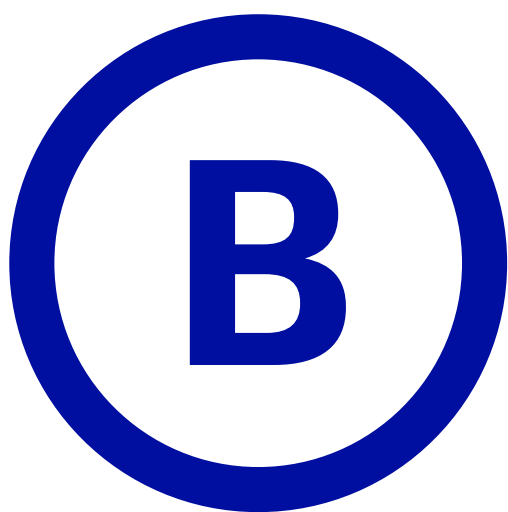


Barcelona London Day[®]

London, 12 - 13th June 2019



Barcelona
Global



**Barcelona
Global**

Barcelona Global is a private, independent and non-profit association made up of 200 of the city's leading companies, research centers, entrepreneurs, business schools, universities and cultural institutions, and more than 730 professionals aiming to make Barcelona one of the world's best cities for talent and economic activity.

The association also has a network of more than 110 members living and working outside of Spain, and a 20% of international members that have chosen Barcelona as a city to live and work in.

Barcelona Global promotes and leads projects to attract talent and business, is committed to initiatives driven by its members and support their success, and mobilizes its 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
London Day[®]**

Barcelona: an opportunity to invest

June 12th 10:45am

Level 42, The Leadenhall Building

Barcelona: Architecture &Design

June 12th 5:45pm

Roca London Gallery

Destination: Barcelona

June 12th 8:30pm

Hovarda

Barcelona: Music&Arts

June 13th 9:30am

Whitechapel Gallery

Barcelona at the forefront of science

June 13th 6pm

The Royal Society

Barcelona: an opportunity to invest

June 12th 10:45am, London

Agenda

10:45am Registration

11:00am Welcome&Opening
Pau Guardans
Chairman at Barcelona Global
José Nieto de la Cierva
Deputy General Manager
at Banco Sabadell

11:10am Barcelona as an opportunity to invest
Josep Oliu
Chairman at Banco Sabadell
Marc Puig
Chairman & CEO at Puig

11:30am Parallel sessions

Real Estate&Tourism

Enrique Aldama
Chief Operating & Financial Officer at DORNA
Oriol Barrachina
Executive Partner & Head of Spain
at Cushman & Wakefield
Carmina Ganyet
Corporate Managing Director at Inmobiliaria Colonial
Michael Goldenberg
Director General-Spain / Corporate Director
at Value Retail
Alejandro Hernández-Puértolas
Founding Partner & CEO at HIP
Hotel Investment Partners
Arturo Mas-Sardá
Chairman at PortAventura World

Life Science

Christian Brander
Co-founder, Chief Scientific Officer at Aelix Therapeutics
Antoni Esteve
Board Member at Esteve
Jordi Naval
CEO at Biocat
Cristian Pascual
Co-founder & CEO at Mediktor
Josep Lluís Sanfeliu
Managing Partner & Founder at Asabys Partners

Startup&Tech

Carles Ferrer
General Partner at Nauta Capital
Carlos Grau
CEO at Mobile World Capital Barcelona
Marta Plana
Member of the Board -
Barça Innovation Hub at FC Barcelona
Mario Rubert
City Promotion Director
at Barcelona City Council
Carlos Trenchs
Director at DayOne - CaixaBank
José Manuel Villanueva
Co-founder of Privalia

Global Industrial Footprint

Guillermo Belcastro
CEO at Hutchison Ports BEST - Barcelona
Tatxo Benet
Managing Partner at Mediapro
David Pellicer
Founder & CEO at Etnia Barcelona
Lluís Seguí
Founding Partner & CEO at Miura Private Equity
Xavier Torras
Brand Communication Director at Roca
Corporación Empresarial

12:30pm Drinks reception



Level 42, The Leadenhall Building 122 Leadenhall St. London EC3V 4AB

Welcome&Opening



Pau Guardans

Chairman at Barcelona Global and President at Único Hotels

Hotelier and founder of Único Hotels, a renowned collection of luxury lifestyle hotels (Barcelona / Madrid / Mallorca). The group operates the restaurants associated to the hotels, among which the prestigious "Ramon Freixa Madrid", renowned with 2 Michelin stars, stands out. He is compromised in strengthening civil society, such as BG and foundations.



José Nieto de la Cierva

Deputy General Manager at Banco Sabadell

He arrives at Banco Sabadell assuming the Direction of Corporate & Investment Banking. Prior to this position he had been Managing Director at Banca March and President of Inversis. During his career he has held Management positions at Banesto as General Director of Wholesale Banking and of Corporate Banking and he was Managing Director at JP Morgan.



Josep Oliu

Chairman at Banco Sabadell

Josep Oliu holds a Degree in Economics from the University of Barcelona and a Ph.D. in Economics from the University of Minnesota (USA). He joined Banco Sabadell in 1986 and was appointed Executive Managing Director and member of the Board of Directors in 1991. Since 1999 he is the Executive Chairman of the Board of Directors of Banco Sabadell.



Marc Puig

Chairman & CEO at Puig

He is Vice President of the IEF (Family Business Institute), Vice President of the Círculo de Economía, and member of the Harvard Business School European Advisory Board and IESE International Advisory Board. He was honored with the Kellogg's Family Business Leadership Award in 2015 and entered the Fragrance Foundation of America's Hall of Fame in 2017.

Parallel sessions Real Estate&Tourism



Enrique Aldama

Chief Operating & Financial Officer at DORMA

Enrique Aldama, graduated in Economics, and after starting his career working for Banesto bank in New York, he joined DORMA SPORTS in 1998 as a shareholder and Managing Director. Today, as COO/CFO, he is responsible for the General Organization, Legal, Finance, Administration and Corporate Development of the firm.



Oriol Barrachina

Executive Partner & Head of Spain at Cushman & Wakefield

CEO of Spain of Cushman & Wakefield since 2013, Executive Partner of the firm and member of the C&W South European board. He coordinates all the business lines managing a team of 300 professionals, who cover the Spanish geography from Madrid and Barcelona. He participates in the development of the strategy, the team and some of the main real estate operations in Spain.



Carmina Ganyet

Corporate Managing Director at Inmobiliaria Colonial

Member of Colonial's Management Committee since 2000, which she joined as Chief Financial Officer. Before that, she was head of Investment and Controlling for the Caixa Holding. Member of the Board of Directors of Société Foncière Lyonnaise, and of the Board of Directors of Repsol. She is part of the Executive Committee of Barcelona Global, ULI-Barcelona and Esade-Alumni.



Michael Goldenberg

Director General-Spain / Corporate Director at Value Retail

Executive director of Value Retail, accountable for Value Retail in Spain and Italy. In addition, Michael is jointly responsible for Group Remerchandising globally and provides support to the business in China and Europe on special projects. He joined the company in 1996, when Value Retail initiated its development activity in continental Europe.



Alejandro Hernández-Puértolas

Founding Partner and CEO at HIP Hotel Investment Partners

Founder and CEO at HIP and Hispania Activos Inmobiliarios (both owned by The Blackstone Group) and Member of the Board of Directors. HIP is one of the main hotel owners in Europe. From 2007 to 2015 he worked at Reig Capital, where he was CEO for four years, with €2.6 billion in AuM. He previously was Managing Director at Soros and Deputy General Manager at the Iberostar Group.



