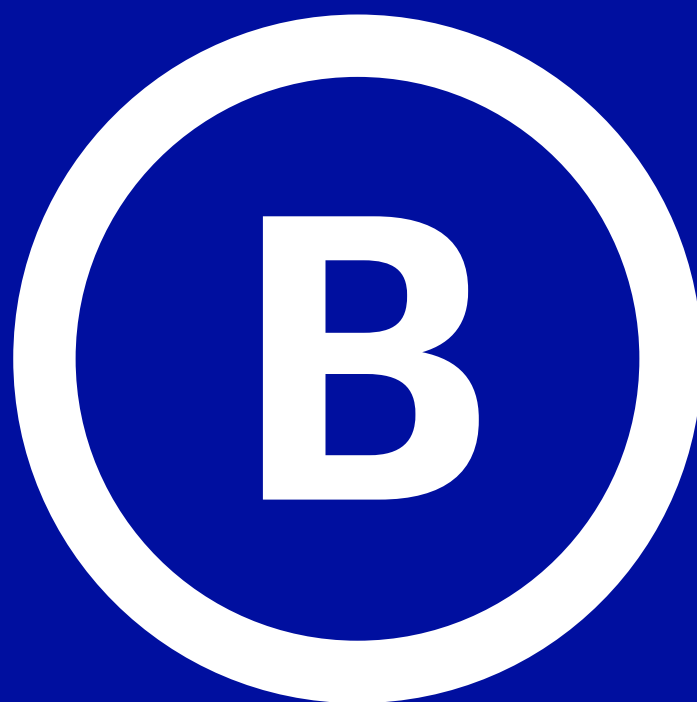


Barcelona Global Executive Summary

July 2019



What is Barcelona Global?

We are a private, independent and non-profit association made up of 208 of the city's leading companies, research centers, entrepreneurs, business schools, universities and cultural institutions, and more than 750 professionals. **Our mission is to make Barcelona one of the world's best cities for talent and economic activity.**

More than 130 of our individual members live and work 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 7 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 than 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, finance, 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:

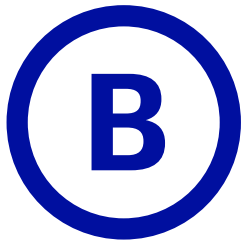
We promote relationship and mobilization activities using intensively technology for more than 950 highly committed members that are willing to dedicate time, resources and contacts to Barcelona Global's projects.

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 reference civil platform in Barcelona and for Barcelona

1

Barcelona International Reputation

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

Barcelona London Day: Barcelona Global presented in London, between June 12th and 13th, the Barcelona of investment, architecture and design, quality tourism, culture and science, together with 53 business, cultural, science and prestigious professionals. Altogether, more than 300 investors, opinion leaders, media and specialized agents in each of the sectors attended to the 5 tracks.

Barcelona Global International Press Desk:

we work with the international press, organizing press trips, to transmit stories of interest about the Barcelona that works and that has the capacity to attract talent.

Barcelona City of Talent: we have launched an Instagram profile aimed at explaining to the world the Barcelona of the talent that has been born or has decided to live in it.

International Council: we currently have more than 130 professionals committed to Barcelona in more than 60 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.

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 1,600 people to the city, including more than 1,000 international guests from 60 different countries.

- **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): dedicated to the financing of interuniversity degrees of international excellence. In September 2018, the new degree “Bachelor’s Degree in Industrial Technologies and Economic Analysis”, jointly imparted by the UPC and the UPF, has been launched.

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 where 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 held during March 2019, which offered an international program of great concerts in several emblematic places of the city.

1st Barcelona Global Summit: Innovation in Urban Tourism: measures to improve the relationship between the city and tourism: support for culture through the tourist tax; decentralization and deseasonalization measures; development of the BIDs (Business Improvement Districts) through the reform of the Ley de Haciendas Locales; and recovery of the cultural co-capital project in Barcelona.

4

Urbanism and housing

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.

And we keep going...

Barcelona Global Community

To become a member of Barcelona Global also means being part of the Barcelona Global Community, which allows you to be in contact with other members thanks to our App.

- Do networking with the members of Barcelona Global.
- Share interests, events, professional travels and job offers.
- Be part of our projects and attend events.
- Enjoy our Hola Pack, the program of benefits in culture, science, transport, institutions and others that will help you explore Barcelona.

