

Barcelona Global 2017 International Talent Monitor Report



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The importance of welcoming and accompanying



This year Barcelona celebrates the 25th anniversary of its unforgettable Olympic Games, a landmark that marked the before and after of the city's history. If today Barcelona is an international benchmark in investment, tourism and entrepreneurial talent, it is largely due in part to that extraordinary sporting event that placed the city on the path of modernity and the forefront of design internationally. The Olympics transformed the Catalan capital into an even more open, dynamic and cosmopolitan destination. Since then, anyone who arrives is attracted to that special magnetism that the city gives off, valued in present day for its quality of life, cultural offer, history and potential for business.

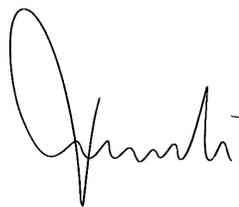
Boosting Barcelona's international projection is part of the Barcelona Global objective and that in which Banco Sabadell fully shares. For this reason and for the third time around, we are once again collaborating on the new edition of the International Talent Monitor. This study, which takes place every two years, focuses on the expatriate community that lives and works in the Catalan capital and shows us their vision and appreciation of the city. Knowing this groups point of view is fundamental in measuring the evolution and future of Barcelona.

The International Talent Monitor is an exceptional tool for discovering key points in need of improvement. In the 2015 study, foreign professionals indicated that one of the pending subjects for the city were the processes of welcome and support. They claimed the need for an office or website that would inform them in a complete and simple way of the basic processes that any newcomer to a city would usually have: administrative matters, housing, schools, taxation, banking services, insurance, etc.

During these two years, Banco Sabadell has supported diverse initiatives to help integrate this group. We have collaborated with the Barcelona City Council in organizing information days for expatriates, launched a Welcome Service initiative, an online hosting and accompaniment platform that responds precisely to that claim that was previously mentioned and emerged in the 2015 study, additionally we have a specialized team and expert to address this customer profile. We have also maintained our commitment and involvement with Barcelona Global's projects.

Opening the doors of the city, welcoming and accompanying newcomers to their new life experience contributes in encouraging international talent ambition to come to Barcelona.

Apart from the good climate, the gastronomy, the culture or the high level of business schools and universities, virtues that are so well appreciated by the foreign community, we have been able to compromise to improve the welcome and support, for example increasing the learning and use of other languages, a benefit that increases exponentially for all: more talent, more investments, and more opportunities to continue growing. And in that idea of collective and universal interest, Banco Sabadell and Barcelona Global will always go hand in hand.

A handwritten signature in black ink, appearing to read 'Carlos Ventura'.

Carlos Ventura

General Director Commercial Banking of Banco Sabadell

Working to integrate international talent in Barcelona



Barcelona Global aims to make Barcelona one of the most successful cities in the world to attract talent and develop economic activity.

Thanks to the support of Banco Sabadell, the third edition of the Barcelona Global International Talent Monitor has once again become a reality. This edition would not be possible without the support of our members who committed their time, resources, and talent to make it happen. A special thank you also to the work done by our advisory committee, methodological partner, Instituto DYM, scientific director, B. Sebastian Reiche, and to its director, Carine Lebecque.

The International Talent Monitor is a wide-ranging study concerning how internationals perceive Barcelona and focuses on topics such as doing business and research, socializing with other expats and locals, choosing how and where to educate their children, deal with healthcare and administrative processes, and enjoy the infrastructure of the city.

For Barcelona Global, it is a call for action to improve the way Barcelona collaborates and works together with its international talent. The study exposes challenges Barcelona faces as it strives to become a globalized city, and attract internationals, businesses and investments. Barcelona Global has worked towards integrating international into the Barcelonian society by launching initiatives such as:

- **Talent Gate:** Barcelona Global is studying the feasibility and means of implementing a service that will facilitate the hiring and onboarding of international talent and simplifying procedures and barriers when settling their families in Barcelona.
- **Benchmark Fiscal:** The study aims to improve taxation regarding attraction of international talent. Promoters of the initiative are members of prestigious Law firms such as Cuatrecasas, Deloitte, Ernst & Young, Garrigues, Gomez Acebo & Pombo, and Roca.
- **Hola Barcelona! Cocktail:** Each September with the collaboration of the Barcelona City Council, Barcelona Global holds a welcoming event with more than 1,000 attendees, including 700 internationals of 60 nationalities, to welcome the newly arrived international talent.
- **Hola Barcelona! Dinners:** Connecting Barcelonians by Choice with Barcelonians by Birth through the organization of dinners and various events. Since 2014, a total of 70 dinners have been held to bring together internationals with locals in their homes.
- **Hola Barcelona! Pack:** A package of discounts and benefits designed for the association's international members, are made available to internationals, which include culture, sport, leisure, institutions, transport and the media.
- **Emparejados, Partner Program:** A program of support that facilitates the access to job opportunities for partners of researchers willing to work and live in Barcelona.

This year, Barcelona has the opportunity to host one of the main European Agencies, the European Medicines Agency EMA. Within this context, the International Talent Monitor provides invaluable information on what internationals already working and living in Barcelona think of the city, and possibly an insight on how EMA employees and families who would choose to move would.

At Barcelona Global, with the collected data from the third edition of the International Talent Monitor we are able to track the evolution of how international professionals settle once they arrive to Barcelona and issues they may face. We work towards launching new projects to make these experiences easier.

A handwritten signature in black ink, appearing to read 'Gonzalo Rodés'.

Gonzalo Rodés

Chairman of Barcelona Global

Introduction

Barcelona Global is a private, independent and non-profit association made up of 100 of the city's leading companies, research centers, entrepreneurs, business schools, universities and cultural institutions, and with more than 700 professionals aiming to make Barcelona one of the best cities in the world for talent and economic activity.

Additionally, there exists a network of 70 members living and working outside of Spain and 20% of the members are internationals that chose Barcelona as the city to work and reside 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 mobilize 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.

The objective of the International Talent Monitor initiative is to better know the needs and perceptions of the international professionals living and working in Barcelona in order to improve their sense of belonging and involvement in Barcelona.

The first edition was initiated in 2013 by Gonzalo Rodés, Barcelona Global Chairman, and has since been launched every 2 years. The 3rd edition of the International Talent Monitor survey was launched in the spring of 2017, with the final results being released in September.

The target of the survey is the talented internationals living and working in Barcelona, who are categorized as follows: CEOs and business executives, principal investigators of R&D centers, top level investors and entrepreneurs, creative minds, artists, and athletes.

The survey analyses the following subjects: Reasons to Come, Working Conditions, Doing Business, Social Integration, Education, Living Conditions, and General Perception.

After analyzing the results of the survey, Barcelona Global has actively worked to help integrate international professionals into the Barcelonian society and business world.

The objective of this third edition is to continue working and following up on the evolution since 2013.

Methodology

The Barcelona Global 2017 International Talent Monitor is chaired by Gonzalo Rodés and coordinated by Mateu Hernández and Carine Lebecque (Barcelona Global), with the support of Sophia Jumatate (Institut Barcelona d'Estudis Internacionals). Banco Sabadell has sponsored Barcelona Global to develop this third edition.

It has been conducted under the scientific direction of B. Sebastian Reiche (IESE Business School), along with the methodological and technical support of Instituto DYM.

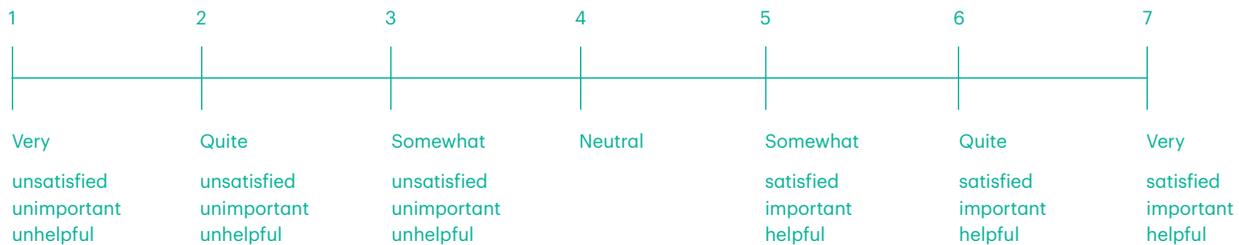
The project has been supervised by an Advisory Committee of 22 international experts who validated the main steps of the project (authentication of survey, review of results, etc.).

Many questions ask to rate satisfaction, importance, helpfulness, etc. using the following scale of 7 possible value options. Each question specifies the type of rating.

Questions also include an option to indicate "I don't know the response/I don't have an opinion" (D/K) or "This question does not apply to my personal circumstances" (N/A).

When available, the 2017 figures are compared to those of 2013 and 2015.

Below is the scale of rating:



90 international organizations (companies, public institutions, research centers, trade agencies, foreign chamber of commerce, associations, and international schools) have been involved in the distribution of the survey.

The project was presented during 7 meetings starting in February to March 2017. With the commitment and participation of 75 professionals during the meetings, the 2015 survey was reviewed, with questions being removed or added when necessary, and with the goal of making it both shorter (20-minutes) and more accurate than the previous issues. The 2017 survey is composed of a total of 70 questions.

The survey was distributed to 15,000 potential international respondents and received 817 respondents, a 20% increase from the previous 2015 survey (678 respondents).

Respondents had the opportunity to answer the survey from May 1st – June 1st, 2017. An online system designed by Instituto DYM allowed for the completion of the survey while fully warranting the anonymity of respondents' participation and their responses.

Executive summary

The third edition of the Barcelona Global International Talent Monitor was answered by a total of 817 international researchers, employees, entrepreneurs, investors and artists living and working in Barcelona. The study was done with the technical expertise and methodological support of Instituto DYM and the scientific direction of B. Sebastian Reiche, associate professor of Managing People in Organizations at IESE Business School.

Data from the results of this edition show that the city has the appeal to both attract and retain international talent and that the overall satisfaction of main global indicators in Barcelona have seen a pattern of steady increase.

Barcelona is considered by internationals as a global city, with easy and convenient international connectivity that offers an exceptional quality of life and is perceived as an open city. However some issues such as a lack of English, price and availability of housing, high taxation and bureaucracy are still significant to internationals.

All ratings are out of 7: 1 being the lowest and 7 the highest.

1. A global hub and a talent magnet

Respondents of the survey perceived that Barcelona could be considered a global city (5.5) and that the ease of attracting international talent is quite satisfactory (5.0).

