



Ajuntament de
Barcelona

Business

Entrepreneurship

Digital talent

Strategic sectors

Barcelona in figures 2023

Main economic indicators of the Barcelona area

Barcelona, a recognized city



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International positioning as a city that adds value

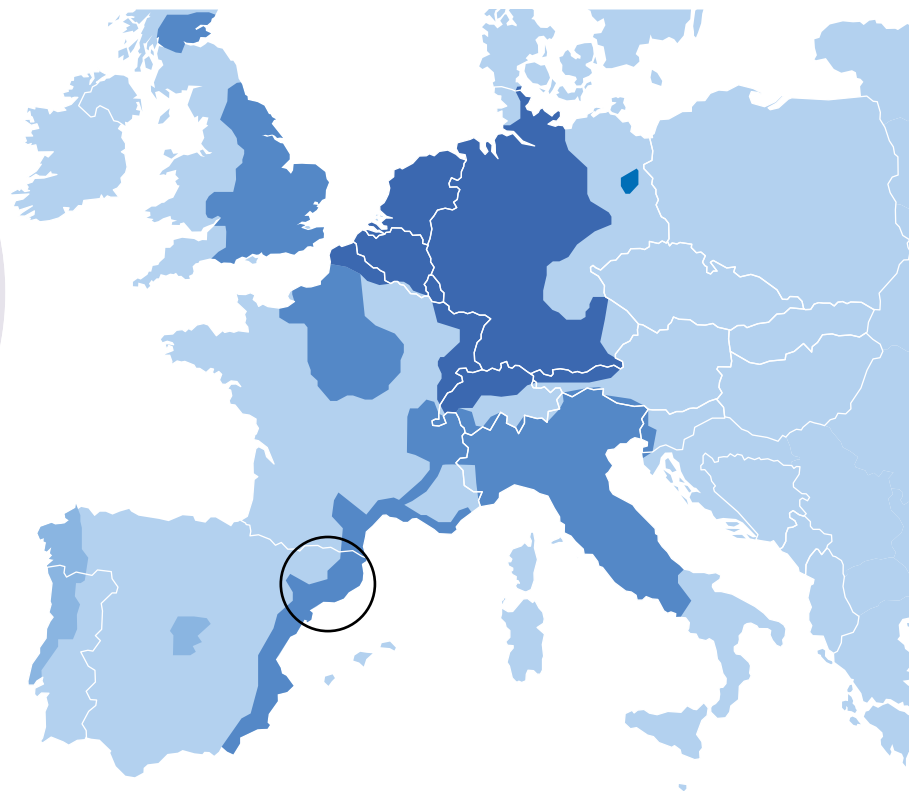
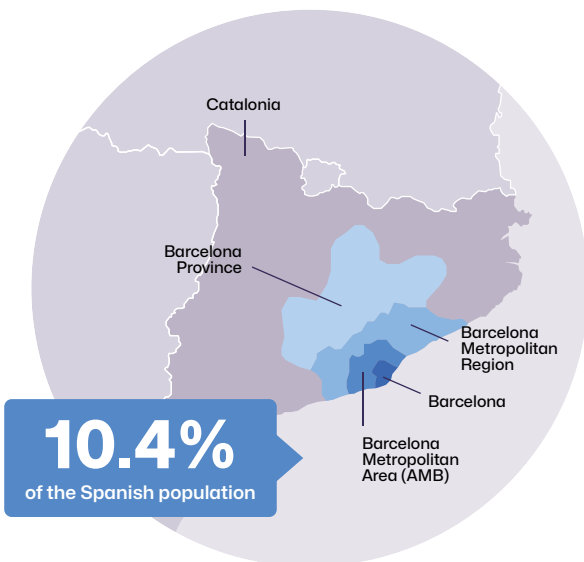
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City promotion services

Privileged location

Barcelona, at the centre of a mega-region with 27 million inhabitants

- Barcelona, the capital of Catalonia, has a population of over 1,635,000 and is at the heart of a metropolitan region covering some 2,500 km² with almost 5,000,000 residents, representing 63.4% and 10.4% of the Catalan and Spanish population, respectively.
- Compared to other well-established metropolitan areas, in terms of population the metropolitan region of Barcelona is approximately a quarter of the size of that of New York, while it is larger than the metropolitan areas of Seattle, Berlin and Montreal.
- The cosmopolitan, diverse and intercultural spirit of Barcelona is reflected in the fact that 23.6% of the city's population are foreign nationals -its highest percentage on record-. This demographic exceeds 390,000 residents, from 177 different nationalities, and has grown by more than 125,000 people since 2015.
- The current growth of metropolitan regions transcends their geographical boundaries, creating mega-regions or polycentric clusters of cities that serve as a natural unit of economic influence in a geographical area. Most notable is the Southern European mega-region formed by the Barcelona-Lyon corridor, which encompasses 27.3 million residents and has a production of over €700 billion, giving it a significant critical mass among the twelve European mega-regions.
- Barcelona has easy access to highly dynamic large markets, such as the EU common market, which provides access to 510 million people. It is also part of the Mediterranean corridor hub, a trans-European network for transporting goods that has a direct impact on an area of 250 million residents (50% of the EU's population). Therefore, improving this connection would be a strategic opportunity for increasing the market share of the port traffic of goods coming from Asia. Meanwhile, it also offers the strategic potential of relations with the 43 countries that make up the Union for the Mediterranean, which includes areas of Eastern Europe, Africa and the Middle East.



European mega-regions

GDP per capita (€)

- 15,000 - 20,000
- 20,000 - 25,000
- 25,000 - 30,000
- > 30,000

Population and surface area

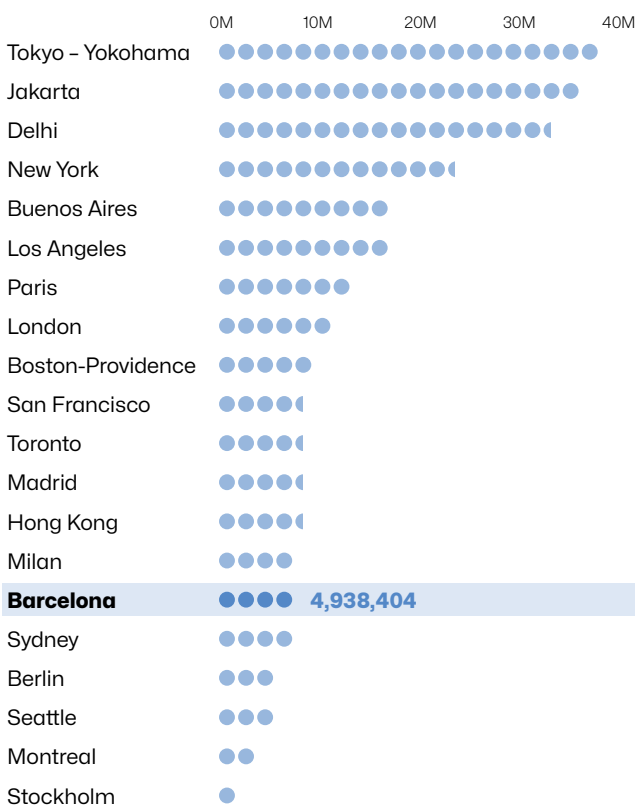
Population and surface area (2022)



	Population (inhabitants)	Proportion of Spanish population	Surface area (km ²)	Density (people/km ²)
Barcelona	1,636,193	3.4 %	102.2	16,016.0
Metropolitan Region*	4,938,404	10.4 %	2,464.4	2,003.9
Catalonia	7,792,611	16.4 %	32,108.0	242.7
Spain	47,475,420	100.0 %	505,968.4	93.8

* Barcelonès, Baix Llobregat, Maresme, Vallès Oriental and Vallès Occidental.
Source: Barcelona City Council Department of Statistics and Data Dissemination.

Population in 20 metropolitan agglomerations around the world (2023)



For Barcelona, Idescat data 1 January 2022
Source: Demography World Urban Areas: 19th Annual Edition August 2023

Demographic indicators of Barcelona

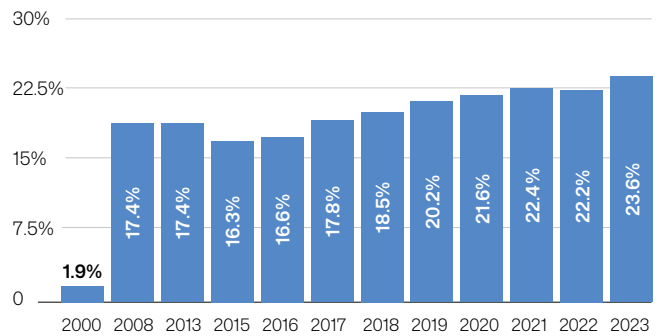


Age structure 2022		Birth rate*	7.0 ‰
0-14 years old	14.7 %	Mortality rate*	9.8 ‰
15-64 years old	66.0 %		
65 and over	19.3 %		
Life expectancy*	84.2	Fertility rate*	30.1 ‰
		(Births for every 1,000 women between 15 and 49 years old)	
		Men	80.9
Women	87.1		

*2021 data. Source: Barcelona City Council Department of Statistics and Data Dissemination, Public Health Agency, Barcelona Health Consortium

Foreign-resident population

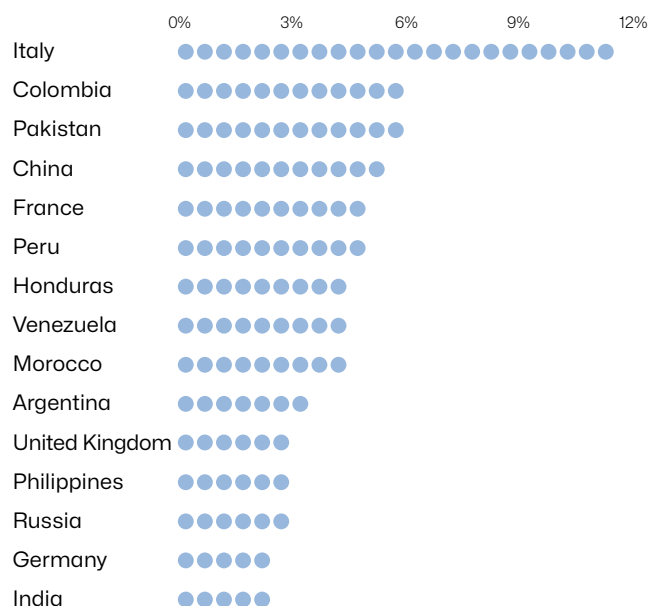
Percentage of foreign nationals over the total population



Note: data from 1 January of each year.
Source: Barcelona City Council Department of Statistics and Data Dissemination.



Population of foreign nationality in Barcelona according to country of origin (%) (2023)



Source: Barcelona City Council Department of Statistics and Data Dissemination.

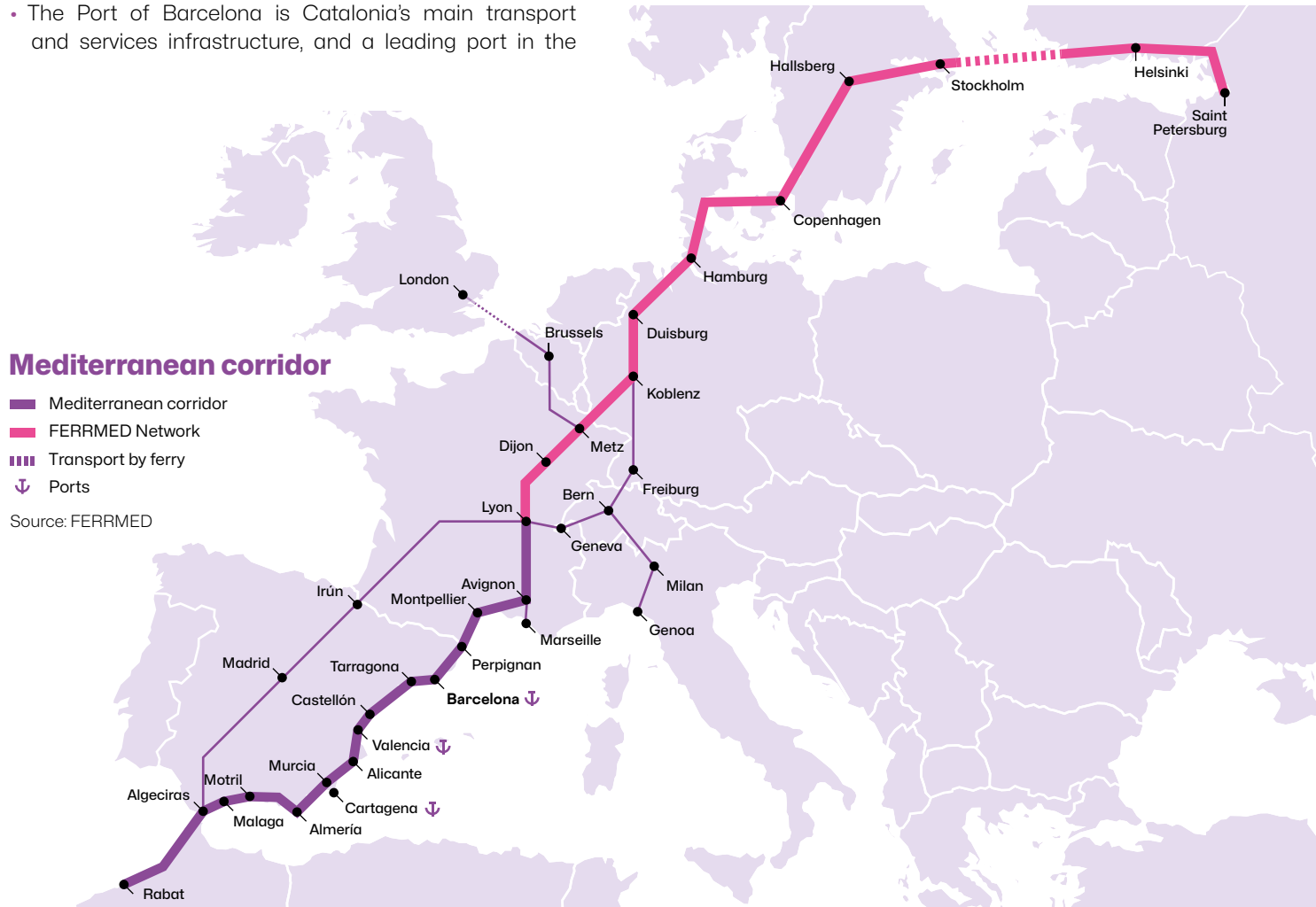
Accessible and well-connected

Great potential as a logistics hub for the Mediterranean

- With regard to access and economic infrastructure, the city offers an international airport, the port, the trade fair venue, Zona Franca and a logistics platform all within an area with a diameter of less than 5 kilometres, a combination that offers huge potential as a Mediterranean logistics centre.
- In 2022, El Prat airport saw the arrival of more than 41.6 million passengers, a 120.6% increase compared to the previous year. International passenger traffic at El Prat regained momentum and accounted for more than two-thirds (70.8%) of the total for the entire year. Based on this trend, Barcelona Josep Tarradellas-El Prat airport is now ranked 7th among Europe's main airports in terms of traffic volume, according to the Airports Council International, marking its return to the top 10 in Europe. According to data from the Tourism Observatory, in the summer of 2023 there will be 88 airlines operating flights to 200 destinations, of which 51 will be intercontinental.
- The Port of Barcelona is Catalonia's main transport and services infrastructure, and a leading port in the

Euro-Mediterranean region. It has nearly one hundred regular lines with direct connections to more than two hundred ports on five continents. It is the leading Spanish port in terms of the value of its goods, turnover, the loading/unloading of imports/exports and international connections. Barcelona has the significant advantage of being a metropolis with port infrastructures integrated with the city centre.

- In 2022, the Port of Barcelona registered its all-time record of goods traffic, 70.9 million tonnes and a year-on-year increase of 6.9%, while container traffic was stable at 3.5 million TEUs (-0.3%) compared to the record value of 2021. In the cruise ship market, the Port regained the top spot among the ports of Europe, with a total of 2,329,332 cruise passengers. What's more, in 2022, Barcelona was 25th in port connectivity among ports worldwide and 6th among European ports.



