

Barcelona

The global ambition of a human-scale city
Where talent and business want to be



Ajuntament de
Barcelona

Table of contents

REASON

01

**A global city with
a human scale**

REASON

06

**A place where knowledge
becomes business**

REASON

02

**A European gateway
to the world**

REASON

07

**A city that inspires
and never stops**

REASON

03

**Competitive and
diversified economy**

REASON

08

**A mixed and compact
urban model**

REASON

04

**The best ecosystem
for startups**

REASON

09

**The place for your
lifetime project**

REASON

05

Skilled talent pool

REASON

10

**A city with ambition: the new
urban and economic agenda**

PROMOTED BY:
Barcelona City Council
International Economic Promotion
barcelona.cat/invest
barcelona.cat/internationalwelcome

IN COLLABORATION WITH:
Department of Studies
Barcelona City Council
Linguaserve

DESIGNED BY:
Zinet Media Global S.L.

PRINTED BY:
Printmakers

Barcelona, July 2024

Welcome to Barcelona; welcome to the America's Cup



Barcelona is a thriving, dynamic and persevering European and Mediterranean city, re-imagined and transformed every day. We are a city with a Mediterranean Sea that has given us life and opened us up to commerce and exchange, but also to other cultures, people and ideas from all around the world.

Thanks to this open character, our ability to build alliances and generate innovative initiatives, Barcelona has hosted major international events over the years that have driven its own progress and transformation, generating a legacy for its urban fabric and its people.

Today we welcome the 37th America's Cup, one of the most important sports events in the world, which furthers our position as a leader in the blue economy and as a nautical capital that democratises access to the sea and promotes sport.

Yet we want the America's Cup to be much more than a sports competition. That is why we have driven the transformation of the Olympic Port and will be filling the city with activities through the Cultural Regatta.

By hosting the America's Cup, Barcelona proudly shows the world its creativity, character and passion.

Barcelona is ready to set sail! I invite you all to discover and enjoy our city intensely. I wish all of you a great experience and a fabulous stay with us!

Benvinguts i benvingudes!

Jaume Collboni Cuadrado
Mayor of Barcelona



A global city with a human scale

Barcelona is a city with a profound personality and distinctive character shaped throughout history by various cultures and civilisations that have left their mark. A city that grows open to the sea; diverse, inclusive and modern but also loyal to its values and origins.

With over 1.7 million inhabitants, Barcelona is the heart of a metropolitan area of almost 5 million, connected emotionally, physically and economically to the world and its main hubs of activity.

Culture, heritage, innovation, quality of life, competitiveness. There are many reasons that make Barcelona a unique place, but they can be summarised in one idea: Barcelona is a unique global city with a human scale.

25.4%

of Barcelona's population are foreign nationals

(Barcelona City Council, 2024)

300+

languages spoken



POPULATION:

- Spain 48.6M
- Catalonia 8M
- Metropolitan area 5M
- **Barcelona 1.7M**

73

unique neighbourhoods

A European gateway to the world

Barcelona, as one of the main Mediterranean and Western European cities, is the ideal place for interacting with the world. Thanks to its cultural proximity to Latin America and its bonds with Asia, North America and Northern Africa, **Barcelona is Europe's gateway to the world.**

Just a few cities in the world have an international airport, a port, high-speed train, a trade fair venue and a free-trade and logistical-activities platform within only 5 kilometres, making Barcelona an excellent **intermodal logistics platform and connected city.**

Sustainable connectivity is gaining ground in Barcelona: Barcelona is the only sea port in Spain connected directly by rail with Europe, and thanks to the high-speed train, many passengers are using this mode of transport instead of short flights.



55

intercontinental destinations
(summer 2024)

153

European destinations
(summer 2024)

49.9M

passengers
(2023)



3.57M

cruise passengers, 56% starting and ending the trip in Barcelona
(2023)

1.73M

ferry passengers
(2023)

1st

port in Spain in value of goods transported



high-speed connection to Madrid

2h30

and Paris

6h

11M+

high-speed train passengers
(2023)



Competitive and diversified economy

Barcelona, with **an economy specialised in diversity**, is the capital of Catalonia, a region that led the **industrial revolution in Southern Europe and is now at the forefront of the digital revolution.**

Barcelona has gone from being a classical industrial city to being the European Capital of Innovation in the 21st century. **A leading city attracting global tech hubs** due to the **availability of talent and its competitive costs.**

A world-leading centre for life sciences and healthcare, a consolidated tech innovation hub with an emerging ecosystem for various industries, including gaming, artificial intelligence and advanced semiconductors.

