

**Barcelona Global Executive Summary**

September 2020



# What is Barcelona Global?

We are a private, independent and non-profit association made up of 215 of the city's leading companies, research centers, entrepreneurs, business schools, universities and cultural institutions, and 803 professionals. **Our mission is to make Barcelona one of the world's best cities for talent and economic activity.**

More than 130 members living and working outside of Spain, forming the **Barcelona Global International Council**. More than 15% 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 8 professionals with proven experience in city, project development, engagement with the members, communication and production.

The **Supervisory Board** ensures that the activities and management of the association are appropriate to its mission, approves the major decisions and meets twice a year

## How do we work?

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### Independently

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

### Without public subsidies

To ensure our independence from governments and political parties.

### With transversality

Boosting projects from the social and economic transversality of our members.

### In private-public collaboration

Counting on the experience and knowledge of our members.

### Innovatively

Developing creative solutions to respond to the city's challenges.

### With rigor

Using studies and data to feed our action plans.

### Effectively

Defining projects with specific and ambitious goals.

### Looking to the world

Learning from the study of the best international practices.

# What do we focus on?

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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 Challenges**, where we bring together our members to select key city projects in areas such as higher education, public-private collaboration, accessible housing or mobility.

**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 1,000 highly committed members that are willing to dedicate time, resources and contacts to Barcelona Global's projects.

**We inform**, through a bi-monthly newsletter, what is happening in Barcelona in terms of talent, economic activity, culture, science, infrastructure and the city.

**We give voice** to our members through our relationship with the mainstream media. 125 articles have been published in La Vanguardia by members of the International Council and 94 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?

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To become the civil reference platform in Barcelona and for Barcelona

## 1

### Barcelona International Reputation

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

**Barcelona Day:** we travel to promote Barcelona and to improve the international reputation of our city. In 2019, Barcelona Global presented in London the Barcelona of Investment, Architecture and Design, Quality Tourism, Culture and Science, together with more than 50 business, cultural, science and prestigious professionals.

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

**Barcelona City of Talent:** we have launched an Instagram account aimed at explaining to the world the talent that was born or decided to live in Barcelona.

**Barcelona MBA Day:** the Barcelona MBA Day aims to present first-hand to the more than 600 international MBA students of IESE, ESADE and EADA the industrial, economic, cultural and entrepreneurial Barcelona. The leaders of the most important companies, research centers and cultural institutions of the city welcome and explain to these future global executives their business model, their connection with Barcelona and the city's potential to become a global city.

## 2

### Attraction, retention and creation of talent and economic activity

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**Barcelona & Partners:** program to identify and guide quality foreign direct investment and economic activity projects, landing in Barcelona. This platform will usher initiatives with a vision of bettering the city and creating new job opportunities. It is a public-private partnership led by Barcelona Global with the support of Barcelona City Council.

**Benchmark fiscal:** tax amendments proposals aimed at:

- Improving the city's capacity to attract international and local expatriated talent
- Promote Barcelona as a global hub for entrepreneurship.

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

**Hola Barcelona! Program:** program to attract, integrate and engage international residents who have decided to live and work in Barcelona.

- **Hola Barcelona! Cocktail:** a unique event that, with the support of the Barcelona City Council, welcomes more than 1,500 people to the city, including more than 1,000 international guests from 80 different nationalities.
- **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.

**Best Foundation (Barcelona Engineering Science & Technology):** foundation which is responsible for financing the **Degree in Industrial Technologies and Economic Analysis (UPC-UPF)** an inter-university public degree taught entirely in English in industrial engineering and economics in Barcelona, in collaboration with the UPF, UPC and FemCat. The degree aims to form professionals in the field of industrial engineering and the economy with business involvement, global-in-nature and focused on contributing to the economic competitiveness of the city. The first promotion of the degree began on 2018-2019.

**Barcelona Global International Talent Monitor:** biennial survey aimed at knowing the state of opinion about the international talent of the city that lives in it.

**Scale-Up Monitor:** study based on a survey among the scale-up ecosystem, to analyze and propose a set of measures to improve Barcelona's status as a global hub for entrepreneurship.

**Work in Barcelona:** creation of a landing page in collaboration with various private companies, to be a reference page showing companies in Barcelona that are actively looking for international talent. The page will contribute to position Barcelona as a city to work and give visibility and traffic to open positions in the digital area through the implementation of online marketing campaigns.