Arturo Mas-Sardá

Chairman at PortAventura World

Mr. Mas-Sardá joined PortAventura in November 2012. Previously, he served as vice-chairman and CEO at Grupo Financiero Riva y García, and as a member of the board of directors of The Barcelona Stock Exchange. He holds a degree in Business Administration and an MBA from ESADE Business School in Barcelona, Spain.

Parallel sessions **Life Science**



Christian Brander

Co-founder, Chief Scientific Officer at Aelix Therapeutics

Swiss Immunologist who has spent the last two decades at Harvard University and in Barcelona investigating immunity to HIV infection and how this information can guide HIV vaccine development. He is an ICREA Research professor in Barcelona and a co-founder and CSO of AELIX Therapeutics, a clinical stage company testing immunotherapies to cure HIV infection.



Antoni Esteve

Board Member at Esteve

He chaired Esteve from 2005 to 2012 and he presently serves as director. Currently he chairs the Board of Directors of Esteve Teijin Healthcare. He is Founder and Chairman at AdSalutem Institute (Sleep Medicine and Healthy Ageing). He is former president of Farmaindustria. He is full member of the Royal Academy of Medicine and of the Royal Academy of Pharmacy of Catalonia.



Jordi Naval

CEO at Biocat

He has built a number of start-ups, successfully creating and developing new business concepts in the biopharmaceutical industry. He co-founded AELIX Therapeutics aiming to develop immunotherapies to cure HIV infection globally. Currently CEO of Biocat, Catalan Agency that promotes innovation in HealthCare and attracts specialized investment in Life Sciences to Catalonia.



Josep Lluís Sanfeliu

Managing Partner & Founder at Asabys Partners

Managing partner and co-founder at the venture capital firm ASABYS Partners (Barcelona). Formerly, he co-founded as a Partner Ysios Capital (2008-2018). He worked in the pharmaceutical industry as Corporate Development Director at Almirall, started his career as a lawyer in Cuatrecasas and also worked in the financial sector in KPMG and Eurohold.

Parallel sessions **Startup&Tech**



Carlos Ferrer

General Partner at Nauta Capital

He has extensive Venture Capital experience, having raised, managed and exited different VC funds since 2000. His areas of interest include Security, SaaS, Marketing/Social Analytics/Intelligence, Critical data-driven companies. He has led deals at the following firms: Mishipay, Mercaux, Brandwatch, ScytI, CloudIQ, ChannelSight, Agnitio, GetApp, Smarp, Blackcurve and BeMyEye.



Carlos Grau

CEO at Mobile World Capital Barcelona

Industrial Engineer by the Polytechnic University of Catalonia and PDD by IESE, he has a long career in communication and information technologies. After holding various sales and marketing management positions in top companies, he joined Microsoft as general manager in Catalonia. Later he led some venturing capital and entrepreneur projects. In 2017, he was appointed CEO of MWCcapital.



Cristian Pascual

Co-founder & CEO of Mediktor

He held various management positions in large companies before founding Mediktor, the most advanced and accurate symptom checker for triage and prediagnose, in 2014. He has been a business angel and currently participates in more than 15 startups. He is president of Barcelona Health Hub, a non-profit private organization created to promote innovation in digital health.



Marta Plana

Member of the Board - Barça Innovation Hub at FC Barcelona

She is a Board Member of the Barça Innovation Hub at FC Barcelona and also Board Member of the Cercle d'Economia and president of the Foro Fintech. She is Advisor and creator of various technology-based start-ups in Silicon Valley and of the Telecommunications Market Commission (CMT). She also co-founded Digital Origin in 2015.



Mario Rubert

City Promotion Director at Ajuntament de Barcelona

Designs and coordinates strategies to attract foreign investment and talent, and the promotion of the Barcelona brand. Law Graduate, Master's degree in Public Service Management and PDG by IESE Business School.



Carlos Trenchs

Director at DayOne - CaixaBank

DayOne is the banking division at CaixaBank focused on technological companies and its investors. He previously was the Managing Director of Caixa Capital Risc, the venture capital division of the "la Caixa" group which established itself as one of the leading investors in Spain in the early stages of innovative companies.



José Manuel Villanueva

Co-founder of Privalia

Prior to cofounding Privalia he worked as a consultant at Bain & Co and as GM at New Balance Spain. In 2006 together with Lucas Carne, he founded Privalia. Privalia is the leading fashion on line outlet in Spain, Italy, Brasil and Mexico, in 2017 was sold to Vente-Privée Group. Since Jan 19 he is looking for new projects and ventures to keep on growing and learning.

Parallel sessions **Global Industrial Footprint**



Guillermo Belcastro

CEO at Hutchinson Ports BEST - Barcelona

With more than 18 years at Hutchison Ports, he has served as CFO of BACTSSA (Buenos Aires Container Terminal) and worked in the development of new business in South America. In 2006, he moved to Spain with the aim of developing BEST (Barcelona Europe South Terminal). Since January 2014, he is the CEO of BEST.



Tatxo Benet

Managing Partner at Mediapro

Journalist. He was part of the team that founded El Periódico de Catalunya. In 1987, he was named Director of Sports at TV3. He was a key member of TV3's participation in RTO, the company responsible for the TV production of the Barcelona Olympics in 1992. He is a Partner of the MEDIAPRO Group, leading Group in the European audiovisual content.



David Pellicer

Founder & CEO at Etnia Barcelona

At the age of 16 he became involved in the family business: an eyewear factory with 7 employees and an optician. In 2001 he created Etnia Barcelona, introducing color into an accessory that had always been brown or black. Today, it is a worldwide reference company with a strong DNA, positioning itself thanks to its brand values: Color, Quality, Culture.



Lluís Seguí

Founding Partner & CEO at Miura Private Equity

Miura Private Equity, a Private Equity firm based in Barcelona focused on investing in and developing mid-size companies. Since 2007, Miura has invested around €1bn in almost 40 companies. He is currently Chairman of the Board at Tekman Education, and Board Member at Tiendanimal, The Visuality Corporation, The Reefer Group and Citri&Co.



Xavier Torras

Brand Communication
Director at Roca Corporación
Empresarial

He is the Communication and Corporate Brand Director of Roca and the Director of the We Are Water Foundation. He is also a member of different university advisory boards in the fields of design and sustainability. He has degree in Business and MBA, from ESADE in Barcelona. He has held different management positions in the company for more than two decades.

Barcelona: Architecture & Design

June 12th 5:45pm, London

Agenda

5:45pm **Registration**

6:00pm **Panel "Barcelona: Architecture&Design"**

Gabriele Schiavon

Co-founder of Lagranja

Benedetta Tagliabue

Architect & Co-founder of Miralles Tagliabue EMBT Studio

Fermin Vázquez

Architect & Co-founder of b720 Fermin Vázquez Arquitectos

Q&A and debate

7:30pm **Drinks reception**



Barcelona
Global

Roca

**Roca
London Gallery**

Roca London Gallery Station Court, Townmead Rd, Fulham. London SW6 2PY

Panel “Barcelona: Architecture&Design”



Gabriele Schiavon
Co-founder of Lagranja

Established in 2002, Lagranja is a multidisciplinary design firm focusing its talent mainly in the creation of interiors and products. After more than 15 years, the team at Lagranja remains passionate and coherent about their core ideology: making design an aide to companies and brandnames.



Benedetta Tagliabue
Architect and Co-founder of Miralles Tagliabue EMBT Studio

Director of the international architecture firm Miralles Tagliabue EMBT, based in Barcelona, Shanghai and Paris and also of the Enric Miralles Foundation. Among others, her most notable projects are the Diagonal Mar Park, Santa Caterina market, the Spanish Pavilion at the 2010 Shanghai World Expo, awarded by the RIBA International “Best International Building” award, and the recently open Kàlida Sant Pau Centre in Barcelona, part of Maggie’s Centre network.



