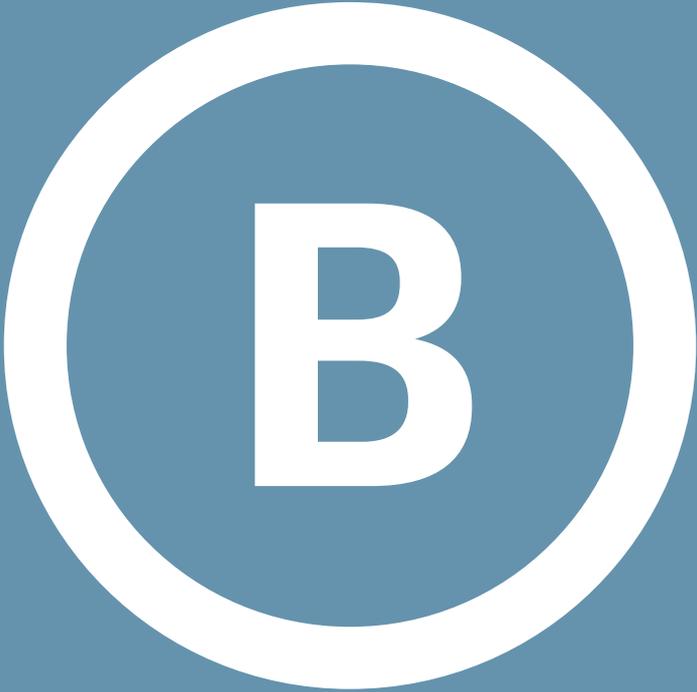


Barcelona Global Activity Report

July 2017



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

45 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, , Deloitte, Emesa, Endesa, Esteve, Everis, EY, Freixenet, Fira de Barcelona, Fundació Damm, Fundació Puig, Grupo Corporativo Landon, Grupo Godó, Grupo Julià, Grupo Planeta, Grupo Zeta, Havas Media, ISP Inversiones y Servicios Publicitarios, ITnow, Natura Bissé, Penguin Random House, Port Aventura, PwC, Reig Capital Group, Saba, Seat, Sellbytel, Sorigué, Telefónica España, Value Retail and Vueling.

73 CORPORATE MEMBERS

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

11 Research Centres

Barcelona Supercomputing Center (BSC-CNS), Center for Genomic Regulation (CRG), Institut Català de Nanociència i Nanotecnologia (ICN2), Institute for Research in Biomedicine Barcelona (IRBB), Institute of Bioengineering of Catalonia (IBEC), Institute of Photonic Sciences (ICFO), ISGlobal, Nanonica, Parc de Recerca Biomèdica Barcelona (PRBB), Vall d'Hebron Institut d'Oncologia (VHIO) and Vall d'Hebron Institut de Recerca (VHIR).

12 Academic Institutions

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

5 Start-ups

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

41 Companies

&Rosàs, Advanced Leisure Services, Aguirre Newman, Alta Life Sciences, Arcano, Atlàntida Viatges, Atrèvia, Billy Performance Network, Black Toro Capital, BRU & BRU, Catenon Iberia, CBRE, Cellnex Telecom, Cushman & Wakefield, Edelman, eMascaró, EPSON, Eurofragrance, GFT IT Consulting, Gómez-Acebo & Pombo, Grant Thornton, Gravient, Grup Focus, HCC, INLEA, KREAB, Live Nation, Lucas Fox, Mandarin Oriental Barcelona, Marina Vela, Miura Private Equite, Mucho, OneCoWork, One Ocen Club, Quadpack Group, Renta Corporación, Román y Asociados, Sunco, Torelló, Urgo Medical, World Trade Center Barcelona.

4 Institutions

Associació d'Apartaments Turístics de Barcelona (Apartur), 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.



10 INDIVIDUAL PROTECTOR MEMBERS

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

583 INDIVIDUAL MEMBERS

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

75 members who live outside of Spain and take part in Barcelona Global through our **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 promote and lead projects that will make Barcelona a magnet for talent and economic activity

- Barcelona Engineering and Economic Studies
- Talent Gate
- Benchmark fiscal
- Barcelona Obertura
- Barcelona brand agency
- Barcelona X Science
- Emparejados

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

- International Policy Hub
- Barcelona Mobile Campus
- Impact.Barcelona
- Leading Program
- European Medicines Agency

3. 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!

