

Activity Report

JULY 2016



BARCELONA
GLOBAL

a Citizens' Platform
for Ideas in Motion



BARCELONA GLOBAL

President

Marian Puig

Vice-President

Gonzalo Rodés

Members of the Executive Board

Jordi Camí

Aurora Catà

Joaquim Coello

Luis Comas

Luis Conde

Emilio Cuatrecasas

Pilar De Torres

Pedro Fontana

Michael Goldenberg

Helena Guardans

Maria Reig

Josep Lluís Sanfeliu

Lluís Seguí

Joaquim Serra

Secretary

Enric Picanyol

CEO

Mateu Hernández

BARCELONA GLOBAL
Activity Report 2016

Our Mission.

*To actively contribute to making
Barcelona one of the best cities in the
world for attracting talent and
developing economic activity.*

Make it happen!

Our Values.

Social responsibility.

BARCELONA GLOBAL believes that companies and individuals that live and work in Barcelona have to work together to enable it to progress.

Being civic and independent.

BARCELONA GLOBAL does not have any political affiliations and its work programme is completely independent of any political party. The political persuasions of its partners do not have any impact on the association.

Being geared toward action.

BARCELONA GLOBAL believes that the primary value of its activities lies in making its projects effective and implementing them in a timely manner under the founding motto: "Make it Happen".

Opening up the economy.

BARCELONA GLOBAL shares the idea of making Barcelona a cosmopolitan, tolerant, prosperous and responsible city.

Group initiatives.

Initiatives and decisions regarding BARCELONA GLOBAL'S projects are determined by its partners.

Public-private partnership.

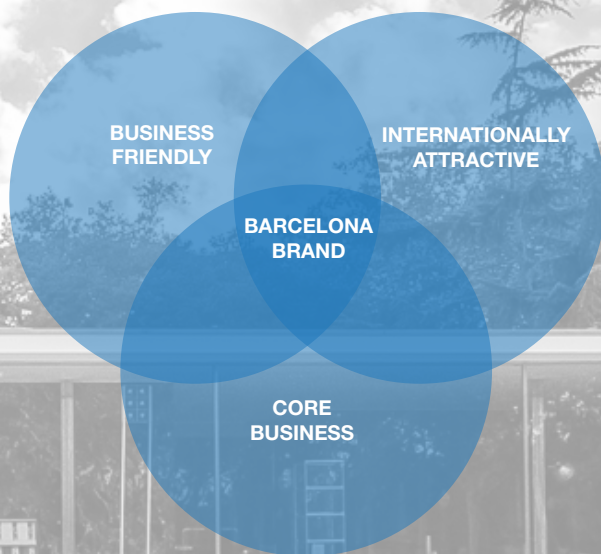
BARCELONA GLOBAL believes that public-private partnership models, in their various forms, are a useful tool for developing and providing services of public interest and achieving long-term, strategic objectives.

Having a cross-cutting approach.

BARCELONA GLOBAL believes that cross-cutting communication among different sectors and groups of people or companies provides great opportunities for progress.

Courses of Action.

BARCELONA GLOBAL



- ✓ **Business Friendly:** Improving the conditions of our economic ecosystem and facilitating the development of economic and professional activity.
- ✓ **Internationally Attractive:** Action aimed at attracting and welcoming talented professionals and enabling them to integrate more easily into the city.
- ✓ **Core Business:** Initiatives aimed at stimulating the areas of economic activity that generate the most employment or value, developing plans to improve competitiveness to enable them to feature among the 10 most influential in the world.
- ✓ **Barcelona Brand:** Promoting Barcelona's image as a world-class city in the fields of business, research, education, professional excellence and creation of employment.

Our Members.

