# Barcelona

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Busines

Digital Talen

#### IN FIGURES 2021 / 2022

Main economic indicators for the Barcelona area

Arateoric sectors Indicators

Entrepreneurship



Ajuntament de **Barcelona** 

# Barcelona, a renowned city

St European city with the best strategy for attracting foreign investment (FDi Intelligence, 2022-23)

**1**St urban tourism destination in the world to obtain Platinum Biosphere certification



Host city of the America's Cup 2024

**Best city** \_in the world (Telegraph Travel, 2022)







(Committee of the Regions, European Commission)



3rd preferred European city to locate a startup (Startup Heatma Europe, 2022)

World **Capital of** Sustainable Food 2021



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- 05 Foreign-resident population

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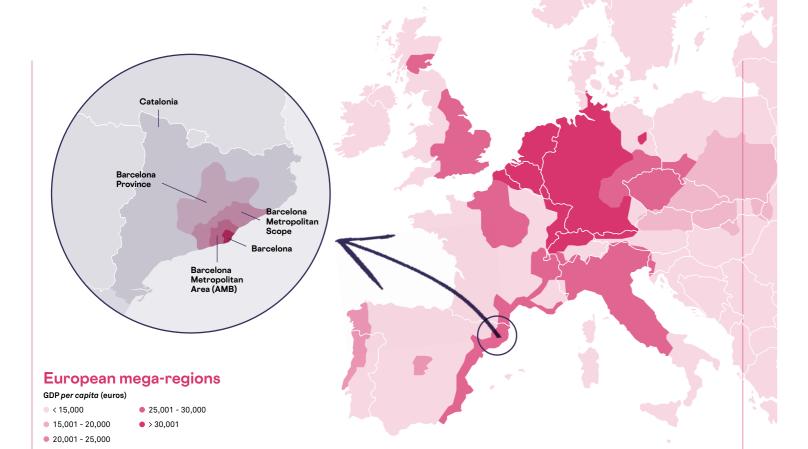
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#### International positioning as a city that adds value

Let Barcelona City Council be your best ally when you land in Barcelona

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Barcelona Green Deal: the new agenda for Barcelona 2030



# Privileged location

# Barcelona, at the centre of a mega-region with 27 million inhabitants

• Barcelona, the capital of Catalonia, has more than 1,635,000 inhabitants. It is the core of a metropolitan region of about 2,500 square kilometres, with approximately 5,000,000 inhabitants, and represents 63.7% and 10.4% of the Catalan and Spanish population, respectively.

• In relation to consolidated metropolitan agglomerations, the population of the metropolitan region of Barcelona is approximately 25% that of New York, while it is greater than the areas of Seattle, Berlin and Stockholm.

• The cosmopolitan, diverse and multicultural spirit of Barcelona is reflected by the fact that 22.4% of the city's population are foreign nationals – the highest percentage in history – and that this group of more than 370,000 residents integrated by 179 different nationalities. • The current development of metropolitan regions goes beyond their geographical area, creating mega-regions or polycentric agglomerations of cities as natural units of economic influence in a geographical area. Most notable is the Southern European mega-region formed by the Barcelona-Lyon corridor, which encompasses 27.3 million inhabitants and has a production of over €700,000 million, giving it a significant critical mass among the 12 European mega-regions.

• Barcelona has easy access to very dynamic large markets: the European Union's common market, which provides access to 510 million inhabitants. It is also part of the Mediterranean corridor, a Trans-European Network for transporting goods that has a direct impact on an area of 250 million inhabitants (50% of the European Union's population). Improving this connection would be a strategic opportunity for increasing the market share of the port traffic of goods coming from Asia. It also offers the strategic potential of relations with 43 countries that integrate the Union for the Mediterranean, including the territories of Eastern Europe, North Africa and the Middle East.

#### **Population and area**

Population and 2021	Population and area. 2021					
	GENERAL POPULATION (INHABITANTS)	% OF SPANISH POPULATION	SURFACE AREA (KM <sup>2</sup> )	DENSITY (PER/KM <sup>2</sup> )		
Barcelona	1,636,732	3.5%	102.2	16,021.3		
Metropolitan Area*	4,931,245	10.4%	2,464.4	2,001.0		
Catalonia	7,739,758	16.3%	32,108.0	241.1		
Spain	47,398,695	100.0%	505,968.4	93.7		

\* Barcelonès, Baix Llobregat, Maresme, Vallès Oriental and Vallès Occidental districts. Source: Barcelona City Council's Department of Statistics and Data Dissemination, Idescat, INE.

around the wo			2014		φ
Tokyo-Yokohama	OM	10M	20M	30M	40N
Jakarta					
Delhi					
New York					
Buenos Aires		•••••			
Los Angeles					
London					
Hong Kong					
Boston-Providence					
Toronto					
San Francisco					
Madrid		••			
Milan		(			
Barcelona		4,931,24	5		
Sydney	•••				
Seattle	•••				
Berlin	••(				
Montreal	••				
Stockholm					

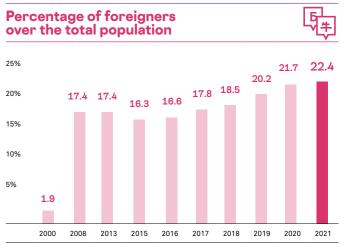
For Barcelona, Idescat data, 1 January 2021. Source: Demography World Urban Areas: 17th Annual Edition June 2021.

Demographi for Barcelon	c indicators a	5	E
Age structure 2	021		
0-15: <b>12.9%</b>	16-64: <b>66.1</b>	1% 65 and over: 21.19	%
Life expectancy	(2018)		
84.4	Men: <b>81.3</b>	Women: 87	
Birth rate (2020	)	Fertility rate (2019)	
7.1‰		31.9‰	
Mortality rate (2 11.4‰	2020)	(Births per 1,000 women aged between 15 and 49)	ł

Source: Department of Statistics and Data Dissemination, Barcelona City Council.



#### **Foreign-resident population**



NB: data from 1 January of each year.

Source: Department of Statistics and Data Dissemination, Barcelona City Council.

Populati Barcelo					2021	Į	
	0%	2%	4%	6%	8%	10%	12%
Italy				••••			11.2%
Pakistan				••• 6	.4%		
China				6.	1%		
France				4.8%			
Colombia			4.4	4%			
Morocco			4.3	%			
Honduras			4.1%	5			
Venezuela			3.7%				
Peru			3.5%				
United Kingdom			2.7%				
Argentina		••• 2	.6%				
Philippines		••• 2	.6%				
India		••• 2.3	3%				
Brazil		2.2	%				
Russia		2.2	%				
Source: Depart	tment of S	statistics ar	nd Data Diss	emination,	Barcelona Ci	ty Council.	

# Accessible and o well-connected

### Great potential as a logistics hub for the Mediterranean

• With regard to access and economic infrastructure, the city offers an international airport, one port, a fair trade, the Zona Franca and a logistics platform, all within an area with a diameter of less than 5 kilometres, a combination that offers huge potential as a Mediterranean logistics centre.

• In 2021, 18.8 million passengers passed through El Prat airport, which is an increase of 48.2% on the previous year. International passenger traffic at El Prat regained momentum and in 2021 accounted for three-fifths (59.6%) of the total. In the first months of 2022, the number of people passing through the airport accelerated its recovery and placed El Prat - Josep Tarradellas in the eight position among the main airports in Europe in terms of traffic volume, according to Airport Council International. • The Port of Barcelona is the main transport and services infrastructure in Catalonia and a major port of reference in the Euro-Mediterranean region. It has over one hundred regular lines that have direct connections to more than two hundred ports on five continents. It is the leading port in Spain for international traffic and specialises in general cargo and high-value goods.

• Port activity recorded 3.5 million TEUs and 65 million tonnes transported in 2021, which represents a significant increase in year-on-year terms (+19.3% and +11.3%, respectively) and places it at similar values to 2019 after the fall in 2020. The cruise liner market is also recovering its position and the port has become the second largest in Europe in terms of the number of people passing through.

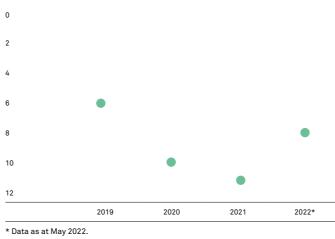


#### Airport

Barcelona Airport			s s
	2019	2020	2021
Passengers	52,686,314	12,738,769	18,874,896
Goods (in tonnes)	177,271	114,450	136,107

Source: Spanish Airports and Air Navigation (AENA).

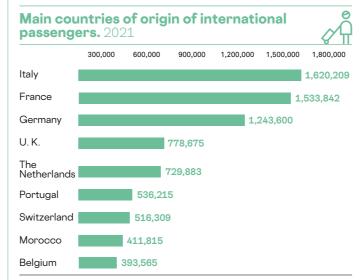
### Barcelona's position among the leading European airports by passenger volume. 2019 - 2022



Source: Airports Council International. Airport Traffic Report

Trend in the number by origin. 2021	<u> </u>	
	NUMBER OF PASSENGERS	YEAR-ON-YEAR VARIATION 21/20
Domestic tourism	7,615,390	58.2%
European Union tourism	8,040,324	33.8%
Intercontinental tourism	1,298,575	13.8%
Rest of Europe	1,886,011	153.9%

Source: Department of Statistics and Data Dissemination, Barcelona City Council.



Source: Barcelona Airport and Spanish Airports and Air Navigation (AENA)

AVE high-speed train, Ba	rid – –			
	2020	2021		
Passengers (millions)	1.2	2.4		
Journey duration	2 hours 30	) minutes		
Source: Renfe (national rail network).				

#### Port

<b>Traffic</b> (data in millions)			
Traffic (data in millions)	2020	2021	Year-on-year variation 21/20(%)
Goods (tonnes)	58.4	65.0	11.3%
Containers (TEU*)	3.0	3.5	19.3%
Passengers	0.9	1.5	74.7%

Infrastructures

Land surface area:	Wharfs and moorings:
<b>1081ha</b>	<b>22km</b>

9

\*TEU: Measure of sea transport capacity equivalent to a 20-foot container. Source: Barcelona Port Authority.

urope's main ports according to the umber of cruise passengers. 2021							
2021 POSITION	2019 POSITION	PORT	PASSENGERS 2021				
1	4	Genoa, Savona	591,391				
2	1	Barcelona	520,854				
3	3	Civitavecchia, Fiumicino and Gaeta	490,344				
4	5	Marseille	351,887				

Balearic

Islands Ports of Tenerife 345,065

304,407

6 Source: Medcruise.

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# Driving force () of a large, diversified economic area

Barcelona is a dynamic economic driving force with a diversified structure and internationally recognised

• Barcelona continues to work on strengthening its capacity for attracting companies, jobs, talent and foreign investment, with the support of the city's good international positioning.

• In 2020, Barcelona's gross domestic product (GDP) was €42,600 per inhabitant. As regards the distribution of gross added value by sector – according to the 2021 estimate – the most notable factor is the weighting of business

services (14.8%), education, healthcare and social services (14.1%), trade and repairs (10.9%), ICT services (8.7%) and hospitality (6.1%).

