</b>	<b>45,444.3</b>	<b>20.5</b>
Catalonia	54,954.9	58,853.2	26.5
Spain	215,230.4	222,114.6	100.0

\*Provisional data  
SOURCE: Ministry of Economy and Competitiveness



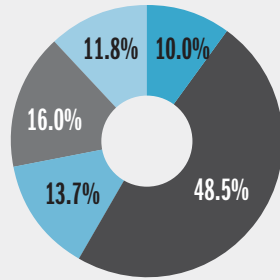
**€45,400 million**  
Record exports  
in the Barcelona area





#### EXPORTS FROM BARCELONA BY TECHNOLOGY LEVEL, 2012

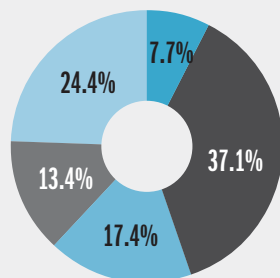
- High-level technology
- Medium-high level technology
- Medium-low level technology
- Low-level technology
- Unclassified



SOURCE: Ministry of Economy and Competitiveness

#### EXPORTS FROM SPAIN BY TECHNOLOGY LEVEL, 2012

- High-level technology
- Medium-high level technology
- Medium-low level technology
- Low-level technology
- Unclassified



SOURCE: Ministry of Economy and Competitiveness

#### MAIN DESTINATION COUNTRIES FOR EXPORTS FROM BARCELONA (PROVINCE), 2012 (percentage of total)

France	15.8%
Germany	11.3%
Italy	7.0%
Switzerland	6.2%
Portugal	5.6%
UK	5.0%
USA	3.2%
China*	2.5%
Netherlands	2.3%

\*Includes China, Hong Kong and Macau

SOURCE: Ministry of Economy and Competitiveness

## Foreign investment in Catalonia

#### FOREIGN INVESTMENT (€m)

	2010	2011	2012	% CAT./ ESPANYA
Catalonia	4,825.8	3,024.6	2,650.4	18.4
Spain	12,227.5	24,678.8	14,383.3	100.0

NOTE: Total gross investment excepting foreign securities holding companies

SOURCE: Datainvox. Ministry of Economy and Competitiveness

#### FOREIGN INVESTMENT IN CATALONIA BY COUNTRY OF ORIGIN, 2012 (percentage of total)

Luxembourg	29.0%
UK	18.7%
Ireland	11.9%
Netherlands	8.0%
Germany	6.1%
France	4.1%
Uruguay	2.6%
USA	2.5%
Switzerland	2.2%
India	1.6%

NOTE: Total gross investment excepting foreign securities holding companies

SOURCE: Datainvox. Ministry of Economy and Competitiveness

**58.5%** exports of high and medium-high technology content





### FDI IN EUROPE BY URBAN AREA, 2012

RANKING	URBAN AREA	PROJECTS	
		2012	CHANGE 2012/2011
1	Greater London (London)	313	-4.3%
2	Ile-de-France (Paris)	174	-14.7%
<b>3</b>	<b>Catalonia (Barcelona)</b>	<b>116</b>	<b>16.0%</b>
4	Madrid (Madrid)	93	-1.1%
5	Düsseldorf (Düsseldorf)	84	0.0%
6	Stuttgart	81	52.8%
7	Dublin (Dublin)	72	20.0%
8	Freiburg	71	39.2%
9	Rhône-Alpes (Lyon)	70	6.1%
10	North Holland (Amsterdam)	68	38.8%
	Other	2,655	-5.6%
	<b>TOTAL</b>	<b>3,797</b>	<b>-2.8%</b>

SOURCE: Ernst & Young. *European Investment Monitor 2013*

### FOREIGN DIRECT INVESTMENT IN WESTERN EUROPE BY REGIONS, first half 2013 (€m)

South East	3,372
<b>Catalonia</b>	<b>1,438</b>
Ireland	941
South West	694
West Netherlands	664
West Midlands	644
Switzerland	523
C.A. Madrid	522
North West	441

SOURCE: *Financial Times* / Generalitat of Catalonia

## Catalan investment abroad

### INVESTMENT ABROAD (€m)

	2010	2011	2012	% CAT/ SPAIN
Catalonia	2,070.5	2,706.0	1,338.6	11.6
Spain	29,170.1	29,791.4	11,545.3	100.0

NOTE: Total gross investment excepting Foreign Securities Holding Companies (ETVE)

SOURCE: Datainvox. Ministry of Economy and Competitiveness

### DESTINATION OF CATALAN INVESTMENT ABROAD, 2012 (percentage of total)

France	28.8%
Italy	14.3%
Germany	11.3%
Brazil	6.4%
Costa Rica	6.2%
Austria	5.0%
Netherlands	3.6%
China	3.3%
Luxembourg	2.8%
Colombia	2.5%

NOTE: Total gross investment excepting Foreign Securities Holding Companies (ETVE)

SOURCE: Datainvox. Ministry of Economy and Competitiveness

# Strategic sectors

● The city actively promotes the development of sectors consider strategic for its economy such as ICT, logistics and agri-food, the powerful retail and tourism sectors, along with new sectors such as the biomedical and electric vehicles, in the field of mobility and sustainable energy.

● **Logistics and transport** are a key sector in Catalonia, as they represent 4% of economic activity, have the largest supply of logistics terrain available in Spain (24% of the total) and managed a total of 352 million tonnes of merchandise in 2012. Barcelona and Catalonia have significant competitive advantages in this area, such as their geostrategic position, the existence of an important production network – with over 46,000 and 144,000 jobs, respectively – or the availability of renewed infrastructure – such as port and airport of Barcelona – and logistics areas. The Barcelona-Catalonia Logistics Centre (BCL), an initiative of the City Council, the Consortium of Barcelona and the Port of Barcelona, which currently has over one hundred members in the sector – is developing a strategy aimed at making the Barcelona metropolitan area the main logistics hub in southern Europe and the Mediterranean.