Airport

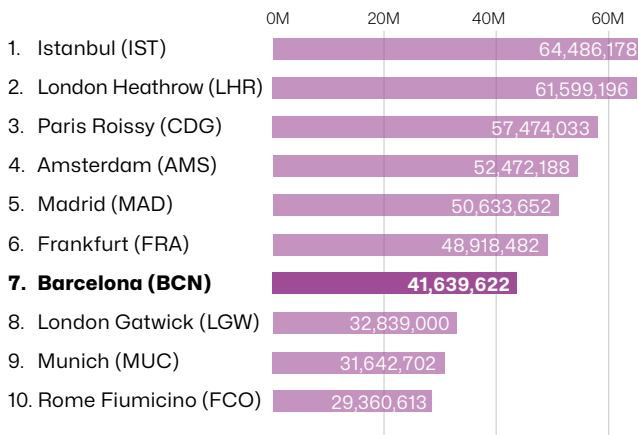
Barcelona airport



	2021	2022	Year-on-year variation 2022/21
Passengers	18,874,896	41,639,622	120.6 %
Goods (in tonnes)	136,107	155,599	14.3 %

Source: Spanish Airports and Air Navigation (AENA).

Main European airports by passenger volume (2022)



Source: Airport Traffic Report. Airports Council International, ACI Europe and Barcelona Air Routes Development Committee (CDRA).

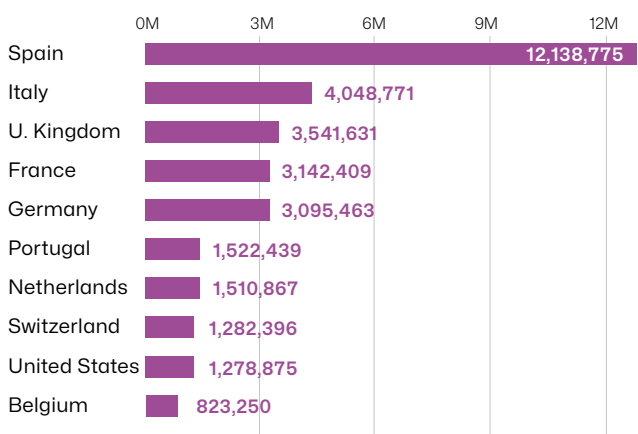
Passenger evolution by origin (2022)



	Number of passengers	Year-on-year variation 22/21
Domestic tourism	12,128,091	59.4 %
European Union tourism	18,971,757	136.0 %
Intercontinental tourism	4,423,648	240.7 %
Rest of Europe	6,026,210	219.5 %

Source: Barcelona City Council Department of Statistics and Data Dissemination

Passengers by country (2022)



Source: Barcelona - El Prat Airport/AENA.

High-speed train

High-speed train Barcelona-Madrid (2022)



Passengers (millions)	10.2
Journey duration	2 hours 30 minutes

Source: Renfe



Port of Barcelona

Traffic



Traffic (data in millions)

Type	2021	2022	Year-on-year variation 22/21
Goods (tonnes)	66.3	70.9	6.9 %
Containers (TEU*)	3.5	3.5	-0.3 %
Passengers	1.5	3.9	161.7 %

Infrastructures

Land surface area	Wharfs and moorings
1,112.2 ha.	23.2 Km.

*TEU: Measure of sea transport capacity equivalent to a twenty-foot container.

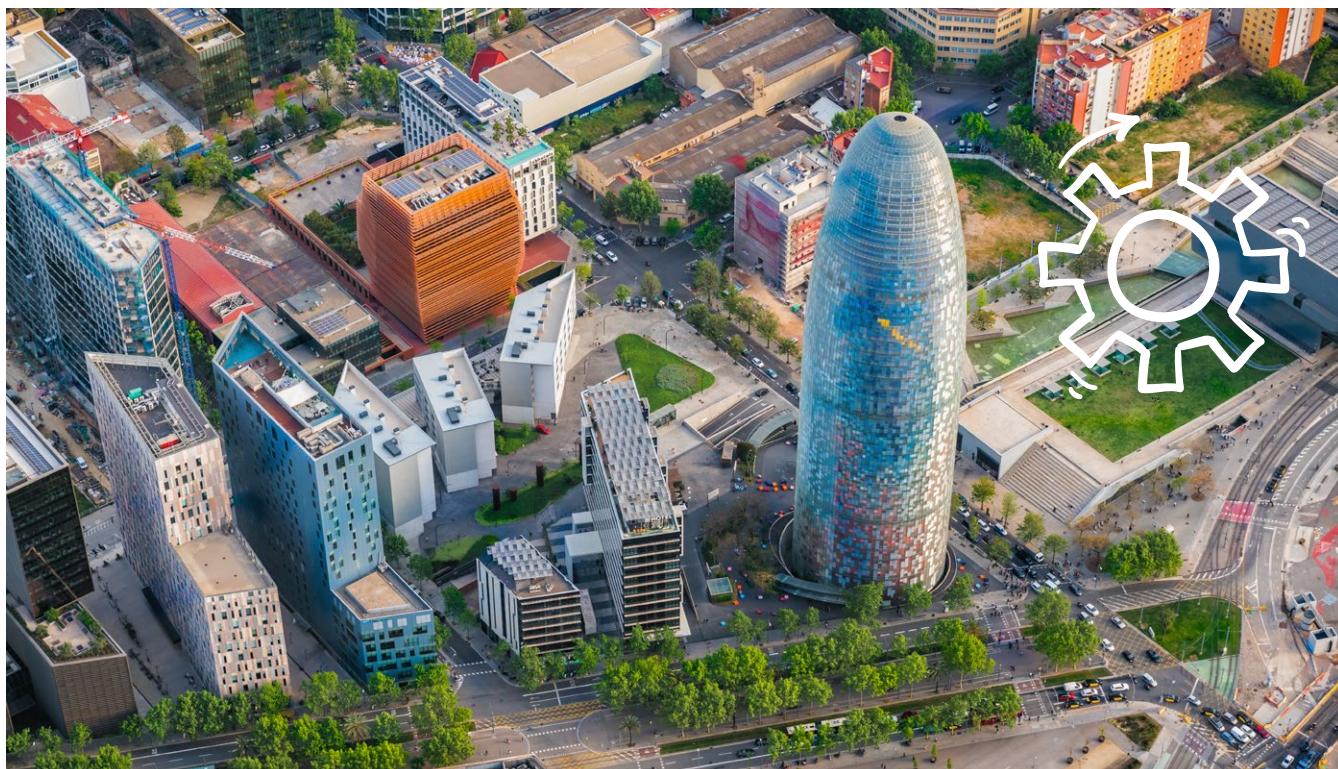
Source: Barcelona Port Authority

Ranking of European ports by number of cruise liner passengers



2022 ranking & Port	Passengers 2022
1. Barcelona	2,329,332
2. Civitavecchia, Fiumicino and Gaeta	2,172,438
3. Balearic Islands	1,727,481
4. Genoa, Savona	1,571,567
5. Marseille	1,474,707
6. Naples, Salerno, Castellammare di Stabia	1,260,605

Source: Medcruise



The driving force of a large, diversified economic area

Barcelona is a dynamic economic driving force with a diversified structure and international recognition

- Barcelona continues to work on strengthening its capacity to attract companies, employment, talent and foreign investment with the support represented by the city's good international positioning. In 2023, Barcelona was among the 25 most globally competitive cities for the eighth consecutive year according to the Mori Memorial Foundation's *Global Power City Index 2023*. It was ranked 22th in the world and 11th in Europe, surpassing cities such as San Francisco, Milan and Geneva.
- The gross domestic product (GDP) of the city of Barcelona in 2021 was €46,000 per resident. With regard to the distribution of gross value added by sector -based on estimates for 2022- the areas that contributed the most were business services (15.5% of the total), commerce and repairs (14.5%), information and communications (8.5%), public administration (6.5%), education (6.3%), health and social services (6.2%), and financial and insurance activities (6.1%).
- In 2022, Catalonia generated a GDP of €270.7 billion, which represents 20.4% of the total for Spain (a value higher than its population share, which stands at 16.4%). Meanwhile, GDP per capita in terms of purchasing power parity in the region was 4.9% higher than that of the European Union.
- In 2022, the GDP of the city of Barcelona grew by +6.6% in real terms. This represents a higher increase than that of Catalonia, Spain (+5.5% in both cases), and notably of the European Union (+3.5%). Barcelona's GDP represents nearly one-third (30.8%) of the Catalan economy, a value that exceeds its population share by ten percentage points.

Barcelona has an open economy connected to the world

- Barcelona's attractiveness for foreign investment is confirmed by various prestigious rankings: firstly, Barcelona and Catalonia inspire trust in the field of international investment, as shown by its ranking as the 7th main urban region of the world for attracting foreign investment projects in 2022, and 2nd for research centre projects, according to KPMG's *Global Cities Investment Monitor 2022*.
- According to the fDi's *European Cities and Regions of the Future 2022/23* (Financial Times group) report, Barcelona remains the city in Europe with the best strategy for attracting foreign investment in 2023. Furthermore, according to the *EY Attractiveness Survey Europe 2022*, Barcelona is the 10th most attractive European city for international investors, in a complex context which is affecting the volume of foreign investment throughout Europe.
- Between 2018 and 2022, Catalonia was the leading destination for foreign direct investment (FDI) in Spain, with 953 projects, an invested capital of €20.3 billion and 80,932 jobs created, according to a report by ACCIO based on data from fDI Markets (Financial Times Group), figures that represent an increase of 57.8%, 28.9% and 81.8%, respectively, compared to the 2013-2017 period. Two records were set in 2022, with FDI creating more employment than ever (+ 19,548 jobs) and with the highest proportion of tech jobs (38%), making Catalonia the 3rd most important region in Western Europe in terms of jobs created by foreign investment.
- Catalonia was home to the headquarters of approximately 9,155 foreign companies in 2022. The main countries of origin were France (13.6%), the United States (13.0%) and Germany (12.2%).
- In 2022, exports from the province of Barcelona amounted to a value of €73.8 billion, setting an all-time record and seeing year-on-year growth of 19.6%. Between 2009 and 2022, the growth of exports was intense, with a cumulative increase of 127.1% in current terms, reinforcing the open and competitive nature of Barcelona's economy.
- The Barcelona area continues to lead the exports ranking for Spain, accounting for nearly one-fifth (18.9%) of total sales abroad and with 47,392 export companies, representing a quarter of the total for Spain as a whole (25.0%). Notably, 59.2% of Barcelona's exports are of a high and medium-high technological level and represent 25.4% of the Spanish total.

Economic activity

Gross Domestic Product at market prices* (GDP) 2021 (current prices in millions of €)

	GDP		GDP PER INHABITANT	
	Millions of €	Thousands of €	Index Cat.=100	
Barcelona (a)	75,430.4	46.0	145.9	
Barcelona Metropolitan Region (2020)	155,596.9	31.6	108.5	

*2019 statistical review. Market prices value.

Source: Statistical Institute of Catalonia (IDESCAT).

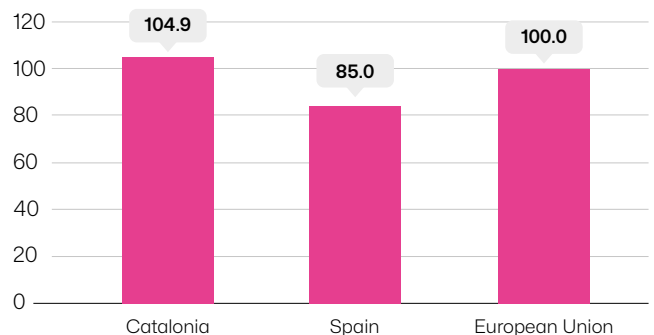
Gross Domestic Product at market prices (current prices in millions of €)

	Catalonia	Spain	(%) CAT/SP
2018	242,434	1,203,859	20.1%
2019	251,556	1,245,513	20.2%
2020 (p)	225,059	1,117,989	20.1%
2021 (p)	244,839	1,206,842	20.0%
2022 (p)	270,710	1,327,108	20.4%

Source: Statistical Institute of Catalonia and INE (National Statistics Institute).

Harmonised GDP per capita based on purchasing power parity

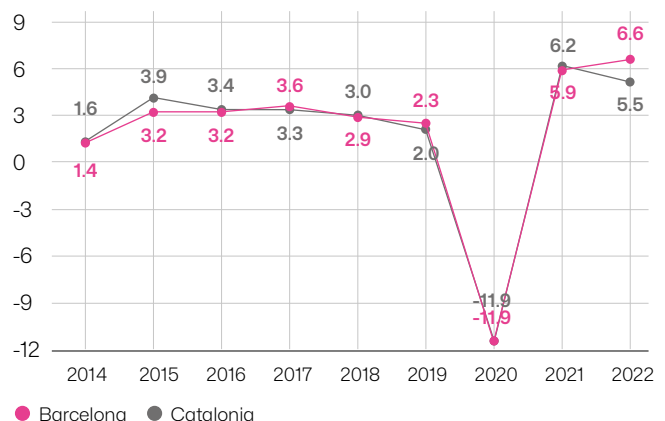
(2022) Index (EU 27=100)



Source: Statistical Institute of Catalonia.

Evolution of GDP in Barcelona and Catalonia

(2014-2022) Variation in volume (%)



Source: Barcelona City Council Department of Statistics and Data Dissemination and the Catalan Institute of Statistics.

Productive specialisation

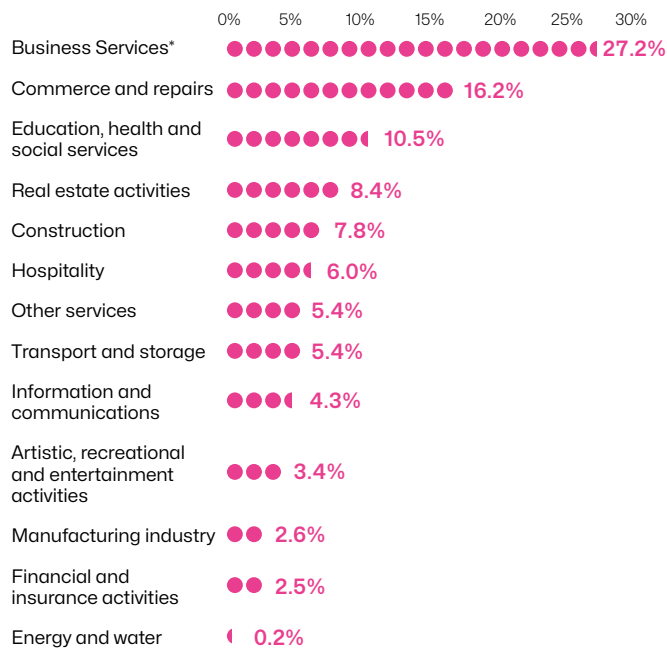
Salaried workers by economic sector (% of total) (2022)



	Barcelona	Barcelona province	Catalonia	Spain
Agriculture	0.0	0.3	0.9	5.3
Industry	6.1	13.2	14.0	11.5
Construction	3.2	5.6	6.3	6.6
Services	90.8	80.9	78.8	76.6
TOTAL	100.0	100.0	100.0	100.0

Source: Social Security and Idescat

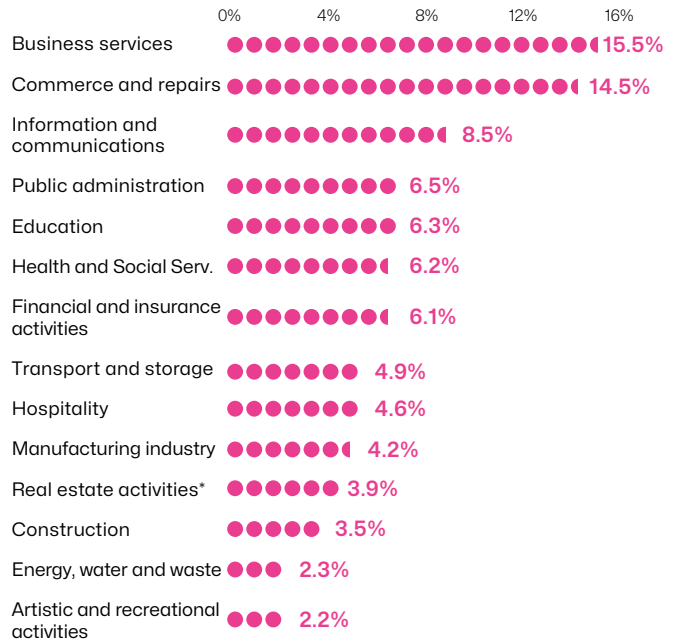
Companies by economic sector in Barcelona (2022) (% of total)



* Business services include professional, scientific, technical, administrative and auxiliary services

Source: INE, Central Business Directory (DIRCE)

Main areas of activity according to GVA in Barcelona (2022) (% of total)



Note: 1st estimate.