The presence of an international community is seen as positive (5.8), followed by the infrastructure of international connectivity (5.9), which allows for easy travel for work or leisure to cities around the world.

Within investing in a business (4.2), starting-up (4.4) and running businesses (4.6) in Barcelona, data shows that the satisfaction of respondents has been increasing, although remains at a slightly above neutral level. Respondents are somewhat satisfied with the working conditions in Barcelona, where the rate of 5.0 has remained the same since the 2015 results.

2. An open and multicultural city

The survey results show that internationals feel somewhat part of the local Barcelona community, at a rate of 4.6 and are willing to integrate into the local community (5.6).

Although there has been a slight decrease in the willingness to integrate from the previous survey results (5.9), internationals identify more with Barcelona (5.4) than to their city of origin (4.7).

The satisfaction level of local openness towards international professionals is over the average (4.9), yet leaves room for improvement. Internationals have rated their satisfaction with the overall social integration of Barcelona at a rate of 5.2.

The lack of English in the local workforce (3.5) and of public official (2.4) continues to be identified as an issue for internationals, although slightly improving since the previous results.

When rating the importance of drawbacks before deciding to come to Barcelona, the use of Catalan as the co-official language is rated as unimportant. Majority of internationals do not find

Catalan as a significant issue, whether they speak the language or not, where the average level of Catalan is rated at a 3.0. The challenge Catalan poses has also dropped from around an average of 33% to 21.1%. Catalan does not affect in any relevant way, with a drop in unsatisfactory levels from 14.2% in 2015 to 9.8% in 2017.

3. Exceptional quality of life and good health system

The overall satisfaction in the lifestyle/living conditions of Barcelona is positive above 5.0, with internationals being somewhat satisfied.

The weather and restaurants/gastronomy of Barcelona continue to be top indicators for international respondents' satisfaction in what the city has to offer (5.1). In addition, the art performances (5.7), sports environment (5.3), and cultural attractiveness (5.1) remain to be important features.

The public (5.0) and private (5.5) healthcare system offered remains at a positive level, similar to the results from 2015. The satisfaction of a healthy environment remains neutral (4.0) and safety is positively rated (5.2).

4. A good education infrastructure that needs to grow

The education of international children is extremely important for parents arriving to Barcelona, rated at quite/very important (6.5).

The importance of having both English and Spanish come in at approximately equal levels (5.2), however education in Catalan is rated under the neutral level as unimportant (3.3).

Parents are somewhat satisfied with the education level in English, while results show that there has been a slight decrease in the satisfaction of the education system in Barcelona since 2015 (5.5) and 2017 (5.0).

Majority of international children attend international schools (46.5%), followed by concertadas (publicly-funded, independent school) (25.2%) and lastly, local public schools (19.2%). The data indicates that affordable international schools are needed in Barcelona in order to help integrate the children of internationals coming to Barcelona.

5. Bureaucracy remains an issue

When internationals first land, dealing with administration is one of the main difficulties they face (3.4), although data shows a slight improvement in satisfaction since the previous 2015 survey results (2.9). Although the lack of knowledge in English among the local population was not rated as a drawback when deciding to come to Barcelona (3.0), the availability of documentations, public websites and forms in English are rated as poor and unsatisfactory (3.0).

6. The cost of living surges

Housing emerges as an issue concerning internationals living in Barcelona this year. From 2013, the satisfaction levels for rent prices has increased from 3.4 to 3.7, however it has deteriorated this year, dropping to a low level of 3.

When looking at the comparison of the competitiveness of salaries relative to other countries, respondents are quite unsatisfied at a rate of 3.2, remaining stable since 2015 (3.0).

The cost of living is rated neutral as a drawback to moving to Barcelona, however the satisfaction with the housing quality (3.5), in finding rent (3.0) or buying a house (2.8) is rated low amongst internationals residing in Barcelona, as is the same feeling of locals.

7. Taxation is unsatisfactory

Data shows that internationals are not satisfied with neither their individual income tax (3.7) nor corporate tax, in relation to other countries (3.5), nevertheless the issue regarding taxation as a factor that would influence the decision to leave is relatively low (10.2%) and has decreased from the previous 2015 survey (13.7%).

Call to action

1. Affordable international school
2. Talent Gate program to be implemented
3. English as an official language
4. A competitive taxation to attract talent and investment
5. A metropolitan housing policy

Main Indicators

Selections of indicators reflecting the main trends have been chosen as main indicators.

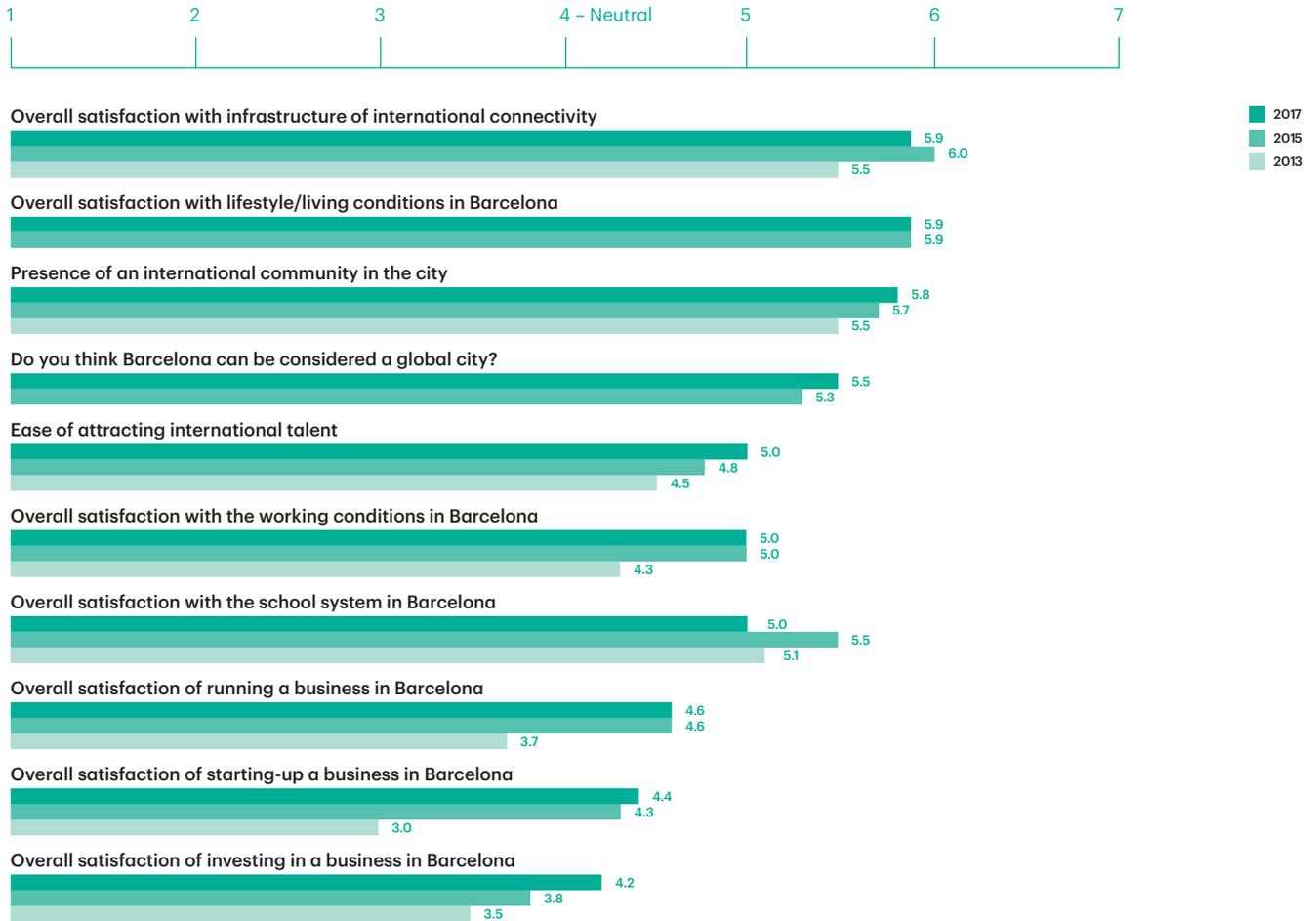
As global indicators we identify and follow the perception of ten key topics for Barcelona competitiveness.

The highest rated indicators are those in which respondents expressed the most satisfaction.

The lowest rated indicators are those in which respondents expressed the least amount of satisfaction.

The complete data and answers to the questions are available and can be found on our website: www.internationaltalentmonitor.com.

Global Strategic Indicators



Data shows that there has been a pattern of a steady increase in the overall satisfaction of main global indicators in Barcelona.