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

Impact.Barcelona

237 votes: **220 yes** / 5 no / 12 abstentions

Leading Program

280 votes: **268 yes** / 5 no / 7 abstentions

Emparejados

330 votes: **305 yes** / 7 no / 18 abstentions

1. 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



Universitat
Pompeu Fabra
Barcelona



UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH



Talent Gate

For Barcelona to become a global research hub it needs an office – such as the one already existing in 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) and Josep Lluís Sanfeliu (Ysios Capital)
Coordinators: Susana Tintoré (Talent Gate)

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 and researchers.

8 global cities:

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

Deloitte.



Building a better working world



GARRIGUES

GÓMEZ-ACEBO & POMBO

ROCA JUNYENT



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.

5 Press-trip: 14-15 December 2015 / 14-16 April 2016 / 26-28 January 2017 10-13 March 2017 / 20-23 May 2017-06-20

15 specialised international journalists.

26 appearances in the local and international press.

Inspired by: Maria Reig (Reig Capital Group)

President: Ramon Agenjo (Fundació Damm)

Coordinator: Víctor Medem

Image design: Tilman Solé and Pablo Juncadella (Mucho)

An initiative of:

Liceu  **Opera Barcelona**

L'AUDITORI



Promoted by:



Barcelona Global

With the support of:

Barcelona Turisme



Generalitat de Catalunya
Agència Catalana de Turisme

In collaboration with:

iber:Camera

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 the 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)**

Barcelona X Science

Barcelona is pushing further science frontiers -leading scientific research worldwide thanks to some of the top research groups based in the city. This is a unique asset for Barcelona as a city of talent. With Barcelona X Science we want to share this reality with key opinion leaders, -influential people who can become multipliers due to their responsibility, fame, access to media and decision-making ability-, and furthermore the whole city and the world.

**An initiative of:
Jordi Camí (Fundació Pasqual Maragall),
Josep Maria Piera (SCPF), Bibiana Ballbè
(TheCreativeNet)
Coordinated by:
Alfons Cornella (Infonomia)**

Emparejados

Barcelona Research Centers hire some of the best researchers, competing with top centers around the world. To better attract the top talent to the city, there exists a crucial issue that needs addressing, to help find jobs for the partners of researchers. Barcelona Global, together with Research Centers in Barcelona have created the program Emparejados, a project that supports the work placement for partners of international senior investigators who have settled in Barcelona.

The program offers partners an employment opportunity in Barcelona and the opportunity to create a network to find employment.

This project requires the active involvement of Barcelona Global members to help the researcher's partner in creating opportunities, networking and employability for which a directory of volunteers will be created.

Implementer: Arancha Ruiz

Emparejados[®]



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 Hub

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

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

Barcelona Mobile Campus

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

Promoter: Aleix Valls (MWC)

Impact.Barcelona

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.

Promoter: Alexandre Díaz (Impact.Barcelona)

Leading Barcelona

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

Promoters: Pol Pau Garrido and Marc Perea (BCNMoments)

European Medicines Agency

We want Barcelona to host the European Medicines Agency and that is why Barcelona Global is coordinating the support of the civil society as an important asset to show to Europe an image of consensus and strength.

3. We mobilise our members

Our more than 700 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

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

Research and Knowledge

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

Tourism

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

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

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 scenarios 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 place 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), Carlos 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

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 enable 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)

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 Hotels), Ángel Díaz (Ad Leisure), Arturo Mas-Sardá (Port Aventura), Marian Muro (Grupo Julià) and Roger Guasch (Gran Teatre del Liceu)
Coordinator: Ángel Díaz (Advanced Leisure)

Culture

Barcelona's culture is known to have a global magnitude: its heritage and cultural offer, the creativity of its innovators and personnel and the added value of its cultural industry can be recognized worldwide. But despite all the factors the city has in this sector, Barcelona is not yet considered a cultural hub, neither for creativity nor for art lovers. It is essential that Barcelona takes advantage of its potential and its culture in order to better perform and be identified as a city of both culture and creativity.

Mission: to prioritize culture as one of the key areas of development for Barcelona.

Objective of Barcelona Global: To take advantage of the potential that Barcelona has by setting an agenda and prioritizing actions, driven by all cultural agents, to promote culture as a strategic axis for the future of the city.

