

# **Barcelona Global Activity Report**

December 2016



## Our Mission

We want to make **Barcelona** one of the **world's best cities** for talent and economic activity.

## Our values

**City vision.** We envision Barcelona as a cosmopolitan, inclusive, tolerant, prosperous and responsible city.

**Social responsibility.** At Barcelona Global we believe that cities progress through civil society and business commitment with sustainable development.

**Independent, civic voice.** We aim to faithfully work for those citizens willing to commit to a better city, regardless of their political ideology. We ensure our independence from Government and receive no public financial support.

**Focus on getting things done.** We aim to transform our members' ideas into tangible, sustainable projects through combined efforts. That's why we decided that "Fem que passi / Make it happen" is our motto.

**Public-private cooperation.** The cities that prosper are the ones in which government and civil society are aligned. For that reason, we believe in public-private partnerships as management tools for the pursuit of long-term public-interest objectives.

**Cross-sector collaboration.** The richest of our commitment is based on the different backgrounds of our members. Is this cross-sector approach that allows us to focus into city issues with a rich view in a moment when Barcelona has the opportunity to prosper in many areas at once: research, entrepreneurship, tourism, culture and social impact. Actions that cut across all sectors will be key to the success for the city as a whole.

# Members

## 39 CORPORATE PROTECTOR MEMBERS

who each contribute 10,000 euros per year, have a seat on the Management Board and can nominate up to 5 individual members. Thanks to them, Barcelona Global is a financially strong association with a permanent management structure to drive the achievement of its objectives.

Abertis, Accenture, Agbar, Agrolimen, Airbnb, Amazon, Amrop Seeliger & Conde, Applus, Àreas, Banc Sabadell, Bluecap, Caixabank, Catalana Occidente, Clear Channel, Cuatrecasas, Damm, Deloitte, EY, Emesa, Endesa, Everis, Freixenet, Fundació Puig, Grupo Godó, Grupo Julià, Grupo Zeta, Havas Media, ISP Inversiones y Servicios Publicitarios, ITnow, Laboratorios Esteve, Natura Bissé, Port Aventura, Reig Capital, Saba, Seat, Sellbytel, Telefónica España, Value Retail and Vueling.

## 72 CORPORATE MEMBERS

who each contribute 2,000 euros per year and represent all sectors of Barcelona's economy.

## 10 Research Centres

Barcelona Supercomputing Center (BSC-CNS), Centre Regulació Genòmica (CRG), Institut Català de Nanociència i Nanotecnologia (ICN2), Institut de Recerca Biomèdica de Barcelona (IRBB), Institute of Bioengineering of Catalonia (IBEC), Institute of Photonic Sciences (ICFO), Nanonica, Parc de Recerca Biomèdica de Barcelona (PRBB), Vall d'Hebron Institut d'Oncologia (VHIO) and Vall d'Hebrón Institut de Recerca (VHIR).

## 11 Academic Institutions

Barcelona Graduate School of Economics (BGSE), Benjamin Franklin International School, ESADE, ICREA, IESE, ISDI, Royal Melbourne Institute of Technology (RMIT Europe), School of Turism and Hospitality Management Sant Ignasi (HTSI), The American School of Barcelona, Universitat Internacional de Catalunya and Universitat Oberta de Catalunya.

## 5 Start-ups

Antai, Crowdcube Spain, Digital Origin, Hailo and Social Point.

## 42 Companies

&Rosàs, Aguirre Newman, Aleiva Asesores Legales, Altran Innovació, Arcano, Atlántida Viatges, Atrevia, Barcelona Business Landing, BCN Brand, Black Toro Capital, BRU & BRU, Catenon Iberia, CBRE, Cushman & Wakefield, Edelman, eMascaró, EPSON, Eurofragance, GFT IT Consulting, Gómez-Acebo & Pombo, Grant Thornton, Grup Focus, HCC, Hiex Capital, INLEA, Jaime Beriestain Concept Store, Live Nation, Lucas Fox, Mandarin Oriental Barcelona, Marina Vela, Miura, Mucho, One Ocean Club, Quadpack Group, Renta Corporación, Román y Asociados, See USA Tours, Sunco, Torelló, Vocalcom, Urgo Medical, World Trade Center Barcelona.

