

Barcelona Global Activity Report

July 2018



Our Mission

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

Our Focus



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 the 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. Cities that prosper are the ones in which the 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. It 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.



in a transversal organization

**Research Centres, Academic Institutions,
Start-Ups, Cultural Institutions,
Multinationals, Companies**



Who each contribute 10,000 euros per year, have a seat on the Management Board and can nominate up to 5 individual members.



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



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



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



Who live outside of Spain and take part in Barcelona Global through our International Council.



People born outside Spain who have chosen to live and work in Barcelona and are committed to its development.

What do we do?

1. Projects: We promote and lead projects that will make Barcelona a magnet for talent and economic activity

- BEST: Barcelona Engineering and Economic Studies
- Barcelona brand agency
- Barcelona Obertura
- Benchmark fiscal
- Barcelona X Science
- Talent Gate
- Emparejados
- Agenda Barcelona
- International Policy Hub

2. Summits: The tool to build a concrete and ambitious agenda for Barcelona based on the work of experts and the best international management practices in a specific field

- 1st Barcelona Global Summit: Innovation in Urban Tourism

3. Engagement: We mobilise our members to create a story for Barcelona

- Working Groups
- Volunteering
- International Council
- Hola Barcelona!

4. Content Creation

- International Talent Monitor
- Perception Survey
- City Talent Index
- Barcelona Global Update
- Scale Up Monitor

How we select our 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

Agenda Barcelona:

306 votes: **289 yes** / **20 yes and collaborate**
5 no / 12 asbstentions

1. Projects

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 analysis 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.**

BEST. 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



Barcelona brand agency

Barcelona's International reputation is an asset when positioning Barcelona as a magnet for talent and investment. Building a Brand Alliance in order to coordinate all the actors related with the Barcelona Reputation and focused into protecting the brand and promoting Barcelona is the objective of Barcelona Global. In this field Barcelona Global works closely with the City Council willing to develop a public-private strategy inspired by the great work developed by other global cities.

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

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.

Barcelona Obertura has presented the brand new Barcelona Obertura Spring Festival that will start in March 2019.

The program of the first edition includes 15 concerts at the Liceu Opera, Palau de la Música Catalana and L'Auditori as well as 40 concerts located in unusual venues around the city.

9 Press-trips: 14-15 December 2015

14-16 April 2016 / 26-28 January 2017

10-13 March 2017 / 20-23 May 2017

5-8 October 2017 / 11-16 March 2018

22-28 April 2018 / 10-20 May 2018

30 specialised international journalists.

More than **50 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

 PALAU DE LA MÚSICA CATALANA

Promoted by:



Barcelona Global

With the support of:

 **Barcelona**
Turisme

 Generalitat de Catalunya
Agència Catalana de Turisme

In collaboration with:

iber:Camera

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.



EY Building a better working world



GARRIGUES

G A _ P

Gómez-Acebo & Pombo

ROCA JUNYENT 



Business School

Barcelona X Science

Barcelona is pushing further frontier science –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)

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 (Asabys Partners)
Coordinators: Susana Tintoré (Talent Gate)

Emparejados

Barcelona's 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 the partners of researchers to find jobs. Barcelona Global, together with Research Centers in Barcelona, has 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 the 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 creating opportunities, networking and employability for which a directory of volunteers will be created.

5 cases of Emparejados
1 success case

Implementer: Arancha Ruiz

Emparejados[®]

With the collaboration of:



Agenda Barcelona

Barcelona is facing the imperative to recover from recent political, economic, touristic and terrorist crises.

On December 13th, in our General Assembly, we agreed with the proposition of Professor Greg Clark that we, as civic leaders, should act quickly and decisively to maintain our city's aspirations to become a globally relevant city.

Barcelona Global is presenting a set of ambitious global communication actions and the development of a series of strategic projects in order to quickly recover from the crisis and promote Barcelona as the city we want to be: one of the best cities in the world for talent and economic activity.

