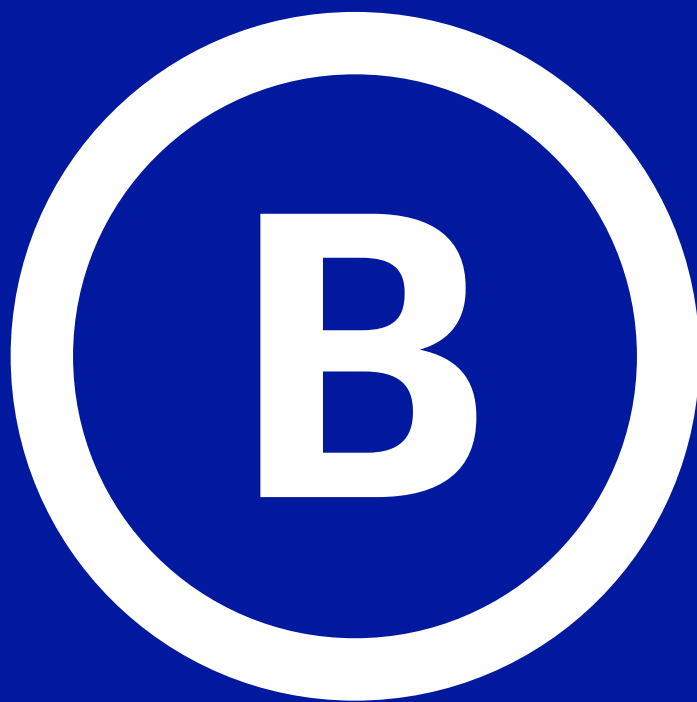
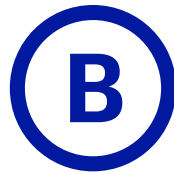


Barcelona Global Executive Summary

June 2023



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



244 of the city's leading

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

+930 professionals

aiming to make Barcelona one of the world's best cities for impactful 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.

16% of international members

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

Average age: **48 years old**.

Our vision:

**Barcelona,
city of impactful talent**

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

A cosmopolitan, inclusive, diverse, 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
- Public-private policy
- Higher education
- Sustainability
- Life Science
- Affordable housing
- Mobility
- City branding
- Affordable Energy
- Strategic talent

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

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 1,100 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. 196 articles have been published in La Vanguardia by members of the International Council and 153 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.

Ongoing projects

Our top priorities

Investment attraction

Barcelona & Partners[®]

A private and selective investment agency which aims to attract innovative companies, impactful projects and initiatives that will have a considerable socio-economic impact on Barcelona. The agency is funded by major corporations and public institutions. This public-private collaboration provides our target companies all the necessary insights in order to make the most informed decision during the process of selecting the most suitable destination in which to set up operations. This partnership also provides these targets with unique and direct access to key stakeholders of the ecosystem, ensuring their successful landing in the city.

Since its creation in 2021, Barcelona & Partners has supported leading global companies to expand their operations to Barcelona, such as Pepsico,

AstraZeneca, Bayer, Hellofresh, ZF Group, Veriff, among others, and one impactful project, such as the 37th America's Cup Barcelona 2024. The celebration of this prestigious sporting event will have an estimated economic impact of \$1B. Barcelona & Partners is now working in a highly impactful initiative -InnoFab- that will transform the semiconductors industry in Barcelona.

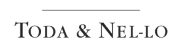
Private partners: Accenture, Banco Sabadell, CaixaBank, Catalana Occidente, CBRE, Colonial, Cuatrecasas, Deloitte, Eada, Esade, ESIC, Esteve, Ferrer, Fira de Barcelona, Fundació Puig, Grupo Godó, HP, Indra, Investindustrial, McCann, Naturgy, Racc, Telefónica, Toda Nel-lo.

Public partners: Ajuntament de Barcelona, Diputació de Barcelona, Generalitat de Catalunya, Ajuntament de l'Hospitalet de Llobregat.

Public partners



Private partners



Chip Design and Manufacturing Factory

Barcelona and Partners, Barcelona Global's investment attraction agency, is working closely with the Catalan Institute of Nanoscience and Nanotechnology (ICN2) and the Generalitat de Catalunya on a new facility for the design and prototyping of chips made from advanced materials. The Alba Synchrotron, the Institute of Microelectronics of Barcelona (IMB), the Institute of Photonic Sciences (ICFO), and Universitat Autònoma de Barcelona (UAB) are also contributing to the project.

