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 do we work?**

Independent: With no other ties that 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.

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**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 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.
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 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.

**Barcelona Obertura**

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**

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

**Barcelona Brand**

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**

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!

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.

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**BEST Foundation (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, will be launched.

**Emparejados**

Facilitate the attraction of high-level scientific talent through the work insertion program for researcher’s partners “Emparejados”.

**Barcelona Global Summits**

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**

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

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**Barcelona Global International Council**

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.

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And we keep going...
What do we bring to our members?

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

- Corporate members fees: 63.6%
- Individual members fees: 13.6%
- Other income: 22.8%

1.041.515

237.4

EXPENSES
In thousands of euros

- Human resources: 467.9
- Administration: 180.9
- Communications: 35.5
- Own events: 80
- Project Budget: 216.7
- Miscellaneous: 33
Governing bodies

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

Management Board. Meets every four months.
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<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<td>Lluís Torner</td>
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<td>Institut de Ciències Fotòniques (ICFO)</td>
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<td>Marian Puig</td>
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<td>Lluís Seguí</td>
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Executive Committee. Meets monthly

Pau Guàrdons
Unió Hotels
President

Terèsa García-Milà
Barcelona Graduate School of Economics (Bosei)
Vice-president

Jaume Oliu
Banc Sabadell
Vice-president

Lluis Seguí
Mora Private Equity
Vice-president

Enric Picornell
Cuatrecasas
Secretary

Aurora Càthi
Ameg
Seeliger&Conde

Carmina Ganivet
Inmobiliaria Colonial

Anna Gener
Savills Aguirre Newman
Barcelona

Ana Godó
Grup Godó

Theresa Janaas
GSMA / Mobile World Capital

Montserrat Martínez
Caixabank

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

Alexandre Mitjans
Ashoka

José María Piera
SCFF

Josep Taberner
Vall d’Hebron Institut d’Oncoologia (VHIO)

Lluis Tomer
Institut de Ciències Fotòniques (ICFO)

Isabel Vidal
Grup Focas

Honorary Presidents

Joaquin Covello
Novat Engineer

Emilio Cuatrecasas
Cuatrecasas

Marian Puig
Fundació Puig

María Reig
Reig Capital Group

Gonzalo Rodés
ISP Inversiones y Servicios Publicitarios

Executive team

Mateu Hernández
CEO

Anna Casadellà
Director of Projects

Laura Díaz Reig
Director of Communications

Anna Marquès
Corporate and Member Relations Director

Valeria Andrade
Project Manager

Serrat Font
Executive Assistant

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anna.marques@barcelonaglobal.org | valeria.andrade@barcelonaglobal.org | serrat.font@barcelonaglobal.org

Individual protector members

Mahala Alzamora
Mahala Comunicaciones y RR.PP.

Albert Colzada
Serra Machinery

Michael Delmarco
K&B Gates

Xavier Freixes
Tyros Capital

Leila Hayat
Chaabi Bank

Daniel Huguet
Vilma Luxury
Real Estate

Andreas John
SA Swiss Wealth Engineering

Jesús Ramos
Albatros Group

Cristina Ventura
Lane Crawford

Joyce Group

Marta Ventós
Arkitectura

Josep Taberner
Vall d’Hebron Institut d’Oncoologia (VHIO)
Corporate members
Corporate protector members
Make it happen!