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.


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 (IBIE), ICREA, IJES, Institut d’Estudis Internacionals (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).


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

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.
800 interviews for an opinion study on Barcelona.

An initiative of: Gonzalo Rodés (ISP Inversiones y Servicios Publicitarios)
Coordinated by: Albert Collado (Garrigues)

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.

20 specialised international journalists.
26 appearances in the local and international press.

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:

Promoted by:

With the support of:

In collaboration with:
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
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.

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.

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.

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**

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

**Research and Knowledge**

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

**Tourism**

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**

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**

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 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.

**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 tourist 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.

**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)

---

**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.

**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
Culture

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.

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 Sorigüé)

Social Impact

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.

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 Vernís (ESADE)
Activities with members

Meetings

Working sessions

Excellence in Higher Education (June 2015)

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.

Promoter: Joaquim Coello
69 participants

Mobile World Capital (March 2016)

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.

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

FinTech (January 2017)

In the last years, Barcelona has become an European hub for start-ups. However, it isn’t still considered a pre-eminient 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.

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)

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.

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

Project Day

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.

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

2 economic missions:

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) Luxemburg (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)
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 Sofia Spanish Institute, Denver), Alfonso Diez (Alliance Renault Nissan, Paris), Pedro Martín (Quantum Partners Capital, Munich), Michael DeMarco (K&L Gates, Boston), Fede Membrillera (Delta Partners, Dubai), Rosa Sugañes (Rosa Gres, Miami), Pol Pla (Apple, Belmont), Nacho Abia (Olympus Corporation of the Americas, Pennsylvania), Óscar Aguero (Ilummo, Miami), José María Giménez Arnau (Novartis Pharmaceuticals AG, Basel), Alejandro Torroja (Producer, Los Angeles), Andreu Casademà (TomTom Telematics, Mexico City), Fernando Gil de Bernabé (Cisco Systems, Singapore), Gustavo Martinez (WPP, New York City), Ignacio Serrat (Nike, Portland), Alexis Roig (GlobalTaixue, Shangai), Manel Echevarria (Swarovski, Miami), Cristina Ventura (Lane Crawford Joyce Group, Hong Kong), Vicenç Ferrer (Leebow Partners, New York City), Sergio Raventóis (Event Planning Knowledge, Gold Coast), Juan Dedeu (China Consultants, Hong Kong), Hugo Peris (Loop Therapeutics, San Francisco), Carlos Hombés (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 Santafiorentina (Business Consultant, Miami), Roberto Hayer (Reber Law, Zurich), Bartomeu Mari (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 (Letsocoaching, Miami), Ignasi Brufat (Novartis, Basel), Greg Clark (The Business of Cities, London), Pedro Martín (Quantum Capital Partners, Munich), Vicente Guillart (Shukhov Lab for Prototyping Futures Cities, Moscow), Esther Lanaspa (Lanaspa 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).

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 Stammmkoetter (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 Salesbacher (executive coach), Bill Kuauer (Benjamin Franklin International School), Mac Parish (Crowdcube España), Timo Buetsch anf (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 Swenon (poet), Gabrielle Shiavon (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 Stammbach (De Regula Stammbach Associates), Sam Friend (Roc23Labs), Pino Sagliocco (Live Nation), Colin McElwee (Worldreader), Carmen Santana (Archikubik), Robert Hillier (Learnlight), Tair Assimov (Dockbit), Mario Eskenazi (Mario Eskenazi Studio), Matthias Schneider (NewCo), Medhi Alaoui (General Electric), Daniele Lezzi (Barcelona Supercomputing center)
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

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

1. Professional development
2. Postgraduate education
3. Business network
4. Quality of life
5. R&D investment

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

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

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

**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.

**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.

**Other activities**

2017. Barcelona Obertura, Miraëda @ 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 Ruscalleda @ 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

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Income</td>
<td>657,3</td>
<td>793,5</td>
</tr>
<tr>
<td>Corporate members fees</td>
<td>462</td>
<td>100</td>
</tr>
<tr>
<td>Individual members fees</td>
<td>488</td>
<td>100</td>
</tr>
<tr>
<td>Other income</td>
<td>1231</td>
<td>1395</td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human recources</td>
<td>191,6</td>
<td>362,1</td>
</tr>
<tr>
<td>Administration</td>
<td>46,1</td>
<td>56</td>
</tr>
<tr>
<td>Communications</td>
<td>37,6</td>
<td>51</td>
</tr>
<tr>
<td>Own events</td>
<td>70</td>
<td>107,7</td>
</tr>
<tr>
<td>External Services</td>
<td>50,7</td>
<td>57</td>
</tr>
<tr>
<td>Project Bugdet</td>
<td>9,4</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>63,8</td>
<td>71,3</td>
</tr>
</tbody>
</table>