InnoFab, which is due to employ around 200 professionals, will be located next door to the Alba Synchrotron and close to Universitat Autònoma de Barcelona (UAB), an area that is now one of the most important microelectronics and nanoelectronics hubs in Spain.

The project will transform the Spanish semiconductor ecosystem, providing an open infrastructure for R+D that will make it possible for researchers, startups, small- and medium-sized businesses, and leading tech companies to work closely together on new products.

The total estimated investment for the project is approximately 385 million euros, which will come from the Spanish Government's PERTE Chip fund for microelectronics and semiconductors.

Attraction and retention of impactful talent

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 among 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 García-Milà (Barcelona School of Economics - BSE), Joan Roca (Roca Junyent). **Marcel Prunera** (Crea Inversió), **Mercè Conesa Pagès** (Barcelona Global), **Mateu Hernández** (Barcelona Global), **Cristina H. Valiñani** (Barcelona Global). **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.

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 improvement. 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 system that will position Barcelona as yet a better location for entrepreneurship and talent to thrive.

Advocates: Gonzalo Rodés (aldeA Ventures), Aurora Catà (ACE), Maite Barrera (Barcelona Global), Mercè Conesa (Barcelona Global), Mateu Hernández (Barcelona Global), Cristina H. Valiñani (Barcelona Global). **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), Javier Pérez-Teresa (Edreams), Oriol Pinya (Abac Capital), 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 worked with the different levels of the public administrations for more welcoming procedures to be implemented. Notable outcomes have been achieved, such as the opening of Barcelona International Welcome Desk, by the City Council, an office that provides online and face to face assistance to international qualified professionals that have just landed in Barcelona or that are still in their countries and considering relocating to the city. Also, improvements in the formalities have been included in the Spanish regulation and we continue working with the central government to streamline the process even more.

Advocates: **Aurora Catà** (ACE), **Maite Barrera Xaubet** (Barcelona Global), **Mercè Conesa Pagès** (Barcelona Global), **Mateu Hernández** (Barcelona Global), **Cristina H. Valiñani** (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 on the global map

America's Cup legacy

Barcelona Global's leading role on the board of the Fundació Barcelona Capital Nàutica will ensure that the 37th America's Cup will leave a lasting legacy for the city. Members of the foundation also include the Spanish and Catalan governments, the Barcelona City and Provincial Councils, the Port of Barcelona, the Barcelona Tourism Consortium, and the Barcelona Chamber of Commerce. Furthermore, the Executive Committee of the Foundation is chaired by Daniel Puig, Vice-president of Barcelona Global.

While the 1992 Olympic Games opened the city to the world and improved access to the sea, the 37th America's Cup will be playing its part in improving the infrastructures of the Port of Barcelona and the Olympic Port and other parts of the city where events are to be held. It will also be helping to encourage knowledge and awareness of the marine ecosystem.

Evidence of the value of public-private collaboration, the America's Cup social and environmental legacy will extend well beyond the competition itself and will make Barcelona a world leader in the blue economy, while promoting the essential values of sustainability, innovation and inclusion. Following the Olympics and the World Cup, the America's Cup is the sporting event with the third highest economic impact. According to a study by Pompeu Fabra University (UPF), it is predicted to generate a total of 1.2 billion euros for Catalonia and some 19,000 jobs.

Maite Barrera, President of Barcelona Global and representative of this Association on the Fundació Barcelona Capital Nàutica Board. **Aurora Catà**, Honorary President and Executive Vice-president of the America's Cup Events Barcelona (ACE Barcelona), organizer of the 37th America's Cup. **Montse Puig**, CEO of Barcelona & Partners. **Mercè Conesa**, CEO of Barcelona Global. **Dani Puig**, President of the Executive Committee of Fundació Barcelona Capital Nàutica and Vice-president of Barcelona Global.