The Barcelona Agenda has the support of major members of Barcelona Global and seeks to involve all members on its funding and implementation.

The Barcelona Agenda will include:

1. A global campaign in digital media to promote Barcelona as a city that works, vibrates and is a superb choice for investors, entrepreneurs, researchers, creatives and visitors.
2. A set of Press Trips for journalists and global opinion formers to visit Barcelona at specific key moments in order to directly communicate the specific strengths of Barcelona.
3. The executive design of strategic projects for the future of Barcelona in key areas, such as the attraction of investment and global technological entrepreneurship; education in English for global talent; the development of the cultural potential of the city; higher education and the attraction of knowledge centres; and candidature for new major international sports events.

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)

2. Summits

The tool to build a concrete and ambitious agenda for Barcelona based on the work of experts and the best international management practices in a specific field

1st Barcelona Global Summit Innovation in Urban Tourism

Barcelona Global celebrated in March, on Wednesday 21st, the 1st Barcelona Global Summit: Innovation in Urban Tourism, the outcome of two years of labour, to propose a series of concrete recommendations to improve the relationship between the city and tourism.

Never before has the tourism sector of the city, in all its transversality, represented by more than 50 companies from all the links in the value chain of the sector, thought to contribute its vision, its experience and its capacity of work with a comprehensive perspective of the city, thinking about the problems and the opportunities that the touristic city as a whole represents and offers, and putting ideas and project on the table. Our proposals to improve the management of tourism in Barcelona, based on the analysis of the success stories of New York, Miami, Cape Town and Amsterdam, focus on: boosting public-private collaboration (counting on the private sector to develop and invest in areas of interest); using technology to improve the visitor's experience and convenience with the resident, in particular to improve mobility and housing; music as an activity of value added generation (introducing a surcharge in the Tourist Tax); and improving the perception of tourism by the resident by visualizing the contribution of tourism and the responsibility of the sector.

Amongst the international experts that participated in the Summit we counted with:

Carl Weisbrod, NYC Department of City Planning, Deede Weithorn, Former Commissioner of Miami Beach, Julie-May Elligson, CEO of Cape Town International Convention Center, Geerte Udo, Director of Marketing at Amsterdam Marketing; which were inaugurated and closed by renowned Professor Greg Clark CBE, one of the most respected city consultants of the urban planning world.

Angel Díaz, President of Advanced Leisure Services; Juan Julià, Founder and Owner of Axel Hotels; Chris Nagy, Principal at WhiteLabel Creative; Pau Guardans, President at Único Hotels and Vicepresident at Barcelona Global; Michael Goldenberg, General Director of Spain and Corporate Group Director at Value Retail; and Luis Falcón, Co-founder and CEO at InAtlas, developed the proposals for Barcelona.

Finally, we counted with the panel "Barcelona visions" with 2-star Michelin chef Ramon Freixa; architect, Co-Founder and CEO of Miralles Tagliabue EMBT Benedetta Tagliabue; Antonio de Lacy, Chief of Gastrointestinal Surgery Department at Hospital Clinic Barcelona and President at AIS and Fernando Aleu, MD, Chairman at Queen Sofia Spanish Institute, New York. In addition, the panel was moderated by Pau Guardans.

3. Engagement

We mobilise our members to create a story for Barcelona

Our more than 800 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.**
- **We promote encounters between our members, and between the 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 take 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 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 (Asabys Partners), Carlos Trenchs (CaixaBank), Bruno Vilarasau (Telefónica), Miguel Vicente (Antai), David Madí (Applus), Miquel Martí (Barcelona Tech City) and Daniel Sánchez (Nauta Capital)
Coordinator: Mateu Hernández

Research

Thanks to the Barcelona Global Challenge in Research, 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 to enable access of 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 needed.

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 (Asabys Partners)

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.