Fermín Vázquez
Architect and Co-founder of b720 Fermín Vázquez Arquitectos

With more than twenty years of experience, he has left his mark on some of the most emblematic buildings in Spain and abroad. His projects in Barcelona are Agbar Tower with Jean Nouvel, City of Justice with David Chipperfield Architects, Fira Towers with Toyo Ito, Encants Market and the recently awarded as the Best Tall Building under 100m Torre Forma Itaim in Sao Paulo.

Destination: Barcelona

June 12th 8:30pm, London

Agenda

8:30pm Registration&Cocktail

9:00pm Welcome

HE Carlos Bastarache
Spanish Ambassador to the UK
Pau Guardans
Chairman at Barcelona Global

Speech by Albert Adrià
Gastronomic Coordinator at elBarri

9:45pm Dinner with the participation of key opinion leaders from Barcelona

CaixaBank
Casa Batlló
FC Barcelona
Fundació Miró
Liceu Opera
Lázaro Rosa-Violán Studio
PortAventura World
Turisme de Barcelona
Value Retail

11:15pm Music&Drinks

With the collaboration of:



VALUE RETAIL



Hovarda 36 – 40 Rupert Street. London W1D 6DW

**Albert Adrià**

Gastronomic Coordinator
at elBarri

In 1985 joined elBulli and directed elBullitaller. In 2011, opened the 41° Experience cocktail bar and the TICKETS restaurant, awarded as one of the best 50 restaurants. In 2015, is elected the best pastry chef in the world. From 2013 to 2018 opens multiple restaurants such as Pakta, Bodega 1900, El Niño Viejo, Hoja Santa and ElBarri. In 2018 inaugurates Cakes & Bubbles in London and Mercado little Spain in NY in 2019.

**HE Carlos Bastarreche**

Ambassador of Spain to the
United Kingdom of Great Britain
and Northern Ireland

Born in Madrid in 1950, Bastarreche began his diplomatic career in 1976. His diplomatic life has been linked to the European Institutions. He has been Ambassador-Permanent Representative of Spain to the EU (2002-2010), Ambassador of Spain to France (2010-2014) and Head of Public Affairs Spain at Airbus (2014-2017). He was appointed Ambassador of Spain to the UK in March 2017.

**Pau Guardans**

Chairman at Barcelona Global
and President at Único Hotels

Hotelier and founder of Único Hotels, a renowned collection of luxury lifestyle hotels (Barcelona / Madrid / Mallorca). The group operates the restaurants associated to the hotels, among which the prestigious "Ramon Freixa Madrid", renowned with 2 Michelin stars, stands out. He is compromised in strengthening civil society, such as BG and foundations.

**CaixaBank
David Rico**

Managing Director at CaixaBank
of Hotels & Tourism

He has been working in the banking sector for more than 25 years, in which he has led the Real Estate & Hospitality teams within different Spanish affiliates of companies such as Royal Bank of Scotland, Crédit Agricole and Barclays Bank PLC. He and his team launched in 2017 "CaixaBank Hotels & Tourism", the brand that helped CaixaBank to become a benchmark in the tourism and hotel sector.

**Casa Batlló****Ana María Acosta**

Cultural Visit Manager

Over 15 years of experience in the management of museums and Heritage. She participates in the management of Casa Batlló's cultural visit since 2007, working in favor of the preservation of the historical heritage, the connection with the present and the constant search for new opportunities to build what will be the museum of the future.

**FC Barcelona****Jordi Moix**

VicePresident & Commissioner
for 'Espai Barça'

Currently Senior Head of Investments at Talus Real Estate (Barcelona/Madrid), has been involved in the Real Estate and Urban Planning industry throughout Spain for 35 years in companies like Metrovacesa and Reyat Urbis. Previously worked as Commercial Executive at AIG and Citibank in New York. Holds a double MBA degree from ESADE, Barcelona and Thunderbird University, Phoenix Arizona.

**Fundació Joan Miró****Marko Daniel**

Director

He has a degree in Art History and Philosophy and a PhD in History and Theory of Art. He developed his teaching career at Southampton, Taiwan, London and Barcelona. In 2006, he joined Tate Modern as a curator of public programmes. Since 2011, he has held the position of head of public programmes at Tate Modern and Tate Britain. Since January 2018, he is the Director of Fundació Joan Miró.

**Lázaro Rosa-Violán Studio**

Founder & Creative Director at
Lázaro Rosa Violán Studio

A painter by training, a traveller by conviction and an interior designer by instinct, he finds inspiration everywhere. His style is all styles, and his cultural background allows him to mix, modify and reinterpret past and present trends. Over the past 17 years he has achieved spectacular growth, with an impressive portfolio of clients and projects around the world.

**Liceu Opera****Valenti Oviedo**

General Manager

In 2008 he started to manage the municipal entity Manresana d'Equipaments Escenics in charge of the management of the Kursaal Theatre and the Conservatory-Theatre of Manresa. Between 2013-2016, he was manager at the Consortium of the L'Auditorium and the Orchestra (OBC). In July 2016 he was appointed manager of the Institut de Cultura of Barcelona.

**PortAventura World****Arturo Mas-Sardá**

Chairman

Mr. Mas-Sardá joined PortAventura in November 2012. Previously, he served as vice-chairman and CEO at Grupo Financiero Riva y García, and as a member of the board of directors of The Barcelona Stock Exchange. He holds a degree in Business Administration and an MBA from ESADE Business School in Barcelona, Spain.

**Value Retail****Elena Foguet**

Business Director in Spain

La Roca Village (Barcelona) and Las Rozas Village (Madrid) are two of the 11 villages of "The Bicester Village Shopping Collection" by Value Retail. Both have become shopping tourism destinations for international visitors looking to enjoy a unique shopping experience. Since September 2017 she has been appointed Head of Destination Marketing BVSC.

**Turisme de Barcelona****Joan Torrella**

Managing Director

He holds a degree in Psychology from UAB and a Master of managerial function in the Public Administrations by ESADE. From 2010 to 2018 he worked as Director of tourism in the Barcelona City Council from where he promoted and coordinated policies for managing tourism in the city through the different municipal areas.

Barcelona: Music&Arts

June 13th 9:30am, London

Agenda

9:30am **Registration&Breakfast**

10:00am **Panel "Barcelona: Music&Arts"**
presented by Bibiana Ballbè
Journalist & Founder of TheCreativeNet

Ana María Acosta

Cultural Visit Manager at Casa Batlló

Marko Daniel

Director at Fundació Joan Miró

Carles Guerra

Director at Fundació Antoni Tàpies

Victor Medem

Director at Barcelona Obertura

Valentí Oviedo

General Manager at Liceu Opera

Jordi Tort

General Manager at L'Auditori

11:30am **Visit to "la Caixa" Collection of Contemporary Art**



Whitechapel Gallery 77-82 Whitechapel High St, Shadwell London E1 7QX

Panel “Barcelona: Music&Arts”



Bibiana Ballbè

Journalist & Founder of
TheCreativeNet

Has lived and worked in Boston, New York, San Francisco, Barcelona, Berlin. Journalist, creative director, television presenter and founder and CEO of TheCreativeNet, a digital platform that connects more than 50 million people. She is also CEO of TheCreativeAgency: an agency that connects creative talent with companies. Promoter of TheCreativeFest, a festival of creativity that has already gathered 19,500 people.



Ana María Acosta

Cultural Visit Manager at
Casa Batlló

Over 15 years of experience in the management of museums and Heritage. She participates in the management of Casa Batlló's cultural visit since 2007, working in favor of the preservation of the historical heritage, the connection with the present and the constant search for new opportunities to build what will be the museum of the future.