New projects

Talent attraction, retention and creation

- **WorkGroup for Generation of Strategic Talent:** we are mapping what profiles the main companies based in Barcelona on strategic sectors will require in the near future to subsequently involve the education institutions in the city to develop programs specifically addressed at matching those needs. Our goals are:
 - To guarantee the competitiveness of the companies in Barcelona by helping them find the talent they need, and keep growing as a global hub.
 - To maximize the opportunities for local and locally developed professionals in high-value, well-paid areas.
- **Life Sciences Hub:** based on excellent reports already available from other local institutions about the life sciences sector in Barcelona, we want to generate global awareness about Barcelona's potential as a Global Life Sciences Hub and attract new projects, events, research centers and companies in the sector to create new jobs and prosperity.
- **Barcelona 2040 Council.** The leadership and city program that began during the pandemic to identify young talent and involve them in the city already has four editions and 112 participants from different sectors. The Council is created with the aim to commit this group in the development of strategic projects and activities of Barcelona Global and the city.

Improved and sustainable infrastructures and urban development

- **Intercontinental Airport.** Barcelona Global promotes an internationalized economy committed to the fight against climate change. In this sense, the airport must be at the forefront of the economic sector, facilitating continental and intercontinental connections and with the utmost respect for the natural environment of the area. Long-haul connectivity must be increased with the United States, Canada, and Asia-Pacific, mainly.
- **Affordable Housing.** The new affordable housing Law implies a series of challenges that Barcelona must face. The working group, based on public-private partnership, works to propose action-oriented solutions to improve the housing stock in Barcelona.

Support for Key sectors

- **Public-private Partnership.** Barcelona Global and Public-Private Sector Research Center of IESE Business School starts a new phase with the aim of identifying the city's improvement KPI through public-private collaboration.
- **This is Barcelona.** The gastronomic power of Barcelona, added to the visibility of America's Cup celebration, is a unique opportunity to explain Barcelona to the world. 'This is Barcelona' will be a gastronomic pop-up, located in Miami during the Art Basel exhibition, in Barcelona for the MWC/America's Cup, and Paris for the Olympic Games. During a dinner cooked by two renowned barcelonian chefs, Barcelona's civil society with the public sector will promote Barcelona among relevant investors, media, scale-ups, cultural and design sector representatives among others.
- **New engine events for the city and of broad consensus.** We continue working on large impactful events that generate job opportunities and international reputation.

Barcelona Global Achievements

Surveys

International Council Perception Survey

- 12 editions
- 163 members
- 39 questions

International Talent Monitor

- 6 editions
- In collaboration with Banc Sabadell
- More than 1000 respondents in each edition
- Response time average 41 minutes
- 8 focus groups

Barcelona Global Scale-Up Monitor

- 2 editions
- In collaboration with CaixaBank through DayOne
- Advisory Committee of 25 professionals
- 57 responses of Scale-ups founders
- More than 80 questions

'Barcelona in the Rankings'

- More than 45 international rankings
- 8 key areas of development: Culture, Sports and Creativity, Research and Knowledge, Entrepreneurship and Competitiveness, Talent, Urban Quality, Tourism, City Brand and Global Cities and Future Projection

1. Impactful talent attraction, retention, and creation

- Improvement of **hiring procedures** through the coordination of training events for the talent acquisition professionals in research centers, business schools, universities and companies in Barcelona and delivered by the officials in charge of the procedures.
- Promotion of the addition of new profiles to the **Barcelona International Welcome Desk**, the office of Barcelona City Council that supports international talent with their landing procedures in Barcelona.
- Inclusion of **Barcelona Global's proposals into the new Startup Law** to improve the tax system to encourage the return of talent, attract new professionals, and promote startups. Some of the proposals included are aimed at attracting experienced entrepreneurs and investors; enhancing the remuneration schemes to hire talent in startups; and increasing investment into the startup ecosystem.
- Barcelona Global's report **'El reto de posicionar Barcelona como destino para estudiantes internacionales universitarios y de posgrado'**
 - Aimed at identifying the actions needed to turn Barcelona into a global higher education hub.
 - Inclusion of an internationalization chapter in the new Education Law following Barcelona Global's proposal.
 - Improvement of the visa procedures for international higher education students.

