



International Council Perception Survey

6th Edition December 2016

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.

About the International Council Perception Survey

We introduce you the sixth edition of the International Council Perception Survey. This opinion poll 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.

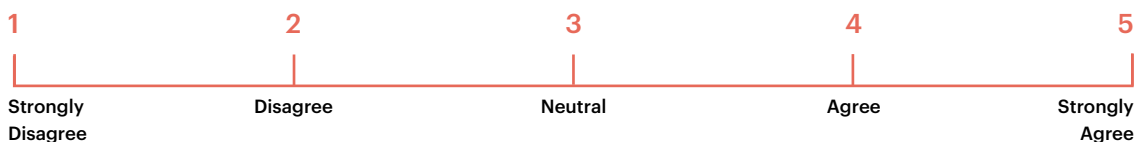
Rather than basing our analysis on statistics or data, we asked members of the International Council to give their instinctual reaction to each of the prompts. In this way, the true perception of Barcelona in the eyes of those living abroad is captured through a combination of objective facts (coming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

The data represented comes from the average scores of 58 respondents from the International Council, out of 70 total members. The report is broken down into the Monitor (fixed) section and Special Report (mobile) section.

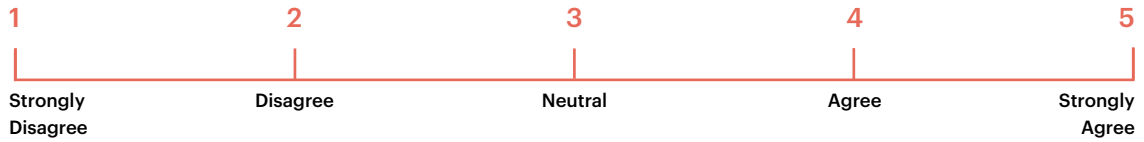
Methodology

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.

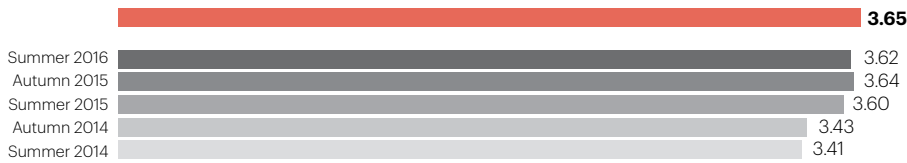
In total, the Barcelona Global International Council Perception Survey consists of 24 prompts, 20 of which measure on a scale of 1 to 5 the degree of agreement or disagreement pertaining to various topics related to Barcelona Global's goals. One is an open-ended multiple choice question, 2 are Net Promoter Score questions and one is an open-ended text response question.



1. Perception of Business Attractiveness



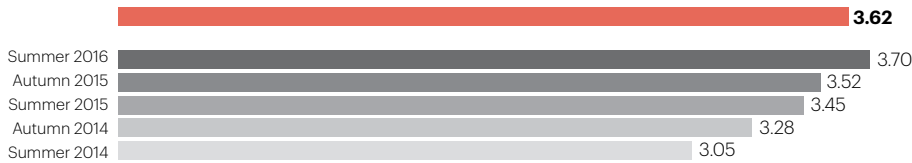
Barcelona is an alluring city for business in general.



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.



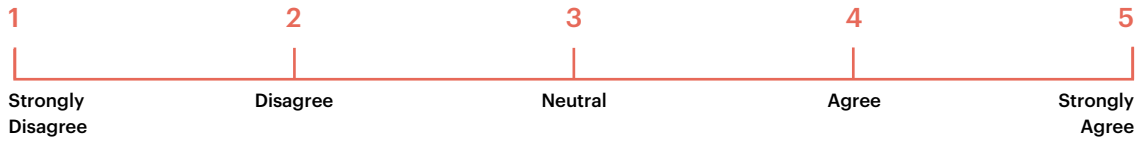
Barcelona's airport has a high level of international connectivity.



