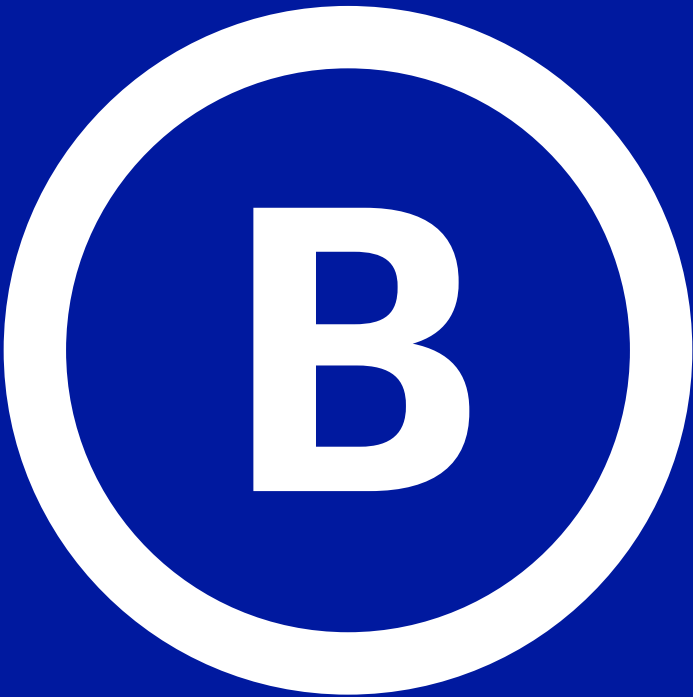
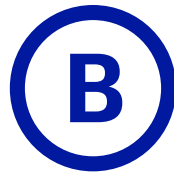


Barcelona Global Annual Report
June 2025



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



281 of the city's leading

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

+1020 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.

+ 150 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 mission

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

Our vision

We envision Barcelona as a
cosmopolitan, inclusive,
diverse, prosperous, sustainable
and responsible city.

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

Barcelona Global is a **platform for strategic, independent and multisectoral thinking** that analyses distinct solutions and proposes the most efficient approaches to the challenges that the city of Barcelona faces. This analysis is done with the participation and commitment of its members.

Through **Barcelona Global Challenges** and **Chapters**, spaces for debate and strategic study are created to generate knowledge and propose solutions to the challenges in the city in areas such as **mobility, housing, tourism** and higher **education**. Collaborative work by all members also has an impact on the city's positioning on issues such as health sciences or the green and sustainable economy.

Lastly, Barcelona Global leads different *surveys* that collect data to capture the satisfaction of the **international community**, such as the **International Talent Monitor** or the **International Council Perception Survey**, and that allow analysing the economic and social power of sectors as well as entrepreneurship with the **Scale-Up Monitor**.

2 Action Tank

Barcelona Global works to improve Barcelona's potential and execute projects with a **real impact on the city's society and economy**. The Association also acts as an action platform, selecting **strategic projects and executing them** with the support of its members.

Part of these projects enhance the collaboration of key actors in the city and allow promoting public-private alliances associated with attracting investment, promoting culture, science, tourism, or entrepreneurship.

On the other hand, Barcelona Global acts as a lobby with public administrations and governments so that policies and regulations are applied that favour the attraction of impact talent, economic activity, the improvement of the brand and the international projection of Barcelona.

3 Engagement

As a platform for mobilization and **community** creation, the Association promotes relationship and mobilization activities for the more than **1,300 members**, committed and dispossessed to dedicating time, resources and contacts to the projects of Barcelona Global.

Through a biweekly newsletter, the members are informed of the news that can help the positioning of Barcelona in terms of talent, economic activity, culture, science, infrastructure and city, and a biweekly agenda is prepared with various activities of interest to the associates.

Barcelona Global gives voice to its partners through the publication of articles and interviews to the media and with its own publications on social networks, its blog and its website.