2. Improvement and sustainable infrastructures and Urban development

- **Barcelona MBA Day:**
 - With the aim of making students aware of the competitive dimension of the city.
 - 4 editions.
 - +600 international students each edition.
 - 6 Business Schools: IESE, ESADE, EADA, ESIC, UPF Barcelona School of Management and IQS.
- Creation of the **BEST Foundation** (Barcelona Engineering Science and Technology) to support and finance the degree in '**Industrial Technologies and Economics**' at UPC and UPF universities.
 - 5 years (2018-2019; 2019-2020; 2020-2021; 2021-2022; 2022-2023).
 - Engagement of supporting companies that provide funding to the degree and set professional challenges for the students.
- Creation of the project **Work in Barcelona** to attract international talent to Barcelona for specific positions in the digital and shared services sectors. Handover to the alliance Barcelona Digital Talent, of which Barcelona Global is an active member.
- Barcelona Global Challenge '**Mobility, Barcelona's tool for achieving sustainable development**'
 - Strategic reflection to prepare concrete proposals for a new mobility model for Barcelona and at the metropolitan scale.
 - 25 partners, experts and key actors involved.
- Barcelona Global Challenge: '**El reto de la vivienda en Barcelona: propuestas para una solución necesaria**'
 - Generate a concrete, viable proposal, with detailed and realistic measures that allow a reasonable solution to access to affordable housing.
 - +50 experts (architects, urban planners, tax experts, developers, building companies, asset-holders and investors, financial institutions, foundations, and technology companies).
- Barcelona Global's report '**Barcelona economic center: The challenge of re-economizing the center of Barcelona**'
 - Aimed at facilitating the return of economic activity to the city Center by using 18 buildings, currently in disuse.
- Documentary '**Barcelona 2050. Retos urgentes para un futuro sostenible**'
 - With the aim of building the map of the Great Barcelona in 2050 through key metropolitan projects that respond to the changing needs of society, the economy and the planet.
 - A co-production of Barcelona Global and Mediapro Studios, with the support of Aigües de Barcelona and El Consorci de la Zona Franca.
 - +20 Barcelona and Metropolitan Area experts.

3. Support for key sectors

- Barcelona Global's report **'Commitment to tourism as a driving force behind the Barcelona of talent'**
 - + 30 key players in tourism.
 - 10 proposals for tourism and the city.
- **Barcelona Obertura**
 - Initiative of Liceu Opera Barcelona, Palau de la Música Catalana and Auditori Barcelona, promoted by Barcelona Global and supported by Ajuntament de Barcelona.
 - In collaboration with Ibercamera, Franz Schubert Filharmonia and Conservatori del Liceu.
 - Seven sessions (2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2021-22, 2022-23).
 - More than 1,100 concerts and operas every season performed by the most important leading directors, orchestras, singers, and soloists on the international circuit.
- The **Barcelona Obertura Spring Festival**
 - First classical music festival organized by the three main institutions of Barcelona (Liceu Opera Barcelona, Palau de la Música Catalana, L'Auditori) to spread classical music in Barcelona during two weeks.
 - Four editions (2019, 2020, 2022, 2023).
 - Spring Festival with concerts at Liceu Opera, Palau de la Música Catalana, and L'Auditori of great names on the national and international scene.
 - Obertura with free concerts open for Barcelona citizens and visitors in emblematic spaces of the city with the participation of local talents selected by the artistic directors of the institutions.
- Barcelona Global Challenge on public-private collaboration **"El reto de sumar para multiplicar: la colaboración público-privada como eje de transformación de Barcelona"**
 - With the collaboration of IESE Public Center of Excellence of the IESE Business School.
 - The report highlights the need to innovate, increase investment and accelerate the call to action that requires finding alliances and complicities with the private sector and proposes 16 concrete proposals where public collaboration can be instrumental.
 - More than 50 experts in the areas of Research, Health, Smart Cities and Culture.
- **'Objectiu Barcelona: 50 preguntes per als candidats'**,
 - Initiative with La Vanguardia.
 - Get to know the opinion of the Barcelona candidates for Mayor about the city-driven proposals that Barcelona Global has been working during the past year in the fields such as talent and investment attraction, culture, social innovation and quality of life, urbanism and housing, tourism and trade, and mobility and decarbonization.
 - Seven sessions with the Barcelona candidates for Mayor with consistorial representation at CASA SEAT.
 - 42 members experts on the field participated as Barcelona Global representatives to formulate the different questions to the candidates.
 - More than 300 members attended the sessions on-site.