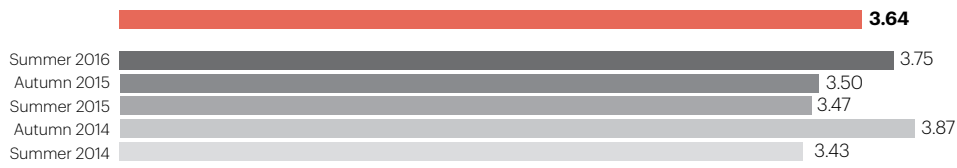
Barcelona has the potential to be a major business hub.



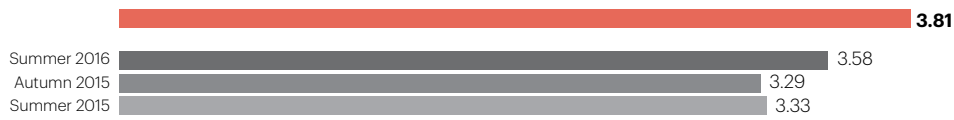
2. Perception of Talent



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



Barcelona is a hub for startups and entrepreneurship.



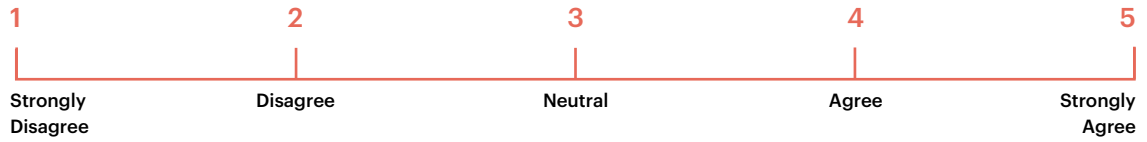
Barcelona is an inviting city for international professionals.



Barcelona has the potential to be a magnet for talent.



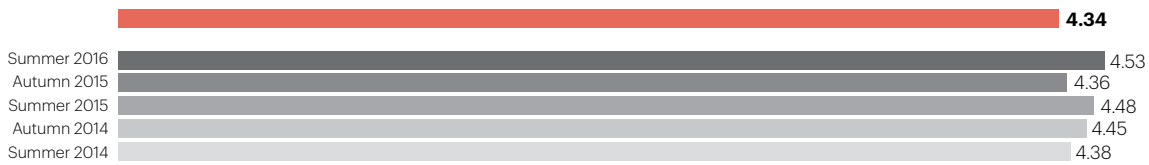
3. Perception of Quality of Life



Barcelona is a city with a high quality of life.



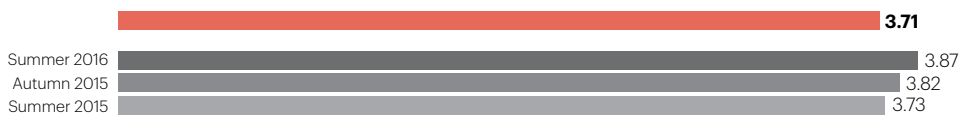
Barcelona is a culturally attractive city from an international point of view.



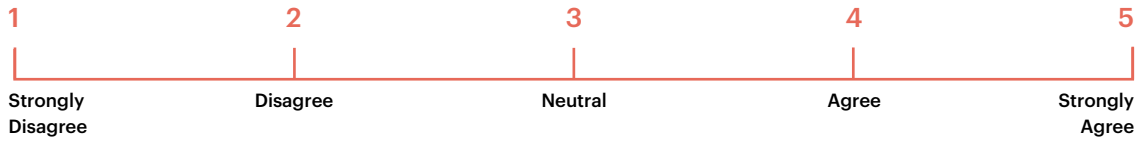
Barcelona is an environmentally sustainable city.



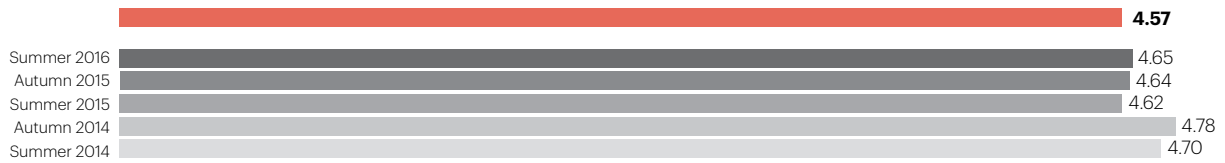
Barcelona has efficient transportation networks.



