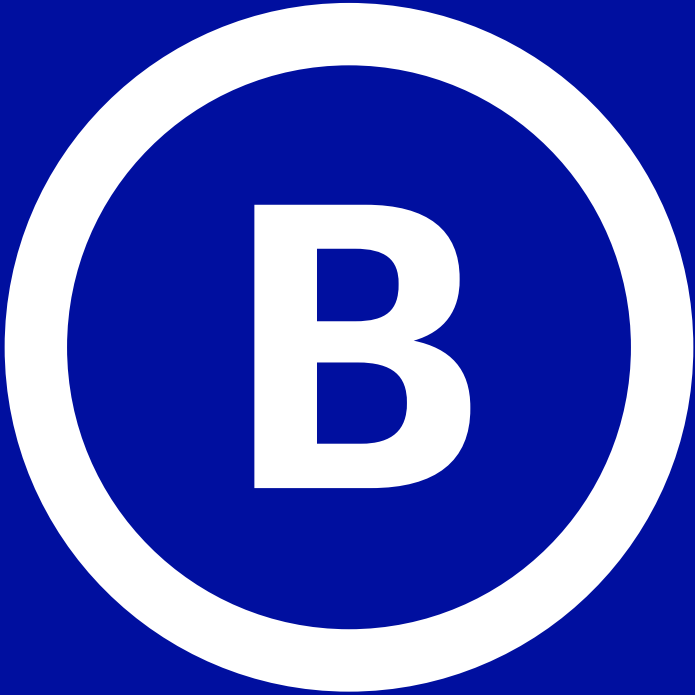


Barcelona Global Executive Summary

January 2020



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.

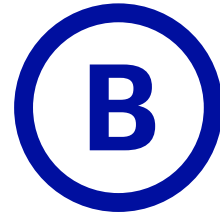
Barcelona Day: we travel to promote Barcelona and to improve the international reputation of our city. In 2019, Barcelona Global presented in London the Barcelona of Investment, Architecture and Design, Quality Tourism, Culture and Science, together with more than 50 business, cultural, science and prestigious 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 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.

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 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.



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 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.

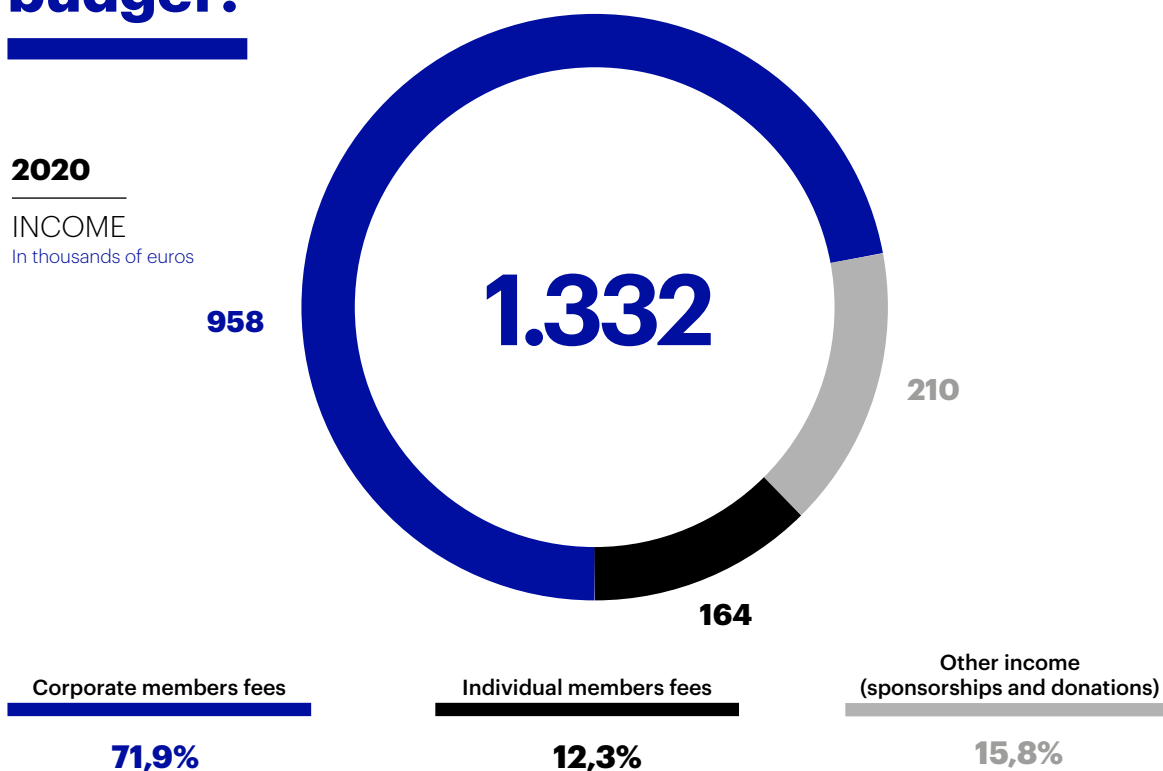
And we keep going...