## 3

### Tourism and culture

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**Barcelona Obertura:** an international promotion platform of Barcelona as a classical music reference city, driven by the main institutions of the city: el Gran Teatre del Liceu, L'Auditori and the Palau de la Música Catalana. The result of this initiative is the Barcelona Obertura Spring Festival, the first classical music festival organized by the three main institutions of Barcelona to spread classical music in Barcelona during two weeks.

**Tourism and city, a shared challenge that we need to face now:** to improve the relationship between the city and tourism, we have developed a series of actions to be undertaken, both for the public and private sectors, to establish the basis of a management model aimed at creating greater and better occupation and opportunities for the development of Barcelona and the Barcelonians.

## 4

### City Planning, Mobility, Housing and Public-Private Partnership

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**The challenge of housing in Barcelona:**

proposals for a necessary solution: a concrete and feasible proposal with realistic and detailed measures on the creation of the concept of affordable housing, aimed at generating the necessary housing stock to improve access to it in the Metropolitan Region of Barcelona through public-private collaboration.

**The Challenge on public-private partnership:**

16 proposals to renew on a metropolitan scale the model of public-private collaboration, specifically in the sectors of culture, science and research, health and Smart Cities. In collaboration with IESE Business School and more than 50 experts and members from Barcelona Global.

**The challenge of re-economizing the center of Barcelona:** plan to reboot the city centre and its financial activity. The knowledge economy (innovation, research, and entrepreneurship) could become the centre's major asset, being a leading change-agent and providing brand-new private sector activity, with quality jobs, financial profit, and a powerful economic impact on the retail and F&B ecosystem.

**Barcelona Global Challenge for a sustainable and metropolitan mobility:**

a strategic think-through initiative aimed at developing a new mobility blueprint for Barcelona, more sustainable and safer, introducing all kinds of transports alternatives and uses and on a metropolitan scale.

**Barcelona 2050:** rethinking the future of metropolitan Barcelona: through a documentary, over 20 key stakeholders from different city sectors helped us identify the main challenges that Barcelona and its metropolitan region will be facing in the coming decades. We are highlighting fundamental examples of urban plans and proposing solutions to respond to the changing needs of our society, economy, and planet.

## 5

### Engagement

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**International Council:** a network of more than 130 professional leaders living around the world in order to promote the image and prestige of Barcelona and identifying investment and business opportunities for the city. We involve them in the elaboration of the Perception Survey and we publish their proposals for the city every two weeks in La Vanguardia.

**Barcelonian by choice:** 15% of our members are international professionals who have chosen to live and work in Barcelona and are committed to its development. We acquired the commitment to facilitate the landing and integration of international professionals, aware that talent is one of the main drivers of competitiveness and that their perception of the city is essential to achieve a more global Barcelona with more opportunities for all.

**Barcelona 2040:** a leadership and city program aimed at young people from 26 to 35 years old, professionally active and with experience from 5 to 8 years and interest and commitment to the future of the city of Barcelona.

