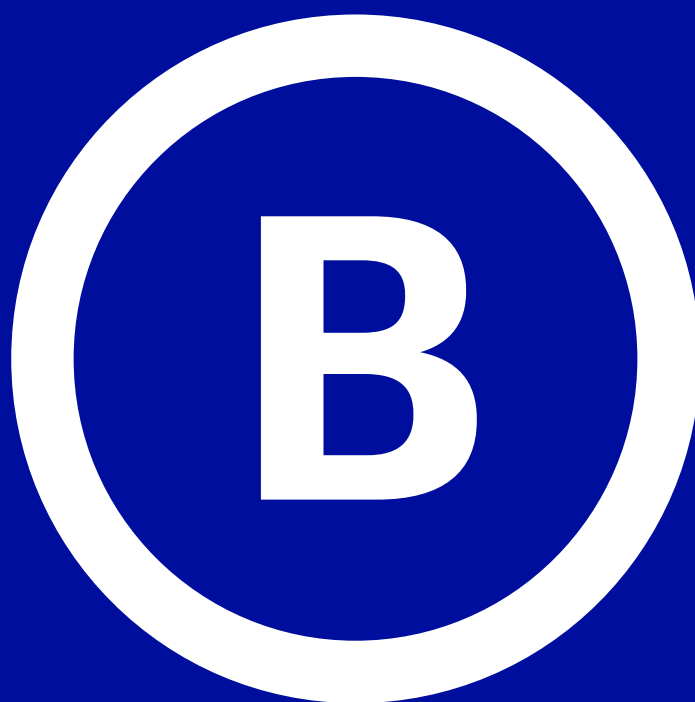


# **Barcelona Global Executive Summary**

September 2018



# What is Barcelona Global?

We are a private, independent and non-profit association made up of 175 of the city's leading companies, research centers, entrepreneurs, business schools, universities and cultural institutions, and more than 800 professionals. **Our mission is to make Barcelona one of the world's most attractive for talent and economic activity.**

Approximately eighty of our 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?

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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 6 professionals with proven experience in city, project development, engagement with the members, communication and production.

The Board of Directors of the Association approves relevant decisions and proposes the candidate for President, which is renewed every two years in our General Assembly.

## How do we work?

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### Independently

With no other ties than the interest in Barcelona and its future.

### Without 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?

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**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:**

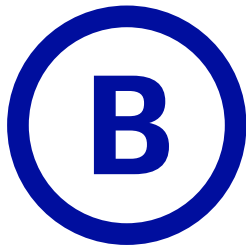
**We promote** relationship and mobilization activities using intensively technology for more than 800 highly committed members that are willing to dedicate time, resources and contacts to Barcelona Global's projects.

**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 a voice** to our members through our relationship with the mainstream media. Almost 90 articles have been published in La Vanguardia by members of the International Council and 60 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?

Become the reference civil platform in Barcelona and for Barcelona.

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### Barcelona Obertura

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An international promotion platform to position Barcelona as a city of classical music driven by city's main musical institutions: Liceu, Auditori and Palau de la Música. As a result of this initiative, the **Barcelona Obertura Spring Festival** was born: the first classical music festival in Barcelona, that is to be held during March 2019, and which will offer an international program of major concerts in several emblematic places in the city.

### International Talent

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Barcelona Global is committed to improving **taxation** and **bureaucratic red tape** to attract international talent through different lobbying activities.

### Barcelona Brand

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Defend the need for professional management of the brand "Barcelona" through a city alliance that promotes the correct image for the city.

### European Medicines Agency candidacy

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We involved civil society in the support of the candidacy of Barcelona to host the new headquarters of the European Medicines Agency (EMA).

## Hola Barcelona!

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Attract, integrate and engage international residents who have decided to live and work in Barcelona through the program **Hola Barcelona!**

**Hola Barcelona! Cocktail:** a unique event that, with the support of the City Council of Barcelona, welcomes more than 1,000 people to the city, including 700 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.

## Barcelona Global International Council

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We currently have more than 80 professionals committed to Barcelona in more than 37 cities around the world. We involved them in the elaboration of the "Perception Survey" and we publish their proposals for the city every two weeks in La Vanguardia.

## BEST Foundation (Barcelona Engineering Science & Technology)

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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, will be launched.

## Emparejados

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Facilitate the attraction of high-level scientific talent through the work insertion program for researcher's partners "**Emparejados**".