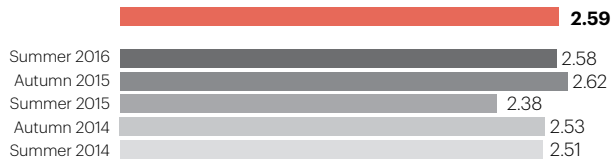
4 • Perception of Brand



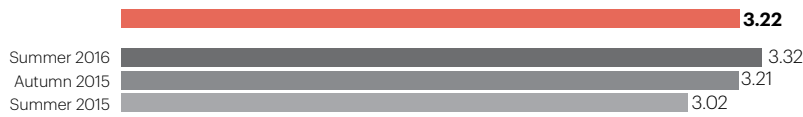
Barcelona is an internationally well-known brand.



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.



With which sectors or categories is Barcelona currently associated?



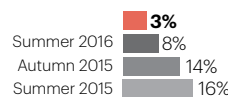
5. Challenges and NPS

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

Bureaucracy, regulation, immigration policy and labor law



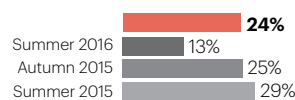
Geographical location and international connectivity



English language ability of the administration



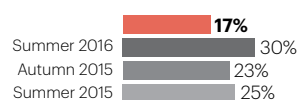
Market size



Taxation



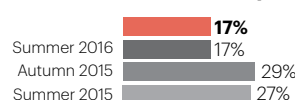
Recession and unemployment



Political uncertainty



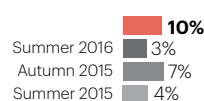
Workforce qualification and productivity



