

# **Barcelona Global Activity Report**

December 2017



## Our Mission

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

## Our values

**City vision.** We envision Barcelona as a cosmopolitan, inclusive, tolerant, prosperous and responsible city.

**Social responsibility.** At Barcelona Global we believe that cities progress through civil society and business commitment with sustainable development.

**Independent, civic voice.** We aim to faithfully work for those citizens willing to commit to a better city, regardless of their political ideology. We ensure our independence from the Government and receive no public financial support.

**Focus on getting things done.** We aim to transform our members' ideas into tangible, sustainable projects through combined efforts. That's why we decided that "Fem que passi / Make it happen" is our motto.

**Public-private cooperation.** Cities that prosper are the ones in which the government and civil society are aligned. For that reason, we believe in public-private partnerships as management tools for the pursuit of long-term public-interest objectives.

**Cross-sector collaboration.** The richest of our commitment is based on the different backgrounds of our members. It is this cross-sector approach that allows us to focus into city issues with a rich view in a moment when Barcelona has the opportunity to prosper in many areas at once: research, entrepreneurship, tourism, culture and social impact. Actions that cut across all sectors will be key to the success for the city as a whole.

# Members

## 47 CORPORATE PROTECTOR MEMBERS

who each contribute 10,000 euros per year, have a seat on the Management Board and can nominate up to 5 individual members. Thanks to them, Barcelona Global is a financially strong association with a permanent management structure to drive the achievement of its objectives.

Abertis, Accenture, Agbar, Agrolimen, Airbnb, Amazon, Amrop Seeliger & Conde, Applus, Àreas, Banc Sabadell, Bluecap, CaixaBank, Catalana Occidente, Clear Channel, Colonial, Coty, Cuatrecasas, Deloitte, Emesa, Esteve, Everis, EY, Fira de Barcelona, Freixenet, Fundació Damm, Fundació Puig, Grupo Familiar Gallardo, Grupo Godó, Grupo Julià, Grupo Planeta, Grupo Zeta, Havas Media, ISP Inversiones y Servicios Publicitarios, Natura Bissé, Penguin Random House, Port Aventura, PwC, Quadis, Reig Capital Group, Saba, Seat, Sellbytel, Sorigué, Telefónica, Unibail-Rodamco, Value Retail and Vueling.

## 84 CORPORATE MEMBERS

who each contribute 2,000 euros per year and represent all sectors of Barcelona's economy.

**11 Research Centres.** Barcelona Supercomputing Center (BSC-CNS), Center for Genomic Regulation (CRG), Institut Català de Nanociència i Nanotecnologia (ICN2), Institute for Research in Biomedicine Barcelona (IRBB), Institute of Bioengineering of Catalonia (IBEC), Institute of Photonic Sciences (ICFO), ISGlobal, Nanonica, Parc de Recerca Biomèdica Barcelona (PRBB), Vall d'Hebron Institut d'Oncologia (VHIO) and Vall d'Hebron Institut de Recerca (VHIR).

**15 Academic Institutions.** American School of Barcelona, Barcelona Graduate School of Economics (BGSE), Benjamin Franklin International School, EADA, Elisava, ESADE, Institut Barcelona d'Estudis Internacionals (IBEI), ICREA, IESE, Instituto Europeo di Design (IED), ISDI, Royal Melbourne Institute of Technology (RMIT Europe), School of Tourism and Hospitality Management Sant Ignasi (HTSI), Universitat Internacional de Catalunya (UIC) and Universitat Oberta de Catalunya (UOC).

**5 Start-ups.** Antai, Crowdcube Spain, Digital Origin, MyTaxi and Social Point. **47 Companies.** &Rosàs, Advanced Leisure Services, Aguirre Newman, Alta Life Sciences, Arcano, Atlántida Viatges, Atrevia, Billy Performance Network, Black Toro Capital, BRU & BRU, Catenon Iberia, CBRE, Cellnex Telecom, Coton House Hotel, Cushman & Wakefield, Edelman, eMascaró, EPSON, Eurofragance, GFT IT Consulting, Gómez-Acebo & Pombo, Grant Thornton, Gravient, Grup Focus, Hotel Pulitzer Barcelona, INLEA, KREAB, Laie, Live Nation, Llorente y Cuenca, Lucas Fox, Mandarin Oriental Barcelona, Marina Vela, Miura Private Equite, Mucho, Nuvo Barcelona, OneCoWork, OneOcean Club, Quadpack Group, Renta Corporación, Román y Asociados, Sunco, Tekman Books, Tokio Marine HCC, Torelló, Urgo Medical, World Trade Center Barcelona. **6 Institutions.** Associació d'Apartaments Turístics de Barcelona (Apartur), Barcelona Oberta, Fundació Conservatori del Liceu, Fundació Privada Hospital de la Santa Creu i Sant Pau, Gran Teatre del Liceu, GSMA (Mobile World Congress). **13 Industries.** Education, associations, food and foodservice, real estate, consulting, fashion, logistics, research, finance, culture, communication and telecommunications, and technology.



## 10 INDIVIDUAL PROTECTOR MEMBERS

who each contribute 1,000 euros per year and receive greater visibility in return for their greater economic commitment.

## 616 INDIVIDUAL MEMBERS

who each contribute 300 euros per year and are the association's membership base and the source of many of our projects.

**80 members** who live outside of Spain and take part in Barcelona Global through our **International Council**.

**147 of our members are "Barcelonians by choice"**, people born outside Spain who have chosen to live and work in Barcelona and are committed to its development.

# What do we do?

## 1. We promote and lead projects that will make Barcelona a magnet for talent and economic activity

- Barcelona Engineering and Economic Studies
- Talent Gate
- Benchmark fiscal
- Barcelona Obertura
- Barcelona brand agency
- Barcelona X Science
- Emparejados

## 2. We are committed to initiatives driven by our members and support their success

- International Policy Hub
- Impact.Barcelona
- Leading Program

## 3. We mobilise our members to identify challenges and projects for the city in the areas of Entrepreneurship and Competitiveness, Research and Knowledge, Culture, Tourism and Social Impact

- Barcelona Global Challenges
- Volunteering
- International Council
- Content Generation
- Hola Barcelona!

### How we select our projects

The projects we are committed to and promote must be backed by our members, that is why ALL projects are subjected to vote. For a project to be approved, it must win a majority of the votes and be voted against by no more than 25% of the total number of members. This mechanism ensures that our members are aware of our commitments and can get involved through the "I want to collaborate" option.