Implementers: Joan Abellà (Casa Vicens), Bibiana Ballbé (TheCreativeNet), Núria Cabutí (Penguin Random House), Carlos Durán (Galeria Senda), Miquel Molina (La Vanguardia), Alex Nogueras (Nogueras Blanchard), Clara Pastor (Editorial Elba), Ricard Robles (Sónar), Valentí Roma (La Virreina Centre de la Imatge), Pepe Serra (MNAC), Henrik Sprengel (Grupo HS3), Holger Sprengel (Grupo HS3), Ana Vallés (Fundació Sorigué)

Social Impact

Barcelona requires the promotion of initiatives that not only illustrate the success of the city in terms of urbanism, innovation and competitiveness, but also in order to face challenges such as inequality and social inclusion.

Improving education, work sustainability, the integration of those with the highest level of difficulties in society, helping the younger generation find employment and their independence are some of the key challenges we face as a city attempting to attract investment, entrepreneurs, research and tourism.

Barcelona Global must not be unacquainted with these realities but should also define challenges and actions that need development in the field of social inclusion.

Mission: To make Barcelona leader in impact investment programs and social entrepreneurship.

Objective of Barcelona Global: To accompany through the development process of social impact projects and contribute to generating synergies necessary to make this objective real.

Implementers: Josep Maria Coll (CIDOB), Ignasi Ferrer (Ship2B), Alexandra Mitjans (Ashoka Catalunya), Pau Pérez de Acha (Sogeviso), Elena Pons (MCE Social Capital), Xavier Pont (Ship2B), Gonzalo Rodés (Barcelona Global), Jean Claude Rodríguez-Ferrera (Puddle), Lluís Seguí (Miura Private Equity), Alfred Vernis (ESADE)

Activities with members

Meetings

Working sessions

Excellence in Higher Education (June 2015)

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: 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.

Promoter: Joaquim Coello
69 participants

Mobile World Capital (March 2016)

Barcelona has been home to the 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: to develop the Barcelona Mobile Campus.

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

FinTech (January 2017)

In the last years, Barcelona has become an European hub for start-ups. However, it isn't still considered a pre-eminent city for FinTech companies to settle down. With the collaboration of the Barcelona Centre Financer Europeu, the Asociación de Empresas Financieras y Tecnológicas de España and the Liga Europea de Cooperación Económica, during three sessions, the participants worked to identify the different factors we must develop in the city to have a role in the global scenario of the FinTech sector.

Promoters and implementers:

Alain Enault (Efma)

Philippe Gelis (Asociación de Empresas Financieras y Tecnológicas de España)

Francesc Homs (Liga Europea de Cooperación Económica)

Antoni Massanell (Barcelona Centre Financer Europeu)

Enric Picanyol (Cuatrecasas)
63 participants

Project Day

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

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

School 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 the 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 gathers international interest. To respond to that interest, we have built a network of top professionals living in the world's leading cities who have strong ties with Barcelona and a commitment to its future.

2 economic missions:

New York (2013). Miami (2014)

Roles:

- To act as ambassadors for the city
- To detect business opportunities for Barcelona and new practices that could be applied in the city
- To offer their views on the city's key indicators



Basel (2) Belmont (1) Berlin (1) Bethlehem (1) Bogotá (1) Boston (3) Brussels (1) Chicago (2) Denver (1) Dubai (3) Gold Coast (1) Gütersloh (1) Hong Kong (2) Lausanne (2) London (8) Los Angeles (4) Luxembourg (2) Mexico City (2) Miami (9) Monaco (1) Montreal (1) Moscow (1) Munich (1) New York (5) Paris (3) Portland (1) Rochester (1) San Francisco (2) San Juan (1) São Paulo (1) Seoul (1) Shanghai (1) Singapore (1) Stanford (1) Vevey (1) Zurich (4)

Articles

LA VANGUARDIA

The members of the International Council, from their respective 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.