Working groups

Tourism

Barcelona is a world-class tourism success story. In recent years, however, tourism development in the city has shown signs of exhaustion. This fact combined with the complex situation that the country is facing, will require some repositioning of Barcelona and its surroundings to continue being an attractive destination, which will imply working on a coordinated and sustainable tourism strategy to promote the region and foster economic development.

Mission: To help re-launch Barcelona as a touristic destination and 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 propose and implement a set of solutions to the challenges Barcelona has as a touristic destination. Those challenges were identified and internationally benchmarked by the highly reputed urbanist and Professor Greg Clark. The proposals were developed by Barcelona Global together with several working groups. The international experiences and proposals for the city were presented at the 1st Barcelona Global Summit at CaixaForum on the 21st of March. That was possible thanks to the contribution of a cross-sectional group of 45 sponsors from various industries, all with the common interest of the tourist sector as an engine of city activity growth.

In a nutshell, the proposals aim to:

1. Reinforce public/private collaborations to generate new/better areas of interest
2. Attract visitors through the creation of value added activities
3. Improve the visitors experience and its interaction with the residents and with the city as a whole
4. Provide more visibility to the social dimension of the tourism sector and foster employment best practices.

Implementers: Michael Goldenberg (Value Retail), Pau Guardans (Único Hotels), Àngel Díaz (Advanced Leisure), Arturo Mas-Sardá (Port Aventura), Marian Muro (Grupo Julià), Roger Guasch (Gran Teatre del Liceu), Juan Julià (Axel Hotels)
Coordinator: Àngel Díaz (Advanced Leisure)

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.

Barcelona Urban Cluster

In May of 2018 Barcelona Global and Barcelona Urban Cluster (BUC) signed an agreement through which the associates of BUC integrate Barcelona Global as corporate members, to make Barcelona one of the best cities in the world for talent and economic activity. It consists of 43 urban planning, construction, real estate and infrastructure companies, leaders in the economic and urban development of the city of Barcelona, that joined together in order to professionalize and modernize the real estate sector and the construction industry. From now on, it will be Barcelona Global who will work on the programs and objectives of BUC. With this integration, Barcelona Global adds the sensitivity of the urban, real estate, infrastructural and architectural sectors, key elements in a city like Barcelona.

Board of directors: Joan Pla (Orim Real Estate), Teresa Batlle (Pich-Aguilera Arquitectes), Antoni Gil (Cuatrecasas), Lluís Cases (Garrigues Advocats), Anna Gener (Savills Aguirre Newman), Patricia Martínez (Tarraco Constructora), Josep M^a Milà (Santa & Cole Neoseries), Josep Miarnau (Comsa Corporación), Enric Batlle (Batlle i Roig Arquitectes), Ramón García-Bragado (Miliners Advocats), Albert Castro (Círculo Meridiana)

Activities with members

Meetings

Working sessions (2017-2018)

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

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



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.

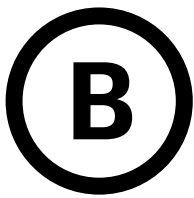
25 volunteers and 63 classes during school year 2015-16

24 volunteers and 57 classes during school year 2016-17

23 volunteers and 60 classes during school year 2017-18

Promoter: Joaquim Boixareu





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.

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

2 economic missions:

New York (2013). Miami (2014)



Basel (2) Belmont (1) Berlin (1) Bethlehem (1) Bogotá (1) Boston (2) Brussels (1) Buenos Aires (1) Chicago (2) Denver (1) Dubai (2) Gold Coast (1) Gütersloh (1) Hong Kong (2) Lausanne (3) London (9) Los Angeles (6) Luxembourg (1) Mexico City (2) Miami (10) Monaco (1) Montreal (1) Moscow (1) Munich (1) New York (5) Paris (4) Portland (1) Rochester (1) San Francisco (3) San Juan (1) Seattle (1) Seoul (1) Shanghai (1) Singapore (1) Spartanburg (1) Vevey (1) Zurich (5)

Articles

LA VANGUARDIA

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

85 articles

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.

