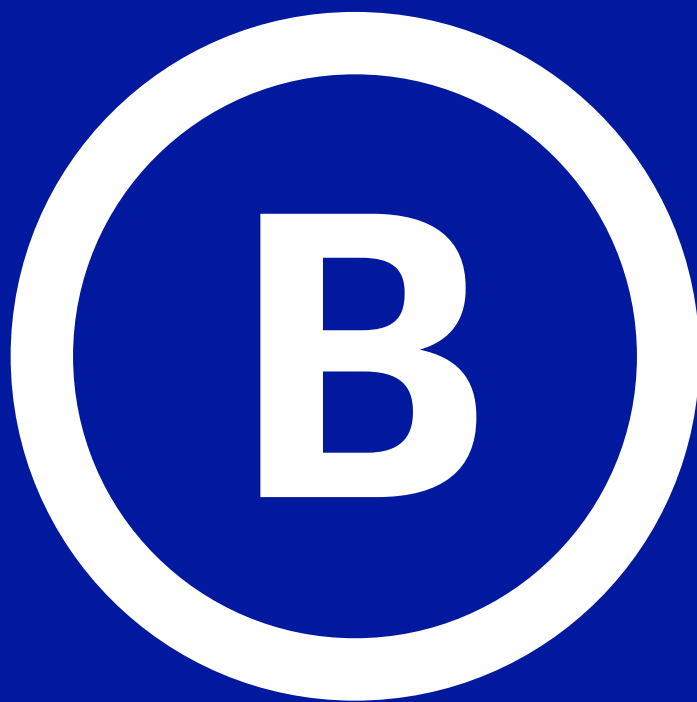
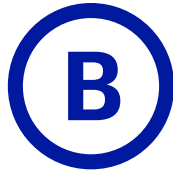


Barcelona Global Executive Summary

July 2021



**We are a private,
independent
and non-profit
association**



212 of the city's leading

companies, research centres, entrepreneurs, business schools, universities and cultural institutions.

+ 840 professionals

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

Focused on providing strategic solutions, executing projects to **“make it happen”**, and engaging members in activities for Barcelona.

+ 140 members living and working outside of Spain.

15% of international members

that have chosen Barcelona as a city to live and work in.

Overage age: **48 years old**.

Our vision:

Barcelona, city of talent

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

A cosmopolitan, inclusive,
tolerant, prosperous
and responsible city.

In a world where talent
is becoming the driver of
economy and cities its
main magnet.

Main objectives:

**Generate, attract
and retain talent**

Our values

- Independent and civic voice
- Social responsibility
- Cross-sector collaboration
- Focus on getting things done

Make it happen!

How we work?

1 Think Tank

To propose solutions to city challenges with our members

Topics:

- Tourism
- Accessible housing
- Public-private policy
- Mobility
- Higher education
- City branding

Surveys:

International Talent Monitor: A biennial survey by Barcelona Global aimed at understanding the needs of international professionals that live and work in Barcelona

Perception Survey: Annual survey where our International Council members 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.

Scale-up Monitor: A biennial survey on the scale-up ecosystem of the city to identify its strengths and weaknesses and to kick-off specific actions to make it one of the top locations in the world to start and grow a company.

Everis City Talent Index, that combines 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 in the Rankings: a tool that allow users to check and analyze the presence of Barcelona in different global rankings developed by prestigious consultants and key international organizations.

2 Action Tank

To develop impact projects through lobbying or through alliances with members

We select executive projects that we develop with the support of our members:

Promotion projects where, through the collaboration of key players, we promote new partnerships associated with the promotion of culture, science, tourism, or entrepreneurship.

Lobbying projects where we promote changes to encourage the improvement of the Barcelona brand or the attraction of talent and economic activity.

3 Global Network

To increase the commitment of Barcelona's civic partners and leaders through their engagement

We promote relationship and mobilization activities for more than 1,000 highly committed members that are willing to dedicate time, resources and contacts to Barcelona Global's projects.

We inform, through bi-monthly newsletter, what is happening in Barcelona in terms of talent, economic activity, culture, science, infrastructure and the city.

We give voice to our members through our relationship with the mainstream media. 148 articles have been published in La Vanguardia by members of the International Council and 107 interviews in El Periódico of our "Barcelonians by choice".