• In 2021, Catalonia generated a GDP of €244,172 million, which represents 20.3% of the Spanish total (with a population weight of 16.3%). In the same year, the GDP per employed person in terms of purchasing power parity of the region was 5.7% higher than that of the European Union.

• In 2021, the GDP of Barcelona city and Catalonia grew by 5.5% and 5.8%, respectively in real terms, which is a higher increase than that of Spain (5.1%). Barcelona's GDP accounts for about a third (31.3%) of the Catalan economy.

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

Barcelona's attractiveness for foreign investment is confirmed by various prestigious rankings: firstly, Barcelona generates confidence in the field of international investment, as shown by its ranking as the 9th main urban area of the world for attracting foreign investment projects in 2020, and 2nd for research centre projects, according to KPMG's *Global Cities Investment Monitor 2021*. Furthermore, the city has reaffirmed itself as a leading technology hub in Europe, ranking 7th as the most promising city for technology startups, moving upward place since the previous edition, and 5th in foreign direct investment (FDI) for technology projects in the second edition of fDi Intelligence's *Top Tech Cities of the Future 2021*.

• According to the *EY Attractiveness Survey Europe 2022*, Barcelona is ranked as the 10th most attractive city for international investment, in a context in which the impacts of Brexit, the pandemic and the conflict in Ukraine are affecting the volume of foreign investment in Europe. Moreover, Barcelona is the European city with the best strategy for attracting foreign investment, according to the *European Cities and Regions of the Future 2022/23* report by FDi Intelligence (Financial Times Group).

• Between 2017 and 2021, Catalonia was the leading destination for foreign direct investment in Spain, with 876 projects, with an invested capital of €18,018 million and 94,578 jobs created, according to a report released by Acctio based on data from FDi Markets (Financial Times Group). This figure represents an increase of 51.3%, 37.4% and 132.0%, respectively, compared to the period 2012-2016, placing Catalonia as the third region in Western Europe in terms of jobs created through foreign investment. The ICT sector is the leading sector in foreign investment in Catalonia due to the number of projects.

• Catalonia was home to the headquarters of approximately 8,900 foreign companies in 2019. The main countries of origin were France (13.1%), Germany (13.0%) and the United States (12.3%).

• In 2021, exports from the province of Barcelona reached €61,655.6 million, achieving a new record, according to available historical data series. In comparison with the previous year, the Barcelona area's external sales grew by 21.7%, in a context of economic recovery after the Covid crisis. Between 2009 and 2021, the growth of exports was intense, with an accumulated increase of 90% in current values, which is proof of the open and competitive nature of Barcelona's economy.

• The Barcelona area continues at the top of the Spanish export ranking, with almost one-fifth (19,5%) of the total international sales and 55,393 exporting companies, which represent more than one-fifth (23.5%) of those in Spain. Moreover, it should be noted that 58.5% of Barcelona's exports are of a high and medium-high technological level and represent 25.3% of the Spanish total.

#### **Economic activity**

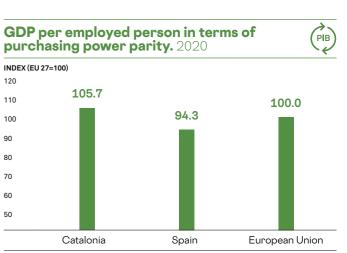
Gross Domestic Product at market prices\* (GDP). 2020 (current prices in millions of €)

	GDP	GDP PER I	NHABIIANI	
	MILLIONS OF EUROS	THOUSANDS OF EUROS	INDEX CATALONIA-100	
Barcelona (a)	70,248.1	42.6	146.7	
Barcelona Metropolitan Region (2019)	173,334.9	35.4	108.6	

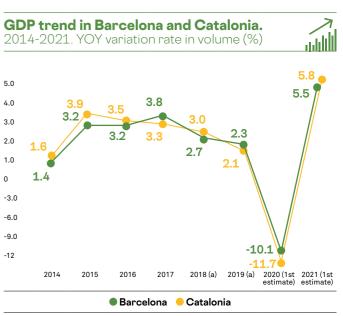
\* Statistical Review 2019. Valuation at market prices. Source: Catalan Institute of Statistics.

<b>Gross Dome</b> (Value at curre			
	CATALONIA	SPAIN	(%) CAT/SP
2017	232,187	1,161,867	20.0%
2018	242,434	1,203,259	20.1%
2019	251,417	1,244,375	20.2%
2020 (p)	225,055	1,121,948	20.0%
2021 (o)	244,172	1,205,063	20.3%

Source: Statistical Institute of Catalonia and INE (National Statistics Institute).



Source: Catalan Institute of Statistics.



Source: Barcelona City Council's Department of Statistics and Data Dissemination, and the Catalan Institute of Statistics.

#### **Productive specialisation**

Salaried woi sector. (%), 2		onomic		000
	BARCELONA	BARCELONA METROPOLITAN AREA	CATALONIA	SPAIN
Agriculture	0.0	0.1	0.3	0.5
Industry	6.6	14.7	15.6	13.5
Construction	2.6	4.4	5.0	5.8
Services	90.7	80.7	79.0	79.8
Total	100.0	100.0	100.0	100.0

Source: Barcelona City Council's Department of Statistics and Data Dissemination and Social Security.

% OF TOTAL	0	)21 (9 5	10	15	20	25	30
Business Services*							27.
Commerce				•••	16.5%		
Education, health and so services	cial 🗨			).2%			
Real estate activities			8.49	6			
Construction			7.9%				
Hospitality			6.1%				
Transport and storage			5.6%				
Other services			5.3%				
ICT services		4.1%	0				
Arts and recreation		3.4%					
Manufacturing		2.6%					
Financial and insurance activities		2.3%					
Energy and water	0.2	%					

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Main branches of to GVA in Barcelo	f ac ona	<b>tivi</b> . 20	<b>ty a</b> 21 (	<b>cco</b> %/t	<b>rdin</b> otal)	g		Ъ	<u>የ</u> አሪሪ
	0	2	4	6	8	10	12	14	16
Business services									14.8
Commerce							10.9	%	
ICT services	•				•••	8.7%	5		
Public administration					7.4%				
Health and Social Services					7.3%				
Education					6.8%				
Hospitality				6.:	1%				
Financial and insurance activities	•			5.5	%				
Property activities (excluding imputed income)	•			4.4%	5				
Transport and storage				4.2%					
Manufacturing				4.2%					
Construction				8.9%					
Energy, water and waste			2.6%	6					
Arts and recreation	•		2.1%						

#### **Foreign investment**

30 27.2%

Foreign investn	IG <sub>\$</sub>		
	2012-16	2017-21	VARIATION 2017-21/2012-16(%)
Volume (millions of euros)	13,112	18,018	37.4%
Number of projects	579	876	51.3%
Jobs	40,760	94,578	132.0%

\* Business services include professional, scientific, technical, administrative and auxiliary services. Source: INE. Central Business Directory (DIRCE).



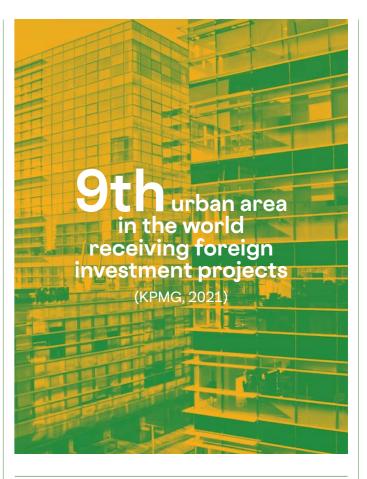
Source: ACCIO, based on data from Fdi Markets.

Foreign invest country of o	stmei rigin.	<b>nt in</b> 2021	<b>Catal</b> _ (% / t	<b>onia l</b> total)	by las	t	\$
% OF TOTAL	0	5	10	15	20	25	30
United States					17.3%		
France					16.4%		
Germany				14.2	2%		
Mexico			••••	L <b>0.2%</b>			
United Kingdom			7.4%				
Belgium		4.2	%				
Italy	••(	3.8%					
Sweden	••(	3.7%					
Denmark	• ( 3	.1%					
Netherlands	• ( 2	.6%					
Luxembourg	• 1.6	3%					
Thailand	• 1.5	5%					
Singapore	• 1.3	3%					
Spain	1.2	%					
Andorra	1.2	%					

Note: Total gross investment excluding Foreign-Securities Holding Companies (ETVE in Catalan). Source: Ministry of Industry, Commerce and Tourism.

Number of foreigr established in Cata	alonia	Ê \$
COUNTRY OF ORIGIN	2019	% OF TOTAL
France	1,163	13.1
Germany	1,157	13.0
United States	1,096	12.3
Other	812	9.1
Italy	808	9.1
United Kingdom	779	8.7
Netherlands	622	7.0
Switzerland	421	4.7
Luxembourg	350	3.9
Denmark	291	3.3
Japan	267	3.0
Belgium	250	2.8
Portugal	178	2.0
Sweden	142	1.6
China	115	1.3
Austria	109	1.2
Total	8,908	100

Source: ACCIÓ. Government of Catalonia.



# Main urban areas of the world receiving foreign investment projects. 2020



POSITION	URBAN AREA	NUMBER OF PROJECTS
1	London	379
2	Paris	310
3	Singapore	304
4	Düsseldorf	271
5	Dubai	269
6	Berlin	184
7	Amsterdam	183
8	New York	182
9	Barcelona	165
10	Toronto	151
11	Tokyo	139
12	Madrid	131
13	Shanghai	128
14	Dublin	125
15	Munich	118

Source: Global Cities Investment Monitor 2021, KPMG.

#### **Exports**

(in millions	of€)			
	2020	2021	PERCENTAGE OF SPAIN 2021	YEAR-ON-YEAR VARIATION 2020/2021
Barcelona*	50,673.0	61,655.6	19.5	21.7%
Catalonia	66,496.1	80,538.3	25.4	21.1%
Spain	263,628.3	316,609.2	100.0	20.1%
* Provincial data. Source: Ministry o	of Industry, Comme	rce and Tourism.		
the provii	<b>Exports fro</b> <b>ice of Bar</b> 1*(in thousa	celona.	ons of €)	<b>1</b> 
60				61.7
50				
40				
30				
30 20	-	/		
<sup>30</sup> 20 10 <b>17.3</b>	- 8 - 8			
<sup>30</sup> 20 10 <b>17.3</b>	0 2005 2010	2015 2016	2017 2018 2019	9 2020 2021
30 20 10 <b>17.3</b> 0 <u>1996</u> 200 * Provisional data			2017 2018 2019	9 2020 2021
0 1996 200 * Provisional data Source: Ministry o Main expo	l. of Industry, Comme	rce and Tourism. ies for the	2017 2018 2019 Barcelona	
30 20 10 <b>17.3</b> 0 1996 200 * Provisional data Source: Ministry of <b>Main expo</b>	n of Industry, Comme O <b>rt countr</b>	rce and Tourism. <b>ies for the</b> ge of total)	e Barcelona	
30 20 10 <b>17.3</b> 0 1996 200 * Provisional data Source: Ministry of <b>Main expo</b>	, findustry, Comme <b>ort countr</b> i L (percentaç	rce and Tourism. <b>ies for the</b> ge of total) 6 8	e Barcelona	14 16

••••••••••

•••••••5.4%

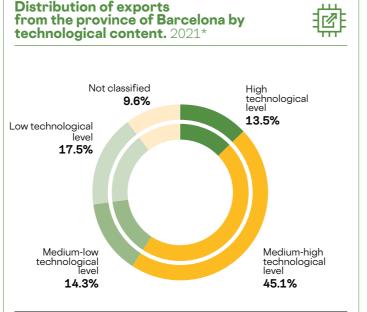
0000(2.2%)

Source: Ministry of Industry, Commerce and Tourism

United States •••••••4.0%

Netherlands ••••• 2.7%

\*Includes China, Hong Kong and Macau



#### \* Provisional data.

Source: Compiled by the Department of Studies at the Manager's Office for Economy, Resources and Economic Promotion, Barcelona City Council, based on data from the Ministry of Industry, Commerce and Tourism.