#### Barcelona Engineering and Economic Studies:

273 votes: **268 yes** / 5 no

#### City Talent Index:

247 votes: **243 yes** / 4 no

#### International Policy Hub:

212 votes: **211 yes** / 1 no

#### Ship2B:

170 votes: **164 yes** / 6 no

#### Startupbootcamp IoT&Data:

76 votes: **76 yes** / 0 no

#### Benchmark fiscal:

126 votes: **122 yes** / 4 no

#### Impact.Barcelona:

237 votes: **220 yes** / 5 no / 12 abstentions

#### Leading Program:

280 votes: **268 yes** / 5 no / 7 abstentions

#### Emparejados:

330 votes: **305 yes** / 7 no / 18 abstentions

# 1. We promote and lead projects that will make Barcelona a magnet for talent and economic activity

- **Identifying what Barcelona needs in order to become a world-class for entrepreneurship, research, tourism, culture and social impact.**
- **Performing the analysis of feasibility studies to ensure that the chosen projects are implemented.**
- **Forging the necessary alliances for projects to succeed.**
- **Raising the necessary funding for their implementation.**
- **Driving projects through until their effective management.**

## Barcelona Engineering and Economic Studies

Barcelona Global targets excellence in education to establish Barcelona as the go-to city for talent. In collaboration with Universitat Pompeu Fabra, Universitat Politècnica de Catalunya and a third international university, Barcelona Global is promoting the creation of a new inter-university degree in industrial engineering and economics in Barcelona. With business involvement, a global outlook and a focus on boosting the city's economic competitiveness, this new degree will be designed to produce excellent professionals in the fields of industrial engineering and economics.

**Implementer: Joaquim Coello**



Universitat  
Pompeu Fabra  
Barcelona



UNIVERSITAT POLITÈCNICA  
DE CATALUNYA  
BARCELONATECH

**FemCAT**  
FUNDACIÓ D'EMPRESARIS  
DE CATALUNYA



## Talent Gate

For Barcelona to become a global research hub it needs an office –such as the one already existing in Amsterdam, Zurich and Copenhagen– that will facilitate the hiring and onboarding of international talent and their families. Administrative procedures, taxation, schooling, health care, housing, culture, sport, banking services, insurance and settling into the local community are all key to attracting and retaining international talent.

Barcelona Global is studying the feasibility and means of implementing a service of this kind in Barcelona.

**Implementers: Jordi Camí (Fundació Pasqual Maragall), Andreu Mas-Colell (BIST), Lluís Torner (ICFO) and Josep Lluís Sanfeliu (Ysios Capital) Coordinators: Susana Tintoré (Talent Gate)**

## Benchmark fiscal

The city's main pull factors (research centres, entrepreneurs, companies and business schools) agree that Barcelona will only be able to compete with other cities if it has a tax regime that is attractive to international talent. With the collaboration of six of the city's top law firms and IESE, Barcelona Global has sponsored a benchmarking study of tax regimes in Barcelona and 8 other cities around the world.

The study is intended to raise awareness among opinion leaders and the main political groups of the need to amend national and regional tax law to create a more competitive environment.

**6 respected firms**

**4 professional profiles:** executives, international consultants, investors and researchers.

**8 global cities:**

Amsterdam, Berlin, Madrid, New York, London, Paris, Singapore and Zurich.

**800 interviews** for an opinion study on Barcelona.

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**An initiative of: Gonzalo Rodés**

**(ISP Inversiones y Servicios Publicitarios)**

**Coordinated by: Albert Collado (Garrigues)**



**CUATRECASAS**

**Deloitte.**



Building a better  
working world



**GARRIGUES**

**G A \_ P**

Gómez-Acebo & Pombo

**ROCA JUNYENT**



## Barcelona Obertura

Barcelona Global has coordinated the efforts of the city's four main musical institutions to put Barcelona's musical offering on the world stage under a common brand, spotlighting the key moments of each season in a joint programme and helping the institutions to work together.

**6 Press-trip:** 14-15 December 2015 /  
14-16 April 2016 / 26-28 January 2017  
10-13 March 2017 / 20-23 May 2017  
5-6 October 2017

**20 specialised international journalists.**

**26 appearances** in the local and international press.

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**Inspired by: Maria Reig (Reig Capital Group) President: Ramon Agenjo (Fundació Damm). Coordinator: Víctor Medem. Image design: Tilman Solé and Pablo Juncadella (Mucho)**

**An initiative of:**

**Liceu** **Oper**  
**Barcelona**

**AUDITORI**



**Promoted by:**



Barcelona  
Global

**With the support of:**



**Generalitat de Catalunya**  
**Agència Catalana de Turisme**

**In collaboration with:**

**iber:Camera**

## Barcelona brand agency

Barcelona's International reputation is an asset when positioning Barcelona as a magnet for talent and investment. Building a Brand Alliance in order to coordinate all the actors related with the Barcelona Reputation and focused into protecting the brand and promoting Barcelona is the objective of Barcelona Global. In this field Barcelona Global works closely with the City Council willing to develop a public-private strategy inspired by the great work developed by other global cities.

**Implementer: Marian Puig**  
(Fundació Puig)

## Barcelona X Science

Barcelona is pushing further frontier science –leading scientific research worldwide– thanks to some of the top research groups based in the city. This is a unique asset for Barcelona as a city of talent. With Barcelona X Science we want to share this reality with key opinion leaders, -influential people who can become multipliers due to their responsibility, fame, access to media and decision-making ability-, and furthermore the whole city and the world.

**An initiative of: Jordi Camí (Fundació Pasqual Maragall), Josep Maria Piera (SCPF), Bibiana Ballbè (TheCreativeNet)**  
**Coordinated by: Alfons Cornella (Infonomia)**

## Emparejados

Barcelona's Research Centers hire some of the best researchers, competing with top centers around the world. To better attract the top talent to the city, there exists a crucial issue that needs addressing, to help the partners of researchers to find jobs. Barcelona Global, together with Research Centers in Barcelona, has created the program Emparejados, a project that supports the work placement for partners of international senior investigators who have settled in Barcelona.

The program offers the partners an employment opportunity in Barcelona and the opportunity to create a network to find employment.

This project requires the active involvement of Barcelona Global members to help the researcher's partner creating opportunities, networking and employability for which a directory of volunteers will be created.

**Implementer: Arancha Ruiz**

# Emparejados<sup>®</sup>



## 2. We are committed to initiatives driven by our members and support their success

We act as a platform through which our members can accelerate projects linked to Barcelona Global's mission.

- **Sharing their projects with all our members.**
- **Facilitating alliances and creating synergies between projects, our members and the city.**
- **Communicating each project and its results to the city through our channels.**
- **Providing logistical and fundraising support.**

### **International Policy Hub**

We want Barcelona to have a clear strategy for attracting global decision centres in the field of NGOs, think tanks and global foundations.

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**Promoters: Mark Freeman and Annamie Paul (Institute for Integrated Transitions)**

### **Impact.Barcelona**

We want to know the city challenges that have been envisaged by young university students for Barcelona and support them in their projects, so that their efforts are rewarded.