* Excluding imputed income.

Source: Barcelona City Council Municipal Data Office.

Barcelona

1st
city in Europe

**with the best strategy
for attracting foreign
investment**

(fDi Intelligence, *European Cities and Regions of the Future 2022-23*)

Foreign investment

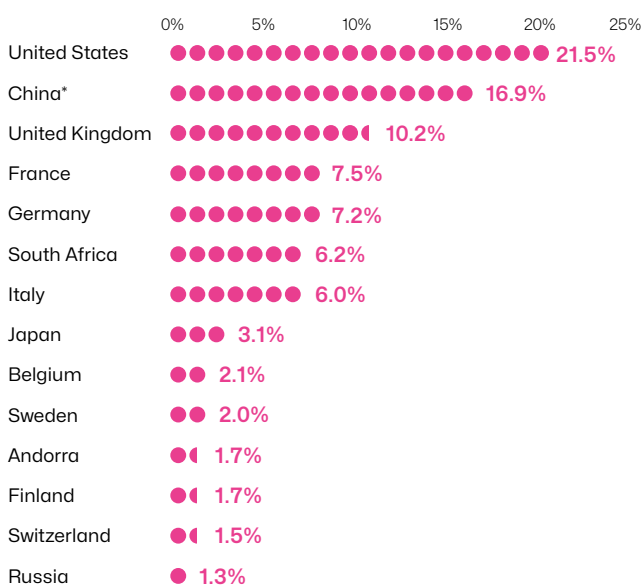
Foreign investment in Catalonia



	2013-17	2018-22	Year-on-year Variation (%)
Volume (millions of €)	15,757	20,312	28.9 %
Number of projects	604	953	57.8 %
Jobs	44,506	80,932	81.8 %

Source: ACCIO, based on data from Fdi Markets.

Foreign investment in Catalonia by last country of origin (2022) (% of total)



*Includes China, Hong Kong and Macau.

Note: Total gross investment excluding Foreign-Securities Holding Companies (ETVE)

Source: Ministry of Industry, Commerce and Tourism.



Number of foreign companies established in Catalonia (2022)



Country of origin	2022	% OF TOTAL
France	1,243	13.6%
United States	1,194	13.0%
Germany	1,119	12.2%
United Kingdom	959	10.5%
Italy	772	8.4%
Netherlands	488	5.3%
Switzerland	460	5.0%
Luxembourg	330	3.6%
Belgium	272	3.0%
Japan	232	2.5%
Denmark	182	2.0%
Portugal	158	1.7%
Sweden	151	1.6%
Ireland	120	1.3%
China	114	1.2%
Other	1,361	14.9%
TOTAL	9,155	100

Source: ACCIO. Government of Catalonia

Main urban regions in the world for attracting foreign investment projects (2021)



2021 position & Region	Number of projects
1. Dubai	419
2. London	370
3. Singapore	364
4. Rhineland-Westphalia	322
5. Île-de-France	318
6. Baden-Wurtemberg	233
7. Catalonia	229
8. New York	220
9. Berlin	219
10. Flandes	181
11. Madrid	179
12. California	174
13. Texas	169
14. Hesse	159
15. Bavaria	153

Source: Global Cities Investment Monitor 2022, KPMG.

Exports

Exports (in millions of euros)

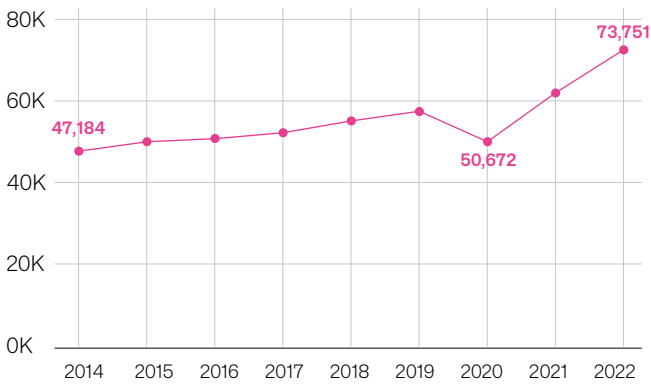


	2021	2022	Percentage of Spain 2022	Year-on-year variation 2022/2021
Barcelona*	61,655.6	73,751.2	18.9	19.6 %
Catalonia	80,538.3	94,926.7	24.4	17.9 %
Spain	316,609.2	389,208.9	100.0	22.9 %

* Provincial data.

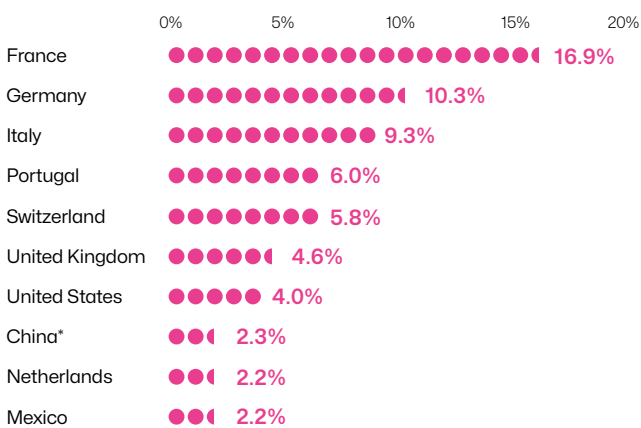
Source: Ministry of Industry, Commerce and Tourism

Evolution of exports of the Barcelona area (2014 - 2022) (in millions of euros)



Note: Provincial data. Source: Ministry of Industry, Commerce and Tourism

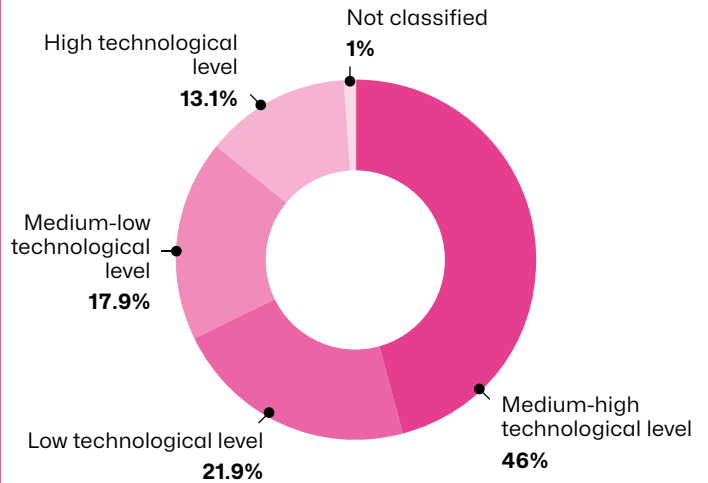
Main export countries of Barcelona (2022) (% of total)



*Includes China, Hong Kong and Macau.

Source: Ministry of Industry, Commerce and Tourism.

Distribution of exports of the Barcelona area by technological content (2022)* (% of total)



* Provincial data.

Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for the Economy and Economic Promotion based on data from the Ministry of Industry, Commerce and Tourism.

Exports by technological content (2022)** (in millions of euros)



	Barcelona*	% Barcelona/ Spain
High technological level	9,686.99	23.6 %
Medium-high technological level	33,953.93	25.9 %
Medium-low technological level	13,215.91	12.5 %
Low technological level	16,171.72	15.7 %
Not classified	722.60	8.3 %
Total exports	73,751.15	18.9 %

*Provincial data. **Provisional data

Source: Compiled by the Department of Studies of the Barcelona City Council Management Office for the Economy and Economic Promotion based on data from the Ministry of Industry, Commerce and Tourism.



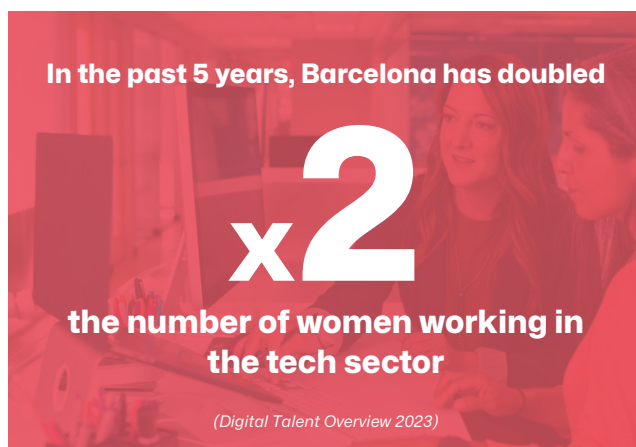
Commitment to strategic sectors

A region with a powerful industrial base

- In 2022, industry generated 20.1% of the total gross value added in Catalonia. This share surpasses that of Spain by 2.5 percentage points (17.6%) and is very similar to that of the European Union (20.6%). This means that Catalonia is the autonomous community with the most significant industrial development in Spain.
- Catalonia was ranked as the 4th European region for jobs in manufacturing which involve medium-high to high technological intensity, with 224,000 people working in these fields in 2021, 10.8% more than the previous year, exceeding the figures for regions such as Emilia-Romagna (Bologna), Piedmont (Turin), Veneto (Venice), Darmstadt (Frankfurt) and Île-de-France (Paris). In the same year, Catalonia was the fourth region on the continent in terms of female employment in these fields.
- Barcelona has a major industrial sector and the province –with 19.8% gross value added coming from industry– is home to three-quarters (72.4%) of this employment in Catalonia. Notable clusters include the chemical and pharmaceutical, automotive, food, paper and graphic arts, and waste treatment industries.
- Barcelona and its area are working to develop Industry 4.0 through initiatives such as promoting Big Data, the growing number of companies and organisations involved in 3D printing-related initiatives, and the work of Fab Labs to introduce digital manufacturing to schools, businesses, entrepreneurs and community projects. In 2022, the province of Barcelona was home to over 534,000 jobs in activities potentially associated with Industry 4.0, following the creation of nearly 100,000 new jobs in these areas since 2010. This represents an accumulated percentage increase of 22.1%.

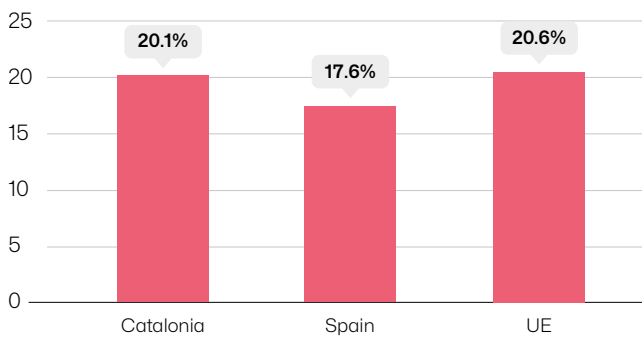
Commitment to digital technology and ICTs

- Barcelona has nearly 82,000 jobs and over 2,800 companies with employees working in the field of ICT, making it the central hub for this sector in Catalonia. Moreover, the number of workers in this sector has increased by 145.4% compared to 2012, and the number of companies with employees has increased by 61.0% in the same period, much higher than the numbers recorded for the city as a whole. It is estimated that in 2022, the information and communications sector, which encompasses ICTs, generated 8.5% of Barcelona's gross value added.
- According to the *Barcelona Digital Talent 2023* report, the job offers in the technology sector that showed the highest growth compared to 2021 were vacancies in artificial intelligence (+ 312%) and 3D printing (+ 70%) while the specialities that saw the greatest increase in talent were blockchain (+ 109%), artificial intelligence (+ 87%), and IoT (+ 79%).
- The average salary of digital professionals in Barcelona in 2022 stood at €46,940, 39% more than in 2018 (€33,783) and 12.6% more than in 2021 (€41,704).
- In the last five years, the number of women working in the technology sector in Barcelona has doubled, and with a figure of 28.7% it is now one of the European cities with the highest proportion of women in ICT, higher than the European average (27.8%).
- The first edition of the *Digital Cities Index 2022* produced by Economist Impact (of The Economist Group), places Barcelona as the 13th most digital city in the world and the 6th in Europe in a ranking led by Copenhagen, Amsterdam and Beijing. Barcelona stands out in the categories of sustainability, in 4th place only behind Copenhagen, Seoul and Toronto, and services, which includes subcategories such as digital finance, health and e-government, where it is ranked 7th. The report highlights Barcelona's leadership in areas such as the promotion of digital rights and the democratic use of data, the use of the internet of things to optimise the irrigation of public spaces and urban lighting, and the development of pioneering 5G initiatives.
- Barcelona has created the largest neutral interconnection ecosystem in Southern Europe. Barcelona has inaugurated Catalonia's first submarine fibre optic cable landing station (CLS), a key infrastructure that will lead connectivity in southern Europe and make it the leading digital port in the Mediterranean.



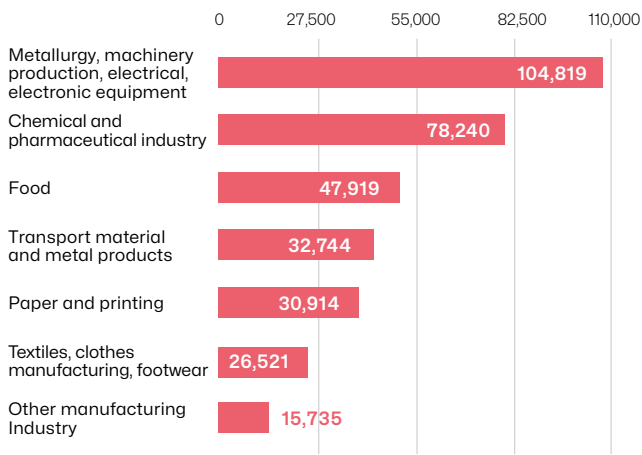
Manufacturing industry and Industry 4.0

GVA industrial weight (%) (2022)



Source: Idescat.

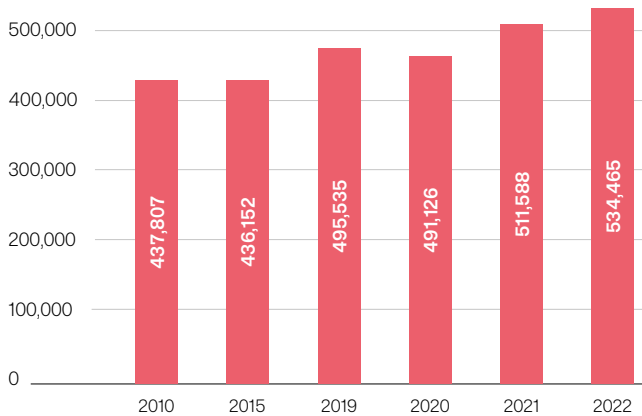
Main industrial branches for jobs* in the Barcelona area (2022)



* Those registered with the general Social Security system, including self-employed workers, in the fourth quarter of the year. Provincial data.

Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for the Economy and Economic Promotion based on data from Barcelona City Council's Statistics and Data Dissemination Department.

Jobs potentially associated with Industry 4.0 in the Barcelona area



Note: Provincial data. Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for the Economy and Economic Promotion based on data from Barcelona City Council's Statistics Department.