● Barcelona and Catalonia boast one of the benchmark European **agri-food clusters**, and the largest one in Spain. This cluster is founded on the strength of the food industry - which with nearly 3,000 companies is the main branch of industry in Catalonia by turnover - and other major players such as Mercabarna, leader in the distribution of fresh produce in southern Europe, and a large number of facilities, universities and technology centres that support research and innovation. Other key activities in this field in Catalonia, are the biannual hosting of Alimentaria – the sector’s second most important fair in the world – and the priceless intangible heritage represented by the Mediterranean diet, which together with the wide range of restaurants, make Barcelona a capital of quality and gastronomic creativity.

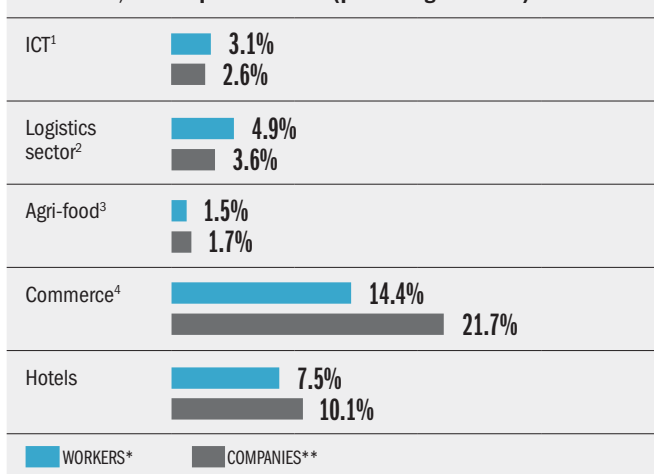
**Main sectors:**  
ICT / Logistics / Agri-food / Retail / Tourism



● Catalonia, with more than 1,100 companies, 30,000 workers, and €15.6 billion turnover in 2010, is the engine of medical technology research and “bio” in the country: Catalan **biotechnology** companies make up 20.5% of the Spanish total, generate 29.4% of turnover in the sector and the area is home to 23% of the new companies set up in this field during that year.

## Strategic sectors in the Barcelona economy

**STRATEGIC SECTORS IN THE BARCELONA ECONOMY, fourth quarter 2012 (percentage of total)**



\*Registered with Social Security (salaried and self-employed) \*\* Social Security centres

1 Manufacturers and services including wholesale ICT

2 Including all the group of transport and warehousing

3 Food industry and wholesale agri-food

4 Except wholesale agri-food and TIC

SOURCE: Department of Statistics of Barcelona City Council using data from the National Social Security Institute

## Barcelona is an international leader in the field of tourism and the organisation of fairs and congresses

● Barcelona reached new historical highs of tourists (7.4 million) and overnight stays (15.93 million) in hotels and credit card expenditure (€2.38 billion) in 2012, thanks to the momentum of international demand. Compared to 2011, there was a notably sharp rise in credit card spending by foreign tourists in the shops (+25.4%), while there was a lower increase in overnight stays (+2.6%) and the number of tourists (+0.7%).

● Various rankings highlight the attractiveness of Barcelona for foreign visitors: according to the *MasterCard Index of Global Destination Cities 2013*, Barcelona is the tenth placed city in the world and third in Europe – behind only London and Paris – with regard to the number of visitors and foreign tourism spending. Also, the *European Cities Marketing Benchmarking Report 2012-2013* puts Barcelona in fourth place in Europe in terms of international overnight stays, while for Trip Advisor it is the world's fifth most attractive city for tourists. Finally, according to the *Euromonitor International Report* for 2011, Barcelona is the twentieth most visited city by international tourists out of 100 cities of the world, and the fifth most visited of European cities.

● As for business tourism, according to the International Congress and Convention Association (ICCA), Barcelona was the first city in the world in number of delegates and the third in the number of international meetings organized in the period 2008-2012. In 2012 Barcelona reached fifth position in the ranking for international congresses, after Vienna, Paris, Berlin and Madrid.

## Tourism

### Urban tourism destination

#### TOURISM AND OVERNIGHT STAYS IN BARCELONA

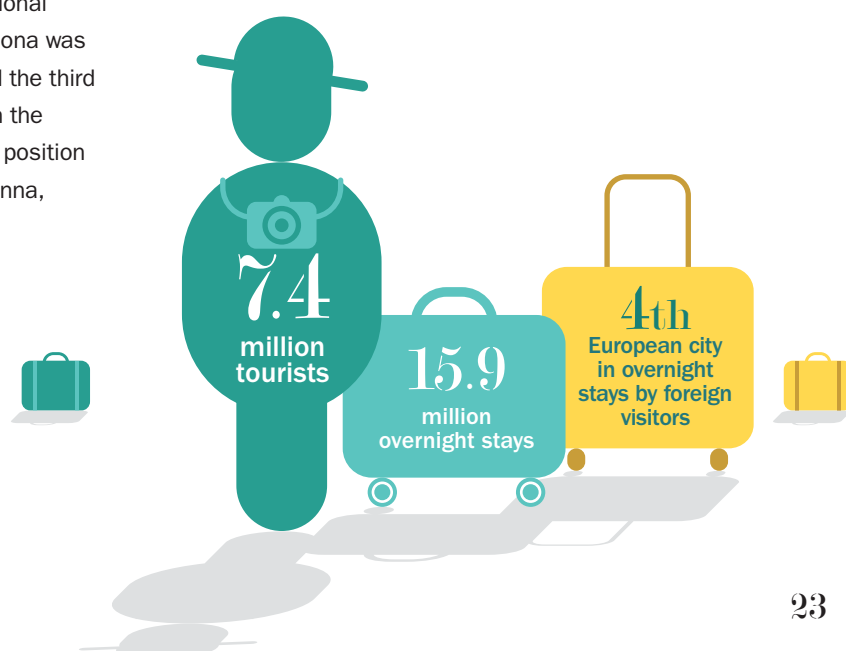
	2011	2012	CHANGE 2011-2012
Tourists*	7,390,777	7,440,113	0.7%
Overnight stays	15,529,218	15,931,932	2.6%
Credit card spending (€)	1,901,562,192	2,384,477,371	25.4%