Barcelona Global connects partners through events that allow them to interact, to know new realities in Barcelona and to get involved in projects where their participation is key to opening the city to international talent.

Focus Areas

Barcelona Global identifies the most important challenges for our city, defines the projects, the strategy and mobilizes its members to make things happen.

1. Leading City

Barcelona Global aims to position Barcelona as a leading city in competitiveness and sustainability in Europe.

The city stands out for its lifestyle, its ability to attract major sporting and business events, and its leadership in urban transformations by adapting to the challenges of each moment.

2. Impactful Talent

Barcelona Global works to generate, attract and retain impactful talent.

Cities today compete for the impactful talent. Barcelona can improve its conditions as a city to generate, attract and retain this type of talent. Impactful talent is the new centre of gravity.

3. Investment Attraction

Barcelona Global aims to make Barcelona one of the world's most competitive cities for business.

To boost economic activity and socio-economic development, Barcelona needs to sustain a healthy flow of inward investment and compete with top tier global cities. **Barcelona & Partners** is the investment agency of Barcelona Global focused on attracting companies and projects.

4. Civic Engagement

Barcelona Global members are highly committed to Barcelona and its future.

Barcelona Global connects and builds relationships and alliances between the professionals who are a part of the association and promotes their participation to city projects.

5. Communication & Branding

Barcelona Global aims to boost the international projection of an innovative and sustainable city.

Barcelona Global is a platform that drives high-impact projects to strengthen the competitiveness and international image of an innovative, sustainable, and inclusive Barcelona.

Ongoing projects

1. Leading city

Barcelona Global Challenges

Strategic reflections with our members to analyse and identify the major challenges and issues facing the city and the metropolitan area.

BARCELONA AIRPORT CHALLENGE

Analysis of the different options for improving airport connections to guarantee environmental sustainability and the competitiveness of the city for the attraction of impactful talent.

CHALLENGES AND SOLUTIONS TO GENERATE AFFORDABLE HOUSING IN THE METROPOLITAN REGION OF BARCELONA

Strategic thinking with action-oriented solutions to improve the housing stock in Barcelona and reduce the current gap between supply and demand, by fiscal measures.

MOBILITY, BARCELONA'S TOOL FOR ACHIEVING SUSTAINABLE DEVELOPMENT

Strategic reflection with 14 key concrete proposals for a new sustainable mobility model for both Barcelona and all the metropolitan area.

DITIGAL TWIN FOR THE METROPOLITAN REGION OF BARCELONA

Barcelona Global supports and promotes the Digital Twin for the Metropolitan Region of Barcelona, developed by Aretian in collaboration with IESE and sponsored by the Torras Family Foundation. The initiative aims to contribute to the improvement of urban planning, the economy, innovation, mobility, and talent attraction through data-driven insights. This tool will be freely available to public administrations, and Barcelona Global acts as a bridge between the institutions involved and the city's key stakeholders.

BARCELONA GLOBAL MEMBERS

CULTURAL AGENDA

Barcelona Global brings all its cultural members together in a unique agenda to promote the diverse culture of our city.

Barcelona Global Chapters

LIFE SCIENCES

Barcelona global launched Life Sciences Chapter with the aim to position Barcelona as a capital of Europe in the Life Sciences ecosystem. The Chapter is focused in making the Life Sciences ecosystem more competitive and more prepared to attract and retain companies, investors and start-ups of this sector in the region of Barcelona.

CLIMATE

The aim is to identify and exchange best practices from companies and institutions across Greater Barcelona in order to advance toward a more sustainable, liveable, intelligent, adaptable, and resilient metropolis in the face of the challenges of 2050.

Through this initiative, Barcelona Global aims to detect, share, and promote the necessary actions to make Greater Barcelona more competitive, robust, and antifragile.

YOUNG

This Chapter is dedicated to the association's young talent, organizing specific activities to respond to the concerns of those under 40. It also serves as a dynamic meeting point for participants from all editions of the Barcelona 2040 leadership and city program.