Development areas of the new industry



Source: BMA

People employed in high and medium-high tech manufacturing in European regions (2021)

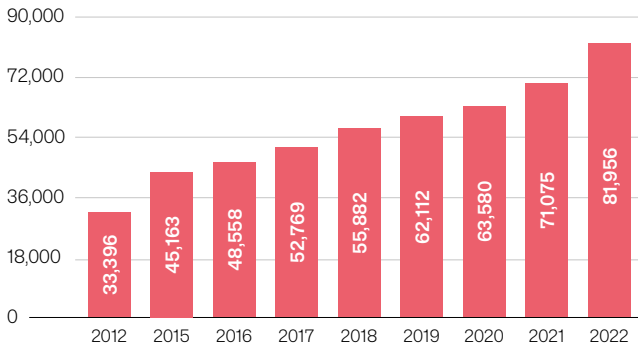


Region	Employment (% of total)	Employed women (thousands)	Total employment (thousands)
Stuttgart (STUTTGART)	20.7%	111	448
Lombardy (MILAN)	9.3%	110	402
Upper Bavaria (MUNICH)	13.0%	82	310
Catalonia (BARCELONA)	6.5%	67	224
Emilia-Romagna (BOLOGNA)	10.6%	55	209
Karlsruhe (KARLSRUHE)	14.3%	41	203
Piedmont (TURIN)	10.9%	47	191
Tübingen (TÜBINGEN)	17.3%	41	181
Veneto (VENICE)	8.5%	39	176
Düsseldorf (DÜSSELDORF)	7.0%	43	174
Darmstadt (FRANKFURT)	8.7%	40	172
Freiburg (FREIBURG)	13.8%	42	162
Upper Silesia (KATOWICE)	8.5%	52	161
Île-de-France (PARIS)	2.8%	54	160

Source: Eurostat

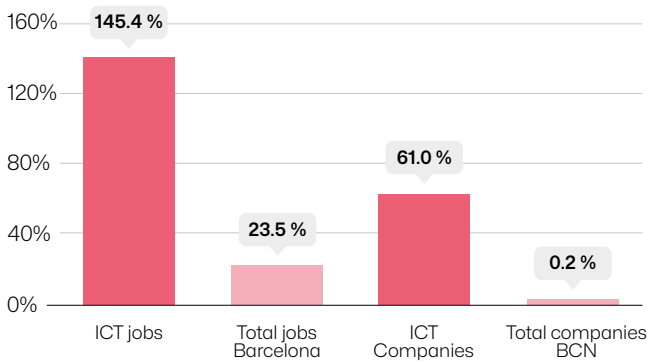
ICT Sector/ Information and Communications

Jobs* in ICT activities in Barcelona



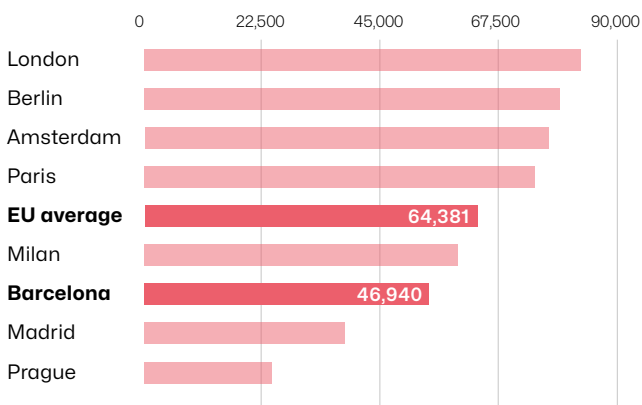
* Those registered with the general Social Security system, including Self-employed Workers
 Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for the Economy and Economic Promotion based on Social Security data.

2012-2022 evolution of jobs* and companies with employees in Barcelona (%)



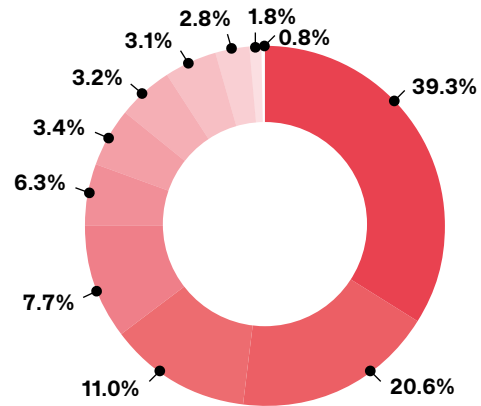
* Those registered with the general Social Security system, including Self-employed Workers (jobs) and companies that charge Social Security contributions.
 Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for the Economy and Economic Promotion based on data from Barcelona City Council's Statistics Department.

Salaries of digital professionals by city (2022) (€/year)



Source: Mobile World Capital Barcelona, Digital Talent Overview 2023.

Distribution of digital professionals in the most in-demand jobs (2022) (% of total)



- Web Development (39.3%)
- UX/UI (20.6%)
- CRM & ERP Consultant (11.0%)
- Digital Marketing (7.7%)
- App Development (6.3%)
- API (3.4%)
- Business Intelligence (3.2%)
- Agile/Scrum (3.1%)
- Cloud (2.8%)
- Big Data (1.8%)
- Cybersecurity (0.8%)

Source: Mobile World Capital Barcelona, Digital Talent Overview 2023.

Main digital cities of the world (2022)

Global position & City	European Position	Index
1. Copenhagen	1	81.5
2. Amsterdam	2	74.6
3. Beijing		73.7
4. London	3	73.6
4. Seoul		73.6
6. New York		73.3
7. Sydney		72.6
8. Singapore		71.4
9. Washington, D.C.		71.2
10. Paris	4	70.2
11. Toronto		70.1
11. Zurich	5	70.1
13. Barcelona	6	69.7
14. Frankfurt	7	69.1
15. Dallas		68.7

Source: Digital Cities Index 2022, Economist Impact.

Towards the transformation of the productive model

- The city of Barcelona is advancing towards a plural, innovative and socially inclusive economic model, based on sustainability in all aspects: economic, social and environmental. To this end, it prioritises the promotion of seven strategic sectors that are the backbone of all municipal policies and the transformation of the production model: manufacturing industry, the digital economy, the creative sectors, the green and circular economy, health and bio, the Blue Economy and, as a cross-cutting element of all these sectors, the social and solidarity economy.
- The city is working towards an economic model that is resource-efficient and innovative by promoting the green and circular economy. In 2022, these activities together accounted for more than 185,000 jobs in Catalonia, with waste management and treatment, renewable energies and wastewater treatment and purification as the most important areas. Barcelona accounts for 32.1% of green jobs in Catalonia, with around 60,000 people employed in 2022, representing 5.1% of the city's jobs and a year-on-year increase of 5.7%, higher than that of the economy as a whole.
- In 2022, 38.8% of Catalan companies invested in green transformation, an increase of nearly seven percentage points from 2021, and 40.8% plan to invest in green transformation in 2023. The most common initiatives reported in ACCIÓ's *Barometer of Innovation and Digital and Green Transformation in Catalonia 2022* are investments in renewable energy, waste recovery, and the incorporation of environmental criteria in products.
- Barcelona City Council, through Barcelona Activa, is committed to the Blue Economy as one of the city's economic engines, an area leading the way in innovation and the creation of wealth and employment. In the coming years it will receive a new boost with the America's Cup 2024 and the agreement signed with the World Ocean Council. These events will allow the city to establish itself as a local and international leader in this field and will represent a great opportunity for the local blue ecosystem. The new Port Olímpic and the Barcelona Maritime Technology Park, which are under development, aspire to become landmarks in the Blue Barcelona. They aim to bring innovation, new economic activity and high-quality employment, and create a campus for higher education, professional training, research, technological transfer and the promotion of entrepreneurship in the field of the Blue and Sustainable Economy in Barcelona. In addition, Barcelona will host the BlueTechPort, an innovation hub that will use the Port of Barcelona as a sandbox. The Blue Economy contributes more than €3.9 billion to Barcelona's economy and employs more than 16,000 people. In fact, the city is ranked 10th in Europe and 26th in the world in terms of Blue Economy potential for startups according to *The Global Startup Ecosystem Report 2022* by Startup Genome.
- Another strategic sector on a clearly upward trajectory is the health and biotechnology sector. In the fourth quarter of 2022, this sector accounted for 102,097 jobs and 2,913 companies with employees in Barcelona, representing 8.8% and 4.2% of the total in the city, respectively.
- The BioRegion of Catalonia –the Catalan ecosystem of life and health sciences– is made up of more than 1,350 companies and 91 research entities which represent 8.7% of the Gross Domestic Product (GDP) and 7% of employment in Catalonia. Foreign company investments in the BioRegion between 2018-2022 have amounted to a total of €689 million in direct investment. In 2022, it is worth highlighting the increase in investment in health startups and scaleups, as well as the rise of deep tech companies. Barcelona and Catalonia also have significant assets with specialised hubs that are international leaders in the digital health sector.
- The social and solidarity economy –with individuals and groups as the centre of activity–, has a major presence in Barcelona, with a total of 1,122 cooperatives distributed throughout the city. Over half of these cooperatives are concentrated in the Eixample, Sant Martí, and Sants-Montjuïc districts. The city also has a substantial number of third-sector social organisations, associations, foundations, mutual societies, worker cooperatives and community economies. Between 2016 and 2022, 402 new cooperatives have been set up in Barcelona, and the annual creation rate over this period doubles those set up in 2015 (27).
- According to the November/December 2022 Municipal Omnibus survey, more than a quarter (25.7%) of the population of Barcelona participates in the Social and Solidarity Economy (SSE), and 44.4% of those surveyed, 6.3 points higher than the previous year, identify the SSE with organisations that prioritise people and the community over profits and earnings.
- Given this dynamic reality, in 2021 the City Agreement for the Barcelona Social and Solidarity Economy Strategy for 2030 was created, jointly led by Barcelona City Council and the Catalan Social Economy Association (AESCAT), in order to create a roadmap and a form of shared governance to promote the SSE over the next five years, with 212 signatory organisations.

Green, Circular and Blue Economy

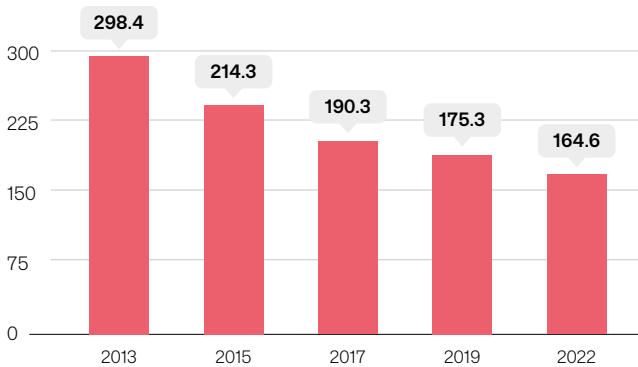
Jobs linked to the Green Economy in Barcelona and Catalonia (2022)



	Jobs	% of total	Year-on-year 2022/21
Barcelona	59,830	5.1 %	5.7 %
Catalonia	186,540	5.3 %	4.1 %

Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for the Economy and Economic Promotion based on data from Idescat.

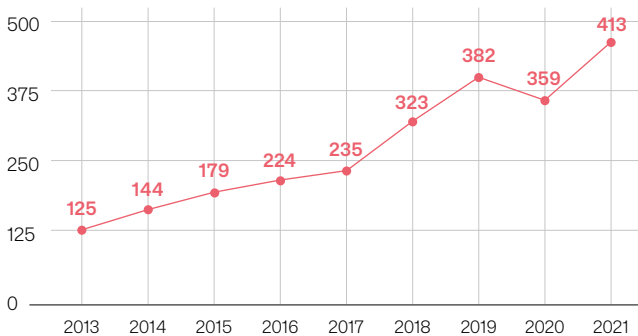
Energy intensity* (Mwh/Meuro) 2013-2022



* Estimation of energy consumption per unit of GDP.

Source: Barcelona Energy Agency

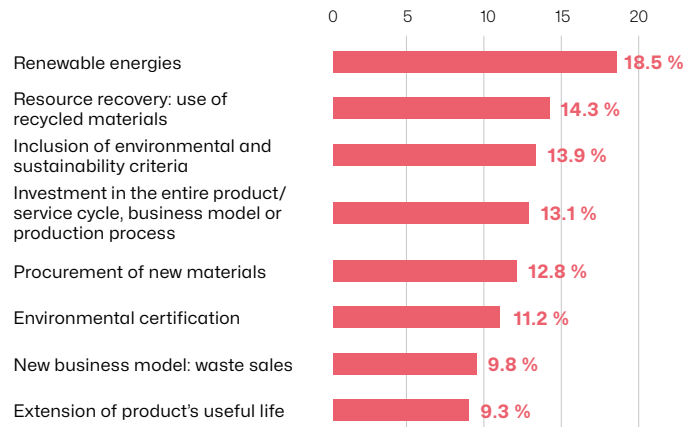
Number of environmental certifications* 2013-2021



* Summation of certificates for urban planning, tourism management, ecological products and business and organisational management.

Source: Barcelona City Council, Barcelona Sustainability Indicators Report. 2021 Report, Urban Ecology.

Main types of green transformation actions by Catalan companies* (2022)



* Percentage on companies with more than 9 workers.

Source: ACCIÓ, Barometer of Innovation and the Digital and Green Transformation in Catalonia, 2022.

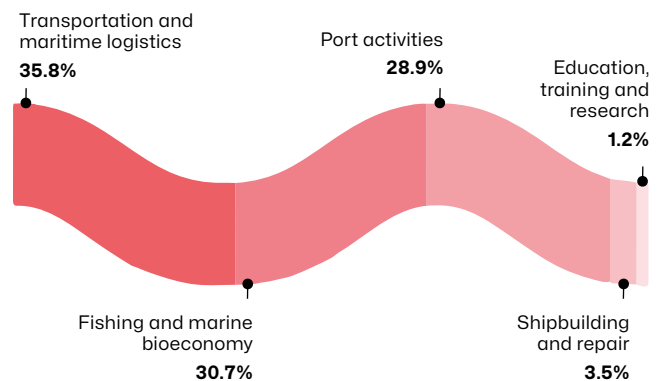
In Catalonia, more than

185,000 jobs

are associated with the Green Economy

(Idescat, 2022)

Blue Economy turnover by sector in Barcelona (%)

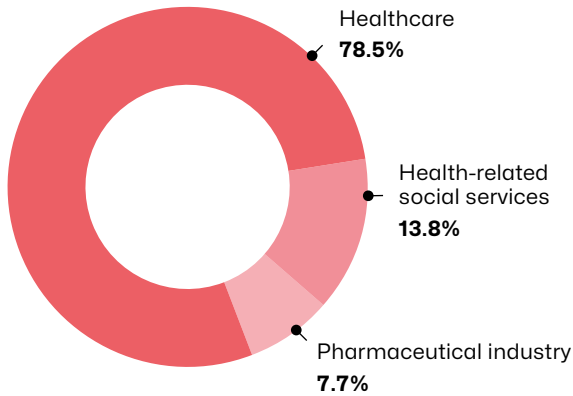


Source: Barcelona City Council - Barcelona Activa, Barcelona's Blue Economy in Figures, 2022.

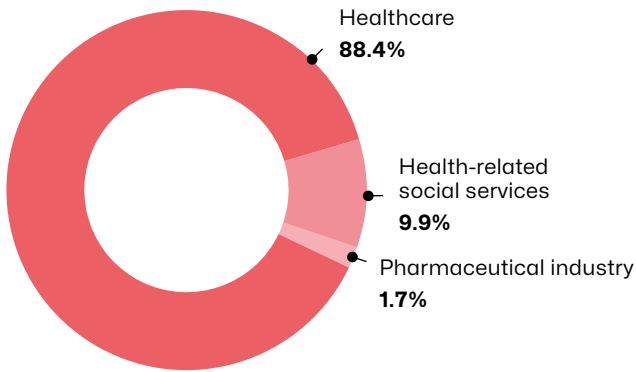
Health and Bio

Distribution by branches of the Health and Bio* sector in Barcelona (2022) (% of total) 

Jobs



Companies with employees

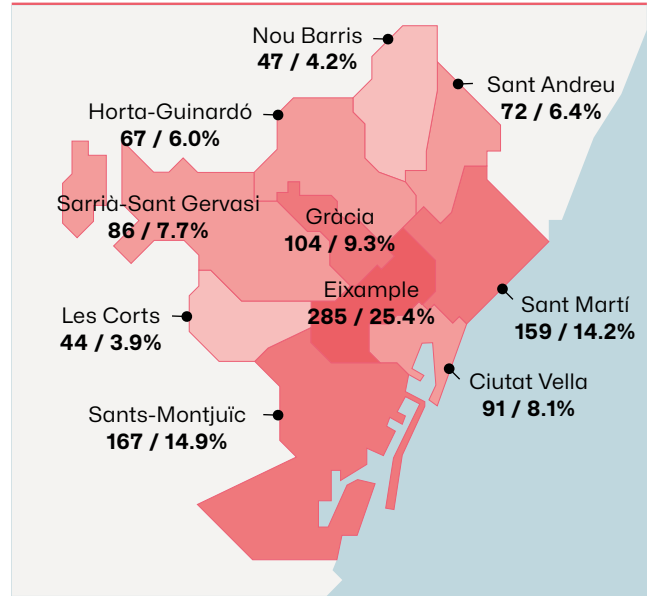


* Those registered with the general Social Security system, including Self-employed Workers (jobs) and Social Security contribution centres (companies).