# Commitment to strategic sectors

## A territory with a powerful industrial base

• In 2021, industry generated 20.3% of Catalonia's total gross value added (GVA), a figure that exceeds that of Spain (17.0%) and is very similar to that of the European Union (20.2%), making it the autonomous community with the most industrial development in Spain.

• Catalonia is the 6th region in Europe in terms of employment in high- and medium-high technology manufacturing, with 202,000 people employed in these activities in 2020, and exceeds the records of regions such as Piedmont (Turin), Veneto (Venice), Darmstadt (Frankfurt) and the Ile de France (Paris). In the same year Catalonia was also ranked the 5th region in the continent for female employment in these activities.

• Barcelona has an important industrial sector and the province – with 19.3% of GVA coming from industry – accounts for three quarters (75.3%) of this employment in Catalonia. Of particular note are the chemical/ pharmaceutical, automotive, food, paper and graphic arts and waste treatment clusters.

• Barcelona and its area are working to develop industry 4.0, using features such as the impetus of Big Data, the rising number of companies and organisations involved in initiatives related to 3D printing and the work of Fab Labs to introduce digital manufacturing to schools, companies, entrepreneurs and community projects. In 2021, the Barcelona province had over 511,000 jobs in activities potentially associated with industry 4.0, after creating more than 73,800 jobs in these areas since 2010, which represents an accumulated percentage increase of 16.9%.



12

Portugal

United

China<sup>3</sup>

Poland

Kingdom

Switzerland

## Commitment to digital technology and ICTs

• The city, with over 72,100 jobs and more than 2,700 companies with staff working in ICTs, is the central core of the sector in Catalonia. Moreover, the number of people employed in this sector has increased by 116.1% compared to 2012, and the number of companies with salaried employees has increased by 54.5% in the same period, much higher than those recorded in all sectors of the city, a sign of the sector's dynamism. It is calculated that in 2021, the information and communications sector, which encompasses ICTs, generated 8.7% of GAV in Barcelona.

• According to the report *Digital Talent Overview 2022*, by Barcelona Digital Talent, Catalonia is approaching 100,000 digital professionals and Barcelona continues to account for 95% of all digital talent in Catalonia and 97% of job offers.

• Web/app development, interface and user experience design, and business software implementation (CRM and ERP) account for 67% of digital talent and 60% of the demand for profiles. In terms of growth, the demand for UX/ UI design profiles has grown strongly (53%), along with that for cloud professionals (66%).

• This recovery in the demand for profiles led to an increase in salaries in 2021. The average salary for digital professionals in Barcelona is €41,704 gross, 11% more than in 2020, and in recent years it has remained 25-30% above the average salary in the city.

• *The Tech Cities of the Future 2021* ranking by the prestigious magazine fDi Intelligence, lists Barcelona in 7th place among the European tech cities of the future and in 5th place in terms of better prospects for attracting investments in innovation, technology and startups, just behind London, Paris, Dublin and Amsterdam.

• Furthermore, according to the *Tech Cities 2020* report by Savills, Barcelona is the 5th most attractive city in the world for digital nomads, taking into account technological infrastructures, the offer of flexible work spaces, environmental quality and other aspects related to wellbeing that place it among the benchmark Tech Lifestyle Cities on a global scale, also according to Savills.

#### Towards the transformation of the productive model

• Barcelona city is advancing towards a plural, innovative and socially inclusive economic model, based on sustainability at all its levels: economic, social and environmental. To this end, it prioritises the promotion of seven strategic sectors that are the backbone of all municipal policy and the transformation of the production model: manufacturing, the visitor economy, trade, the digital economy, the creative sectors, the green and circular economy, health and bio, the blue economy and, as a cross-cutting element of all these sectors, the social and solidarity economy.

• The city is working to move towards an economic model that is efficient in the use of resources and has the capacity for innovation based on the promotion of the green and circular economy. These activities together account for more than 170,000 jobs in Catalonia, with waste management and treatment, renewable energies and wastewater treatment and purification as the most important areas.

• Barcelona City Council, through Barcelona Activa, is committed to the Blue Economy as one of the city's economic engines, a leading area in innovation and the creation of wealth and employment, which in the coming years will receive a new boost with the organisation of the America's Cup 2024 and the agreement signed with the World Ocean Council. These events will allow the city to project itself locally and internationally as a leader in this field, and represent a great opportunity for the local blue ecosystem in terms of jobs, talent and positioning linked to innovation and sustainability.

• In the fourth quarter of 2021, the health and bio sector accounted for 99,933 jobs and 2,894 companies with salaried staff in Barcelona, representing 8.7% and 4.1%, respectively, of the city's total.

• The BioRegion of Catalonia - the Catalan ecosystem of life and health sciences – represents 8.7% of the gross domestic product (GDP) and 8% of employment in Catalonia. The Financial Times considered it one of the best European regions for investment in 2020 and 2021. It offers unique capabilities in genetics and structural biology, and stands out in areas such as medicinal chemistry, nanomedicine, omic sciences, bioinformatics and big data.

• Barcelona has an important presence in the social and solidarity economy - with people and collectives at the centre of the activity – with a total of 1,096 cooperatives distributed throughout the city (more than half of which are concentrated in the districts of Eixample, Sant Martí and Sants-Montjuïc - and a significant number of associations, workers' cooperatives and community economies that promote over 4,500 initiatives. Between 2016 and 2021, 357 new cooperatives were set up in Barcelona, and those created annually during this period doubled those set up in 2015 (27).

• According to the Municipal Omnibus Survey (carried out from 2 -20 December, 2021), more than a third (35.6%) of Barcelona's citizens participate in the social and solidarity economy, 12.4 points higher than the previous year.

#### **Barcelona is committed to** local, high-quality commerce

• Local commerce is one of the strategic lines of work of Barcelona City Council. Over the years, Barcelona has gradually consolidated its commercial model based on the values of proximity, responsibility and sustainability. Thanks to Barcelona's more than 61,000 shops and restaurants, the city's streets are full of activity. They are organised into shopping centres, associations and guilds, which work together to offer a better service.

• With 14,433 companies and 150,122 jobs, commerce is one of the major sectors in Barcelona's economic structure. At the end of 2021, the sector accounted for 20.6% of companies with employees and 13.5% of employment in the city. There were 22,010 establishments in the retail sector in 2019, which represents 35.8% of the city's active groundfloor premises.

 Municipal markets, with a surface area of over 124,561 m2 and 2,072 establishments, are one of the benchmarks of Barcelona's trade model, due to their economic and social significance in the city's neighbourhoods, and they represent the largest network of food markets in continental Europe.

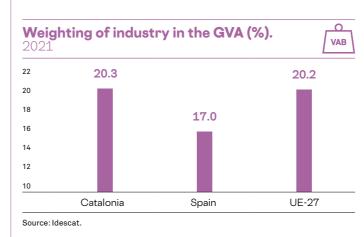
#### International reference for urban tourism and the organisation of meetings

· Barcelona is an urban destination clearly specialised in international tourism: despite the restrictions, 67% of tourists in 2021 were of international origin, and for the first half of 2022 the figure is already close to 80%. Moreover, Barcelona has a high quality tourist accommodation offer, almost 70% of the hotel accommodation is four stars or higher, not to mention Barcelona's commitment to sustainable tourism, which in 2022 led it to receive Biosphere Platinum certification and to become the first destination in the world to obtain this distinction for sustainable tourism management.

• Various rankings highlight Barcelona's attractiveness to foreign visitors: Euromonitor International's Top 100 City Destinations Index report ranks Barcelona as the 4th European city in terms of international visitors in 2020; the European Cities Marketing Benchmarking Report 2020 ranks Barcelona in 8th place in Europe in international overnight stays, and the Saffron City Brand Barometer 2020 ranks Barcelona as the 7th city in the world with the best city brand.

• One of Barcelona's strengths is its importance in congress and trade fair activity. Fira de Barcelona hosts more than 150 professional events with more than 30,000 exhibitors and 2.5 million visitors, with an economic impact of more than €4.7 billion. Moreover, some of the fairs held in the city are also international benchmarks.

#### Manufacturing and industry 4.0



40000

80000

75.869

#### Main industrial branches in jobs\* in the Barcelona area. 2021

Metallurgy and machinery production and electrical and electronic equipment

Chemical and pharmaceutical industry 45.935 Food and beverage Transport material and 35.653 metal products Paper and graphic arts 29.525

Textiles, clothes manufacturing, leather and footwear

Other manufacturing industries

\* Those registered with the Social Security system, including self-employed workers, in the fourth quarter of the year. Provincial data. Source: Produced by the Studies Department of the Manager's Office for Economy, Resources and Economic Promotion, Barcelona City Council, based on data from Barcelona City Council's Statistics and Data Dissemination Department.

14.363

25.753

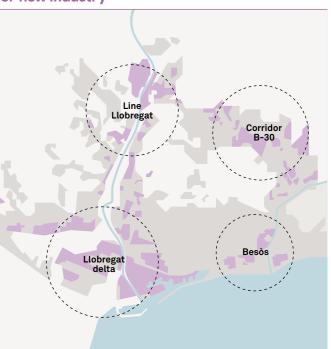
#### **Potential iobs** associated with Industry 4.0

₽0 in the Barcelona area  $\square$ 511,615 491,126 495,531 500,000 437.795 436.140 450,000 400 000 350,000 300.000 250 000 200.000 150.000 100.000 2010 2015 2019 2020 2021

Note: Provincial data

Source: Produced by the Studies Department of the Manager's Office for Economy Resources and Economic Promotion, Barcelona City Council, based on data from Barcelona City Council's Statistics and Data Dissemination Department.