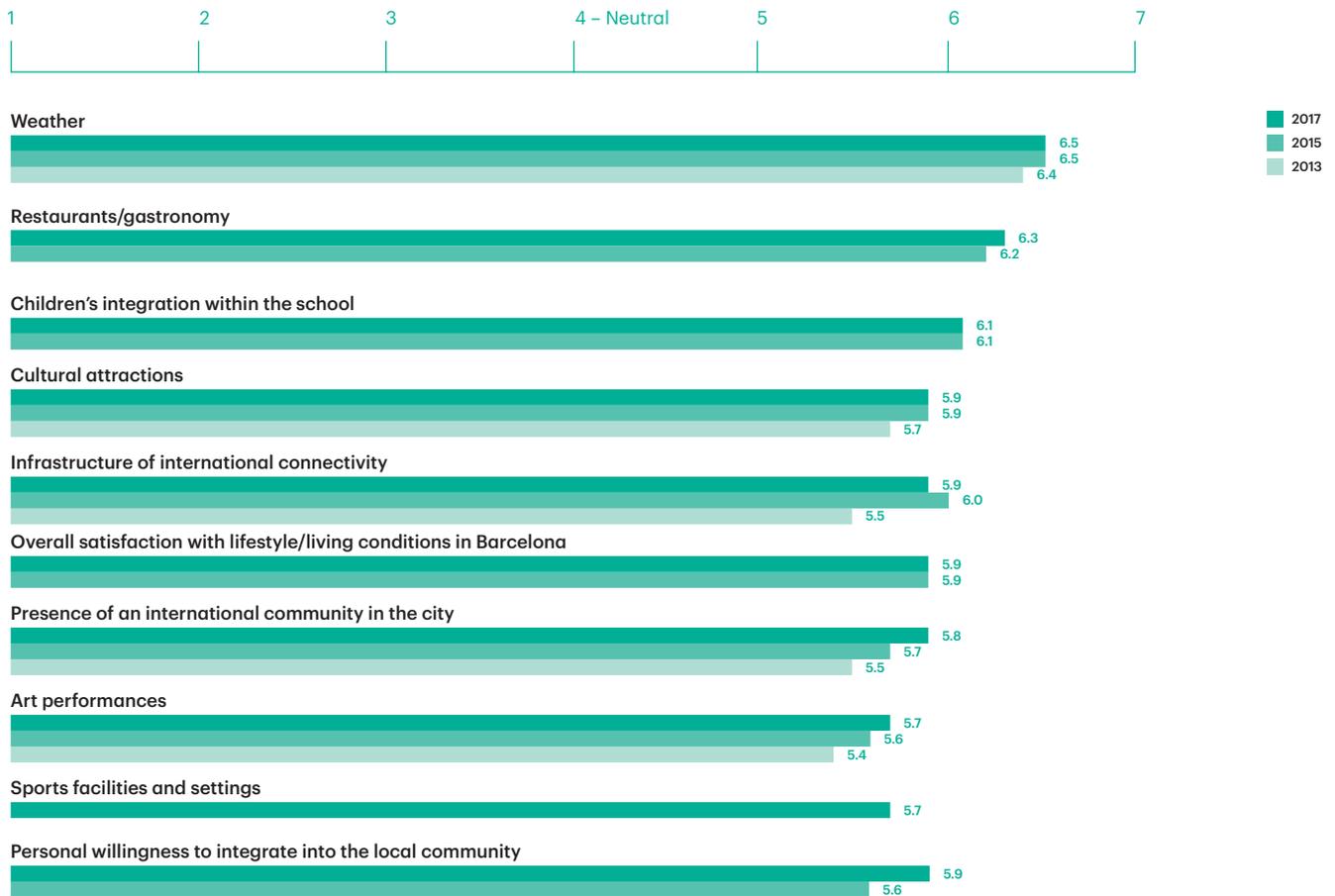
From the results, respondents are highly satisfied with the infrastructure of international connectivity and rate that Barcelona can be considered a global city.

Regarding the lifestyle and living conditions of the city, internationals are increasingly satisfied with the high level and presence of an international community along with the social integration in Barcelona.

Within investing in a business, starting-up and running businesses in Barcelona, data shows that the satisfaction of respondents has been increasing, although remains at a slightly above neutral level. Within the category of attracting international talent and the working conditions in Barcelona, respondents are quite satisfied and the rate of 5.0 has remained, not shifting since the 2015 results.

The area that has fallen in satisfaction from the previous two surveys has been the school system in Barcelona. From the first survey in 2013, respondents rated their satisfaction at 5.1, with an increase in 2015 to 5.5 and a fall to 5.0 in the 2017 study. Although the satisfaction is above neutral, it has decreased from the last two results.

Highest Rated Indicators



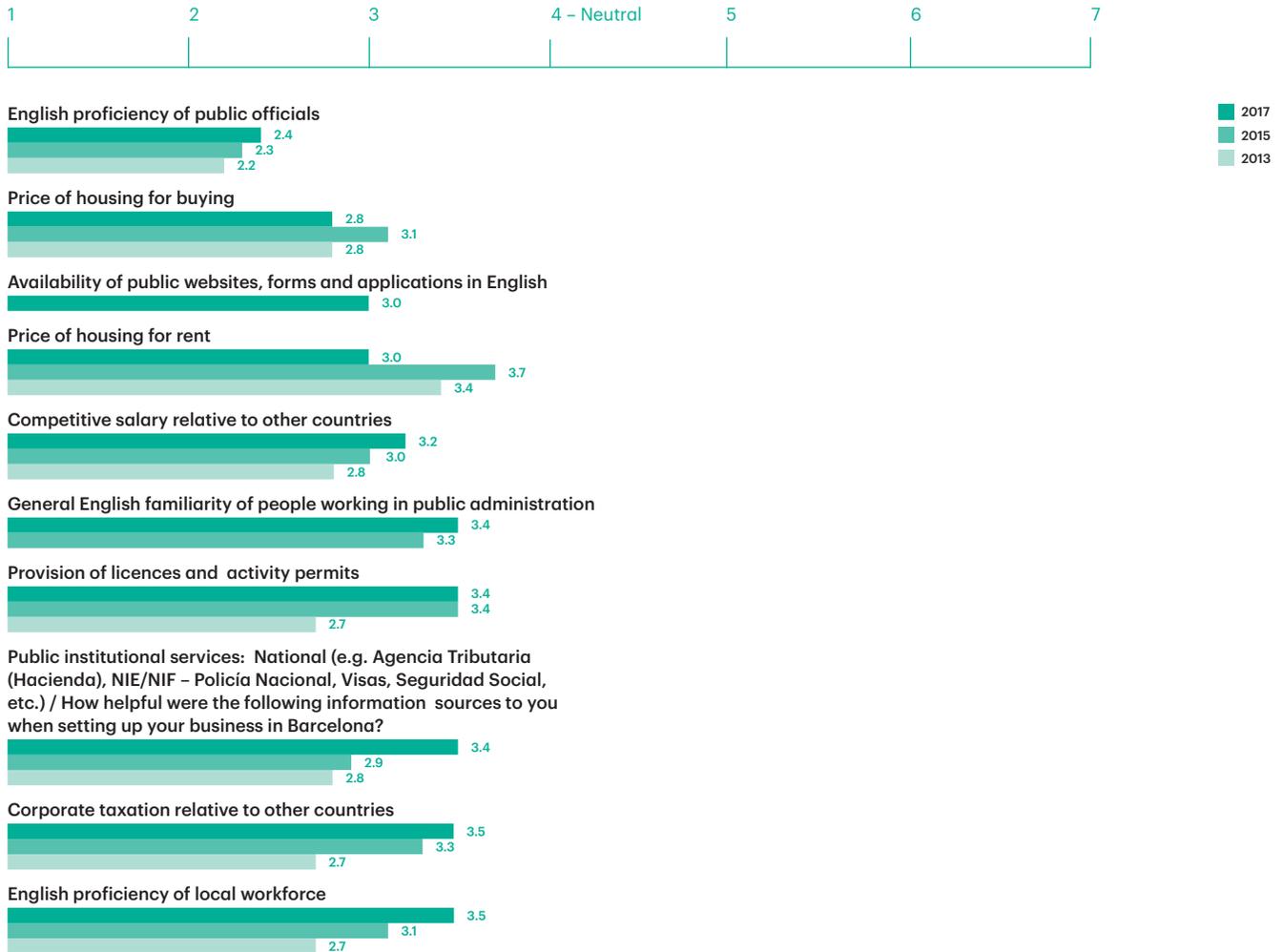
The highest rated indicator for international respondents who have children is the integration within schools. The education and needs of children are seen as a very important factor for internationals living and choosing to reside in Barcelona.

The weather and restaurants/gastronomy of Barcelona continue to be top indicators for international respondents' satisfaction in what the city has to offer. In addition, the cultural attractiveness, sports facilities and art performances remain to be important features.

The presence of an international community, and the overall satisfaction in the lifestyle/living conditions of Barcelona are positive above 5.0, followed by the infrastructure of international connectivity, seen as satisfactory, allowing for easy travel for work or leisure to cities around the world.

The figures show that international respondents have consistently held a high level in their willingness to integrate into the local community, above the neutral level of 4.0, although data from the 2017 survey results shows that the numbers have decreased in respondents willingness to integrate since the past 2016 survey.

Lowest Rated Indicators



The lowest rated indicators and issues in which internationals rated low is the overall level of English in Barcelona. English proficiency of public officials, the general familiarity of people working in public administrations, and the availability of public websites, forms and applications in English are poorly rated, although rising slightly since the previous 2015 survey. In the workforce, English levels have increased from the past two surveys, but it continues to be unsatisfactory, at a rate of 3.5.

Housing has seen a drastic drop in satisfaction in the data from the 2017 survey results. The prices of the housing market, in either renting or buying have both decreased in satisfaction. The price of renting has dropped a total of 7 points, from 3.7 to 3.0, while the price of buying has dropped from 3.1 to 2.8.

The corporate taxation relative to other countries, although low in satisfaction is above the 3.0 rate and has increased since the past two surveys. The competitive salary, when related to other countries is also low, but above the 3.0 mark and has increased since the last two surveys.

The helpfulness of public institutional services, such as obtaining NIE/NIF, visas and social security has seen a bit of an increase from the last two surveys. Jumping from a low 2.8 to a mid 3.4 in increase. Although remaining low, under the neutral 4.0, the satisfaction of provision of licenses and activity permits has remained the same from the 2015 survey at a rate of 3.4.

The availability of obtaining credit from local and private financial institutions, which in previous results had been a bottom indicator for internationals, receiving a rating of 2.2 in 2013 and 2.8 in 2015, has increased in satisfaction in the 2017 results, with a 3.5 in satisfaction.

Perception of Evolution

We asked for the perception as of today on 27 categories and how the past (since 2013) and future evolution (to 2017) was perceived.

