

BARCELONA
GLOBAL
International Council

International Council: Perception Survey

Edition | May 2016

BARCELONA GLOBAL

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OUR MISSION

To actively contribute to making Barcelona one of the best cities in the world for attracting talent and developing economic activity.





INTERNATIONAL **COUNCIL**

Barcelona Global International Council is an international network of Barcelonians committed to promoting the image and prestige of Barcelona and identifying investment and business opportunities for the city.

Make it happen !

An aerial photograph of a city, likely Barcelona, with a blue overlay. The image shows a dense urban landscape with numerous buildings, a large stadium (Camp Nou) on the right, and a port area with ships and cranes in the background. The text is overlaid on the lower right portion of the image.

International Council Perception Survey

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About the International Council Perception Survey

This is the fourth edition of the International Council Perception Survey. The survey aims to follow the progression over time of various measurements related to Barcelona's image in order to increase its competitiveness and further Barcelona Global's mission.

Rather than basing our analysis on statistics or data, we asked members of the International Council to give their instinctual reaction to each of the prompts. In this way, the true perception of Barcelona in the eyes of those living abroad is captured, through a combination of objective fact (coming from their experience living in or conducting business in Barcelona) and subjective opinion (stemming inherently from geographical distance). Ideally, these intuitive responses more accurately represent the perceptions of other professionals with the similar detached, distant perspective that comes from living outside of Barcelona.

The data represented comes from the average scores of 56 respondents from the International Council, out of 73 total members. The report is broken down into the Monitor (fixed) section and Special Report (mobile) section.

Methodology

The objective of this survey is to ask a set group of professionals with ties to Barcelona, living in different cities around the world, how the economic competitiveness of Barcelona, among other characteristics, is perceived.

In total, the Barcelona Global International Council Perception Survey consists of 24 prompts, 17 of which measure on a scale of 1 to 5 the degree of agreement or disagreement pertaining to various topics related to Barcelona Global's goals. 3 are open-ended multiple choice questions, 2 are Net Promoter Score questions, and 2 are open-ended text response questions.

Scale:

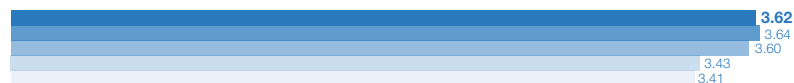


Section 1: Perception of Business Attractiveness

Rate your level of agreement with each statement from 1 to 5.



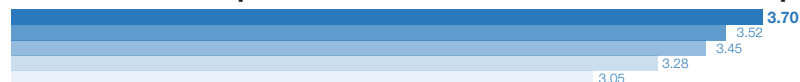
Barcelona is an alluring city for business in general.



It is easy to do business in Barcelona.



Barcelona is well-positioned in terms of research and development.



Barcelona has an efficient business infrastructure, with high quality and cost effective office space.



Barcelona's airport has a high level of international connectivity.

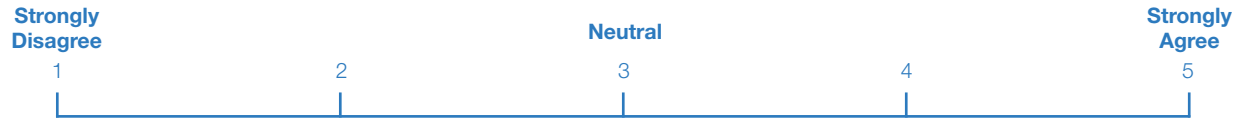


Barcelona has the potential to be a major business hub.

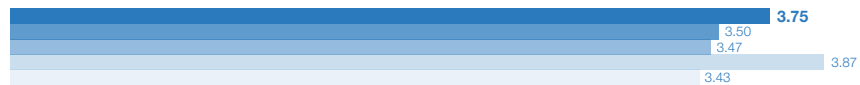


Section 2: Perception of Talent

Rate your level of agreement with each statement from 1 to 5.



Barcelona is a city where it is easy to find qualified staff .



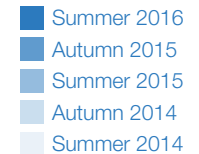
Barcelona is a hub for startups and entrepreneurship.



Barcelona is an inviting city for international professionals.



Barcelona has the potential to be a magnet for talent.