What is our budget?

2020

INCOME

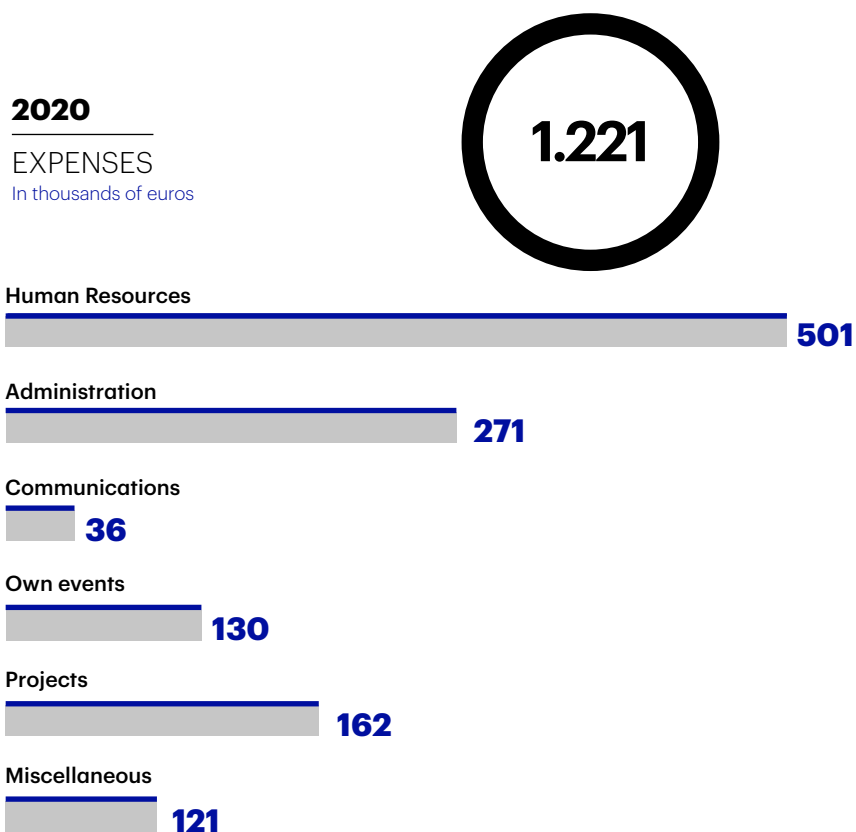
In thousands of euros

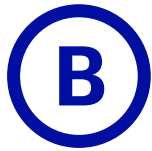


2020

EXPENSES

In thousands of euros





Governing bodies

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

Supervisory Board. Meets twice a year.