Marko Daniel

Director at
Fundació Joan Miró

He has a degree in Art History and Philosophy and a PhD in History and Theory of Art. He developed his teaching career at Southampton, Taiwan, London and Barcelona. In 2006, he joined Tate Modern as a curator of public programmes. Since 2011, he has held the position of head of public programmes at Tate Modern and Tate Britain. Since January 2018, he is the Director of Fundació Joan Miró.



Carles Guerra

Director at
Fundació Antoni Tàpies

Carles Guerra was appointed director of Fundació Antoni Tàpies in 2015. Previously he was Chief Curator at MACBA and director of La Virreina Centre de la Imatge. His most recent project was 'Antoni Tàpies. Political Biography' (2018).



Victor Medem

Director at
Barcelona Obertura

He has been active for 17 years in the classical music field, holding positions in Baden-Baden, Heidelberg, Madrid and Barcelona. At his proposal, the three main music institutions created Barcelona Obertura. Since 2015 he works as a consultant for companies and foundations in Barcelona, Stuttgart, Zurich, Berlin. He is the general manager of the Schubertiada.



Valentí Oviedo

General Manager at
Liceu Opera

In 2008 he started to manage the municipal entity Manresana d'Equipaments Escènics in charge of the management of the Kursaal Theatre and the Conservatory-Theatre of Manresa. Between 2013-2016, he was manager at the Consortium of the L'Auditorium and the Orchestra (OBC). In July 2016 he was appointed manager of the Institut de Cultura of Barcelona.



Jordi Tort

General Manager at
L'Auditori

He was General Manager of La Abadía theatre in Madrid from 2013 to 2017. Before that, he was the manager of the Cordoba Orchestra in 2013 and Production Director at the Stage Entertainment Spain. Between 2006 and 2010, he was Director of production at the Liceu Opera. From 1998 and 2006 he was General Manager at the Teatre Lliure in Barcelona.

Barcelona at the forefront of science

June 13th 6pm, London

Agenda

6:00pm **Registration**

6:15pm **Presentation Barcelona at the forefront of science with:**

Gastón García

Deputy Director at ALBA Synchrotron

Teresa Garcia-Milà

Director at the Barcelona Graduate School of Economics

Emilià Pola

Executive Director at Catalan Institution for Research and Advanced Studies (ICREA)

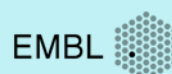
Josep Samitier

President at Catalan Association of Research Centres (ACER)

James Sharpe

Head of European Molecular Biology Laboratory of Barcelona (EMBL)

7:30pm **Drinks reception**



The Royal Society 6-9 Carlton House Terrace, London SW1Y 5AG

Panel “Barcelona at the forefront of science”



Gastón García

Deputy Director at ALBA Synchrotron

Degree in Physics and Mathematics and PhD in Physics by University Autónoma Madrid, collaborating at CERN and DESY. Then moved to accelerator-based materials science (Centre for Materials Micro-Analysis, Madrid). Since 2006 at ALBA synchrotron, first as installation coordinator, then as acting director, finally as deputy director. His main scientific interest is radiation damage of materials.



Teresa Garcia-Milà

Director at the Barcelona Graduate School of Economics

PhD in Economics from the University of Minnesota. Director of the Barcelona GSE, professor at UPF, and associate researcher at CREI. Her research focuses in understanding the impact of public investment on economic growth, and the influence of tax structures and fiscal federalism models on growth, distribution and economic wellbeing.



Emilià Pola

Executive Director at Catalan Institution for Research and Advanced Studies (ICREA)

Research manager with a long experience in the managing of research institutions, technology transfer and innovation. He was the first director of the CERCA programme, and before that he was advisor to the Ministry of Universities and Research. He was the managing director and later Secretary of the Board of ACER, the Catalan Association of Research Entities.



Josep Samitier

President at Catalan Association of Research Centres (ACER)

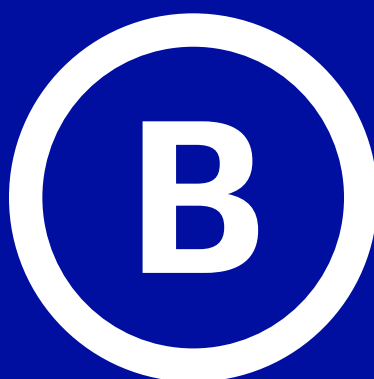
Professor at the University of Barcelona (UB), director of the Institute of Bioengineering of Catalonia (IBEC), Barcelona Institute for Science and Technology (BIST), group leader of the Nanobioengineering group at IBEC and group leader in the Centro de Investigación Biomédica en Red de Bioingeniería, Biomateriales y Nanomedicina (CIBERBBN).



James Sharpe

Head of European Molecular Biology Laboratory of Barcelona (EMBL)

Degree at Oxford University and PhD at the MRC NIMR in London (genetic control of development). For his postdoc (MRC-HGU) he invented the imaging technology: Optical Projection Tomography. In 2006 he became Senior Group Leader at the CRG in Barcelona and in 2011 the Coordinator for Systems Biology. In 2017 he was recruited as Head of the new EMBL Barcelona.



**Barcelona
Global**

Barcelona: an opportunity to invest

- 1. 10 competitive advantages for investment**
- 2. Barcelona in the macroeconomic landscape**
- 3. Relationship between Barcelona and the UK**

Investment Tracks

Real Estate & Tourism

Life Science

StartUps & Tech

Global Industrial Footprint

Barcelona: 10 competitive advantages for investment

1

Privileged Location

- Barcelona is the centre of a 2.500 km² metropolitan area with nearly 5 M people and also a part of an European mega region with 27M inhabitants.
- 18,5% of the city's residents are foreigners, an historical high, which shows the city's cosmopolitan, diverse and open culture.
- Barcelona offers easy access to the EU (510 M people) and is part of the Mediterranean corridor, a Trans-European network for logistics with a direct impact on an area of 250 M inhabitants.

2

Accessible and well connected

- Barcelona's airport has the highest growth rate in Europe and ranks as the 7th busiest EU airport, with 50.2 M passengers in 2018 (+2,6% vs 2017) and 45 intercontinental destinations.⁽¹⁾
- Barcelona's port is the main port in Europe and the Mediterranean sea for cruises. It also holds the 5th position worldwide.
- First worldwide city by number of international congresses and delegates.⁽²⁾

3

Diversified economic activity

- Catalonia's GDP grew 2,3% in 2018 ⁽³⁾ and accounted for 19% of Spain's total GDP.
- The Barcelona region accounts for 74% of the Catalan's economy and a 14% of Spain's GDP.
- The 9th urban area by reception of foreign investment, with 135 greenfield projects.⁽⁴⁾
- It is a territory with solid industrial base: Key sectors : chemicals and pharmaceutical, automobiles, food production, paper and graphic art. Tourism and services are also very strong.

4

Knowledge, research and innovation focus

- Barcelona's role as the Mobile World Capital, hosting the Mobile World Congress and its ambition to be a world leader in technology offers an strategic opportunity.
- The 8th most innovative city in Europe⁽⁵⁾ and 30th in the world.
- The 18th the top academic scientific production in the world and 5th in Europe, in 2017.⁽⁶⁾
- Over half of Barcelona's employment originates from knowledge-intensive activities. Catalonia is the 4th top region in Europe in high tech industry jobs and the 5th in science and technology.⁽⁷⁾

5

Talent magnet

- The 4th most preferred city to work, after London, New York and Berlin. ⁽⁸⁾
- In the last three years more than 25 technology/ innovation centres were set up in Barcelona including names as Cisco, Facebook, Nestlé, Allianz, Amazon, Zurich, Siemens, Roche: talent was a key decisional driver.