Perception of evolution

**More than half of the categories (16) were rated positively
(today's rating superior to neutral i.e. 4 out of 7):**

- Quality of life
- Transportation
- International connectivity
- Cultural amenities in the city
- Sport environment
- Universities
- International talent attraction
- Tourism
- Innovation
- Safety
- Educational offer for children
- Research
- Social integration of foreigners
- Openness of the society towards internationals
- Business environment
- Investment

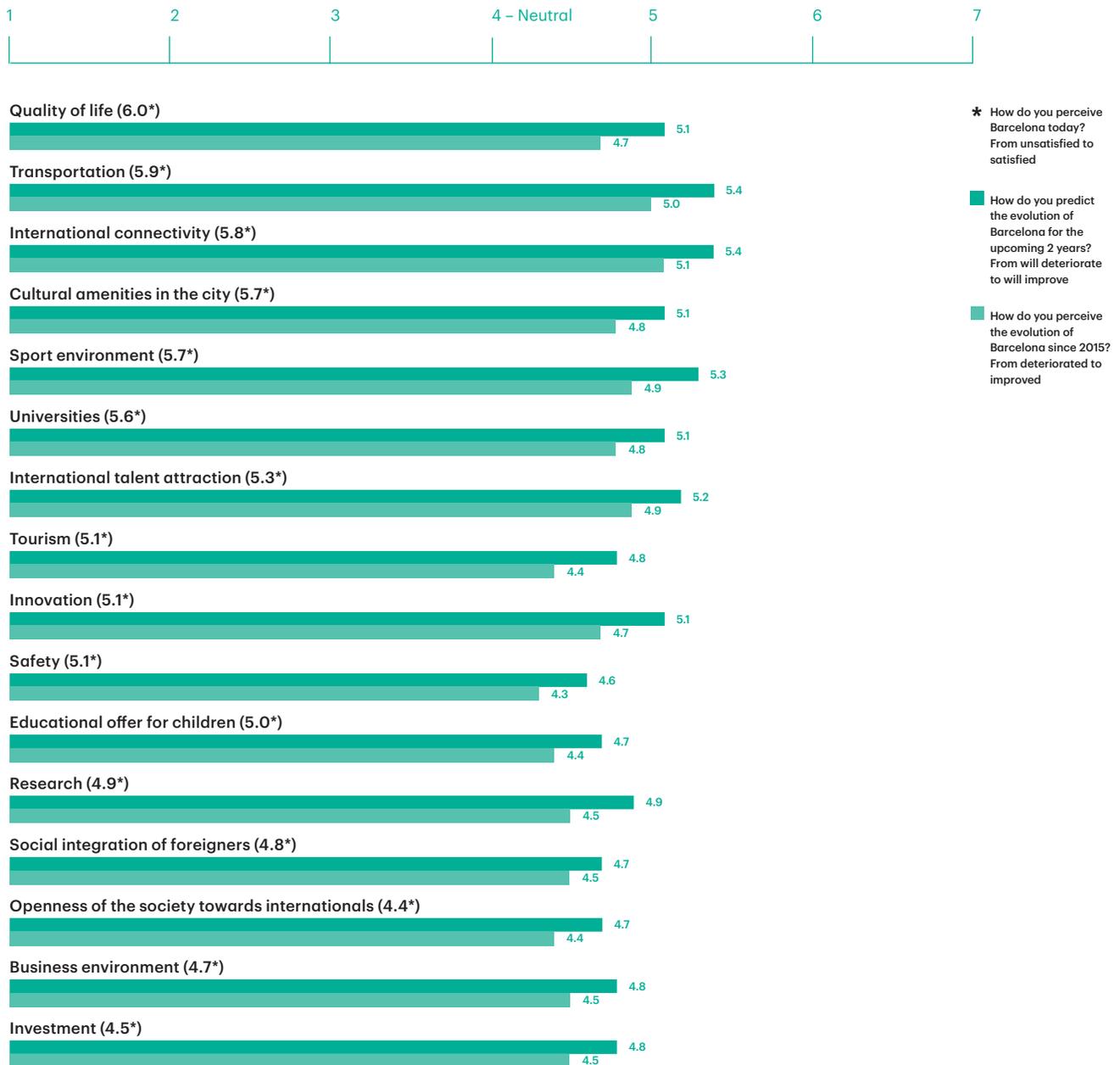
4 neutrally (today's rating close to neutral i.e. 4 out of 7):

- Healthy environment
- Legal certainty and stability
- Cost of living
- Wealth tax

7 negatively (today's rating below to neutral i.e. less than 4 out of 7):

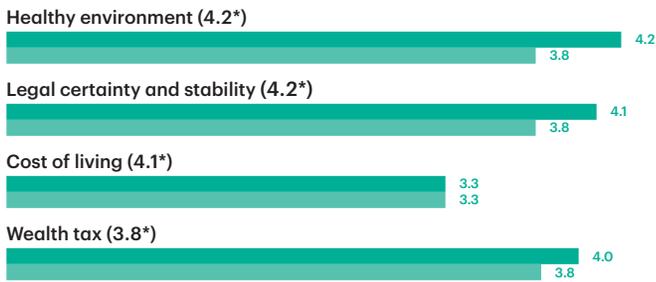
- Level of English
- Administrative processes
- Income tax
- Corporate tax
- Political situation
- Housing market
- Competitiveness of salaries

Categories with Positive Perception



Respondents expressed a similar trend for the above criteria: Positive satisfaction rating, with positive evolution since 2015 and a perspective of positive evolution even greater for the upcoming 2 years.

Categories with Neutral Perception



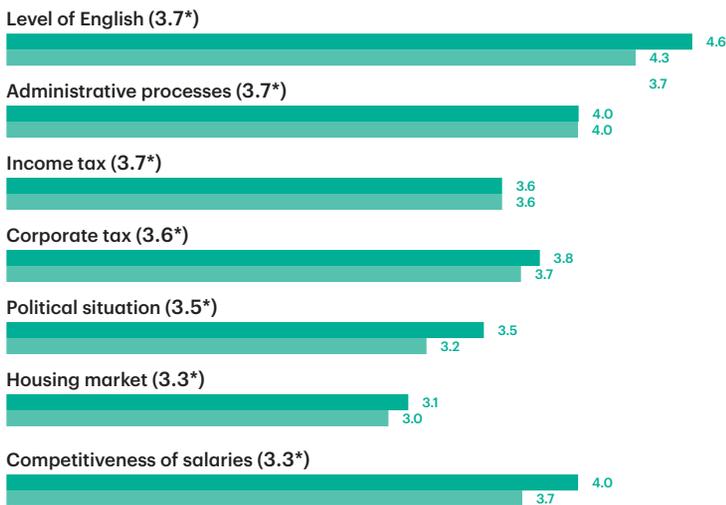
* How do you perceive Barcelona today?
From unsatisfied to satisfied

How do you predict the evolution of Barcelona for the upcoming 2 years?
From will deteriorate to will improve

How do you perceive the evolution of Barcelona since 2015?
From deteriorated to improved

For the above criteria perceived as neutral today, the respondents expressed deterioration since 2015 and expect them to remain the same for the upcoming 2 years.

Categories with Negative Perception



* How do you perceive Barcelona today?
From unsatisfied to satisfied

How do you predict the evolution of Barcelona for the upcoming 2 years?
From will deteriorate to will improve

How do you perceive the evolution of Barcelona since 2015?
From deteriorated to improved

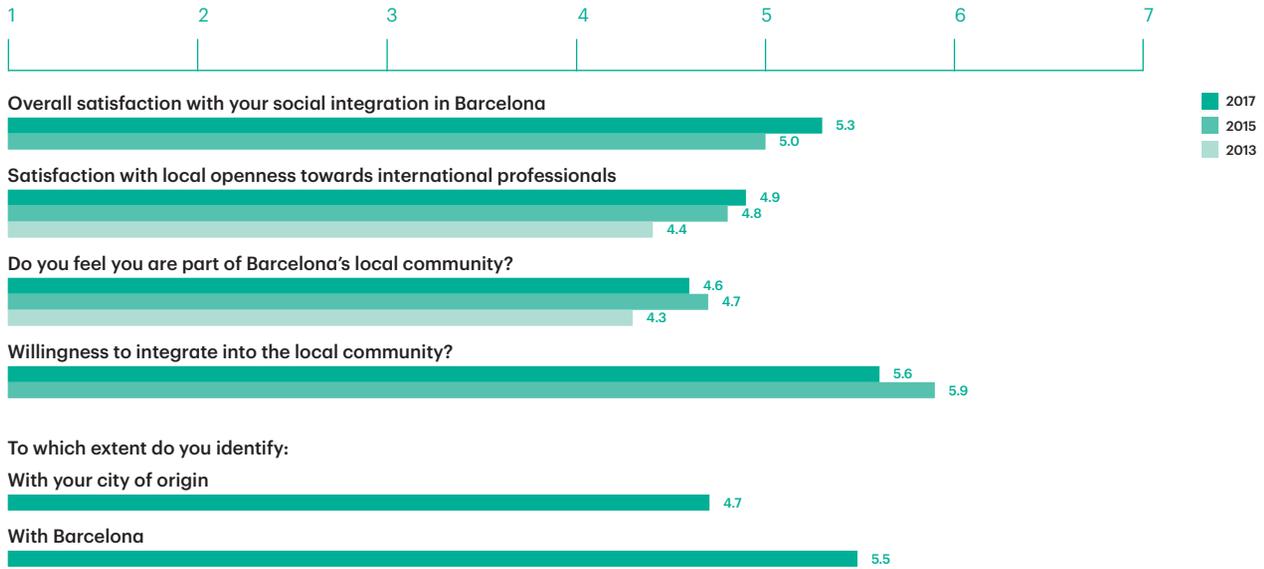
Within the criteria of the lowest level of satisfaction, a deterioration has been perceived since the last 2 years and are expected to further deteriorate in satisfaction in the upcoming 2 years, while excluding the criteria Lack of English which perception has improved since the last 2 years and is expected to continue to improve in the following 2 years.

Key Topics

The following topics have been identified as key for internationals taking the survey and their related data will be detailed:

- Openness & integration
- Catalan language
- Bureaucracy
- English language
- Taxation
- Education of children
- Political situation
- Housing
- Salaries