## 4 Institutions

Associació Catalana d'Empreses Consultores (ACEC), Fundació Mies Van der Rohe, Gran Teatre del Liceu, GSMA (Mobile World Congress).

**12 Industries.** Education, associations, food and foodservice, real estate, consulting, fashion, logistics, research, finance, culture, communication and telecommunications, and technology.



## 15 INDIVIDUAL PROTECTOR MEMBERS

who each contribute 1,000 euros per year and receive greater visibility in return for their greater economic commitment.

## 530 INDIVIDUAL MEMBERS

who each contribute 300 euros per year and are the association's membership base and the source of many of our projects.

**70 members** who live outside of Spain and take part in Barcelona Global through its **International Council**.

**142 of our members are "Barcelonians by choice"**, people born outside Spain who have chosen to live and work in Barcelona and are committed to its development.

# What do we do?

## 1. We mobilise our members to identify challenges and projects for the city in the areas of Entrepreneurship and Competitiveness, Research and Knowledge, Culture, Tourism and Social Impact

- Barcelona Global Challenges
- Volunteering
- International Council
- Content Generation
- Hola Barcelona!

## 2. We are committed to initiatives driven by our members and support their success

- International Policy Sector Hub
- Barcelona Mobile Campus
- Impact.Barcelona
- Leading Barcelona

## 3. We promote and lead projects that will make Barcelona a magnet for talent and business

- Barcelona Brand Agency
- Barcelona Engineering and Economic Studies
- Benchmark Fiscal
- Barcelona Obertura

### How we select projects

The projects we are committed to and promote must be backed by our members, that is why ALL projects are subjected to vote. For a project to be approved, it must win a majority of the votes and be voted against by no more than 25% of the total number of members. This mechanism ensures that our members are aware of our commitments and can get involved through the "I want to collaborate" option.

#### Barcelona Engineering and Economic Studies:

273 votes: **268 yes** / 5 no

#### City Talent Index:

247 votes: **243 yes** / 4 no

#### International Policy Hub:

212 votes: **211 yes** / 1 no

#### Ship2B

170 votes: **164 yes** / 6 no

#### Startupbootcamp IoT&Data

76 votes: **76 yes** / 0 no

#### Benchmark Fiscal

126 votes: **122 yes** / 4 no

# 1. We mobilise our members

Our more than 600 members are people who are highly committed to Barcelona and its future. Translated into hours, contacts, projects and economic resources, their commitment is the basis on which Barcelona Global works to transform Barcelona into a magnet for talent and business.

- **We organise our members around “Challenges”, which are the lines of action we have set as a priority for our city in the short and medium terms:**

## **Entrepreneurship and Competitiveness**

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We believe Barcelona has great potential as a seedbed and incubator for new global enterprises.

## **Research and Knowledge**

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We are aware of our research centres' international prestige and must help them deploy their full potential in Barcelona.

## **Tourism**

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Barcelona is a global success story in city tourism. We want to promote sustainable tourism growth that has a positive impact on the city and its inhabitants.

## **Culture**

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We believe in the transformational power of culture in all its dimensions and perceive an opportunity for Barcelona to become a cultural beacon.

## **Social impact**

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We believe there can be no sustainable development without cohesion, so we all have an obligation to seek formulas that will facilitate inclusive and balanced growth for our economy.

- **We promote encounters between our members, and between members and the city, to explore opportunities for collaboration.**
- **We report, create and share knowledge about Barcelona and its diverse assets.**
- **We identify, value and welcome talented individuals, as we share the view that talent drives capital more sustainably in the longer-term than capital drives talent.**
- **We play a part in setting a long-term strategy for the economic and social development of our city.**

# Working groups

## Entrepreneurship

The competitive entrepreneurial ecosystem that has grown up in Barcelona in recent years has reached a critical point where one of two things can happen: either (1) the ecosystem evolves into a global hub, with the necessary critical mass of entrepreneurs, investors, talent and knowledge to become a stable source of employment and opportunities for the city; or (2) the looming challenges remain unresolved and Barcelona misses a great opportunity to join the global league of entrepreneurship hubs. Fortunately, there are grounds for optimism, including the many entrepreneurial and investment success stories to date, the development of Pier01, the role of Barcelona Tech City and the entrepreneurial sensitivity of Barcelona Activa and ACCIÓ (Agency for Business Competitiveness). We must build on them.