1. Source: Idescat

2. Source: International Congress and Convention Association (ICCA)

3. Barcelona's GDP grew 3.3% in 2017, data for 2018 still not available. Sobres: Ajuntament de Barcelona

4. KPMG Global Cities Investment Monitor 2018, Innovation Cities Index

5. According to the Innovation Cities Index

6. Source: Polytechnic University of Catalonia-Centre of Land Policy and Valuations, <http://www-cpsv.upc.es/KnowledgeCitiesRanking>

7. Ajuntament de Barcelona. Data Sheet 2018

8. Decoding Global Talent 2018, Boston Consulting Group



High quality on higher education

- Catalonia has 12 universities, with 250,000 students, 82,4% concentrated in Barcelona's metropolitan area.
- Barcelona is the only city with two institutions amongst the top five business schools in Europe: IESE and ESADE rank 3rd and 5th business schools in Europe and 11th and 20th positions worldwide.⁽¹⁾



Growing entrepreneurial and digital hub

- Barcelona, with 1.100 tech startups stands as the 5th European Startup hub.
- In tech entrepreneurship, Barcelona is the 3rd most attractive city to set up a StartUp, after Berlin and London according to British consulting firm Atomico.⁽²⁾
- The distribution of the investment in the start up sector is dominated by the mobile sector (55%), followed by e-commerce (25%) and social nature (10%).
- The entrepreneurial rate (8,5%) is higher than in Germany (5,3%), Italy (4,3%) or France (3,9%).⁽³⁾



Competitiveness in costs

- Barcelona's average salary level is in the lower to mid range among the most developed cities. The average net salary was 49,6% of the earned in New York in 2018.
- Office and industrial rental prices are competitive, compared to other European cities, despite the increase in prices seen in the last years.



Quality of life and sustainable

- Barcelona's Mediterranean city model helps develop a sustainable and mobility friendly city and the city ranks high: the 21st city in the world and the 15th in Europe in this regard.⁽⁴⁾
- Key factor such as public space, security, public transport combined with top architecture, climate, cultural and culinary offering makes the city very attractive.



International positioning and reputation

- Barcelona is well positioned from an international and European perspective.
- It is seen as an advanced, competitive and reputable city, which offers longstanding assets like high quality of life, culture, health, and its attractiveness for tourism, in addition to its growing potential to attract investment and talent, particularly in the area of technology companies and the digital economy.

1. Financial Times, Global MBA Ranking 2018

2. Atomico. The State of European Tech 2017

3. Global Entrepreneurship Monitor (GEM), Executive brief for Catalonia 2017-18 4. Sustainable Cities Mobility Index 2017,

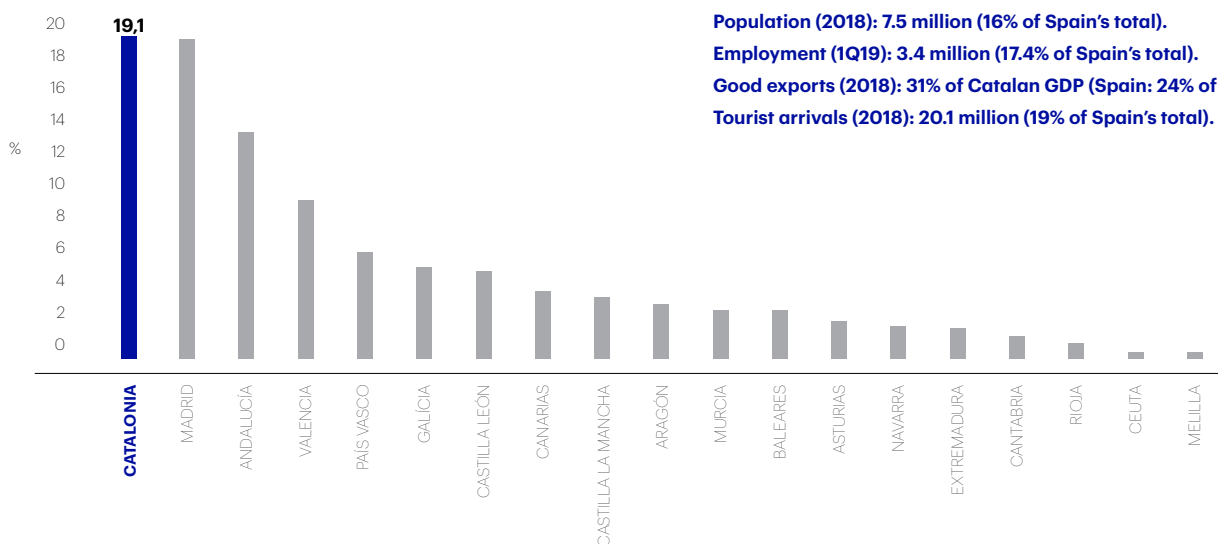
1

Barcelona in the macroeconomic landscape

Leading regional economy in Spain

Barcelona Province accounts for 74% of the total economy of Catalonia and a 14%* of the total Spanish economy

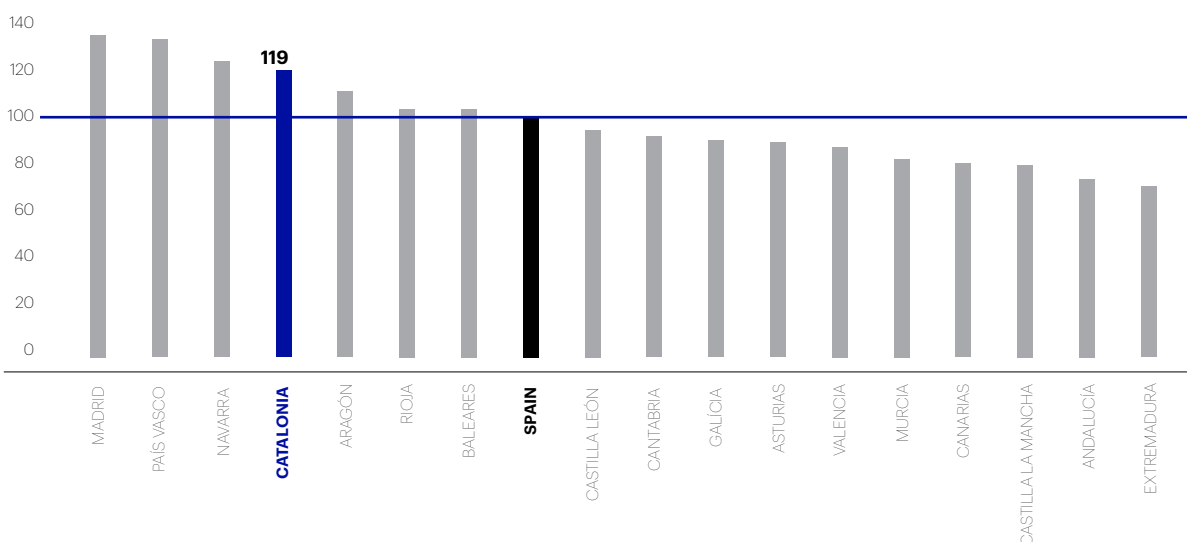
GDP. % of Spanish GDP, 2018



Basic data on Catalonia:

Population (2018): 7.5 million (16% of Spain's total).
 Employment (1Q19): 3.4 million (17.4% of Spain's total).
 Good exports (2018): 31% of Catalan GDP (Spain: 24% of GDP).
 Tourist arrivals (2018): 20.1 million (19% of Spain's total).