We connect our members through events that allow them to interact and learn about new realities in Barcelona.

We engage our members in projects where their input is key to open the city to international talent (Hola Barcelona!) or to act as volunteers in community projects.

We particularly work with three groups:

Barcelona 2040[®]

Young talent: through the Barcelona 2040 program, which aims to train and connect young professionals to make Barcelona known from all areas and develop proposals for the future.

International Council[®]

Barcelonians around the world: through the International Council, we work with professionals who live in the world's leading cities and have strong ties with Barcelona and are committed to its future.

Hola! Barcelona[®]

Barcelonians by choice: we facilitate the landing and integration of international talent who have decided to live and work in Barcelona.

Our top priorities

Barcelona & Partners[®]

Agency to attract investment to the Greater Barcelona metropolitan area. The main aim is to identify and attract systemic investment through public-private partnerships.

Advocates: **Aurora Catà** (Barcelona Global). **Pau Guardans**

(Único Hotels). **Agustí Cordon** (Anantara Venture). **Oriol**

Barrachina (Cushman & Wakefield). **Carmina Ganyet**

(Inmobiliaria Colonial). **Marcel Rafart** (Galdana Ventures).

Directed by: Angel Díaz. **Partners involved:** Ajuntament de

Barcelona. Diputació de Barcelona. **Participating companies:**

Abertis, Accenture, AGBAR, Banco Sabadell, CaixaBank, Catalana Occidente, Colonial, Cuatrecasas, Deloitte, Eada, Enagas, Esade, Esteve, Fundació Puig, Grupo Godó, Planeta, HP, Indra, Investindustrial, Naturgy, Telefónica.



Barcelona global hub

Higher Education[®]

It is estimated that in 2030, more than 10.2 million people will travel abroad to study for a bachelor's or master's degree. Barcelona Global believes that Barcelona should play a key role in the higher education sector, which is so important for economic development and attracting talent. To do so, it must remove regulatory obstacles, improve the city's brand positioning as an educational center, and take steps to internationalize the university system. These steps include: (1) attracting universities from other countries to set up a campus in Barcelona; (2) creating an international liberal arts campus in Barcelona; (3) boosting professional STEM education at the highest level; (4) creating institutionalized research collaborations amongst our best research centers and international leaders; and (5) creating a campus for the "European Universities" initiative.

Advocates: **Andreu Mas-Colell** (Barcelona Institute of

Science and Technology - BIST) **Teresa Garcia-Milà** (Barcelona

Graduate School of Economics - BGSE). **Joan Roca** (Roca

Junyent). **Main members involved:** EADA, ELISAVA, ESADE, IED,

IESE, IQS, UAB, UB, UPC, UPF, UPF School of Management.

Taxation for Talent and Entrepreneurship®

Barcelona Global, with a team of 12 top law firms, benchmarked the Spanish tax system on talent attraction and entrepreneurship (investors, entrepreneurs and employees) against 13 competing economies, and subsequently developed a set of proposals for amendments. We are now in the process of presenting those proposals to governments and political parties to encourage their implementation and, therefore, increase Barcelona's competitiveness for the attraction and return of talent and as an entrepreneurial hub.

Advocates: Aurora Catà (Barcelona Global). Gonzalo Rodés (aldeA Ventures). Coordinators: Sonia Velasco (Cuatrecasas) Albert Collado (Garrigues). **Main members involved:** Enric Girona (Osborne Clarke). Agnès Granés (KPMG). Alex Martínez-Comín (Martínez Comín). Eduardo Martínez-Matosa (Gómez-Acebo & Pombo). Albert Mestres (Toda & Nel-lo). Fran Montiel (Deloitte). Antonio Murt (EY). Heribert Padrol (Optio). Ramon Portela (Mercer). Patricia Punsoda (PwC). Blanca Usón (Roca Junyent). Luis Viñuales (Uría Menéndez).

Barcelona 2050®

Based on the documentary entitled "Barcelona 2050, urgent challenges for a sustainable future" Barcelona Global provides glimpses into the future of the city. We identify key projects and economic and future trends in audiovisual capsules on the future of Barcelona. There will also be conferences and round tables with the new protagonists in the city, international conferences with international leaders, and workshops with ideas for new areas for urban development.