Source: Compiled by the Department of Studies at the Manager's Office for Economy and Economic Promotion based on Social Security data.

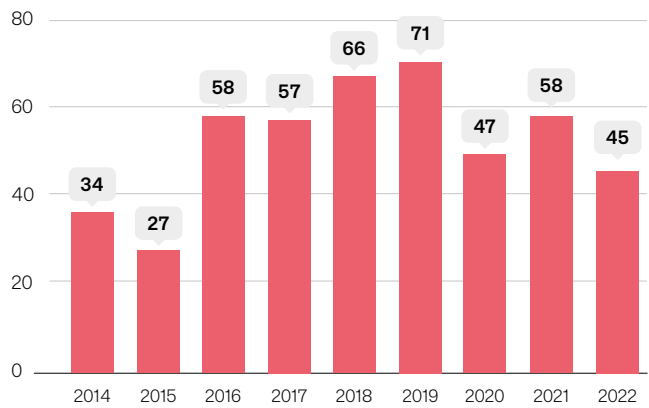
Social Economy

Cooperatives in Barcelona by districts (2022) (number / %) 



Source: Directorate for Social and Solidarity Economy and Sustainable Food, Barcelona City Council.

Number of cooperatives established in Barcelona (2014-2022) 



Source: Directorate for Social and Solidarity Economy and Sustainable Food, Barcelona City Council.

The BioRegion of Catalonia accounts for

8.7%

of the Gross Domestic Product and 7% of employment in Catalonia

Barcelona is committed to local, high-quality commerce

- Local commerce is one of Barcelona City Council's strategic lines of work. Over the years, Barcelona has gradually consolidated its commercial model based on the values of proximity, responsibility and sustainability. Thanks to Barcelona's more than 60,000 shops and 10,000 bars and restaurants, the city's streets are full of activity. They are organised into shopping centres, associations and guilds, which work together to offer a better service.
- With 14,245 companies and 150,782 jobs, commerce is one of the largest sectors within the economic structure of Barcelona. At the end of 2022, the sector accounted for 20.3% of companies with employees and 13.2% of employment in the city. The number of retail establishments exceeds 20,000 and represents 35.2% of the active ground-floor premises in the city.
- Municipal markets, with a surface area of over 125,675 m² and 2,011 establishments, are among the most significant elements of Barcelona's trade model, due to their economic and social significance in the city's neighbourhoods, and they represent the largest network of food markets in continental Europe.



International leader for urban tourism and the hosting of congresses

- Barcelona is a globally renowned urban destination, clearly specialised in international tourism. In 2022, 79.2% of tourists came from abroad, with the United States being the top source of international tourists, followed by France and the United Kingdom. Moreover, Barcelona has a high-quality tourist accommodation offer –almost 70% of the hotel accommodation has four stars or more –, and its firm commitment to sustainable tourism earned it Biosphere Platinum certification in 2022, becoming, together with Barcelona Coast, Barcelona Landscapes and Barcelona Pyrenees, the only destination in the world to earn this recognition for sustainable tourism management.
- Several rankings highlight Barcelona's appeal to international visitors. For 2024, Barcelona is ranked the 8th most attractive city in the world and the 3rd in Europe for tourists and entrepreneurs in the *World Best Cities* ranking (Resonance Consultancy). Likewise, the *Top 100 City Destinations Index* by Euromonitor International puts Barcelona in 10th place internationally and 8th in Europe in 2022. The *Benchmarking Report 2021-2022* ranks Barcelona as the fourth European city in terms of international overnight stays, and the *Saffron City Brand Barometer 2022* puts it as the fifth city in the world with the best city brand, up two positions compared to the 2020 edition.
- One of Barcelona's strengths is its volume of congress and trade fair activity. Fira de Barcelona hosts more than 250 professional events with more than 30,000 exhibitors and 2.5 million visitors. This has an economic impact of more than €4.7 billion and contributes to the creation of more than 35,000 jobs. Along these lines, the ICCA 2022 world ranking places Barcelona fourth by number of meetings held and first in terms of numbers of delegates, highlighting that Barcelona is the only destination that has remained in the top 5 for international congresses and conventions over the last 21 years. Barcelona is the second best destination for conferences in Europe, second only to London, according to the list published by Cvent.

Commerce

Commerce in Barcelona (2022)



Commerce Q4 2022

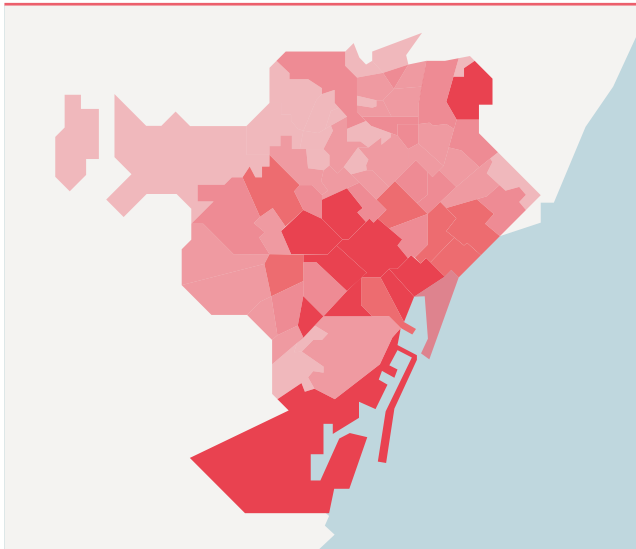
Number of companies with employees **14,245**
Jobs **152,782**

Municipal markets 2022

Food **39**
Special **4**
Number of establishments **2,011**
- Food / Non-food **1,333 / 678**
Commercial area (m²) **125,675**
Number of visits **63,061,875**

Source: INSS, Barcelona City Council Department of Statistics and Municipal Markets Institute.

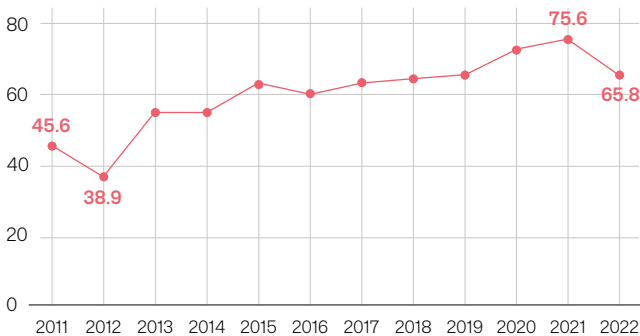
Commercial supply index in Barcelona neighbourhoods



● < 2 (21) ● From 2.01 to 3 (19) ● From 3.01 to 4 (16)
● From 4.01 to 5 (7) ● 5.01 or more (10)

Source: Barcelona City Council. Census of Commercial Premises

Evolution of internet shopping in Barcelona* (Consumers in %)

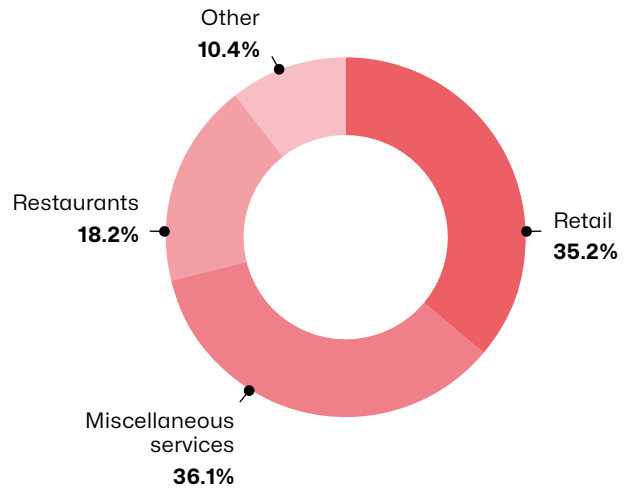


* From 2017 onwards, data from June.

Source: Municipal Omnibus Survey, Department of Commerce and Consumer Affairs.

Ground floor premises in Barcelona

(2022) (% of total)



Source: Barcelona City Council. Census of Commercial Premises

With more than

150,000 jobs

commerce is one of the main economic drivers in the city

Tourism

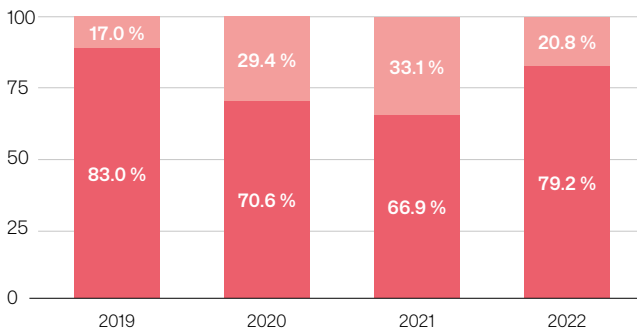
Tourists and overnight stays in Barcelona (2021-2022)



	2021	2022	Var. 2021/22
Tourists staying at hotels	3,264,757	7,376,744	126.0 %
Overnight stays at hotels	8,291,576	19,733,629	138.0 %
Tourists staying in HUTs*	1,262,629	2,362,117	87.1 %
Overnight stays in HUTs*	7,144,233	10,061,878	40.8 %

* Tourist-use flats. Source: Barcelona Tourism Observatory

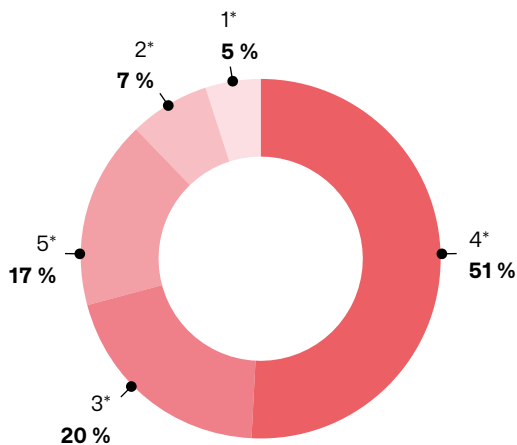
Origin of tourists visiting Barcelona (2019 - 2022) (% of total)



- International tourism (%)
- Domestic tourism (%)

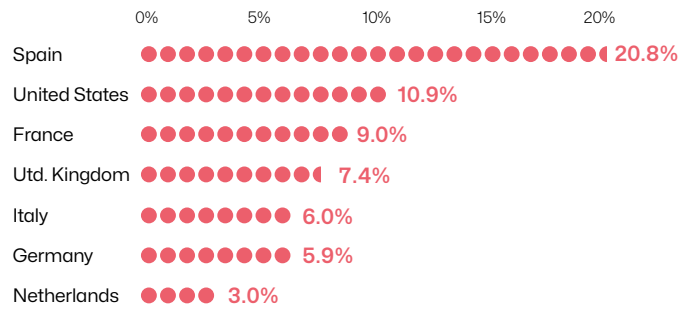
Note: Data refer to tourists staying in hotel establishments.
Source: Barcelona City Council Department of Statistics and Data Dissemination.

Indicators for hotel accommodation offer by star level (2022) (% Places/beds)



Source: Barcelona City Council Department of Statistics and Data Dissemination.

Main countries of origin (2022) (Weight/total)



Note: Data refer to tourists staying in hotel accommodation.
Source: Barcelona City Council Department of Statistics and Data Dissemination.

Attractive global cities for visitors and entrepreneurs (2024)



City	2024 position
London	1
Paris	2
New York	3
Tokyo	4
Singapore	5
Dubai	6
San Francisco	7
Barcelona	8
Amsterdam	9
Seoul	10
Rome	11
Prague	12
Madrid	13
Berlin	14
Los Angeles	15
Chicago	16
Washington	17
Beijing	18
Istanbul	19
Dublin	20

Source: World's Best Cities Report, Resonance Consultancy Ltd. 2024.

Congresses

Indicators of congress activity (2022)



Total meetings	1,639
Congresses, conferences and courses	466
Conventions and incentives	1,173
Total delegates	553,242

Source: Barcelona Tourist Consortium and Barcelona City Council Department of Statistics.

World's main cities hosting international congresses and delegates (2022)



Cities	Congresses	Cities	Delegates
Vienna	162	Barcelona	135,000
Lisbon	144	Vienna	105,000
Paris	134	Paris	101,000
Barcelona	133	Lisbon	87,562
Prague	129	Milan	77,969
Madrid	128	London	72,853
Berlin	113	Copenhagen	64,071
Athens	109	Madrid	59,304
Brussels	108	Prague	55,384
London	106	Singapore	51,642

Source: International Congress and Convention Association (ICCA).

Barcelona Trade Fair indicators (2022)



Fairs, congresses and events held every year	Over 250
Direct and represented exhibitors	30,000
Visitors	2.5 million
Activities, speeches/talks and seminars organised in the halls each year	Over 1,100
Visitors from more than 200 countries and regions	More than 200 countries
Economic impact on Barcelona and its surroundings	More than 4.7 billion €
Direct/indirect jobs generated	Over 35,000
Unique venues managed by Fira (Montjuïc venue, Gran Via venue and CCIB)	3

Source: Fira de Barcelona

Barcelona has ranked among
the

TOP 5
world's cities

in hosting international
congresses for 21 years

(ICCA)

Digital city, creativity, research and innovation

Barcelona leads Spain's progress towards a knowledge economy

Barcelona aims to become a leader in the field of technology in order to improve quality of life in a global context in which mobile technology is a key vector for the growth of the economy as a whole. In this context, Barcelona's role as the Mobile World Capital and permanent host of the Mobile World Congress (GSMA) represents a strategic opportunity to position the city in this field.

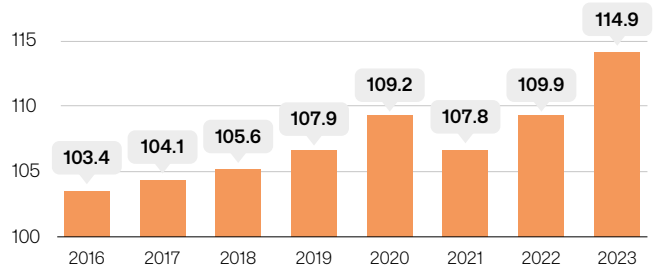
- Today, Barcelona offers one of the most dynamic ecosystems for technological entrepreneurs in Europe, and the *2023 Startup Heatmap Europe* lists it as the 3rd most preferred European city for establishing a startup for the sixth consecutive year, behind London and Berlin. Meanwhile, Atomico's *The State of European Tech 2022* report places it as the 11th hub in terms of technological investment received and estimates that the city's entrepreneurial ecosystem has received a total of \$1.3 billion from international investors, a 70% increase compared to the 2019 figure. And according to the *2023 Global Startup Ecosystem Report* by Startup Genome, Barcelona ranks fourth among the top 100 emerging ecosystems in the world.
- According to the *Regional Innovation Scoreboard 2023* published by the European Commission (EIS2023), Catalonia climbs 27 positions in the European innovation ranking and is classified as a "strong innovator". This report places Catalonia's global index in the field of innovation at 105.9 points, more than eleven points above the 2021 result. Particularly noteworthy is the level of sales of innovative products by Catalan SMEs with respect to total turnover, employment in ICT services and continuous training throughout an individual's career. Catalonia is also above the EU average in areas such as trademark applications, scientific publications, population with higher education, people with digital skills and employment in knowledge-intensive activities.
- Catalonia is the region with the highest number of innovative companies in Spain (22.9%) and accounts for more than a quarter (26.4%) of its total expenditure in innovative activities. According to data from the Barometer of Innovation, in 2022, 56.4% of Catalan companies with more than nine employees carried out some form of innovative activity, which is nearly six points higher than in 2021, and the percentage is close to 70% in the manufacturing sector. Innovation is concentrated to a higher degree in startups and more mature companies. Of innovative companies, 58.1% are exporters, and Catalan companies have mainly innovated in products and information and communication systems.
- Barcelona was ranked 6th in Europe and 20th in the world in scientific production in 2021, according to data compiled by the Polytechnic University of Catalonia based on the *Science Citation Index*. Barcelona produced more publications than cities as significant as Milan, Cambridge (USA), Berlin and Oxford.
- In 2023, Barcelona started work on the construction of the Ciutadella del Coneixement (Ciutadella Knowledge Hub), a scientific, cultural and urban development initiative promoted by Barcelona City Council –together with another nine public institutions, universities and scientific institutions– which aims to turn the area around the Ciutadella Park into a unique urban knowledge hub in southern Europe, focusing on biomedicine, biodiversity and global well-being. It is expected to host around 1,200 researchers.
- R&D expenditure in Catalonia amounted to 1.67% of GDP in 2021, lower than the average in the European Union but higher than that of Spain and regions such as Lombardy and London. There are 55,907 employees dedicated to research and development in Catalonia. Furthermore, Barcelona is home to more than ten internationally renowned scientific and technical facilities, such as the ALBA synchrotron, Mare Nostrum, Mini Tauro and Pirineus (CSUC).
- Creative activities accounted for over 175,332 jobs potentially linked to this sector in Barcelona in 2022, which represented 15.2% of employment in the city and half of creative employment in Catalonia (53.2%). The core of the creative industry in the city generates more than €10 billion in the city and more than 43,000 jobs. Notably, according to the latest urban research, there is a strong correlation between a higher percentage of

employees in creative industries and a higher level of production per resident. Festivals such as Sónar and Primavera Sound are inextricably linked to the city of Barcelona and act as catalysts for opportunities. It is estimated that the trade shows, festivals and major events held in Barcelona have a total economic impact of €5.1 billion per year.