60 articles written by:

Lluís Cantarell (Nestlé. Lausanne), Gema Olivar (PwC. Zurich), Xavier Frigola (Mayo Clinic Business Accelerator. Rochester), Fernando Aleu (Queen Sofía Spanish 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 Sagrañes (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 Casadellà (TomTom Telematics. Mexico City), Fernando Gil de Bernabé (Cisco Systems. Singapore), Gustavo Martínez (WPP. 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), 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 Santaflorentina (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), Greg Clark (The Business of Cities. London), Pedro Martín (Quantum Capital Partners. Munich), Vicente Guallart (Shukhov Lab for Prototyping Futures Cities. Moscow), Esther Lanaspá (Lanaspá Conseil. Montreal), Anna Fabra (Cultural Manager. Los Angeles)

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.

138 Barcelonians by Choice

30 interviews to:

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), Gabriele Shiavon (La Granja), Karine Heckmann (3PGallery), Tim Eaves (Quadpack), Cecile Adam (Blazaar.com), Olessya Assimova (Indeed), Sylvain Boy (Catenon), Jozef Jansen (UC Capital), Fergus Dunn (Ironman), Carine Lebecque (International Talent Monitor / Ambar), John Stone (Universitat de Barcelona), Jessika Klingsport (The Muro Lab / Performance Barcelona)

«Muchas pymes de BCN buscan expandirse»

JOZEF JANSEN UC Capital, asesoría e inversión

MIRSA YUONI BARCELONA. Jozef Jansen, holandés, reside con su mujer y dos hijos en Barcelona desde hace ocho años. Ha vivido en Suiza y Austria, y en Nueva York y Boston. Vio por primera vez en 1998, se quedó prendado de la ciudad y buscó la forma de regresar. Tras trabajar en General Electric y vivir en Los Angeles y Londres, volvió. Del largo proceso nació la idea de crear su propia empresa de asesoría e inversión: UC Capital, que ofrece más de 40 servicios a pymes y oficinas más en Bangalore y Turín.

«Por qué escogió Barcelona? Cuando me decidí, había un boom económico, a pesar de la crisis financiera. Me gustó el optimismo, el entusiasmo y el dinamismo de la gente, lo que me da una calidad de vida diferente de lo que yo había conocido. El clima también ayudó, claro. Aquí,

Barcelona Global logo and contact information.

«BCN es la ciudad del diseño, sin dormirse»

GABRIELE SCHIAVON Director creativo de La Granja

L.A. Gabriele Schiavon es un diseñador de moda italiano que vive en Barcelona desde hace 15 años. Su empresa, La Granja, es una de las más importantes del sector del diseño de moda en España. Schiavon destaca por su creatividad y su capacidad para innovar en el mundo del diseño.

«El avance en I+D es poco conocido»

BOAZ KOGON Responsable de Innovación en Europa de la universidad australiana RMIT

BOAZ KOGON es un experto en innovación y gestión de proyectos. Actualmente es responsable de Innovación y Engagement en Europa para Royal Melbourne Institute of Technology (RMIT), una universidad australiana de dimensión global con sede europea en Barcelona. Aunque hasta hace pocos meses se centraba en el último ciclo de su carrera profesional, Kogon ha estado involucrado en proyectos de innovación y desarrollo de productos en su empresa.

«Cuidemos lo que solo BCN tiene»

KARINE HECKMAN Fundadora de 3Q Agency

L.D. Karine Heckman, 33 años, es una emprendedora francesa que vive en Barcelona desde hace 10 años. Su empresa, 3Q Agency, se dedica a la consultoría de marketing y comunicación. Heckman destaca por su capacidad para innovar en el mundo del marketing y su capacidad para atraer talento internacional.

«BCN tiene potencial para atraer talento»

SYLVAIN BOY Directivo de la multinacional Catson

Sylvain Boy es un ejecutivo francés que vive en Barcelona desde hace 10 años. Actualmente es un alto cargo en Catson, una multinacional que opera en el sector de la energía. Boy destaca por su capacidad para atraer talento internacional y su capacidad para innovar en el mundo de la energía.

«Is not only about me»

CÉCILE ADAM Fundadora de Blazar.com

Cécile Adam es una emprendedora francesa que vive en Barcelona desde hace 10 años. Su empresa, Blazar.com, es una plataforma de moda que conecta a diseñadores independientes con compradores. Adam destaca por su capacidad para innovar en el mundo de la moda y su capacidad para atraer talento internacional.