**Total Expenses**

- **2016**: 506,9
- **2017**: 780,4

**Reserves**

- **2016**: 150,3
- **2017**: 13,1
Governing bodies

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

Management Board. Meets every four months
Executive Committee. Meets monthly

Gonzalo Rodés
ISP Inversiones y Servicios Publicitarios
Chairman

Pau Guardans
Único Hotels
Vice-president

Lluís Seguí
Miur Private Equity
Vice-presentet

Mateu Hernández
CEO

Enric Picanyol
Cuatrecasas
Secretary

Maite Barreca
Bluecap Management Consulting

Jordi Cami
PRBB

Luis Conde
Amrop Seeliger & Conde

Ignasi Ferrer
Ship2B

Michael Goldenberg
Value Retail

Ana Godó
Grupo Godó

Andreu Mas-Colell
Barcelona Institute of Science and Technology

Jaume Oliu
Banc Sabadell

Henibert Padrol
Iphof

José Maria Piera
SCPF

Josep Lluís Sanfeliu
Yaos Capital

Cecilia Tham
MOB

Lluís Torner
ICFO

Honorary Presidents

Maria Reig
Reig Capital Group

Joaquim Coello
Naval Engineer

Emilio Cuatrecasas
Cuatrecasas

Marian Puig
Fundació Puig

Communication Committee

Sílvia Alsina
Román y Asociados

Mahala Alzamora
Mahala Comunicación y RR.PP.

Paco Caro
Equipo Singular

Maria Cura
Llorente & Cuenca

Mateu Linós
Manifesta

Teresa Lloret
KREA8

Marc Ribera
Atresia

Roser Tiana
Interprofit

Team

Mateu Hernández
CEO

Anna Casademú
Director of Projects

Laura Díaz Reig
Director of Communications

Anna Marquès
Corporate and Member Relations Director

Valentín Andrade
Project Manager

Serrat Font
Executive Assistant

Contact: mateu.hernandez@barcelonaglobal.org | anna.casademú@barcelonaglobal.org | laura.díaz@barcelonaglobal.org | anna.marques@barcelonaglobal.org
valeria.andrade@barcelonaglobal.org | serrat.font@barcelonaglobal.org

Individual protector members

Mahala Alzamora
Mahala Comunicaciones y RR.PP.

Albert Cabada
Serra Machinery

Michael DeMarco
K&L Gates

Xavier Freixas
Tyros Capital

Leila Hayat
Chaabi Bank

Amador Hernández
eDreams ODIGEO

Daniel Huguet
Vilma Luxury Real Estate

Virginia Molinier
M&B Avocats

Christina Stammkoetter
Danone

Cristina Ventura
Lane Crawford Joyce Group
### Corporate protector members

- abertis
- accenture
- Agrolimen
- apple
- Applus
- bluecap
- CaixaBank
- Clear Channel
- Colonial
- Coty
- Cuatrecasas
- Deloitte
- EMesa
- EY
- Estee
- Fresenius
- Fundebod
- Grupo Godó
- Catalana Occidente
- Grupo Zeta
- Grupo Godó
- Grupo Planeta
- NaturBisse
- Penguin Random House
- PwC
- Quadis
- Reig Capital
- Saba
- Seat
- Sellbytel
- Sorigué
- Telefonica
- Unitrail Rodemco
- Value Retail
- Vueling

### Corporate members

- ALS
- Altea
- Arcano
- Atlántida
- Billy
- BTC
- Brugbru
- Cellnex
- Cbre
- Cotonen
- Edelman
- Edsun
- ESade
- Eurofragrance
- Epson
- Esade
- Gft
- GAP
- Gesu
- Grant Thornton
- Gravient
- Gsmr
- Hotel Pulitzer Barcelona
- IcfO
- Icrea
- Iese
- Ied
- ISDI
- Ise
- KreaB
- Laie
- Live Nation
- Lorente & Cuencar
- Mucho
- Mytaxi
- Nanonics
- Nuvo Barcelona
- One Cowork
- Orr
- Quadpack
- Renta
- Rmit
- Open
- IRT
- Sunco
- Torpello
- Uic
- Urso
- World Trade Center Barcelona
Make it happen!