**145 barcelonians by choice.
55 interviews**

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:



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.

Hola Barcelona! Cocktail

Barcelona attracts millions of tourists but has not been so good at welcoming the international talent 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 1,000 people, including 700 internationals of 60 nationalities.

Hola Barcelona! Dinners

The task of integrating 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 88 dinners have been held, with 850 participants, 60% of whom were from outside of Spain.

Other activities

2018. Presentation projects Avenida Futuro. Guided visit Museu de la Música. **Masquerade Dance @Círculo del Liceo** Barcelona Obertura. **La Boqueria Market experience.** Bernstein Centennial Concert. **Lunch MWC.** Guided visit 4YFN **Guided visit MWC.** Meet Bjarke Ingels @IAAC Valldaura. **Conference series Pensar Barcelona @Cercle d'Economia.** Sant Jordi @Mandarin Oriental. **Off Festival.** Meet Under30 **Extreme Sailing Series @Port Forum.** Sonar +D. **Guided visit Planta Sorigué.** Guided visit Marina Vela.

4. 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

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

B 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.

116 Global Updates

1.181 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.

7th edition

56 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

Scale Up Monitor

From Barcelona Global, we are launching a study to detect areas of improvement in the scale-up ecosystem of Barcelona. The project, which was created by CaixaBank, has the support of Barcelona Tech City and an advisory committee made up of a dozen prestigious personalities with long standing careers.

It is based on a quantitative study of more than 250 scale-ups with fiscal headquarters in Barcelona, and with over a million euros in funds raised during the last five years.

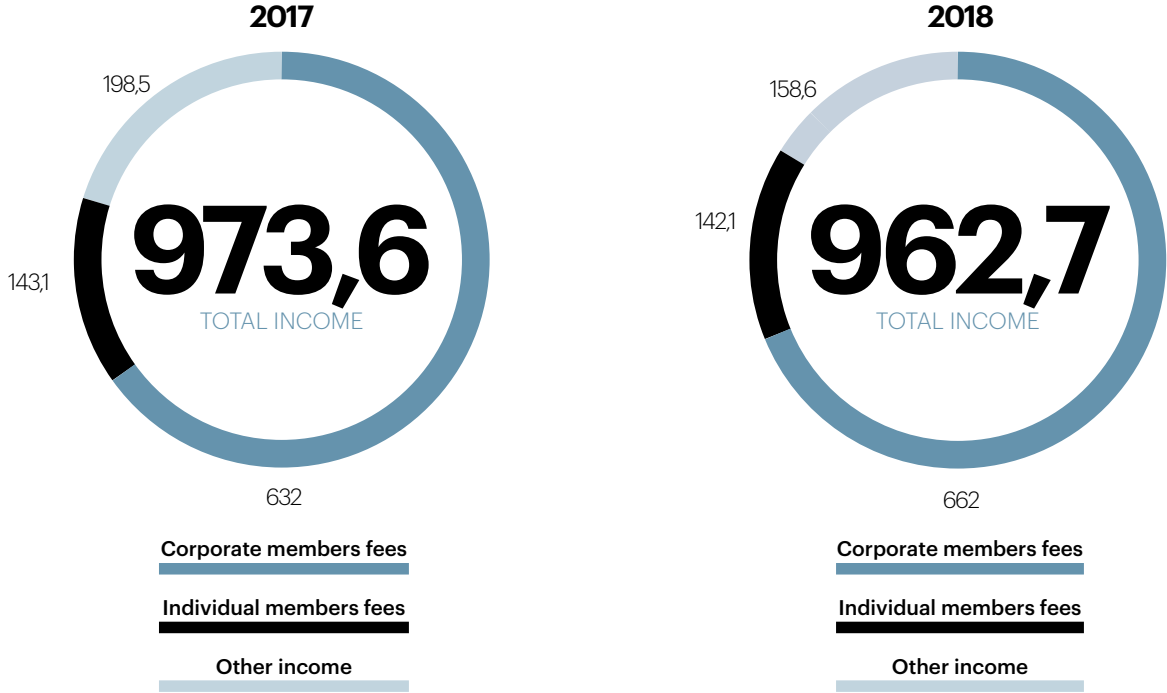
The study aims to properly identify the scale-up ecosystem in Barcelona and understand the facilities and difficulties offered by the city at a moment of creating and consolidating a scale up, with the intention of acting on these difficulties, proposing tools and strategies to unlock the brakes that hinder the growth of the ecosystem.