Source: AMB

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120000

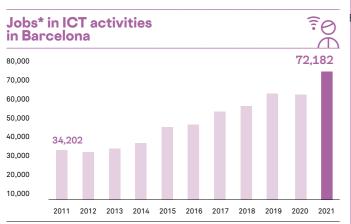
100,694

#### People employed in high and medium-high tech manufacturing. 2020

		( ) )
% PEOPLE EMPLOYED / TOTAL	WOMEN EMPLOYED (THOUSANDS)	TOTAL PEOPLE EMPLOYED (THOUSANDS)
20.4	107	452
9.3	111	410
12.3	72	306
4.9	65	261
10.5	54	208
6.1	62	202
11.1	50	198
13.1	39	196
18.6	39	192
8.7	47	184
8.8	47	181
3.2	59	176
12.0	33	175
	7 TOTAL 20.4 9.3 12.3 4.9 10.5 <b>6.1</b> 11.1 13.1 18.6 8.7 8.8 3.2	% PEOPLE EMPLOYED         (THOUSANDS)           20.4         107           9.3         111           12.3         72           4.9         65           10.5         54           6.1         62           13.1         39           18.6         39           8.7         47           8.8         47           3.2         59

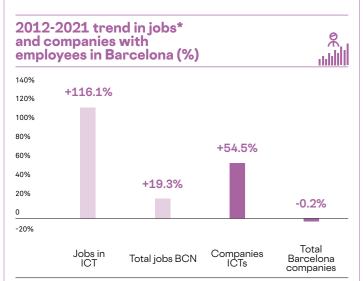
Source: Eurostat

#### **ICT Sector / Information** and Communication



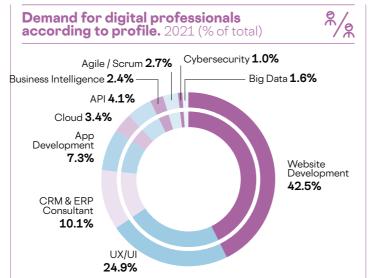
\* Those registered with the general Social Security system, including self-employed workers.

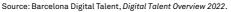
Source: Compiled by the Department of Studies at the Management Office for Economy, Resources and Economic Promotion of Barcelona City Council, based on data from Barcelona City Council's Statistics and Data Dissemination Department.



\* Those registered with the Social Security system, including Self-employed Workers (jobs) and Social Security contribution centres (companies). Source: Compiled by the Department of Studies at the Management Office for Economy, Resources and Economic Promotion of Barcelona City Council, based on data from Barcelona City Council's Statistics and Data Dissemination Department.

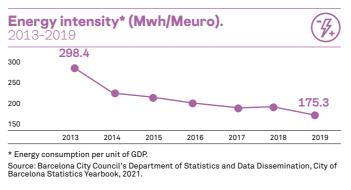
Top Tech cities of the future in	s <b>1 Europe.</b> 2021	
POSITION	CITY	COUNTRY
1	London	United Kingdom
2	Paris	France
3	Dublin	Ireland
4	Berlin	Germany
5	Amsterdam	Netherlands
6	Madrid	Spain
7	Barcelona	Spain
8	Munich	Germany
9	Stockholm	Sweden
10	Bucharest	Romania
11	Belfast	United Kingdom
12	Helsinki	Finland
13	Zurich	Switzerland
14	Moscow	Russia
15	Frankfurt	Germany

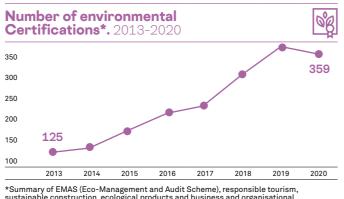






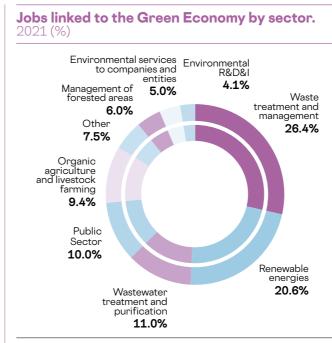
#### Green and circular economy





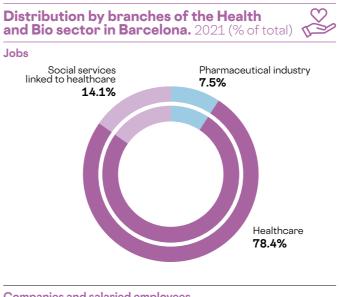
\*Summary of EMAS (Eco-Management and Audit Scheme), responsible tourism, sustainable construction, ecological products and business and organisational management certifications.

Source: Barcelona Sustainability Indicators Report, 2020. Urban Ecology, Barcelona City Council.

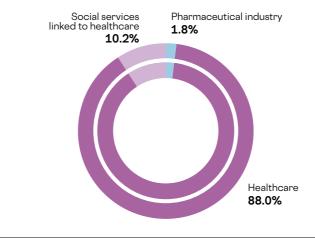


Source: GENERALITAT OF CATALONIA (2022), Women and the environment: The role of

#### Health & Bio

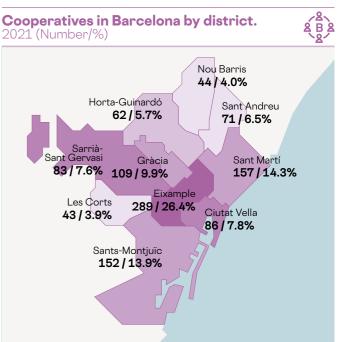


**Companies and salaried employees** 



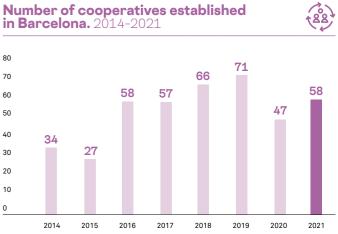
\* Those registered with the general Social Security system, including Self-employed Workers (jobs) and Social Security contribution centres (companies). Source: Produced by the Studies Department of the Manager's Office for Economy, Resources and Economic Promotion, based on data from Barcelona City Council's Statistics and Data Dissemination Department.

#### **Social economy**



Source: Directorate for Social and Solidarity Economy and Sustainable Food, Barcelona City Council.





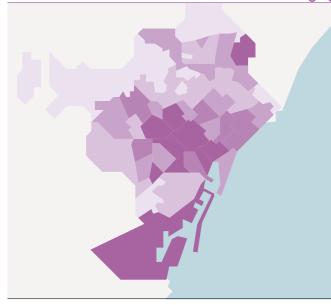
Source: Directorate for Social and Solidarity Economy and Sustainable Food, Barcelona City Co

#### Commerce

Commerce 2021	e in Barcelona*	合
Commerce		
Number of com employees: <b>14,433</b>	panies with salaried	Jobs: <b>150,122</b>
Municipal ma	rkets	
Food: <b>39</b>		Special: <b>4</b>
Number of esta <b>2,072</b>	blishments:	Commercial area: <b>124,561m</b> ²
Food: 1,405	Non-food: 667	Number of visitors <b>51,080,658</b>

Source: Barcelona City Council's Department of Statistics and Data Dissemination and the Municipal Institute of Markets.

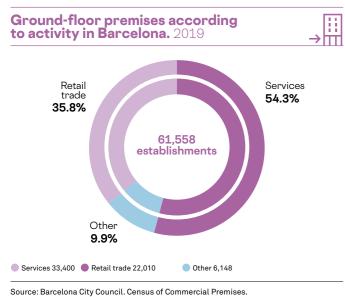
### Commercial Supply Index in the neighbourhoods of Barcelona. (No. premises/100 inhabitants)



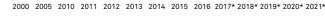
18



Source: Barcelona City Council. 2019 Census of Commercial Premises.





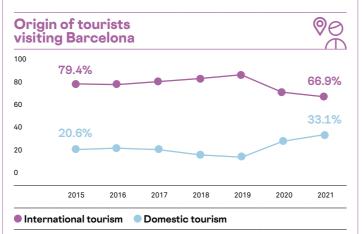


\* From 2017 onwards, data from June Source: Municipal Òmnibus Survey. Barcelona City Council's Department of Commerce, Catering and Consumer Affairs.

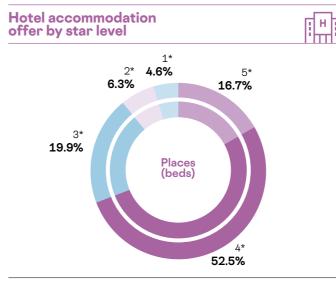
#### Tourism

Tourists and overr in Barcelona	night stays		<u> </u>
	2020	2021	VARIATION 2020/21
Tourists staying at hotels	1,888,705	3,238,273	71.5%
Overnight stays at hotels	4,354,006	8,153,624	87.3%
Tourists staying in HUTs*	820,548	1,262,629	53.9%
Overnight stays in HUTs	4,136,025	7,144,233	72.7%

Source: Barcelona Tourism Observatory.



Source: Department of Statistics and Data Dissemination, Barcelona City Council.



Source: Barcelona Tourism Observatory.

Main countries of origin of tourists. 2021			<b>8</b>					
	0	5	10	15	20	25	30	35
Spain							•••(	33.1%
France				14.4	4%			
USA		••••	5.9%					
Italy		•••5	.3%					
Germany		• • 5.0	%					
UK		• 3.6	%					
Netherland	s	3.39	%					

Source: Department of Statistics and Data Dissemination, Barcelona City Council.

#### **Meetings**

Activity indicators for meetings. 2019	ъe f
Total meetings 1,733	Conventions and incentives 1214
Congresses, conferences and courses <b>519</b>	Total number of participants 664,607

Source: Barcelona Tourist Consortium and Department of Statistics of Barcelona City Council.

	ain cities in n nd participa		R
CITIES	PARTICIPANTS	CITIES	PARTICIPANTS
Paris	237	Barcelona	156,754
Lisbon	190	Paris	124,063
Berlin	176	Madrid	91,900
Barcelona	156	Lisbon	91,406
Madrid	154	Vienna	89,009
Vienna	149	Berlin	85,089
Singapore	148	London	76,114

Source: International Congress and Convention Association (ICCA).

ndicators from Barcelo Trade Fair and CCIB	na r
Fairs, congresses and events held every year <b>Dver 150</b>	Direct and represented exhibitors <b>30,000</b>
/isitors 2 <b>.5M</b>	Activities, speeches/talks and seminars organised in the halls each year <b>Over 1,100</b>
/isitors from more than 200 countries and regions <b>Dver 200</b>	Economic impact on Barcelona and its surroundings Over €4,700 M
Direct/indirect obs generated <b>Dver 35,000</b>	Unique enclosures 2 Large venues for congresses 2

Source: Fira de Barcelona.

#### Main trade fair/congress events held in Barcelona. 2021

Mobile World Congress World benchmark in mobile technology

**4YFN( Four Years From Now)** International benchmark in the field of startups

Integrated Systems Europe - ISE The world's leading trade fair for the professional audiovisual sector. 1st edition to be held in Barcelona

Smart City Expo World Congress The leading event, and the first, with a focus on smart technologies to improve the lives of cities and citizens.

#### BforPlanet

Event created to promote the UN Sustainable Development Goals (SDGs) in the private sector.