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 International Council members tell how they perceive the city and help Barcelona Global understand the image Barcelona conveys to the rest of the world.

SCALE-UP MONITOR

A biennial survey on the scaleup 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.

2. Impactful Talent

HIGHER EDUCATION

Barcelona Global works to position Barcelona as a global hub for higher education, connecting universities and businesses to foster talent, attract resources, promote innovation, and facilitate access to international talent, with support for European alliances and global partnerships.

TAXATION FOR TALENT AND ENTREPRENEURSHIP

Barcelona Global aims to achieve changes in the Spanish tax system to become more competitive, to promote the creation of businesses and the attraction of international economic projects.

BOOST NEW DEGREES WITH BEST FOUNDATION

In collaboration with FemCAT, the BEST Foundation is launching two new advanced excellence degrees for the industry: a degree in Agri-food Engineering and Business Management, and a degree in Telecommunications Technologies and Business Management. The BEST Foundation also guarantees the involvement of supporting companies, which contribute funding and provide real-world professional challenges to enrich the students' learning experience.

WELCOME INTERNATIONAL TALENT

Ensure a pleasant reception for international talent by supporting their settlement, offering affordable English-language schooling, and promoting the International Welcome Desk, while fostering integration and exploring alternatives within the public or semi-private education system.

3. Investment Attraction

Barcelona & Partners is a private, selective investment agency that attracts companies and strategic projects to Barcelona. It plays a key role in the city's socio-economic development by identifying and promoting impactful initiatives across essential sectors, enhancing Barcelona's global positioning.

The agency focuses on five key strategic areas: Life Sciences, Climate Tech, Advanced Manufacturing, Interactive Media and Digital Tech — sectors where Barcelona offers a compelling value proposition.

Since its creation in 2020, Barcelona & Partners has supported 37 global companies, played a key role in developing two strategic projects—including the 37th America's Cup Barcelona 2024 and InnoFab—and attracted 8 international events to the city, some of which are expected to return for a second edition in Barcelona.

Some of the renowned companies that have expanded their operations here with our support are Sanofi, Coty, More Than Capital, Dr. Reddy's Laboratories, Cambridge Spark, and Cleantech Hub (Behold) amongst others.

Public partners



Private partners



4. Civic Engagement

Barcelona Global Young Talent

BARCELONA 2040

The Barcelona 2040 is a leadership and city program for young talent to get to know Barcelona from all its sectors and develop future proposals. The aim of the program is to train and connect the young talent of Barcelona.

The participants explore the city and its leaders through visits and conversations with its key figures. With more than 60 sessions and group dynamics organized by Imagine Creativity Center and its CEO Xavier Verdaguer.

The participants of the Barcelona 2040 program are interviewed in The New Barcelona Post, where they share their visions, proposals and innovative perspectives for the future of the city.

MBA DAY

MBA Day aims to introduce future executives of global companies, who are spending two years studying in Barcelona, to the city's industry, science, innovation, healthcare, culture, and sports sectors. Every year, around 800 students from prestigious business schools from Barcelona participate in this event where they learn about the business ecosystem of our city.

Barcelona Global Members

EVENTS

Barcelona Global's events are aimed at keeping members informed about the Association's projects and activities related to the city, while strengthening relationships within the community. Additionally, numerous activities are organized with members to promote their visibility and encourage participation among them.

Connecting Barcelona with our international talent

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.

We give a voice to them by publishing an article in La Vanguardia twice a month, highlighting the best practices from their city and exploring ways to tailor them for Barcelona.

Every year, we gather all the members from the International Council at the Barcelona on the Global Map event, where we share the different visions of Barcelona around the world.

BARCELONIANS BY CHOICE

Barcelona Global facilitates the landing and integration of international talent who has decided to live and work in Barcelona.

To connect international talent with the local community, the Association organizes once a year the Hola Barcelona! Cocktail, the event that aims to welcome international talent that has chosen to live and work in our city.