Openness & Integration



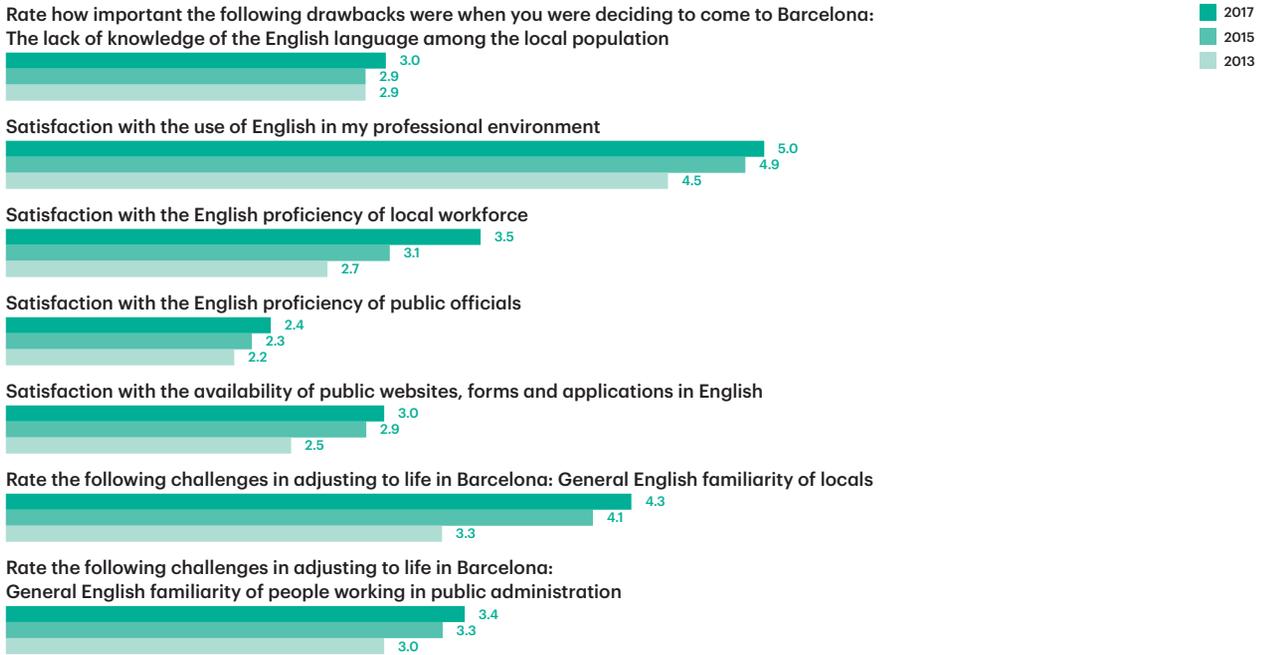
Catalan Language

Respondents proficient to hold a professional conversation in Catalan: 20.6%



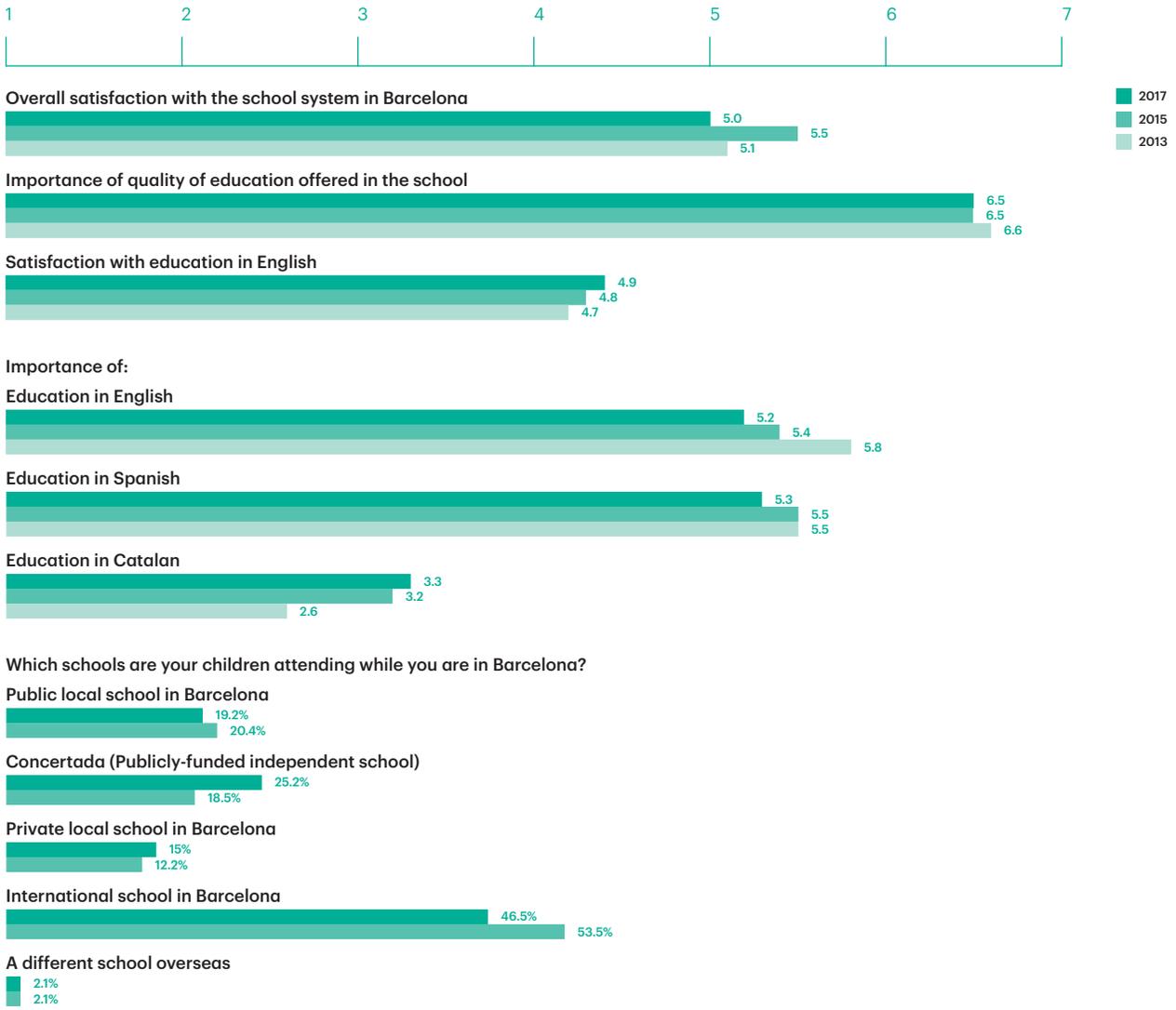
English Language

Respondents who can hold a professional conversion in English: 95.2%

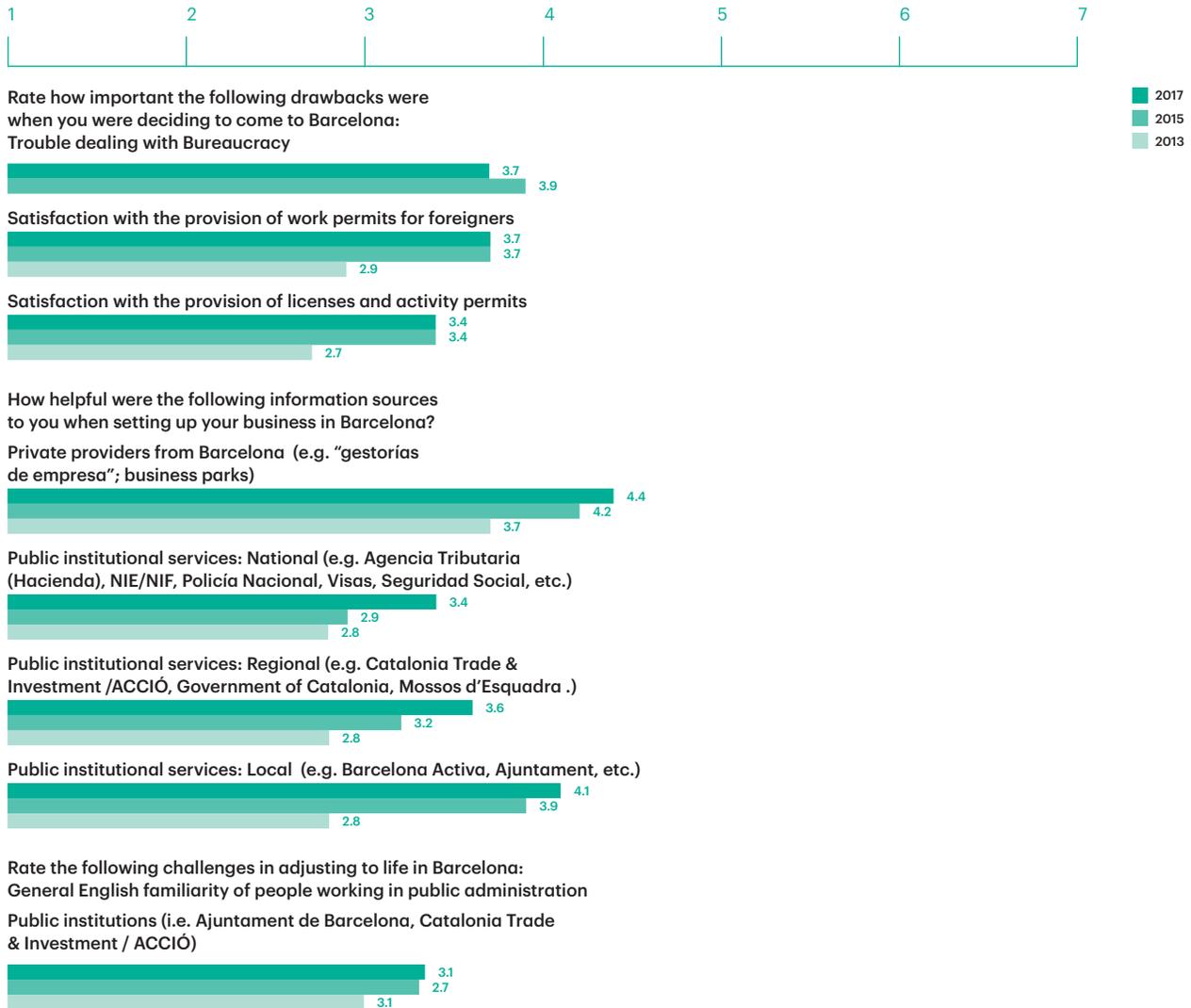


Education of Children

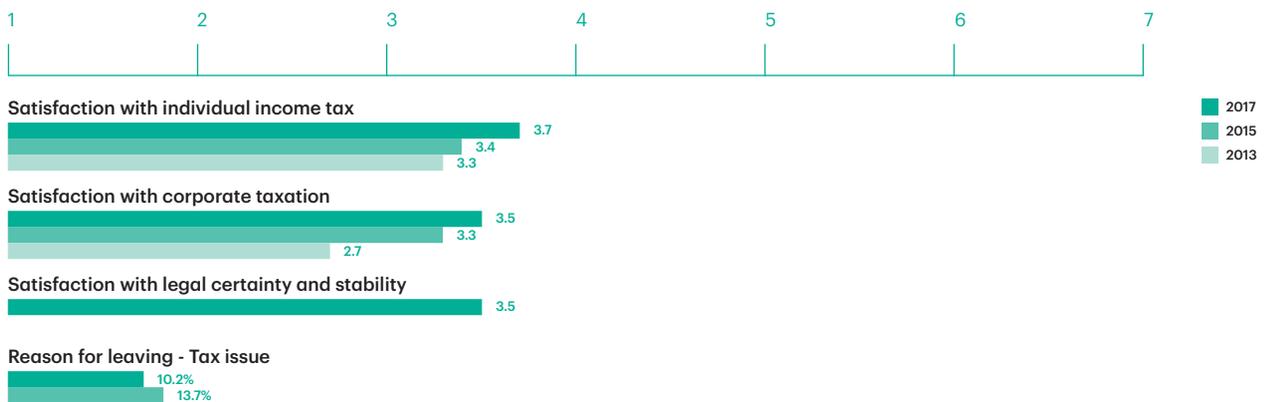
Respondents who have children in school: 33.3%