Transferir más ciencia, el reto de Barcelona

Barcelona es una ciudad que ha logrado atraer talento internacional y convertirse en un hub de innovación. Sin embargo, uno de los retos más importantes es transferir más ciencia y tecnología a la industria local. Esto requiere de una mayor colaboración entre el sector académico y el empresarial.

International Alumni: barceloneses por formación

Barcelona es una ciudad que atrae a muchos estudiantes internacionales. Muchos de ellos se quedan en la ciudad después de haber completado sus estudios. Esto ha creado una comunidad de profesionales internacionales que contribuyen al desarrollo de la ciudad.

«El avance en I+D es poco conocido»

BOAZ KOGON Responsable de Innovación en Europa de la universidad australiana RMIT

BOAZ KOGON es un experto en innovación y gestión de proyectos. Actualmente es responsable de Innovación y Engagement en Europa para Royal Melbourne Institute of Technology (RMIT), una universidad australiana de dimensión global con sede europea en Barcelona. Aunque hasta hace pocos meses se centraba en el último ciclo de su carrera profesional, Kogon ha estado involucrado en proyectos de innovación y desarrollo de productos en su empresa.

«La contaminación y el tráfico me preocupan»

TIMO BUETEFSCH CEO de Cooltra

Timo Bueftesch es el CEO de Cooltra, una empresa que ofrece servicios de movilidad compartida. Bueftesch destaca por su capacidad para innovar en el mundo de la movilidad y su capacidad para atraer talento internacional.

Innovación e inversión en el transporte público

Barcelona está experimentando un crecimiento significativo en el sector del transporte público. Esto se debe a la inversión en nuevas tecnologías y a la implementación de soluciones innovadoras. Sin embargo, también existen desafíos relacionados con la contaminación y el tráfico.

Sobre ciudad y tecnología

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«En BCN se deberían dominar más idiomas»

CÉCILE ADAM Fundadora de Blazar.com

Cécile Adam es una emprendedora francesa que vive en Barcelona desde hace 10 años. Su empresa, Blazar.com, es una plataforma de moda que conecta a diseñadores independientes con compradores. Adam destaca por su capacidad para innovar en el mundo de la moda y su capacidad para atraer talento internacional.

«BCN debe mantenerse como ciudad deportiva»

Fergus Dunn Manager Europeo Partnerships en Ironman

Fergus Dunn es el Manager Europeo de Partnerships de Ironman. Dunn destaca por su capacidad para atraer talento internacional y su capacidad para innovar en el mundo del deporte.

«Barcelona siempre ofrece un punto de vista diferente»

JÜRGEN SALENBACHER 'Coach' de ejecutivos

Jürgen Salenbacher es un experto en coaching y gestión de equipos. Actualmente es un alto cargo en una empresa multinacional. Salenbacher destaca por su capacidad para atraer talento internacional y su capacidad para innovar en el mundo del coaching.

«Falta una opción escolar multilingüe»

JOHN STONE Profesor de Lenguas Modernas de la UB

John Stone es un profesor de lenguas modernas en la Universidad de Barcelona. Stone destaca por su capacidad para atraer talento internacional y su capacidad para innovar en el mundo de la educación.

Las broncas se las lleva el viento...

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«En el mundo de la moda BCN tiene talento»

OLESSYA ASSIMOVA 'Indeed'

Olessya Assimova es una diseñadora de moda que vive en Barcelona desde hace 10 años. Su empresa, Indeed, es una plataforma de moda que conecta a diseñadores independientes con compradores. Assimova destaca por su capacidad para innovar en el mundo de la moda y su capacidad para atraer talento internacional.

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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

817 participants

70 questions

90 partners

Call to action (2015):

- 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



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 which we send out in a newsletter, along with news about the activities of our members.

94 Global Updates

886 addresses

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.

5th 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 ranked where we envision it should be and for that reason 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 be known and available to the international talent living in our city. Hola Barcelona! Pack is a goody bag full 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



Club Natació
Barcelona

Club Natació Barcelona
PIONERS DE L'ESPORT

COOLTRA
The Scooter Company

CSIO
BARCELONA
CONSEJO DE REPRESENTANTES
CONSEJO DE TRABAJADORES
CONSEJO DE TALENTO INTERNACIONAL

el Periódico

Glovo?