7th	urban area in the world in terms of foreign investment projects <small>(KPMG, 2022)</small>	9,255	foreign companies <small>(ACCIO, 2023)</small>
1st	Major European City of the Future - FDI strategy <small>(FDI, 2024)</small>	140	tech hubs in 2023 x5 in the last 10 years <small>(MWC Foundation, 2024)</small>

Office rental price in European cities (€/m²/month)

€125
London

€80
Paris

€45
Amsterdam

€43
Berlin

€37
Madrid

€27
Barcelona
(Cushman&Wakefield, 3T 2022)

€26
Vienna

€25
Lisbon



Selection of main tech hubs in Barcelona:





The best ecosystem for startups

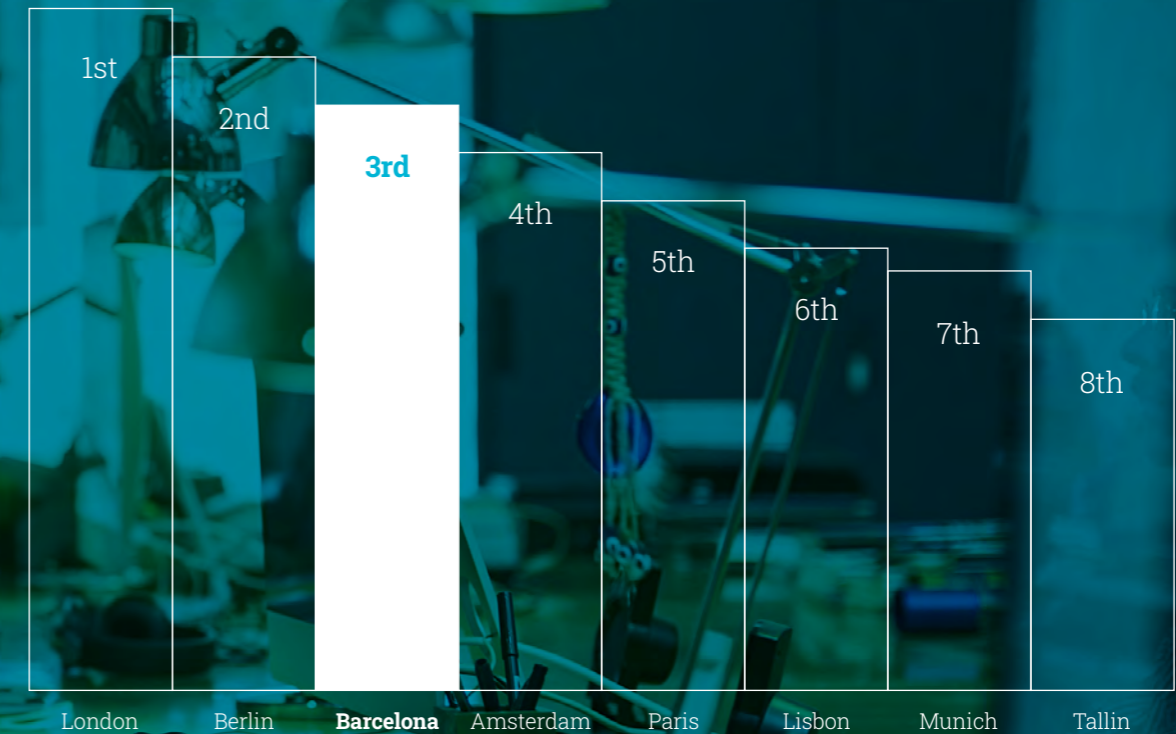
The city is the **ideal place for startups and scaleups** thanks to its **dynamic and growing ecosystem**, which encourages entrepreneurship and business creation.

Its role hosting of international events such as the Mobile World Congress-4YFN, ISE and Smart City Expo makes **Barcelona the world capital of technology**, boosting the strength of the entrepreneurial ecosystem throughout the year.

What's more, **numerous initiatives are consolidating the innovative ecosystem** and acting as a bridge between startups, large corporations, research institutions and tech transfer centres, enabling a **combination of flexibility and innovation with resources and experience**.