GDP per capita. Spain = 100, 2018



* The area of Barcelona accounts for a 14% of the total Spanish GDP, Catalonia accounts for a 19%

Source: Spanish Statistical Office (INE) and Idescat.

1

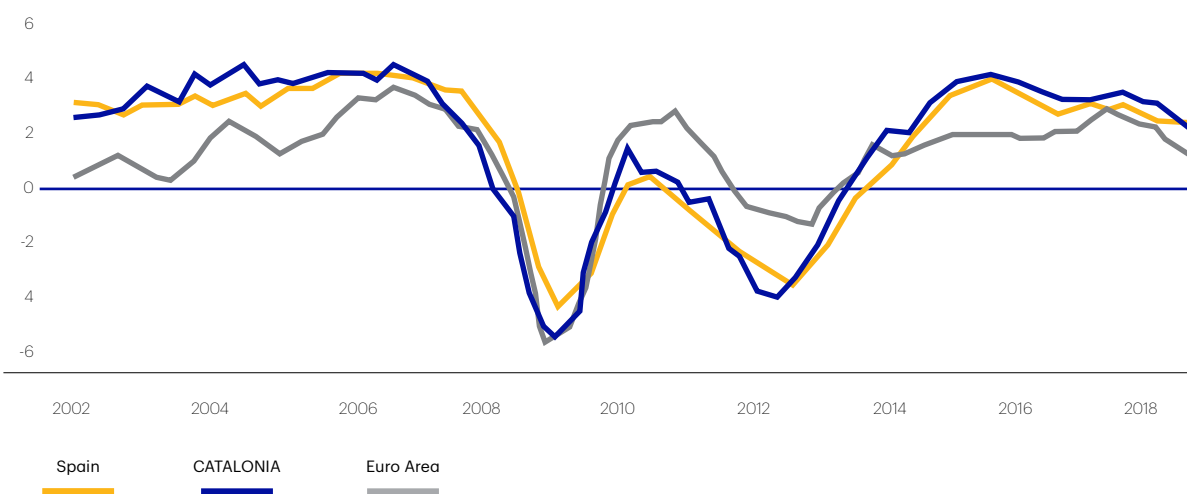
Barcelona in the macroeconomic landscape

Positive economic performance in the last years

Catalonia's GDP growth is above the Euro Area's.

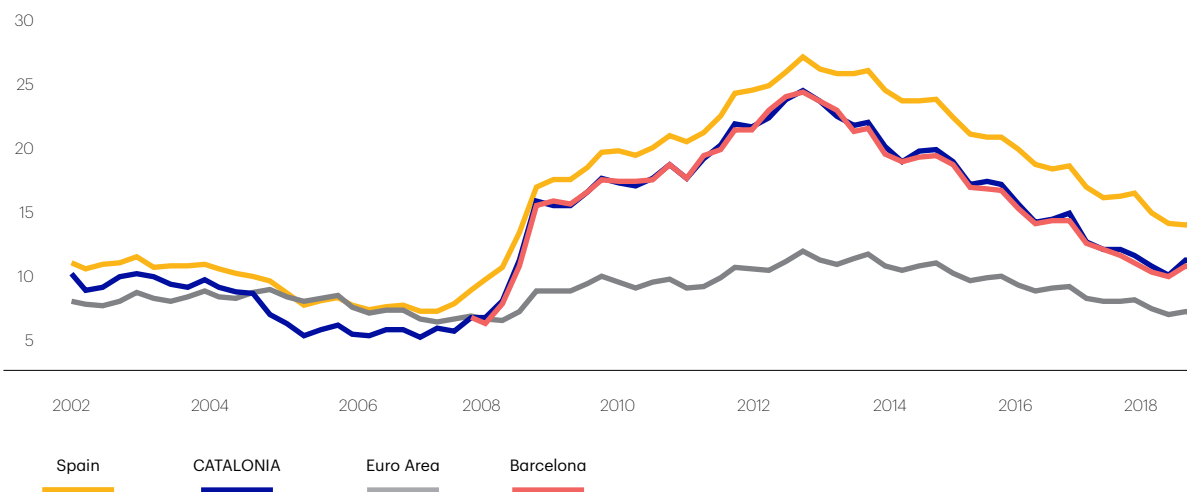
In 2018, Catalonia grew by 2.3% vs 2.6% for Spain and 1.9% for the Euro Area

GDP. Seasonally adjusted, YoY variation, in %



The Catalan unemployment rate is converging towards that of the Euro Area.

In the 1Q19, the unemployment rate in the province of Barcelona was 10.9% vs 11.6% in Catalonia and 14.7% in Spain.



Sources: Idescat and Spanish Statistical Office (INE).

1

Barcelona in the macroeconomic landscape

Economic Outlook

GDP. Annual variation, in %

	2018	2019f	2020f
Euro area	1.9	1.1	1.5
Spain	2.6	2.1	1.9
Catalonia	2.3	2.1	2.0

HCPI. Annual variation, in %

	2018	2019f	2020f
Euro area	1.7	1.4	1.4
Spain	1.7	1.1	1.4
Catalonia	1.8	-	-

Unemployment rate. %

	2018	2019f	2020f
Euro area	8.2	7.7	7.3
Spain	15.3	13.5	12.2
Catalonia	11.5	-	-

Support factors for the Catalan economy:

Accommodative monetary policy.

Favorable financial position of the private sector.

Sources: European Commission. The economic forecasts for Catalonia have been extracted from the Barcelona's Chamber of Commerce.

2

Relationship between Barcelona and the UK

Catalonia is the Spanish region with highest exports to UK.

3,374 exporting companies to the United Kingdom

Relations Catalonia - United Kingdom

2018 Key data

British residents in Barcelona: 7,609

UK Visitors: In 2018 2 M visited Catalonia and 700k visited Barcelona

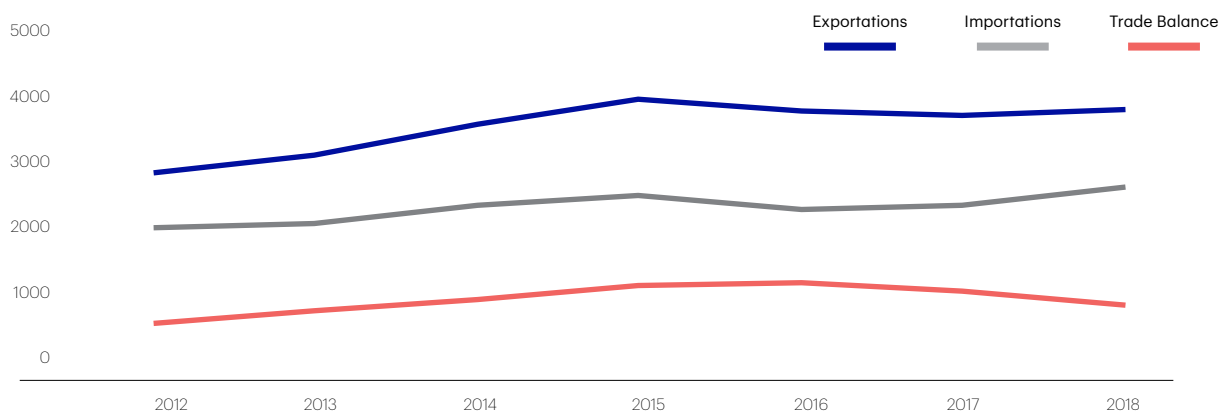
Air Traffic Barcelona - London and London-Barcelona: 3,254,844 visitors

Catalan companies established in the United Kingdom: 461 Catalan subsidiaries of 233 Catalan parent companies

British companies established in Catalonia: 661 British subsidiaries of 511 British parent companies

Schools: 2 British Schools in Barcelona and several English schools following the British curriculum

Import and Export Catalonia - United Kingdom 2012-18 (millions of euros)



Exports

Catalan exports to the UK account for 5.5% of total Catalan exports and represent 20.7% of total exports from Spain to the United Kingdom.