**Mission:** To situate Barcelona as a global entrepreneurship hub.

**Objective of Barcelona Global:** To set an agenda and prioritise actions and projects to make Barcelona a leading global destination for entrepreneurship, while supporting the existing ecosystem.

**Implementers:** Josep Lluís Sanfeliu (Ysios Capital), Carles Trenchs (Caixa Capital Risc), Bruno Vilarasau (Telefónica), Miguel Vicente (Antai), David Madi (Applus), Miquel Martí (Barcelona Tech City) and Daniel Sánchez (Nauta Capital)  
**Coordinator:** Mateu Hernández

## Tourism

Barcelona is a world-class tourism success story. In recent years, however, tourism development in the city has shown signs of exhaustion. This is apparent not only in the opinions about tourism reflected in citizen surveys but also in the overcrowding experienced in certain parts of the city, the rise in rents under the pressure of illegal tourist accommodation and the quality of the offering, which needs to be improved especially in the field of culture. Barcelona requires sustainable tourism growth that benefits the city as a whole and especially its inhabitants.

**Mission:** To propose recommendations in key areas to ensure that tourism acts as an engine of Barcelona's economic development, well-being and international reputation.

**Objective of Barcelona Global:** To set an agenda and prioritise Barcelona tourism issues for analysis, with a view to presenting rigorous solutions based on international experience.

**Implementers:** Michael Goldenberg (Value Retail), Pau Guardans (Único Hoteles), Ángel Díaz (Ad Leisure), Arturo Mas-Sardá (Port Aventura), Marian Muro (Grupo Julià) and Roger Guasch (Liceu).  
**Coordinator:** Ángel Díaz

## Research

Thanks to the Barcelona Global Challenge in Research project, we have identified six factors that would give wings to Barcelona's bid to become a global hub for boundary-pushing research and knowledge: (1) a tax regime that makes it easier to attract and hire international talent; (2) a system of schooling in English for the children of internationals who come to Barcelona to do research or start a business; (3) a warmer reception from Barcelonians; (4) a deeper appreciation, in Barcelona society and business, of the importance of research and research assets for our economy; (5) a scheme for facilitating access to employment for the partners and spouses of expat researchers; and lastly (6) easier hiring and onboarding procedures for the international talent that research centres, entrepreneurs and companies need.

**Mission:** To position Barcelona as a global hub for boundary-pushing research and knowledge through its research centres.

**Objective of Barcelona Global:** To identify specific projects to be undertaken in order to attract, retain and generate research talent in Barcelona.

**Implementers:** Jordi Camí (Fundació Pasqual Maragall), Andreu Mas-Colell (BIST), Lluís Torner (ICFO) and Josep Lluís Sanfeliu (Ysios Capital)

## 2. We are committed to initiatives driven by our members and support their success

We act as a platform through which our members can accelerate projects linked to Barcelona Global's mission.

- **Sharing their projects with all our members.**
- **Facilitating alliances and creating synergies between projects, our members and the city.**
- **Communicating each project and its results to the city through our channels.**
- **Providing logistical and fundraising support.**

### **International Policy Sector Hub**

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We want Barcelona to have a clear strategy for attracting global decision centres in the field of NGOs, think tanks and global foundations.

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**Promoters: Mark Freeman and Annamie Paul (Institute for Integrated Transitions)**

### **Barcelona Mobile Campus\***

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We want to support Mobile World Capital in its efforts to make Barcelona an international benchmark for digital talent training.

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**Promoter: Aleix Valls (MWC)**

### **Impact.Barcelona\***

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We want to know the city challenges that have been envisaged by young university students for Barcelona and support them in their projects, so that their efforts are rewarded.