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**Promoter: Alexandre Díaz (Impact.Barcelona)**

### **Leading Barcelona**

We want to help Barcelona's brightest school graduates leavers acquire a better understanding of business and civil society in the city.

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**Promoters: Pol Pau Garrido and Marc Perea (BCNMoments)**



# 3. We mobilise our members

Our more than 750 members are people who are highly committed to Barcelona and its future. Translated into hours, contacts, projects and economic resources, their commitment is the basis on which Barcelona Global works to transform Barcelona into a magnet for talent and business.

- **We organise our members around “Challenges”, which are the lines of action we have set as a priority for our city in the short and medium terms:**

## Entrepreneurship and Competitiveness

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We believe Barcelona has great potential as a seedbed and incubator for new global enterprises.

## Research and Knowledge

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We are aware of our research centres’ international prestige and must help them deploy their full potential in Barcelona.

## Tourism

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Barcelona is a global success story in city tourism. We want to promote sustainable tourism growth impacting positively on the city and its inhabitants.

## Culture

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We believe in the transformational power of culture in all its dimensions and perceive an opportunity for Barcelona to become a cultural beacon.

## Social impact

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We believe there can be no sustainable development without cohesion, so we all have an obligation to seek formulas that will facilitate inclusive and balanced growth for our economy.

- **We promote encounters between our members, and between the members and the city, to explore opportunities for collaboration.**
- **We report, create and share knowledge about Barcelona and its diverse assets.**
- **We identify, value and welcome talented individuals, as we share the view that talent drives capital more sustainably in the longer-term than capital drives talent.**
- **We take part in setting a long-term strategy for the economic and social development of our city.**

# Working groups

## Entrepreneurship

The competitive entrepreneurial ecosystem that has grown up in Barcelona in recent years has reached a critical point where one of two scenarios can happen: either (1) the ecosystem evolves into a global hub, with the necessary critical mass of entrepreneurs, investors, talent and knowledge to become a stable source of employment and opportunities for the city; or (2) the looming challenges remain unresolved and Barcelona misses a great opportunity to join the global league of entrepreneurship hubs. Fortunately, there are grounds for optimism, including the many entrepreneurial and investment success stories to date, the development of Pier01, the role of Barcelona Tech City and the entrepreneurial sensitivity of Barcelona Activa and ACCIÓ (Agency for Business Competitiveness). We must build on them.

**Mission:** To place Barcelona as a global entrepreneurship hub.

**Objective of Barcelona Global:** To set an agenda and prioritise actions and projects to make Barcelona a leading global destination for entrepreneurship, while supporting the existing ecosystem.

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**Implementers:** Josep Lluís Sanfeliu (Ysios Capital), Carlos Trenchs (CaixaBank), Bruno Vilarasau (Telefónica), Miguel Vicente (Antai), David Madi (Applus), Miquel Martí (Barcelona Tech City) and Daniel Sánchez (Nauta Capital)  
**Coordinator:** Mateu Hernández

## Research

Thanks to the Barcelona Global Challenge in Research, we have identified six factors that would give wings to Barcelona's bid to become a global hub for boundary-pushing research and knowledge: (1) a tax regime that makes it easier to attract and hire international talent; (2) a system of schooling in English for the children of internationals who come to Barcelona to do research or start a business; (3) a warmer reception from Barcelonians; (4) a deeper appreciation, in Barcelona society and business, of the importance of research and research assets for our economy; (5) a scheme for enable access to employment for the partners and spouses of expat researchers; and lastly (6) easier hiring and onboarding procedures for the international talent that research centres, entrepreneurs and companies needed.

**Mission:** To position Barcelona as a global hub for boundary-pushing research and knowledge through its research centres.

**Objective of Barcelona Global:** To identify specific projects to be undertaken in order to attract, retain and generate research talent in Barcelona.

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**Implementers:** Jordi Camí (Fundació Pasqual Maragall), Andreu Mas-Colell (BIST), Lluís Torner (ICFO) and Josep Lluís Sanfeliu (Ysios Capital)

## Tourism

Barcelona is a world-class tourism success story. In recent years, however, tourism development in the city has shown signs of exhaustion. This fact combined with the complex situation that the country is facing, will require some repositioning of Barcelona and surroundings to continue being an attractive destination, which will imply working on a coordinated and sustainable tourism strategy to promote the region and foster economic development.

**Mission:** To reposition Barcelona as a touristic destination and propose recommendations in key areas to ensure that tourism acts as an engine of Barcelona's economic development, well-being and international reputation.

**Objective of Barcelona Global:** To set an agenda and prioritise Barcelona tourism issues for analysis, with a view to presenting rigorous solutions based on international experience.

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**Implementers:** Michael Goldenberg (Value Retail), Pau Guardans (Único Hotels), Ángel Díaz (Advanced Leisure), Arturo Mas-Sardá (Port Aventura), Marian Muro (Grupo Julià), Roger Guasch (Gran Teatre del Liceu), Juan Julià (Axel Hotels)  
**Coordinator:** Ángel Díaz (Advanced Leisure)

## Culture

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Barcelona's culture is known to have a global magnitude: its heritage and cultural offer, the creativity of its innovators and personnel and the added value of its cultural industry can be recognized worldwide. But despite all the factors the city has in this sector, Barcelona is not yet considered a cultural hub, neither for creativity nor for art lovers. It is essential that Barcelona takes advantage of its potential and its culture in order to better perform and be identified as a city of both culture and creativity.

**Mission:** to prioritize culture as one of the key areas of development for Barcelona.

**Objective of Barcelona Global:** To take advantage of the potential that Barcelona has by setting an agenda and prioritizing actions, driven by all cultural agents, to promote culture as a strategic axis for the future of the city.

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**Implementers:** Joan Abellà (Casa Vicens), Bibiana Ballbé (TheCreativeNet), Núria Cabutí (Penguin Random House), Carlos Durán (Galeria Senda), Miquel Molina (La Vanguardia), Alex Nogueras (Nogueras Blanchard), Clara Pastor (Editorial Elba), Ricard Robles (Sónar), Valentí Roma (La Virreina Centre de la Imatge), Pepe Serra (MNAC), Henrik Sprengel (Grupo HS3), Holger Sprengel (Grupo HS3), Ana Vallés (Fundació Sorigué)

## Social Impact

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Barcelona requires the promotion of initiatives that not only illustrate the success of the city in terms of urbanism, innovation and competitiveness, but also in order to face challenges such as inequality and social inclusion.

Improving education, work sustainability, the integration of those with the highest level of difficulties in society, helping the younger generation find employment and their independence are some of the key challenges we face as a city attempting to attract investment, entrepreneurs, research and tourism.

Barcelona Global must not be unacquainted with these realities but should also define challenges and actions that need development in the field of social inclusion.