As at **July 2016**, we have:

605

members

488

individual basic
members

15

individual protective
members

69

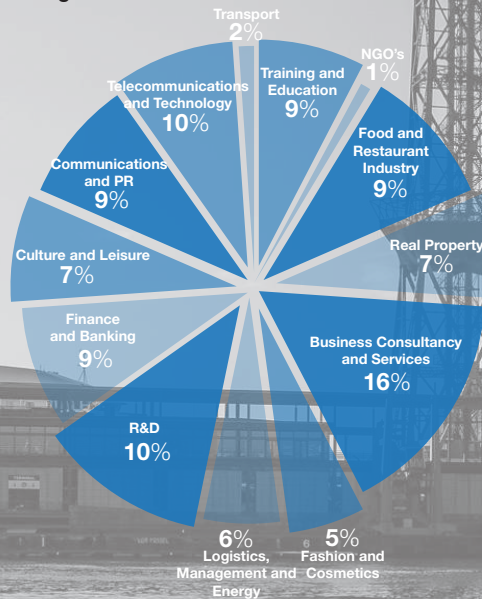
corporate
partners

33

protective corporate
partners

Cross-cutting Approach.

Corporate Partners
according to sector:



18%

of our partners are from abroad

11
research
institutions

10
academic
institutions

75
companies

7
start-ups

15
different
economic
sectors

Barcelona Global Accounts.

Figures in € thousands

Financing

100%
private

100%
independent

| Income | 2015 | 2016 |
|-------------------------|--------------|--------------|
| Corporate members fees | 454 | 462 |
| Individual members fees | 108,6 | 120,7 |
| Other income | 83,5 | - |
| Total Income | 646,1 | 582,7 |

| Expenses | 2015 | 2016 |
|-----------------------|--------------|--------------|
| Human resources | 168,3 | 210,4 |
| Administration | 105,1 | 115,1 |
| Communications | 48,4 | 48,9 |
| Own events | 63 | 67 |
| External services | 45,5 | 42 |
| Projects budget | 46,6 | 75 |
| Total Expenses | 476,9 | 558,4 |
| Reserves | 169,2 | 24,3 |