\*Tourist staying in hotels  
SOURCE: Barcelona Tourism

#### HOTEL INDICATORS

	2011	2012	CHANGE 2011-2012
Hotels	339	352	3.8%
Rooms	32,447	33,362	2.8%
Beds	63,528	65,100	2.5%

SOURCE: Barcelona Tourism

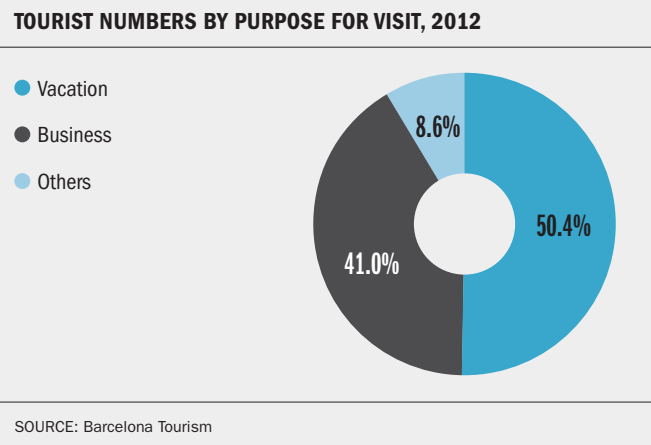


**2,384** million € of credit card spending



INTERNATIONAL CREDIT CARD SPENDING BY COUNTRY (€)			
	2012	% OF TOTAL	CHANGE 2011-2012
France	422,916,708	17.7	22.8
Italy	293,688,435	12.3	49.4
United States	195,651,403	8.2	14.8
United Kingdom	160,787,506	6.7	26.3
Russia	146,687,038	6.2	55.7
<b>TOTAL (all nationalities)</b>	<b>2,384,477,371</b>	<b>100.0</b>	<b>25.4</b>

SOURCE: Barcelona Tourism



ORIGIN OF TOURISTS, 2012			
		%	TOURISTS IN HOTELS
Spain		21.8%	1,621,661
USA		8.5%	635,386
UK		8.0%	592,713
France		7.7%	572,259
Rest of America		7.4%	547,836
Italy		6.6%	491,103
Germany		5.6%	414,539
Scandinavia		4.8%	360,658
Eastern Europe*		3.5%	262,858
Netherlands		3.0%	224,295
Japan		2.2%	162,887
<b>TOTAL FOREIGN TOURISTS</b>		<b>78.2%</b>	<b>5,818,452</b>
<b>Total tourists in hotels</b>			<b>7,440,113</b>

\*Eastern Europe: Czech Republic, Russia and Poland  
SOURCE: Barcelona Tourism

**78%** of international tourism





## City of Fairs and Conferences

### CONFERENCE INDICATORS

	2012
TOTAL meetings	2,176
TOTAL delegates	597,610

SOURCE: Barcelona Tourism and Department of Statistics of Barcelona City Council

### NUMBER OF INTERNATIONAL MEETINGS IN WORLD CITIES, 2008-2012

Paris	897
Vienna	875
<b>Barcelona</b>	<b>822</b>
Berlin	772
Singapore	721

SOURCE: ICCA, A Modern History of International Association Meetings 1963-2012

### NUMBER OF DELEGATES ATTENDING INTERNATIONAL MEETINGS IN WORLD CITIES, 2008-2012\*

<b>Barcelona</b>	<b>519,159</b>
Vienna	516,581
Berlin	470,076
Paris	448,881
Amsterdam	396,072

\*Estimate based on the participants who figure in the registry of the ICCA

SOURCE: ICCA, A Modern History of International Association Meetings 1963-2012

### LEADING EUROPEAN EXHIBITIONS HELD AT FIRA DE BARCELONA

FIRA DE BARCELONA

GSMA WORLD CONGRESS

ALIMENTARIA

HISPACK + BTA Food Technology

EIBTM

CARBON EXPO

PISCINA BCN. International Swimming Pool Fair

HOSTELCO

CONSTRUMAT

3E / EXPOQUIMIA + EQUIPLAST + EUROSURFAS

BARCELONA BRIDAL WEEK - NOVIAESPAÑA

GRAPHISPAG

INTERNATIONAL CAR SHOW

BARCELONA INTERNATIONAL BOAT SHOW

SMART CITY EXPO WORLD CONGRESS

SOURCE: Fira de Barcelona



## The city promotes a quality, diverse and local retail model

- With 16,022 companies and 142,629 workers, retail is one of the most important branches of the economic structure of Barcelona. Indeed, despite the impact of the crisis on their levels of activity and employment, the sector accounts for 22.9% of businesses and 14.2% of employees in the city at the end of 2012.
- Local markets, with an area of over 200,000 m<sup>2</sup> and €1 billion in economic impact, are at the forefront of Barcelona's business model for their economic and social importance to the neighbourhoods and because they also represent the largest network of food markets in Europe.
- International rankings of commercial appeal according to the preferences of international distribution companies (published in 2012 by Jones Lang Lasalle) and on the most valued destinations by international consumers (according to the *Globe Shoppers Cities Index* 2011 from The Economist Intelligence Unit) both **place Barcelona in the top ten most attractive European cities from the retail point of view.**

## Retail

### BARCELONA RETAIL

RETAIL 2012\*

<b>Number of companies</b>	<b>16,022</b>
<b>Jobs</b>	<b>142,629</b>

LOCAL MARKETS (DECEMBER 2012)

Food	39
Specials	4
Number of establishments	2,709
Total surface	209,500 m <sup>2</sup>
Turnover <sup>1</sup>	27,853 €

\*Fourth quarter data

<sup>1</sup> Average sales per month per establishment

SOURCE: Department of Statistics of Barcelona City Council and Local Markets Institute