**Mission:** To make Barcelona leader in impact investment programs and social entrepreneurship.

**Objective of Barcelona Global:** To accompany through the development process of social impact projects and contribute to generating synergies necessary to make this objective real.

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**Implementers:** Josep Maria Coll (CIDOB), Ignasi Ferrer (Ship2B), Alexandra Mitjans (Ashoka Catalunya), Pau Pérez de Acha (Sogeviso), Elena Pons (MCE Social Capital), Xavier Pont (Ship2B), Gonzalo Rodés (ISP Inversiones y Servicios Publicitarios), Jean Claude Rodríguez-Ferrera (Puddle), Lluís Seguí (Miura Private Equity), Alfred Vernis (ESADE)

# Activities with members

## Meetings

### Working sessions

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#### Excellence in Higher Education (June 2015)

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Barcelona offers a broad range of quality higher education but still has a long way to go. Over the course of three sessions, the participants debated about how to foster excellence in higher education in Barcelona and how to put our universities at the top of the world rankings.

**Conclusion:** to promote a new inter-university degree in industrial engineering and economics in Barcelona, in collaboration with the UPF, the UPC and a third international university.

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**Promoter:** Joaquim Coello  
**69 participants**

#### Mobile World Capital (March 2016)

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Barcelona has been home to the MWC since 2005 and in 2011 was chosen as the mobile world capital. Over the course of three sessions, the participants discussed how to better leverage this opportunity and promote projects that will make Barcelona a world leader in the mobile phone industry.

**Conclusion:** to develop the Barcelona Mobile Campus.

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**Promoter:** Pilar de Torres  
**Implementer:** Aleix Valls (MWC)  
**60 participants**

#### FinTech (January 2017)

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In the last years, Barcelona has become an European hub for start-ups. However, it isn't still considered a pre-eminent city for FinTech companies to settle down. With the collaboration of the Barcelona Centre Financer Europeu, the Asociación de Empresas Financieras y Tecnológicas de España and the Liga Europea de Cooperación Económica, during three sessions, the participants worked to identify the different factors we must develop in the city to have a role in the global scenario of the FinTech sector.

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**Promoters and implementers:** Alain Enault (Efma) Philippe Gelis (Asociación de Empresas Financieras y Tecnológicas de España) Francesc Homs (Liga Europea de Cooperación Económica) Antoni Massanell (Barcelona Centre Financer Europeu) Enric Picanyol (Cuatrecasas)  
**63 participants**

#### Challenge about Tourism (November 2017)

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Barcelona Global is leading the 1st Barcelona Global Summit: Innovation in urban tourism which will take place during the first quarter of 2018. The summit aims to analyse and find solutions to the challenges arisen in Barcelona for having become a tourism success story. The Summit will present Best Practices carried out in other cities worldwide that have overcome the same challenges Barcelona currently faces. In this context, the Tourism Challenge was launched to involve Barcelona Global members into the project and form think tank groups to bring ideas for improvement and innovation for Barcelona as a touristic destination.

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**Implementers:** Michael Goldenberg (Value Retail), Pau Guardans (Único Hotels), Ángel Díaz (Advanced Leisure), Arturo Mas-Sardá (Port Aventura), Marian Muro (Grupo Julià), Roger Guasch (Gran Teatre del Liceu), Juan Julià (Axel Hotels)  
**Coordinador:** Ángel Díaz (Advanced Leisure)  
**64 participants**

### Project Day

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At Barcelona Global we want our members to share in the progress of all our projects. For that purpose, we organise information sessions that give members a work space in which to identify specific proposals and actions.

## Welcome Breakfasts

At Barcelona Global we welcome new members at breakfasts held once a month, at which we explain our mission and projects. The breakfasts are also a space for members to share their professional profile, their vision of Barcelona and their way of contributing to the city.

## Volunteering

### Ship2B Social Entrepreneurship

Our goal is to turn Barcelona into a social entrepreneurship hub by supporting social entrepreneurs and creating an ecosystem that fosters the creation of companies associated with social initiatives.

**Promoter: Xavier Pont**



## School and Business

We want to bring the world of business and the day-to-day activities of entrepreneurs and business owners to the attention of Catalan secondary school students through talks and meetings aimed at promoting values such as entrepreneurship and the culture of work. The programme is intended to have a positive, stimulating impact by helping students visualise what people do in business.

**25 volunteers and 63 classes during school year 2015-16**

**24 volunteers and 57 classes during school year 2016-17**

**Promoter: Joaquim Boixareu**



# Barcelona Global International Council

Barcelona gathers international interest. To respond to that interest, we have built a network of top professionals living in the world's leading cities who have strong ties with Barcelona and a commitment to its future.

**2 economic missions:**

**New York (2013). Miami (2014)**

### Roles:

- To act as ambassadors for the city
- To detect business opportunities for Barcelona and new practices that could be applied in the city
- To offer their views on the city's key indicators



Basel (2) Belgrade (1) Belmont (1) Berlin (1) Bethlehem (1) Bogotá (1) Boston (2) Brussels (1) Buenos Aires (1) Chicago (2) Denver (1) Dubai (3) Gold Coast (1) Gütersloh (1) Hong Kong (2) Lausanne (2) London (7) Los Angeles (6) Luxembourg (2) Mexico City (2) Miami (12) Monaco (1) Montreal (1) Moscow (1) Munich (1) New York (4) Paris (3) Portland (1) Rochester (1) San Francisco (2) San Juan (1) Seattle (1) Seoul (1) Shanghai (1) Singapore (1) Spartanburg (1) Stanford (1) Vevey (1) Zug (1) Zurich (4)

## Articles

### LA VANGUARDIA

The members of the International Council, from their respective home cities and professional experience, help us to detect the challenges facing our city. Through fortnightly articles in *La Vanguardia* newspaper, they offer recommendations for Barcelona and give examples of good practices in other cities.