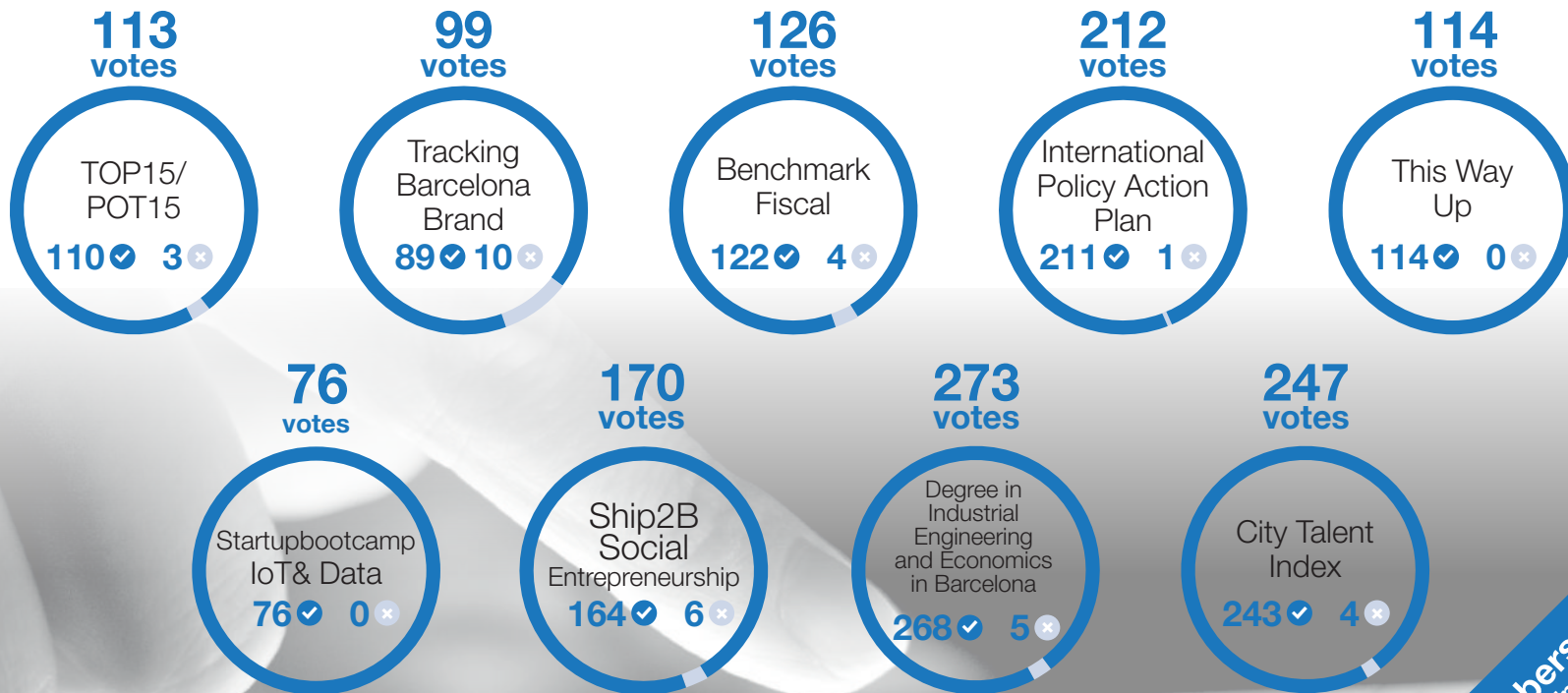
OUR PROJECTS



Participation.

✓ All projects are approved by our members' votes.

Projects approved 2014-2016



Ongoing Projects.

Approval: 2016



Degree in Industrial Engineering and Economics in Barcelona

Promoter:

Joaquim Coello

Project Aim:

To 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. This degree aims to train professionals in the fields of industrial engineering and the economy with business involvement, a global perspective and a focus on contributing to the economic competitiveness of the city.

Approval: 2015



International Talent Monitor 2015

Promoter:

Gonzalo Rodés
(GBS Finanzas)

Project Aim:

To conduct a biannual survey aimed at people from abroad who are resident in Barcelona, which will help to make the city more internationally attractive, along with improving how they are welcomed and conditions relating to investment activity and business.

Approval: 2015



Startupbootcamp IoT& Data

Promoter:

Ángel García

Project Aim:

To promote entrepreneurship as a stimulus for innovation and as a key factor in developing Barcelona's economy and business community, offering Barcelona Global members the opportunity to take part as mentors in one of the most successful Internet of Things programmes in Europe.

Approval: 2015



Ship2B Social Entrepreneurship

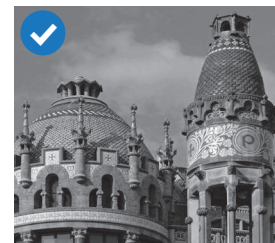
Promoter:

Xavier Pont
(Ship2B Foundation)

Project Aim:

To promote Barcelona as a social entrepreneurship hub, providing support to social entrepreneurs and creating an ecosystem that fosters the generation of business linked to social initiatives.

Approval: 2015



International Policy Sector Action Plan

Promoters:

Mark Freeman (IFIT)
& Annamie Paul

Project Aim:

To attract international policy sector organisations in Barcelona with sufficient incentives to create the critical mass necessary for turning the city into a globally-recognised reference point for international policy.

Ongoing Projects.

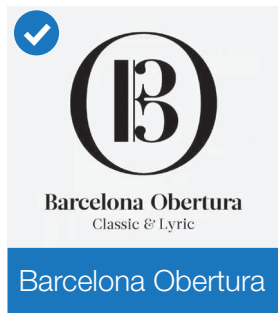
Approval: 2014



Promoter:
Poppy Grijalbo

Project Aim:
To open up civil society to the community of overseas professionals who live in Barcelona.

Approval: 2014



Promoters:
Ramón Agenjo (President),
Víctor Medem (Coordinator),
Roger Guasch (Gran Teatre del Liceu), Josep Maria Prat (Ibercamera), Valentí Oviedo (L'Auditori), Joan Oller (Palau de la Música Catalana),
Tilman Solé i Pablo Juncadella (Mucho)

Project Aim:
To put Barcelona's classical music events on the world map through a joint brand, identifying the key moments of the season and encouraging institutions to work together.

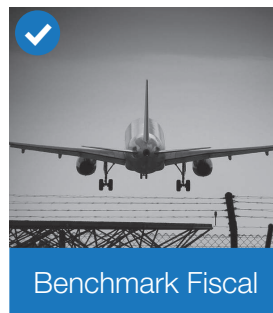
Approval: 2014



Promoter:
Dave Darsch
(CEO - Collaborative Forum)

Project Aim:
To make Barcelona the European entrepreneurship capital by attracting over 250 international CEOs of high-growth companies to the city, who will change Europe's entrepreneurial ecosystem in the future.