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**Promoter: Alexandre Díaz (Impact.Barcelona)**

### **Leading Barcelona\***

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We want to help Barcelona's brightest school graduates leavers acquire a better understanding of business and civil society in the city.

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**Promoter: Pol Pau Garrido and Marc Perea (BCN Moments)**

\* Projects approved by the Management Board but not voted by the members yet

### 3. We promote and lead projects that will make Barcelona a magnet for talent and economic activity

- **Identifying what Barcelona needs in order to become a world-class for entrepreneurship, research, tourism, culture and social impact.**
- **Performing the analyse of feasibility studies to ensure that the chosen projects are implemented.**
- **Forging the necessary alliances for projects to succeed.**
- **Raising the necessary funding for their implementation.**
- **Driving projects through until their effective management.**

#### Barcelona Engineering and Economic Studies

Barcelona Global targets excellence in education to establish Barcelona as the go-to city for talent. In collaboration with Universitat Pompeu Fabra, Universitat Politècnica de Catalunya and a third international university, Barcelona Global is promoting the creation of a new inter-university degree in industrial engineering and economics in Barcelona. With business involvement, a global outlook and a focus on boosting the city's economic competitiveness, this new degree will be designed to produce excellent professionals in the fields of industrial engineering and economics.

**Implementer: Joaquim Coello**



#### Talent Gate\*

For Barcelona to become a global research hub it needs an office – of the kind that already exists in cities such as Amsterdam, Zurich and Copenhagen – that will facilitate the hiring and onboarding of international talent and their families. Administrative procedures, taxation, schooling, health care, housing, culture, sport, banking services, insurance and settling into the local community are all key to attracting and retaining international talent. Barcelona Global is studying the feasibility and means of implementing a service of this kind in Barcelona.

**Implementers: Jordi Camí (Fundació Pasqual Maragall), Andreu Mas-Colell (BIST), Lluís Torner (ICFO) y Josep Lluís Sanfeliu (Ysios Capital)**

**Coordinators: Susana Tintoré (Talent Gate) y Arancha Ruiz (Inserció Parelles)**

\*Projects approved by the Management Board but not voted by the members yet

## Benchmark Fiscal

The city's main pull factors (research centres, entrepreneurs, companies and business schools) agree that Barcelona will only be able to compete with other cities if it has a tax regime that is attractive to international talent. With the collaboration of six of the city's top law firms and IESE, Barcelona Global has sponsored a benchmarking study of tax regimes in Barcelona and 8 other cities around the world.

The study is intended to raise awareness among opinion leaders and the main political groups of the need to amend national and regional tax law to create a more competitive environment.

**6 respected firms**

**4 professional profiles:** executives, international consultants, investors, researchers.

**8 global cities:**

Amsterdam, Berlin, Madrid, New York, London, Paris, Singapore, Zurich.

**800 interviews** for an opinion study on Barcelona.

**An initiative of:**

**Gonzalo Rodés**

(ISP Inversiones y Servicios Publicitarios)

**Coordinated by:**

**Albert Collado (Garrigues)**

CUATRECASAS.  
GONÇALVES PEREIRA

**Deloitte.**

**EY**  
Building a better  
working world

**GARRIGUES**

**GÓMEZ-ACEBO & POMBO**

**ROCA JUNYENT**

**IESE**  
Business School

## Barcelona Obertura

Barcelona Global has coordinated the efforts of the city's four main musical institutions to put Barcelona's musical offering on the world stage under a common brand, spotlighting the key moments of each season in a joint programme and helping the institutions to work together.

**2 Press-trip:** 14-15 December 2015 / 14-16 April 2016.

**8 specialised international journalists.**

**22 appearances** in the local and international press.

**Inspired by:** Maria Reig (Reig Capital)

**President:** Ramon Agenjo (Fundació Damm)

**Coordinator:** Víctor Medem

**Image design:** Tilman Solé and Pablo Juncadella (Mucho)

With the collaboration of:

**Liceu**  **Opera Barcelona**

**iber:Camera**

**AUDITORI**

**PALAU DE LA MÚSICA ORFEO CATALÀ**

With the support of:

**Barcelona Turisme**

## Barcelona Brand Agency

Barcelona has an internationally recognised and respected brand. Aware of the importance of the city's international reputation and the associated risks, Barcelona Global, in collaboration with Barcelona City Council, helps to protect the Barcelona brand and coordinate the brand actors at a professional level through public-private cooperation.