#### 70 articles:

Lluís Cantarell (Nestlé. Lausanne), Gema Olivar (PwC. Zurich), Xavier Frigola (Mayo Clinic Business Accelerator. Rochester), Fernando Aleu (Queen Sofía Spanish Institute. Denver), Alfonso Díez (Alliance Renault Nissan. Paris), Pedro Martín (Quantum Partners Capital. Munich), Michael DeMarco (K&L Gates. Boston), Fede Membrillera (Delta Partners. Dubai), Rosa Sugrañes (Rosa Gres. Miami), Pol Pla (Apple. Belmont), Nacho Abia (Olympus Corporation of the Americas. Pennsylvania), Óscar Aguer (Illumno. Miami), José María Giménez Arnau (Novartis Pharmaceuticals AG. Basel), Alejandro Torroja (Producer. Los Angeles), Andreu Casadellà (TomTom Telematics. Mexico City), Fernando Gil de Bernabé (Cisco Systems. Singapore), Gustavo Martínez (WPP. New York City), Ignacio Serrat (Nike. Portland), Alexis Roig (GlobalTaixue. Shanghai), Manel Echevarría (Swarovski. Miami), Cristina Ventura (Lane Crawford Joyce Group. Hong Kong), Vicenç Ferrer (Leebow Partners. New York City), Sergio Raventós (Event Planning Knowledge. Gold Coast), Juan Dedeu (China Consultants. Hong Kong), Hugo Peris (Loop Therapeutics. San Francisco), Carlos Homedes (Nike. São Paulo), Luis Gómez (Smart City Expo World Congress. New York City), Aris de Juan (Clear Channel Outdoor. Miami), Barbara Jäger (BJ Retail Consultant. Berlin), Mery Santaflorentina (Business Consultant. Miami), Roberto Hayer (Reber Law. Zurich), Bartomeu Marí (National Museum of Modern and Contemporary Art of Korea. Seoul), Ferran Escayola (Garrigues. New York City), Ignacio Corbera (Garrigues. London), Mauro Schnaidman (Jafra Cosmetics. Santa Monica), Gerardo Ariño (Letscoaching. Miami), Ignasi Brufau (Novartis. Basel), Greg Clark (The Business of Cities. London), Pedro Martín (Quantum Capital Partners. Munich), Vicente Guallart (Shukhov Lab for Prototyping Futures Cities. Moscow), Esther Lanaspá (Lanaspá Conseil. Montreal), Anna Fabra (Cultural Manager. Los Angeles), Maria Coco (United Nations. New York), Albert Garriga (Siemens. Zurich), Ana Mas (Ana Mas Projects. San Juan), Juan María Jurado (IBM.Dubai), Andrea Puig (analyst in development of content).

## el Periódico

The international talent that has chosen to live and work in Barcelona can offer us a different perspective on the city. That is why every two weeks we interview one of them, so that they can tell us about their experience, the aspects of Barcelona they value the most, the things the city needs to improve and how we can get them more involved in the city.

#### 147 barcelonians by choice. 40 interviews:

Christian Stammkoetter (Font Vella & Lanjarón), Moises Saman (Magnum Agency), Urbano di Gropello (Invest for Children), Virgil Simons (The Prostate Net), Mark Freeman (Institute for Integrated Transitions), Farida Hussain (Elefante Trunk), Dave Darch (Collaborative Forum & This Way Up), Stijn Teeuwen (Lucas Fox), Tony Anagor (LifestyleDMC), Jürgen Salenbacher (executive coach), Bill Knauer (Benjamin Franklin International School), Mac Parish (Crowdcube España), Timo Buetefisch (Cooltra), Henrik Sprengel (Grupo HS3), Rose Chong (Deutsche Bank), Boaz Kogon (Royal Melbourne Institute of Technology), Florian Muek (expert in rhetoric), Cecilia Tham (Makers of Barcelona), Karen Swenson (poet), Gabriele Shavon (La Granja), Karine Heckmann (3PGallery), Tim Eaves (Quadpack), Cecile Adam (Blazaar.com), Olessya Assimova (Indeed), Sylvain Boy (Catenon), Jozef Jansen (UC Capital), Fergus Dunn (Ironman), Carine Lebecque (International Talent Monitor / Ambar), John Stone (Universitat de Barcelona), Jessika Klingsport (The Muro Lab / Performance Barcelona), Regula Stambach (De Regula Stambach Associates), Sam Friend (Roc23Labs), Pino Sagliocco (Live Nation), Colin McElwee (Worldreader), Carmen Santana (Archikubik), Rubert Hillier (Learnlight), Tair Assimov (Dockbit), Mario Eskenazi (Mario Eskenazi Studio), Matthias Schneider (NewCo), Medhi Alaoui (General Electric), Daniele Lezzi (Barcelona Supercomputing center)



# «Muchas pymes de BCN buscan expandirse»

**JOZEF JANSEN** UC Capital, asesoría e inversión

**MIRIAM TUDON**  
Barcelona  
Jozef Jansen, holandés, reside con su familia en Barcelona desde hace ocho años. Ha vivido en Suiza y Austria, y en Nueva York y Boston. Vió por primera vez en 1998, quedó prendado de la ciudad y decidió quedarse. Tras trabajar en General Electric y vivir en París y Londres, volvió. El largo proceso nació de la idea de crear su propia empresa de asesoría e inversión: UC Capital, para ayudar a crecer internacionalmente a pymes locales. UC Capital tiene dos oficinas más en Bangalore y Turin.

«¿Por qué escogió Barcelona?»  
Cuando me decidí, había un buen momento, a pesar de la crisis financiera. Me gustó el ambiente, entusiasmo y dinamismo de la gente, lo que da una buena calidad de vida y de salir en ciudades europeas. El clima también ayudó, claro. Aquí,

# «BCN tiene potencial para atraer talento»

**SYLVAIN BOY** Director de la multinacional Cotton

**Sylvain Boy**, francés, reside en Barcelona desde hace tres años. Es director de la multinacional Cotton, una empresa de moda que opera en más de 100 países. Boy llegó a Barcelona en 2014, atraído por el potencial de la ciudad para atraer talento internacional. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# Innovación e inversión en el transporte público

**BARCELONA**  
Ana Miralles, presidenta de Barcelona TMB, destaca la importancia de la innovación y la inversión en el transporte público. Ella misma es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Ella misma es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# «Falta una opción escolar multilingüe»

**JOHN STONE** Profesor de Lenguas Modernas de la UB

**John Stone**, profesor de Lenguas Modernas de la UB, destaca la importancia de la educación multilingüe. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# 'Is not only about me'

**BARCELONA**  
Jesús María Giménez, médico con más de 25 años de experiencia, destaca la importancia de la familia y la comunidad. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# «En BCN se deberían dominar más idiomas»

**CÉCILE ADAM** Fundadora de Bizarr con

**Cécile Adam**, fundadora de Bizarr con, destaca la importancia de la comunicación y la colaboración. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# Las brancas se las lleva el viento...