Section 3: Perception of Quality of Life

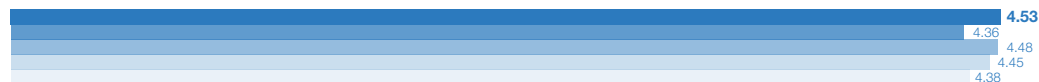
Rate your level of agreement with each statement from 1 to 5.



Barcelona is a city with a high quality of life.



Barcelona is a culturally attractive city from an international point of view.



Barcelona is an environmentally sustainable city.

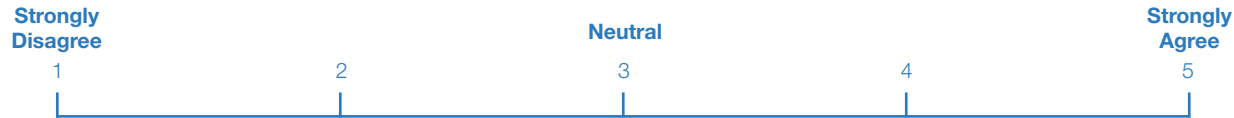


Barcelona has efficient transportation networks.

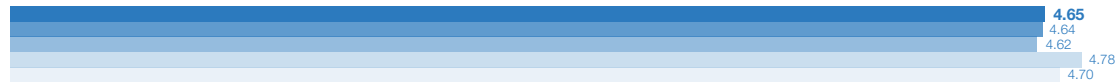


Section 4: Perception of Brand

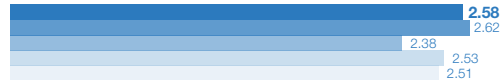
Rate your level of agreement with each statement from 1 to 5.



Barcelona is an internationally well-known brand.



Barcelona's brand is currently associated with business.



Barcelona's brand is associated with that of a "smart city."



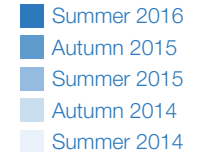
Barcelona's brand is associated with that of a "global city."



Barcelona's brand is associated with that of a "creative city."



Barcelona has the potential to remake its brand/image.



Which sectors do you associate Barcelona with currently?



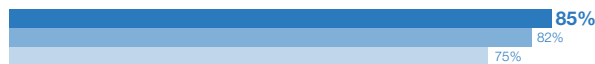
Section 5: Challenges and NPS

Please select what you perceive as some of Barcelona's biggest challenges in terms of attracting new business, talent, and investment.

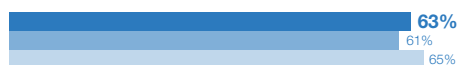
Choose as many as you would like.

■ Summer 2016
■ Autumn 2015
■ Summer 2015

English language ability of the administration



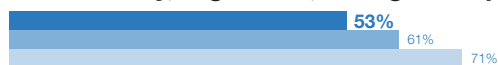
Taxation



Political uncertainty



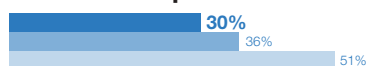
Bureaucracy, regulation, immigration policy and labor law



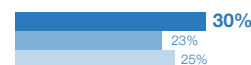
Localism and social integration



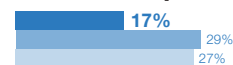
Access to capital and credit



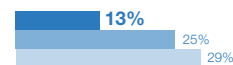
Recession and unemployment



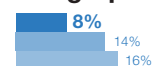
Workforce qualification and productivity