### THE 10 MOST ATTRACTIVE EUROPEAN DESTINATIONS FOR INTERNATIONAL RETAIL COMPANIES, 2012

POSITION	CITY
1	London
2	Paris
3	Moscow
4	Milan
5	Madrid
6	Rome
7	Munich
8	St Petersburg
9	Prague
<b>10</b>	<b>Barcelona</b>

SOURCE: Jones Lang LaSalle, *Destination Europe*



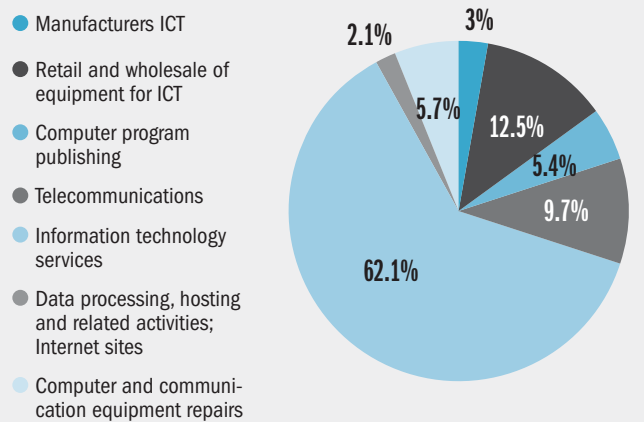
# Ambitious city projects

## Nurturing mobile technology and ICT

- Barcelona aims to be a leader in the field of technology for enhancing the quality of life, in a global environment in which mobile technology is emerging as a key vector of growth for the whole economy. In this context, the choice of Barcelona as Mobile World Capital – with the Mobile World Congress and the proposed industrial legacy (Legacy) – represents a strategic opportunity to position the city in this area.
- Barcelona, with more than 28,500 workers and nearly 2,000 companies with employees, is the centre of ICT in Catalonia, as it accounts for 54.3% of workers and 43.5% of companies with employees in the sector in Catalonia. In 2010 the ICT sector, along with transport, generated 12.2% of GVA and kept its share of total activity compared to 2008 intact.
- In 2011 the Catalonia mobile ecosystem has more than 2,300 companies, more than 39,400 employees and generates a turnover of €5.4 billion, the province of Barcelona being the core which absorbs 85%, 90% and 94%, respectively, of these totals.
- During the period 2005-2011 almost three hundred European technology patents were applied for in Catalonia, of which 95% are located in the province of Barcelona.

## ICT

### BARCELONA ICT COMPANIES BY SUBSECTORS (%)



\*Social Security centres

SOURCE: IERMB based on Social Security data

### ICT IN THE HOME (% of population between 16 and 74)

	2010	2011	2012
Have a computer at home	75.7	79.0	78.7
Internet connection at home	72.4	75.7	75.0
Regular use of the Internet	78.3	82.1	82.8

SOURCE: Household survey of ICT equipment and usage. National Statistics Institute

## Mobile ecosystem

### KEY FIGURES OF THE MOBILE ECO-SYSTEM IN CATALONIA AND BARCELONA, 2011

	NUMBER OF COMPANIES	NUMBER OF WORKERS	TURNOVER (€m)
<b>In absolute terms</b>			
<b>Barcelona city</b>	<b>1,058</b>	<b>20,628</b>	<b>3,235.8</b>
<b>Barcelona province</b>	<b>1,997</b>	<b>35,438</b>	<b>5,077.0</b>
Catalonia	2,342	39,408	5,399.1
<b>% in relation to next biggest territory</b>			
Bcn city / Bcn province	53%	58%	64%
Bcn province / Catalonia	85%	90%	94%

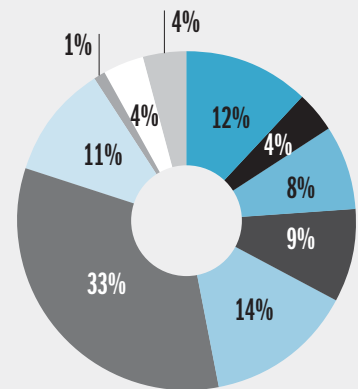
Note: NACE sectors included in table, according to the main activity informed to SABI: 6120 and the whole auxiliary ecosystem: 2611, 2612, 2630, 2651, 5821, 5829, 6201, 6202, 6190, 6311, 6312, 6399

SOURCE: Barcelona Chamber of Commerce section of Infrastructure and Economic Studies, "The mobile ecosystem in Barcelona and Catalonia", BARCELONA OBSERVATORY, Report 2013

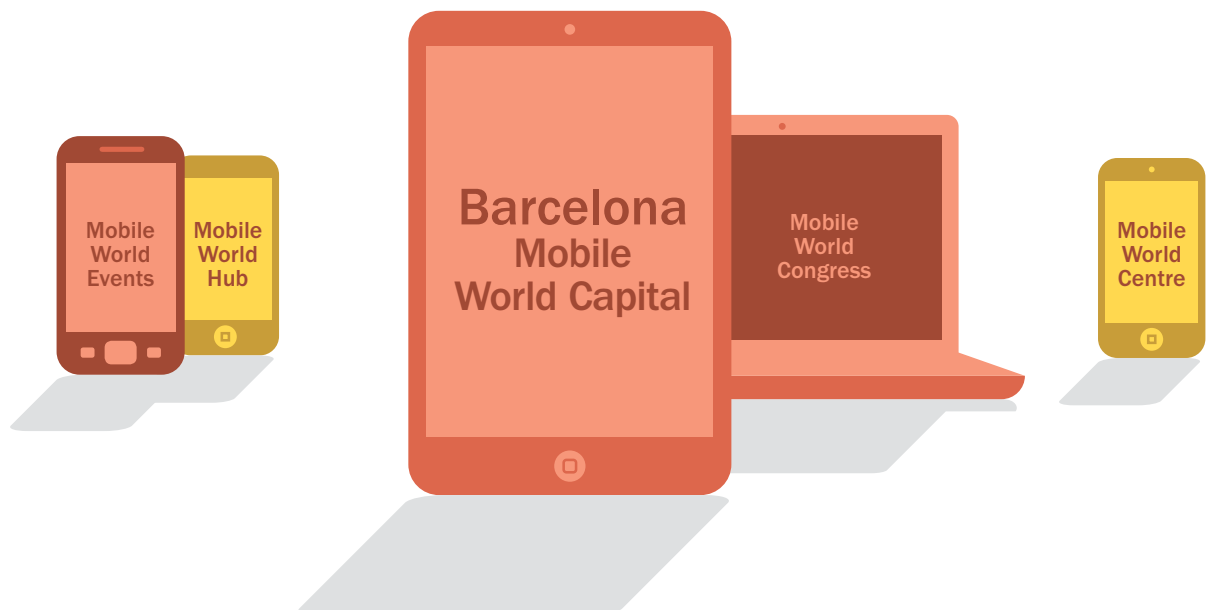
### MOBILE ECOSYSTEM STRUCTURE IN CATALONIA, 2011