European Most Popular Startup Hubs 2023

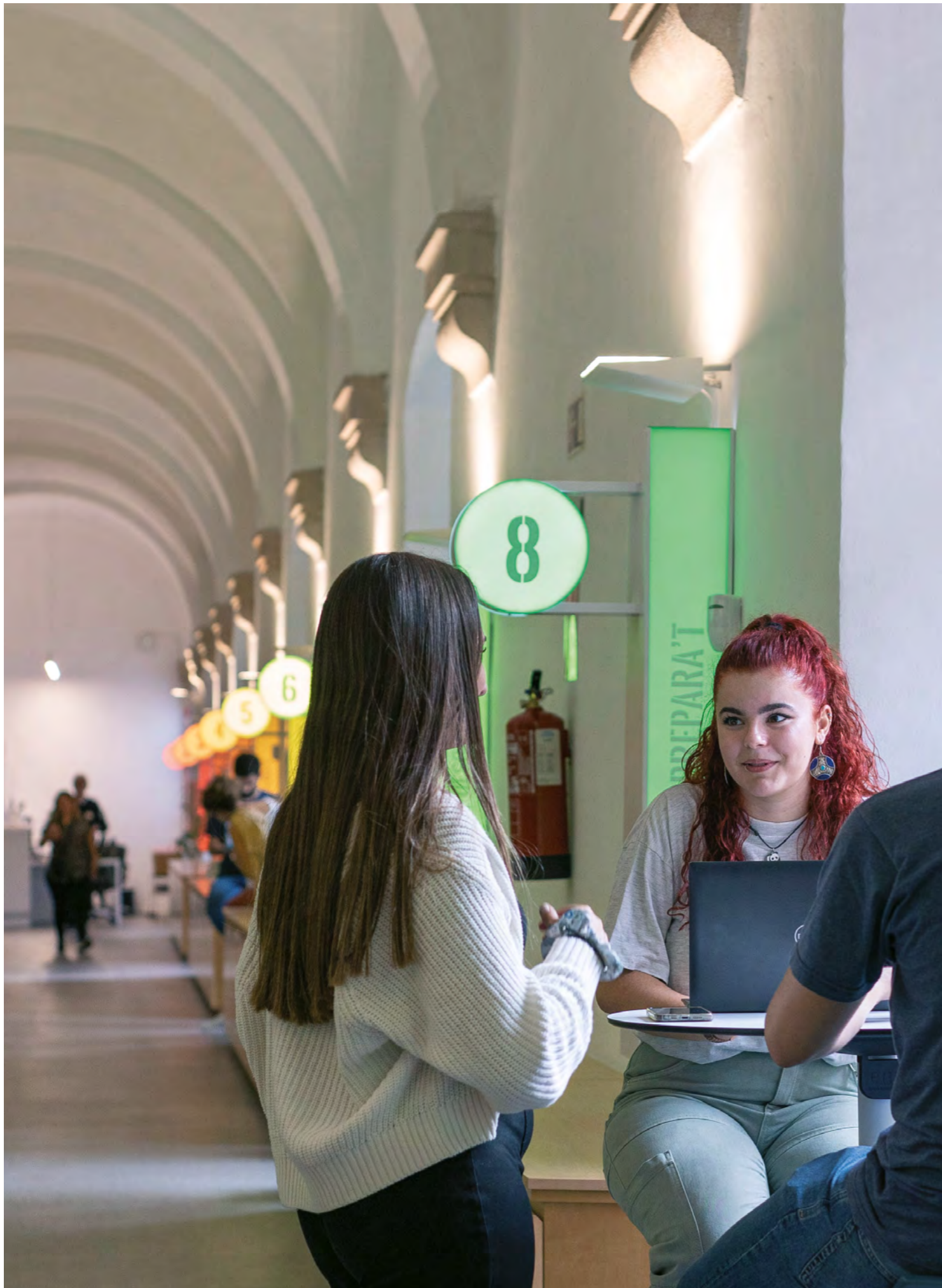


(Startup Heatmap Europe, 2023)

Main emerging startup ecosystems in the world

City	2023 ranking
Copenhagen	1
Hong Kong	2
Detroit	3
Barcelona	4
Dublin	5
Manchester-Liverpool	6
Brussels	7
Raleigh-Cary Metropolitan Area	8
Minneapolis	9
Estonia	10

(Startup Genome, 2023)



