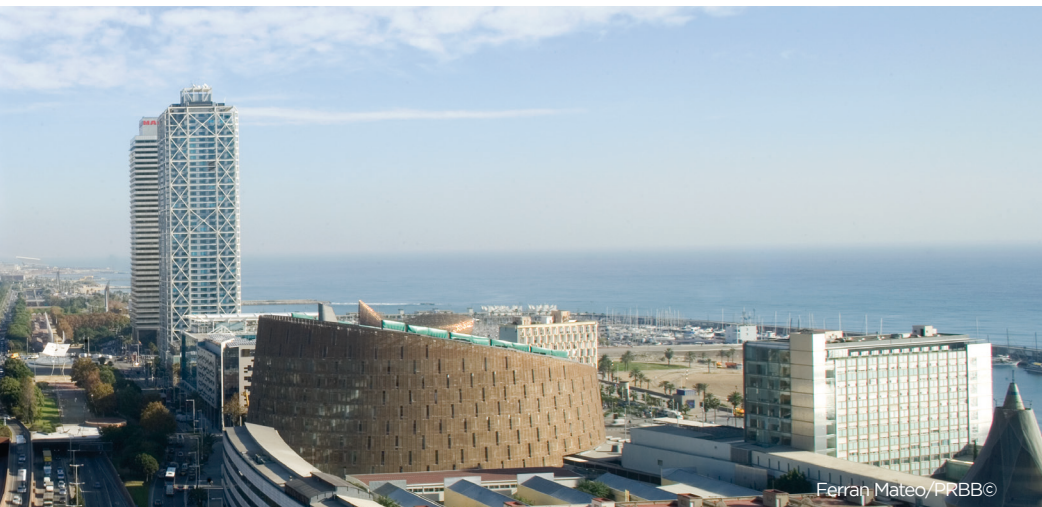


# ...and you're close to a very connected Europe

Located in the heart of Southern Europe and bordering the Mediterranean sea, Catalonia offers a cosmopolitan, highly attractive lifestyle and standard of living, where business and pleasure are wisely mixed. A trading nation, it has always looked beyond its borders to create prosperity and future.



**Catalonia is close to 500 million consumers in a mere 2-hour flight radius and 65% of exports go to European markets.**



Ferran Mateo/PRBB©

|                       |                              |
|-----------------------|------------------------------|
| <b>Area</b>           | <b>32,106 km<sup>2</sup></b> |
| <b>Population</b>     | <b>7.5 million</b>           |
| <b>GDP</b>            | <b>€ 203,620 million</b>     |
| <b>Visitors</b>       | <b>15.6 million/year</b>     |
| <b>GDP per capita</b> | <b>€ 26,666/year</b>         |
| <b>Exports</b>        | <b>€ 58,400 million</b>      |

Passeig de Gràcia, 129  
**08008 Barcelona**  
Tel. 00 34 934 767 287  
**www.catalonia.com**  
**invest@catalonia.com**

## Our offices:

Paris · London · Stuttgart · Copenhagen · Brussels · Milan · Moscow  
Mexico DF · Sao Paulo · Buenos Aires · Bogotá · New York  
Silicon Valley · Montreal · Seoul · Singapore · Mumbai · Shanghai  
Beijing · Hong Kong · Tokyo · Dubai · Sydney

**invest**  
IN CATALONIA

 **Generalitat de Catalunya**  
Government of Catalonia

**invest**  
IN CATALONIA

# More

# More

FROM CATALONIA

FROM BUSINESS

# You join good company in Catalonia



## Quick facts

- 5,700 incoming firms** already operating here and generating over 50% of FDI
- Dynamic business ecosystem with 590,000 companies creating **wide sectorial diversification**
- The continental European region attracting **most investment capital\***
- Barcelona is the **preferred European city in which to work and live\*\***
- Barcelona is **Europe's most innovative city\*\*\***
- The **4th most visited** city in Europe is Barcelona

\*FDI Markets 2013

\*\*Cushman & Wakefield 2013

\*\*\*EU iCapital prize 2013

# Catalonia builds your business

## TALENT & CREATIVITY

### JOIN THE LAND OF IDEAS

Catalans have always liked ideas and they are good at making them successful. That's why Barcelona is the top Mediterranean city in Innovation and Culture.

### Local talent that has grown into international brands.

Desigual  
SEAT  
Roca

GRIFOLS  
SHAD  
MANGO

### Big on design

Design schools train some 6,000 professionals a year, fuelling an active local design culture in areas ranging from architecture and the arts to gastronomy and business. So much so that international companies such as Volvo and Hewlett Packard have located their top strategic design centres in Catalonia.

### Serious about education

Catalonia is home to a number of Campus of International Excellence Universities, as well as prestigious technical and engineering schools. Its business schools - IESE, ESADE and EADA - are among the world's best, according to publications such as the Financial Times.

