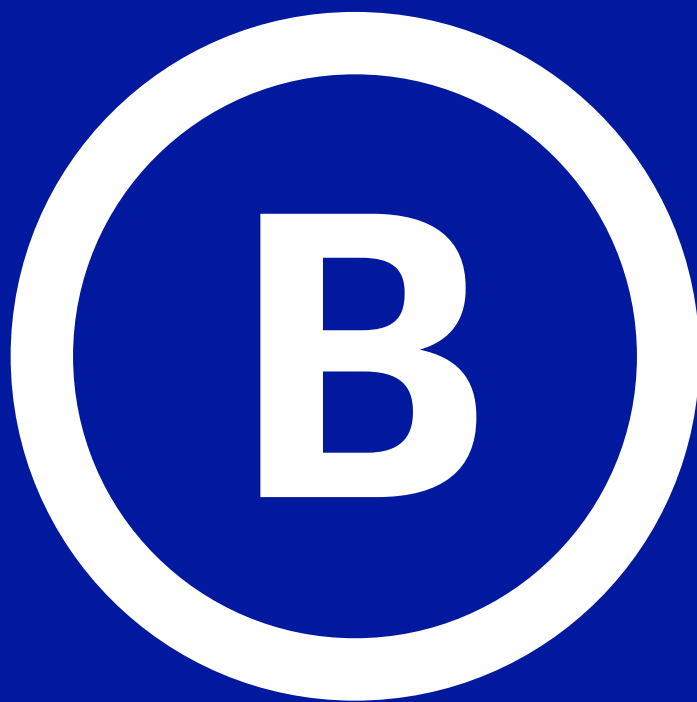
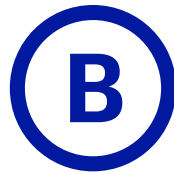


Barcelona Global Executive Summary

January 2023



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



236 of the city's leading

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

+ 930 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.

+ 160 members living and working outside of Spain.

18% 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 impactful talent and economic activity.

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

In a world where talent is looking to impact on improving our societies and making sustainable cities.

Main objectives:

**Generate, attract
and retain impactful 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.

NTT 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. 174 articles have been published in La Vanguardia by members of the International Council and 131 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.

Partners involved: Ajuntament de Barcelona. Diputació de Barcelona. Consorci de la Zona Franca. Generalitat de Catalunya, Departament de la Vicepresidència i Polítiques Digitals, Ajuntament de l'Hospitalet de Llobregat

Participating companies: Abertis, Accenture, AGBAR, Banco Sabadell, CaixaBank, Catalana Occidente, CBRE, Colonial, Cuatrecasas, Deloitte, Eada, Enagas, Esade, Ferrer, Esteve, ESIC, Fundació Puig, Grupo Godó, Grupo Planeta, HP, IBM, Indra, Investindustrial, Naturgy, Racc, Telefónica.



Taxation for Talent and Entrepreneurship®

Barcelona Global, with a team of 15 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 amelioration. Through our work with governments and political parties to encourage their implementation, we have so far achieved the inclusion of substantial enhancements in the regulation. Nevertheless, there's still way for improvement and we continue working towards a neutral tax environment that will allow entrepreneurship and talent to thrive in Barcelona.

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). **Norma Peña** (Pérez-Llorca). **Ramon Portela** (Mercer). **Patricia Punsoda** (PwC). **Blanca Usón** (Roca Junyent). **Luis Viñuales** (Uría Menéndez).



Streamlining of formalities for International Talent®

The Barcelona Global International Talent Monitor has repeatedly identified red-tape as one of the main issues for international professionals that relocate to Barcelona to work. Barcelona Global has mapped those formalities and set up conversations with the different levels of the public administration to make their landing process easier. Notable outcomes have been achieved, such as the creation by the City Council of a website collecting all the information about procedures and the opening of Barcelona International Welcome Desk to provide online and face to face assistance. Also, improvements in the formalities are being included in the Spanish regulation and we continue working with the central government to streamline the process related to the obtention of the residence permit.

Advocates: Aurora Catà (Barcelona Global). **Mateu Hernández** (Barcelona Global). **Members of the Workgroup:** Applus. Barcelona Institute of Science and Technology (BIST). Barcelona Supercomputing Center (BSC-CNS). BeRepublic. Centre Regulació Genòmica (CRG). Computacenter. Elisava. ESADE. Fundació Bosch i Gimpera. Fundació Clínic per a la Recerca Biomèdica. Fundació Pasqual Maragall. **IBEC**. **IESE**. Institut Català de Nanociència i Nanotecnologia (**ICN2**). Institute of Photonic Sciences (**ICFO**). Institut Català d'Investigació Química (**ICIQ**). Idibell. Istituto Europeo Design (**IED**). Institut d'Investigació Biomèdica (**IRB**). RMIT University. SAP. UAB. UB. UIC. UOC. UPC. 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 (**IEEC**). Nestlé. MST Holding. PRBB. Roche. Ship2B. Social Point. T-Systems. Typeform. Webhelp.