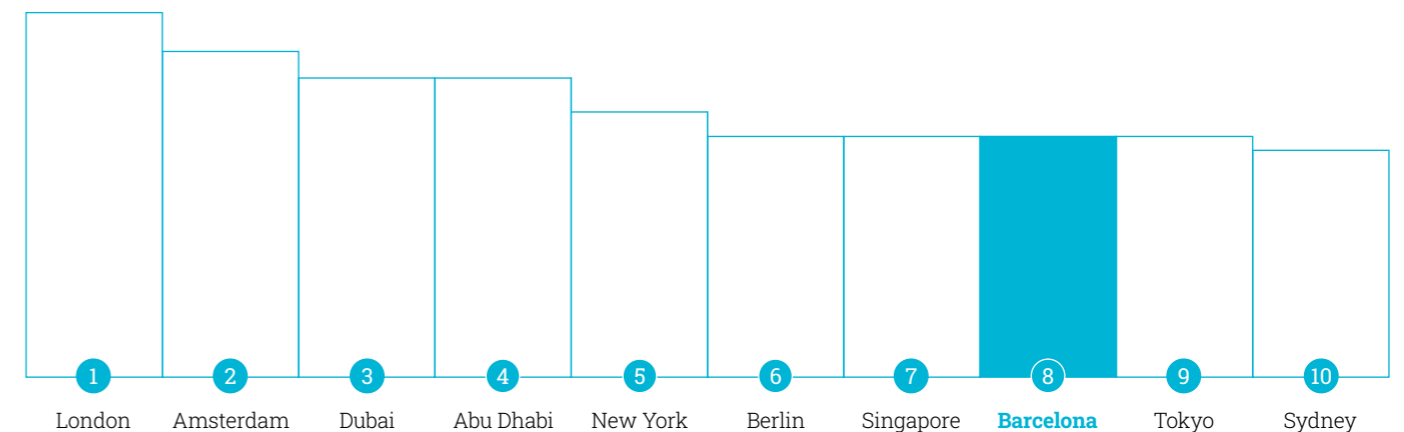
Skilled talent pool

The paradigm is being reversed, so that it is **no longer companies attracting talent but talent attracting companies**. Barcelona is a city committed to educating and furthering the professional development of its own people, so they are ready to work with the highest standards, while **attracting and retaining top talent from all over the world** in order to lay the groundwork for a **solid and productive economy**.

Locals and the city's appeal as a talent destination make Barcelona **the place where companies want to be looking for the best talent**.

300,000+	university students in Catalonia	500	Master's degree programmes
70,000+	Master's and PhD students (38% international)	Top 10	Only city in Europe with two top 10 business schools (Financial Times, 2024)
120,000+	digital professionals in the city	1/3	of digital professionals are women

Attractive cities for global talent



(BCG, 2024)

A place where knowledge becomes business

Barcelona has a **research and innovation ecosystem** that positions the city as **one of Europe's leading capitals in science**. Barcelona has professionals, students and researchers, **an extensive network of top-level research centres** and public universities and a highly powerful, **innovative and productive community**.
 This **alignment of research, talent, public institutions and private players** is what makes Barcelona the ideal place to transform knowledge into business.

Marenostrum **8** among world's top **10** supercomputers in 2023
(top500, 2024)

Scientific output of Barcelona

26% of Spain's output
7th city in Europe
22nd worldwide
(Science Citation Index, 2022)

Catalonia is the **3rd** region in Europe attracting Horizon Europe funds
(European Commission, 2023)

1M€ new Barcelona City Council grants to hire research or post-doctorate profiles

34.6% of European patents in Spain were registered in Catalonia
(Eurostat, 2023)

Leading research infrastructure

ALBA-Cells Synchrotron

Biomedical Research Park of Barcelona

Barcelona Supercomputing Center

Barcelona Nuclear Magnetic Resonance Laboratory

Barcelona Microelectronics Institute



A city that inspires and never stops

All year round, Barcelona holds major events that serve as catalysts for urban development, infrastructure enhancement and economic growth. The America's Cup, the latest example of this, is encouraging Barcelona to **rediscover its relationship with the sea** by fostering the development of infrastructure and projects related to **the blue economy**.

Meanwhile, **visitors from all over the world** are attracted to Barcelona and its surroundings: they find a city defined by the footprint of **geniuses and creators who were born or settled in Barcelona** and have excelled in their respective disciplines.

Barcelona continues to evolve, **integrating into its soul and history ideas and projects inspired by its best minds and international trends**, creating an **indivisible bond between the city and the people who choose it for living, working or visiting**. A city that never stops.

1,639
professional
meetings

533,242
professional
delegates

Top 5
worldwide city hosting
events since 2000

(ICCA, 2024)

10M
visitors

(2023)

9
World Heritage Sites

27
Michelin stars

A top agenda that inspires

EVERY YEAR

Mobile World Congress – MWC

Integrated Systems Europe – ISE

Barcelona Marathon

Sant Jordi Festival

IOT Solutions World Congress

Moto GP

Primavera Sound Barcelona

GP Formula 1

SONAR Festival

Grec Summer Festival

Festival Cruïlla

La Mercè City Festival

International Community Day

Barcelona Design Week

Smart City Expo World Congress

IBTM World

2024

Manifesta European Biennial of Art

America's Cup

2025

Guadalajara International Book Fair

(Barcelona guest city)

2026

World Capital of Architecture

Tour de France Departure



A mixed and compact urban model

Barcelona's urban model is that of a dense, compact city. Its dynamic response to the growing complexity cities are facing is **to mix uses of spaces**: neighbourhoods offer people space to live, work, shop, study and raise a family. In short, **develop all their life projects within few minutes of their home**. Density also means contact and exchanging and generating ideas, as it is a model that fosters creativity.