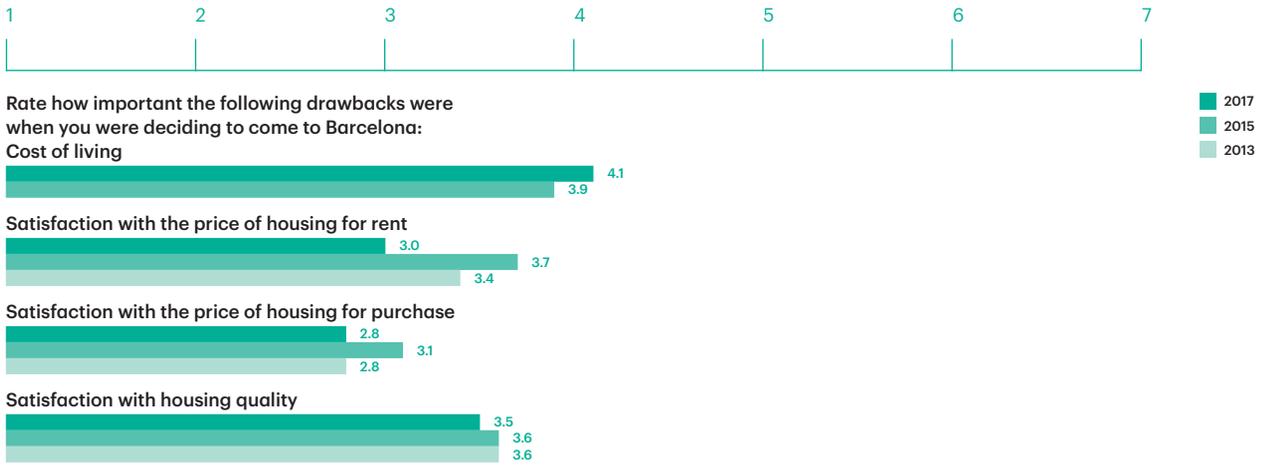
Bureaucracy



Taxation

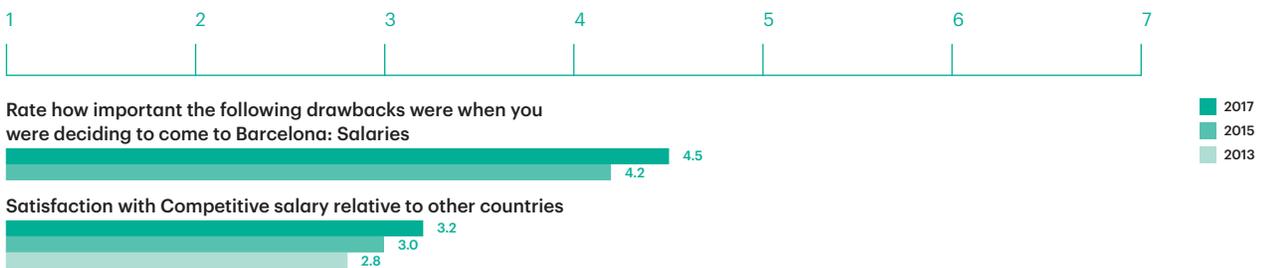


Housing



Salaries

Respondents who are working: 88.9%

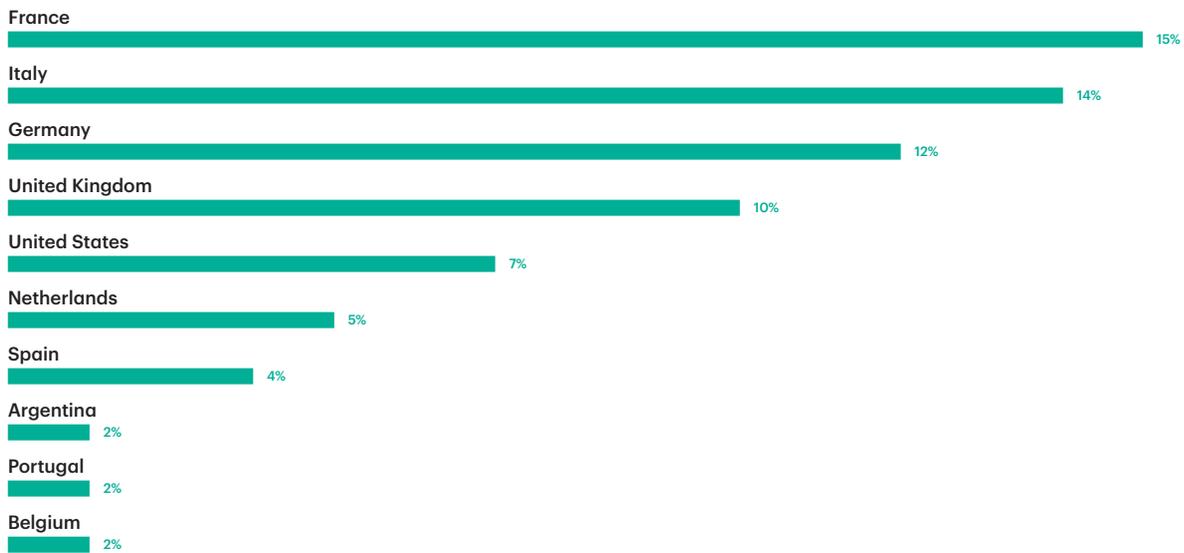


Respondents' Profile

Demographics, professional status and location of the 817 respondents are detailed in this section.

Demographics

Nationality by country

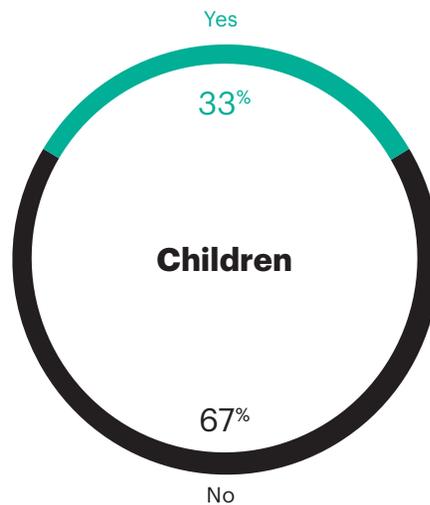
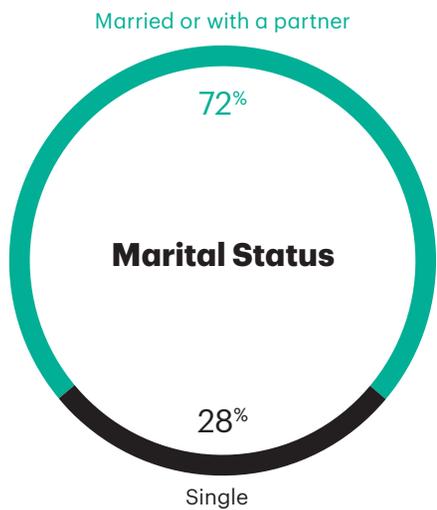
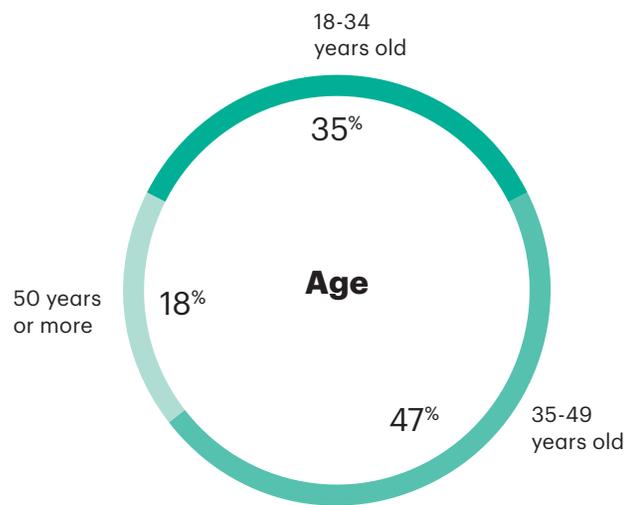
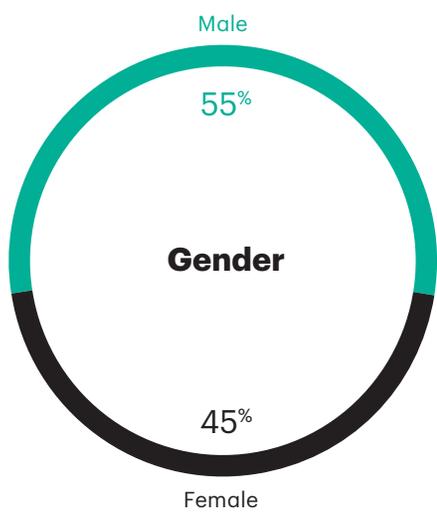
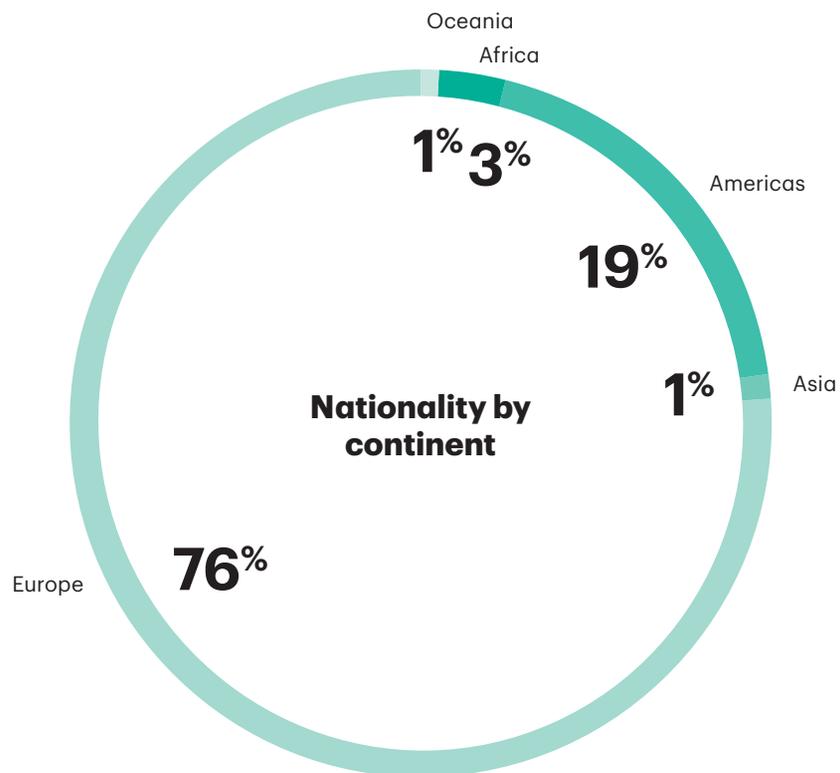


Multiple nationalities possible

The profile is in the target and similar to the results from the previous 2015 survey.