To give voice to them twice a month an interview in El Periódico is published to highlight the importance of this group of members in making Barcelona a better city with greater opportunities.

5. Communication & Branding

International Positioning of Barcelona

Barcelona Global works to strengthen the city's international positioning by giving visibility to its initiatives and enhancing its prestige.

It maintains strong relationships with the media and opinion leaders to uphold its reputation, while internal communication ensures member engagement and support.

The goal is to be a platform for high-impact projects that boost Barcelona's global competitiveness as an innovative, sustainable, and welcoming city for international talent.

COMMUNICATION WITH OUR MEMBERS

Barcelona Global keeps its members and subscribers informed through two biweekly newsletters: one covering news on talent, the economy, culture, science, and city developments; and another highlighting events of interest organized by members or happening in Barcelona, reaching more than 3,000 people. The Barcelona Global Blog is a content platform that showcases the city's vibrant energy, featuring members, initiatives, companies, and local talent, as well as the organization's proposals to make Barcelona a leading city for economic activity and global talent.

STRENGTHENING MEDIA RELATIONS

Barcelona Global has maintained regular engagement with media directors to strengthen relationships and promote its initiatives. The organization has shared press releases, reports, and hosted events, resulting in **over 250 press impacts** in the past year. A key driver was its active role in the America's Cup in Barcelona. The communications team also managed media contacts, supported member events, prepared public materials, and maintained ongoing communication with members through tailored invitations and strategic media outreach.

Achievements

1. Flagship events

• 37th America's Cup

The association has worked closely with the competition and invited its members to all the activities related with the America's Cup, such as meeting the sailing teams, visiting the facilities and attending the races.

• Barcelona Obertura Festival

Barcelona Obertura is an initiative by Liceu Opera Barcelona, Palau de la Música and Auditori Barcelona, promoted by Barcelona Global and supported by Ajuntament de Barcelona with the aim of promoting Barcelona's rich variety of music on the world map, as one of the global cities where classical music matters.

• Presentation of the Digital Twin for the Metropolitan Region of Barcelona

In November of last year, Barcelona Global, together with the Torras Foundation and Aretian, present "Un Digital Twin per la Regió Metropolitana de Barcelona", an innovative technological and data-based platform for city planning and improving the performance of the cities in urban design, economic strategy, research and innovation, mobility and housing and quality of life. With more than 250 attendees from public and private administrations.

• Hola Barcelona! Cocktail

Barcelona Global gathers more than 1500 Barcelonians by Choice from 91 nationalities to welcome the international talent to the city.

• Barcelona 2040 Alumni meeting

Meeting with the Mayor of Barcelona to present the innovative projects to improve the city.

More than 60 Barcelona 2040's Alumnis reunite for the annual Alumni meeting to share their needs and concerns.

• Young Chapter Meeting

Access to housing is a major issue in Barcelona. On March 26th the Chapter Young of Barcelona Global held an event where experts highlighted slow urban development, poor mobility infrastructure, and weak metropolitan governance as key challenges to affordable housing.

• Life Sciences Summit

Reinforce Barcelona Life Sciences Ecosystem and International Branding in London, Barcelona Global's investment attraction agency, **Barcelona & Partners** showcased the Life Sciences Chapter's proposal to position Barcelona as Europe's health sciences capital.

Barcelona Global launched Life Sciences Chapter with the aim to position Barcelona as a capital of Europe in the Life Sciences ecosystem. In January 2025 in CosmoCaixa Barcelona Global presented the conclusions and the action plan of the Chapter with more than 130 attendees.

• 2024 Scale up Monitor presentation

Barcelona Global presented the Scale-Up Monitor survey results in collaboration with CaixaBank Day-One with more than 70 attendees, to keep working on reinforcing the entrepreneur ecosystem of Barcelona, attracting investment, talent and improving the bureaucracy, regulations and financing to push the startups to become scale-ups.