Chelo Abarca
Amazon



José Adell Duacastella
Grupo Julià



Ramon Agenjo
Fundació Damm



Albert Agustí
Sport Cultura
Barcelona



María José Álvarez
Catalana Occidente



Joan Amigó
Applus



Isak Andic
Mango



Bibiana Ballbè
TheCreativeNet



Oriol Barrachina
Cushman & Wakefield



Jospe Maria Bartomeu
FC Barcelona



Tatxo Benet
Atas Corp



Noemí Blázquez
Uria Menéndez
Abogados



Jospe Lluís Bonet
Freixenet



Núria Cabutí
Penguin Random House
Grupo Editorial



Jordi Camí
Parc de Recerca
Biomèdica de Barcelona
(PRBB)



Vicente Cancio
Zurich



Conrado Carnal
Grupo Zeta



Artur Carulla
Agrolimen



Manel Cerqueda
Andbank



Joaquim Coello
Fundació Carulla
Honorary President



Luis Comas
SEAT



Luis Conde
Amrop
Seeliger&Conde



Jospe Creuheras
Grupo Planeta



Emilio Cuatrecasas
Cuatrecasas
Honorary President



Koldo Echebarria
ESADE



Alfredo Eguigaray
EY



Antoni Esteve
Esteve



Kim Faura
Telefónica



Ignasi Ferrer
Seasustainable Ventures



Pedro Fontana
Emesa



Susana Gallardo
Grupo Familiar
Gallardo



Antonio Gamiz
Merlin Proporties



Victor García
Unibaill-Rodamco-
Westfield



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



Helena Guardans
Webhelp



Luis Herrero
Banco Santander



Fritz Hoderlein
Everis



Eva Jodar
CBRE



Amancio López
Grupo Hotusa



Sergi Loughney
Abertis



Nuria Lozano
Airbnb



Isaac Marcet
PlayGround



Josep Martínez Vila
SABA



Ignacio Marull
PwC



Mariano Marzo
Fundación Repsol



Arturo Mas-Sardá
Port Aventura World



Raimon Miret
Accenture



Pere Navarro
El Consorci
de la Zona Franca



Jordi Nicolau
CaixaBank



Monica Perpiñá
eDreams ODIGEO



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



Raimon Ripoll
Deloitte



Ricard Robles
Sónar



Jordi Sáez
Clear Channel



Josep Lluís Sanfeliu
Asabys Partners



Joaquim Serra
Natura Bissé



Gerard Serra
Pérez-Llorca



Constantí Serrallonga
Fira de Barcelona



Ignacio Serrat
Nike



Joan Manuel Soler
Quadis



Ignacio Trincado
Coty



Gonzalo Rodés
ISP Inversiones y
Servicios Publicitarios
Honorary President



Salvador Rovira
Poble Espanyol
Barcelona



Oscar Vela
Áreas



Carles Ventura
Banc Sabadell



Miguel Vicente
Advantage



Luis Villena
Sorigué



Pere Viñolas
Inmobiliaria Colonial

Executive Committee. Meets monthly



Pau Guardans
Único Hotels
President



Teresa Garcia-Milà
Barcelona Graduate School
of Economics (BGSE)
Vicepresident



Jaume Oliu
Banc Sabadell
Vicepresident



Lluís Seguí
Miura Private Equity
Vicepresident



Mateu Hernández
CEO



Enric Picanyol
Cuatrecasas
Secretary



Aurora Catà
Amrop
Seeliger&Conde



Carmina Ganyet
Inmobiliaria Colonial



Anna Gener
Savills Aguirre Newman
Barcelona



Ana Godó
Grupo Godó



Therese Jamaica
GSMA / Mobile World
Capital



Montserrat Martínez
CaixaBank



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



Alexandra Mitjans
Ashoka



José María Piera
SCPF



Josép Taberner
Vall d'Hebron Institut
d'Oncologia (VHIO)



Lluís Torner
Institut de Ciències
Fotòniques (ICFO)



Isabel Vidal
Grup Focus

Honorary Presidents



Joaquim Coello
Fundació Carulla



Emilio Cuatrecasas
Cuatrecasas



Marian Puig
Fundació Puig



Maria Reig
Reig Capital Group



Gonzalo Rodés
ISP Inversiones y
Servicios Publicitarios

Executive team



Mateu Hernández
CEO



Valeria Andrade
Project Manager



Laura Díaz Roig
Director of
Communications



Serrat Font
Executive Assistant



Irene Garcia-Arnau
International
Press Desk



Anna Marquès
Corporate and Member
Relations Director



Anna Polunina
Corporate and Member
Relations Manager



Cristina Valiñani
Projects Director

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Individual protector members



Mahala Alzamora
Mahala Comunicaciones
y RR.PP.