Advocates: Aurora Catà (Barcelona Global). Sergi Loughney (Fundació "La Caixa"). Teresa Garcia-Milà (Barcelona Graduate School of Economics - BGSE). Marcel Rafart (Galdana Ventures). Marcel Prunera (Crea Inversión). Andreu Mas-Colell (Barcelona Institute of Science and Technology - BIST). Tatxo Benet (Mediapro). **Main members involved:** Fundació "La Caixa", Aigües de Barcelona, Consorci de la Zona Franca.



Barcelona Global ongoing projects

1. World Class University and Research System

Affordable and accessible international schools

One of the most frequently repeated demands from international families who would like to come to live and work in Barcelona is access to international education for their children. There are competitive international schools in Barcelona, but they do not fully meet the needs of researchers, academics or businesspeople, since there aren't any affordable international community schools like those found in other global cities such as Amsterdam. Barcelona Global believes that they are necessary and is currently studying the feasibility of this kind of schools.

Advocates: Pau Guardans (Único Hotels). Gonzalo Rodés (aldeA Ventures). Emilio Cuatrecasas (Emesa). Oriol Barrachina (Cushman & Wakefield). Ramon García-Bragado (Bruguera, Alcántara & García-Bragado Abogados). Josep Lluís Sisternas (MSA+A). **Barcelona is contributing to this initiative with:** Dave Darsch (Shenandoah University).

Barcelona MBA Day

There are more than 600 international students studying global MBAs in Barcelona. Barcelona Global works with top managers to enable these students to make small group visits to the main companies, research centers, and cultural institutions.

Advocates: IESE, ESADE, EADA. **More than 80 members involved**, among the companies and institutions visited during the Barcelona MBA Day and the volunteers that guided the groups.

The BEST foundation: the UPC/UPF Interuniversity Degree in Industrial Technologies and Economic Analysis

Barcelona Global has played a role in setting up the Barcelona Engineering, Science and Technology foundation (BEST), which promotes internationally competitive degrees in STEM subjects. The UPC/UPF Interuniversity Degree in Industrial Technologies and Economic Analysis, which is the first degree promoted by the foundation and has been running since 2018, has highly demanding entry requirements.

Advocates: Joaquim Coello (BEST foundation).

Andreu Mas-Colell (Barcelona Institute of Science and Technology - BIST). **Jordi Camí** (Barcelona Biomedical Research Park - PRBB). **Main partners involved:** Acciona, Agrolimen, Applus, Cellnex, Comexi, DOGA, FemCAT, Fundació Banc Sabadell, Fundación Repsol, HP, La Farga, Nestlé, Suez, UPC, UPF.

Emparejados

Barcelona Global helps research centers and academic institutions to attract researchers by helping their life partners to find jobs. Through its business partners and companies, Barcelona provides specialized coaches and mentors to help researchers' partners to establish links with the economic and social fabric of the city.

Advocates: Arancha Ruiz (Arancha Ruiz Headhunter and Talentist). **Research centers:** Barcelona Institute of Science and Technology (BIST), Barcelona Supercomputing Center (BSC-CNS), Center for Genomic Regulation (CRG), European Molecular Biology Laboratory (EMBL), Institució Catalana de Recerca i Estudis Avançats (ICREA), Institut Català de Nanociència i Nanotecnologia (ICN2), Institut d'Estudis Espacials de Catalunya (IEEC), Institut de Recerca Biomèdica de Barcelona (IRBB), Institute of Bioengineering of Catalonia (IBEC), Institute of Photonic Sciences (ICFO), ISGlobal, Parc de Recerca Biomèdica de Barcelona (PRBB), Vall d'Hebron Institut d'Oncologia (VHIO), Vall d'Hebron Institut de Recerca (VHIR).

2. Talent-Friendly Bureaucracy

Improving procedures to encourage international talent

The Barcelona Global International Talent Monitor has repeatedly identified a lack of administrative agility as one of the main obstacles to talent choosing to come to Barcelona. At Barcelona Global we have therefore lobbied the city and a website has been created with information on procedures for international talent. The City Council is also now planning to set up an information office to make it easier for international talent to move to the city. Likewise, Barcelona Global is urging central government to make procedures for obtaining residency permits easier and clearer.