4. Mobilization and creation of a community

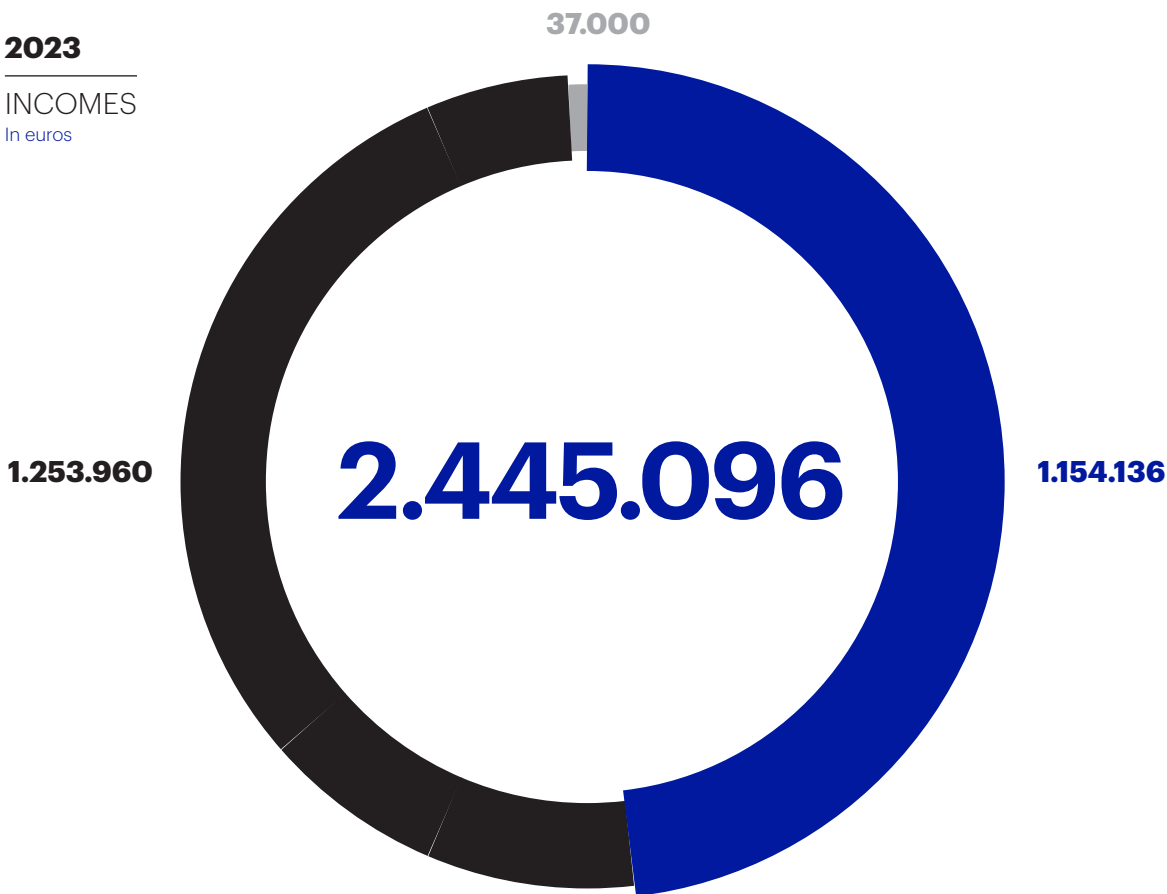
- **Barcelona 2040:**
 - 4 editions: Barcelona 2040, Barcelona 2041, Barcelona 2042, Barcelona 2043.
 - 112 participants.
 - From 26 to 25 years old.
 - Between 5 to 8 years of work experience
 - 36 sessions with more than 160 leaders of the city.
 - Group dynamics organized by Imagine Creativity Center and its CEO Xavier Verdaguer
 - Barcelona Global has launched the Barcelona 2040 Alumni, the network of participants who have completed the program.
- **Barcelona Global Duets**
 - 6 Barcelona Global Duets on topics such as the future urbanism and autonomous vehicles, Sleep and healthy aging, the Barcelona Brand, Biotech and pharma, Scientific ecosystem, and Entrepreneurship ecosystem.
 - In collaboration with The New Barcelona Post
 - 12 speakers and 4 moderators.
 - More than 80 members attended in person
 - More than 600 attended online.
- The **Barcelona Global Blog:** a content platform created by the association to publicize the Barcelona of the impactful talent that makes things happen, and that, ultimately, can become one of the best cities in the world for talent and activity economic.
 - More than 100 publications on the Barcelona Global Blog.
 - An average of 2700 monthly users.
 - More than 25,000 followers on our social networks.
 - More than 2700 subscribers to the two-week Newsletters.
- **Barcelona Global Activities** (from June 2022)
 - Participation of more than 350 members
 - 48 activities. Among them:
 - Guided visits to Mobile World Congress (MWC) & 4YFN, Integrated Systems Europe (ISE), Smart City Expo World Congress, SWAB, LOOP Fair, Barcelona Gallery Weekend, DFactory, Fundació Pasqual Maragall, Santa Eulalia, Espais Volart, Imaginart Gallery, Il·lacions Design Gallery, Barcelona Open Banc Sabadell, Festival Peralada, Vall 'Hebron Institute of Oncology, Digital Impact, Galeria Marc Domenech, Sonar+D, IBEC.
 - Meetings with the International Council members.
 - Meeting with Secretary of State for Internationalization of Portugal, Bernardo Ivo Cruz; the Ambassador of Australia, Oskar Goitia; and Fundació Catalunya Cultura.
 - Conversations at The Cover with the Barcelonians by Choice.
 - New Members Welcoming Breakfasts at Cloudworks and Osborne Clarke.
 - Presentation of CIDOB's report: 'The world in 2023'.