**PARÍS**  
Nacho Sánchez Vilanova, fundador de Barcelona en su sector, destaca la importancia de la innovación y la inversión. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# «BCN es la ciudad del diseño, sin dormir»

**GABRIELE SCHIAVINI** Director creativo de La Granja

**Gabriele Schiavini**, director creativo de La Granja, destaca la importancia del diseño y la creatividad. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# «BCN debe mantenerse como ciudad deportiva»

**Fergus Dunn** Manager European Partnership en IBM

**Fergus Dunn**, manager European Partnership en IBM, destaca la importancia del deporte y la actividad física. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# «En el mundo de la moda BCN tiene talento»

**OLESSYA ASSIMOVA** 'Indeed'

**Olessya Assimova**, 'Indeed', destaca la importancia de la moda y la creatividad. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# «El avance en I+D es poco conocido»

**BOAZ KOSTOM** Responsable de Innovación en Europa de la universidad australiana RMIT

**Boaz Kostom**, responsable de Innovación en Europa de la universidad australiana RMIT, destaca la importancia de la investigación y el desarrollo. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# «La contaminación y el tráfico me preocupan»

**TIMO BUETEFISCH** CEO de Cooltra

**Timo Buetefisch**, CEO de Cooltra, destaca la importancia del transporte y la movilidad. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# «Barcelona siempre ofrece un punto de vista diferente»

**JÜRGEN SALENBACHER** 'Coach' de ejecutivos

**Jürgen Salenbacher**, 'Coach' de ejecutivos, destaca la importancia de la gestión y el liderazgo. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# «Cuidemos lo que solo BCN tiene»

**KARINE HECKMAN** Fundadora de 3P Gallery

**Karine Heckman**, fundadora de 3P Gallery, destaca la importancia del arte y la cultura. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# «Las instituciones deberían fomentar el 'shar'ing' y dar

**BARCELONA**  
Greg Clark, fundador de Barcelona en su sector, destaca la importancia de la innovación y la inversión. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# Barcelona, más que una ciudad

**BARCELONA**  
Jürgen Salenbacher, 'Coach' de ejecutivos, destaca la importancia de la gestión y el liderazgo. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar. Él mismo es un ejemplo de talento que ha encontrado en Barcelona un buen lugar para vivir y trabajar.

# Content creation

## International Talent Monitor

One of Barcelona Global's great challenges, from the outset, has been knowing what the international professionals who live and work in Barcelona think about the city and identifying the obstacles that must be removed for it to be easier to attract them – and even easier to retain them. Through the International Talent Monitor we communicate directly with international talents and take steps to increase their sense of belonging to the city and get them more involved. The findings help us to improve and avoid complacency.

3 editions:

International Talent Monitor 2013

International Talent Monitor 2015

International Talent Monitor 2017

817 participants

70 questions

90 partners

### Call to action (2015):

- A competitive tax regime to attract investment and talent
- A support programme to welcome international talent
- English as an official language in Barcelona
- A school system that welcomes international families and meets their need for an education in English for their children

 Sabadell

 DYM  
MARKET RESEARCH

## Barcelona Global UPDATE

To keep our members up-to-date with what's going on in the city, every two weeks we select thirty news which we send out in a newsletter, along with news about the activities of our members.

101 Global Updates

944 addresses

## Perception Survey

At Barcelona Global we benefit from the more detached view of the International Council members, who 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. The survey consists of 24 questions, all of them relating to Barcelona Global's objectives.

7th edition

56 respondents

## City Talent Index

Everis, with the support of Barcelona Global, has created an index combining 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 is not ranked where we envision it should be and for that reason Barcelona Global is committing itself to make Barcelona a better city for talent.

### Barcelona's place in the ranking

- 3 Professional development  
Postgraduate education
- 4 Business network
- 8 Quality of life
- 17 R&D investment

19

Barcelona's  
Position

1. Copenhagen
2. London
3. Paris
4. Helsinki
5. Stockholm



# Hola Barcelona!

Reaching out to internationals who have decided to live and work in Barcelona, drawing them in and getting them involved has been one of Barcelona Global's objectives from the outset. To do that, we support the following activities.

## Hola Barcelona! Pack

Barcelona has a wide range of services, activities and facilities, which Barcelona Global wants to be known and available to the international talent living in our city. Hola Barcelona! Pack is a goody bag full of discounts and benefits designed for the association's international members, including **culture, sport, leisure, institutions, transport** and the **media**, in the following institutions:



## Barcelona on the Global Map

Each Christmas, taking advantage of the fact that many of the members of our International Council are back in Barcelona for the holiday season, we organise a seminar to debate major issues of concern to the city and explore synergies among the different areas of the association. This session ends with a gathering with the rest of our members.

## Hola Barcelona! Cocktail

Barcelona attracts millions of tourists but has not been so good at welcoming the international talent who have decided to live and work in our city. Four years ago, Barcelona Global decided to break the ice: each September, with the collaboration of the City Council, we hold a welcome event, which is attended by more than 1000 people, including 700 internationals of 60 nationalities.

## Hola Barcelona! Dinners

The task of integrating Barcelona's international community has been taken up by our members, who open up their homes and host dinner gatherings to connect internationals with locals and help them to build a social network. Since 2014 a total of 80 dinners have been held, with 762 participants, 64% of whom were from outside of Spain.

## Other activities

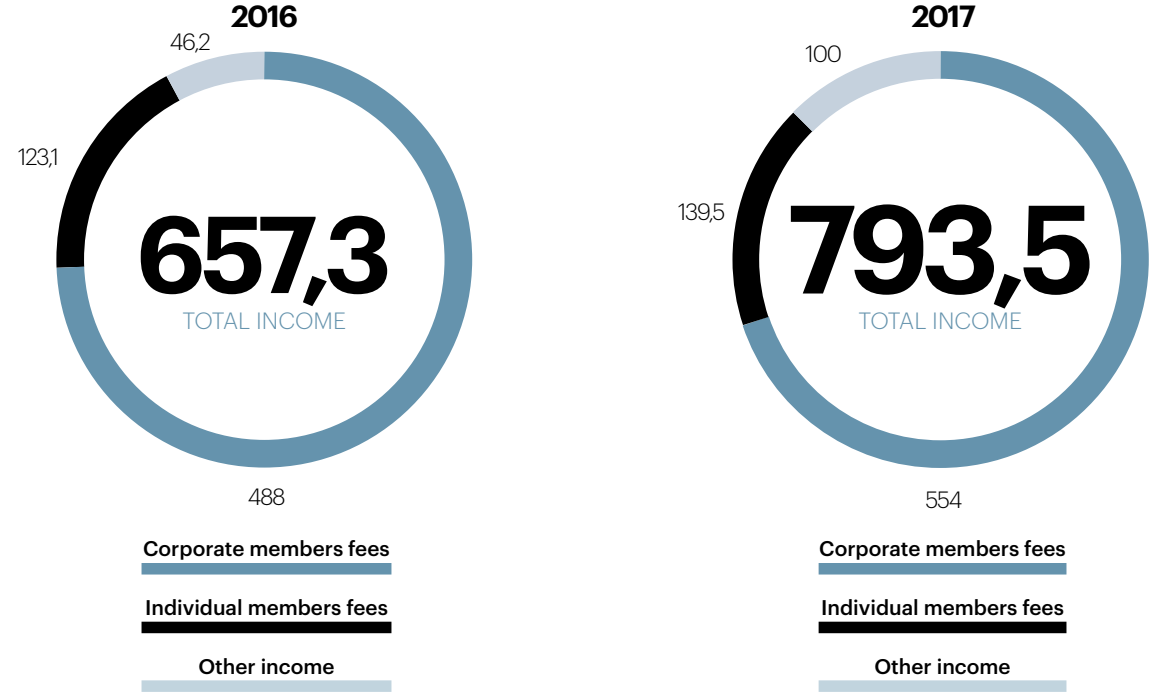
**2017. Barcelona Obertura**, Miralda @ Macba, **Lunch MWC**, Guided visit 4YFN, **Guided visit MWC**, Women for Tech, **Creative Branding workshop**, Sant Jordi @ Mandarin Oriental, **Guided visit Vall de Hebron**, Mozart versus Haydn @ Auditori, **Guided visit into the insides of the Liceu**, Florian Mueck speaking experience, **Guided Visit Mies van der Rohe Pavilion**, Leading Program - BCN Moments, **Sonar + D**, **Ashoka Extreme Sailing Series** @Port Forum, **An evening with Ingrid Vanderbilt** @IESE, Guided visit Total Records. Vinilos y fotografía @Foto Colectania, **Meet Carme Rusalleda** @Hotel Mandarin, Dinner with Sergio Jaramillo @Circulo Ecuestre.