## And we keep going...

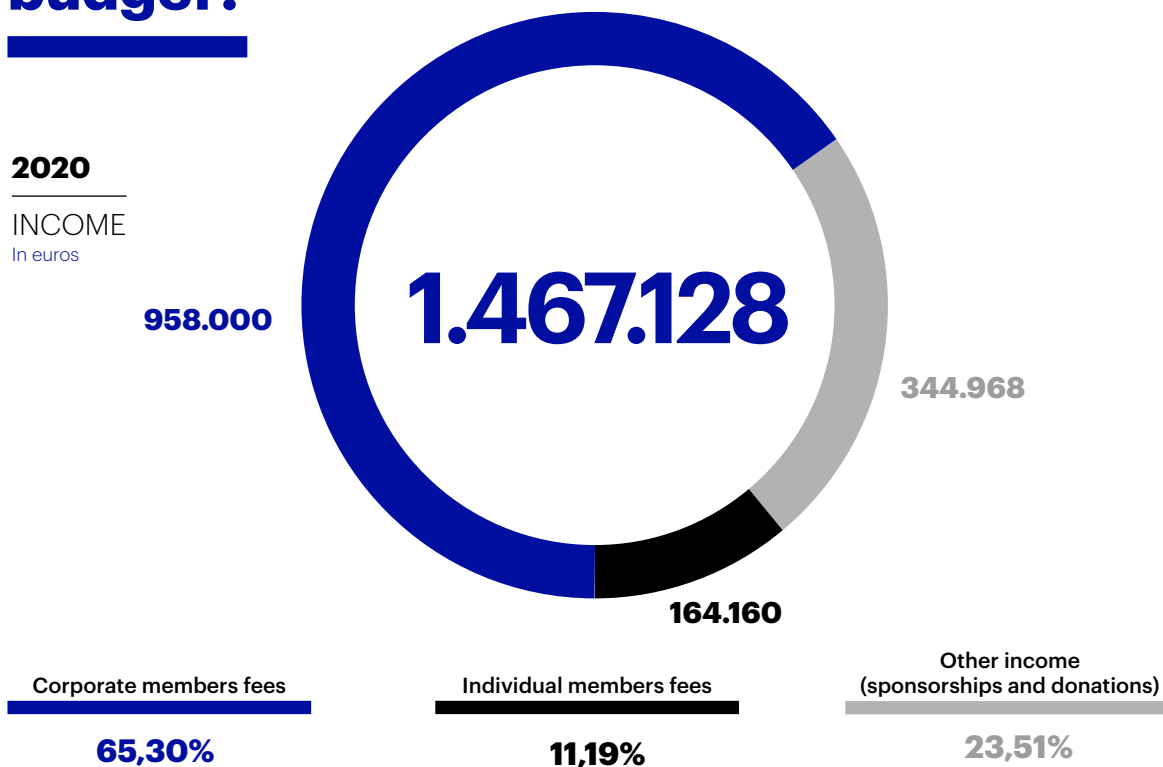


# What is our budget?

**2020**

**INCOME**

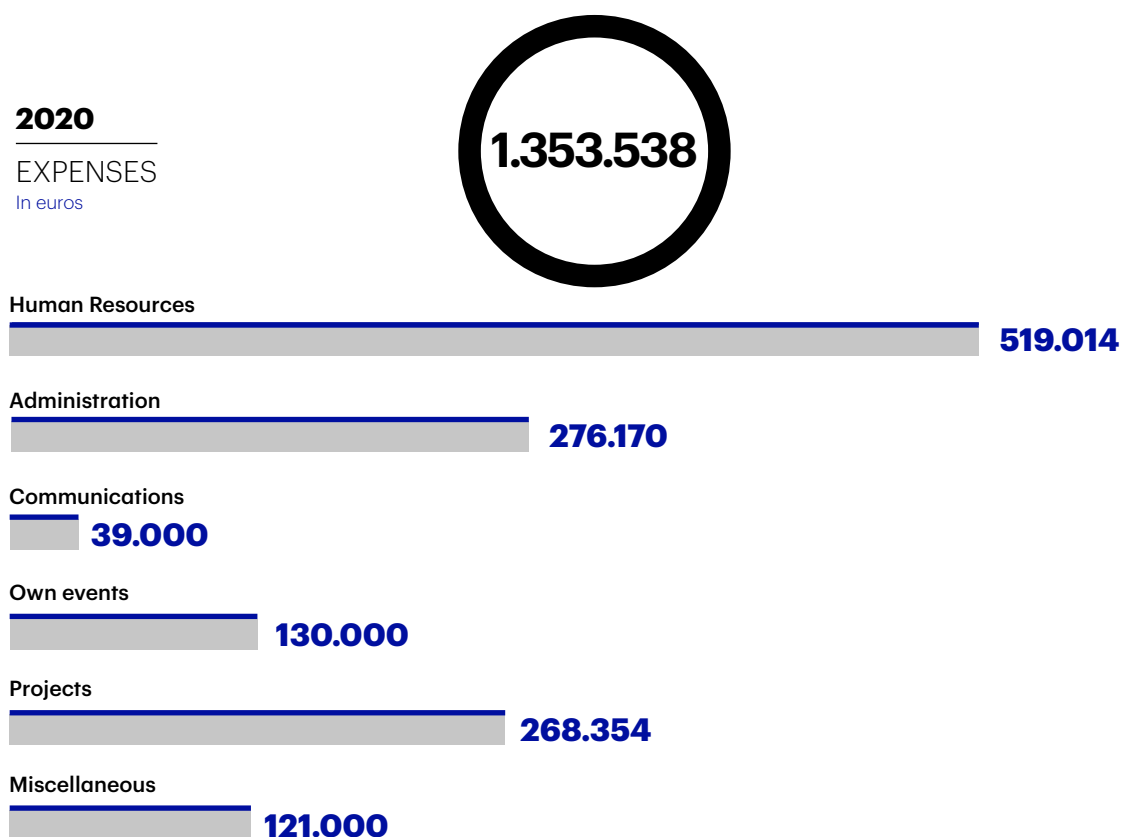
In euros

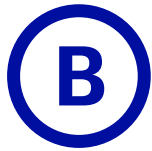


**2020**

**EXPENSES**

In euros





# Governing bodies

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

**Supervisory Board.** Meets twice a year.



Chelo Abarca  
Amazon



José Adell Duacastella  
Grupo Julià



Ramon Agenjo  
Fundació Damm



Albert Agustí  
Sport Cultura  
Barcelona



María José Álvarez  
Catalana Occidente



Joan Amigó  
Applus



Isak Andic  
Mango



Bibiana Ballbè  
TheCreativeNet



Jospe Maria Bartomeu  
FC Barcelona



Tatxo Benet  
Atas Corp



Noemí Blázquez  
Uría Menéndez  
Abogados



Jospe Lluís Bonet  
Freixenet



Núria Cabufí  
Penguin Random House  
Grupo Editorial



Jordi Camí  
Parc de Recerca  
Biomèdica de Barcelona  
(PRBB)



Vicente Cancio  
Zurich



Artur Carulla  
Agrolimen



Chema Casas  
Telefonica



Jordi Casas  
Osborne & Clarke



Manel Cerqueda  
Andbank



Joaquim Coello  
Fundació Carulla  
**Honorary President**



Alejandro Colldfors  
Abertis



Luis Comas  
SEAT



Luis Conde  
Seeliger y Conde



José Creuheras  
Grupo Planeta



Emilio Cuatrecasas  
Cuatrecasas  
**Honorary President**



Koldo Echebarria  
ESADE



Alfredo Eguiagaray  
EY



Antoni Esteve  
Esteve



Ignasi Ferrer  
Seastainable Ventures



Ricard Font  
FGC



Pedro Fontana  
Emesa



Antonio Gámiz  
Merlin Proporties



Victor García  
Unibail-Rodamco-  
Westfield



Ricardo Garzó  
Mapfre



Gary Gautier  
Casa Batlló



Ciscu Gibert  
KPMG



Carlos Godó  
Grupo Godó



Michael Goldenberg  
Value Retail



Ainhoa Grandes  
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GSMA/ Mobile World  
Capital