Advocates: Aurora Catà (Barcelona Global). **Gonzalo Rodés** (aldeA Ventures). **Members of the Workgroup:** Barcelona Supercomputing Center (BSC-CNS). BeRepublic. Centre Regulació Genòmica (CRG). Computacenter. CPM. IBEC. IESE. Institut Català De Nanociència i Nanotecnologia (ICN2). Institut d'Investigació Biomèdica (IRB). Institute of Photonic Sciences (ICFO). Sanofi. SAP. Zurich. **Other participants in activities carried out within the project:** Accenture. Aigües de Barcelona. Autodesk. Bayer, Everis. Glovo. HP. Inlea. Institut d'Estudis Espacials de Catalunya (ZEEC). Nestlé. MST Holding. PRBB. Roche. Ship2B. Social Point. T-Systems. Typeform. Webhelp.

3. Improved and Sustainable Infrastructures and Urban Development

Affordable and accessible housing

Proposal agreed by 50 experts setting out specific measures to create a housing policy for the entire metropolitan area. The aim is to continue to provide social housing for rent and significantly increase the stock of affordable housing, with public backing and private investment.

Advocates: Pau Guardans (Único Hotels). **Anna Gener** (Savills Aguirre Newman Barcelona). **Jaume Oliu** (Barcelona Global). **Joan Pla** (Orim Management). **More than 50 members involved.**

Sustainable mobility in the metropolitan area

With the support of 60 experts, Barcelona Global has developed a set of proposals to promote the sustainable improvement of metropolitan transport. It includes 9 areas of broad agreement on metropolitan mobility and 15 key proposals for mobility in the Greater Barcelona metropolitan area.

Advocates: Pilar Conesa (Anteverti). **Núria Domínguez** (SEAT). **Ricard Font** (Ferrocarrils de la Generalitat de Catalunya - FGC). **Josep Martínez Vila** (Saba). **Mariano Marzo** (Fundación Repsol). **Josep Mateu** (RACC). **Mark Nieuwenhuijsen** (ISGlobal). **Xavier Serra** (Abertis Autopistas). **Manel Villalante** (RENFE). **More than 60 members involved.**

4. Support for Key Sectors

Barcelona and tourism

The pandemic has been particularly damaging to tourism and there is an urgent need for new measures to support employment and business in a sector that is crucial for the economy of Barcelona. Barcelona Global is working on specific proposals that should help to make the visitor economy competitive, high quality and sustainable.

Barcelona and culture

Barcelona Obertura Classic & Lyric, promoted by Barcelona Global, is proof of the value of cultural actors working together to promote Barcelona as a city of classical music. It is also an excellent way of improving the profile and the city placement and developing a more comprehensive range of cultural events.

Advocates: **Marian Puig** (Fundació Puig). **Joan Oller** (Palau de la Música Catalana). **Ramon Agenjo** (Barcelona Obertura and Fundació DAMM). **Marian Puig** (ISDIN). **Valentí Oviedo** (Gran Teatre del Liceu). **Robert Brufau** (L'Auditori). **Partners involved:** Ibercamera, Fundació Conservatori Liceu, Orquestra Simfònica Camera Musicae.

Public-private collaboration

Barcelona Global, together with IESE and its Public-Private Research Center, has developed a set of proposals to foster public-private collaboration projects in key sectors such as medicine, science, smart cities, and culture.

Advocates: **Pau Guardans** (Único Hotels). **Xavier Vives** (IESE Business School). **Josep Maria Campistol** (Hospital Clínic). **Pilar Conesa** (Anteverti). **Ainhua Grandes** (MACBA Foundation). **Andreu Mas-Colell** (BIST). **More than 70 members involved.**