2. Lobby action

• High-level Meetings

Barcelona Global has held meetings throughout the year with the Mayor of Barcelona and representatives of the city council, the President of the Generalitat and members of his government, and consulates and ambassadors with presence in Barcelona.

• Barcelona Airport

Barcelona Global has proposed the need to expand Barcelona Airport. One of the key competitiveness factors for attracting impact talent and investment is connectivity. Business relations between Barcelona and countries such as the United States and Japan are particularly relevant. We propose new direct routes such as:

- **Asia-Pacific:** China (Beijing, Shanghai, Hong Kong) and Japan (Tokyo) and Korea (Seoul). India (Delhi) and Singapore.
- **EEUU:** improve New York, Miami, Boston, Atlanta and LA and San Francisco. Also offer a new route to Austin.

• Affordable Housing

The main challenge facing the city of Barcelona and its metropolitan area is the urgent need to increase the supply of affordable housing. Achieving this requires effective public-private collaboration to expand housing availability and address growing demand. To contribute to this objective, Barcelona Global, in partnership with 14 leading law and tax advisory firms, has developed a comprehensive proposal outlining the regulatory adjustments and fiscal policy reforms needed to align with current realities.

• Life Sciences Ecosystem

The **Life Sciences Chapter** positions Barcelona as a leading European hub for innovation, talent, and excellence in the life sciences sector. This initiative, led by Barcelona Global, was launched to tackle key challenges and strengthen the city's global competitiveness. With the commitment of more than 125 professionals from the life sciences field, we have jointly developed an action plan that will guide our efforts over the coming year.

• Barcelona Global Challenge:

L'horitz de la Barcelona Metropolitana

Barcelona Global with Cercle d'Economia and Foment del Treball has worked together to share with the public the need to have a metropolitan government institution with more competences that allows them to serve the region of almost 5 million people.

3. Talent creation

- **Researcher Barcelona toolkit**

A marketing toolkit to explain life sciences ecosystem and job opportunities in Barcelona.

- **International Welcome Desk**

Barcelona Global has produced a monitoring report on the activity of the CGU in order to make Barcelona one of the best cities in the world for the impactful talent and economic activity. The Barcelona International Welcome Desk, together with Ajuntament de Barcelona helps and streamlines the procedures for international talent that has decided to live and work in Barcelona.

- **Taxation for talent and impact capital**

Barcelona Global has been working in a comprehensive report on how the current tax system in Spain, particularly the Wealth Tax and the Solidarity Tax on Large Fortunes, acts as a barrier to attracting and retaining international talent and impact capital. With the support of top law firms, the report offers data-driven recommendations for reforming these taxes, which are unique in the EU context and increasingly seen as inefficient, duplicative, and counterproductive to economic competitiveness.

- **Two new degrees in collaboration with Fundació BEST**

Barcelona Global and the Barcelona Engineering in Science and Technology Foundation (BEST), have promoted two new university degrees: 'Agri-food Engineering and Business Management' and 'Telecommunications Technologies and Business Management', in collaboration with UPC and UB. These degrees aim to better align talent development with industry demand.

- **Improvement report for the UGE in collaboration with universities and research centers**

Barcelona Global has identified growing concerns among academic, scientific, and business stakeholders regarding administrative constraints in processing permits for international talent through Spain's Unit for Large Companies and Strategic Groups (UGE-CE). The report includes concrete proposals to improve UGE-CE's operations, and supportive framework to fully leverage Spain's advanced legal framework for international talent attraction.

4. Legislative Changes

University System Law

Barcelona Global develops its activities to attract impact talent and investment, as a key factor for the competitiveness of countries, cities and companies. With this objective and together with its partners, Barcelona Global detects the administrative barriers that hinder the arrival or return of talent, and promotes the necessary changes to overcome them.

Barcelona Global has pushed to introduce amendments to improve the new Spanish Law on Startups to ensure better conditions for entrepreneurs, highly qualified professionals, and investors. Likewise, the Organic Law of the University System (LOSU) has included our demands to increase the internationalization of Spanish higher education, and thus positioning Barcelona as a better destination for international undergraduate and postgraduate students.