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SAP



Helena Guardans  
Webhelp



**Pau Guardans**  
Único Hotels  
**Honorary President**



**Luís Herrero**  
Banco Santander



**Fritz Hoderlein**  
Everis



**Eva Jodar**  
CBRE



**Amancio López**  
Grupo Hotusa



**Isaac Marcet**  
PlayGround



**Josep Martínez Vila**  
SABA



**Ignacio Marull**  
PwC



**Mariano Marzo**  
Fundación Repsol



**Arturo Mas-Sardá**  
Port Aventura World



**Raimon Miret**  
Accenture



**Aitor Moll**  
Prensa Ibérica



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



**Jordi Nicolau**  
CaixaBank



**Monica Perpiñá**  
eDreams ODIGEO



**Joan Pla**  
Orim Management



**Osmar Polo**  
T-Systems



**Julia Prats**  
IESE



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



**Ignasi Puigdollers**  
Mercer



**Juan Eusebio Pujol**  
Miura Private Equity



**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



**Gerard Serra**  
Pérez-Llorca



**Joaquim Serra**  
Natura Bissé



**Constantí Serrallonga**  
Fira de Barcelona



**Ignacio Serrat**  
Nike



**Joan Manuel Soler**  
Quadis



**Ignacio Trincado**  
Coty



**Oscar Vela**  
Áreas



**Carles Ventura**  
Banc Sabadell



**Miguel Vicente**  
Advantage



**Luis Villena**  
Sorigué



**Pere Viñolas**  
Inmobiliaria Colonial



**Marian Muro**  
Turisme de Barcelona  
**Guest**

## Executive Committee. Meets monthly



**Aurora Catà**  
Seeliger y Conde  
**President**



**Carmina Ganyet**  
Inmobiliaria Colonial  
**Vicepresident**



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



**Lluís Torner**  
ICFO  
**Vicepresident**



**Mateu Hernández**  
**CEO**



**Javier Fontcuberta**  
Cuatrecasas  
**Secretary**



**Oriol Barrachina**  
Cushman&Wakefield



**Maite Barrera**  
Bluecap



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



**Ana Godó**  
Grupo Godó



**Therese Jamaica**  
GSMA / Mobile World  
Capital



**Sergi Loughney**  
Fundació La Caixa



**Montserrat Martínez**  
CaixaBank



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



**Clara Navarro**  
Ship2b



**Oscar Pierre**  
Glovo



**Marcel Prunera**  
Crea Inversión



**Marcel Rafart**  
Galdana Ventures



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



**Isabel Vidal**  
Grup Focus

## Honorary Presidents



**Joaquim Coello**  
Fundació Carulla



**Emilio Cuatrecasas**  
Cuatrecasas



**Pau Guardans**  
Único Hotels



**Marian Puig**  
Fundació Puig



**Maria Reig**  
Reig Capital Group



**Gonzalo Rodés**  
ISP Inversiones y  
Servicios Publicitarios

## Executive team



**Mateu Hernández**  
**CEO**



**Valeria Andrade**  
Project Manager



**Laura Díaz Roig**  
Director of  
Communications



**Serrat Font**  
Executive Assistant



**Irene Garcia-Arnau**  
International  
Press Desk



**Anna Marquès**  
Corporate and Member  
Relations Director



**Anna Polunina**  
Corporate and Member  
Relations Manager



**Cristina H. Valiñani**  
Projects Director

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## Individual protector members



**Albert Calzada**  
Serra Machinery



**Quique Camín**  
Utopia126



**Roger Casals**  
Plazah



**Francisco Churtichaga**  
Charme Capital  
Partners



**José María Cusi**  
CHR Legal



**Xavier Freixes**  
Tyrrus Capital



**Leila Hayat**  
Chaabi Bank



**Bernardo Hernández**  
Verse



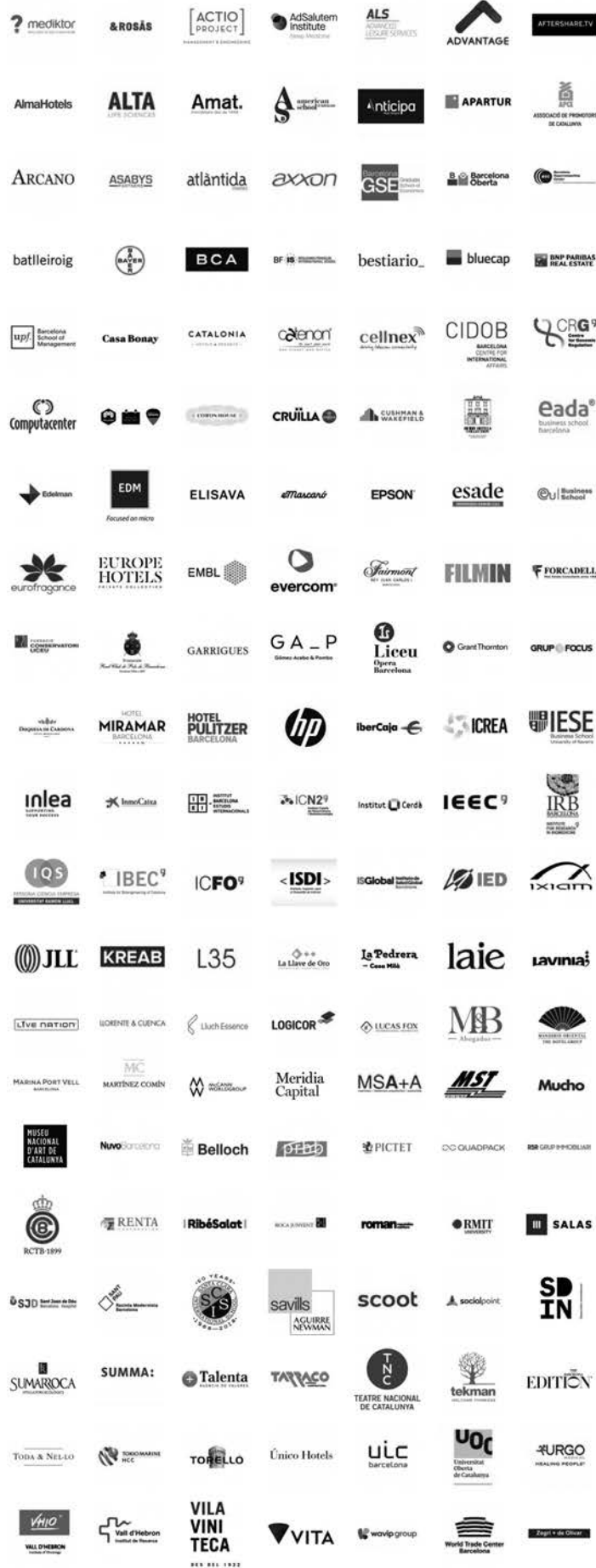
**Andreas John**  
SA Swiss Wealth  
Engineering