Access to capital and credit



Availability, quality and cost of office space

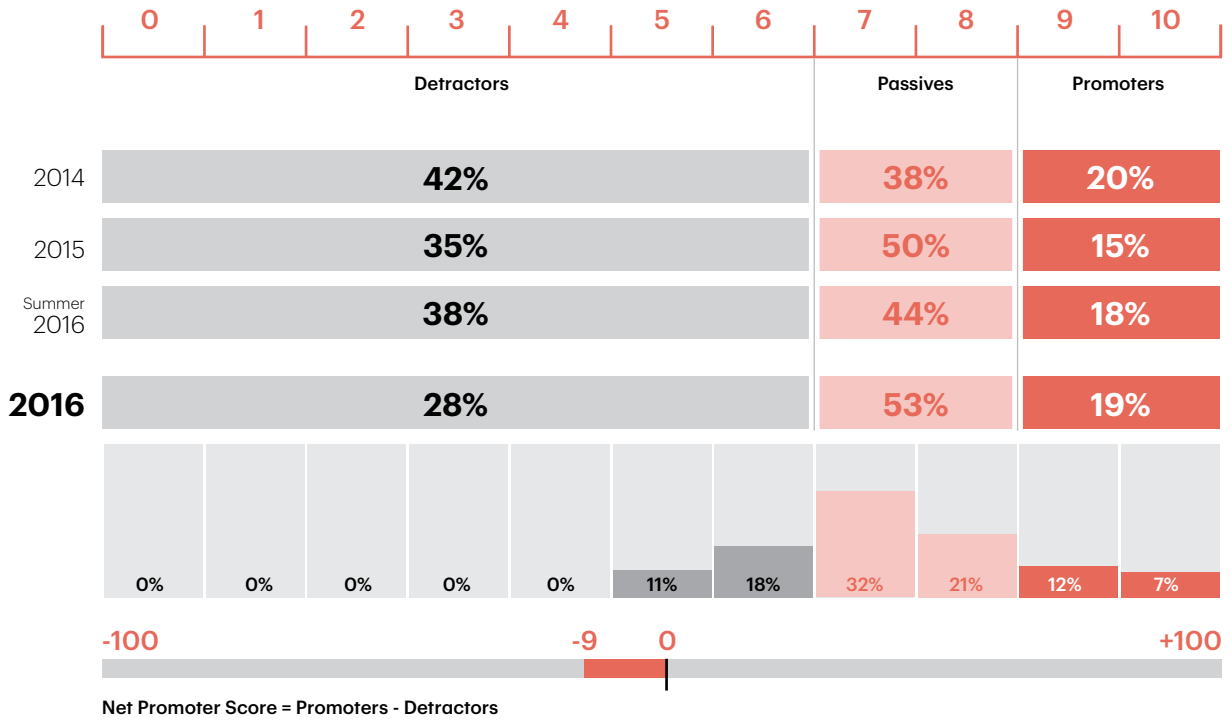


Localism and social integration

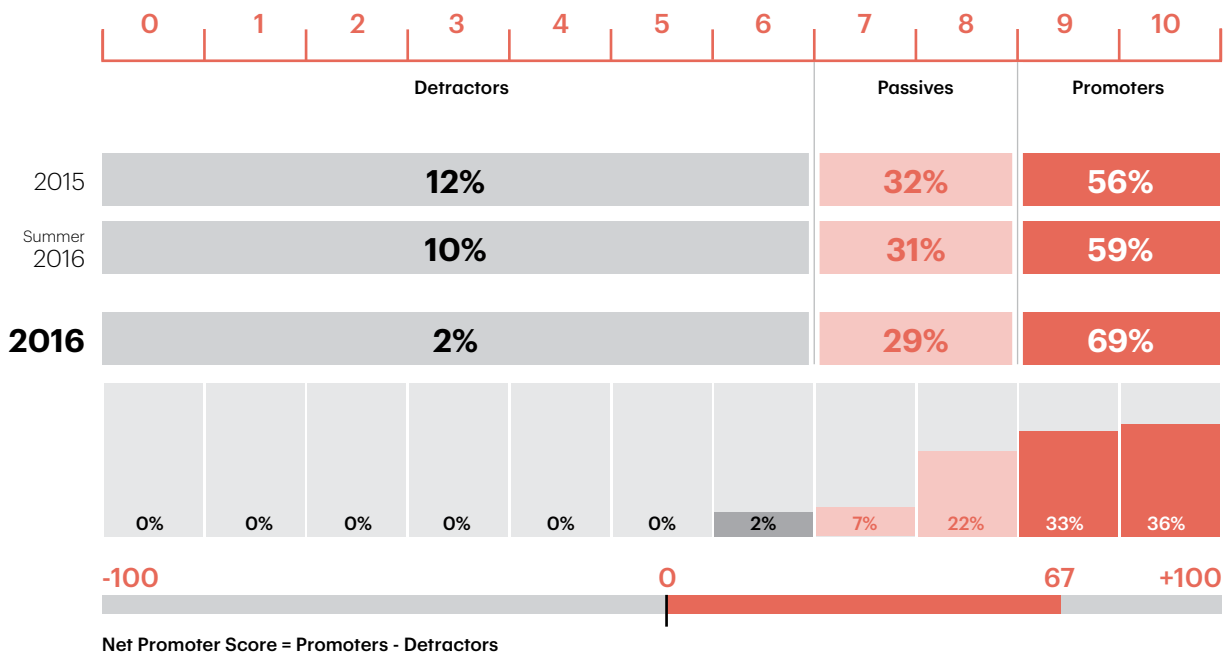


6. Net Promoter Score

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?



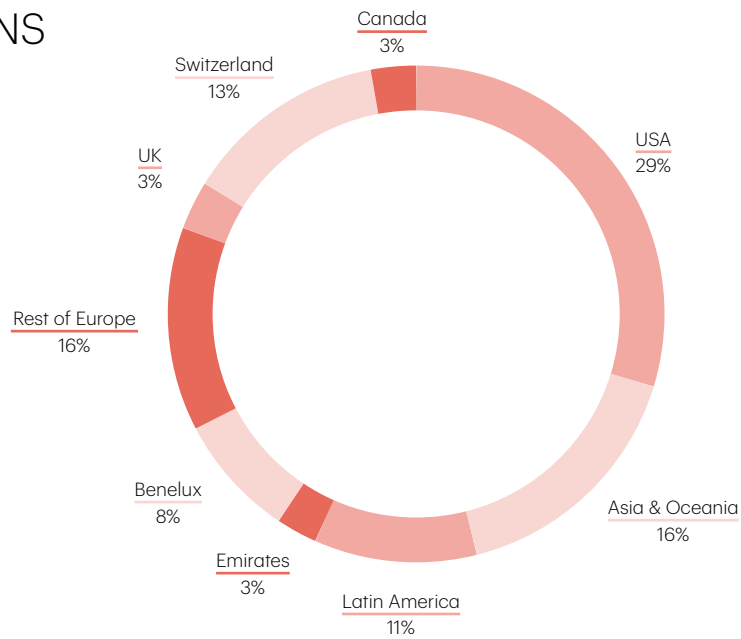
How likely is it that you would recommend Barcelona to a friend or colleague as a city to live in right now?