Market size



Geographical location and international connectivity

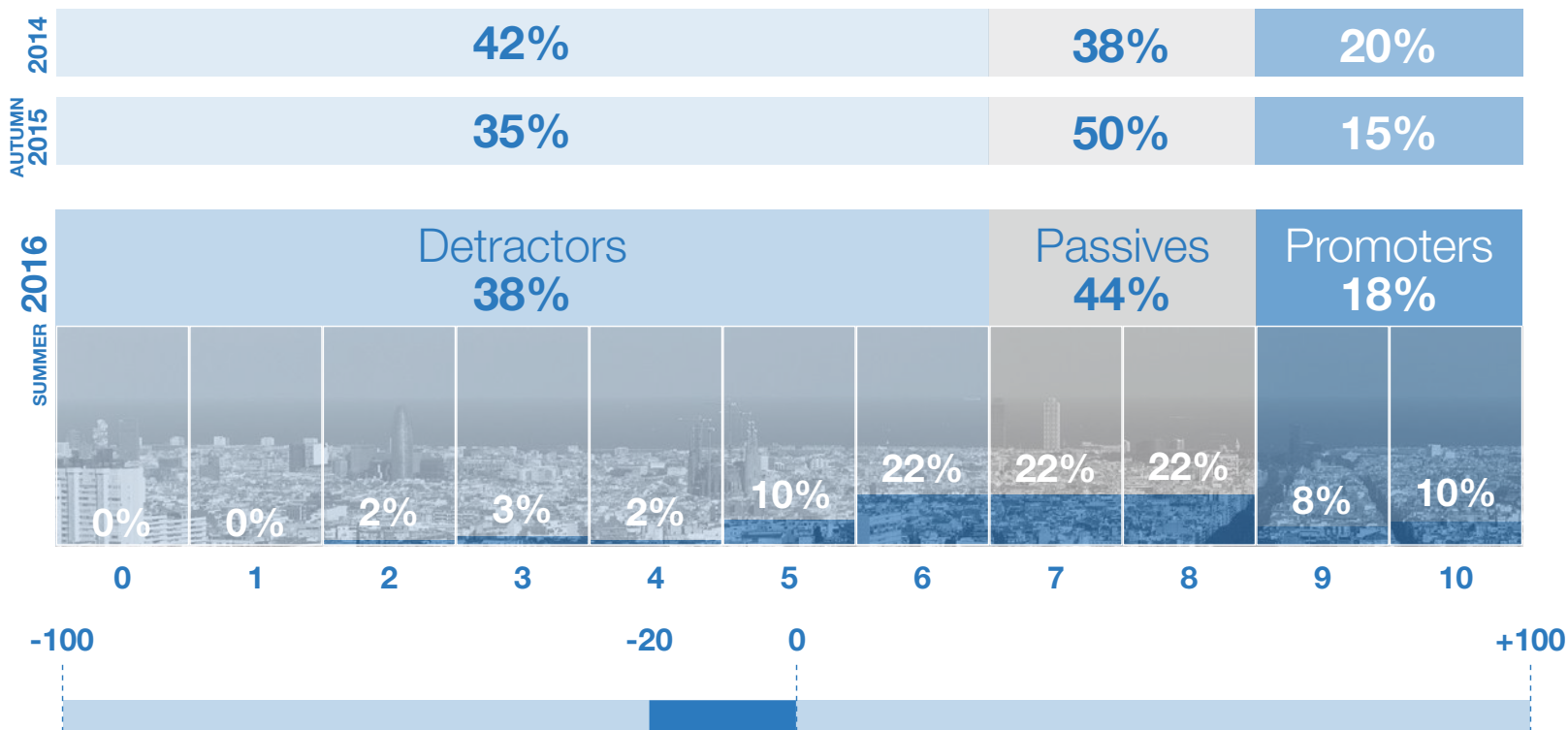


Availability, quality and cost of office space



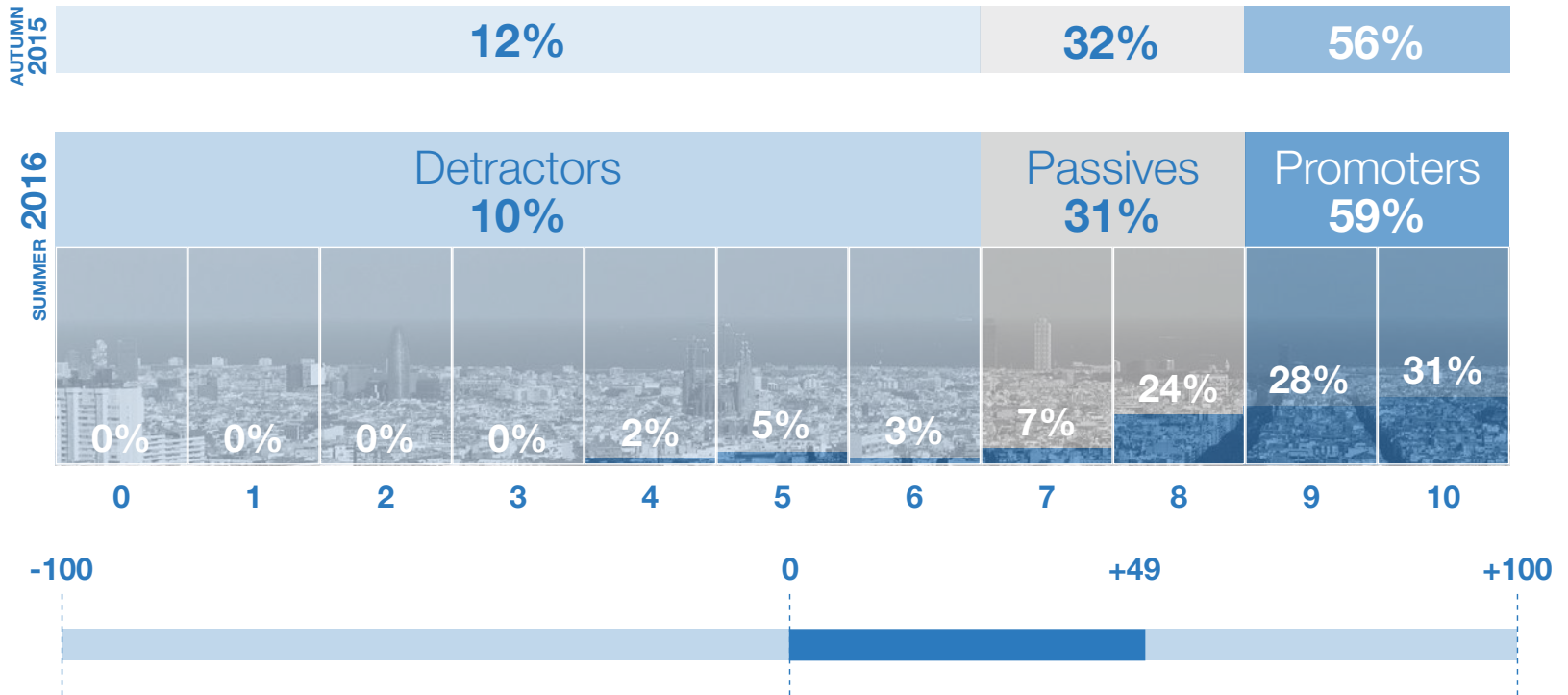
Net Promoter Score

How likely is it that you would recommend Barcelona to a friend or colleague as a city to do business or invest in right now?