## Barcelona Global Summits

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Create an agenda of actions to improve the relationship between tourism and the city through the best international practices in the "**1st Barcelona Global Summit: Innovation in Urban Tourism**".

## Barcelona Global Press Trips

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We have invited international press and opinion leaders to discover Barcelona.

# And we keep going...

## **What do we bring to our members?**

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Commitment to Barcelona at a key moment for its future.

To be an active part of the future story of Barcelona and its area of influence.

Share a project and vision about the city with key players in Barcelona.

Connect with other relevant and involved members.

Learn more about Barcelona and its opportunities in an open and cosmopolitan environment.

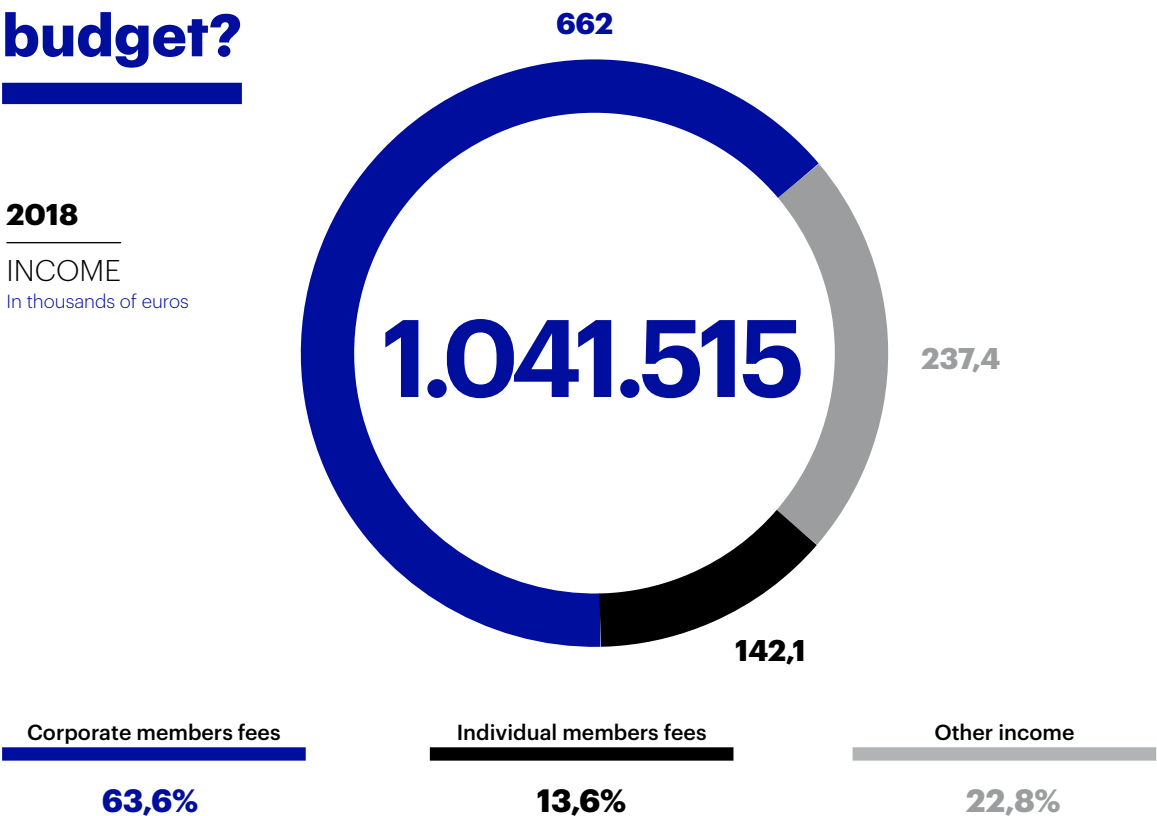
Get involved in the promotion of executive projects that strive for talent and economic activity.