### Barcelona: a magnet for international talent

This multicultural and multilingual city has become a mecca for international students. Some 3,000 worldwide organisations recruit through ESADE every year, and IESE's Masters programmes attract around 800 students a year, 80% from abroad.

### An active University & Research environment

220,000  
STUDENTS

26,000  
RESEARCH  
PROFESSIONALS

13  
PUBLIC & PRIVATE  
UNIVERSITIES

36  
UNIVERSITY RESEARCH  
INSTITUTES

## INTERNATIONAL & GLOBAL

### STAY IN TOUCH WITH BUSINESS WHEREVER IT IS

With excellent transportation systems and logistic space, Catalonia is the ideal crossroads between Europe and the rest of the world. Barcelona has full-modal transport integration – sea, air, road, rail – within a 12-kilometre radius, each with global connectivity.

### Connected in every way

#### • Air

Voted Best European Airport 2014, Barcelona moves 35 million passengers a year with flights to 200 destinations around the world.

#### • Sea

Barcelona Port, European leader in cargo diversity, has the first semi-automated terminal in the Mediterranean and over 100 regular lines connecting it to 850 ports globally. It moves cargo to a value of € 52,000 million and 2.4 million passengers per year.

#### • Rail

The Barcelona high-speed rail line means a fast connection with the rest of Europe.

### Destination of Catalan Productive Activity: International markets Spanish market

57%  
43%

### Linked to a global market

Catalonia is 10th in terms of exports/GDP in Europe, ahead of Ireland, Denmark, Sweden, Finland and Austria, and one of Europe's preferred regions in terms of investment attraction.

### Global business means international trade fairs and congresses

One of the world's major trade fair and congress destinations, Barcelona is the Mobile World Capital (2013-2018) and hosts the Mobile World Congress, the global communications event that attracts tens of thousands of visitors from over 200 countries.

## INNOVATION CULTURE

### TAP INTO A DYNAMIC TECH & SCIENCE ECOSYSTEM

Catalonia produces 1% of worldwide scientific production and a quarter of Spain's total.

### High innovative areas:



ADVANCED  
MATERIALS



MED-TECH



LIFE SCIENCES



PHOTONICS



ICT



CREATIVE  
INDUSTRIES

### An innovative land has innovative cities

Barcelona is Europe's Innovation Capital and ranks 4th as a leading European Smart City.

### The secret to Catalan innovation

A connected critical mass of leading scientific facilities, applied and basic research programmes performed by renowned research groups, cutting-edge hospitals and universities, with tech transfer systems that create an innovation culture on all levels.

### State of the art facilities:

- Barcelona Synchrotron Park
- Barcelona Supercomputing Centre
- Applus IDIADA automotive test centre
- National Microelectronics Institute
- TECNIO Tech Transfer Centres

### Business meets research in Catalonia

State of the art science parks are linked to prestigious universities and medical facilities, such as the Barcelona Science Park (BSP), Barcelona Biomedical Research Park (BBRP), UAB Research Park, and August Pi i Sunyer Biomedical Research Institute (IDIBAPS).



These institutions work closely with business to ensure a dynamic level of technology transfer.

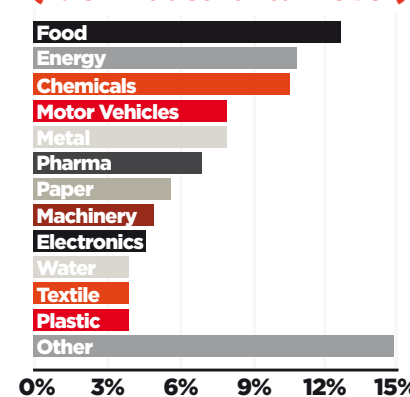
## COMPETITIVE & PRO BUSINESS

### BUILD YOUR COMPETITIVE ADVANTAGE

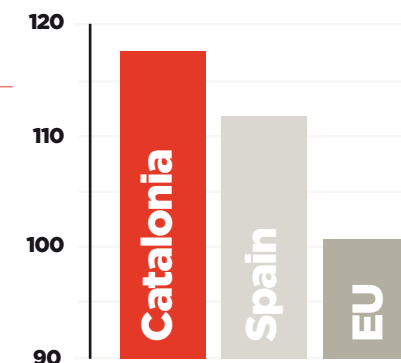
The Catalan economy is known for having a powerful and varied industrial sector, capable of generating wealth and forming synergies with many other activities.

33% of all Catalan FDI goes to manufacturing industries, thanks to its competitiveness in terms of accessible office space, advanced telecommunications infrastructures, an active, diverse and skilled ecosystem of suppliers and companies, competitive labour costs and also tax rebates for R&D, job creation and environmental investments.

### Diverse Product Base (% of industrial turnover)



### GDP per employee in PPP 2013



### Production is nothing without productivity

Labour Productivity Growth 2009-2013\*

OECD: -1.4%

Spain: +1.7%

Unit Labour Cost 2009-2013

OECD: + 0.6%

Spain: - 1.7%

\*OECD Employment Outlook 2014

# on solid foundations