# Sowing transparent and healthy accounts

We are proud to report that our accounts show not only our transparency but also our solvency and our capacity to achieve very ambitious goals on a tight budget.

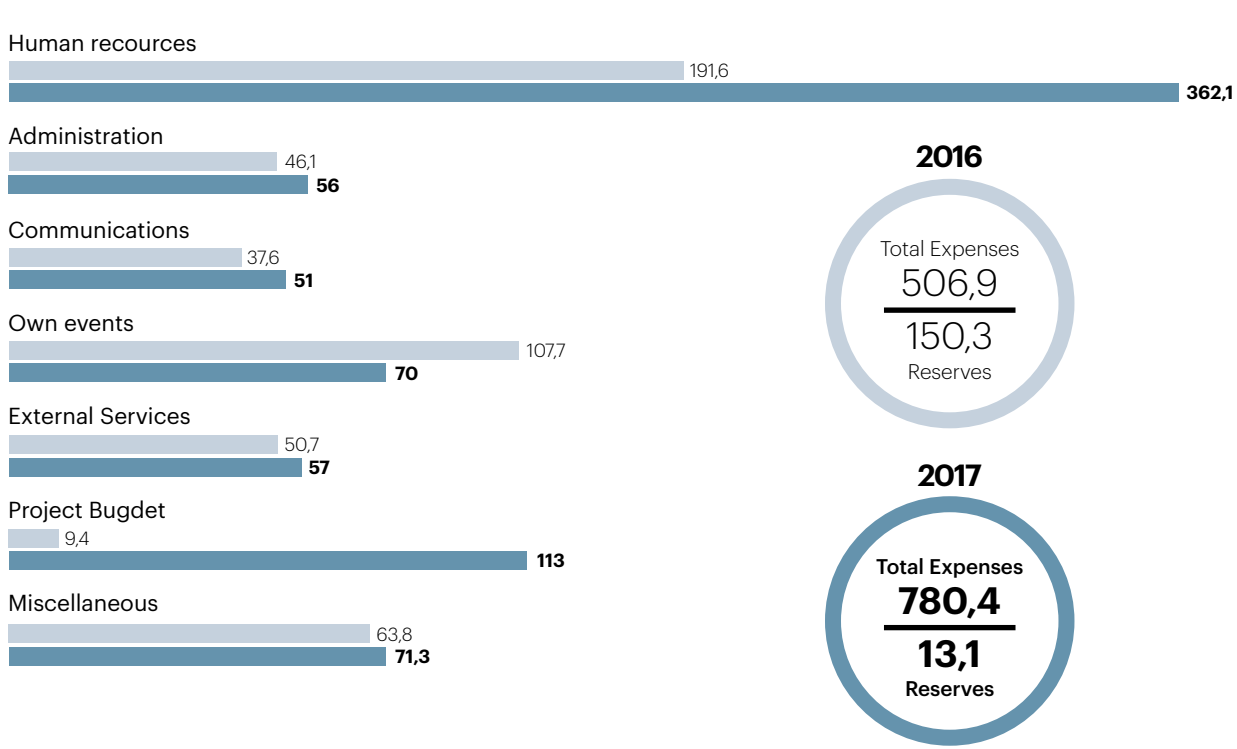
## INCOME

In thousands of euros



## 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 Tennis  
Barcelona



**Salvador Alemany**  
Abertis



**María José Álvarez**  
Catalana Occidente



**Bibiana Ballbè**  
TheCreativeNet



**Oriol Barrachina**  
Cushman & Wakefield



**Maite Barrera**  
Bluecap Management  
Consulting



**Pere Baulenas**  
Clear Channel



**Eugènia Bioto**  
ESADE



**Josep Lluís Bonet**  
Freixenet



**Núria Cabuti**  
Penguin Random House



**Jordi Camí**  
PRBB



**Artur Carulla**  
Agrolimen



**Aurora Catà**  
Amrop  
Seeliger&Conde



**Joaquim Coello**  
Enginyer Naval  
**Honorary President**



**Lluís Comas**  
SEAT



**Lluís Conde**  
Amrop  
Seeliger&Conde



**Agustí Cordón**  
Grupo Zeta



**Josep Creuheras**  
Grupo Planeta



**Emilio Cuatrecasas**  
Cuatrecasas  
**Honorary President**



**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



**Carlos Godó**  
Grupo Godó



**Michael Goldenberg**  
Value Retail



**Ainhoa Grandes**  
Fundació MACBA



**Pau Guardans**  
Unico Hotels  
**Vicepresident**



**Helena Guardans**  
Sellbytel



**Mateu Hernández**  
**CEO**



**Fritz Hoderlein**  
Everis



**David Madi**  
Applus



**Isaac Marcet**  
PlayGround



**Josep Martínez Vila**  
SABA



**Ignacio Marull**  
PwC



**Andreu Mas-Colell**  
Barcelona Institute of  
Science and Technology



**Arturo Mas-Sardà**  
Port Aventura



**Raimon Miret**  
Accenture



**Tomás Muniesa**  
CaixaBank



**Arnaldo Muñoz**  
Airbnb



**Jaume Oliu**  
Banc Sabadell



**Heribert Padrol**  
IplusF



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



**José María Piera**  
SCPF



**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  
**Chairman**



**Josep Lluís Sanfeliu**  
Ysios Capital



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



**Joaquim Serra**  
Natura Bissé



**Constantí Serrallonga**  
Fira de Barcelona



**Cecília Tham**  
MOB



**Lluís Torner**  
ICFO



**Ana Vallés**  
Sorigué



**Oscar Vela**  
Àreas



**Carles Ventura**  
Banc Sabadell

















**Miguel Vicente**  
Antai







**Jordi William Carnes**  
Turisme de Barcelona  
**Guest**

Executive Committee. Meets monthly

 <b>Gonzalo Rodés</b> ISP Inversiones y Servicios Publicitarios Chairman	 <b>Pau Guardans</b> Único Hotels Vicepresident	 <b>Lluís Seguí</b> Miura Private Equity Vicepresident	 <b>Mateu Hernández</b> CEO	 <b>Enric Picanyol</b> Cuatrecasas Secretary	