- The European Commission's *Cultural and Creative Cities Monitor Report 2023* lists Barcelona as the 13th major city with the most creative vibrancy, with remarkable results in human capital and education (1st), local and international connections (2nd), and openness, tolerance and trust (5th).
- In 2022, the European Institute of Innovation and Technology (EIT) – a European Union organisation – established the new Knowledge and Innovation Community (KIC) on culture and creativity as part of Europe's largest innovation network. Barcelona, with Eurecat-Centre Tecnològic de Catalunya, will be the South-West European headquarters of this community, led by Fraunhofer-Gesellschaft and made up of some fifty organisations from twenty different countries. Its mission is to strengthen and transform the potential for innovation and to contribute to sustainable growth and recovery, and it will function as a hub for all major players in the industries and sectors of creativity and culture, providing qualified professionals and innovative entrepreneurs in the fields of education, research and business.
- Barcelona has established itself as a leader in certain specialised segments of the creative sector, such as in video games. Evidence of this is the opening in 2022 of the largest eSports centre in southern Europe, located in the 22@ district, with areas for video game competitions, training and education. Barcelona has also positioned itself as a European hub for audiovisual talent, as shown by the success of the ISE (Integrated Systems Europe) conference, which in 2023 broke attendance records with more than 58,000 visitors from over 155 countries.
- Barcelona is a global culinary pioneer, as demonstrated by the 35 Michelin stars achieved in 2023, distributed among 24 restaurants. Meanwhile, Catalonia has been proclaimed World Region of Gastronomy for 2025 and is the first region in Europe to achieve this international distinction. In the field of architecture, UNESCO has selected Barcelona as World Architecture Capital for 2026, an initiative that aims to highlight the role of architecture and urban planning in the culture and identity of cities and their sustainable development. In 2024, Barcelona will host Manifesta, the European Biennial of Contemporary Art.
- According to Mobile World Capital's *Tech Hubs Overview* report, there are 96 global tech hubs in Catalonia, a figure that has more than doubled in five years. These tech development centres are a pole of attraction for highly-qualified international talent, and approximately 38% of their workers are foreign nationals, with an average of 18 different nationalities, mainly other European and South American countries.

Business innovation and research

Evolution of the innovation index in Catalonia (Base 2016. EU mean = 100)



Source: *Regional Innovation Scoreboard, 2023*. European Commission

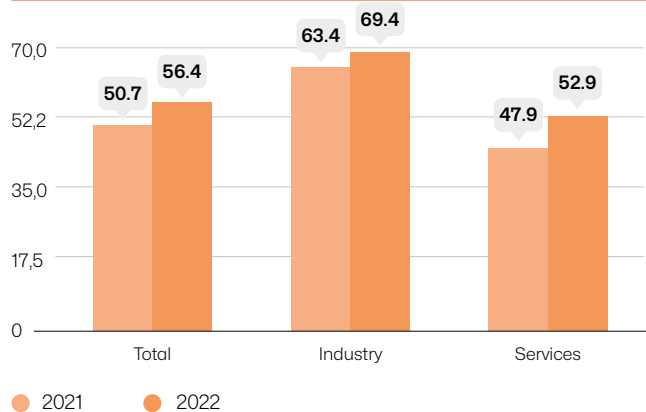
Companies and innovation



	Number of innovative companies		Total expenditure on innovative activities	
	2020	% of Spain	2020 (Thousands of €)	% of Spain
Catalonia	4,797	22.9	4,512,494	26.4
Spain	20,976	100.0	17,074,397	100.0

Source: Spanish National Institute of Statistics (INE)

Companies with innovative activities in Catalonia (%)



Source: ACCIÓ, *Barometer of Innovation and the Digital and Green Transformation in Catalonia, 2022*.

Barcelona is the
3rd
favourite European city for establishing a startup for the sixth consecutive year
(Startup Heatmap Europe Report 2023)

Innovation ecosystem

Preferred cities to locate a new startup in Europe



City	2021 ranking	2022 ranking	% of votes of founders
London	2	1	34.9
Berlin	1	2	34.0
Barcelona	3	3	17.1
Amsterdam	5	4	16.8
Paris	7	5	12.3
Lisbon	4	6	12.2
Munich	8	7	10.0
Tallinn	6	8	9.4
Stockholm	9	9	9.2
Zurich	11	10	7.1

Source: StartUp Heatmap Europe, 2023 StartUp Heatmap Europe Report

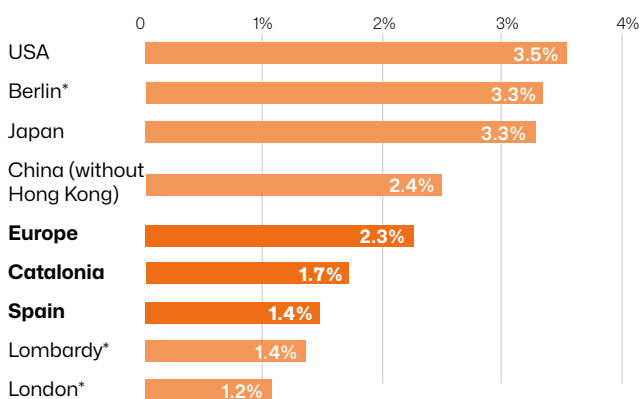
Main emerging ecosystems of startups in the world (2023)



City	2023 ranking
Copenhagen	1
Hong Kong	2
Detroit	3
Barcelona	4
Dublin	5
Manchester-Liverpool	6
Brussels	7
Raleigh-Carey Metropolitan Area	8
Minneapolis	9
Estonia	10
Houston	11
Dubai	12
Madrid	13
Guangzhou	14
Jakarta	15

Source: The Global StartUp Ecosystem Report 2023, Startup Genome.

EXPENDITURE on R&D (2021) (% of GDP)



*2020 data. Source: INE and Eurostat.

Main European hubs for attracting technological investment (2022)



Position & City	Capital invested, 2022 (millions of dollars)
1. London	19,234
2. Paris	9,864
3. Berlin	5,215
4. Stockholm	4,151
5. Munich	2,124
6. Amsterdam	1,659
7. Zurich	1,523
8. Helsinki	1,397
9. Milan	1,386
10. Tallinn	1,330
11. Barcelona	1,326
12. Vienna	1,190
13. Madrid	1,108
14. Oslo	934
15. Dublin	858
16. Zagreb	758
17. Hagen	730

Source: State of European Tech22. Atomico

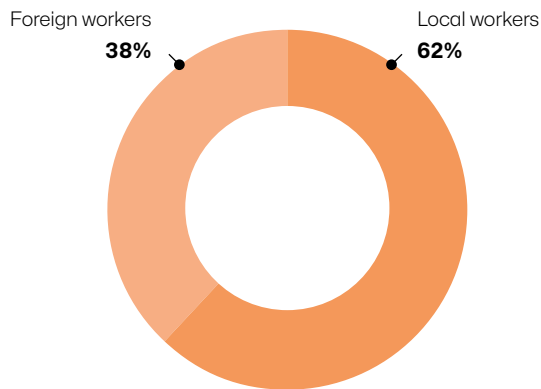
Leading international scientific and technical facilities in Barcelona



- Synchrotron ALBA-Cells
- Pyrenees (CSUC) - Spanish Supercomputing Network
- Scientific Information Port (PIC) - Spanish Supercomputing Network
- MareNostrum and MinoTauro (BSC-CNS) - Spanish Supercomputing Network
- Barcelona Nuclear Magnetic Resonance Laboratory (LRB)
- White Room of the Barcelona Microelectronics Institute (IMB-CNM)
- MARHIS installation at the Maritime Engineering Laboratory of the UPC - iCIEM
- Omics Technologies Infrastructure (OMICSTECH) - CNAG - CRG
- Omics Technologies Infrastructure (OMICSTECH) - COS
- Network of High Biosafety Level Laboratories - CReSA
- NANBIOSIS Infrastructure - CIBER-BBN
- Electron Microscopy Infrastructure for Materials - UMEAP
- Spanish Oceanographic Fleet - CSIC

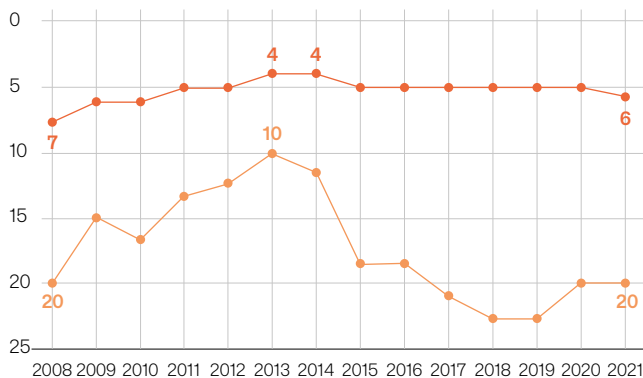
Source: Ministry of Science and Innovation, Map of Unique Scientific and Technical Facilities, 2021-2024.

Workers in tech hubs by nationality in Catalonia (2023) (% of total workforce)



Source: Tech Hubs Overview, Mobile World Capital, Barcelona City Council and ACCIÓ (2023).

Top cities in the world for scientific academic production. Barcelona's position (2008-2021)



- World ranking
- European ranking

Source: Centre of Land Policy and Valuations (CPVS) of the Polytechnic University of Catalonia (UPC), based on data from the Science Citation Index (SCI)

Barcelona is ranked

4th

in the Top 100 Emerging Ecosystems in the World

(The Global Startup Ecosystem Report 2023, Startup Genome)

Creative industries

Employment associated with creative activities* in Barcelona (2022)



	Jobs	Weight Bcn/ Catalonia
Activities linked to heritage	3,151	64.1 %
Architecture and engineering	20,775	38.8 %
Graphic art and printing	3,318	17.2 %
Cinema, video and music	5,849	60.7 %
Design and photography	20,245	54.6 %
Publishers	8,643	68.6 %
Writers, performing and visual arts, and artisans	8,246	51.7 %
Fashion	1,701	11.6 %
Radio and television	1,061	21.2 %
Traditional creative (cultural) industries	72,989	42.3 %
Creative research and development	14,475	50.8 %
Publicity	20,053	65.2 %
Software, video games and electronic publishing	67,815	69.6 %
Non-traditional creative industries	102,343	65.3 %
TOTAL creative industries	175,332	53.2 %
Rest of sectors	979,795	30.8 %
% Creative industries/total employment	15.2 %	
TOTAL SECTORS BARCELONA	1,155,127	32.9 %

Note: Those registered with the general Social Security system, including Self-employed Workers in the last month of the year

Source: Compiled by the Department of Studies at the Barcelona City Council Management Office for the Economy and Economic Promotion based on Social Security data.

Creative and cultural cities of Europe (2023)



2023 position & City	Creative vibrancy index
1. Munich	41
2. Paris	38
3. Prague	38
4. Lisboa	37
5. Stockholm	36
6. Budapest	35
7. Madrid	35
8. Vienna	34
9. Berlin	34
10. Brussels	33
11. Cologne	32
12. Warsaw	32
13. Barcelona	32
14. Lyon	31
15. Rome	31

Note: Cities with more than a million residents.

Source: Cultural and Creative Cities Monitor 2023 Update, European Commission's Joint Research Centre



Hub for generating and attracting talent

Barcelona's job market has critical mass and qualified human capital

- There are 1.2 million jobs in the city and 2.8 million in the area of Barcelona. The activity and employment rates in Barcelona (81.7% and 75.0%, respectively) are higher than the Catalan, Spanish and European averages, as is the city's female employment rate, which stands at over 70%.
- More than half of the jobs in Barcelona (56.7%) are in knowledge-based activities, and the city is the central hub for this segment of the economy in Catalonia, with 43.1% of the knowledge-intensive jobs concentrated in the city, while Barcelona accounts for 34.9% of Catalonia's employed population.
- Barcelona has a labour market with a critical mass in high value-added sectors: Catalonia ranks 4th in Europe in employment in high and medium-high technology-intensive manufacturing and 3rd in terms of people with higher education qualifications working in science and technology - with more than 969,900 jobs in this area - and in 2021 it was ranked 7th in terms of high-tech knowledge-intensive services.
- According to the *2021 Decoding Digital Talent report*, Barcelona is the 9th most attractive city to work abroad for global talent and the 10th for digital experts. Likewise, the *City Talent Index ranking for 2022* -which measures the ability to attract and retain talent in Europe- ranks Barcelona 12th out of the 32 cities analysed in terms of attracting and retaining talent and 1st in Southern Europe. It was awarded the highest rating in terms of attractive lifestyle.
- Catalonia has 12 universities with over 300,000 students, while the Barcelona Metropolitan Area accounts for more than 80% of enrolled students in its 8 public and private universities. In 2022, there were nearly 70,000 people in the process of earning their master's and PhD degrees at Catalan universities, with the number of international students in the Barcelona area exceeding 26,600.
- In 2021, more than half (53.7%) of female workers and 48.2% of the people working in Catalonia had a tertiary education, figures that are far higher than the European and Spanish averages.
- In terms of education, Barcelona is one of the only two cities with two educational institutions among the ten best business schools in Europe, with IESE and ESADE ranked 2nd and 10th in Europe, and 3rd and 30th worldwide, respectively, in the *Global MBA 2023* ranking published by the *Financial Times*.
- According to Eurostat figures, Catalonia is ranked the 5th European region in employment in high tech sectors with more than 200,000 jobs in the sector, which account for 5.7% of all jobs in Catalonia.
- Likewise, female employment in the high tech sector is the highest in Europe, with women accounting for 39.7% of the total, a figure that exceeds those in the cutting-edge regions like Île-de-France, Berlin and Upper Bavaria.

Jobs in Barcelona

Employed workers registered with social security (June 2023)



Cities	Total	% of Spain
Barcelona	1,189,166	5.8%
Barcelona province	2,775,824	13.5%
Catalonia	3,697,984	18.0%
Spain	20,597,244	100.0%

Source: Compiled by the Department of Studies of the Barcelona City Council's Management Office for the Economy and Economic Promotion based on Social Security data.