Our budget

2021

INCOMES

In euros

Projects

50%

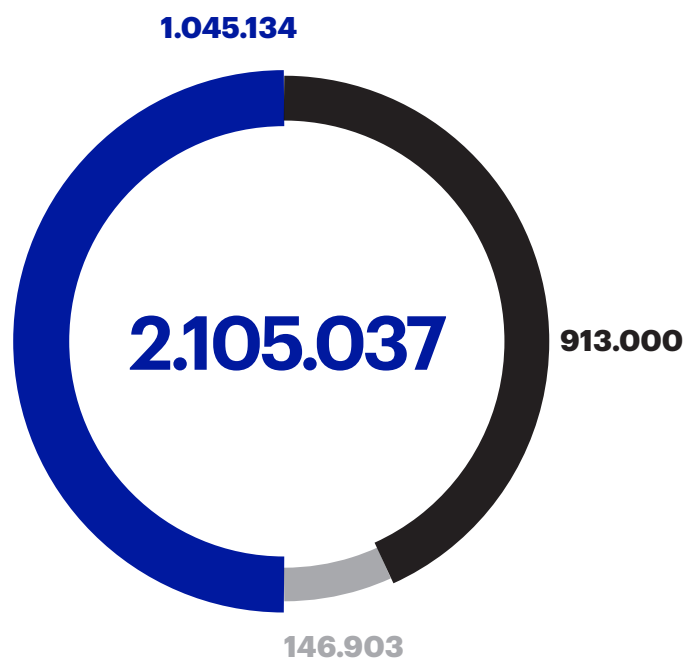
Members fees

43%

37% Corporate
6% Individual

Other incomes
(sponsorships and
donations)

7%



2021

EXPENSES

In euros



Projects



Human Resources



Administration



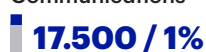
Own events

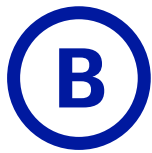


Miscellaneous



Communications





Governing bodies

Assembly. Highest governing body, comprising all members. Meets annually in June.

Supervisory Board. Meets twice a year defining Barcelona Global longterm strategy and informing about candidature for future presidents



José Adell Duacastella
Grupo Julià



Ramon Agenjo
Fundació Damm



Albert Agustí
Sport Cultura
Barcelona



Maria José Álvarez
Catalana Occidente



Joan Amigó
Applus



Isak Andic
Mango



Siro Arias
Bluecap



Bibiana Ballbè
TheCreativeNet



Tatxó Benet
Atas Corp



Noemí Blázquez
Uriá Menéndez
Abogados



José Lluís Bonet
Freixenet



Núria Cabuti
Penguin Random House
Grupo Editorial



Jordi Camí
Parc de Recerca
Biomèdica de Barcelona
(PRBB)



Vicente Cancio
Zurich



Artur Carulla
Agrolimen



Chema Casas
Telefónica



Jordi Casas
Osborne Clarke



Manel Cerqueda
Andbank



Joaquim Coello
Asoport
Honorary President



Alejandro Colldefors
Abertis



Luis Conde
Seeliger y Conde



José Creuheras
Grupo Planeta



Emilio Cuatrecasas
Emesa
Honorary President



Lluís Deulofeu
Cellnex



Koldo Echebarria
ESADE



Alfredo Eguigaray
EY



Antoni Esteve
Esteve



Ignasi Ferrer
Seastainable Ventures



Ricard Font
FGC



Pedro Fontana
Àreas



Rafael Fontana
Cuatrecasas



Antonio Gámiz
Merlin Properties



Victor García
Unibail-Rodamco-
Westfield



Christian Gardiner
SAS



Ricardo Garzó
Mapfre



Gary Gautier
Casa Batlló



Ciscu Gibert
KPMG



Carlos Godó
Grupo Godó



Michael Goldenberg
Value Retail



Ainhoa Grandes
Fundació MACBA



Carlos Grau
GSMA/ Mobile World
Capital



Tina A. Grejsen
SAP



Helena Guardans
Webhelp



Pau Guardans
Único Hotels
Honorary President



Luis Herrero
Banco Santander



Fritz Hoderlein
Everis



Eva Jodar
CBRE



Marta Labata
B:SM Barcelona de
Serveis Municipals



Joan Laporta
FC Barcelona



Gerardo Lertxundi
TMB



Sergi Loughney
Fundació "la Caixa"