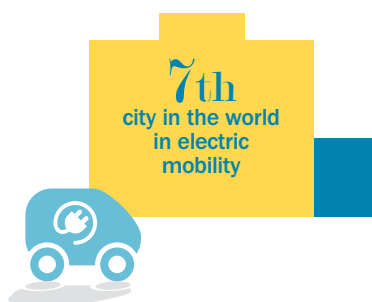
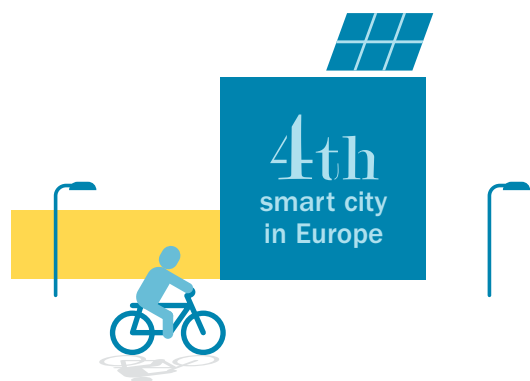
% of turnover in each subsector over the mobile ecosystem total

- Production of measuring testing and navigation instruments and devices
- Production of electronic components
- Other telecommunication activities
- Wireless telecommunications
- Computer programming activity
- Information technology consulting
- Data processing, hosting and related activities
- Internet portals
- Other information services
- Rest of related sectors



SOURCE: Barcelona Chamber of Commerce section of Infrastructure and Economic Studies, "The mobile ecosystem in Barcelona and Catalonia", BARCELONA OBSERVATORY, Report 2013





## Barcelona, fourth Smart city in Europe

- Moreover, the clear commitment of Barcelona to become a smart city revolves around applying ICT (Information and Communication Technologies) for urban innovation and ensuring sustainable development, an improved quality of life for citizens, greater efficiency of resources – both human and energy – and better citizen participation.

- In addition, the city is leading the creation of a city protocol or world standard to measure the degree of sustainability and the capacity of urban areas to generate a good quality of life. The protocol involves a partnership between universities, cities and businesses to define the parameters of change in the city on the basis of environmental, cultural, social and economic values, guided by efficiency in consumption of resources and excellence in design.

- According to a ranking conducted by Fast Company in 2013, Barcelona is Europe's fourth-placed intelligent city, noted both for initiatives such as its support for the global Smart Cities movement through the organization of the main international fair, as well as its leadership in setting up the City Protocol. Significant projects in the city include the promotion of electric vehicles, the public bicycle usage system, the use of sensors to monitor noise levels, air quality, traffic congestion and waste management, as well as the success of 22@ and the fact that life expectancy in the city is among the highest in the world.

- Furthermore, the Catalan capital occupies the seventh position in the top 10 cities of the world where conditions for developing electric mobility initiatives are more favourable, and where this technology is being introduced and consolidated, according to the latest updated report of the International Energy Agency (EV City Casebook, 2012). This has been possible thanks to initiatives such as the public-private platform LIVE (Logistics for the Implementation of the Electric Vehicle) and the MOVELE plan. In addition, in 2013 the city hosted the electric mobility sector's most important international symposium on technology: the World Electric Vehicle Symposium and Exhibition, EVS27.

## Smart City

### TOP 10 SMART CITIES IN EUROPE, 2013

POSITION	CITY
1	Copenhaguen
2	Amsterdam
3	Vienna
<b>4</b>	<b>Barcelona</b>
5	Paris
6	Stockholm
7	London
8	Hamburg
9	Berlin
10	Helsinki

SOURCE: Fast Company, Coexist. The Smartest Cities in Europe

### BASIC INDICATORS FOR ELECTRIC VEHICLES, 2012

Fleets and testing facilities	
Public fleets	294
Private	335
TOTAL	629
Infrastructure	
Public charging points	249
Reported incidents	310
Cards distributed	395
Number of charges (> 10 min)	5,083
Energy consumed	7,025
Industrial transformation	
Companies/Projects	124

SOURCE: Strategic Sectors dept, Area of Economy, Enterprise and Employment, Barcelona City Council

# Best quality of life in Europe

## Barcelona is internationally recognised as a city with quality of life

● The report *State of World's Cities 2012-2013*, prepared by the United Nations Habitat agency, grants Barcelona fifth position in respect of quality of life among 69 cities of the world, and seventeenth place in the Global Prosperity Index 2012.<sup>1</sup> Additionally, Barcelona is the ninth city in overall attractiveness and fifth in social and cultural character – along with five other cities – according to the world city comparison «Hot Spots», carried out in 2012 by the Economist Intelligence Unit. Moreover, according to *European Cities Monitor 2011*, Barcelona is the European city with the best quality of life for workers for the 14<sup>th</sup> consecutive year.