Liceu Opera
Barcelona

LA ROCA
VILLAGE

LA VANGUARDIA

PALAU
DE LA
MÚSICA
CRISTÓ
CATALÀ

MAC
BA
MUSEU
D'ART CONTEMPORANI
DE BARCELONA

M^NAC
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 to build a social network. Since 2014 a total of 80 dinners have been held, with 762 participants, 64% of whom were from outside of 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

2017. **Barcelona Obertura**, **Miralda @ Macba**, **Lunch MWC**, **Guided visit 4YFN**, **Guided visit MWC**, **Women for Tech**, **Creative Branding workshop**, **Sant Jordi @ Mandarin Oriental**, **Guided visit Vall de Hebron**, **Mozart versus Haydn @ Auditori**, **Guided visit into the insides of the Liceu**, **Florian Mueck speaking experience**, **Guided Visit Mies van der Rohe Pavilion**, **Leading Program - BCN Moments**, **Sonar + D**, **Ashoka**

Sowing transparent and healthy accounts

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

INCOME

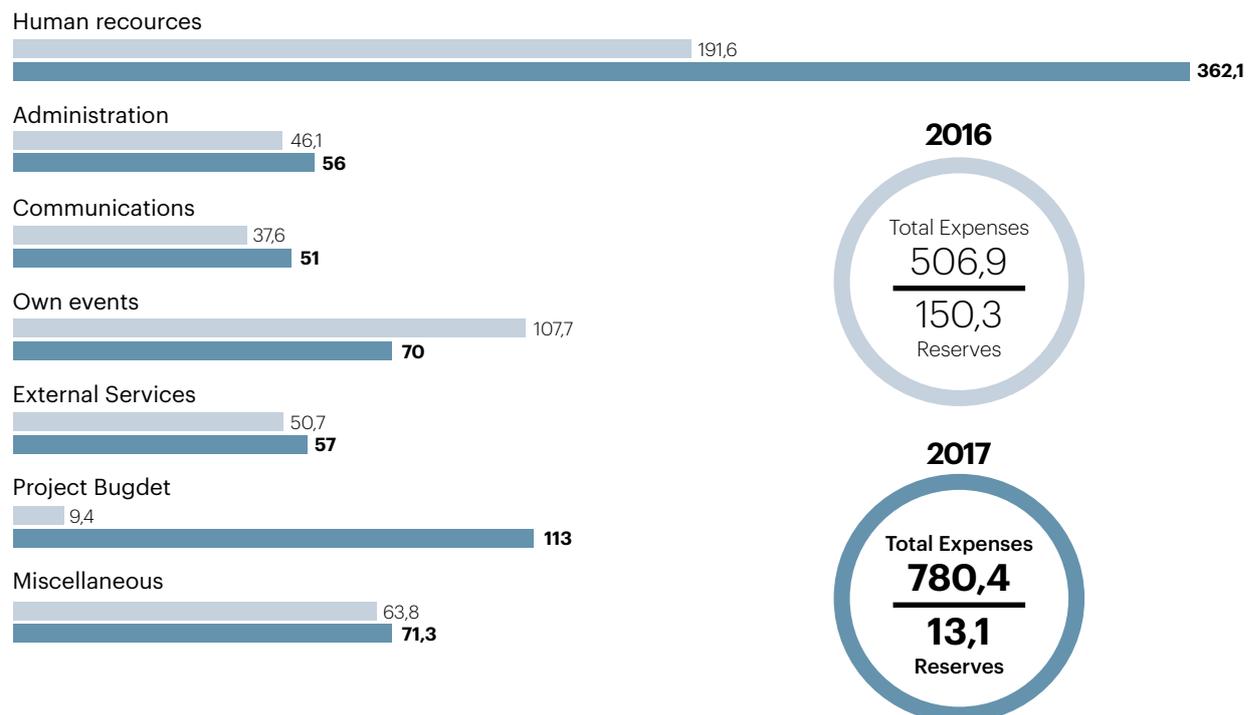
In thousands of euros



EXPENSES

In thousands of euros

2016
2017





Governing bodies

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

Management Board: meets every four months.