# What is our budget?

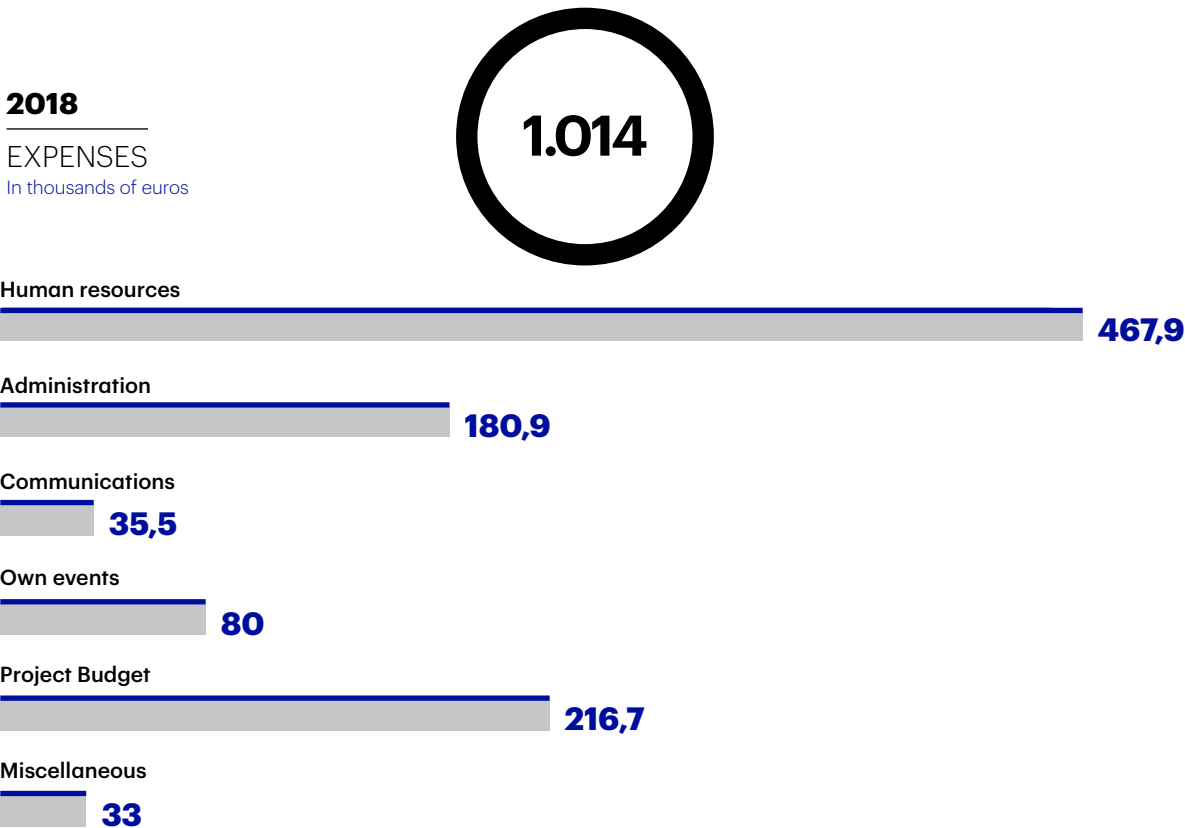
2018

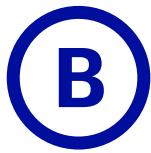
INCOME  
In thousands of euros



2018

EXPENSES  
In thousands of euros





# Governing bodies

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

**Management Board.** Meets every four months.



Chelo Abarca  
Amazon



José Adell Duacastella  
Grupo Julià



Ramon Agenjo  
Fundació Damm



Albert Agustí  
Real Club de Tenis  
Barcelona



María José Álvarez  
Catalana Occidente



Joan Amigó  
Applus



Isak Andic  
Mango



Bibiana Ballbè  
TheCreativeNet



Oriol Barrachina  
Cushman & Wakefield



Maite Barrera  
Bluecap Management  
Consulting



Tatxo Benet  
Atas Corp



Eugènia Bieta  
ESADE



Josep Lluís Bonet  
Freixenet



Núria Cabuti  
Penguin Random House



Jordi Camí  
Parc de Recerca  
Biomèdica de Barcelona  
(PRBB)