● In the environmental field, Barcelona's compact Mediterranean city model favours sustainable mobility – which represents 82% of internal trips – and stands out in prestige rankings – such as *Scorecard on Prosperity 2013* from the Toronto Board of Trade – for its relatively short commuting times. Furthermore, Barcelona keeps the sixth position among the best European cities for internal transport, according to the European Cities Monitor.

● It's worth pointing out, as well, that Barcelona is currently setting standards at a European level with regards to water conservation. Per capita water consumption in 2012 was 108.2 L, 24.7 L less than in 1999, having achieved a reduction of around 19%. Additionally, Barcelona is the headquarters of the Secretariat of the Global Water Operators Partnerships Alliance (GWOPA) of UN-Habitat, hosting the permanent secretariat of this worldwide body for water policy management for the next five years.

● A wide ranging and quality educational and cultural offer. The Barcelona area has 36 international schools, and the city a network of 38 public libraries.

● Barcelona is a city that sets the standards in the field of medicine and health care, which counts on the renowned

Catalan public health system and a range of internationally recognised private centres, which positions it as a world destination for medical tourism, as well as the hosting of medical conferences. To these appealing elements already in place, add the development of important projects in the field of research that have their main focus in the health sector.

### QUALITY-OF-LIFE IN WORLD CITIES, 2012

POSITION	CITY	INDEX*
1	Tokyo	0.931
2	Stockholm	0.925
2	Paris	0.925
4	Oslo	0.914
<b>5</b>	<b>Barcelona</b>	<b>0.912</b>
6	Toronto	0.907
7	Helsinki	0.905
8	Seoul	0.903
9	London	0.898
10	Milan	0.895

\*The index takes values between 0 and 1

SOURCE: *State of World's Cities 2012-2013*. UN-Habitat



1 — Based on the measurement of productivity, infrastructure, environment, equality and quality of life.

# Energy and Environment

## INDICATORS FOR GREEN AREAS IN BARCELONA, 2012

Urban parks (green areas for public use)	577.4 ha
Urban green (green spaces incorporated into the urban landscape)	11,021,419 m <sup>2</sup>
Urban green per capita	6.8 m <sup>2</sup> /inhabitant

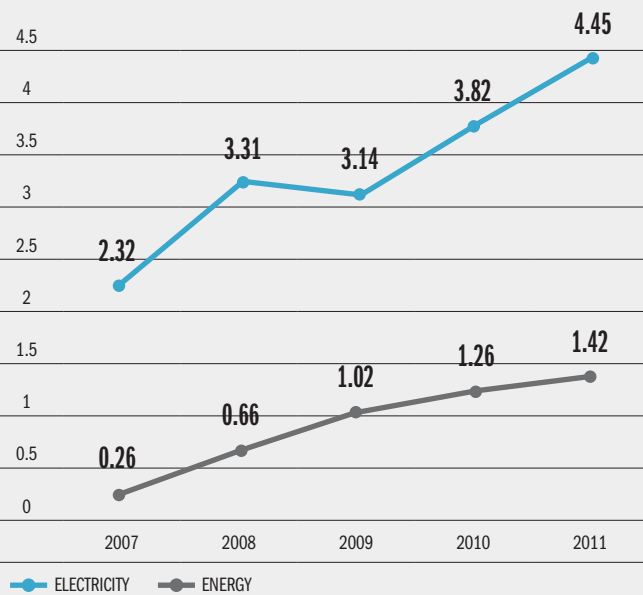
SOURCE: Department of Statistics of Barcelona City Council, Statistics Annual 2013

## BEACHES

Beaches	7
Km	4.4

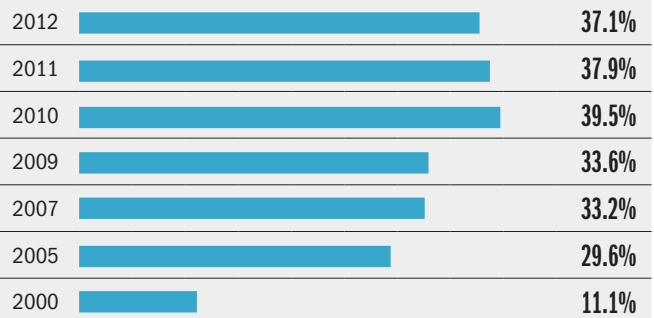
SOURCE: Department of Statistics of Barcelona City Council, Statistics Annual 2013

## Consumption of energy and electricity from renewable sources in Barcelona (%)



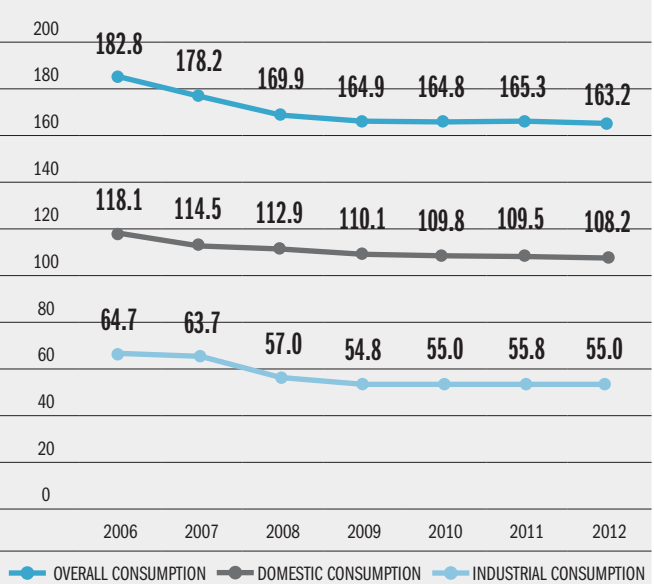
SOURCE: Department of Statistics of Barcelona City Council, Statistics Annual 2013

## THE DEVELOPMENT OF SELECTIVE WASTE COLLECTION IN BARCELONA



SOURCE: Urban Habitat - Environment and Urban Services

## EVOLUTION OF WATER CONSUMPTION IN BARCELONA (Litres/inhabitant/Day)



SOURCE: Department of Statistics of Barcelona City Council and Department of the Environment