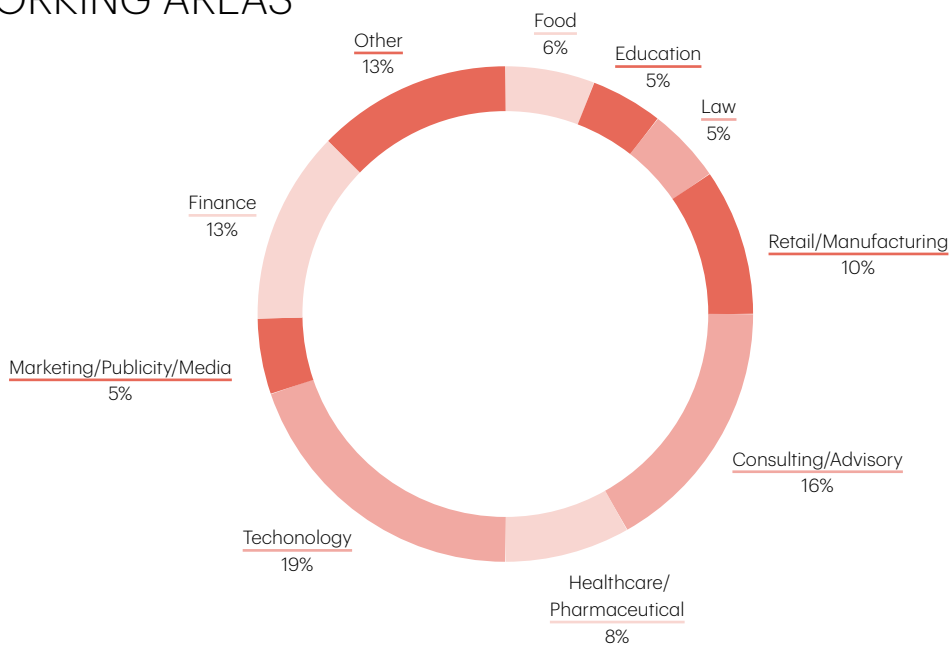
International Council: Member's profile

Total members of the International Council	70
Answers at Perception Survey	58
Rate of answers	82%

REGIONS



WORKING AREAS





Barcelona Global Internacional Council Members



Nacho Abia
Pennsylvania
Olympus Corporation of America



Oscar Aguer
Miami
Ilumno



Fernando Aleu
Denver
Queen Sophia Spanish Institute



Craig Andrus
New York
Principle Power Inc.



Gerardo Ariño
Miami
Let's do Coaching



Ignasi Brufau
Basel
Novartis



Lluís Cantarell
Lausanne
Nestlé



Fernando Carro
Gütersloh
Arvato



Andreu Casadella
Mexico City
TomTom Telematics



Juan Carlos Casas
Miami
Gamo USA Corporation



Greg Clark
London
The Business of Cities



Ignacio Corbera
London
Garrigues



Marta Cuatrecasas
Los Angeles
Áreas USA Inc.



Aris de Juan
Miami
Clear Channel Outdoor



Juan Dedeu
Hong Kong
China Consultants



Manuel Delgado
London
Cairn Capital



Michael DeMarco
Boston
K&L Gates



Alfonso Díez
Paris
Alliance Renault Nissan



Ferran Escayola
New York
Garrigues



Vicenç Ferrer
New York
Leebow Partners



Carles Ferrer
London
Nauta Capital



James Fieger
Geneva
GlassIG



Xavier Freixes
Monaco
Tyrus Capital S.A.M.