Approval: 2014

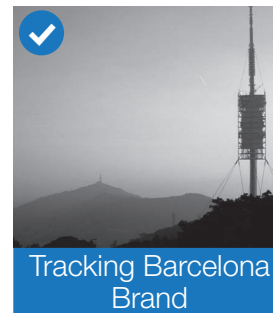


Promoter:
Gonzalo Rodés
(GBS Finanzas)

In partnership with:
Garrigues, Roca Junyent, Gómez Acebo & Pombo, Deloitte, Ernst & Young, Cuatrecasas

Project Aim:
To create an international comparative analysis of the tax burden borne by different profiles of professionals, investors, researchers and entrepreneurs who work in Barcelona and prepare a proposal for improvement.

Approval: 2014

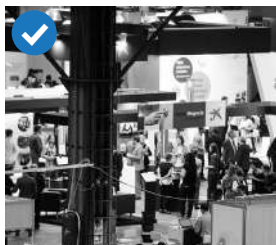


Promoters:
Raimon Miret (Accenture) i
Belén Villasante (Accenture)

Project Aim:
To assess and monitor reactions, comments and opinions regarding the Barcelona brand in digital media.

Ongoing Projects.

Approval: 2014



TOP15/POT15

Promoters:

Pedro Fontana (AREAS),
Júlia Prats (IESE)
Mark Martí (Urdaneta Capital)
Josep L. Sanfeliu
(YSIOS Capital)

Project Aim:

To identify the global, market-leading companies in the Barcelona area.

Approval: 2014



Barcelona and
its Future

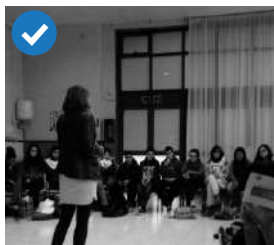
Promoter:

Emilio Cuatrecasas
(Cuatrecasas, Gonçalves
Pereira)

Project Aim:

To create a common vision for a Barcelona of the future, bringing together the whole of civil society in order to achieve it.

Approval: 2013



Schools and
Business

Promoters:

Joaquim Boixareu (IRESTAL)
i FemCat

Project Aim:

To bring the world of business into Barcelona schools by means of talks and meetings with students, with a view to promoting values such as entrepreneurship and the culture of work.

Approval: 2012



Barcelona Global
International Council

Promoter:

Luis Conde (SyC)

Project Aim:

To promote a network of professionals holding high-ranking positions outside Spain so that they can act as representatives and promoters of the Barcelona brand and contribute to attracting business opportunities for the city.

Approval: 2012



Barcelona Brand

Promoter:

Marian Puig (ISDIN)

Project Aim:

To create an agency for the promotion, protection and management of the Barcelona brand.

International Council.



71

high-ranking
professionals

36

cities

2

economic missions

New York (2013)
Miami (2014)

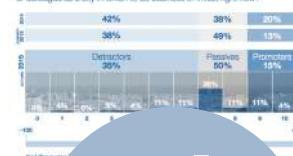


Section 4: Perception of Brand



Net Promoter Score

How likely is it that you would recommend Barcelona to a friend or colleague as a city in which to do business or invest right now?



3rd

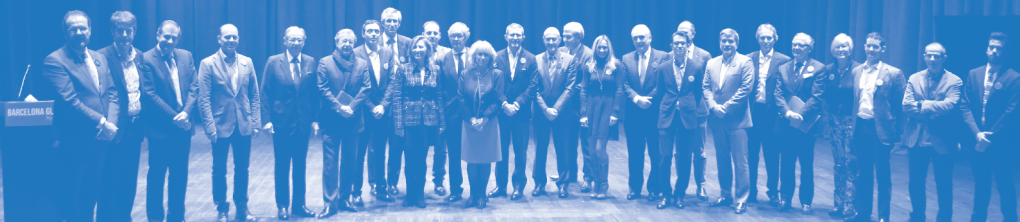
Barcelona on
the global map
seminary

5th

International
Council Perception
Survey

Aim: To create a network of prestigious professionals who live abroad so that they can promote the Barcelona brand, and through their influence, attract talent and develop business.