Chelo Abarca
Amazon



José Adell Duacastella
Grupo Julià



Ramon Agenjo
Fundació Damm



Albert Agustí
Real Club de Tennis
Barcelona



Salvador Alemany
Abertis



María José Álvarez
Catalana Occidente



Antonio Asensio
Grupo Zeta



Bibiana Ballbé
TheCreativeNet



Oriol Barrachina
Cushman & Wakefield



Maite Barrera
Bluecap Management
Consulting



Eugènia Bieto
ESADE



Josep Lluís Bonet
Freixenet



Isabel Buesa
Endesa



Alberto Cáceres
Clear Channel



Jordi Camí
PRBB



Artur Carulla
Agrolimen



Aurora Catà
Amrop
Seeliger&Conde



Joaquim Coello
Naval Engineer
Honorary President



Luis Comas
SEAT



Luis Conde
Amrop
Seeliger&Conde



Emilio Cuatrecasas
Cuatrecasas
Honorary President



Alfredo Eguiaagaray
EY



Antoni Esteve
Esteve



Kim Faura
Telefónica



Ana Fernández
Vueling



Ignasi Ferrer
Ship2B



Pedro Fontana
Àreas
Vicepresident



Mark Freeman
Institute for Integrated
Transitions



Carlos Godó
Grupo Godó



Michael Goldenberg
Value Retail



Ainhoa Grandes
Fundació MACBA



Pau Guardans
Unico Hotels
Vicepresident



Helena Guardans
Sellbytel



Mateu Hernández
CEO



Fritz Hoderlein
Everis



David Madi
Applus



Isaac Marcet
PlayGround



Fátima Martín Porta
ITnow



Jospe Martínez Vila
SABA



Andreu Mas-Colell
Barcelona Institute of
Science and Technology



Arturo Mas-Sardà
Port Aventura



Angel Mesado
Airbnb



Raimon Miret
Accenture



Tomás Muniesa
CaixaBank



Jaume Oliu
Banc Sabadell



Heribert Padrol
IplusF



Enric Picanyol
Cuatrecasas
Secretary



José María Piera
SCPF



Julia Prats
IESE



Marian Puig
Fundació Puig
Honorary President



Maria Reig
Reig Capital Group
Honorary President



Raimon Ripoll
Deloitte



Ricard Robles
Sónar



Gonzalo Rodés
ISP Inversiones y
Servicios Publicitarios
Chairman



Jospe Lluís Sanfeliu
Ysios Capital



Lluís Seguí
Miura Private Equity
Vicepresident



Joaquim Serra
Natura Bissé



Cecilia Tham
MOB



Lluís Torner
ICFO



Carles Ventura
Banc Sabadell



Miguel Vicente
Antai



Aleix Valls
MWC
Guest



Jordi William Carnes
Turisme de Barcelona
Guest



Executive Committee

Meets monthly



Gonzalo Rodés
ISP Inversiones y
Servicios Publicitarios
Chairman



Pedro Fontana
Àreas
Vicepresident



Pau Guardans
Único Hotels
Vicepresident



Lluís Seguí
Miura Private Equity
Vicepresident



Mateu Hernández
CEO



Enric Picanyol
Cuatrecasas
Secretary



Jordi Camí
PRBB



Luis Conde
Amrop Seeliger&Conde



Ignasi Ferrer
Ship2B



Michael Goldenberg
Value Retail



Isaac Marcet
PlayGround



Andreu Mas-Colell
Barcelona Institute of
Science and Technology



Jaume Oliu
Banc Sabadell



Heribert Padrol
IplusF



José María Piera
SCPF



Josep Lluís Sanfeliu
Ysios Capital



Cecilia Tham
MOB



Lluís Torner
ICFO

Honorary Presidents



Maria Reig
Reig Capital Group



Joaquim Coello
Naval Engineer



Emilio Cuatrecasas
Cuatrecasas



Marian Puig
Fundació Puig



Silvia Alsina
Román y Asociados



Mahala Alzamora
Mahala Comunicación
y RR.PP.



Paco Caro
Equipo Singular



Mateu Llinàs
Manifesta



Roser Tiana
Interprofit



Mercè Ribera
Atrevia

Team



Mateu Hernández
CEO



Anna Casadellà
Director of Projects



Laura Díaz Roig
Communication
Director



Anna Marqués
Corporate and
Member Relations
Director



Valeria Andrade
Project Manager



Serrat Font
Executive Assistant

Contact

mateu.hernandez@barcelonaglobal.org | anna.casadella@barcelonaglobal.org | laura.diaz@barcelonaglobal.org
anna.marques@barcelonaglobal.org | valeria.andrade@barcelonaglobal.org | serrat.font@barcelonaglobal.org

Individual protector members



Mahala Alzamora
Mahala Comunicaciones
y RR.PP.



