What is Barcelona Global?

We are a private, independent and non-profit association made up of 221 of the city’s leading companies, research centers, entrepreneurs, business schools, universities and cultural institutions, and more than 780 professionals. **Our mission is to make Barcelona one of the world’s best cities for talent and economic activity.**

More than 135 members living and working outside of Spain, forming the **Barcelona Global International Council**. More than 150 of our individual members are **“Barcelonians by choice”**, talented people who have chosen Barcelona as "home" to live and work.
Why Barcelona Global?

In a world where talent moves capital and cities are the engine of progress, Barcelona has the opportunity to become a global reference.

In a public-private collaboration scheme, relying on its urbanism, resources and infrastructure, we advocate for a city project based on entrepreneurship, research, culture, tourism and social inclusion.

Our motto: Make it happen!
How are we organized

The **Executive Commission**, made up of 16 members together with our Honorary Presidents, defines the priorities of the association on a monthly basis together with the **President**. The agenda is then implemented by a team of 8 professionals with proven experience in city, project development, engagement with the members, communication and production.

The **Supervisory Board** ensures that the activities and management of the association are appropriate to its mission, approves the major decisions and meets twice a year.

How do we work?

**Independently**
With no other ties that the interest in Barcelona and its future.

**Without public subsidies**
To ensure our independence from governments and political parties.

**With transversality**
Boosting projects from the social and economic transversality of our members.

**In private-public collaboration**
Counting on the experience and knowledge of our members.

**Innovatively**
Developing creative solutions to respond to the city’s challenges.

**With rigor**
Using studies and data to feed our action plans.

**Effectively**
Defining projects with specific and ambitious goals.

**Looking to the world**
Learning from the study of the best international practices.
What do we focus on?

1. **Platform of strategic thinking:** based on the challenges that the city presents, we propose practical and feasible solutions.

   **Barcelona Global Summits,** where we discuss the city’s strategic agenda in topics such as tourism, urban planning and positioning in certain sectors such as health or culture.

   **Barcelona Global Challenges,** where we bring together our members to select key city projects in areas such as higher education, public-private collaboration, fintech, global mobile capital or accessible housing.

   **Generation of knowledge** based on perception surveys such as the International Talent Monitor, the International Council Perception Survey or the Scale-Up Monitor.

2. **Platform for action:** we select executive projects that we develop with the support of our partners:

   **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. **Platform for mobilization and creation of a community:**

   **We promote** relationship and mobilization activities using intensively technology 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 a 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. Almost 100 articles have been published in La Vanguardia by members of the International Council and 70 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.
What have we achieved so far?

To become the civil reference platform in Barcelona and for Barcelona

1

Barcelona International Reputation

**Barcelona in the rankings**: an online tool developed in collaboration with Ideograma, which allows people to consult and analyze the international presence of Barcelona in more than 60 global rankings prepared by prestigious consultancies and by the main international organizations.

**Barcelona Day**: we travel to promote Barcelona and to improve the international reputation of our city. In 2019, Barcelona Global presented in London the Barcelona of Investment, Architecture and Design, Quality Tourism, Culture and Science, together with more than 50 business, cultural, science and prestigious professionals. This 2020, we move to Munich on March 9th and 10th with more than 20 speakers to talk about the Barcelona of Classical Music, Investment and Science, and we’ll travel again to London in May to keep projecting Barcelona internationally.

**Barcelona MBA Day**: the Barcelona MBA Day aims to present first-hand to the more than 600 international MBA students of IESE, ESADE and EADA the industrial, economic, cultural and entrepreneurial Barcelona. The leaders of the most important companies, research centers and cultural institutions of the city welcome and explain to these future global executives their business model, their connection with Barcelona and the city’s potential to become a global city.

**Barcelona City of Talent**: we have launched an Instagram account aimed at explaining to the world the talent that was born or decided to live in Barcelona.

**International Council**: we currently have more than 135 professionals committed to Barcelona in more than 65 cities around the world. We involve them in the elaboration of the “Perception Survey” and we publish their proposals for the city every two weeks in La Vanguardia.

**Barcelona Global International Press Desk**: we work with the international press, organizing press trips, to transmit stories of interest about Barcelona that works and that has the capacity to attract talent.
2

Attraction, retention and creation of talent

**Benchmark fiscal**: tax amendments proposals aimed at improving the city’s capacity to attract international and local expatriated talent and promote Barcelona as a global hub for entrepreneurship.

**Emparejados**: to facilitate the attraction of high-level scientific talent through the work insertion program for researcher’s partners.

**Programa Hola Barcelona!**: program to attract, integrate and engage international residents who have decided to live and work in Barcelona.

- **Hola Barcelona! Cocktail**: a unique event that, with the support of the Barcelona City Council, welcomes more than 1,500 people to the city, including more than 1,000 international guests from 80 different nationalities.
- **Hola Barcelona! Pack**: a set of discounts and special entry passes designed for the international members of the association, which includes culture, sports, leisure, institutions, etc.
- **Hola Barcelona! Dinners**: the members of Barcelona Global open their homes to host dinners with international residents and locals, thus weaving a stronger social fabric.