Net Promoter Score

How likely is it that you would recommend Barcelona to a friend or colleague as a city to live in right now?



Net Promoter Score = Promoters - Detractors

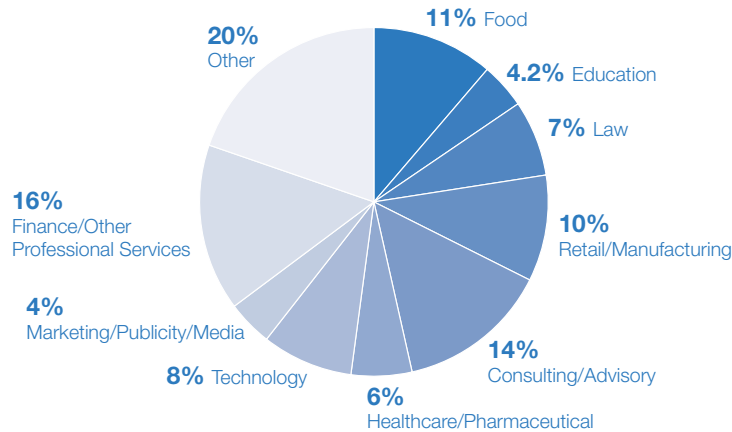


International Council: Member's Demographic Profile

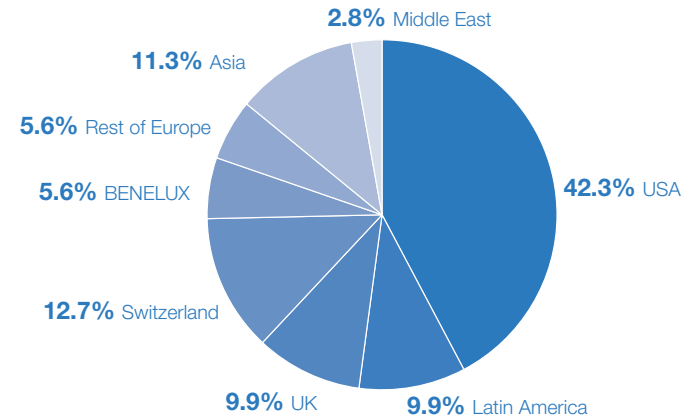
International Council: Member's Demographic Profile.