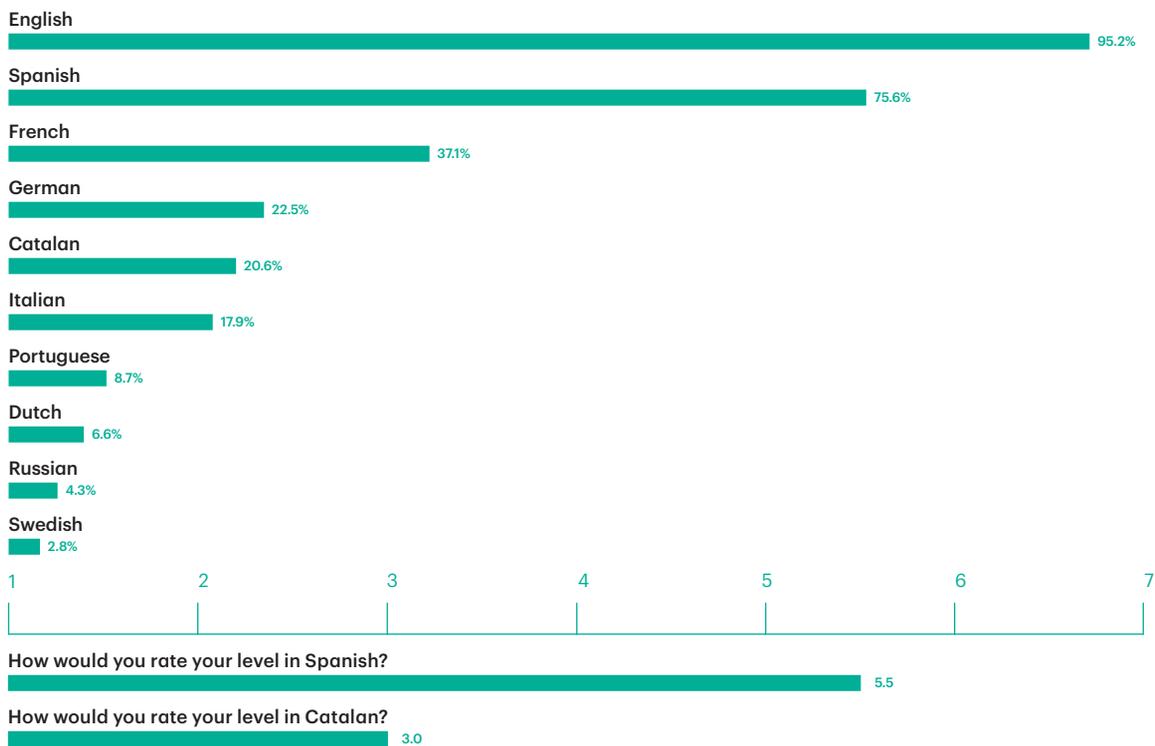
European countries held the majority of respondents, coming from France, Italy and Germany. The United Kingdom came in second, followed by the United States. The gender of the respondents is fairly equal with 45% female and 55% male. Around half of the respondents are between the ages of 35 – 49 years old, married or with a partner and with 33% having children in school.

When looking into the educational background of the respondents, more than half hold a Master’s degree at 52% of the total. Following in the respondents education, a Bachelor’s degree and Doctoral degree are similar in numbers with 22 and 18%.

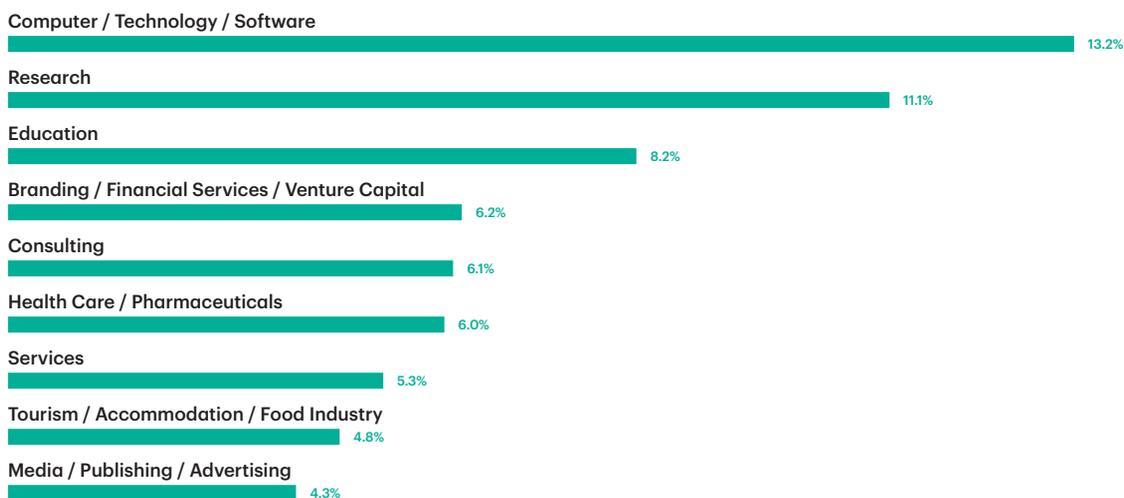


Professional Status

Language proficiency



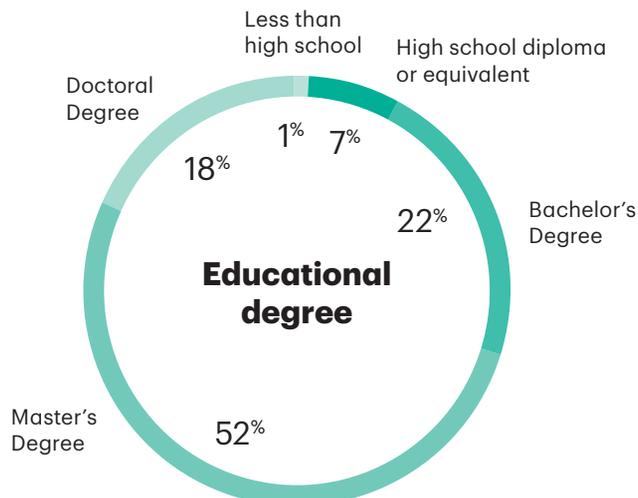
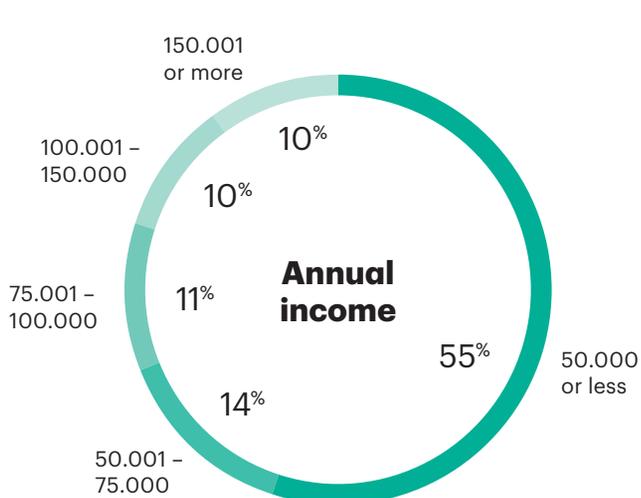
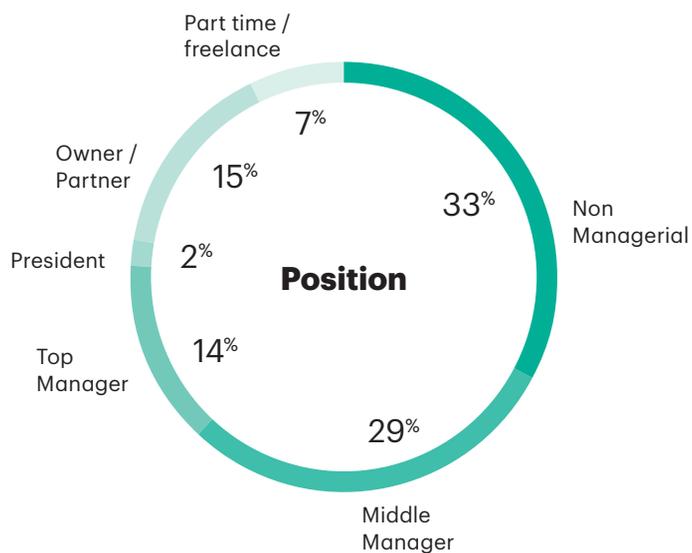
Main industry