Start-up Law

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 its work with governments and political parties to encourage their implementation, the inclusion of substantial enhancements in the regulation have been so far achieved.

5. Investment Attraction

• Support the InnoFab project

A pioneering research centre focused on next-generation, emerging semiconductor technologies, which has also received approval and initial funding from the Catalan government. This project is becoming instrumental in attracting Deep Tech companies to the city. The total estimated investment for the project is approximately 400 million euros from 2025 to 2028.

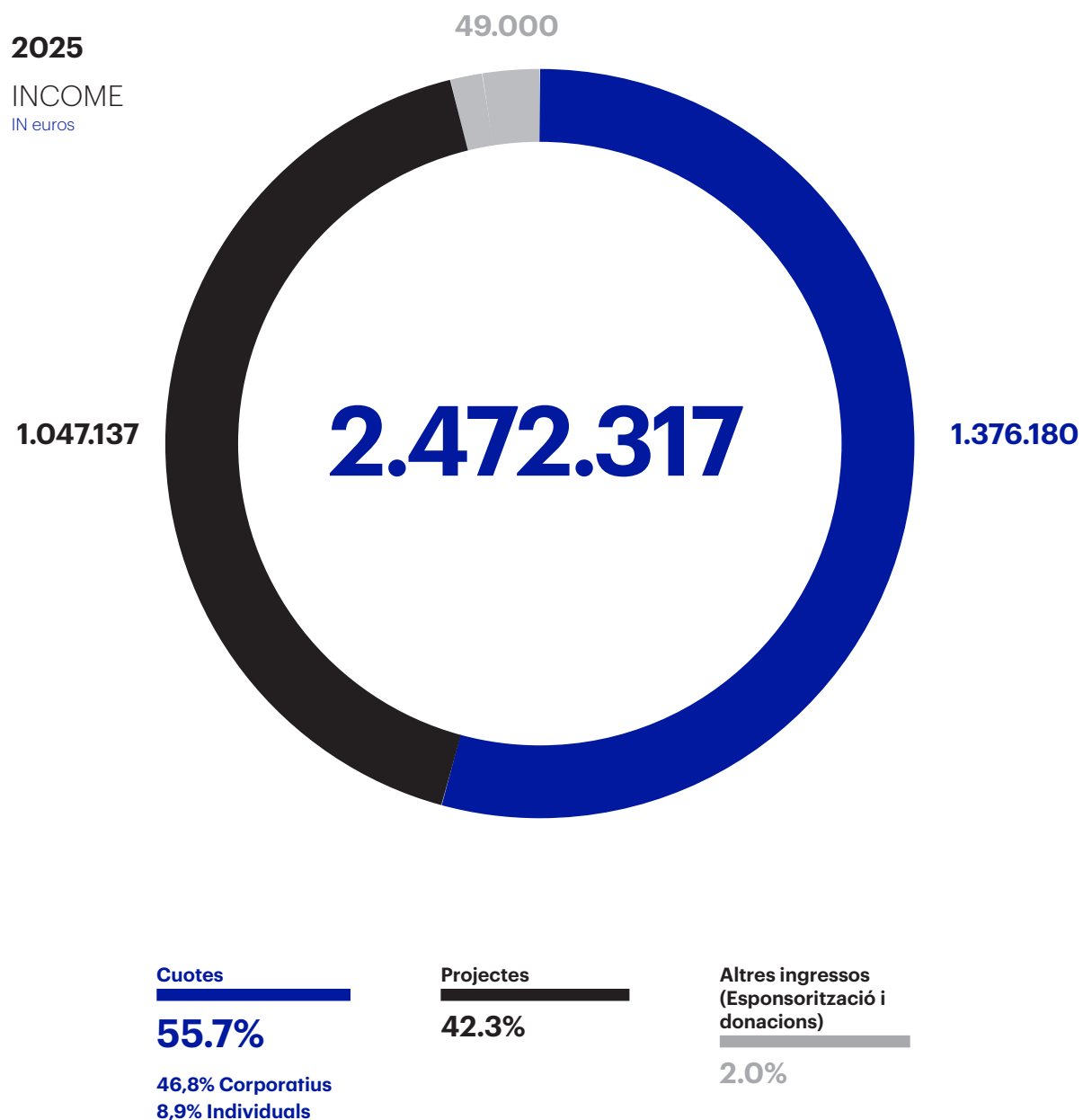
• Curating major events in Digital Health, Foodtech, Agritech and Interactive Media