Employment in high tech sectors by region in Europe (2022)



Posicion & region	Jobs (thousands)	% of total employment	% women/total employment
1. Île-de-France	419.6	7.4	36.1
2. Community of Madrid	288.5	9.0	32.9
3. Upper Bavaria, Munich	233.0	9.1	34.2
4. Lombardy	229.8	5.2	31.5
5. Catalonia	200.7	5.7	39.7
6. Berlin	195.1	10.3	35.7
7. Lazio	186.7	8.1	33.0
8. Rhône-Alpes	171.7	5.7	33.3
9. Cologne	155.8	7.0	32.3
10. Dublin	151.0	11.7	33.3

Source: Eurostat

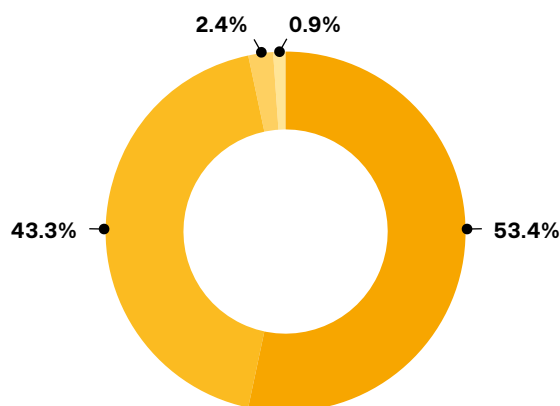
% Of working people with higher education (2021)



	Women	Total
Catalonia	53.7 %	48.2 %
Spain	52.6 %	46.2 %
European Union	41.5 %	36.6 %

Note: % of the employed population aged 15 or over with a higher qualification.
Source: Eurostat

Employees* according to knowledge intensity of the activity in Barcelona (Q4 2022) (%)



- Knowledge-intensive services (53.4%)
- Low-knowledge and unclassified activities (43.3%)
- Medium-high technology industrial sectors (2.4%)
- High-technology industrial sectors (0.9%)

* Those registered with the general Social Security system.

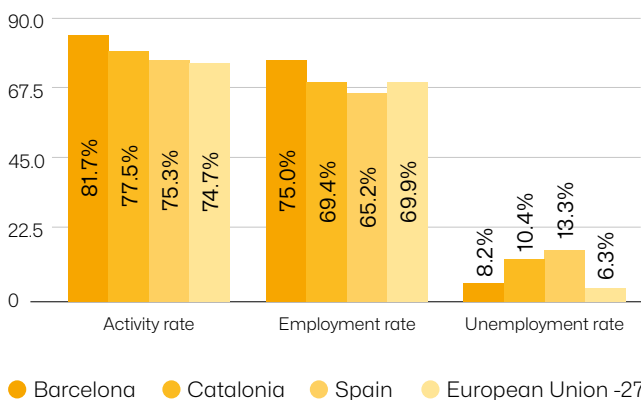
Source: Compiled by the Department of Studies of the Barcelona City Council's Management Office for the Economy and Economic Promotion based on Social Security data.



Participation in the job market

Participation in the job market

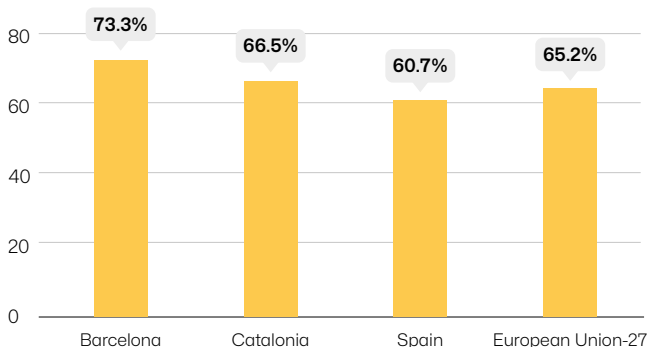
1Q 2023 (% of population of age 16-64)



Source: Labour Force Survey and Eurostat

Female employment rate by region

1Q 2023 (% of population of age 16-64)



Source: Labour Force Survey and Eurostat.

Attractiveness for talent

The world's most attractive cities for working abroad



City	2020 position Digital Experts ranking	2020 position Global Talent ranking
London	1	1
Amsterdam	3	2
Dubai	6	3
Berlin	4	4
Abu Dhabi	9	5
Tokyo	5	6
Singapore	2	7
New York	7	8
Barcelona	10	9
Sydney	8	10
Paris	17	11
Los Angeles	12	12
Melbourne	11	13
Toronto	13	14
Seoul	24	15

Source: Decoding Global Talent 2021 and Decoding the Digital Talent Challenge, BCG.

Ability to attract and retain talent in European cities (2022)



City	2022 position
London	1
Paris	2
Zurich	3
Dublin	4
Oslo	5
Copenhagen	6
Stockholm	7
Munich	8
Vienna	9
Helsinki	10
Amsterdam	11
Barcelona	12
Manchester	13
Rotterdam	14
Lyon	15

Source: City Talent Index 2022, NTT Data.

University training and attraction

Student enrollment and attraction

Academic year 2021-2022



Total number of university students in Catalonia (*)	298,463
Number of female university students in Catalonia (*)	165,594
Master's and PhD students at Catalan universities	69,746
Number of universities in Catalonia	12
Master's degrees offered at Catalan universities	645
International students at universities in the Barcelona area (**)	26,657

(*) Includes bachelor's, and Master's and PhD students. (**) Data from academic year 2020-2021

Source: Idescat Statistics Yearbook

Best European business schools (2023)



Business school	City	European ranking	World ranking
Insead	Fontainebleau	1	2
IESE Business School	Barcelona	2	3
SDA Bocconi	Milan	3	6
London Business School	London	4	16
HEC Paris	Paris	5	17
IE Business School	Madrid	6	22
University of Cambridge: Judge	Cambridge	7	23
ESCP Business School	Paris	8	27
University of Oxford: Said	Oxford	9	28
ESADE Business School	Barcelona	10	30
IMD Business School	Lausanne	11	32
Imperial College Business School	London	12	37
Alliance Manchester Business School	Manchester	13	46
Edhec Business School	Lille	14	47
Warwick Business School	Coventry	15	55

Source: Global MBA Ranking 2023, Financial Times.



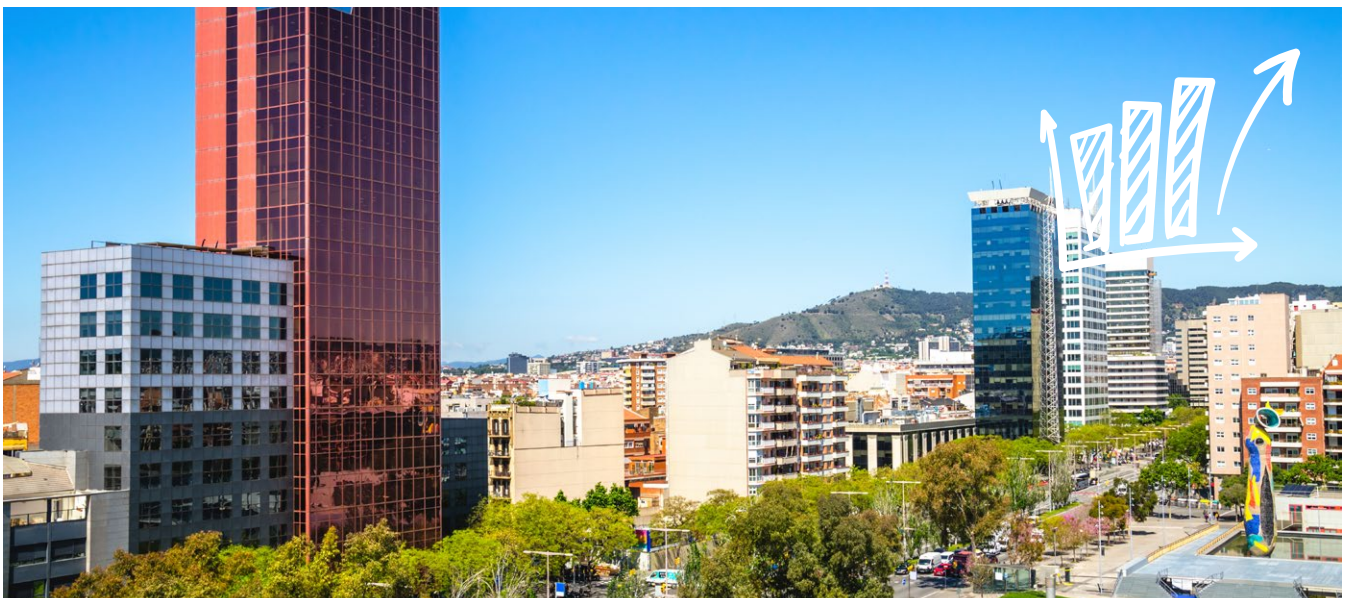
Entrepreneurial city with competitive costs

Barcelona has a dynamic and flexible business activity

- The Barcelona area is home to the headquarters of 480,301 companies, 14% of those in Spain. They are mainly SMEs and micro-enterprises, characterised by higher flexibility and a capacity for adapting to complex environments. Almost 40% of the business headquarters of the province are in the city.
- The entrepreneurial activity rate (TEA) of the resident population (18-64 years) in the province of Barcelona was 7.3% in 2022, exceeding that of Austria (6.8%), Japan (6.4%) and Poland (1.6%) and the Spanish average (6.0%). Likewise, the rate of female entrepreneurship in Barcelona (6.8%) grew compared to 2021.
- Barcelona has been granted the *European Entrepreneurial Region Award 2023*, presented annually by the Committee of the Regions, in association with the European Commission and in collaboration with SMEunited, Eurochambres and Social Economy Europe, in an edition that rewarding “Entrepreneurship and resilient communities” and, among other aspects, acknowledging the integrated entrepreneurship strategy within the urban and economic agenda known as the Barcelona Green Deal.

Barcelona has a competitive real estate offer for businesses

- With regard to the cost of living, Barcelona is ranked 75th among the cities analysed in the annual study produced by Mercer Consulting in 2023 (which takes New York as a reference value). The city has improved in this marker for the third consecutive year, and it has maintained its competitiveness in the Eurozone ranking where it has dropped three places and is in 18th position.
- In the third quarter of 2022, the price of renting offices in Barcelona was 327 euros per m² per year, the same price as a year ago. Regarding the profitability of renting offices, that is, the return on the investment made, in 2022 Barcelona increased the rate by four tenths to 3.8%, the highest in the last five years and similar to that of Brussels, London (West End) and Madrid. The main subsectors of the real estate market –housing, office rental and logistics land– showed a stable or slightly upward price trend in 2022 compared to 2021, according to the report by Cushman & Wakefield Research.



Businesses

Companies by number of employees (January 2022)



Type	Barcelona	% of total	Province	% of total
Without employees	113,100	60.6	284,986	59.3
With employees:				
- 1 - 9 employees	65,191	34.9	173,289	36.1
- 10 - 199 employees	7,901	4.2	20,915	4.4
- Over 199 employees	539	0.3	1,111	0.2
Total businesses	186,731	100.0	480,301	100.0

Source: INE, Central Business Directory (DIRCE).

Company headquarters (January 2022)



	Number of companies	% of Spain
Barcelona	186,731	5.4
Barcelona Province	480,301	14.0
Catalonia	634,223	18.5
Spain	3,430,663	100.0

Source: INE, Central Business Directory (DIRCE)

Entrepreneurial activity

Entrepreneurial activity rate in the world (2022) (% age 18-64)



Note: EU average: high-income countries. * Provincial data.

Source: Global Entrepreneurship Monitor (GEM), *Global Report and Executive brief for Catalonia 2022-23*

Real Estate

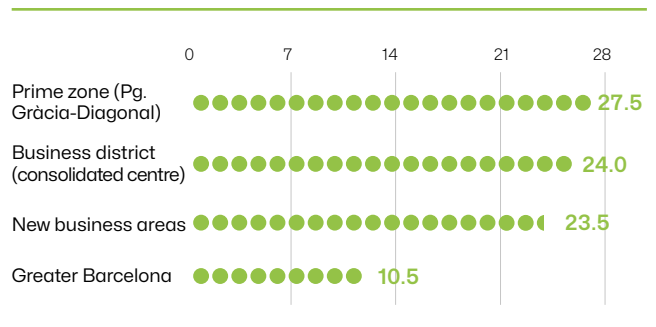
Offices market 2022/Q4



Total office stock	6,979,103 m ²
Leased area	331,764 m ²
Area under construction	357,134 m ²
Available supply of offices	588,971 m ²
Availability rate	8.4 %
Investment attracted	€1,200 M

Source: Marketbeat, Cushman and Wakefield.

Office rental price (€/m²/month) - Q4 2022



Source: Marketbeat, Cushman and Wakefield.

Barcelona was honoured with the

2023 European Entrepreneurial Region Award

(Committee of the Regions, European Commission)

Office rental prices in European cities (2022)



City	Year-on-year variation 2022/2021	Office rental (€/m ² /year)
London (WE)	14.3 %	1,504
Paris (CBD)	3.2 %	960
Geneva	0.0 %	915
London (City)	5.8 %	909
Zurich	0.0 %	813
Stockholm	0.0 %	739
Milan	13.3 %	680
Dublin	3.4 %	678
Luxembourg	3.8 %	648
Paris (La Défense)	6.5 %	575
Frankfurt	2.2 %	570
Amsterdam (South Axis)	16.3 %	535
Bristol	11.8 %	533
Rome	7.1 %	525
Berlin	10.3 %	516
Munich	4.9 %	516
Birmingham	7.9 %	514
Oslo	7.1 %	510
Edinburgh	8.3 %	489
Manchester	0.0 %	483
Helsinki	3.2 %	477
Leeds	5.9 %	451
Glasgow	1.4 %	445
Madrid	8.9 %	441
Hamburg	6.6 %	390
Düsseldorf	5.3 %	360
Prague	31.8 %	348
Gothenburg	5.7 %	342
Brussels	6.3 %	340
Lyon	0.0 %	340
Barcelona	0.0 %	327
Newcastle	0.0 %	326
Vienna	0.0 %	318
Istanbul	8.0 %	312
Lisbon	6.4 %	300

Source: Cushman & Wakefield Research, *The DNA of Real Estate, 3T. 2022 (Europe)*

Average price of housing in Barcelona Q4 2022



Rent (€/month)	1,077.5
Sale of second-hand housing (€/m ²)	4,058.0
Sale of new housing (€/m ²)	5,373.1

Source: Barcelona City Council

Cost of living

Cost of living of cities in the world 2023



City	2022 ranking	2023 ranking
Hong Kong	1	1
Singapore	8	2
Zurich	2	3
Geneva	3	4
Basel	4	5
New York	7	6
Bern	5	7
Tel-Aviv	6	8
Copenhagen	11	9
Nassau	16	10
Los Angeles	17	11
Shanghai	12	12
Beijing	10	13
San Francisco	19	14
Honolulu	20	15
...
Barcelona	78	75

Source: *Cost of Living City Ranking 2023*, Mercer Human Resource Consulting.

Logistics land

Rental price of logistics land in European urban areas (2022)



Urban areas	Year-on-year rental variation 2022/2021	Logistics land rentals 2022 (€/m ² /year)
London (Heathrow)	35.2 %	301
Zurich	0.0 %	244
Geneva	0.0 %	193
Oslo	11.1 %	146
Birmingham	37.9 %	125
Helsinki	5.3 %	120
Manchester	26.7 %	119
Dublin	4.5 %	117
Bristol	5.9 %	113
Munich	15.4 %	108
Luxembourg	0.0 %	108
Leeds	14.3 %	100
Amsterdam (Schiphol)	3.3 %	95
Frankfurt	14.0 %	93
Hamburg	17.4 %	93
Düsseldorf	33.9 %	90
Barcelona	1.4 %	88
Stockholm (North)	5.6 %	88
Newcastle	16.7 %	88
Scotland (central)	7.7 %	88

Source: Cushman & Wakefield Research, *The DNA of Real Estate, 3T. 2022 (Europe)*

Compact city with social cohesion

Barcelona, committed to reducing inequalities

- In 2020, Barcelona had an estimated disposable household income per capita of €20,667. The Barcelona district with the highest DHIpc was Sarrià-Sant Gervasi, with €33,264, exceeding the value of Barcelona as a whole by 61%. The district with the lowest income per capita was Ciutat Vella, with €13,868, which is 67% of the city average. Between 2015 and 2020 the relative positions of the districts remained stable.
- Following the unfavourable evolution of living conditions and rising inequality in recent years, the poverty risk or social exclusion rate (AROPE) of Catalonia was 22.3% in 2021, below the Spanish rate (27.8 %) but slightly higher than the EU-27 rate (21.7%).
- Barcelona's role as the World Capital of Sustainable Food 2021 laid the foundations for the development of the Healthy and Sustainable Food Strategy 2030 (EASSB 2030). This was achieved through a participatory process that involved individuals from organisations representing the sustainable food movement, the various sectors involved, the different

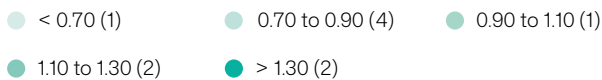
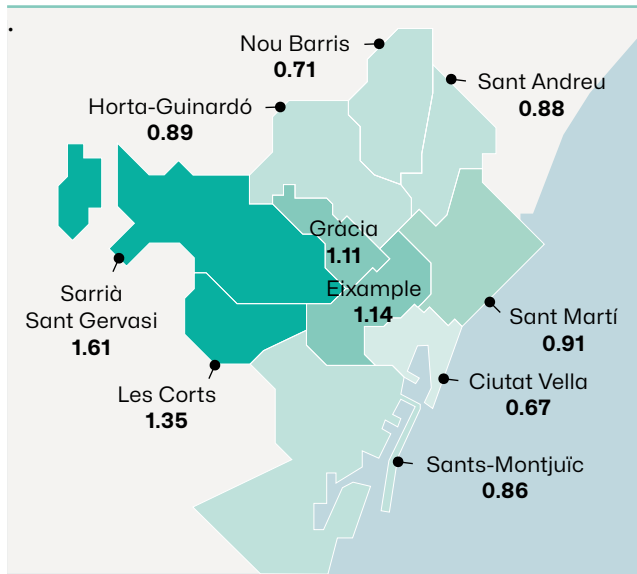
stages of the food chain (from farm to table), and the general public. The Healthy and Sustainable Food Strategy Barcelona 2030 was approved by the Plenary Session of the City Council on 25 November 2022, and a governance structure was created: The City Agreement for the EASSB 2030, which serves as the platform for participation, public-community cooperation, public-private collaboration, and joint action among city institutions and organisations working to make the food system healthier and more sustainable.