Isaac Marcet
PlayGround



Josép Martínez Vila
SABA



Ignacio Marull
PwC



Mariano Marza
Fundación Repsol



Arturo Mas-Sardá
Port Aventura World



Raimon Miret
Accenture



Aitor Moll
Prensa Ibérica



Pere Navarro
El Consorci
de la Zona Franca



Jordi Nicolau
CaixaBank



Joan Pla
Orim Management



Osmar Polo
T-Systems



Julia Prats
IESE



Marian Puig
Fundació Puig
Honorary President



Ignasi Puigdollers
Mercer



Maria Reig
Reig Capital Group
Honorary President



Sergi Ricart
Nike



Raimon Ripoll
Deloitte



Ricard Robles
Sónar



Gonzalo Rodés
aldeA Ventures
Honorary President



Salvador Rovira
Poble Espanyol
Barcelona



Jordi Sáez
Clear Channel



Josép Lluís Sanfeliu
Asabys Partners



Lluís Seguí
Miura Partners



Gerard Serra
Pérez-Llorca



Joaquim Serra
Natura Bissé



Constantí Serrallonga
Fira Barcelona



Oscar Vela
Àreas



Carlos Ventura
Banc Sabadell



Miguel Vicente
Advantage



Luis Villena
Sorigué



Pere Viñolas
Inmobiliaria Colonial



Marian Muro
Turisme de Barcelona
Guest

Executive Committee. Meets monthly



Aurora Catà
President



Carmina Ganyet
Inmobiliaria Colonial
Vicepresident



Jaume Oliu
Vicepresident



Lluís Torner
ICFO
Vicepresident



Mateu Hernández
CEO



Javier Fontcuberta
Cuatrecasas
Secretary



Maria Alsina
CaixaBank



Oriol Barrachina
Cushman & Wakefield



Maite Barrera
Bluecap



Teresa García-Milà
Barcelona Graduate School
of Economics (BGSE)



Ana Godó
Grupo Godó



Therese Jamaa
GSMA / Mobile World
Capital



Sergi Loughney
Fundació "La Caixa"



Andreu Mas-Colell
Barcelona Institute of
Science and Technology
(BIST)



Clara Navarro
Ship2b



Oscar Pierre
Glovo



Marcel Prunera
Crea Inversión



Marcel Rafart
Galdana Ventures



Josep Tabernero
Vall d'Hebron Institut
d'Oncologia (VHIO)



Isabel Vidal
Grup Focus

Honorary Presidents



Joaquim Coello
Asoport



Emilio Cuatrecasas
Emesa



Pau Guardans
Único Hotels



Marian Puig
Fundació Puig



Maria Reig
Reig Capital Group



Gonzalo Rodés
aldeA Ventures

Executive team



Mateu Hernández
CEO



Valeria Andrade
Project Manager



Laura Díaz Roig
Director of
Communications



Serrat Font
Executive Assistant



Anna Marquès
Corporate and Member
Relations Director



Anna Polunina
Corporate and Member
Relations Manager



Cristina H. Valiñani
Projects Director

Contact:

mateu.hernandez@barcelonaglobal.org | valeria.andrade@barcelonaglobal.org | laura.diaz@barcelonaglobal.org | serrat.font@barcelonaglobal.org
anna.marques@barcelonaglobal.org | anna.polunina@barcelonaglobal.org | cristina.valinani@barcelonaglobal.org

Individual protector members



Albert Calzada
Serra Machinery



Quique Camín
Utopia126



Roger Casals
Plazah



Francisco Churtichaga
Charme Capital
Partners



José María Cusi
CHR Legal



Xavier Freixes
Tyrus Capital



Poppy Grijalbo



Bernardo Hernández
Verse



Andreas John
SA Swiss Wealth
Engineering



Marta Ventós
Arquitectura

Join Barcelona Global

Corporate Members

Corporate Protector Member

Large companies and multinationals, each of them contributes **10,000 euros per year**. They can appoint 5 individual members and 1 representative belongs to the Supervisory Board.

Corporate Member

Companies and entities from different sectors, as startups, cultural institutions, research centers, business schools, among others. Each contributes **2,000 euros per year** and represents all sectors of Barcelona's economy.

Individual Members

Individual Protector Member

Professionals from all the sectors who each contributes **1,000 euros per year** and receives greater visibility in return for their economic commitment.