#### EXPOQUIMIA / EQUIPLAST / EURISURFAS Expoquimia / Equiplast / Eurosurfas sectors

**Piscina&Wellness Barcelona** International trade fair for the swimming pool, wellness and spa sector.

IOTSWC International IOT Technology Congress

IBTM The Global Meetings & Incentives Exhibition

#### EAS IAAPA EXPO EUROPE

Premier Event in Europe on the leisure industry

#### SBS SUMMIT

Second Annual Summit of C.

Source: Fira de Barcelona.



# Digital city, creativity, research and innovation

#### **Barcelona leads Spain's** advance towards a knowledge economy

• Barcelona aims to become a leader in the field of technology, in order to improve quality of life in a global context in which mobile technology is a key vector for the growth of the economy as a whole. In this context, Barcelona's role as Mobile World Capital represents a strategic opportunity to position the city in this area; an example of this commitment is the recent announcement that the Mobile World Congress will be hosted in Barcelona until 2030.

• Barcelona now offers one of the most dynamic ecosystems for technological entrepreneurship in Europe and the 2022 Startup Heatmap Report ranks it as the 3rd most preferred city in Europe to establish a startup company for the fifth consecutive year, after Berlin and London, while according to Atomico's State of European Tech 2021 report, it is the 7th hub for technological investment received and has moved up nine positions compared to the previous edition after quadrupling the investment attracted compared to the previous year.

20

- Catalonia is the region with the highest number of innovative companies in Spain (22.9%) and accounts for more than a fourth (26.4%) of Spain's total expenditure on innovative activities.
- Barcelona retained its 5th position in Europe and was ranked 20th worldwide in scientific production in 2020,

gaining three positions compared to 2019, according to the data produced by the Polytechnic University of Catalonia based on the Science Citation Index.

• Expenditure in R&D in Catalonia was 1.61% of GDP in 2020, lower than the average in the European Union but higher than that of Spain and regions such as Lombardy and London. There are 50,776 employees dedicated to research and development in Catalonia. In addition, there are more than 10 unique scientific and technical facilities of international reference, such as the ALBA Synchrotron, Mare Nostrum, MinoTauro and Pirineus (CSUC), to mention a few.

 Creative industries in Barcelona accounted for over 160.132 jobs potentially linked to this sector in 2021. representing 14.3% of employment in the city and half (52.2%) of the creative jobs in Catalonia. The core of the creative industry in the city generates a turnover of more than €10,000 million in the city and more than 43,000 jobs. According to the most recent urban research, there is a strong correlation between a higher percentage of people employed in creative industries and a higher production per inhabitant. Festivals such as Sonar and Primavera Sound are intimately related to Barcelona and are a catalyst of opportunities for the city. It is estimated that the fairs, festivals and major events held in Barcelona have an impact of around €5,100 million a year.

• The European Commission's Cultural and Creative Cities Monitor Report 2019 lists Barcelona as the 9th large city with the most creative vibrancy.



# preferred city in Europe to establishing a startup (Startup Heatmap Europe, 2022)

#### **Business innovation and** research

#### **Companies and innovation**

Companies a	and innova	tion		
		F INNOVATIVE PANIES	TOTAL EXPEN	
	2020	% OF SPAIN	2020 (THOUSANDS OF €)	% OF SPAIN
Catalonia	4,797	22.9	4,512,494	26.4
Spain	20,976	100.0	17,074,397	100.0
Source: INE.				

**Barcelona**, Spain's leading ecosystem for unique scientific and technical facilities

> 'd rather use Ministry of Science and Innovation.)

755

#### Innovation ecosystem

#### **Preferred cities for establishing** a new startup in Europe

			r
2020 POSITIOI	N CITY	2021 POSITION	% OF FOUNDERS
1	Berlin	1	37.4
2	London	2	33.1
3	Barcelona	3	20.0
6	Lisbon	4	16.4
3	Amsterdam	5	16.2
9	Tallinn	6	9.2
7	Paris	7	8.3
5	Munich	8	7.6
10	Stockholm	9	7.1
-	Madrid	10	6.4

Source: Startup Heatmap Europe, 2022 StartUp Heatmap Europe Report.

<b>Expenditu</b> 2019 (% of (	<b>re on R&amp;</b> GDP)	D.		Æ
	1	2	3	4
Berlin	•••••			3.33%
Japan	•••••	••••••		20%
United States	•••••			6
Model	•••••		2%	
China	•••••	.23	3%	
Catalonia*	•••••	1.61%		
Spain*	••• 1.4	1%		
Lombardy	••••1.34	4%		
London	•• 1.119	6		

\* Data for 2020

Sources: NSI and Eurostat

#### Leading international scientific and technical facilities in Catalonia. 2022

Sincotró ALBA-Cells

Pirineus (CSUC) - Spanish Supercomputing Network

MareNostrum and MinoTauro (BSC-CNS) - Spanish Supercomputing Network

Barcelona Nuclear Magnetic Resonance Laboratory (LRB)

White Room of the Barcelona Microelectronics Institute (IMB-CNM)

MARHIS installation at the Maritime Engineering Laboratory of the UPC

Omics Technologies Infrastructure (OMICSTECH) - CNAG - CRG

Omics Technologies Infrastructure (OMICSTECH) - COS

Network of High Biosafety Level Laboratories - CReSA

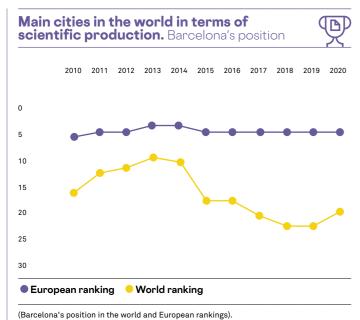
NANBIOSIS Infrastructure - CIBER-BBN

Electron Microscopy Infrastructure for Materials - UMEAP

Spanish Oceanographic Fleet - CSIC

Source: Ministry of Science and Innovation, Map of Unique Scientific and Technical facilities.

21



Source: Compiled by the UPC's Land Policy and Valuations Centre (CPVS), based on data from the SCI (Science Citation Index).

# European hub in attracting technological investment 2021

(Atomico)

attracting	opean hubs g technologica	ai investmer	π. 2021 Χ
2021 POSITION	CITY	YEAR-ON-YEAR 2021/2020 (%)	CAPITAL INVESTED 2021 (millions of dollars)
1	London	84	18,365
2	Berlin	147	7,106
3	Paris	111	6,533
4	Stockholm	152	6,522
5	Amsterdam	302	3,591
6	Munich	240	2,952
7	Barcelona	312	1,503
8	Farnham	-	1,276
9	Oxford	172	1,184
10	Madrid	373	1,159
11	Vienna	473	1,117
12	Copenhagen	236	998
13	Helsinki	61	918
14	Spencers Wood	159	905
15	Dublin	92	883
16	Tallinn	114	852
17	Cambridge	316	777
18	Oslo	149	671
19	Milan	46	565
20	Utrecht	1,613	548

#### **Creative industries**

Key indicators creative indust	*	
COMPANIES	TURNOVER	JOBS
4,675	€10,158M	43,535
(6.2% of the total)	(6.3% of the total)	(3.8% of the total)

Source: Map of creative industries. Barcelona January 2022, Barcelona City Council.

Jobs potentially linked to creative industries* in E	Jobs potentially linked to creative industries* in Barcelona. 2021		
	4Q 2021	% BCN/CATALONIA	
Activities linked to heritage	2,971	64.6%	
Architecture and Engineering	19,192	37.9%	
Graphic art and printing	3,386	17.7%	
Cinema, video and music	5,201	59.8%	
Design and photography	19,726	55.4%	
Publishing	8,251	68.7%	
Writers, performing and visual arts, and artisans	7,719	52.8%	
Fashion	1,692	11.7%	
Radio and television	1,051	21.6%	
Traditional creative (cultural) industries	69,189	42.0%	
Creative research and development	13,564	51.1%	
Advertising	18,705	65.1%	
Software, video games and electronic publishing	58,674	67.7%	
Non-traditional creative industries	90,943	64.0%	
Total creative industries	160,132	52.2%	
% Creative Ind. / total in Barcelona	14.3%		
Total	1,115,988	32.8%	

Note: Those registered with the general Social Security system, including self-employed workers, in the fourth quarter of the year.

Source: Produced by the Department of Studies in Barcelona City Council's Manager's Office for Economy, Resources and Economic Promotion, based on data from the Government of Catalonia's Employment and Productive Model Observatory.

reative and o Europe. 201	c <b>ultural cities</b> 9	
POSITION	CITY	CREATIVE VIBRANCY INDEX
1	Paris	66
2	Munich	41
3	London	36
4	Milan	35
5	Berlin	34
6	Vienna	33
7	Budapest	33
8	Prague	33
9	Barcelona	31
10	Hamburg	29
11	Madrid	28
12	Warsaw	27
13	Cologne	27
14	Rome	26
15	Lyon	26

Note: Cities with more than a million residents.

Source: Cultural and Creative Cities Monitor 2019. European Commission's Joint Research Centre.





# A talent generation and attraction hub

#### Barcelona's job market has critical mass and qualified human capital

24

• There are 1.1 million jobs in the city and 2.7 million in the Barcelona area. The rates of activity (80.2%) and employment (74.8%) in Barcelona are higher than the Catalan, Spanish and European averages. Likewise, in 2021 the female employment rate in the city exceeded 70% for the first time and ended the year with the highest value in the historical series.

• More than half of the jobs in Barcelona (56.9%) are in knowledge-based activities, and the city is the centre of this economic segment in Catalonia, as 42.8% of the high-knowledge jobs are to be found here, while Barcelona accounts for 34.8% of Catalonia's employed population.

• Barcelona has a job market with a critical mass in the high added value sectors. In 2018, Catalonia was listed as the 6th European region with most people working in manufacturing that involves medium-high to high technological intensity, 5th in terms of people with higher education qualifications working in science and technology – with more than

931.000 jobs in this area – while in 2020 it was in 8th position in high-tech knowledge-intensive services.

• According to the Decoding Digital Talent 2021 report, Barcelona is the 9th most attractive city to work abroad for global talent and the tenth for digital experts.

• Catalonia has 12 universities with over 282,000 students, while the Barcelona Metropolitan Area, with its 8 public and private universties, accounts for 82% of enrolled students. In the 2020-2021 academic year, there were over 55,000 people studying masters and PhD programs in the universities in the Barcelona area.

• In 2020, more than half (53.1%) of female workers and 47.5% of the people working in Catalonia had attained a higher education degree,, figures that are clearly higher than the European and Spanish averages.

• In the area of education, it should be noted that Barcelona is the only city with two teaching institutions among the 10 best business schools in Europe: IESE and ESADE are listed 3rd and 9th in Europe and 10th and 34th in the world, respectively, in the Global MBA 2022 ranking published by the Financial Times.

#### **Jobs in Barcelona**

Workers registered with the Social Security. 2021*		••e
	TOTAL	% OF SPAIN
Barcelona	1,144,133	5.8
Barcelona province	2,679,752	13.5
Catalonia	3,519,131	17.8
Spain	19,824,911	100.0

\* Data from the 4th quarter.

Source: Department of Statistics and Data Dissemination, Barcelona City Council.