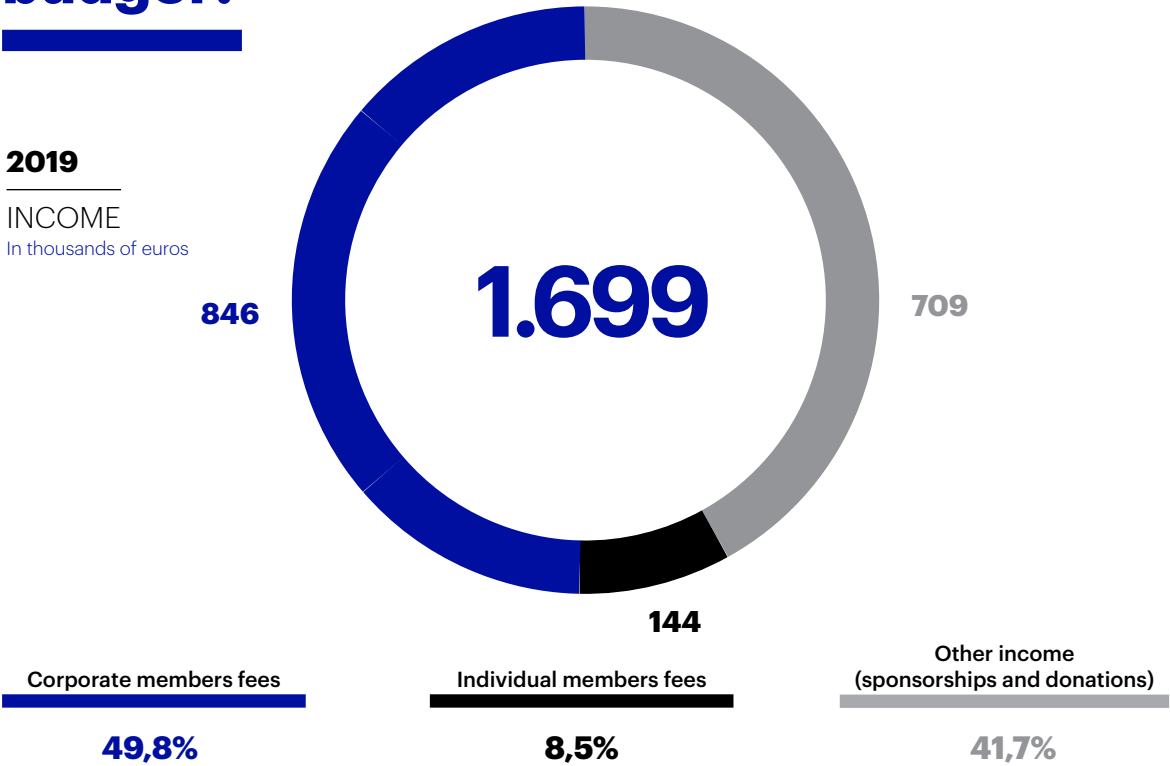


What is our budget?