**Implementer:** Marian Puig  
(Fundació Puig)

# Activities with members

## Meetings

### Working sessions

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#### Excellence in Higher Education (June 2015)

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Barcelona offers a broad range of quality higher education but still has a long way to go. Over the course of three sessions, the participants debated how to foster excellence in higher education in Barcelona and how to put our universities at the top of the world rankings.

**Conclusion:** promote a new inter-university degree in industrial engineering and economics in Barcelona, in collaboration with the UPF, the UPC and a third international university.

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**Promoter:** Joaquim Coello  
**69 participants**

#### Mobile World Capital (March 2016)

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Barcelona has been home to MWC since 2005 and in 2011 was chosen as the mobile world capital. Over the course of three sessions, the participants discussed how best to leverage this opportunity and promote projects that will make Barcelona a world leader in the mobile phone industry.

**Conclusion:** develop the Barcelona Mobile Campus

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**Promoter:** Pilar de Torres  
**Implementer:** Aleix Valls (MWC)  
**60 participants**

### Project Day

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At Barcelona Global we want our members to share in the progress of all our projects. For that purpose, we organise information sessions that give members a work space in which to identify specific proposals and actions.

### Welcome Breakfasts

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At Barcelona Global we welcome new members at breakfasts held once a month, at which we explain our mission and projects. The breakfasts are also a space for members to share their professional profile, their vision of Barcelona and their way of contributing to the city.

## Volunteering

### Schools and Business

We want to bring the world of business and the day-to-day activities of entrepreneurs and business owners to the attention of Catalan secondary school students through talks and meetings aimed at promoting values such as entrepreneurship and the culture of work.

The programme is intended to have a positive, stimulating impact by helping students visualise what people do in business.

**25 volunteers and 63 classes during school year 2015-16**

**Promoter: Joaquim Boixareu**



### Startupbootcamp IoT&Data

We aim to promote entrepreneurship as a stimulus to innovation and a key factor for the development of Barcelona's economy and business sector in the areas of Internet of Things, Mobile technology and Smart Cities.

**Promoter: Àngel García**



### Ship2B Social Entrepreneurship

Our goal is to turn Barcelona into a social entrepreneurship hub by supporting social entrepreneurs and creating an ecosystem that fosters the creation of companies associated with social initiatives.

**Promoter: Xavier Pont**



## Barcelona Global International Council

Barcelona arouses interest internationally. To respond to that interest, we have surrounded ourselves with top professionals living in the world's leading cities who have ties with Barcelona and a commitment to its future.

**2 economic missions:**

**New York (2013). Miami (2014)**

**Roles:**

- Act as ambassadors for the city
- Detect business opportunities for Barcelona and new practices that could be applied in the city
- Offer their views on the city's key indicators



Basel (2) Belmont (1) Berlin (1) Bogotá (1) Boston (2) Brussels (1) Denver (1) Dubai (3) Geneva (1) Gold Coast (1) Gütersloh (1) Hong Kong (2) Lausanne (1) Lima (1) London (6) Los Angeles (2) Luxembourg (2) Mexico City (2) Miami (10) Monaco (1) Montreal (1) Moscow (1) Munich (1) New York (5) Paris (2) Pennsylvania (1) Portland (1) Rochester (1) San Francisco (3) San Juan (1) Santa Monica (1) Sao Paulo (1) Seoul (1) Shanghai (2) Singapore (1) Tokyo (1) Zurich (4)

## Articles

### LA VANGUARDIA

The members of the International Council, from their perspectives at their home cities and professional experience, help us to detect the challenges facing our city. Through fortnightly articles in *La Vanguardia* newspaper, they offer recommendations for Barcelona and give examples of good practices in other cities..