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.

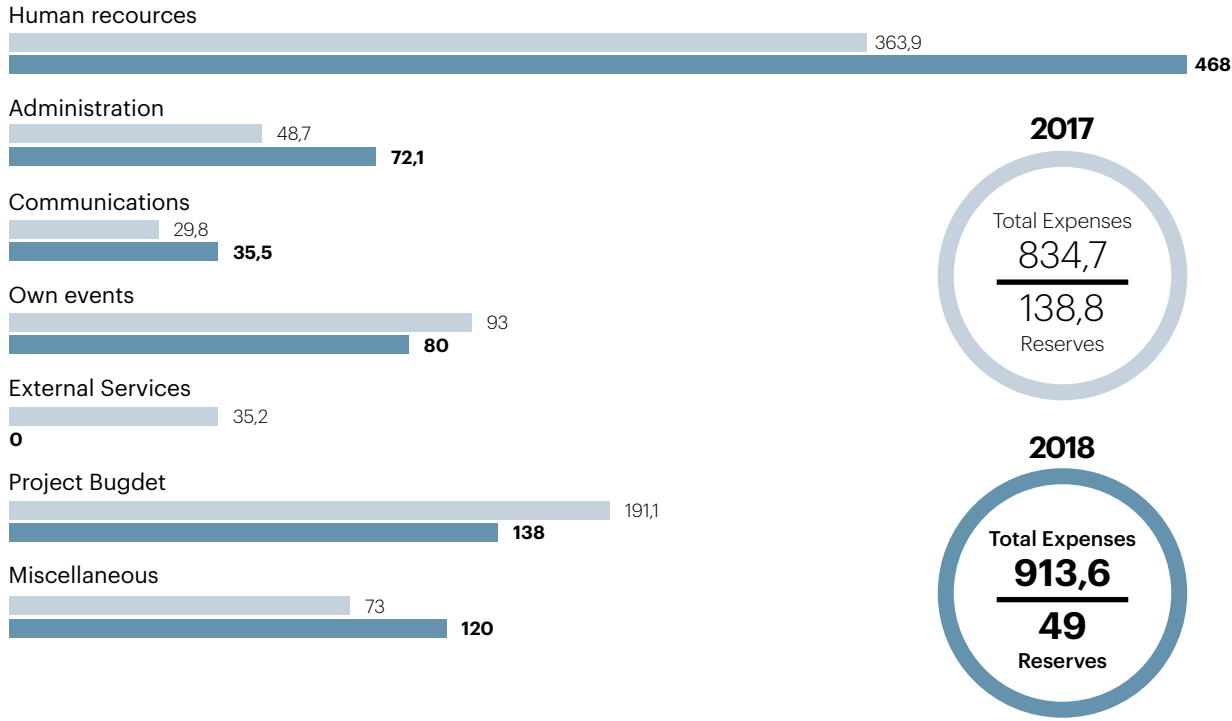
INCOME

In thousands of euros



EXPENSES

In thousands of euros





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
Aberis



María José Álvarez
Catalana Occidente



Joan Amigó
Applus



Bibiana Ballbè
TheCreativeNet



Oriol Barrachina
Cushman & Wakefield



Maite Barrera
Bluecap Management
Consulting



Eugènia Bioto
ESADE



Josep Lluís Bonet
Freixenet



Núria Cabuti
Penguin Random House



Jordi Camí
PRBB



Artur Carulla
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