Barcelona & Partners has played a pivotal role in establishing the city as a premier destination for global gatherings. These events facilitate collaboration amongst experts, investors and sector leaders, creating valuable networking and commercial opportunities.

• International Impact

Barcelona & Partners also spearheaded high-impact trade missions to Taiwan and London, with a key engagement in New York this November. These initiatives are designed to unlock new business opportunities and strengthen Barcelona's position as a global hub for innovation and investment.

Our budget



2025
OUTCOME
In euros



Projectes



Recursos humans



Administració



Events propis

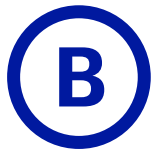


Miscel·lània



Comunicacions





Governing bodies

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

Supervisory Board. Meets twice a year defining Barcelona Global long-term strategy and informing about.



José Adell Duacastella
Grupo Julià



Cristina Adroher
Hospital Sant Joan de Déu



Pepe Agell
Pear VC



María José Álvarez
Occident



Joan Amigó
Applus



Siro Arias
Globant



Enric Asunción
Wallbox



Albert Baronet
Nike



Maite Barrera
Globant
Honorary President



Tatxo Benet
Atas Corp



Caterina Biscari
Alba Synchrotron



Noemí Blázquez
Uriá Menéndez Abogados



Josep Lluís Bonet
Freixenet



Carla Cabedo
Glovo



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
America's Cup
Honorary President



Manel Cerqueda
Andbank



Joaquim Coello
Asoport
Honorary President



Sonia Colomar
Banco Santander



Xavier Comerma
Banc Sabadell



Luis Conde
Seeliger y Conde



Pilar Conesa
Anteverti



Agustí Cordon
Anantara Ventures



José Creuhera
Grupo Planeta



Emilio Cuatrecasas
Emesa
Honorary President



Inés Cuatrecasas
Emesa



Alfredo Eguigaray
EY



Ignacio Escudero
Agbar



Antoni Esteve
Esteve



Xavier Flores
TMB



Joan Carles Font
Mesoestetic



Rafael Fontana
Cuatrecasas



Michael Freter
Integrated System Events



Antonio Gallardo
Grupo Familiar Gallardo



Antonio Gámiz
Merlin Properties



Teodoro García
Grupo TGT



Víctor García
Unibail-Rodamco-Westfield



Gary Gautier
Casa Batlló



Ciscu Gibert
KPMG



Carlos Godó
Grupo Godó



Michael Goldenberg
Value Retail



Marc Gómez
Fundació "la Caixa"