Catalan exports of goods to the UK in 2018: Vehicles (35.4%), appliances and electrical equipment (8.5%), and plastics and manufactures (5.3%).

Imports

Catalan imports from the UK account for 3.1% of total Catalan imports and represent for 24.7% of total Spanish imports from the United Kingdom.

Catalan imports of goods from the UK in 2018: Vehicles (27.9%), organic chemical products (8.5%) and machinery (6.9%).

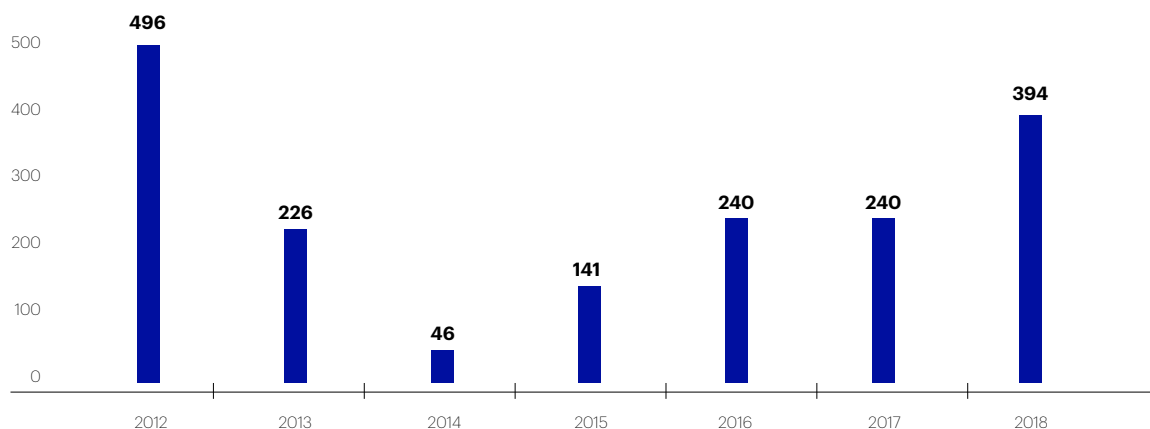
Source: Ministry of Industry, Trade and Tourism.

2

Relationship between Barcelona and the UK

Foreign Direct Investment (FDI)

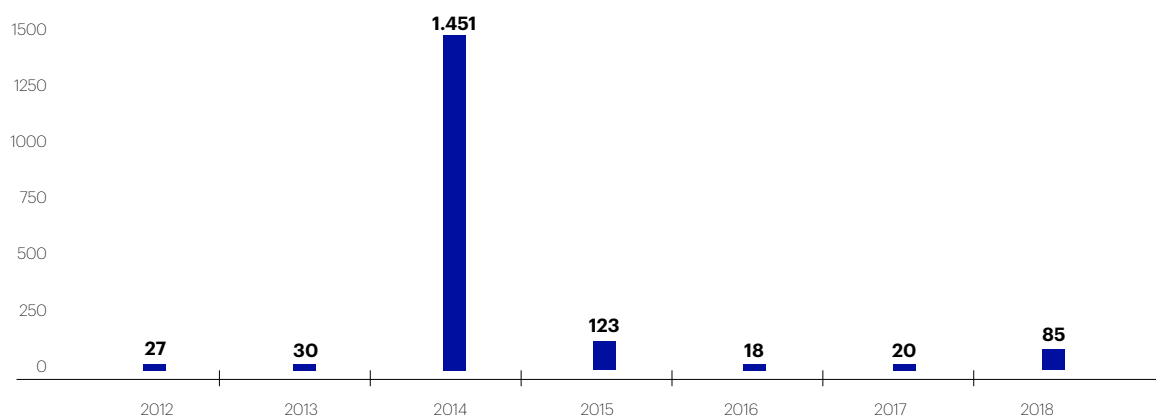
From the United Kingdom to Catalonia. FDI (million euros)



- The UK's investment represented 13.2% of the total investment received by Catalonia and 12.6% of total investment in Spain in 2018 by the United Kingdom.

- FDI from the United Kingdom in 2018: Cinematographic activities (58.8%), wholesale trade (15.5%), and real estate activities (13.2%).

From Catalonia to the United Kingdom. FDI (million euros)



- Investment in the UK represented 1.6% of the total FDI from Catalonia and 4.8% of the total investment made by Spain in the United Kingdom during 2018.

- 96.1% of the investment made by Catalonia in the United Kingdom in 2018 corresponds to storage and transportation related activities.

Source: Ministry of Industry, Trade and Tourism.

Why Barcelona

14% of Spanish GDP*

Strategic location and market potential

- Strategic location: the capital of the Mediterranean sea.
- Market potential: Barcelona metropolitan area with circa 5M people, is the gate way to Southern Europe.
- Good international connexions by sea, air and roads.
- Solid Infrastructures
- Unique quality of life.

Competitiveness in costs

- Average salary level is in the lower to mid range among the most developed cities.
- Office and industrial rental prices are competitive, compared to other European cities.
- Housing is still cheaper than main European capitals.

Well positioned to generate and attract talent

- High quality education system with internationally ranked business schools: IESE and ESADE.
- The city is a talent magnet for internationals. 18,5% of the population are foreigners. The international talent attracted by the high quality standards and the interesting job offers, reinforced by the growing digital and tech ecosystem.

Tech, Digital and Knowledge Focus

- Diversified economy and traditionally very entrepreneurial.
- Growing startup hub: with 1.100 tech startups as the 5th European startup hub. In tech entrepreneurship, Barcelona is the 3rd most attractive city to set up a startup, after Berlin and London.

* The area of Barcelona accounts for a 14% of the total Spanish GDP, Catalonia accounts for a 19%.

Barcelona: key macroeconomic data

Geographical Environment	
Surface area (km²)	102.2
Population	1,628,936
Foreign population (% of total)	18,50%
Density (inhabitants/km²)	15,936.2
Climate (Can Bruixa Observatory)	
Avarage monthly temperature	18.4 °C
Annual rainfall (mm)	438,5
Hours of sun	2,924.8
Economic Environment	
Macro Economic Data	
GDP (var/yr %) - Catalonia	3.4
GDP (var/yr %) - Barcelona	3.3
Social Security membership	1,087,344
Unemployment rate 16-64 years old (%)	10.0
Employment rate 16-64 years old (%)	72.1
Activity rate 16-64 years old (%)	80.2
CPI (average var. %) - Barcelona province	2.1
Exports (million €) - Barcelona province	54,771.6
Imports (million €) - Barcelona province	68,232.9
Outbound foreign investment (million €) - Catalonia	6,543.4
Inbound foreign investment (millions €) - Catalonia	3,093.0
Companies - Barcelona province	468,777
Foreign companies in Catalonia	8,642
Commerce and tourism	
Retail premises - Barcelona province	67,937
Retail commercial areas	22
Municipal markets (number and surface area [m²])	43/260,941
Hotels	
Number	650
Beds	79,288
Tourists	7,656,747
Infrasctructures	
Airport	
Runways (number and length [m])	3/3,352;2,660;2,528
Passengers	47,284,500
International Passengers	73.1
Port	
Land surface area (ha)	1,082.2
Docks and moorings (km)	22.2
Total traffic (thousands of tonnes)	60,070.1
Trade fair and congress activity	
Trade fairs	77
Visits to Fira de Barcelona	2,500,000
Surface area taken up by fairs (sqm)	1,039,000
International meetings	1.000
Training and City of Knowledge	
Catalan universities	12
University students in Catalonia (course 2016/2017)	248,173
Foreign schools (Barcelona province)	40
Innovative companies in Catalonia*	3,602
Quality of Life	
Beaches (number and metres)	10; 4,703
Bike lanes (km and bicing members)	126; 102,353
Public libraries (number and users)	40; 6,376,796
Museums, collections and exhibition spaces (number and users)	54; 27,573,977
Public sports facilities (number and users)	1,890; 190,100
Theatre, music and cinema spectators	9,693,288