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 School of Economics - BSE). **Joan Roca** (Roca Junyent). **Marcel Prunera** (Crea Inversió) **Main members involved:** EADA, EAE, ELISAVA, EINA, ESADE, IED, IESE, IQS, ISDI Grupo Planeta, UAB, UB, UIC, UOC, UPC, UPF, UPF Barcelona School of Management, RMIT.

Barcelona Global ongoing projects

1. Talent attraction, retention and creation

Affordable and accessible international school

The companies and research centres in Barcelona successfully attract junior talent, but they struggle to hire professionals for middle management or senior researcher positions, often with young families. One of the main reasons they state is the unsuitability of the existing network of international schools in Barcelona to their needs. Despite them being fantastic in terms of quality, they are concentrated in areas of the city that are difficult to access by public transport and that would require long commuting times from where these professionals usually live, and the fees make them unaffordable for their level of salaries. Barcelona Global is developing a project to find solutions that can lower this barrier and therefore increase the city's attractiveness for middle management talent, which has a very big impact in the ability of the city's companies and research centres to compete internationally.

Advocates: Pau Guardans (Único Hotels). Gonzalo Rodés (aldeA Ventures). Emilio Cuatrecasas (Emesa). Oriol Barrachina (Cushman & Wakefield). Ramon García-Bragado (Brugueras, 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, UPF Barcelona School of Management. **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). FemCAT, UPC, UPF. **Main partners involved:** Acciona, Agrolimen, Cellnex, COMEXI, DOGA, La Farga, HP, Repsol, Fundació Sabadell, Nestlé, Agbar, BCN Languages, Mur&Partners, Noel

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. 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 Olliu** (Barcelona Global). **Joan Pla** (Orim Management). **More than 50 members involved.**

Sustainable mobility in the metropolitan area

Barcelona Global developed, in 2020 with a working group of 60 experts, a workstream to promote sustainable and efficient mobility in Barcelona and its region, resulting in a report with 9 big areas of general consensus and 15 key proposals. As the city overcomes the situation generated by the pandemic, the working group is re-assessing and updating the proposals for the benefit of any stakeholder designing city strategies in the coming years.

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.**

3. Support for Key Sectors

Objectiu Barcelona

Barcelona will shortly start a new electoral campaign to choose, in May 2023, the new team that will lead the city. Barcelona Global starts a process of reflection with proposals to design a roadmap for boosting the economy, improving urban quality and regaining the city's pride.

Barcelona and tourism

10 workstreams, with the participation of more than 30 key tourism stakeholders in the city, to regain quality, sustainable and competitive tourism that can become a driving force behind the talent economy. The report -the third about tourism published by Barcelona Global in the last 4 years-, intends to be a working base and seeks to identify the measures to be undertaken in the coming months, both by the different administrations and public operators and as well as by the private sector and the civil society, so that the tourism industry, key for the economy of Barcelona, emerges stronger from the most important crisis that an economic sector ever suffered in such a short period of time in the city.

Participants in Challenge meetings: José Adell (Grupo Julià), Angel Díaz (Advanced Leisure Services), Michael Goldenberg (Value Retail), Bruno Hallé (Cushman & Wakefield), Mathieu Herrero (Areas), Marta Labata (Barcelona Serveis Municipals), Arturo Mas-Sardà (PortAventura World), Arnaldo Muñoz (Busuu), Marian Muro (Turisme de Barcelona), David Rico (CaixaBank Hotels and Tourism), Maria Segarra (Intueri), Constantí Serrallonga (Fira Barcelona), Tomás Tarruella (Grupo Tragaluz), Oscar Vela (Areas).

And more than 20 experts interviewed.

Barcelona Obertura

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: Ramon Agenjo (President of Barcelona Obertura and Member of the Board and Director of Fundación Damm).

Vera de Frutos (Coordinator of Barcelona Obertura).

Marian Puig (Fundació Puig). **Joan Oller** (Palau de la Música Catalana). **Valentí Oviedo** (Gran Teatre del Liceu). **Robert**

Brufau (L'Auditori). **Partners involved:** Ibercamera, Fundació Conservatori Liceu, Orquestra Simfònica Camera Musicæ.

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.