International Council Members (71 total)

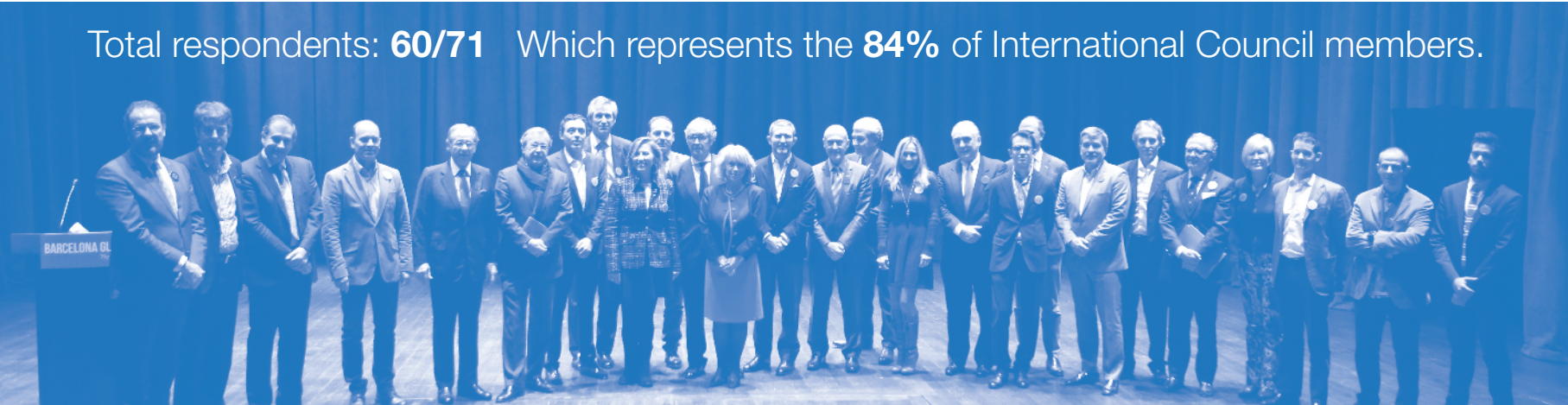
Industries



Regions



Total respondents: **60/71** Which represents the **84%** of International Council members.



An aerial photograph of Barcelona, Spain, showing a dense urban landscape with numerous buildings, streets, and green spaces. The city is set against a backdrop of hills. A semi-transparent blue overlay covers the entire image, and the text "Barcelona Global International Council" is written in white, bold, sans-serif font in the lower right quadrant.

Barcelona Global International Council

International Council Members



Ignacio Abia

Bethlehem
Olympus Corporation of the Americas



Xavier Adserà

London
Venture Capital



Oscar Aguer

Miami
ILUMNO



Fernando Aleu Pascual

Denver
Queen Sophia Spanish Institute



Craig Andrus

New York City
Skate-Key LLC



Gerardo Ariño

New York City
SeeUSAtours



Ignasi Brufau

Basel
Novartis Pharmaceuticals



Lluís Cantarell

Geneva
Nestlé Health Science



Fernando Carro

Gütersloh
Arvato



Andreu Casadellà

Mexico City
TomTom Telematics



Juan Carlos Casas

Miami
Gamo USA Corporation



Greg Clark

London
Business of Cities



Ignacio Corbera Dale

London
Garrigues UK



Marta Cuatrecasas

Los Angeles
Areas



Aris De Juan

Miami
Clear Channel Outdoor



Michael de Marco

Boston
K&L GATES



Joan Dedeu

Hong Kong
China Consultants



Manuel Delgado

London
Cairn Capital



Alfonso Díez

Paris
Nissan Europe



Manel Echevarria

Miami
Swarovski



Ferran Escayola

New York City
Garrigues



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London
Nauta Capital



Vicenç Ferrer

New York City
Leebow Partners



James Fieger

Wayland
RSD S.A.