Vicente Cancio  
Zurich



Artur Carulla  
Agrolimen



Aurora Catà  
Amrop  
Seeliger&Conde



Joaquim Coello  
Naval Engineer  
**Honorary President**



Luis Comas  
SEAT



Luis Conde  
Amrop  
Seeliger&Conde



Agustí Córdon  
Grupo Zeta



Josep Creuheras  
Grupo Planeta



Emilio Cuatrecasas  
Cuatrecasas  
**Honorary President**



Juanjo Duran  
eDreams Odigeo



Alfredo Eguigaray  
EY



Antoni Esteve  
Esteve



Kim Faura  
Telefónica



Ana Fernández  
Vueling



Ignasi Ferrer  
Ship2B



Mark Freeman  
Institute for Integrated  
Transitions



Susana Gallardo  
Grupo Familiar  
Gallardo



Carmina Ganyet  
Inmobiliaria Colonial



Victor García  
Unibail-Rodamco



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



Anna Gener  
Savills Aguirre Newman  
Barcelona



Ana Godó  
Grupo Godó



Carlos Godó  
Grupo Godó



Michael Goldenberg  
Value Retail



Ainhoa Grandes  
Fundació MACBA



Helena Guardans  
Sellbytel



Pau Guardans  
Único Hotels  
**President**



Mateu Hernández  
**CEO**



Luis Herrero  
Banco Santander



Fritz Hoderlein  
Everis



Therese Jamaa  
GSMA / Mobile World  
Capital



Amancio López  
Grupo Hotusa



Sergi Loughney  
Abertis



Isaac Marcet  
PlayGround



Montserrat Martínez  
CaixaBank



Josep Martínez Vila  
SABA



Ignacio Marull  
PwC



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



Arturo Mas-Sardá  
Port Aventura



Raimon Miret  
Accenture



Alexandra Mitjans  
Ashoka



**Arnaldo Muñoz**  
Airbnb



**Pere Navarro**  
El Consorci  
de la Zona Franca



**Jaume Oliu**  
Banc Sabadell  
**Vicepresident**



**Heribert Padrol**  
IplusF



**Enric Picanyol**  
Cuatrecasas  
**Secretary**



**José María Piera**  
SCPF



**Joan Pla**  
Orim Management



**Julia Prats**  
IESE



**Marian Puig**  
Fundació Puig  
**Honorary President**



**Maria Reig**  
Reig Capital Group  
**Honorary President**



**Raimon Ripoll**  
Deloitte



**Ricard Robles**  
Sónar



**Gonzalo Rodés**  
ISP Inversiones y  
Servicios Publicitarios  
**Honorary President**



**Salvador Rovira**  
Poble Espanyol  
Barcelona



**Jordi Sáez**  
Clear Channel



**Josep Lluís Sanfeliu**  
Asabys Partners



**Lluís Seguí**  
Miura Private Equity  
**Vicepresident**



**Joaquim Serra**  
Natura Bissé



**Constantí Serrallonga**  
Fira de Barcelona



**Fernando Serrate**  
KPMG



**Joan Manuel Soler**  
Quadis



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



**Cecilia Tham**  
MOB



**Lluís Torner**  
Institut de Ciències  
Fotòniques (ICFO)



**Ignacio Trincado**  
Coty



**Ana Vallés**  
Sorigué



**Oscar Vela**  
Àreas



**Carles Ventura**  
Banc Sabadell



**Miguel Vicente**  
Advantage



**Isabel Vidal**  
Grup Focus



**Pere Viñolas**  
Inmobiliaria Colonial

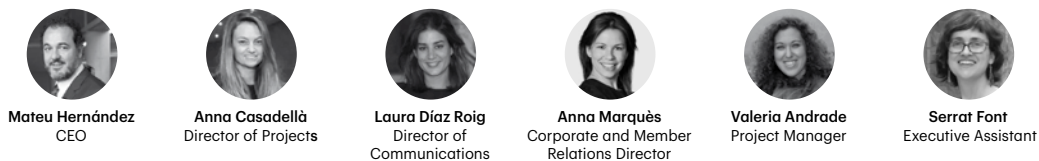
## Executive Committee. *Meets monthly*



## Honorary Presidents

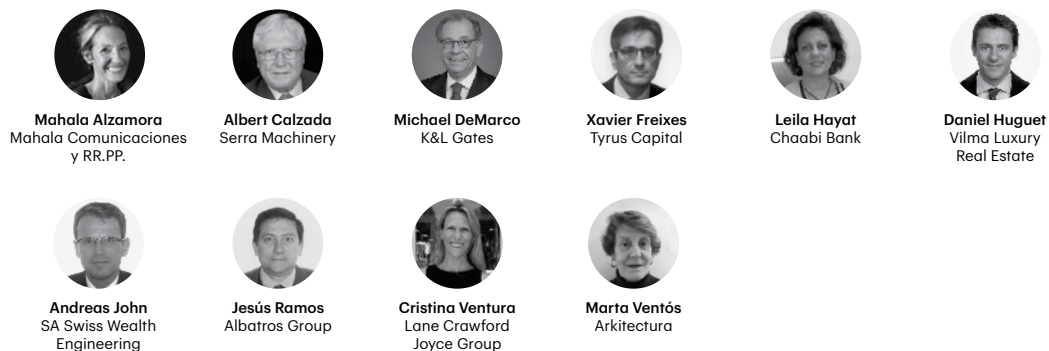


## Executive team



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## Individual protector members