Albert Calzada
Serra Machinery



Roger Casals
Plazah



Francisco Churtchaga
Charme Capital
Partners



José María Cusi
CHR Legal



Xavier Freixes
Tyrus Capital



Leila Hayat
Chaabi Bank



Bernardo Hernández
Verse

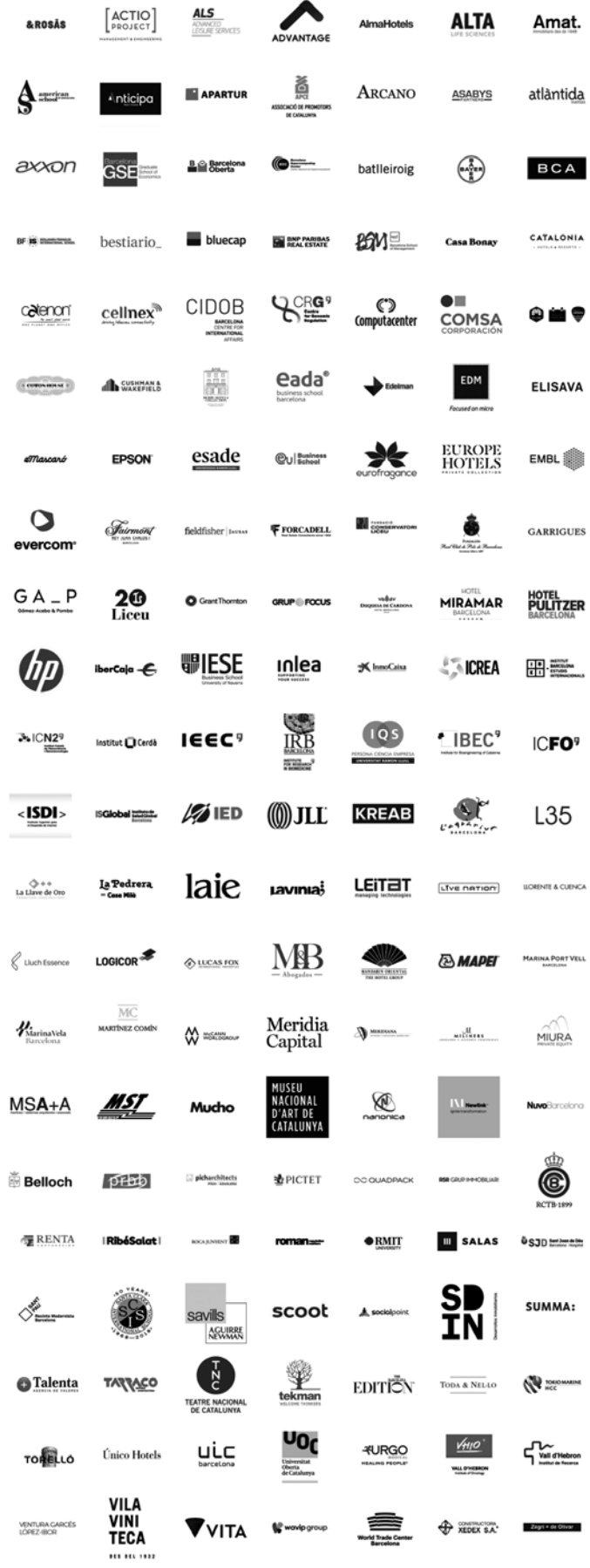