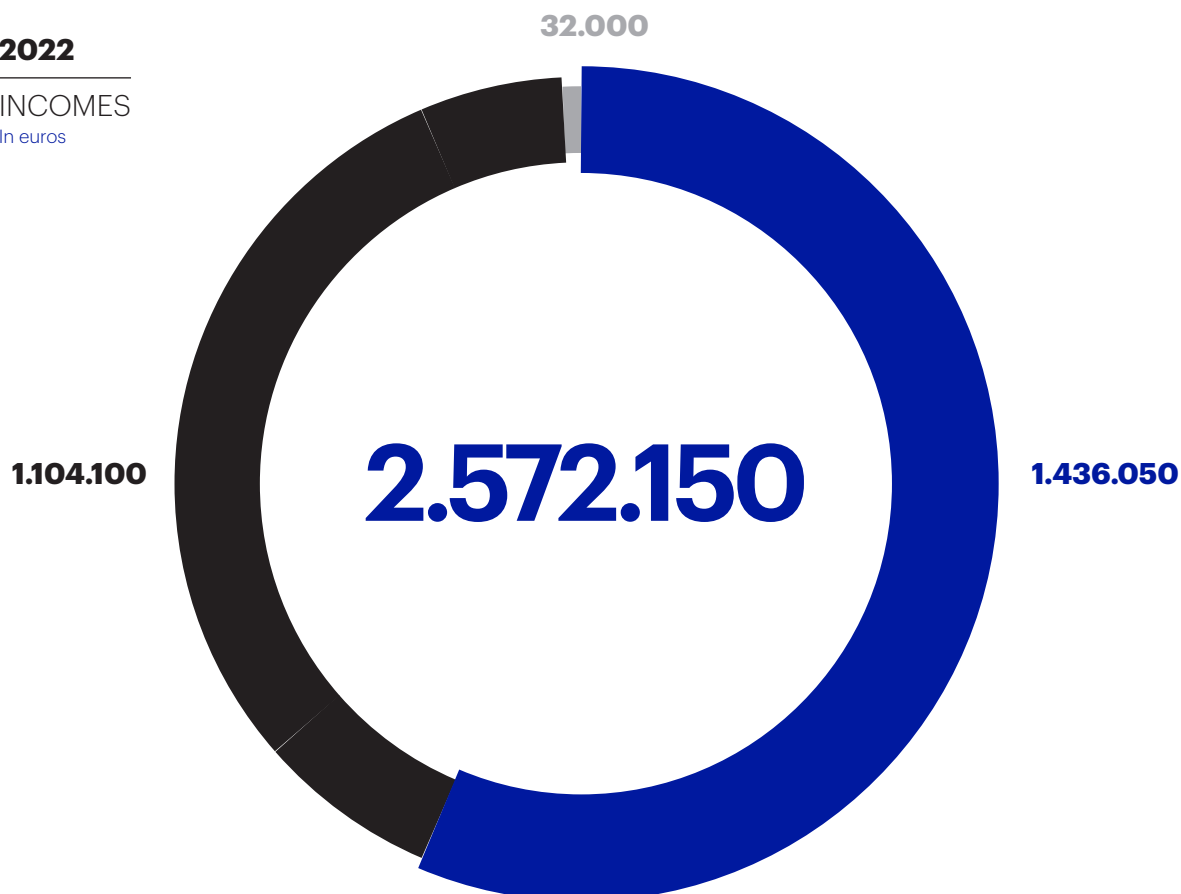
Advocates: Pau Guardans (Único Hotels). **Xavier Vives** (IESE Business School). **Josep Maria Campistol** (Hospital Clínic). **Pilar Conesa** (Anteverti). **Ainhoa Grandes** (MACBA Foundation). **Andreu Mas-Colell** (BIST). **More than 70 members involved.**

Our budget

2022

INCOMES

In euros



Projects

55.8%

Members fees

43.0%

35.8% Corporate
7.2% Individual

Other incomes
(sponsorships and
donations)

1.2%

2022

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



Cristina Adroher
Hospital Sant Joan de Déu



Pepe Agell
Pear VC



Ramon Agenjo
Fundació Damm



María José Álvarez
Catalana Occidente



Joan Amigó
Applus



Isak Andic
Mango



Siro Arias
Bluecap



Enric Asunción
Wallbox



Tatxo Benet
Atas Corp



Caterina Biscari
Alba Synchrotron



Michael Blackman
Integrated Systems
Events



Noemí Blázquez
Uría Menéndez
Abogados



José Lluís Bonet
Freixenet



Núria Cabutí
Penguin Random House
Grupo Editorial



Jordi Camí
Parc de Recerca
Biomèdica de Barcelona
(PRBB)



