Barcelona

Your partner for a lifetime project

10 reasons for doing business
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!
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)

<table>
<thead>
<tr>
<th>Global competitiveness</th>
<th>2019</th>
<th>2020</th>
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</thead>
<tbody>
<tr>
<td>Economy</td>
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<td>R&amp;D</td>
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<td>Cultural interaction</td>
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<td>Accessibility</td>
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Source: Global Power City Index 2020; Institute of Urban Strategies. The Mori Memorial Foundation

Population of Barcelona

- Spain 47.3M
- Catalonia 7.6M
- Metropolitan region 5M
- Barcelona 1.6M

Source: Department of Statistics at Barcelona City Council, Idescat, Instituto Nacional de Estadística (INE, 2019)

Barcelona is the 2nd city of Southern Europe with best future perspectives 2020/2021

Source: FDI, 2020

Barcelona in the Top 25 cities in global competitiveness, for the 4th year running
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

Barcelona is connected all over the world

Barcelona Airport 2020 main indicators:

- **47** intercontinental destinations
- **126** European destinations
- **52.6M** passengers

*Selection of main routes

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

Barcelona’s main areas of economic activity in 2019 (according to GVA - Gross Value Added)

- Business services 14.4%
- Commerce 12.8%
- Information and communications 8.7%
- Hospitality 8.2%
- Education 6.1%
- Health and Social Services 5.6%
- Transport and storage 5.4%
- Public administration 5.3%
- Real State 5.3%
- Financial and insurance activities 5.4%
- Manufacturing industry 4.3%
- Construction 3.2%
- Energy, water and waste 2.6%
- Artistic and recreational activities 2.3%

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

Foreign companies in Catalonia by country of origin

8,908
Foreign companies

63%
Established in Catalonia for over 10 years
16%
From technology sector

Source: KPMG, 2019
Source: KPMG, 2019
Source: KPMG, 2019
Source: Directory of Subsidiaries of foreign companies in Catalonia, ACCIO, 2020
Source: City Data Office, Barcelona City Council
Source: Cushman & Wakefield Research, The DNA of Real State, 2T. 2020 (Europe)
Source: City Data Office, Barcelona City Council
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.

### Europe’s top 8 Startup Hubs in 2020

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<tr>
<th>Rank</th>
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### Number of Startups per Sector

- **ICT 22%**
- **Health 17%**
- **Leisure 21%**
- **Foodtech & Drinks 6%**
- **Business 8%**
- **Ecommerce & Logistics 5%**
- **Greentech 5%**
- **Fintech & Insurtech 5%**
- **Mobility 4%**
- **Fashion & Design 3%**
- **Green & Mobility 3%**
- **Edtech 3%**

Over 40% of startup founders in Barcelona are foreigners.

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

### Entrepreneurial activity rate in 2018 (% of 18-64 year-old population)

- **Canada**
- **United States**
- **EU average**
- **UK**
- **China**
- **Taiwan**
- **Catalonia**
- **Spain**
- **Barcelona**

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<th>Sector</th>
<th>Canada</th>
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66% are related to technology & industry 4.0

1,708 startups

2,857 millions € of private investment in 5 years

186 scaleups

Source: Startup Heatmap Europe

Source: Global Report and Executive Report for Catalonia 2019: Global Entrepreneurship Monitor (GEM)
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:

**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.

**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

Barcelona is the only city in Europe with two business schools in the top 10 Full Time MBA Worldwide, IESE

5th most attractive city for digital experts 2019

8th most attractive city for global talent 2019

Source: Decoding Global Talent, 2020, BCG

Source: Financial Times, Global MBA Ranking 2021

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

Source: Financial Times, Global MBA Ranking 2021
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.

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 Marenostrum 4 Supercomputer is among the world’s top 30 supercomputers in 2019. The European Union chose Barcelona to install Marenostrum 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

Source: Innovation CitiesTM Index. 2thinknow.
Source: Compiled by the UPC’s Land Policy and Valuations Centre (CPVS), based on data from the SCI (Science Citation Index)
A mixed and compact urban model

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)

Barcelona has 195.2 km of bike lanes. 55.3% of internal monthly journeys are made by foot or bicycle.

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.

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.
**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**

**Cities with the best work-life balance 2020**

<table>
<thead>
<tr>
<th>Category</th>
<th>Rank</th>
<th>Score</th>
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</thead>
<tbody>
<tr>
<td>Maternity/Paternity paid leaves</td>
<td></td>
<td>25</td>
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<tr>
<td>Global index of work-life balance</td>
<td>35</td>
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<tr>
<td>Tolerance and inclusion index</td>
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<td>Social expense</td>
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<td>Well-being and fitness index</td>
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<tr>
<td>Air pollution</td>
<td>18</td>
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**Quality of life based on ...**

- **Climate conditions**
  - Over 2,500 hours of sunshine a year
- **Quality of urban space**
  - Good public services
- **Civil society engaged in cultural, sports and social issues**
- **Active defence of sustainability and human rights**
- **An economy and society open to the world**
- **Network of 39 fresh-food markets that promote a healthy Mediterranean diet**

**17.5 m²** green and forest area in the central city per inhabitant

- **+30 km** of beaches
- **+2.6 M** jobs in an area of 600 sq km
- **+200 km** of bicycle lanes
- **+8,600** foreign companies operating

**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

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

An open Mediterranean magnet that welcomes creativity and innovation