 <b>Maite Barrera</b> Bluecap Management Consulting	 <b>Jordi Camí</b> PRBB	 <b>Luis Conde</b> Amrop Seeliger&Conde	 <b>Ignasi Ferrer</b> Ship2B	 <b>Michael Goldenberg</b> Value Retail	 <b>Ana Godó</b> Grupo Godó
 <b>Jaume Oliu</b> Banc Sabadell	 <b>Heribert Padrol</b> IplusF	 <b>José María Piera</b> SCPF	 <b>Josep Lluís Sanfeliu</b> Ysios Capital	 <b>Cecilia Tham</b> MOB	 <b>Lluís Torner</b> ICFO
				 <b>Andreu Mas-Colell</b> Barcelona Institute of Science and Technology	







Honorary Presidents

 <b>Maria Reig</b> Reig Capital Group	 <b>Joaquim Coello</b> Naval Engineer	 <b>Emilio Cuatrecasas</b> Cuatrecasas	 <b>Marian Puig</b> Fundació Puig
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Communication Committee











 <b>Silvia Alsina</b> Román y Asociados	 <b>Mahala Alzamora</b> Mahala Comunicación y RR.PP.	 <b>Paco Caro</b> Equipo Singular	 <b>Maria Cura</b> Llorente & Cuenca	 <b>Mateu Llinàs</b> Manifesta	 <b>Teresa Lloret</b> KREAB
 <b>Mercè Ribera</b> Atrevia	 <b>Roser Tiana</b> Interprofit				

Team

 <b>Mateu Hernández</b> CEO	 <b>Anna Casadellà</b> Director of Projects	 <b>Laura Díaz Roig</b> Director of Communications	 <b>Anna Marquès</b> Corporate and Member Relations Director	 <b>Valeria Andrade</b> Project Manager	 <b>Serrat Font</b> Executive Assistant
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Contact: [mateu.hernandez@barcelonaglobal.org](mailto:mateu.hernandez@barcelonaglobal.org) | [anna.casadella@barcelonaglobal.org](mailto:anna.casadella@barcelonaglobal.org) | [laura.diaz@barcelonaglobal.org](mailto:laura.diaz@barcelonaglobal.org) | [anna.marques@barcelonaglobal.org](mailto:anna.marques@barcelonaglobal.org)  
[valeria.andrade@barcelonaglobal.org](mailto:valeria.andrade@barcelonaglobal.org) | [serrat.font@barcelonaglobal.org](mailto:serrat.font@barcelonaglobal.org)

Individual protector members

 <b>Mahala Alzamora</b> Mahala Comunicaciones y RR.PP.	 <b>Albert Calzada</b> Serra Machinery	 <b>Michael DeMarco</b> K&L Gates	 <b>Xavier Freixes</b> Tyrus Capital	 <b>Leila Hayat</b> Chaabi Bank
 <b>Amador Hernández</b> eDreams ODIGEO	 <b>Daniel Huguet</b> Vilma Luxury Real Estate	 <b>Virginie Molinier</b> M&B Avocats	 <b>Christian Stammkoetter</b> Danone	 <b>Cristina Ventura</b> Lane Crawford Joyce Group

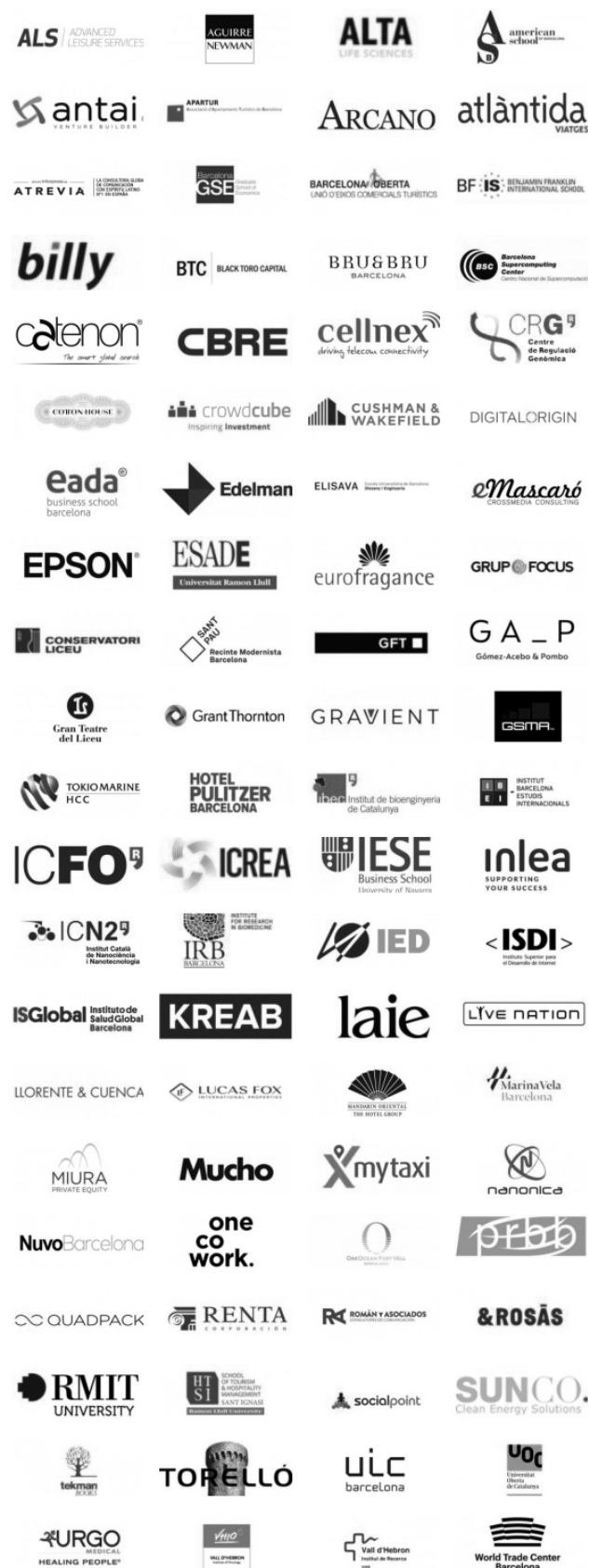




## Corporate protector members



## Corporate members



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[@barcelonaglobal](https://www.instagram.com/barcelonaglobal)

**Make it happen!**



Barcelona  
Global