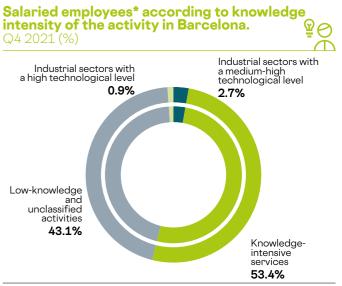
% workers hav attained a higl	ving her education deg	ree. 2020*
	WOMEN	TOTAL
Catalonia	53.1%	47.5%
Spain	51.8%	45.5%
Model	40.6%	35.8%

\* % of the population aged between 25 and 64 with university or GFGS qualifications. Source: Eurostat

#### Most attractive cities in the world to work abroad

2020 POSITION DIGITAL EXPERTS	CITY	2020 POSITION GLOBAL TALENT
1	London	1
3	Amsterdam	2
6	Dubai	3
4	Berlin	4
9	Abu Dhabi	5
5	Tokyo	6
2	Singapore	7
7	New York	8
10	Barcelona	9
8	Sydney	10
17	Paris	11
12	Los Angeles	12
11	Melbourne	13
13	Toronto	14
24	Seoul	15
26	Brussels	16
15	Zurich	17
16	Kuala Lumpur	18
27	Geneva	19
14	Vancouver	20

Source: Decoding Global Talent 2021 and Decoding the Digital Talent Challenge, BCG.

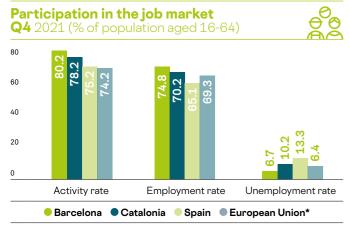


\* Those registered with the general Social Security system

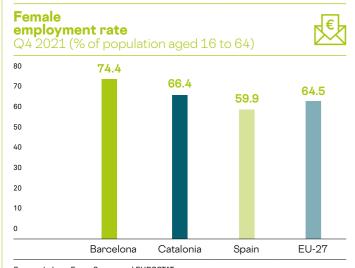
Source: Produced by the Department of Studies in Barcelona City Council's Manager's Office for Economy, Resources and Economic Promotion, based on data from the Government of Catalonia's Employment and Productive Model Observatory.



#### Participation in the job market



Source: Labour Force Survey and Eurostat



Source: Labour Force Survey and EUROSTAT.



#### Higher Education

<b>Student enrollment and attraction.</b> 2020-2021	$\bigotimes$
Total number university students in Catalonia	282,418
Total number university students in the Barcelona area	231,403
Masters offered by Universities in the Barcelona area	500
Master's and PhD students at Universities in the Barcelona area	55,843
Foreign students at universities in the Barcelona area	26,657

Source: Area of Support for Planning, Analysis and Evaluation in the Area of Universities and Research. Secretariat of Universities and Research. Catalan Ministry of Business and Knowledge and Barcelona City Council's Department of Statistics and Data Dissemination.

Best E Schoo	<b>uropean Business Is.</b> 2022		ud
EUROPEAN RANKING 2022	BUSINESS SCHOOL	CITY	WORLD RANKING 2022
1	Insead	Fontainebleau	3
2	London Business School	London	8
3	IESE Business School	Barcelona	10
4	HEC Paris	Paris	11
5	SDA Bocconi	Milan	13
6	University of Cambridge: Judge	Cambridge	22
7	IMD Business School	Lausanne	28
8	University of Oxford: Said	Oxford	31
9	ESADE Business School	Barcelona	34
10	Imperial College Business School	London	34
11	IE Business School	Madrid	40
12	Alliance Manchester Business School	Manchester	43
13	ESCP Business School	Paris	52
14	Warwick Business School	Coventry	57
15	Essec Business School	Cergy	64
16	City, University of London: Bayes	London	69
17	Mannheim Business School	Mannheim	72
18	EDHEC Business School	Lille	73
19	WHU - Otto Beisheim School of Management	Vallendar	74
20	Lancaster University Management School	Lancaster	76
21	University of St. Gallen	St. Gallen	76
22	Rotterdam School of Management, Erasmus University	Rotterdam	86
23	ESMT Berlin	Berlin	88
24	EMLyon Business School	Lyon	89
25	Politecnico di Milano School of Management	Milan	91

Source: Global MBA Ranking 2022, Financial Times.

# Entrepreneurial city with competitive costs

## Barcelona has a dynamic and flexible business activity

• The area of Barcelona is home to the head offices of 471,885 companies, 14% of those in Spain. They are mainly SMEs and micro-companies, characterised by higher flexibility and capacity to adapt to complex environments. Almost 40% of the business headquarters of the province are in the city.

• The entrepreneurial activity rate (18-64 years) of the resident population in the province of Barcelona was **6.9%** in **2020**, exceeding that of Germany (**4.8%**), Poland (**3.1%**) and Italy (**1.9%**) and the Spanish average (**5.2%**). Barcelona and Catalonia have a higher female entrepreneurship rate (6.1% and 6%, respectively) than the European average.

• Barcelona has been awarded the European Entrepreneurial Region Award 2023, presented annually by the European Committee of the Regions, in association with the European Commission and in collaboration with SMEunited, Eurochambres and Social Economy Europe, in a call that rewards 'Entrepreneurship and resilient communities' and which also recognises the integrated entrepreneurship strategy within the urban and economic agenda of the Barcelona Green Deal



### Barcelona has a competitive real estate offer for businesses

• In relation to the **cost of living**, Barcelona is in **84th** position among the cities analysed in the annual study carried out by Mercer Consulting in 2021 (which uses New York as a reference), meaning that it has risen eighteen places compared to the previous year, although it has maintained its competitiveness in the Eurozone ranking, where it has dropped two places and is in 17th position.

• In the third quarter of 2021, the price of office rental in Barcelona stood at €327 per square metre per year, 3.5% less than in the same period in 2020. In terms of the profitability of office rental, i.e. the return on the investment made, in 2021 the yield remained at 3.4%, a very similar figure to that of the last four years. Barcelona continues to hold a competitive position as regards rental prices of industrial land, offices and commercial premises, making it a more attractive place to do business, both for new companies to set up there and for those that already exist to remain there.

#### **Barcelona** honoured with the European Entrepreneurial Region Award 2023

(Committee of the Regions, European Commission.



#### Companies

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Businesses January 2021				
	BARCELONA	% OF TOTAL	BARCELONA PROVINCE	% OF TOTAL
Without salaried employees	110,120	60.1	277,286	58.8
With salaried employees:				
1 - 9 employees	65,039	35.5	173,283	36.7
10 - 199 employees	7,577	4.1	20,198	4.3
Over 199 employees	550	0.3	1,118	0.2
Total businesses	183,286	100	471,885	100.0

Source: INE, Central Business Directory.

<b>Companies.</b> January 2021		
	NUMBER OF COMPANIES	% OF SPAIN
Barcelona	183,286	5.4
Barcelona Province	471,885	14.0
Catalonia	622,967	18.5
Spain	3,366,570	100.0

Source: INE, Central Business Directory (DIRCE).

#### **Entrepreneurial activity**

Entreprer in the wor	<b>neuria</b> I <b>d.</b> 202	<b>activi</b> 20 (% of	<b>ty rate</b> 18-64 y	ear-olds	;)	₽ E
	0	5	10	15	20	25
Brazil						• 23.4
United States					15.4%	
Slovakia				<b>•••</b> •13.99	6	
Netherlands				11.5%		
Switzerland			9.2%	5		
Greece			8.6%			
Israel			<b>8.5%</b>			
Taiwan			8.4%			
UK			<b>7.8%</b>			
EU Average*	••••		7.4%			
Sweden			7.3%			
Morocco			7.1%			
Barcelona	••••		8.9%			
Catalonia			6.6%			
Slovenia		••• 6.	0%			
Spain		• 5.2%				
Germany		4.8%				
Poland		3.1%				
Italy	• • 1.9	%				
* High-income cou	untries.					

High-ind

Source: Global Entrepreneurship Monitor (GEM), Executive brief for Catalonia 2020-21.

#### **Real State Market**

<b>Offices market.</b> 2021	무역
Total office stock	6,823,031m <sup>2</sup>
Leased area	331,497m <sup>2</sup>
Area under construction	462,189m <sup>2</sup>
Available offices offer	525,574m <sup>2</sup>
Availability rate	7.7%
Investment attracted	€1,891M
Source: Marketbeat, Cushman and Wakefield.	

Office rental prices (€/M²/month). 4Q2021					ê		
	1	5	10	15	20	25	30
Greater Barcelona				11.5			
New business areas						• 22	.5
Business district (consolidated centre)						21.5	
Prime zone (Pg. Gràcia-Diagonal)							27.3
Source: On point, Jones Lan	g Lasal	le.					

Office rental price in European cities.	<b>s</b> 2021		
CITY	YEAR-ON-YEAR VARIATION 2021/2020 (%)	OFFICE RENTAL (€/M²/YEAR)	
London (WE)	0.0	1,321	
Paris (CBD)	8.1	930	
London (City)	1.5	862	
Geneva	0.0	831	
Stockholm	1.3	785	
Zurich	0.0	739	
Dublin	-2.5	656	
Milan	0.0	600	
Frankfurt	3.3	558	
Paris (La Défense)	-9.1	500	
Munich	3.8	492	
Rome	0.0	490	
Manchester	2.7	484	
Berlin	2.6	468	
Birmingham	0.0	466	
Helsinki	1.3	462	
Amsterdam (South Axis)	-3.2	460	
Edinburgh	1.4	453	
Madrid	-3.6	405	
Hamburg	1.7	366	
Lyon	9.7	340	
Barcelona	-3.5	327	
Brussels	0.0	320	
Vienna	0.0	318	
Warsaw	-1.1	282	
Lisbon	2.2	282	
Copenhagen	5.3	269	
Prague	-2.2	264	
Marseille	0.0	260	
Istanbul	-7.4	254	
Rotterdam	0.0	235	
Bucharest	-2.6	222	
Sofia	0.0	180	
Source: Cushman&Wakefield Research, The DNA of Real Estate. 3Q2021 (Europe).			

Average housing prices in Barcelona. 4Q2021 征 Rental: €934.2/month Sale of new homes: €4,498.1/m<sup>2</sup> Sale of second-hand homes: €3,932.0/m<sup>2</sup> Source: Barcelona City Council.

#### **Cost of living**

<b>Cost of living</b>	in cities	around
the world		

2020 POSITION	CITY	2021 POSITION
2	Ashgabat	1
1	Hong Kong	2
45	Beirut	3
3	Tokyo	4
4	Zurich	5
7	Shanghai	6
5	Singapore	7
9	Geneva	8
10	Beijing	9
8	Bern	10
102	Barcelona	84

Source: Cost of Living survey. City Ranking 2021, Mercer Human Resource Consulting.