Albert Calzada
Serra Machinery



Michael DeMarco
K&L Gates



Xavier Freixes
Tyrus Capital



Leila Hayat
Chaabi Bank



Amador Hernández
eDreams ODIGEO



Daniel Huguet
Vilma Luxury
Real Estate



Virginie Molinier
M&B Avocats



Christian Stammkoetter
Danone

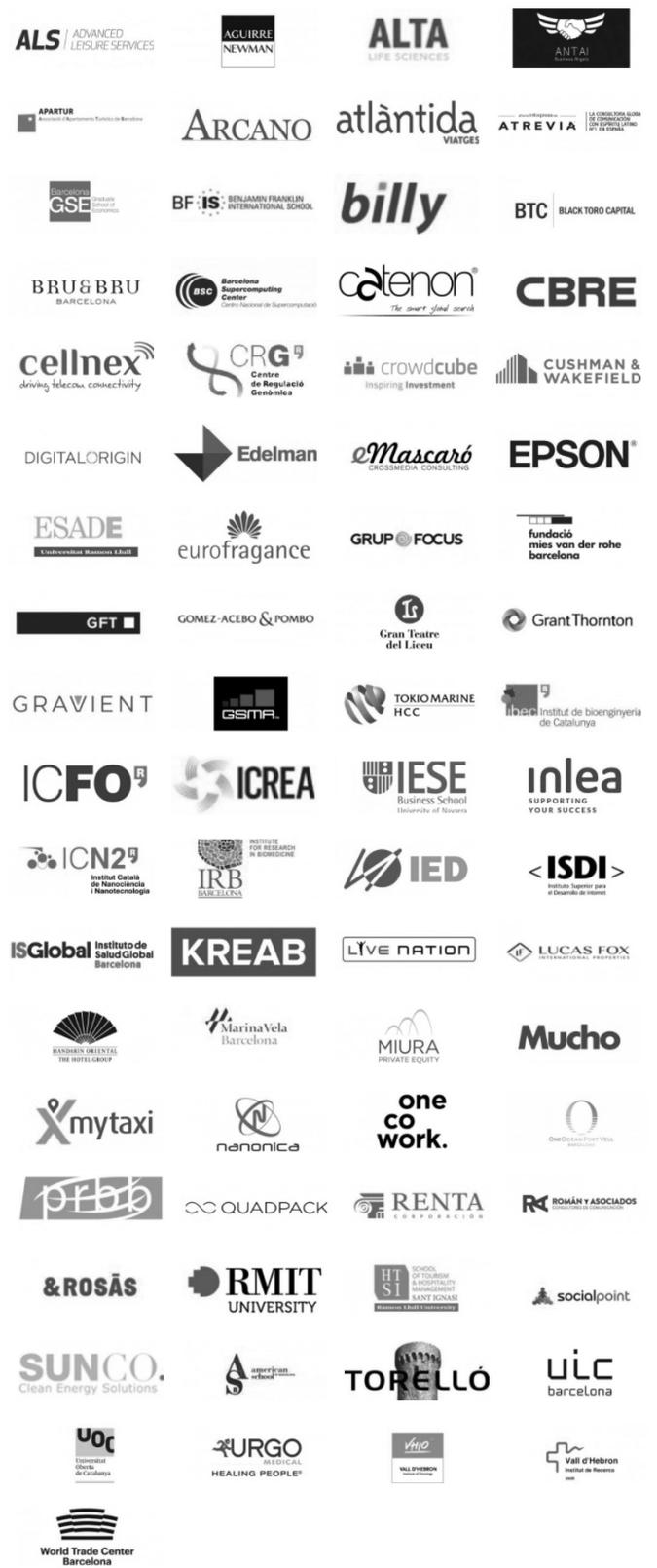


Cristina Ventura
Lane Crawford
Joyce Group

Corporate protector members



Corporate members



Diagonal 579
Barcelona 08014
+34 936 761 250
barcelonaglobal@barcelonaglobal.org
barcelonaglobal.org
@barcelonaglobal

Make it happen!



Barcelona
Global