Elies Campo
The Citizen Lab



Vicente Cancio
Zurich



Artur Carulla
Agrolimen



Chema Casas
Telefónica



Jordi Casas
Osborne Clarke



Aurora Catà
Banc Sabadell
Honorary President



Manel Cerqueda
Andbank



Joaquim Coello
Asoport
Honorary President



Luis Conde
Seeliger y Conde



Pilar Conesa
Anteverti



Agustí Cerdón
Anantara Ventures



José Creuheras
Grupo Planeta



Emilio Cuatrecasas
Emesa
Honorary President



Inés Cuatrecasas
Emesa



Lluís Deulofeu
Cellnex



Alfredo Eguíagaray
EY



Diego Esteban
Russell Reynolds



Antoni Esteve
Esteve



Georgina Flamme
Abertis



Joan Carles Font
Mesoestetic



Rafael Fontana
Cuatrecasas



Antonio Gámiz
Merlin Properties



Teodoro García
Grupo TGT



Victor García
Unibail-Rodamco-
Westfield



Gary Gautier
Casa Batlló



Ciscu Gibert
KPMG



Carlos Godó
Grupo Godó



Michael Goldenberg
Value Retail



Ainhoa Grandes
Fundació MACBA



Tina A. Grejsen
SAP



Helena Guardans
Webhelp



Pau Guardans
Unico Hotels
Honorary President



Lester Harsem
Nike



Luis Herrero
Banco Santander



Jordi Herreruela
Cruilla Barcelona



Marta Labata
B:SM Barcelona de
Serveis Municipals



Joan Laporta
FC Barcelona



Gerardo Lertxundi
TMB



Sergi Loughney
Fundació "la Caixa"



Josep Martínez Vila
SABA



Ignacio Marull
PwC



Mariano Marzo
Fundación Repsol



Arturo Mas-Sardà
Port Aventura World



Xavier Mendoza
ESADE



Raimon Miret
Accenture



Joaquim Miró
Mapfre



Aitor Moll
Prensa Ibérica



Pol Morillas
CIDOB



Pere Navarro
El Consorci
de la Zona Franca



Jordi Nicolau
CaixaBank



Carlos Nueno
Teladoc Health



Rafael Perales
Mercer



Joan Pla
Orim Management



Eloi Planes
Fluidra



Osmar Polo
T-Systems



Julia Prats
IESE



Marian Puig
Fundació Puig
Honorary President



Maria Reig
Reig Capital Group
Honorary President



Teresa Rioné
Grifols



Raimon Ripoll
Deloitte



Laia Ripoll
GSMA



Gonzalo Rodés
aldeA Ventures
Honorary President



Miriam Roure
Urban-X



Xavier Rovira
NTT Data



Jordi Sáez
Clear Channel



Juan Antonio Samaranch
GBS Finance



Antoni Segarra
FGC



Lluís Seguí
Miura Partners



Gerard Serra
Pérez-Llorca



Joaquin Serra
Natura Bissé Group



Constanti Serrallonga
Fira Barcelona



Luis Serrano
CRG



Oscar Vela
Àreas



Carlos Ventura
Banc Sabadell



Miguel Vicente
Advantage



Luis Villena
Sorigué



Pere Viñolas
Inmobiliaria Colonial

Executive Commission. Meets monthly



Maite Barrera
Bluecap
President



Oscar Pierre
Glovo
Vice president



Oriol Pinya
Abac Capital
Vice president



Daniel Puig
Jorcani
Vice president



Josep Lluís Sanfeliu
Asabys Partners
Vice president



Mercè Conesa
CEO



Javier Fontcuberta
Cuatrecasas
Secretary



Juan Antonio Alcaraz



Enric Asunción
Wallbox



Francesca Bria
Fondo Nazionale
Innovazione
CDP Venture Capital SGR



Sergi Ferrer-Salat
Ferrer



Carmina Ganyet
Colonial



Teresa García-Milà
Barcelona School of
Economics



Ana Godó
Grupo Godó



Sergi Loughney
Fundació "La Caixa"



Jaume Oliu
Raset Ventures



Javier Pérez-Tenessa
Edreams ODIGEO



Gerard Piqué
Kosmos



Eloi Planes
Flúidra



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

Honorary Presidents



Aurora Catà
Banc Sabadell



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



Mercè Conesa
CEO



Esther Grávalos
Director of
Communications
and Public Affairs



Cristina H. Valiñani
Projects Director



Anna Marquès
Corporate and Member
Relations Director



Laura Díaz Roig
Head of Press and
Digital Communications



Serrat Font
Executive Assistant



Anna Polunina
Corporate and Member
Relations Manager



Clara Balcells
Corporate and Member
Relations Associate

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Individual protector members



Nestor Cano
T-Mobile USA



Roger Casals
Plazah



Francisco Churtichaga
Charme Capital
Partners



Xavier Freixes
Tyrus Capital



Andreas John
SA Swiss Wealth
Engineering



Oriol Juncosa
Fastway Partners



Oriol Pinya
Abac Capital



Narek Verdian
Glovo

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:

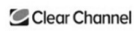
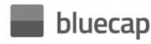
International Council: a network with nearly 150 top professionals currently living in the world's leading cities who have strong ties with Barcelona and a commitment to its future.

Barcelonian by Choice: 15% 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



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Make it happen!



Barcelona
Global