#### Logistics Space

#### Rental price of logistics space in urban areas of Europe. 2021

Rental price of logistics space in urban areas of Europe. 2021			
JRBAN AREAS	YEAR-ON-YEAR RENTAL VARIATION 2021/2020 (%)	LOGISTICS SPACE RENTAL (€/M²/YEAR)	
_ondon (Heathrow)	14.5	223	
Zurich	71.4	222	
Geneva	5.6	176	
Oslo	3.8	131	
Helsinki	2.7	114	
Dublin	1.8	112	
Luxembourg	12.5	108	
Bristol	13.3	107	
Manchester	3.4	94	
Munich	4.0	94	
Amsterdam (Schiphol)	2.2	92	
Birmingham	3.6	91	
Stockholm (south)	-28.0	88	
Leeds	7.7	88	
Barcelona	0.0	87	
Copenhagen	0.0	84	
Scotland (central)	8.3	82	
Frankfurt	4.6	82	
Hamburg	4.8	79	
Newcastle	9.1	75	

Source: Cushman & Wakefield Research, The DNA of Real Estate, 3T. 2021 (Europe).

In

# Compact city with social cohesion

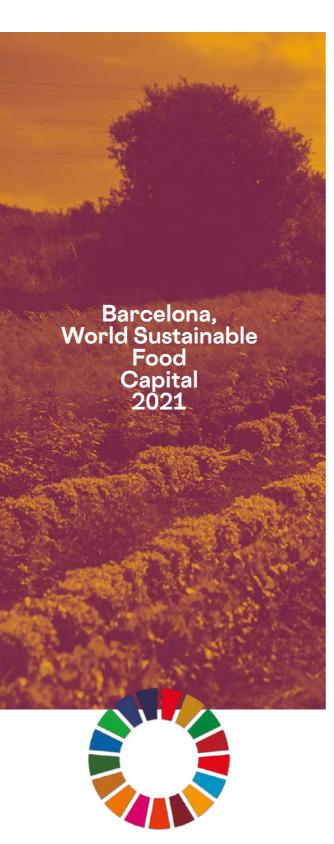
### Barcelona, a city committed to reducing inequalities.

• In 2019, Barcelona had an estimated disposable household income per capita (DHIpc) of €22,229. The Barcelona district with the highest level of DHIpc is Sarrià-Sant Gervasi, which, with €35,998, exceeds Barcelona's value by 62%. The district with the lowest income per capita is Ciutat Vella, with €14,865, which is 67% of the city average. Between 2015 and 2019, the relative positions of the districts stabilised, with Sarrià-Sant Gervasi and Ciutat Vella being the districts with the greatest increase in the DHIpc.

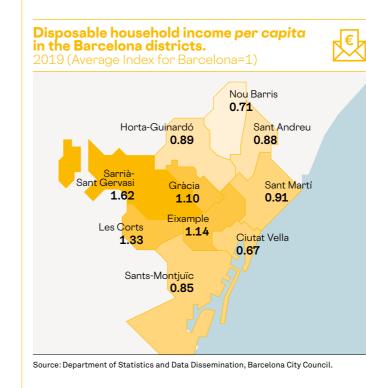
• Following the unfavourable evolution of living conditions and rising inequality in recent years, the poverty risk or social exclusion rate (AROPE) for Catalonia was 23.2% in 2020, which is below the rate for Spain (27%) but slightly higher than the rate for the EU-27 (22%).

• Barcelona is internationally known as a dynamic city that seeks innovative responses to today's economic and social challenges. In 2021, Barcelona became the World Capital of Sustainable Food with the aim of promoting a food transition towards sustainability, strengthening local economies while improving the health of people and the planet. Within the framework of the 2021 Capital, and in collaboration with farmers, associations, businesses, the academia and the local government, more than 90 projects and over 200 activities were promoted – including Sustainable Food Citizen Week, the 7th Global Forum of the Milan Urban Food Policy Pact and the programmes 'Now, here are the schools' and 'Green Commerce'. In 2022, Barcelona continues to propel the food transformation with the development of the 2030 City Sustainable Food Strategy.

> A municipal strategy aligned with the Sustainable Development Goals of the 2030 Agenda



#### **Family income**



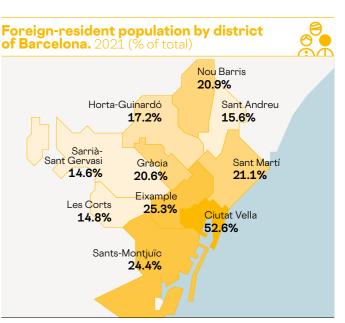
#### Poverty and social exclusion

<b>Population at risk of poverty or social</b> <b>exclusion in European regions.</b> 2020		€ ¶⊃	
COUNTRY	REGION (PRINCIPAL CITY)	AROPE RATE (%)	
Slovakia	Bratislavský kraj (Bratislava)	5.9	
Czech Republic	Prague (Prague)	8.1	
Finland	Helsinki-Uusimaa (Helsinki)	11.5	
Sweden	Stockholm (Stockholm)	12.7	
Portugal	Lisbon Metropolitan Area	14.7	
Germany	Bavaria (Munich)*	14.8	
Italy	Lombardy (Milan)*	16.1	
Norway	Oslo og Akershus (Oslo)	16.2	
Ireland	Ireland - east and centre (Dublin)	17.3	
Netherlands	Netherlands - West (Amsterdam)	17.6	
Denmark	Hovedstaden (Copenhagen)	18.0	
Germany	Berlin (Berlin)*	19.3	
Bulgaria	Bulgaria - south-west (Sofia)	20.9	
Spain	Community of Madrid (Madrid)	21.2	
Greece	Attica (Athens)	21.8	
Spain	Catalonia (Barcelona)	23.2	
Italy	Lazio (Rome)*	24.1	
Spain		27.0	
Austria	Vienna (Vienna)**	27.5	
Belgium	Brussels	36.4	

\*\* Data from 2018. \* Data from 2019.

Note: The 'At Risk of Poverty or Social Exclusion' rate (AROPE) indicates the percentage of the population that is at least in one of the following circumstances: at risk of poverty severe material deprivation or living in households with very low labour intensity. Source: Eurostat.





Source: Department of Statistics and Data Dissemination, Barcelona City Council.

<b>Safest cities i</b> 2021	n the world.	
POSITION	CITY	INDEX /100
1	Copenhagen	82.4
2	Toronto	82.2
3	Singapore	80.7
4	Sydney	80.1
5	Tokyo	80.0
6	Amsterdam	79.3
7	Wellington	79.0
8	Hong Kong	78.6
8	Melbourne	78.6
10	Stockholm	78.0
11	Barcelona	77.8
11	New York	77.8
13	Frankfurt	77.7
14	Washington, DC	77.4
15	London	77.2
15	San Francisco	77.2
17	Osaka	76.7
18	Los Angeles	76.5
19	Zurich	76.3
20	Chicago	75.0
21	Madrid	74.7
22	Dallas	74.5
23	Paris	74.3
24	Taipei	74.0
25	Seoul	73.8
	Average	66.1

Source: The Safe Cities Index 2021. The Economist Intelligence Unit.

# Quality of life and sustainability

### Barcelona, international benchmark for quality of life

• In the environmental sphere, the Barcelona model for a compact and Mediterranean city favours sustainable mobility – which represents 85% of all internal journeys – and Barcelona ranks high in the Urban Mobility Readiness Index 2021, which places it as the world's 17th most sustainable city in terms of mobility. There is a particularly favourable result in the indicator relating to the development of the bicycle infrastructure during the pandemic, where it reached the 7th position globally. Moreover, the city's bicycle lane network reached 240 kilometres in 2021, and its bike hire service (Bicing) exceeded the 130,000 users mark in the same year.

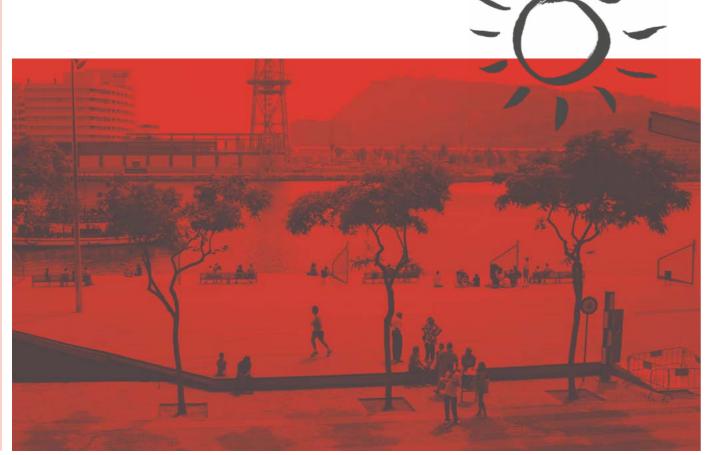
• In terms of safety, Barcelona is in 11th place among the safest cities in the world in the *Safe Cities Index 2021*, according to The Economist, moving up 15 places from the previous edition, published in 2019, with the same score as New York.

• It should be highlighted that Barcelona is currently a European benchmark in saving water. The consumption

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of water per inhabitant per day was 104.6 litres in 2021, which is 11.4% less than in 2006. Barcelona also presents a relatively low volume of CO2 equivalent emissions per inhabitant, compared to other cities around the world. Moreover, Barcelona was the 14th most sustainable city in Europe in 2021 according to the *Schroders European Sustainable Cities Index*, which tracks thirteen environmental policies in order to monitor the application of Sustainable Development Goal 11 (Sustainable Cities and Communities) in the continent's cities.

• The city has a vast and diverse cultural offer. It has 40 public libraries and 59 museums, collections, exhibition centres and other heritage centres. Furthermore, Barcelona has nine UNESCO World Heritage Sites: seven buildings designed by Gaudí, the Palau de la Música and Hospital de Sant Pau.



#### Barcelona, host city of the America's Cup 2024

#### Climate

**Climate indicators for Barcelona.** Can Bruixa Observatory - 2021

Daily mean temperature **18,1 ºC** 

Lowest minimum temperature **2,8 ºC** 

Highest Maximum temperature **34,5** °C

Annual hours of sunshine **2.800,3** 

Source: Department of Statistics and Data Dissemination, Barcelona City Council.

stainable Eu 1	ropean Cities.	
POSITION	CITY	CONTENTS
1	Amsterdam	0.81
2	London	0.77
3	Paris	0.76
4	Copenhagen	0.74
5	Oslo	0.72
6	Stockholm	0.72
7	Berlin	0.71
8	Glasgow	0.69
8	Hamburg	0.68
10	Birmingham	0.68
11	Vienna	0.67
11	Helsinki	0.67
13	Liverpool	0.67
14	Barcelona	0.65
15	Madrid	0.65
15	Leeds	0.65
17	Frankfurt	0.64
18	Brussels	0.63
19	Rotterdam	0.63
20	Manchester	0.62

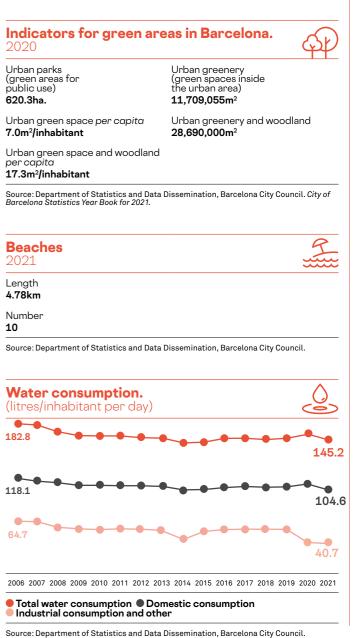
Source: Schroders, Schroders European Sustaninable Cities Index, 2021

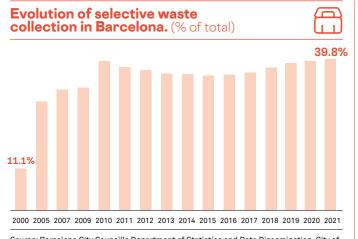
#### Quality of life

		_
Top sports cities in the world. 2021	Z	گ
POSITION	CITY	
1	New York	
2	London	
3	Los Angeles	
4	Barcelona	
5	Paris	
6	Lausanne	
7	Manchester	
8	Munich	
9	Tokyo	
10	Madrid	

Source: Burson Cohn&Wolfe, Ranking of Sports Cities 2021.