80%+ of internal trips by sustainable transport means

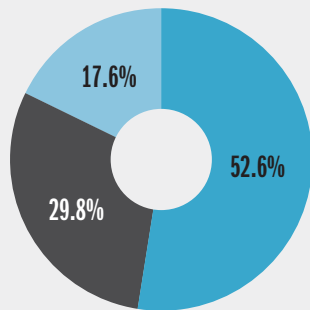
of internal trips by sustainable transport means



## Sustainable mobility

**MODES OF TRANSPORT FOR INTERNAL TRIPS IN BARCELONA, 2012**  
(% of the total)

- On foot and by bicycle
- Public transport
- Private transport



NOTE: Results of the data analysis from stages of the MTA, the city's road traffic detectors, tourist activity, school transport, traffic composition capacity, bicycle and pedestrian capacity

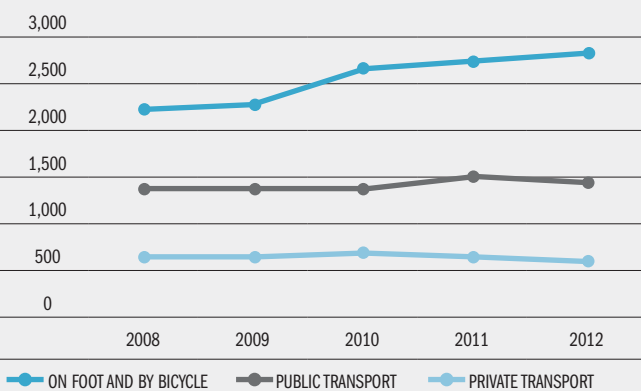
SOURCE: Metropolitan Transport Authority (ATM)

### BICYCLE LANES AND USERS

Bicycle lanes	181.5 km
Bicing users	121,819

SOURCE: Department of Statistics of Barcelona City Council

**EVOLUTION OF THE NUMBER OF STAGES OF INTERNAL DAILY TRIPS, 2006-2012 (in thousands)**



SOURCE: Metropolitan Transport Authority (ATM) and IERMB, Weekday Mobility Survey

## Culture and Education

### CULTURE AND EDUCATION, 2012

Public libraries (number and users)	38 / 6,439,112
Museums, collections, exhibition centres and places of architectural interest (number and users)	53 / 23,289,990
Theatre, music and cinema spectators	11,085,490
Public sports centres (number and members)	1,796 / 178,880
Nursery, primary and secondary schools	896
Foreign schools in the Barcelona area	36

SOURCE: Barcelona City Council Institute of Culture and Department of Statistics

### WORLD HERITAGE SITES IN BARCELONA

Palau de la Música Catalana
Hospital de Sant Pau
Parc Güell
Palau Güell
Casa Milà
Casa Vicens
Sagrada Família Nativity facade and Crypt
Casa Batlló
Güell Colony crypt

SOURCE: UNESCO

9 Spaces declared as World Heritage Sites





# City brand that adds value

- The internationalization of the economy in Barcelona is confirmed today as the main engine of economic activity, and the Barcelona brand maintains its strength and reinforces its ability to attract companies, jobs, talent and foreign investment in the midst of a highly complex international context for the economies of southern Europe.

- In 2013 the city ranked 19th place in the world and 10th in Europe for urban competitiveness out of a total of 40 cities in the world according to the *Global Power City Index* from the Mori Memorial Foundation, and in 2012 it is ninth in the world for overall attractiveness according to The Economist Intelligence Unit. Moreover, over the last ten years, Barcelona has positioned itself in first place as the European city with the best quality of life for workers and among the top six on the continent for doing business according to the *European Cities Monitor* by Cushman and Wakefield, and occupies third place in the city rankings for foreign investment projects according to the Ernst and Young *European Investment Monitor*, worldwide it stood tenth for the period 2008-2012, according to the KPMG Global Investment Monitor.

- Regarding tourism, in the ICCA classifications of conferences and international delegates for business tourism or those of Euromonitor International on the number of foreign visitors, as well as in the ranking of the number of cruise passengers in European and world ports, the city is given lead positions. Particularly outstanding is the first place in the world for the number of delegates and the third for number of conferences in the period 2008-2012, according to ICCA.

- For its quality of life and advancement as a hub of scientific innovation, education and in the field of digital technology, Barcelona is considered a good place to invest and develop new business ideas. Moreover, the city is perceived as innovative, linked with creativity and the concepts of culture, fashion, architecture, art and modernity.

- The Barcelona Growth project, promoted by the City Council along with agents from the private sector, purposes to foster the economic growth of the city through international orientation and favouring the attraction of new investment and talent by the development of five measures: the promotion of the Barcelona brand, the Business Advice Centre, the creation of the Barcelona Data Resource Centre, the conversion of mobile capital to economic drivers in different sectors, and the establishment of an entrepreneurial zone for the mobile ecosystem sector.



## International positioning of Barcelona



### Mori Global Power City Index, 2013

10th EUROPEAN CITY FOR GLOBAL COMPETITIVENESS  
19th IN THE WORLD FOR GLOBAL COMPETITIVENESS



### UN-Habitat, State of the World Cities 2012-2013

5th CITY IN THE WORLD FOR QUALITY OF LIFE



### European Cities and Regions of the Future, 2012-2013

1st SOUTHERN EUROPEAN CITY



Economist Intelligence Unit

### Hot spots: Benchmarking Global City Competitiveness, 2012. Economist Intelligence Unit

9th CITY FOR GLOBAL ATTRACTIVENESS  
5th CITY IN THE WORLD FOR SOCIAL AND CULTURAL CHARACTER

### Global Shopper Cities Index 2011

2nd EUROPEAN CITY FOR SHOPPER APPEAL



### European Cities Monitor, 2011. Cushman and Wakefield

6th BEST EUROPEAN BUSINESS CITY  
1st EUROPEAN CITY FOR QUALITY OF LIFE FOR EMPLOYEES



### European Investment Monitor, 2013. Ernst & Young

3rd AREA WITH MOST FOREIGN INVESTMENT PROJECTS

### Cities for Citizens, Ernst and Young, 2011

MOST ADMIRABLE CITY FOR URBAN DEVELOPMENT MODEL



### Global Cities Investment Monitor, KPMG, 2013

10th CITY IN THE WORLD FOR FOREIGN INVESTMENT PROJECTS, 2008-2012



### International Congress and Convention Association (ICCA)

1st CITY IN THE WORLD FOR INTERNATIONAL MEETING DELEGATES 2008-2012  
3rd CITY IN THE WORLD FOR INTERNATIONAL MEETINGS 2008-2012  
5th CITY IN THE WORLD FOR THE ORGANISATION OF INTERNATIONAL MEETINGS 2012