Led by: Luis Conde (Seeliger & Conde)



International Talent: focused on barcelonian by choice

INTERNATIONAL TALENT MONITOR JUNE 2015

www.internationaltalentmonitor.com

Aim: To get a better understanding of the needs and perceptions of the international professionals living and working in Barcelona in order to improve their sense of belonging and involvement here in Barcelona.

2nd Barcelona Global International Talent Monitor

678
participants

67
partners

284
questions

78
nationalities

Call to action:

- A competitive taxation to attract investment and talent
- A support program to welcome international talent
- English to be declared an official language in Barcelona
- A school system open to internationals and adapted to their need to have access to an education in English for their children.

With the support of:

B Sabadell



BARCELONA GLOBAL
Activity Report 2016

HOLA BARCELONA

3rd Hola Barcelona! Cocktail

Hola Barcelona dinners

3

Hola Barcelona!
Cocktail Events

61

nationalities

1.200

participants

62

Hola Barcelona
Dinners

700

participants

57,7%

international
professionals

Welcom Pack

In order to facilitate connection with Barcelona's civil society we provide a welcome pack only for Barcelona Global international members which offers advantages and benefits at the following institutions.



Liceu Opera
Barcelona

Ateneu Barcelonès
ABCDEFGHIJK
LMNOPQRSTU
VWXYZ 80

iber:Camera

CONCEJO DE ECONOMIA

LAUDITORI



LA ROCA
VILLAGE



ORFEO
CLUB

Club Natació Barcelona

PALAU DE LA
MUSICA
ORFEO
CATALA

CSIO

Real Club de Tennis Barcelona 1899

BARCELONA GLOBAL
Activity Report 2016

International Talent: focused on barcelonian by choice

BENCHMARK FISCAL

Aim: To create a comparison of the tax burden borne by international professionals with different profiles in 8 global cities that compete with Barcelona in terms of attracting and retaining international talent.

An initiative by: Gonzalo Rodés (GBS Finanzas)
Coordinated by: Albert Collado (Garrigues)

6

prestigious firms
collaborating

4

professional
profiles

8

global cities

800

interviews for an
opinion study
in Barcelona

Profiles:

Top-level multinational managers, international consultants, investors, researchers.

Cities:

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

CUATRECASAS.
GONÇALVES PEREIRA

Deloitte.

EY
Building a better
working world

GARRIGUES

GÓMEZ-ACEBO & POMBO

ROCA JUNYENT

IESE
Business School
University of Navarra

INTERVIEWS IN EL PERIODICO

Interviews with international professionals who have chosen to live and work in Barcelona and who, thanks to their experience, can offer another perspective of the city.

109
members
from abroad

7
Interviews in
El Periodico



Volunteering.

Schools and Business (in partnership with FEMCAT)

Aim: To bring the world of business into Barcelona schools by means of talks and meetings with students, with a view to promoting values such as entrepreneurship and the culture of work. 25 volunteers and 63 classes given during the 2015-2016 academic year.

Promoter: Joaquim Boixareu



Startupbootcamp IoT& Data

Aim: To promote entrepreneurship as a stimulus for innovation and as a key factor for the progress of Barcelona's economy and business community. To position Barcelona as an international capital for entrepreneurship & high-growth companies, creating fundamental fields of research in the areas of entrepreneurship and innovation including the Internet of Things, Mobile technology, and Smart Cities.

Promoter: Àngel García



Ship2B Social Entrepreneurship

Aim: To promote Barcelona as a social entrepreneurship hub, providing support to social entrepreneurs and creating an ecosystem that fosters the generation of business linked to social initiatives.

Promoter: Xavier Pont



BARCELONA GLOBAL
Activity Report 2016



Barcelona Research.

2

Research Routes
2014 and 2015

41

Participants



BARCELONA GLOBAL
Activity Report 2016

Barcelona Global Update.

Aim: Bimonthly Newsletter looking at Barcelona's potential to attract talent and develop business.