#### 48 articles written by

Lluís Cantarell (Nestlé. Lausanne), Gema Olivar (PwC. Zurich), Xavier Frigola (Mayo Clinic Business Accelerator. Rochester, USA), Fernando Aleu (Queen Sophia Institute. Denver), Alfonso Díez (Alliance Renault Nissan. Paris), Pedro Martín (Quantum Partners Capital. Munich), Michael DeMarco (K&L Gates. Boston), Fede Membrillera (Delta Partners. Dubai), Rosa Sugrañes (Rosa Gres. Miami), Pol Pla (Apple. Belmont), Nacho Abia (Olympus Corporation of the Americas. Pennsylvania), Óscar Aguer (ILUMNO. Miami), José María Giménez Arnau (Novartis Pharmaceuticals AG. Basel), Alejandro Torroja (Producer. Los Angeles), Andreu Casadella (TomTom Telematics. Mexico City), Fernando Gil de Bernabé (Cisco Systems. Singapore), Gustavo Martínez (Global WPP Client Advisor. New York City), Ignacio Serrat (Nike. Portland), Alexis Roig (GlobalTaixue. Shanghai), Manel Echevarría (Swarovski. Miami), Cristina Ventura (Lane Crawford Joyce Group. Hong Kong), Vicenç Ferrer (Leebow Partners. New York City), Sergio Raventós (Event Planning Knowledge. Gold Coast, AUS), Juan Dedeu (China Consultants - Hong Kong), Hugo Peris (Loop Therapeutics. San Francisco), Carlos Homedes (Nike. São Paulo), Luis Gómez (Smart City Expo World Congress. New York City), Aris de Juan (Clear Channel Outdoor. Miami), Barbara Jäger (BJ Retail Consultant. Berlin), Mery Santaflorientina (Business Consultant. Miami), Roberto Hayer (Reber Law. Zurich), Bartomeu Marí (National Museum of Modern and Contemporary Art of Korea. Seoul), Ferran Escayola (Garrigues. New York City), Ignacio Corbera (Garrigues. London), Mauro Schnaidman (Jafra Cosmetics. Santa Monica), Gerardo Ariño (Letscoaching. Miami), Ignasi Brufau (Novartis. Basel).

## el Periódico

The international talent that has chosen to live and work in Barcelona can offer us a different perspective on the city. That is why every two weeks we interview one of them, so that they can tell us about their experience, the aspects of Barcelona they value the most, the things the city needs to improve and how we can get them more involved in the city.

#### 142 Barcelonians by Choice

##### 19 interviews

Christian Stammkoetter (Font Vella & Lanjarón), Moises Saman (Magnum Agency), Urbano di Gropello (Invest for Children), Virgil Simons (The Prostate Net), Mark Freeman (Institute for Integrated Transitions), Farida Hussain (Elefante Trunk), Dave Darch (Collaborative Forum & This Way Up), Stijn Teeuwen (Lucas Fox), Tony Anagor (LifestyleDMC), Jürgen Salenbacher (executive coach), Bill Knauer (Benjamin Franklin International School), Mac Parish (Crowdcube España), Timo Buetefisch (Cooltra), Henrik Sprengel (Grupo HS3), Rose Chong (Deutsche Bank), Boaz Kogon (Royal Melbourne Institute of Technology), Florian Muek (expert in rhetoric), Cecilia Tham (Makers of Barcelona), Karen Swenson (poet).



## Content creation

### International Talent Monitor

One of Barcelona Global's great challenges, from the outset, has been knowing what the international professionals who live and work in Barcelona think about the city and identifying the obstacles that must be removed for it to be easier to attract them – and even easier to retain them. Through the International Talent Monitor we communicate directly with international talents and take steps to increase their sense of belonging to the city and get them more involved. The findings help us to improve and avoid complacency.

**3 editions:**

**International Talent Monitor 2013**

**International Talent Monitor 2015**

**International Talent Monitor 2017\***

\*Ongoing

**678 participants**

**67 partners**

**284 questions**

**78 nationalities**

Call to action:

- A competitive tax regime to attract investment and talent
- A support programme to welcome international talent
- English as an official language in Barcelona
- A school system that welcomes international families and meets their need for an education in English for their children

**Sabadell**

**DYM**  
MARKET RESEARCH

### Barcelona Global UPDATE

To keep our members up-to-date with what's going on in the city, every two weeks we select thirty news stories which we send out in a newsletter, along with news about the activities of our members.