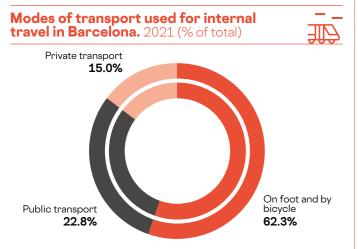
#### **Energy and environment**





Source: Barcelona City Council's Department of Statistics and Data Dissemination, City of Barcelona Statistical Yearbook, 2021.

#### Sustainable mobility



Source: Working Day Mobility Survey 2020. Metropolitan Transport Authority (ATM).

<b>Cycle lanes a</b> 2019-2021	nd users.		Å
	2018	2020	2021
Cycle lanes	211 Km	236 Km	240 Km
People using the Bicing bike-hire service	111,911	126,545	131,771

Source: Director of Mobility Services, Barcelona City Council





#### **Cultural offer**

Heritage centres and large exhibition centres (number, headquarters and visitors in millions) <b>59/76/9.8</b>
Civic centres (number/registrations for workshops/attendees at activities) 52/58,000/184,000

```
Large auditoriums (number/
Commercial cinemas (number/
                                 spectators)
rooms)
21/154
                                 3/367,000
```

Source: Barcelona Institute of Culture and Barcelona City Council's Department of Statistics and Data Dissemination.

World Heritage sites in Barcelona	T
Palau de la Música Catalana	
Sant Pau Hospital	
Parc Güell	
Palau Güell	
Casa Milà	
Casa Vicens	
The Nativity façade and the crypt of the Sagrada Familia	
Casa Batlló	
Crypt of the Colònia Güell	
Source: UNESCO.	



# International positioning as a city that adds value

In an international and European context, Barcelona continues to be an advanced, competitive city with a good reputation, which, apart from its traditional assets - high quality of life, culture, health, attractiveness for tourists,

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etc. – has a growing potential for attracting investments and talent, particularly in tech companies and the digital economy industry.

Barcelona is also a pole of attraction for economic activity that generates trust in the world of international investment and it was listed 9th among the main urban areas around the world for attracting foreign investment projects, according to KPMG (Global Cities Investment Monitor 2021). It is also worth highlighting Barcelona's position in the Mori Memorial Foundation's Global Power City Index 2021 report, which ranks it 18th in the world and 7th in Europe for its global competitiveness, improving its position in the world by three places and in Europe by two, and placing it among the top 20 global cities for the first time since 2016.

In the field of entrepreneurship and knowledge, special mention should be made of its progress as a hub for technological innovation and attracting talent in digital entrepreneurship. The city is the 7th largest hub in Europe in terms of technological investment received, according to the State of European Tech 2021 report by the consultancy firm Atomico, and has gained new positions compared to the previous edition. Barcelona also ranked 3rd in Europe in 2022 for attracting startups for the fifth consecutive year (Startup Heatmap Report), the 9th most attractive city in the world for digital talent and the 10th most attractive for digital experts (Decoding Global Talent 2021), as well as the 7th most attractive European tech city of the future (Tech Cities of the Future 2021). The city's remarkable positioning in scientific production should also be noted.

Turning to tourism, the ICCA rankings of international meetings and participants for business tourism, the Euromonitor International ranking on the number of international visitors and the ranking of cruise-ship passengers in European and global ports, all give Barcelona a leading position. In 2019 Barcelona took 1st place in the world in number of participants and 4th in number of international congresses hosted, according to the International Congress and Convention Association, making the city one of the top five in this organisation's ranking for 20 years running. The 2021 World's Best Cities ranking by Resonance Consultancy also places Barcelona as the 9th most attractive city in the world for visitors and entrepreneurs, with an outstanding position (5th) in terms of the quality of its urban and natural space.

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With regard to the indicators associated with quality of life, Barcelona is considered the 11th safest city in the world according to the Safe Cities Index 2021 report, published by The Economist, and is up fifteen places on the previous edition. Among other relevant aspects of the city model, the city has been ranked as the 14th most sustainable city in Europe in 2021, according to the Schroders European Sustainable Cities Index, and is the 17th city in the world with the most sustainable mobility system, according to the Urban Mobility Readiness Index 2021. Barcelona is also the 9th most creative city in Europe, according to the European Commission, and in 2021 it was ranked among the top five global sports cities for the first time in Burson Cohn & Wolfe's Ranking of Sports Cities.

# the best strategy for attracting foreign investment (fDi Intelligence, 2022-23)

city in Europe with

#### **FDI European Cities and Regions** of the future 2022/23

#### Barcelona

**1st** city in Europe with the best strategy for attracting foreign investment

#### Catalonia

**1st** region in Europe with the best strategy for attracting foreign investment

#### **Global Power City** Index 2021

G

7th European city for global competitiveness 18th World city for global competitiveness

**Global Cities Investment Monitor 2021** 9th World city for foreign investment projects in 2020 BOSTON CONSULTING **Decoding Global Talent 2021** 9th most attractive city to work in for global talent **10th** most attractive city to work in for digital experts **Top Tech Cities of** G the Future 2021 7th tech city of the future in Europe 5th European city in foreign direct investment in technology projects State of European atomico Tech21, 2021 7th hub in Europe for attracting technological investment **The Startup Heatmap** STARTUP HEATMAP EUROPE Europe Report 2022 3rd preferred European city for establishing a startup The Safe Cities Index, 2021 **11th** safest city in the world

**9th** safest city in terms of health



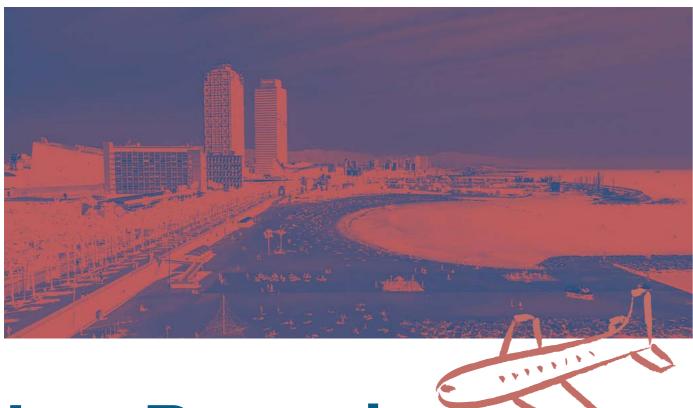
4th most sporting city in the world



9th cultural and creative city in Europe



Chroders European Sustainable Schroders Sities Index 2021
.4th most sustainable city in Europe
Main Cities for International       Image: Congresses and Delegates 2019         ICCA
<b>oth</b> world city for organising international neetings in 2019
<b>.st</b> world city for participants in international neetings in 2019
Vorld's Best Cities 021
<b>Ith</b> most attractive city in the world for visitors nd entrepreneurs
<b>Hth</b> most attractive European city for visitors and intrepreneurs
Vorld-wide cost of living survey MERCER
<b>94th</b> city for cost of living



# Let Barcelona City Council be your best ally when you land in Barcelona

It's not easy to land in a new city! We will provide you with strategic guidance in order to properly plan your arrival. In addition, we offer you a portfolio of services adapted to your needs.

#### For companies

#### Do you want to expand your business in Barcelona?

The Business Landing Service offers you a complete assistance when setting up your business in Barcelona.

- Online company service Registration
- Support with recruitment and locating your business
- Connection with other agents in the business ecosystem

CONTACT US AT barcelonactiva.cat/businesslanding

#### For entrepreneurs

Do you want to set up your business in Barcelona?

Barcelona Activa provides you with personalised plans that will guide you through while making your business activity in Barcelona a success and that will allow you to follow, step by step, the stages of setting up a business in Barcelona.

Sign up for a welcome session in English!

CONTACT US AT barcelonactiva.cat/entrepreneurship

# BARCELONA ACTIV

TO FIND WORK TO GET TRAINED TO BOOST YOUR BUSINESS TO START UP

barcelonactiva.cat

### For professionals from all over the world

#### Are you moving to Barcelona?

Barcelona is a vibrant and welcoming city that makes it easy to land on a personal level and to connect with the local community thanks to the following resources:

• Website with all the information you need to know if you move to the city.

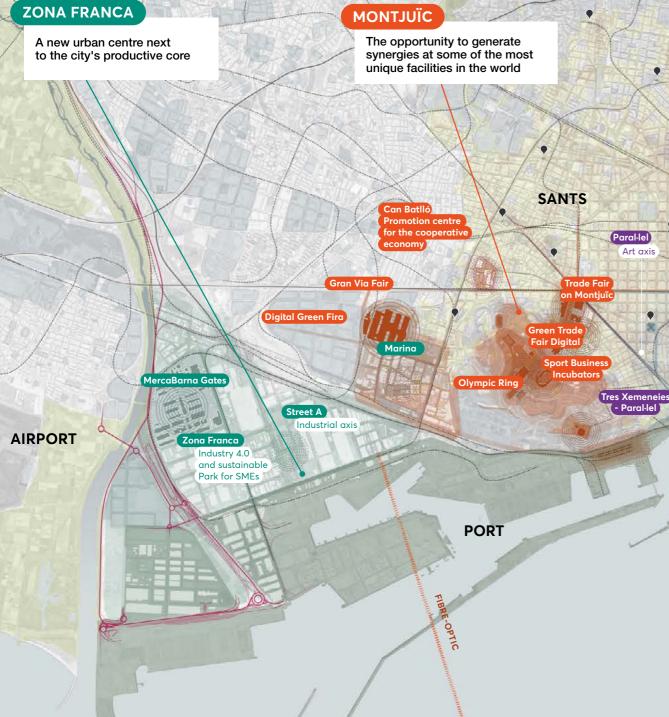
• Seminars, workshops, expat lunches, business visits around the city.

• Welcome Desk: online and face-to-face support for international talent.

#### CONTACT US AT

barcelona.cat/internationalwelcome

# Barcelona Green Deal: the new agenda for Barcelona 2030





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