Sections:

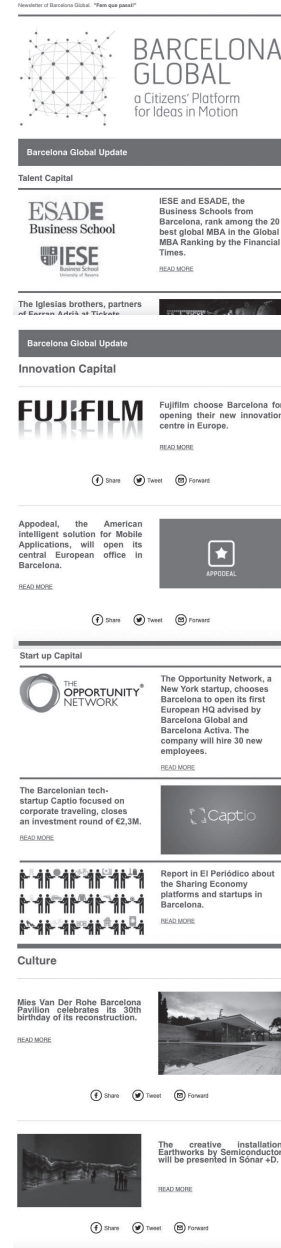
Talent Capital
Startup Capital
Investment Capital
Mobile World Capital
Real Estate Capital
Fashion & Design Capital
Connection Capital
Conventions Capital
About our members
Invitations
Innovation Capital
Sports Capital
Culture Capital
Retail Capital
Research
Social Investment Capital (powered by Ship2B)
Smart City Capital
Tourism Capital

20
Global Updates

778
Recipients

BARCELONA GLOBAL
Activity Report 2016

- 22 -



Barcelona Global in the media.

111

media
appearances

69.617

visits to
the website

3.321

followers
@barcelonaglobal



282

Linkedin
followers



42

articles by
our members
in La Vanguardia
and El Periódico

Barcelona Global Challenges.

Aim: To openly identify key challenges faced by the city in terms of economic competitiveness, with input from partners of the association and other professionals and companies committed to Barcelona.

Excellence in Further Education JUNE 2015

Objective: During 3 sessions, the participants will debate how to boost excellence in higher education in Barcelona and how to place our universities at the top of the global ranking.

Promoter: Joaquim Coello

69 participants

Conclusions:

To 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.

Mobile World Capital MARCH 2016

Objective: During 3 sessions, the participants will work to identify transformative, high-impact projects in order to help Barcelona become a reference for the mobile industry and be labelled as the Mobile World Capital.

Promoter: Pilar de Torres

60 participants

Conclusion:

3 new projects to develop: Mobile Business Gate, Open Mobile Lab and Barcelona Mobile Campus.





Our Activities.

- ✓ Cocktail event at Bankers
- ✓ Guided visit to Fundació Gaspar
- ✓ MWC Cocktail and Gaming Experience at Social Point
- ✓ Champagne&Tea
- ✓ New Members Welcom Breakfast
- ✓ Tour around the inside of the Liceu and the rehearsal of Simon Boccanegra
- ✓ Gershwin Festival at L'Auditori
- ✓ The Sant Jordi experience for international talent at the Mandarin Oriental
- ✓ TheCreativeNet presentation
- ✓ Florian Mueck - the global communicator: a public speaking experience





Executive Board.

President



Marian Puig
ISDIN

Vice-President



Gonzalo Rodés
GBS Finanzas

Secretary



Enric Picanyol
Cuatrecasas
Gonçalves Pereira

CEO



Mateu Hernández
Barcelona Global's
CEO

Members of the Executive Board



Jordi Camí
PRBB



Aurora Catà
Seeliger & Conde



Joaquim Coello
Ingeniero industrial



Luis Comas
SEAT



Luis Conde
Seeliger & Conde



Emilio Cuatrecasas
Cuatrecasas
Gonçalves Pereira



Pilar de Torres
Economist



Pedro Fontana
AREAS



Michael Goldenberg
Value Retail



Helena Guardans
Sellbytel



Maria Reig
Reig Capital Group



Josep Lluís Sanfeliu
YSIOS Capital



Lluís Seguí
Miura Private Equity



Joaquín Serra
Natura Bissé

Board of Directors.