Source: Observatory Barcelona 2018. Data as of 2017, except * of 2016

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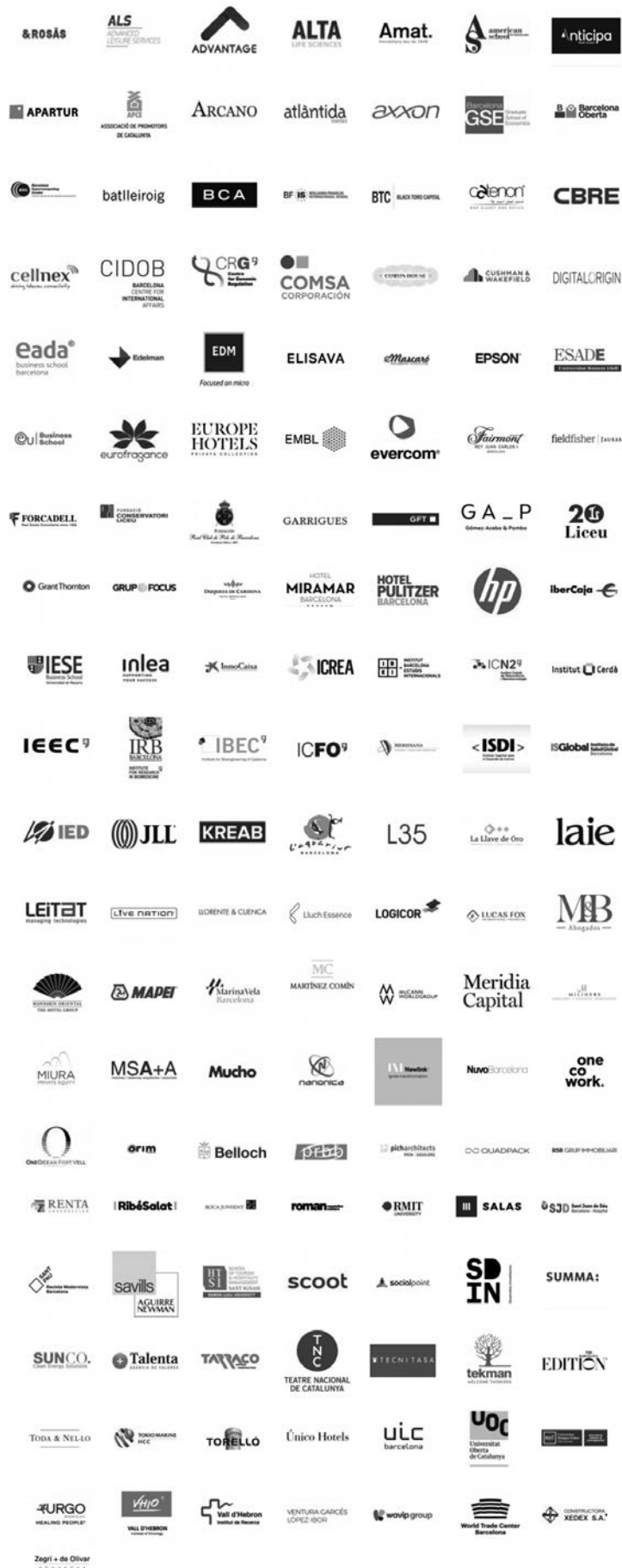
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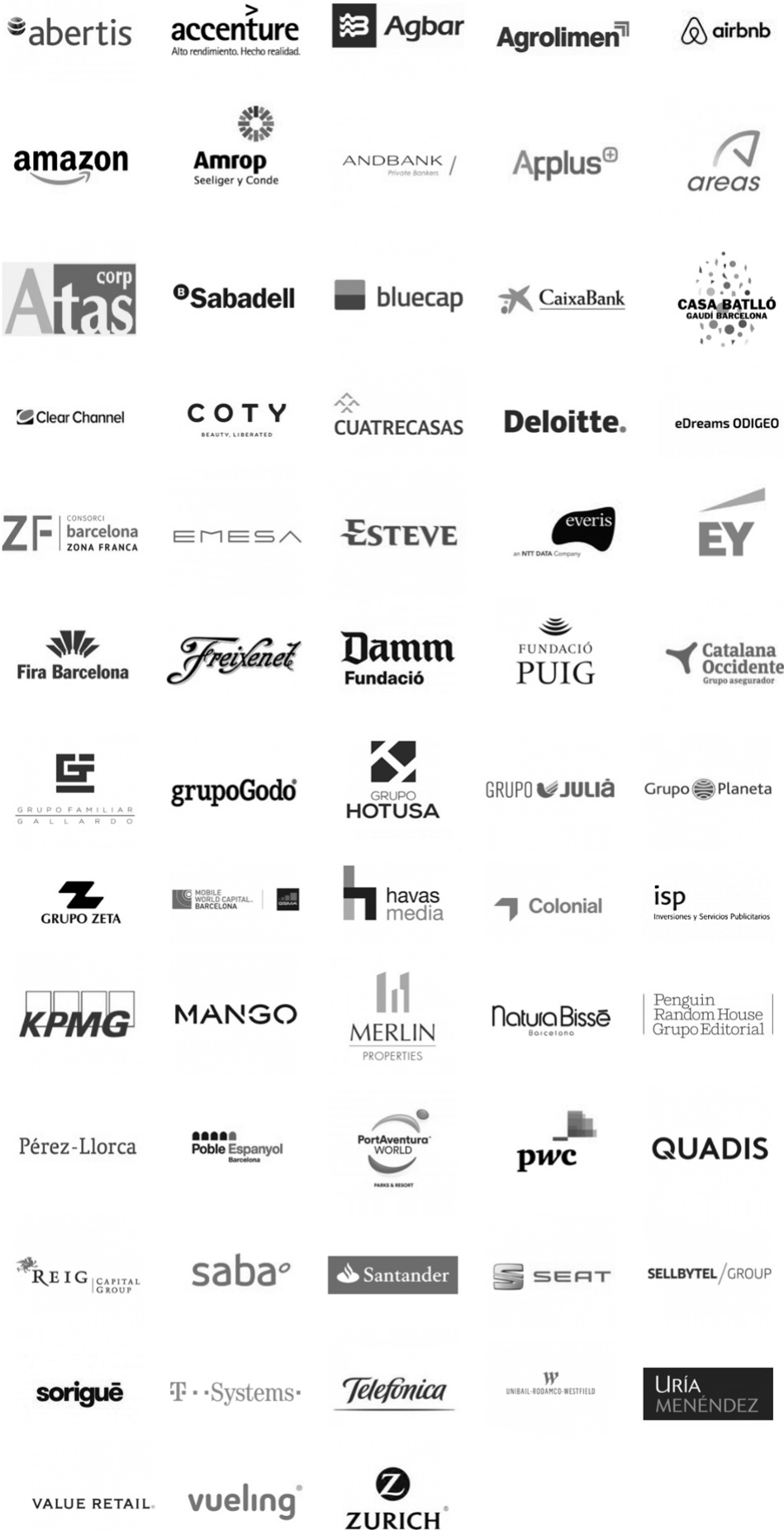
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