Andreas John
SA Swiss Wealth
Engineering

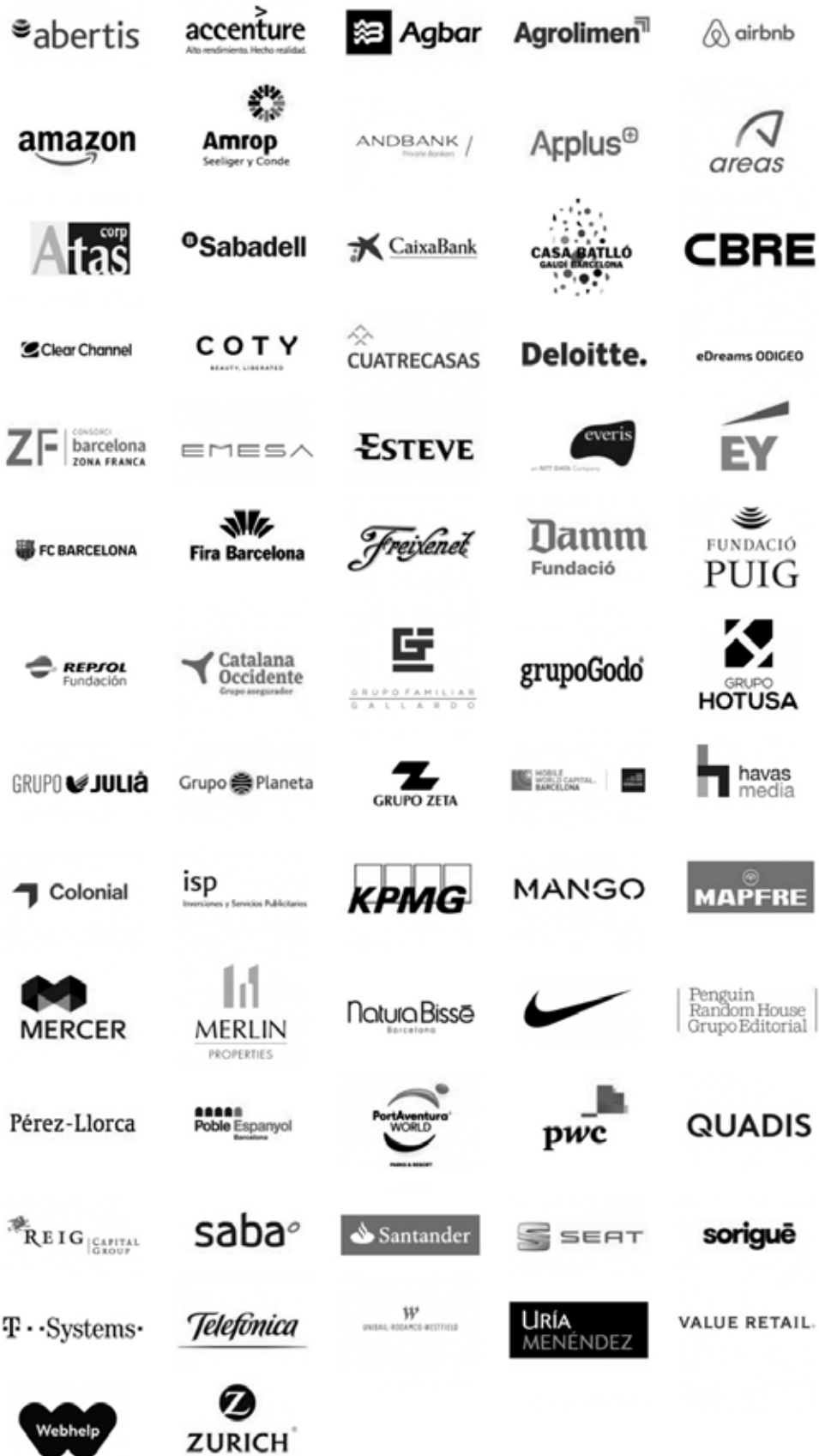


Marta Ventós
Arquitectura

Corporate Members



Corporate Protector Members



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Make it happen!



Barcelona
Global