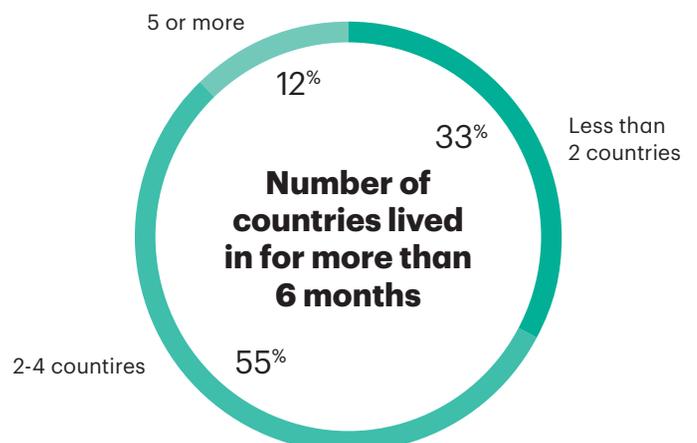
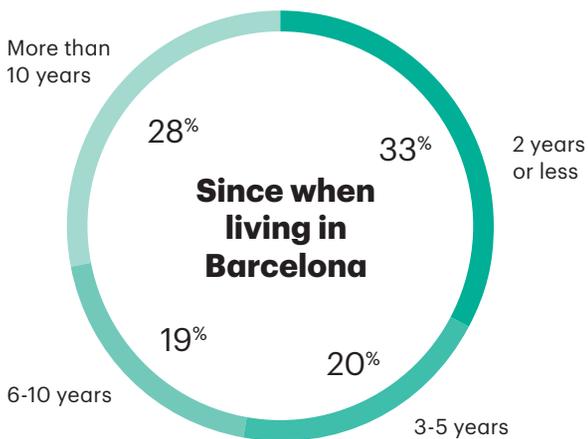
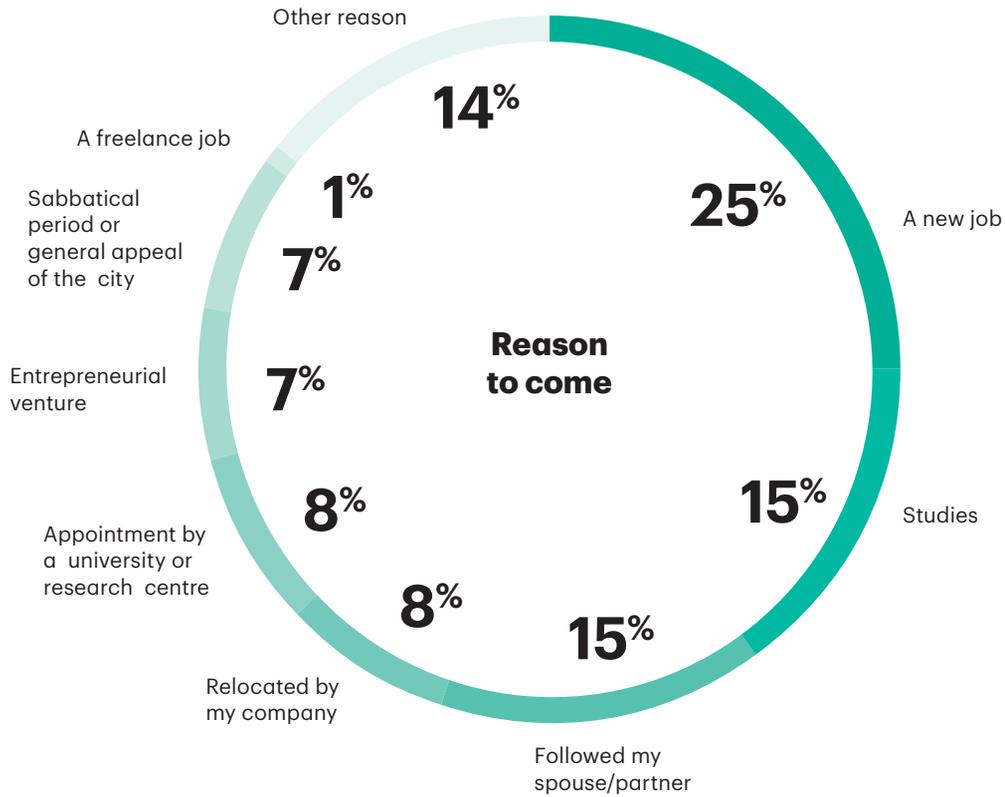
Respondents are almost equally employed in either a Spanish or foreign firm, totaling to almost half of all respondents at 45%. Of the respondents, 15% are entrepreneurs/investors and 10% are appointed by a university or research center. The positions held by the respondents are 33% non-managerial and 29% middle manager. 14% are top managers and 15% are owners/partners. When looking at salaries and annual income, the majority of respondents, more than half at 55%, earn a total of 50,000 euros or less. Of the total respondents, 20% have an annual salary above 100,000 euros.

The languages that respondents are proficient to hold a professional conversation are majority English, followed by Spanish at 75%. French come in at 37.1%, German at 22.5% and Catalan by 20.6%, followed by Italian at 17.9%.

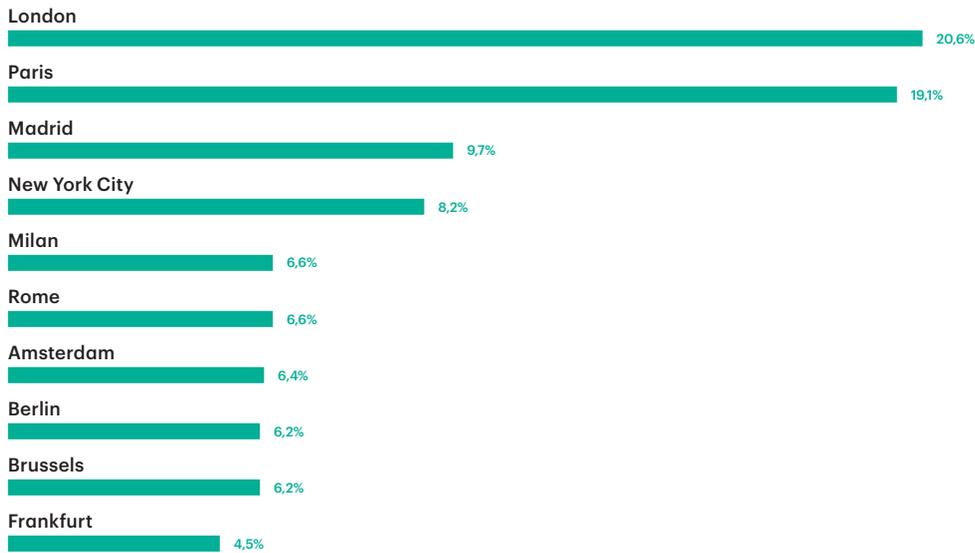
The main industries that respondents are working in are either in the Computer/Technology/Software sector, and then followed closely by Research and Education. Following in a similar rate, respondents are working in Banking/Financial Services/Venture Capital, Consulting and HealthCare/Pharmaceuticals.



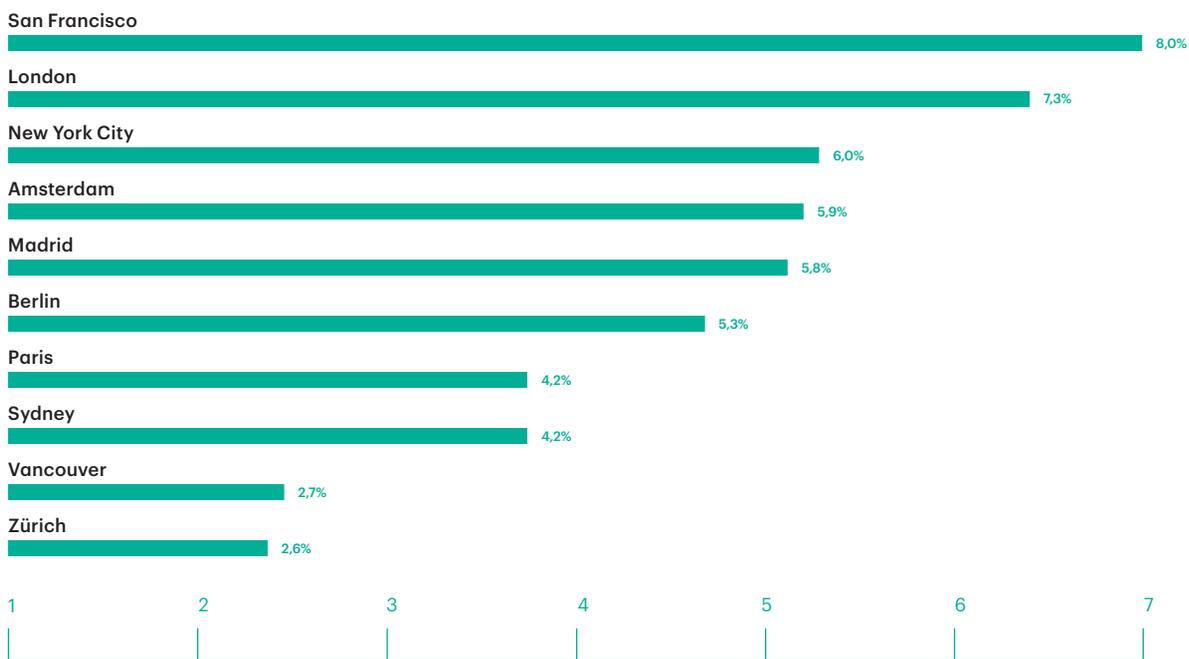
Localization



In which cities have you lived before?



Where would you like to live as a professional if not living in Barcelona?



Data shows that the majority of respondents are living within the city of Barcelona and have been living in Barcelona for 2 years or less, followed by 28% of respondents living more than 10 years. The main reason to come has been a new job in a firm, for studies and following a spouse/partner.

If respondents are not living in Barcelona, the top cities they would prefer to live in as a professional are San Francisco at 8%, London 7.3%, New York City 6%, and Amsterdam at 5.9%, with Madrid at 5.8%.

When looking at the number of countries respondent have lived in for more than 6 months, more than half of the respondents have lived in 2-4 countries. Data figures show that the major cities respondents have lived in, 20% of the respondents have lived in London, Paris, Madrid, New York City and Milan.

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Brazil-Catalonia Chamber of Commerce
British Chamber of Commerce of Spain
British Consulate - UK Trade & Investment
British Consulate of Barcelona
Catalonia Trade & Investment / ACCIÓ
French Chamber of Commerce
German Chamber of Commerce
La Peña Business Club
NBSO Netherlands Business Support Office
Québec Government Office in Barcelona

International and Business Schools

American School of Barcelona
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ESADE Business School
Escuela Happy Ways
Highlands School Barcelona
IBEI Institut Barcelona d'Estudis Internacionals
IESE Business School
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RMIT University
St Peter's School Barcelona

Research Centers

Barcelona GSE
BSC Barcelona Super Computing Center
CMR[B] Centre de Medicina Regenerativa de Barcelona
CRG Centre for Genomic
Fundación Pasqual Maragall - BBRC
IBEC Institute for Bioengineering of Catalonia
IBE Institut de Biologia Evolutiva
ICFO Institute of Photonic Sciences
ICN2 Institut Català de Nanociència i Nanotecnologia
ICREA Catalan Institution for Research and Advanced Studies
IDIBELL Institut d'Investigació Biomèdica de Bellvitge
IFAE Institut De Física d'Altes Energies
IRB Institute for Research in Biomedicine
ISGlobal Institute for Global Health
Parc Científic de Barcelona
PRBB Barcelona Biomedical Research Park
VHIO Vall d'Hebron Institut d'Oncologia
VHIR Vall d'Hebron Institut de Recerca

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