Xavier Frigola
Rochester
Mayo Clinic Business Accelerator



Fernando Gil de Bernabé
Singapore
Cysco Systems



José María Giménez Arnau
Basel
Novartis Pharmaceuticals



Luis Gómez
New York
Smart City Expo World Congress



Manel Grau
Bogotá
Smart Rooms Company



Vicente Guallart
Moscow
Guallart Architects



Ignasi Guardans
Brussels
K&L Gates



Roberto Hayer
Zurich
Reber Law



Carlos Homedes
São Paulo
Nike Inc.



Manuel Isabal
Lima
Emeritus Director GIF S.A.



Barbara Jäger
Berlin
BJ Retail Consultant



Jozef Jansen
London
Urdaneta Capital



Erik Johansson
Dubai
Ras Al Khaimah Tourism Development Authority



Juan María Jurado
Dubai
IBM



Christopher Klisowski
Luxembourg
KWI Global



Esther Lanaspá
Montreal
Lanaspá Conseil



Bartomeu Mari
Seoul
Nacional Museum of Modern and Contemporary Art of Korea



Pedro Martin
Munich
Quantum Capital Partners



Gustavo Martinez
New York
Global WPP Client Advisor



Ana Mas
San Juan
Setami



Fede Membrillera
Dubai
Delta Partners



Juan Morera
London
Crystal Amber Advisers



Gema Olivar
Zurich
Price Waterhouse Cooper



Mac Parish
San Francisco



Hugo Peris
San Francisco
Loop Therapeutics



Pol Pla
Belmont
Apple



Ignasi Puig
Miami
SCPF



Eduardo Rabassa
Miami
Seeliger & Conde



Xavier Rabell
Miami
Areas



Sergio Raventós
Gold Coast
Event Planning Knowledge



Carlos Recoder
Zurich
Julius Baer



Ismael Roig
Shanghai
Archer Daniels Midland



Alexis Roig
Shanghai
GlobalTaixue



Barcelona Global Internacional Council Members



Ramon Ros
Paris
Givenchy (LVMH Group)



Fabrizio Rosellini
Luxembourg
Leopard SA



Juan Rovira
Miami
Samson & Surrey



Xavier Ruiz
Boston
Santander Bank



Moises Saman
Tokyo
Magnum Photos



Mery Santaflorentina
Miami
Business Consultant



Mauro Schnaidman
Santa Monica
Jafra Cosmetics



Ignacio Serrat
Portland
Nike



Rosa Sugrañes
Miami
Board director of Rosa
Gres, Indra i Sabadell
United Bank



Salvador Tomás
Zurich
Dow Europe GMBH



Jordi Valls
Mexico City
Suez



Cristina Ventura
Hong Kong
Lane Craforwd
Joyce Group



Xavier Verdaguer
San Francisco
Innovalley



Jean Gabriel Zalzman
Los Angeles
Mattel

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ISP Inversiones y
Servicios Publicitarios
Chairman



Pedro Fontana
Áreas
Vicepresident



Pau Guardans
Unico Hotels
Vicepresident



Lluís Seguí Miura
Private Equity
Vicepresident



Mateu Hernandez
CEO



Enric Picanyol
Cuatrecasas
Gonçalves Pereira
Secretary



Jordi Camí
PRBB



Luis Conde
Amrop /
Seeliger&Conde



Ignasi Ferrer
Ship2B



Michael Goldenberg
Value Retail



Isaac Marcet
PlayGround



Andreu Mas-Colell
Barcelona Institute of
Science and Technology



Jaume Oliu
Banc Sabadell



Heribert Padrol
IplusF



José María Piera
SCPF



Josep Lluís Sanfeliu
Ysios Capital



Cecilia Tham
MOB



Lluís Torner
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Honorary Presidents



Maria Reig
Reig Capital Group



Joaquim Coello
Naval Engineer



Emilio Cuatrecasas
Cuatrecasas
Gonçalves Pereira



Marian Puig
Fundació Puig

Socios corporativos protectores



Socios corporativos básicos



Diagonal 579
Barcelona 08014
+34 936 761 250
barcelonaglobal@barcelonaglobal.org
barcelonaglobal.org
@barcelonaglobal

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