Ainhoa Grandes
Fundació MACBA



Tina Grejsen
SAP



Helena Guardans
Concentrix



Pau Guardans
Único Hotels
Honorary President



Jordi Herreruella
Cruilla Barcelona



Ignacio Jiménez Soler
Cellnex



Marta Labata
B:SM Barcelona de Serveis Municipals



Joan Laporta
FC Barcelona



Daniel Martínez
HP



Josép Martínez Vila
SABA



Ignacio Marull
PwC



Mariano Marzo
Fundación Repsol



Jaume Masana
CaixaBank



Arturo Mas-Sardá
Port Aventura World



Eduardo Mendiluce
Aliseda/Anticipa



Xavier Mendoza
ESADE



Joaquim Miró
Mapfre



Aitor Moll
Prensa Ibérica



Pol Morillas
CIDOB



Pere Navarro
El Consorci
de la Zona Franca



Carlos Nuevo
Teladoc Health



Marta Pallarès
Primavera Sound



David Payeras
Mango



Rafael Perales
Mercer



Joan Pla
Orim Management



Osmar Polo
T-Systems



Julia Prats
IESE



Marian Puig
Fundació Puig
Honorary President



Maria Reig
Reig Capital Group
**Founder & Honorary
President**



Montse Ribas
Grifols



Raimon Ripoll
Deloitte



Laia Ripoll
GSMA



Gonzalo Rodés
Aldea Ventures
Honorary President



Emili Rousaud
Factor Energia



Xavier Rovira
NTT Data



Carles Ruiz
FGC



Jaume Sabater
Stoneweg



Jordi Sáez
Clear Channel



Juan Antonio Samaranch
GBS Finance



Juan Manuel Sanahuja
Sacresa



Federico Segarra
Fundació Damm



Lluís Seguí
Miura Partners



Gerard Serra
Pérez-Llorca



Constantí Serrallonga
Fira Barcelona



Luis Serrano
CRG



Javier Suqué
Grup Peralada



Xavier Tintoré
Fluidra



Ignacio Torras
Tricon



Oscar Vela
Àreas



Miguel Vicente
Advantage



Luis Villena
Sorigué



Pere Viñolas
Colonial

Executive Commission. *Meets monthly*



Ramon Agenjo
Fundació Damm
President



Michael Blackman
Integrated Systems Events
Vice president



Carmina Ganyet
Colonial
Vice president



Jaume Oliu
Raser Ventures
Vice president



Daniel Puig
Puig
Vice president



Mercè Conesa
CEO



Héctor Bros
Cuatrecasas
Secretary



Maria Alsina
CaixaBank



Sergi Ferrer-Salat
Ferrer



Teresa Garcia-Milà
Barcelona School of
Economics



Ana Godó
Grupo Godó



Sergi Loughney
Fundació "La Caixa"



Ainhoa Moll
Prensa Ibérica



Javier Perez-Tenessa
4Founders Capital



Oscar Pierre
Glovo



Eloi Planes
Fluidra



Josep Lluís Sanfeliu
Asabys Partners



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



Lluís Torner
ICFO



Ana Vallés
Sorigué



Carlos Ventura
Banc Sabadell

Honorary Presidents



Maite Barrera
Bluecap



Aurora Catà
America's Cup



Joaquim Coello
Asoport



Emilio Cuatrecasas
Emesa



Pau Guardans
Unico 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 Clotet
Projects Director



Lara Oliveras
Corporate & Member
Relations Director



Cristina Boadas
Executive Assitant



Alex Hernon
Projects Assistant



Paula Plans
Junior Corporate and
Members Relations



Betty Roig
Senior Corporate and
Member Relations



Maria Torrent
Digital Communications



Marc Palau
Communications
Assistant

Barcelona & Partners



Montse Puig
Managing Director



Carolina Angelini
Director of Special
Projects and Partnership
Development



Mireia Moisés
Marketing Manager



Laia Comaposada
Senior Investment
Manager



Maxime Noell
Manager, Investment
Promotion & Insights



Gemma Melendo
Executive Assistant &
Operation Coordinator



Morgan Eberoni
Director of Investment
Promotion

Individual protector members



Silvia Agenjo
Rapi 2004



Cinto Ajram
CA Sports Marketing



Nestor Cano
T-Mobile USA



Roger Casals
Plazah



Francisco Churtichaga
Charme Capital Partners



Ana Esteve
Aeland



Xavier Freixes
Tyrus Capital



Conrado Pallares
Edgewood



Oriol Pinya
Abac Capital



Maria Rivas
Zentinel



Gemma Voltas
Alma Bleu Advisors

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**.

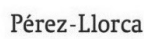


[More info](#)

Corporate Members



Corporate Protector Members



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Make it happen!



Barcelona
Global