2019

INCOME

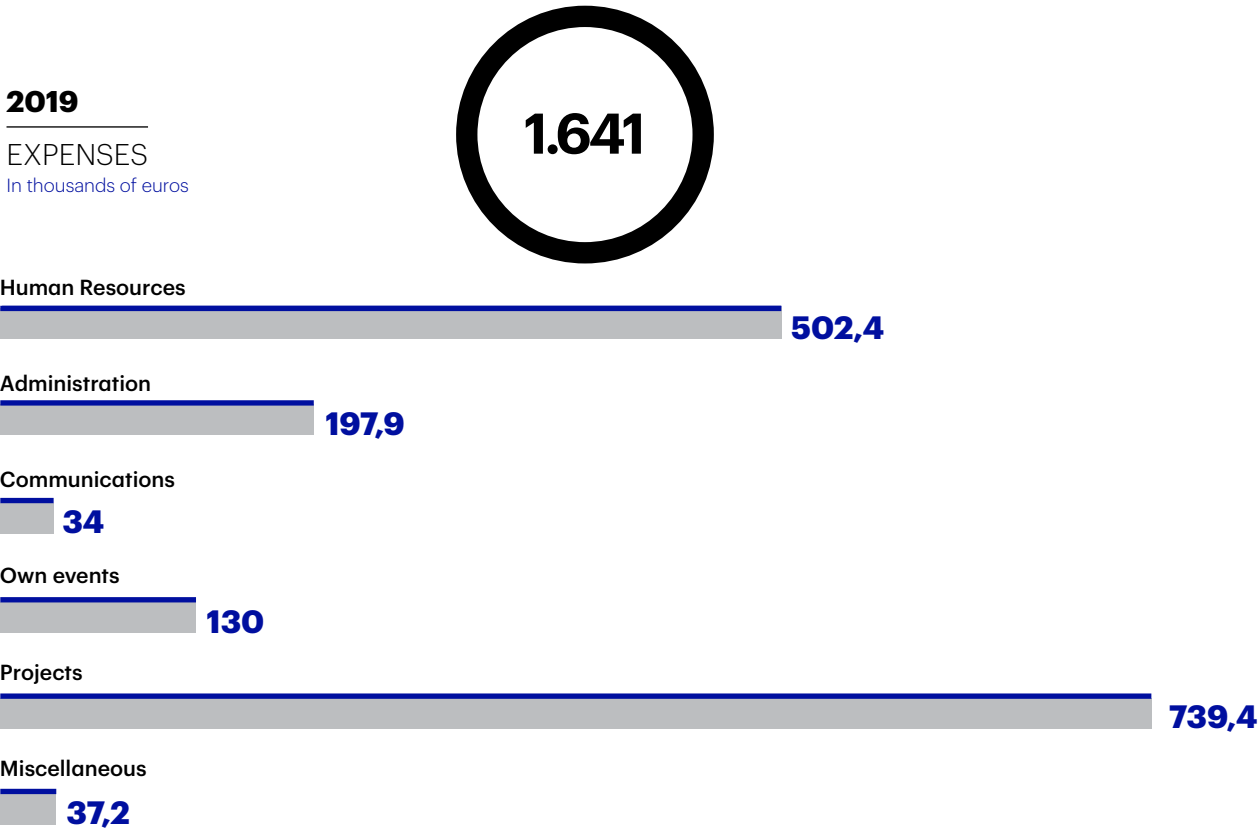
In thousands of euros

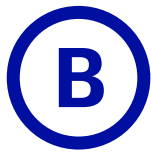


2019

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



Maite Barrera
Bluecap Management
Consulting



Josep Maria Bartomeu
FC Barcelona



Tatxo Benet
Atas Corp



Noemí Blázquez
Uria Menéndez
Abogados



Josep Lluís Bonet
Freixenet



Núria Cabuti
Grupo Editorial Penguin
Random House



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



Josep Creuheras
Grupo Planeta



Emilio Cuatrecasas
Cuatrecasas
Honorary President



Koldo Echebarria
ESADE



Alfredo Eguia
EY



Antoni Esteve
Esteve



Kim Faura
Telefónica



Ignasi Ferrer
Seastainable Ventures



Pedro Fontana
Emesa



Mark Freeman
Institute for Integrated
Transitions



Susana Gallardo
Grupo Familiar
Gallardo



Antonio Gamiz
Merlin Properties



Víctor García
Unibail-Rodamco



Gary Gautier
Casa Batlló



Siscu Gibert
KPMG



Carlos Godó
Grupo Godó



Michael Goldenberg
Value Retail



Ainhoa Grandes
Fundació MACBA



Carlos Grau
GSMA/ Mobile World
Capital



Helena Guardans
Sellbytel



Luis Herrero
Banco Santander



Fritz Hoderlein
Everis



Eva Jodar
CBRE



Amancio López
Grupo Hotusa



Sergi Loughney
Abertis



Isaac Marcet
PlayGround



Josep Martínez Vila
SABA



Ignacio Marull
PwC



Arturo Mas-Sardá
Port Aventura



Raimon Miret
Accenture



Arnaldo Muñoz
Airbnb



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



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



Joan Manuel Soler
Quadis



Ignacio Trincado
Coty



Gonzalo Rodés
ISP Inversiones y
Servicios Publicitarios
Honorary President



Salvador Rovira
Poble Espanyol
Barcelona



Ana Vallés
Sorigué



Oscar Vela
Àreas



Carles Ventura
Banc Sabadell



Miguel Vicente
Advantage



Pere Viñolas
Inmobiliaria Colonial



Joan Torrella
Turisme de Barcelona
Guest

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 Jamaa
GSMA / Mobile World
Capital