**82 Global Updates**

**784 addressees**

### Perception Survey

At Barcelona Global we benefit from the more detached view of the International Council members, who tell us how they perceive the city in terms of business-friendliness, talent, quality of life and brand, and help us to understand the image Barcelona conveys to the rest of the world. The survey consists of 24 questions, all of them relating to Barcelona Global's objectives.

**6th edition**

**58 respondents**

### City Talent Index

Everis, with the support of Barcelona Global, has created an index combining 64 major quantitative indicators associated with a city's talent and compares Barcelona's scores with those of 25 top European cities to know where the city really stands. Barcelona is not ranking on we should envision and that is the reason why Barcelona Global is committing itself to make Barcelona a better city for talent.

#### Barcelona's place in the ranking

- 3** Professional development  
Postgraduate education
- 4** Business network
- 8** Quality of life
- 17** R&D investment

**19**

**Barcelona's  
Position**

- 1. Copenhagen**
- 2. London**
- 3. Paris**
- 4. Helsinki**
- 5. Stockholm**

# Hola Barcelona!

Reaching out to internationals who have decided to live and work in Barcelona, drawing them in and getting them involved has been one of Barcelona Global's objectives from the outset. To do that, we support the following activities.

## Hola Barcelona! Pack

Barcelona has a wide range of services, activities and facilities, which Barcelona Global wants to make known and available to the international talent living in our city. Hola Barcelona! Pack is a package of discounts and benefits designed for the association's international members, including **culture, sport, leisure, institutions, transport** and the **media**, in the following institutions:



Ateneu  
Barcelonès



AMICS DELS  
MUSEUS DE  
CATALUNYA

L'AUDITORI



CERCLE D'ECONOMIA



Cercle del Lloger  
1841



Club Natació Barcelona  
PIONERS DE L'ESPORT

cooltra  
The Scooter Company

CSIO  
BARCELONA  
CONSEJO DE TALENTO INTERNACIONAL

el Periódico

Glovo?

Liceu Opera  
Barcelona

LA ROCA  
VILLAGE

LA VANGUARDIA



PALAU DE LA  
MÚSICA  
CATALÀ

MAC  
BA  
MUSEU D'ART CONTEMPORANI  
DE BARCELONA

M<sup>N</sup>AC  
MUSEU NACIONAL  
D'ART DE CATALUNYA

ONE OCEAN CLUB  
BARCELONA

## Hola Barcelona! Cocktail

Barcelona attracts millions of tourists but has not been so good at welcoming the foreign nationals who have decided to live and work in our city. Four years ago, Barcelona Global decided to break the ice: each September, with the collaboration of the City Council, we hold a welcome event, which is attended by more than 1000 people, including 700 internationals of 60 nationalities.

## Hola Barcelona! Dinners

The task of integrate Barcelona's international community has been taken up by our members, who open up their homes and host dinner gatherings to connect internationals with locals and help them build a social network. Since 2014 a total of 70 dinners have been held, with 762 participants, 58% of whom were from outside Spain.

## Barcelona on the Global Map

Each Christmas, taking advantage of the fact that many of the members of our International Council are back in Barcelona for the holiday season, we organise a seminar to debate major issues of concern to the city and explore synergies among the different areas of the association. This session ends with a gathering with the rest of our members.