"Inner blocks": recovering inner spaces for public use

Barcelona's unique urban planning in the form of a grid, dating from the 19th century, has been recognised worldwide as an innovative and excellent urban innovation. The recovery of inner blocks for public green areas and facilities **brings back the essence of the original plan, balancing the uses of the public space** with the best possible efficiency for the city as a whole, while increasing the overall number of green and peaceful areas.

257 km
of bike lanes

Public bike-sharing system with over

1.2M
monthly journeys

(AMB, 2023)

>75%
of city journeys are by foot,
bicycle or public transport

Barcelona is the
10th
most prepared European city for
zero emissions mobility

(Bloomberg City Lab, 2022)

The place for your lifetime project

Barcelona boasts a combination of attributes that make it **unique and attractive not just to live in and visit but also as a place to work, learn, invest and start businesses.**

This model allows for **personal and professional growth** and for **living a full life in all aspects.** That's because personal, family, professional and social fulfilment go hand in hand. **A city that offers us everything we need in different life stages.**

Quality of life based on...

300 days of sun per year	Quality of urban space	Good public services	39 fresh-food markets
Civil society engaged in cultural, sports and social issues	Active defence of sustainability and human rights	An economy and society open to the world	17.5m ² green and forest area in the central city per inhabitant
Easy getaways from the city: A 2h to the Pyrenees B 1h to Costa Brava C 1h to Costa Daurada	3rd country in Europe with best connectivity (DESI, 2022)	10th country in the world by life expectancy (World Bank, 2022)	9th safest city in Europe (Safe Cities Index, 2024)



A city with ambition:

the urban and economic agenda

Barcelona has an economic agenda, the **Barcelona Green Deal**, that promotes a more equitable, more competitive, and more sustainable city. A Barcelona of **opportunities** that forms the backbone of the **metropolitan region** and **opens to the world as a global city**.

In order to update this economic agenda, Barcelona has made a **new commitment to urban planning that enhances the productive city**: it is reinforcing its commitment to urban projects and transformations throughout the city, with the aim of **revitalising or creating new areas** with a strong component of economic activity.

These projects, in areas of growth or transformation for the city, are and will be a major **source of opportunities** for the private sector.

With the aim of **creating a resilient, innovative, sustainable, competitive and equitable Barcelona**, 12 key sectors have been identified that will lead the economic recovery of the city:

Technology & Digital

Research,
Transfer and
Innovation

Health

Care Economy

Visitor Economy

Social and Solidarity
Economy

Sport

Blue Economy

Commerce,
Markets
and Restaurants

Peace and Security

Agri-food

Creative Industries

Support services for talent and business

Barcelona is a city that offers many investment and business opportunities. It's also an ideal city to start or develop a successful professional career. If you decide to come to Barcelona to work, do business or invest in the city, explore these support services that will make it easier for you.



Barcelona International Welcome

Are you moving to our city?

If you are coming to live in Barcelona, we would like to make your arrival easier and offer you the information and advice you will need to settle here. We want Barcelona to be the city of your life projects.

- Practical information on living in Barcelona
- Key formalities you need to do on arrival and how to process them
- Welcome desk with personalised support and expert advice, in person or by video conference
- Seminars, workshops and informative sessions to learn about everything the city has to offer
- After-work gatherings, city tours and networking events to establish connections and make new friends
- ... and much more!

barcelona.cat/internationalwelcome

Barcelona Investment Office

Let's talk business!

Choosing a new location and landing in a new city can be a challenging process for foreign companies. At Barcelona City Council we are committed to making life easy for them. Dialogue with companies can begin at the very beginning by discussing expansion plans and can continue with comprehensive assistance in setting up your business in Barcelona. We can help you with:

- Information about Barcelona as an investment destination (economic sectors, stakeholders, municipal plans and policies, business districts, events and business gatherings)
- Strategic guidance in the business decision-making process
- Business Landing Service with personalised support and expert advice on incorporation, location, recruitment and contact with local suppliers or potential partners
- Aftercare activities to involve you with the local business and economic community

barcelona.cat/invest