Individual Member

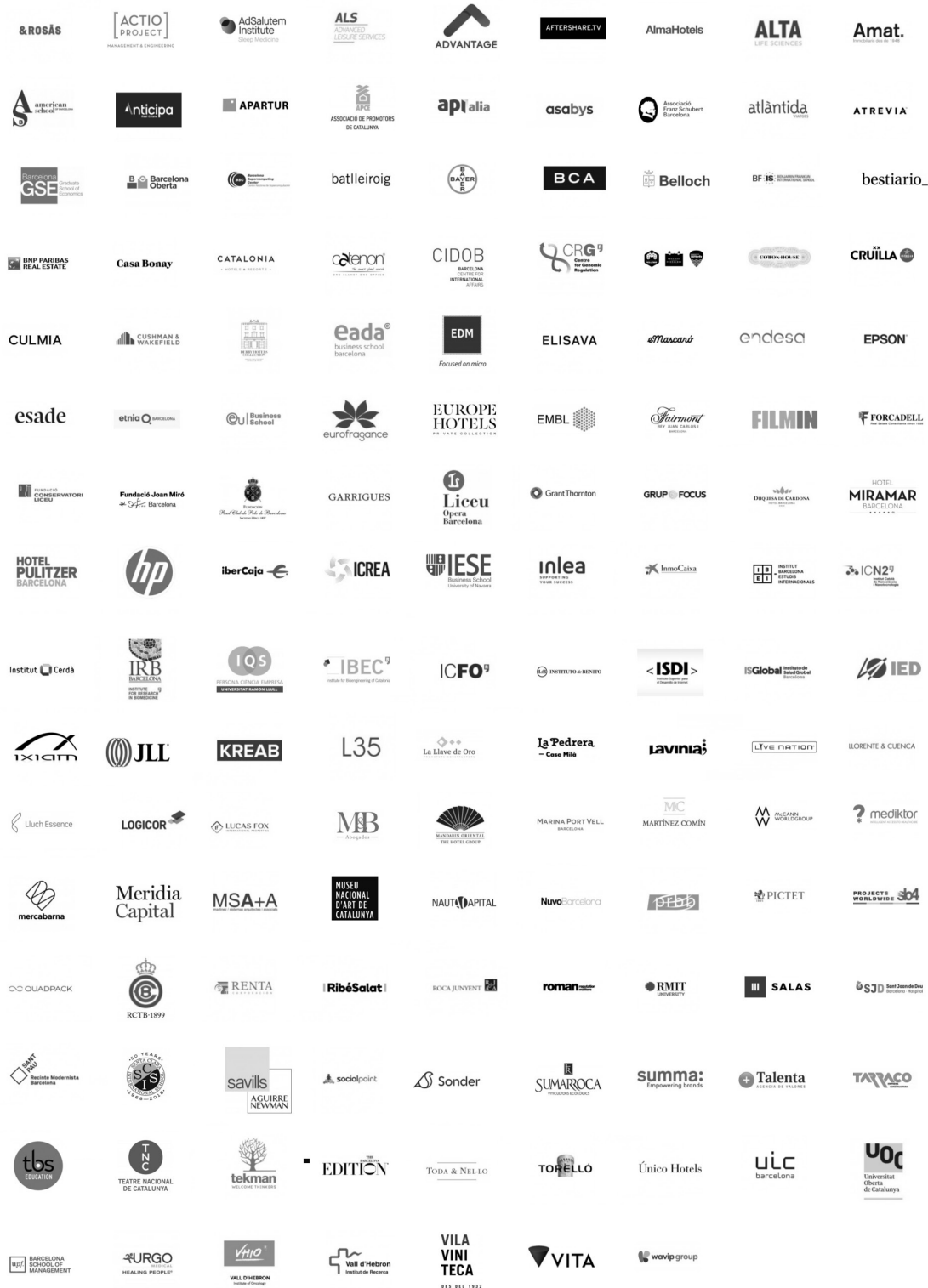
Professionals with very different profiles: researchers, architects, lawyers, technology experts; locals or internationals; living in Barcelona or around the world. The individual members contributes **300 euros per year** and is the association's membership base and the source of many of our projects. Members **Under 30, pay 120 euros**.

Special chapters:

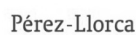
International Council: a network with nearly 150 top professionals currently living in the world's leading cities who have strong ties with Barcelona and a commitment to its future.

Barcelonian by Choice: 20% of the members of Barcelona Global are professionals born outside Spain who have chosen to live and work in Barcelona and are committed to its development.

Corporate Members



Corporate Protector Members



Travessera de Gràcia 17
Barcelona 08021
+34 936 761 250
barcelonaglobal@barcelonaglobal.org
barcelonaglobal.org
[@barcelonaglobal.org](https://www.instagram.com/barcelonaglobal.org)

Make it happen!



Barcelona
Global