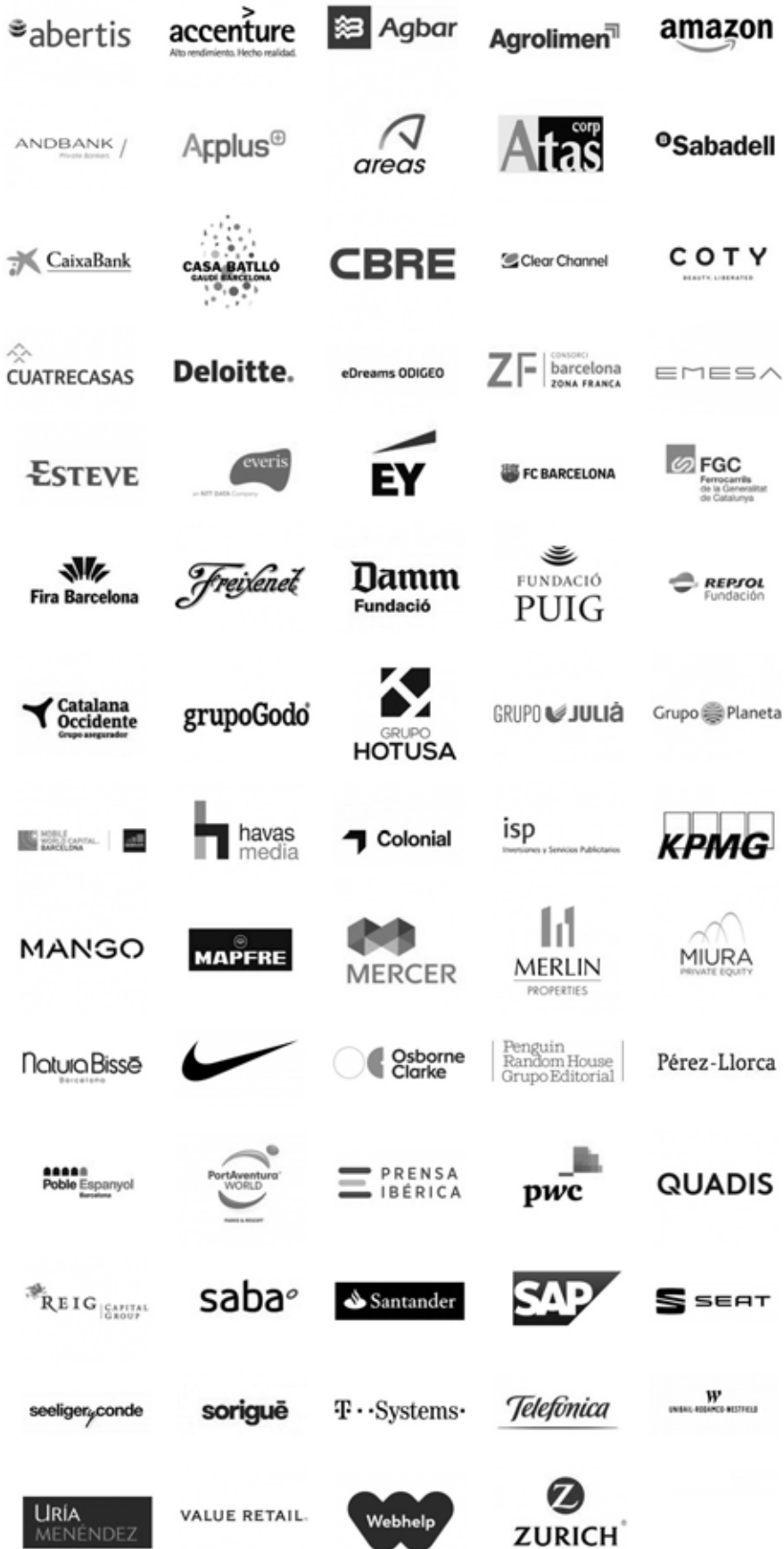
**Marta Ventós**  
Arquitectura



# Corporate Members



## Corporate Protector Members



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**Make it happen!**



Barcelona  
Global