### Euromonitor, 2012 and European Cities Marketing Benchmarking Report, 2012

6th CITY IN EUROPE IN NUMBER AND 4TH IN OVERNIGHT STAYS OF FOREIGN TOURISTS



### Travellers' choice. Trip Advisor, 2013

5th CITY AMONG THE WORLD'S TOP 25 TOURIST DESTINATIONS



### Mastercard, Global Destination Cities Index, 2013

10th CITY AMONG 20 WORLDWIDE DESTINATIONS IN FOREIGN TOURISM ARRIVALS



### Cruise Insight, 2011

1st EUROPEAN CITY IN NUMBER OF CRUISE PASSENGERS



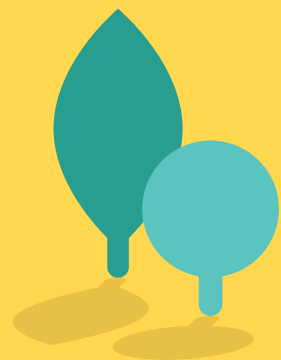
### The Global Language Monitor, 2012

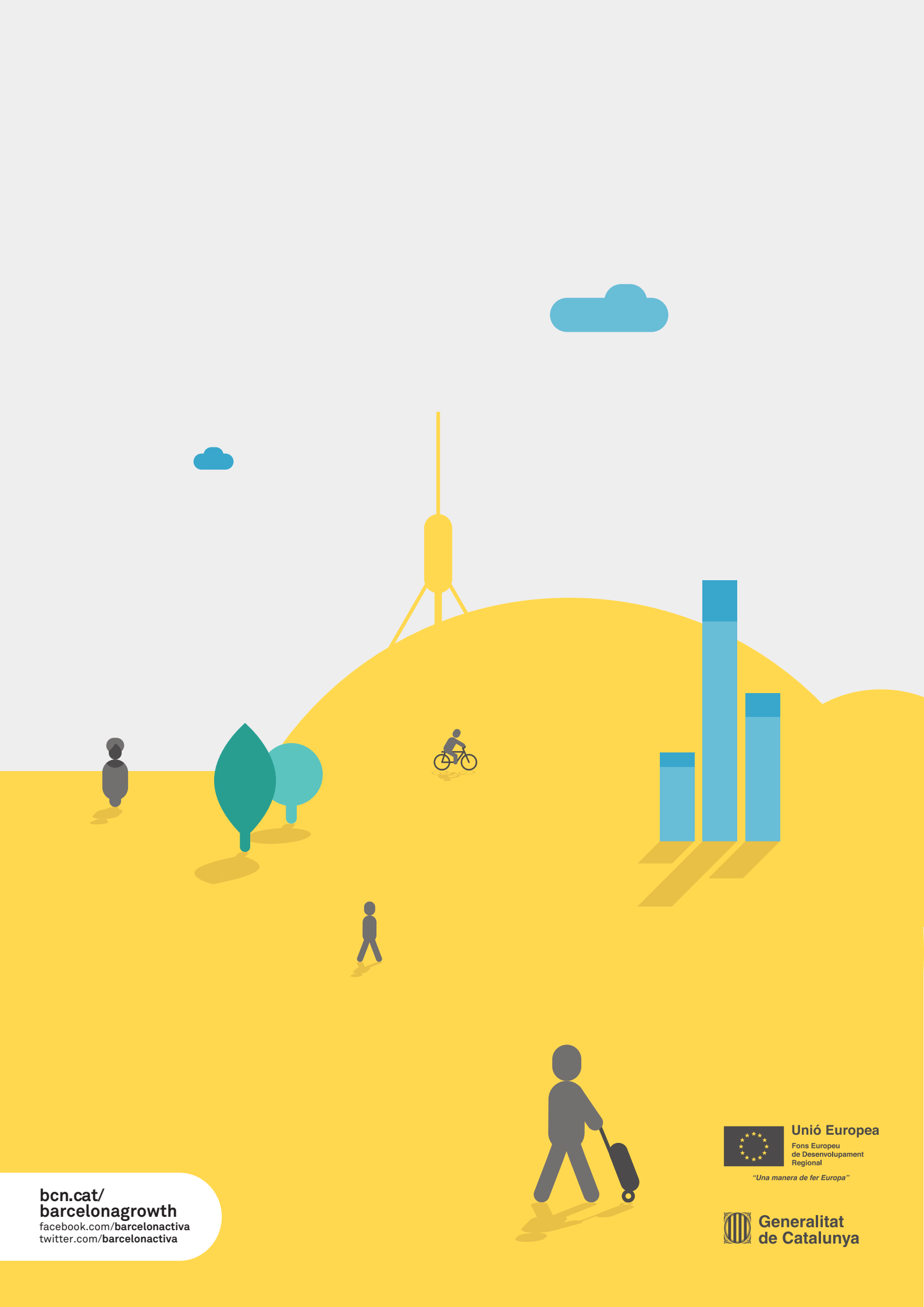
3rd WORLD FASHION CAPITAL



### World-wide cost of living survey. Mercer Human Resource Consulting, 2012

85th CITY IN THE WORLD FOR COST OF LIVING





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