- **Hola Barcelona! Events**: activities to share and discover emblematic spaces and initiatives of Barcelona.

**Fundación BEST (Barcelona Engineering Science & Technology)**: the new inter-university public degree taught entirely in English in industrial engineering and economics in Barcelona, in collaboration with the UPF, UPC and FemCat. The degree aims to form professionals in the field of industrial engineering and the economy with business involvement, global-in-nature and focused on contributing to the economic competitiveness of the city. This 2019-2020 is its second year.

**Barcelona Global International Talent Monitor**: biennial survey aimed at knowing the state of opinion about the international talent of the city that lives in it.

**Scale-Up Monitor**: study based on a survey among the scale-up ecosystem, to analyze and propose a set of measures to improve Barcelona’s status as a global hub for entrepreneurship.

**Work in Barcelona**: creation of a landing page in collaboration with various private companies, to be a reference page showing companies in Barcelona that are actively looking for international talent. The page will contribute to position Barcelona as a city to work and give visibility and traffic to open positions in the digital area through the implementation of online marketing campaigns.
3

Tourism and culture

Barcelona Obertura: an international promotion platform of Barcelona as a classical music reference city, driven by the main institutions of the city: el Gran Teatre del Liceu, L’Auditori and the Palau de la Música Catalana. The result of this initiative is the Barcelona Obertura Spring Festival, the first classical music festival organized by the three main institutions of Barcelona to spread classical music in Barcelona during two weeks. The second edition will be held on March 2020.

Tourism and city, a shared challenge that we need to face now: to improve the relationship between the city and tourism, we have developed a series of actions to be undertaken, both for the public and private sectors, to establish the basis of a management model aimed at creating greater and better occupation and opportunities for the development of Barcelona and the Barcelonians.

4

Urbanism, Housing and Public-Private Partnership

The challenge of housing in Barcelona: proposals for a necessary solution: a concrete and feasible proposal with realistic and detailed measures on the creation of the concept of affordable housing, aimed at generating the necessary housing stock to improve access to it in the Metropolitan Region of Barcelona through public-private collaboration.

The Challenge on public-private partnership: An initiative to analyze the great challenges that the Barcelona of the future will face and prepare a roadmap, with specific proposals, to provide long-term solutions through public-private partnership to make Barcelona one of the best cities in the world for talent and economic activity.

And we keep going...
What is our budget?

**2020 INCOME**

- Corporate members fees: 958 thousands of euros, 71.9%
- Individual members fees: 164 thousands of euros, 12.3%
- Other income (sponsorships and donations): 210 thousands of euros, 15.8%

**EXPENSES**

- Human Resources: 501 thousands of euros
- Administration: 271 thousands of euros
- Communications: 36 thousands of euros
- Own events: 130 thousands of euros
- Projects: 162 thousands of euros
- Miscellaneous: 121 thousands of euros

Total income: 1,332 thousands of euros
Total expenses: 1,221 thousands of euros
Governing bodies

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

Supervisory Board. Meets twice a year.
Executive Committee. Meets monthly

Pau Guardans
Único Hotels
President

Teresa García-Miló
Barcelona Graduate School of Economics (BGSE)
Vicepresident

Jaume Otó
Banc Sabadell
Vicepresident

Lluis Seguí
Miura Private Equity
Vicepresident

Mateu Hernández
CEO

Enric Picanyol
Cuatrecasas
Secretary

Aurora Cató
Amrop
Seeliger&Conde

Carmina Ganyet
Inmobiliaria Colonial

Anna Giner
Savills Aguirre Newman
Barcelona

Ana Godó
Grup Godó

Theresa Janeva
GSMA / Mobile World Capital

Montserrat Martinez
CaixaBank

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

Alexandra Mitjans
Ashoka

José Maria Pinya
SCFIP

Josep Taberner
Vall d’Hebron Institut d’Oncologia (VHIO)

Lluis Tomer
Institut de Ciències Fotòniques (ICFO)

Isabel Vidal
Grup Focsar

Honorary Presidents

Joaquin Coelle
Fundació Caixa

Emilio Cuatrecasas
Cuatrecasas

Marian Puig
Fundació Puig

Maria Reig
Reig Capital Group

Gonzalo Rodríguez
IP Inversiones y Servicios Publicitarios

Executive team

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CEO

Valeria Andrade
Project Manager

Laura Diaz Roig
Director of Communications

Serrat Font
Executive Assistant

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Anna Polunina
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Mahalo Comunicaciones y RR.PP.

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Serra Machinery

Roger Casals
Plazah

Francisco Churtichaga
Charme Capital Partners

José María Cusi
CHR Legal

Xavier Freixa
Tyrus Capital

Leila Hayat
Chabi Bank

Bernardo Hernández
Verse

Andreas John
SA Swiss Wealth Engineering

Marta Ventós
Arkitectura
Make it happen!