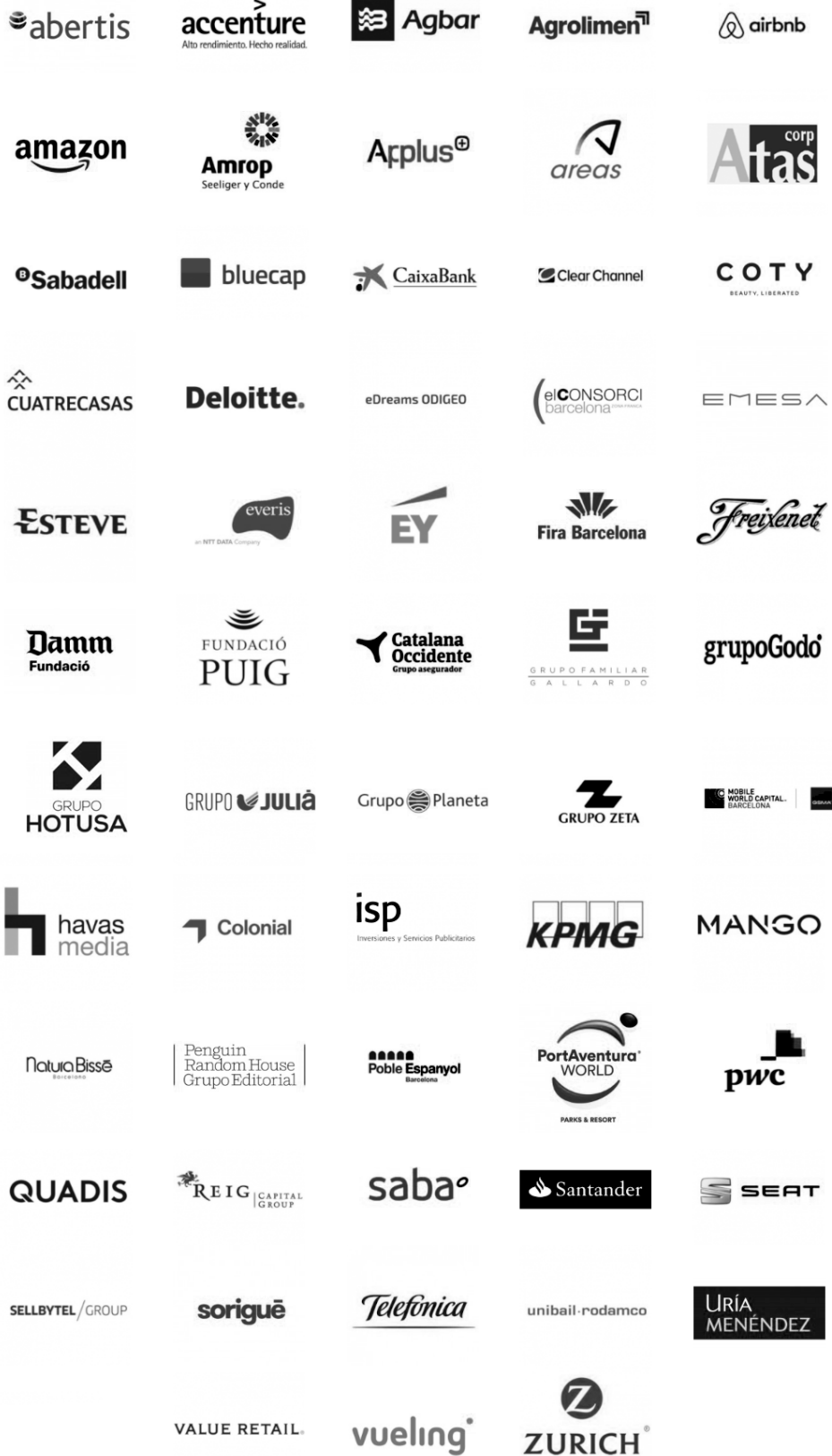




## Corporate members



## Corporate protector members



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**Make it happen!**



Barcelona  
Global