- **Hola Barcelona! Cocktail 2022:**
 - 9th edition
 - Palauet Albéniz
 - More than 1.200
 - 87 nationalities
- **Hola Barcelona! Dinners:**
 - 10 dinners and hosts
 - 102 attendees
 - 65% Barcelonians by Choice
- **Barcelona on the Global Map 2022:**
 - Disseny Hub Barcelona
 - More than 300 attendees
 - 60 members of the International Council
- **Sant Jordi 2023:**
 - Hotel El Palace Barcelona
 - 170 members
 - 180 books from Penguin Random House
 - 200 Macarfi guides
 - 150 solidarity roses for the benefit of IBEC
 - Kids entertainment by Happy Way Nursery Schools.

Our budget

2023

INCOMES
In euros



Projects
47.2%

Members fees
51.3%
43.0% Corporate
8.3% Individual

Other incomes
(sponsorships and
donations)
1.5%

2023

EXPENSES

In euros



Projects



Human Resources



Administration



Own events

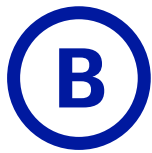


Communications



Miscellaneous





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



José Adell Duacastella
Grupo Julià



Cristina Adroher
Hospital Sant Joan de Déu



Pepe Agell
Pear VC



Ramon Agenjo
Fundació Damm



Maria Alsina
CaixaBank



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



Sonia Colomar
Banco Santander



Luis Conde
Seeliger y Conde



Pilar Conesa
Anteverti



Agustí Cordon
Anantara Ventures



José Creuheras
Grupo Planeta



Emilio Cuatrecasas
Emesa
Honorary President



Inés Cuatrecasas
Emesa



Lluís Deulofeu
Cellnex



Alfredo Eguagaray
EY



Diego Esteban
Russell Reynolds



Antoni Esteve
Esteve



Georgina Flamme
Aberis



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



Helena Guardans
Webhelp



Pau Guardans
Único Hotels
Honorary President



Lester Harsem
Nike



Tobias Haug
SAP



Jordi Herruela
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-Sardá
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



Carlos Nuño
Teladoc Health



Ramon Pastor
HP



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



Constantí Serrallonga
Fira Barcelona



Luis Serrano
CRG



Pablo Soler
Primavera Sound



Oscar Vela
Àreas



Carlos Ventura
Banc Sabadell



Miguel Vicente
Advantage



Luis Villena
Sorigué



Pere Viñolas
Colonial

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Executive team



Mercè Conesa
CEO



Anna Marquès
Deputy Director



Esther Grávalos
Director of
Communications
and Public Affairs



Cristina H. Valiñani
Projects Director



Serrat Font
Executive Assistant



Laura Díaz Roig
Head of Press and
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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

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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:

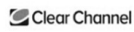
International Council: a network with nearly 150 top professionals currently living in the world's leading cities who have strong ties with Barcelona and a commitment to its future.

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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