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Monaco
Tyrus Capital S.A.M



Xavier Frigola
Rochester
Mayo Clinic Business Accelerator



Francisco Garcia-Valdecasas
London
Deloitte



Fernando Gil de Bernabé
Singapore
Cisco Systems



José Maria Giménez Arnau
Basel
Novartis Pharmaceuticals AG



Lluís Gómez
New York
Smart City World Congress



Xavier González Florenzano
Singapore
Vandaleen Swiss Value Partners



Manel Grau
Bogotá
Smart Rooms Company



Ignasi Guardans
Brussels
K&L GATES



Roberto Hayer
Zurich
REBER Law



Carlos Homedes
Portland
Nike



Manuel Isabal
Lima
Grupo Iberoamericano de Fomento



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Jozef Jansen
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Erik Johansson
Doha
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Christopher Klisowski
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New York
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Dubai
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Juan Morera
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Gema Olivar
Zurich
PricewaterhouseCoopers



Hugo Peris
San Francisco
Loop Therapeutics Inc.



Pol Pla i Conesa
San Francisco
Samsung

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Miami
SCPF



Eduardo Rabassa

Miami
Amrop Seeliger y Conde



Xavier Rabell

Miami
Areas



Pepe Raventós

New York
Raventós i Blanc



Sergio Raventos

Barcelona
Event Planning Knowledge



Carlos Recoder

Zurich
Credit Suisse



Alexis Roig

Shangai
GlobalTaixue



Ismael Roig

Shangai
Archer Daniels Midland



Ramon Ros Parellada

Shanghai
Gyvenchy, LVMH Group



Fabrizio Rosellini

Luxembourg
Leopard SA



Xavier Rossinyol

Zurich
Dufry Group



Juan Rovira

Miami
Bacardi North America



Xavier Ruiz Sena

Boston
Santander USA



Maria Mercè Santaflorientina

Miami
Business Consultant



Mauro Schnaidman

Santa Monica
Jafra Cosmetics



Ignasi Serrat

Mexico City
Nike



Rosa Sugrañes

Miami
Rosa Gres



Salvador Tomás Loeffel

Eschenbach
DOW Chemical



Jordi Valls

Santiago
Aguas Andinas



Cristina Ventura

Hong Kong
Lane Crawford Joyce Group



Xavier Verdaguer

San Francisco
Innovalley



Gabriel Zalman

Los Angeles
Mattel

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Seeliger & Conde

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Gonçalves Pereira

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Cuatrecasas
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Reig Capital Group



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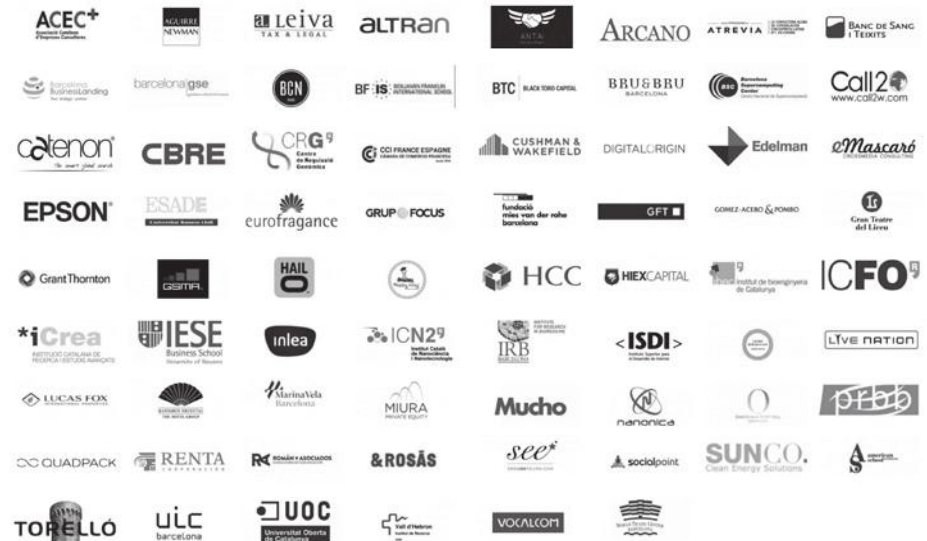
*Over 600 professionals
committed to Barcelona*

Corporate Partners May 2016

Protective Corporate Partners



Corporate Partners



Make it happen!



BARCELONA
GLOBAL
International Council

Diagonal 579
Barcelona, 08014

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