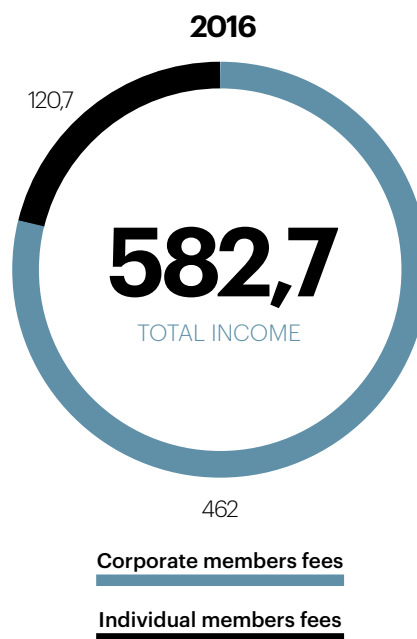
## Other activities

**Cocktail in Banker's Bar.** Guided visit to Fundació Gaspar. **MWC Cocktail and Gaming Experience at Social Point.** Champagne&Tea. **Welcome breakfasts for new members.** Visit to the Liceu and rehearsal of Simon Boccanegra. **Gershwin Festival in the Auditori.** Sant Jordi celebrations in Mandarin Oriental Hotel. **Presentation of TheCreativeNet.** Florian Muek - the global communicator: the experience of public speaking. **Guided visit to the Mies van der Rohe Pavilion.** Barcelona Global closing summer party and presentation of the Bowie - The Session exhibition in the Espronceda gallery. **Visit to the Nautical Cluster.** Jaume Montané exhibition in Movimiento en Blanco.

# Rendering account

We are proud to report that our accounts demonstrate not only our transparency but also our solvency and our capacity to achieve very ambitious goals on a tight budget.

## INCOME



## EXPENSES

2015  
2016

### Human resources



### Administration



### Communications



### Own events



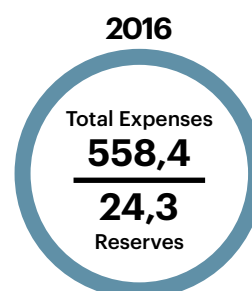
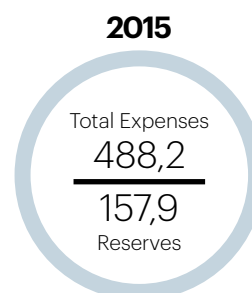
### External Services



### Project Budget



### Miscellaneous





## Governing bodies

**Assembly:** highest governing body, comprising all members.  
Meets annually in July.

**Management Board:** meets every four months.



**Chelo Abarca**  
Amazon



**Ramon Agenjo**  
Fundació Damm



**Albert Agustí**  
Real Club de Tennis  
Barcelona



**Salvador Alemany**  
Abertis



**Antonio Asensio**  
Grupo Zeta



**Bibiana Ballbé**  
TheCreativeNet



**Oriol Barrachina**  
Cushman &  
Wakefield



**Eugènia Bieta**  
ESADE



**Josép Lluís Bonet**  
Freixenet



**Isabel Buesa**  
Endesa



**Jaume Buxó**  
Deloitte



**Alberto Cáceres**  
Clear Channel



**Jordi Camí**  
PRBB



**Artur Carulla**  
Agrolimen



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Naval Engineer  
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Barcelona Institute of  
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**Aleix Valls**  
MWC  
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Turisme de Barcelona  
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Meets monthly



**Gonzalo Rodés**  
ISP Inversiones y  
Servicios Publicitarios  
Chairman



**Pedro Fontana**  
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**Pau Guardans**  
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Cuatrecasas  
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PRBB



**Luis Conde**  
Amrop /  
Seeliger&Conde



**Ignasi Ferrer**  
Ship2B



**Michael Goldenberg**  
Value Retail



**Isaac Marcet**  
PlayGround



**Andreu Mas-Colell**  
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Reig Capital Group



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Naval Engineer



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Mahala Comunicación  
y RR.PP.



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Equipo Singular



**Mateu Llinàs**  
Manifesta



**Roser Tiana**  
Interprofit



**Marcè Ribera**  
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**Mateu Hernandez**  
CEO



**Poppy Grijalbo**  
Networking &  
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**Laura Díaz Roig**  
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**Valeria Andrade**  
Project Manager

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## Individual protector members



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Mahala Comunicaciones  
y RR.PP.



**Luis Bach**  
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**Albert Calzada**  
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**Luis Alfonso  
de Borbón**  
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**Jordi Valls**  
Suez



**Cristina Ventura**  
Lane Crawford  
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## Corporate members



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