Ramón Agenjo
Grupo Damm



Albert Agustí
Real Club Tennis
Barcelona



Salvador Alemany
ABERTIS



Pedro Alonso
IS-GLOBAL



Antonio Asensio
Grupo Zeta



Oriol Barrachina
Cushman &
Wakefield



Lluís Bassat
Bassat & Ogilvy



Juan Carlos Beloso
Future Places



Anna Maria Birulés
ABS



Josep Lluís Bonet
Freixenet



Jaume Buxó
Deloitte



Alberto Cáceres
Clear Channel



Jordi Camí
PRBB



Jordi William Carnes
Turisme de
Barcelona



Artur Carulla
Agrolimen



Aurora Catà
Seeliger & Conde



Joaquim Coello
Ingeniero industrial



Luis Comas
SEAT

Board of Directors.



Luis Conde
Seeliger & Conde



Agustí Cordon
Grupo Zeta



Emilio Cuatrecasas
Cuatrecasas
Gonçalves Pereira



Antonio De Lacy
Hospital Clínic



Pilar de Torres
Economist



Alfredo Eguiaray
EY



Silvia Estivill
Vueling



Kim Faura
Telefónica



Pedro Fontana
AREAS



Ildefonso García Serena
GRM Consultoria



Carlos Godó
Grupo Godó



Michael Michael Goldenberg
Value Retail



Ainhoa Grandes
MACBA Foundation



Helena Guardans
Sellbytel



Fritz Hoderlein
Everis



Juan Maria Jurado
IT NOW!



David Madi
Endesa



Josep Martínez Vila
SABA

Board of Directors.



**Arturo
Mas-Sardà**
Port Aventura



Angel Mesado
Airbnb



Raimon Miret
Accenture



Tomás Muniesa
La Caixa



Julia Prats
IESE



Marian Puig
ISDIN



Maria Reig
Reig Capital Group



Ricard Robles
SONAR



Gonzalo Rodés
GBS Finanzas



Joan Rodés
Fundació Clínic



Pablo Sagnier
Egon Zehnder



**Josep Lluís
Sanfeliu**
YSIOS Capital



Lluís Seguí
Miura Private Equity



Joaquín Serra
Natura Bissé



Carles Ventura
Banc de Sabadell



Miguel Vicente
Antai Business
Angels

Communications Committee.

President



Mahala Alzamora
Mahala Comunicación
y Relaciones Públicas

Committee Members:



Paco Caro
Equipo Singular



Roser Tiana
Interprofit



Mercè Ribera
Atrevia



Our Team.

BARCELONA GLOBAL



CEO

Mateu Hernández

mateu.hernandez@barcelonaglobal.org



Networking & Engagement Director

Poppy Grijalbo

poppy.grijalbo@barcelonaglobal.org



Communication Director

Laura Diaz Roig

laura.diaz@barcelonaglobal.org



Executive Assistant

Gemma Ardèvol

administration@barcelonaglobal.org



Project Manager

Valeria Andrade

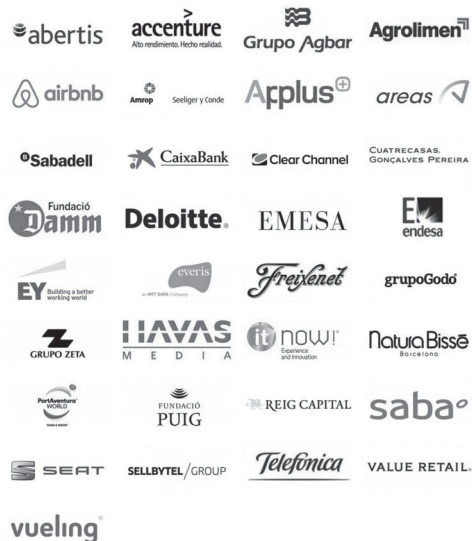
valeria.andrade@barcelonaglobal.org

BARCELONA GLOBAL

*Over 600 professionals
committed to Barcelona*

Corporate Partners July 2016

Protective Corporate Partners



Corporate Partners





BARCELONA
GLOBAL

a Citizens' Platform
for Ideas in Motion

Make it happen!

Diagonal 579
Barcelona, 08014
+34 936 761 250

barcelonaglobal@barcelonaglobal.org
www.barcelonaglobal.org
[@barcelonaglobal](https://twitter.com/barcelonaglobal)