Montserrat Martínez
CaixaBank



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



Alexandra Mitjans
Ashoka



José María Piera
SCPF



Josep Tabernero
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

Contact: mateu.hernandez@barcelonaglobal.org | valeria.andrade@barcelonaglobal.org | laura.diaz@barcelonaglobal.org
serrat.font@barcelonaglobal.org | ireneg.arnau@barcelonaglobal.org | anna.marques@barcelonaglobal.org

Individual protector members



Mahala Alzamora
Mahala Comunicaciones
y RR.PP.



Albert Calzada
Serra Machinery



Roger Casals
Plazah



Francisco Churtichaga
Charme Capital
Partners



Xavier Freixes
Tyrus Capital



Leila Hayat
Chaabi Bank

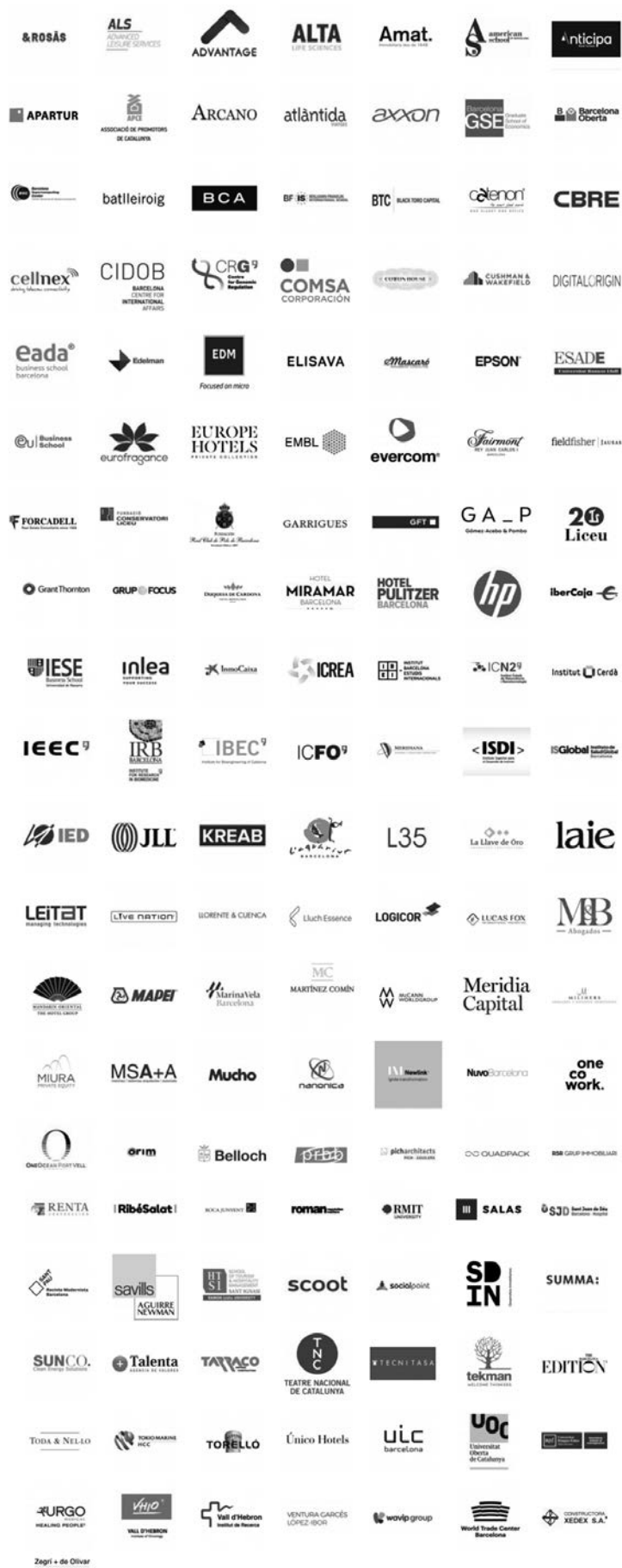


Andreas John
SA Swiss Wealth
Engineering

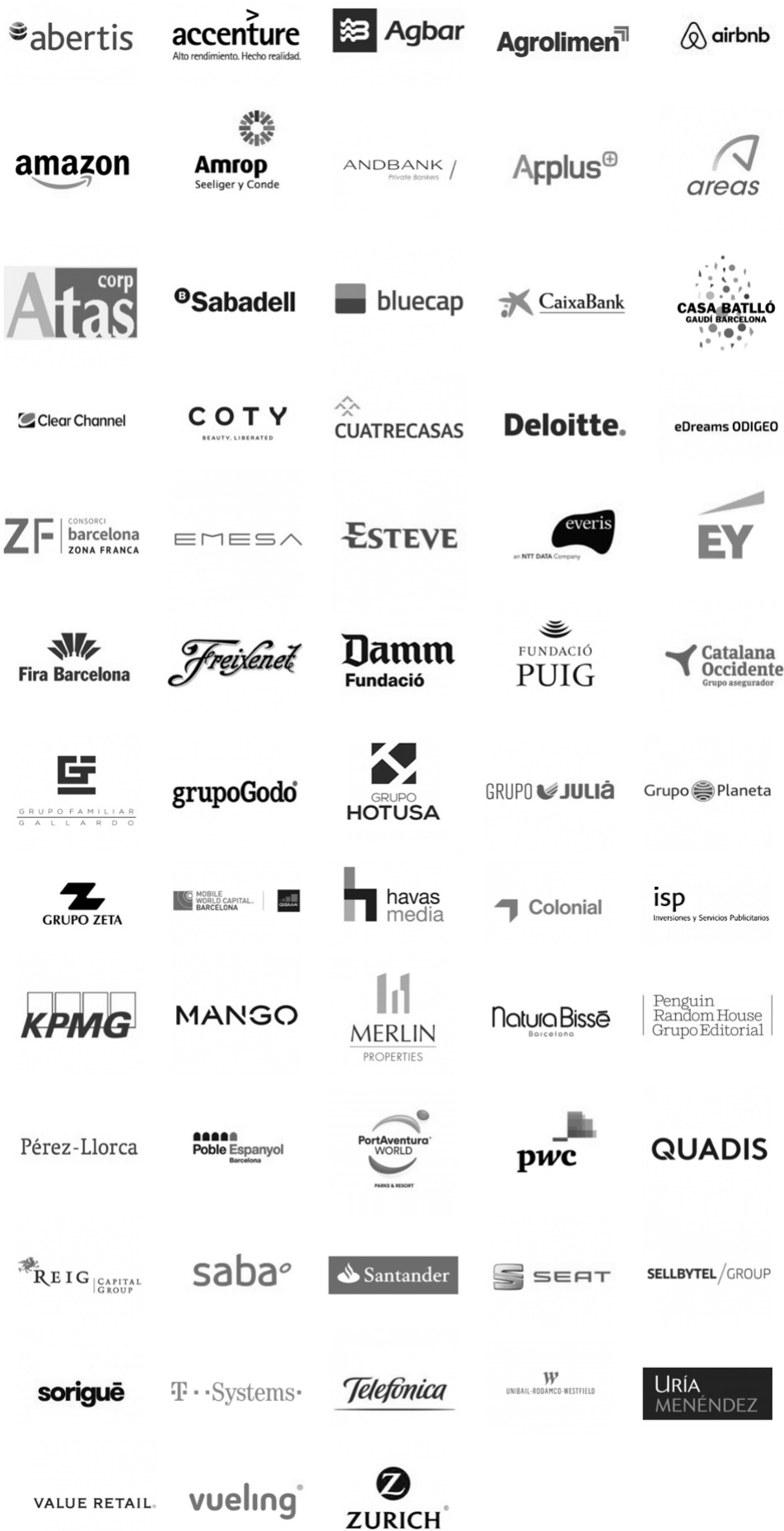


Marta Ventós
Arquitectura

© 2006 The Authors
Journal compilation © 2006 Blackwell Publishing Ltd



Corporate Protector Members



Diagonal 579
Barcelona 08014
+34 936 761 250
barcelonaglobal@barcelonaglobal.org
barcelonaglobal.org
[@barcelonaglobal](https://www.instagram.com/barcelonaglobal)

Make it happen!



Barcelona
Global