- Barcelona has been chosen as the first European Capital of Democracy by The Innovation in Politics Institute, as the most voted nominee among thirteen European cities for its participatory projects such as the Decidim platform and the Superblock programme. The city will organise a programme of activities and different events through to 2024, in collaboration with different European citizens' organisations with the aim of promoting innovation and strengthening democracy in Europe.



Family income

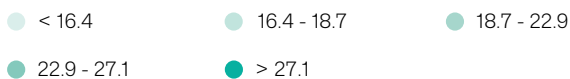
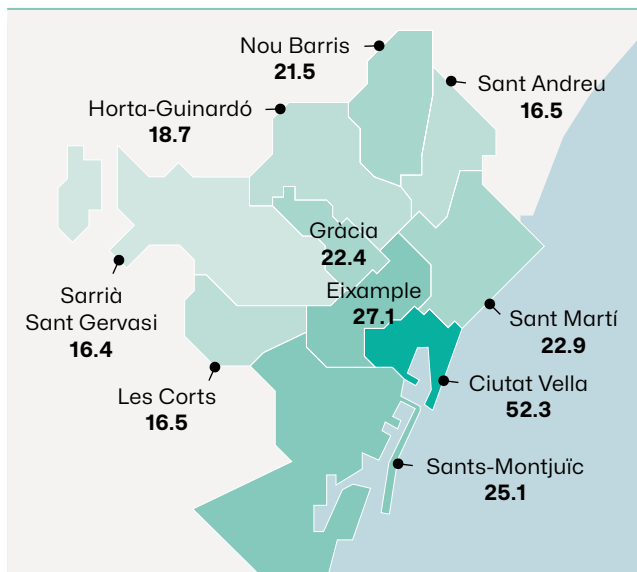
Disposable Family Income per capita in the Districts of Barcelona 2020 (Index. Average for Barcelona=1)



Source: Department of Statistics and Data Dissemination at Barcelona City Council.

Foreign-resident population by district

Foreign resident population by district (2023) (% s/total)



Source: Barcelona City Council's Department of Statistics and Data Dissemination.

Poverty and social exclusion

Population at risk of poverty or social exclusion in European regions 2021



Country	Region (main city)	AROPE rate
Slovakia	Bratislavský kraj (Bratislava)*	5.9 %
Czech Republic	Prague (Prague)	9.2 %
Finland	Helsinki-Uusimaa (Helsinki)	12.0 %
Sweden	Stockholm (Stockholm)	13.3 %
Germany	Bavaria (Munich)**	14.8 %
Poland	Wojewodztwo Mazowieckie (Warsaw)	15.5 %
Norway	Oslo og Akershus (Oslo)*	15.7 %
Romania	Bucuresti - Ilfov (Bucharest)	16.4 %
Ireland	Ireland - Eastern and Midland (Dublin)	16.4 %
Italy	Lombardy (Milan)	16.7 %
Portugal	Lisbon Metropolitan Area	17.2 %
Denmark	Hovedstaden (Copenhagen)	18.2 %
Netherlands	Netherlands - North (Amsterdam)	18.8 %
Switzerland	Mittelland space (Bern)*	18.9 %
Germany	Berlin (Berlin)**	19.3 %
Spain	Community of Madrid (Madrid)	21.6 %
Greece	Attica (Athens)	21.6 %
EU27 average (e)		21.7 %
Spain	Catalonia (Barcelona)	22.3 %
Italy	Laci (Rome)	25.6 %
Spain		27.8 %
Belgium	Brussels	35.3 %

Note: The "At Risk of Poverty or Social Exclusion" rate (AROPE) indicates the percentage of the population that is at least in one of the following circumstances: at risk of poverty, severe material deprivation or living in households with very low labour intensity.

* 2020 data, ** 2019 data.

Source: Eurostat

Quality of life and sustainability

Barcelona, international benchmark for quality of life

- In terms of the environment, Barcelona's model of a compact and Mediterranean city promotes sustainable mobility, which accounts for more than 75% of internal travel. Barcelona stands out in prestigious rankings such as the *Urban Mobility Readiness Index 2022*, where it retains its position as the 17th city in the world for its sustainable mobility ecosystem, with a score similar to the Canadian cities of Vancouver and Toronto and ahead of cities such as Paris, New York and Sydney. Meanwhile, the distance covered by the city's cycle lane network now amounts to 240 km and the city's Bicing service exceeded 137,000 users by 2022.
 - Barcelona ranks seventh among the cities most associated with sport in consulting firm Burson Cohn and Wolfe's *Ranking of Sports Cities 2023*. Barcelona has remained among the top ten since the first edition (2012), a position only shared by other Olympic cities such as London, Tokyo and Los Angeles.
 - It should be noted that Barcelona is currently one of the European leading cities with regard to water savings.
- The consumption of domestic water per resident per day was 104.6 litres in 2021, which is 11.4% less than in 2006. Barcelona also has a relatively low volume of CO₂ equivalent emissions per resident, compared to other cities around the world.
- In 2022, Barcelona was tenth in the first edition of the Clean Cities Campaign city ranking of the European cities most prepared for zero-emission mobility, surpassing cities such as London, Vienna or Berlin in a ranking headed by Oslo, Amsterdam and Helsinki. Barcelona scored particularly well in the categories of ease of walking (2nd), access to public transport (5th) and safety for cyclists (6th), and was in the mid-range in terms of road safety (14th) and congestion (17th).
 - The cultural offer is extensive and of good quality. The city has 40 public libraries and 58 museums, collections, exhibition centres and other heritage centres. Furthermore, Barcelona has nine UNESCO World Heritage Sites: seven buildings designed by Gaudí, the Palau de la Música and the Hospital de Sant Pau.



Climate

Climate indicators of Barcelona

Fabra Observatory - 2022



Average annual temperature	18.1 °C
Extreme maximum temperature	37.0 °C
Lowest minimum temperature	0.5 °C
Annual hours of sunshine	2,808.4

Source: Barcelona City Council Department of Statistics and Data Dissemination.



Energy and environment

Indicators of green areas in Barcelona

(2022)



Urban parks* (green spaces meant for public use)	763 ha.
Urban green space (green spaces in the city)	12,148,626 m²
Urban green space per capita	7.40 m²/hab.
Urban greenery and woodland	29,135,826 m²
Urban green space and woodland per capita	17.77 m²/hab.

* Data from 2021.

Source: Barcelona City Council's Department of Statistics and Data Dissemination.

Beaches (2022)

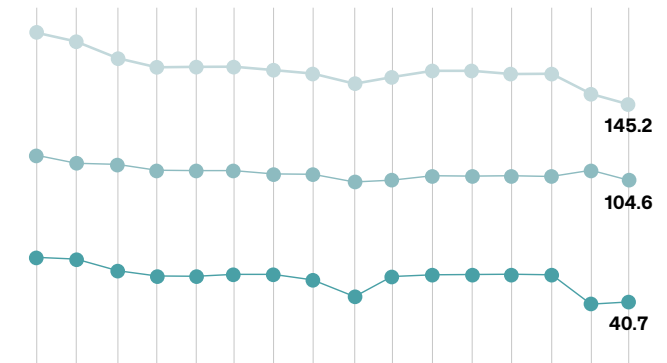


Number	10
Length	4.78 km

Source: Barcelona City Council Department of Statistics and Data Dissemination

Water consumption

(litres/inhabitant and day)

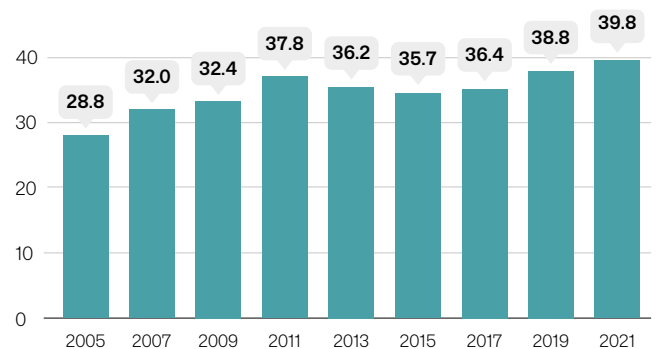


2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021

- Total water consumption
- Domestic consumption
- Industrial consumption and others

Source: Barcelona City Council Department of Statistics and Data Dissemination.

Evolution of selective waste collection in Barcelona (% of total)



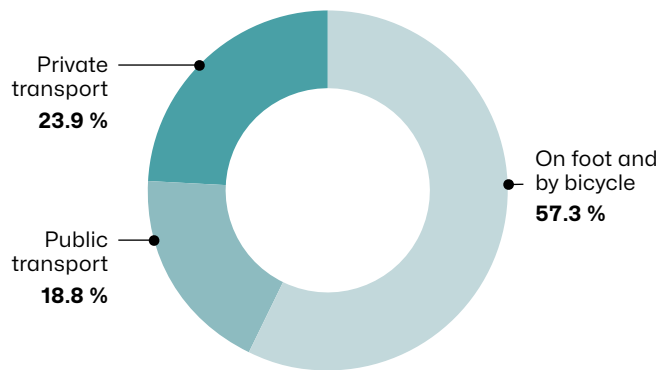
Source: Barcelona City Council Department of Statistics and Data Dissemination, City of Barcelona Statistical Yearbook, 2021



Sustainable mobility

Modes of transport for internal travel in Barcelona

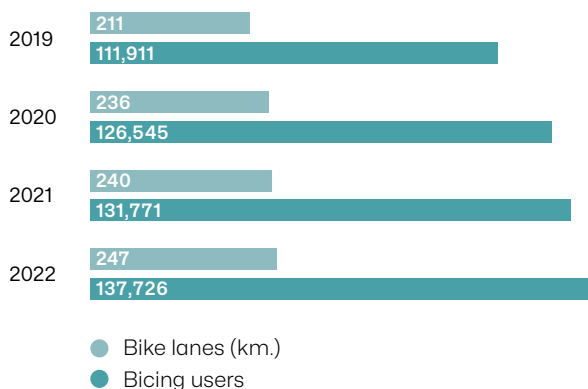
2022 (% of total)



Source: Working Day Mobility Survey 2022. Metropolitan Transport Authority (ATM).



Bike lanes (km) / Bicing users



Source: Bicing Barcelona

Cities most prepared for mobility with zero emissions

2022



City	Position	Index
Oslo	1	71.5
Amsterdam	2	65.5
Helsinki	3	64.2
Copenhagen	4	62.3
Paris	5	61.9
Stockholm	6	61.7
Gant	7	58.7
Munich	8	57.5
Brussels	9	57.0
Barcelona	10	56.9
Lyon	11	56.6
London	12	55.8
Vienna	13	55.5
Bilbao	14	55.0
Lisbon	15	53.5
Madrid	16	52.8
Birmingham	17	52.8
Antwerp	18	52.0
Berlin	19	51.6
Milan	20	51.1

Source: Clean Cities Campaign City 2022 Ranking, Bloomberg City Lab-Clean Cities Campaign.

Culture and sport

Cultural offer

2022



Public libraries (number / visits in millions)	40 / 4.8
Heritage centres and large exhibition centres (number / venues / visitors in millions)	58 / 76 / 15.9
Performing arts (theatres / performing arts venues / spectators in millions)	47 / 56 / 2.5
Large auditoriums (number / spectators)	3 / 897,362
Commercial cinemas (number / rooms / spectators in millions)	21 / 154 / 2.5*
Civic centres (number / registrations for workshops / attendees at activities)	52 / 106,261 / 268,629

*2021 data. Source: Barcelona Institute of Culture and Barcelona City Council's Department of Statistics.



World Heritage sites in Barcelona



- Palau de la Música Catalana
- Sant Pau Hospital
- Parc Güell
- Palau Güell
- Casa Milà
- Casa Vicens
- The Nativity façade and the crypt of the Sagrada Família
- Casa Batlló
- Crypt of the Colònia Güell

Source: UNESCO

Sport in cities round the world

2023



City	2022 position	2023 position
Paris	2	1
Los Angeles	4	2
London	3	3
New York	5	4
Manchester	8	5
Madrid	6	6
Barcelona	7	7
Tokyo	1	8
Lausanne	9	9
Budapest	13	10
Doha	19	11
Milan	12	12
Munich	11	13
Chicago	21	14
Brisbane	-	15

Source: *Ranking of Sports Cities 2023*, Burson Cohn & Wolfe.



International positioning as a city that adds value

In an international and European context, Barcelona continues to be an advanced, innovative, competitive city with a good reputation, which in addition to its traditional assets –high quality of life, culture, health, attractiveness for tourists, etc.– also has a growing potential for attracting investments and talent, particularly in the area of technological companies and the digital economy.

Barcelona is the 8th most attractive city in the world for visitors and entrepreneurs, and the 3rd in Europe according to Resonance Consultancy's *World's Best Cities 2024 ranking*. The city excels in human capital and education, local and international connections, and openness, tolerance and trust. In 2023, Barcelona is among the 25 most competitive global cities for the eighth consecutive year according to the Mori Memorial Foundation's *Global Power City Index 2023*. It is ranked 22th in the world and 11th in Europe, surpassing cities such as San Francisco, Milan and Geneva. The Barcelona metropolitan area is an attractive hub for economic activity, inspiring trust for foreign investors. According to KPMG's *Global Cities Investment Monitor 2022*, Catalonia is ranked seventh among the world's leading areas in attracting foreign investment projects. Also, Barcelona remains the city in Europe with the best strategy for attracting foreign investment according to fDi's *European Cities and Regions of the Future 2022/23* (Financial Times group) report, and it is the 10th most attractive European city for international investors according to the *EY Attractiveness Survey Europe 2022*.

In the area of entrepreneurship and knowledge, it is worth highlighting the city's development as a hub for technological innovation and talent acquisition in digital entrepreneurship. In 2022, Barcelona maintained its position as the third favourite city in Europe to locate a startup for the sixth consecutive year (*Startup Heatmap Europe*). It was also the 11th hub in Europe in terms of technological investment received, according to the Atomico consulting firm's *The State of European Tech*

2022 report. Meanwhile, Barcelona is ranked the 13th leading digital hub worldwide in the first edition of the *Digital Cities Index* by Economist Impact from The Economist Group. In 2023, it was the fourth-ranked city of the top 100 emerging ecosystems in the world, according to *The Global Startup Ecosystem Report 2023* by Startup Genome. Barcelona is the 9th most attractive city in the world for digital talent and the 10th most attractive for digital experts (*Decoding Global Talent*), and is positioned in the top 20 worldwide in scientific academic production.

In terms of tourism, the ICCA rankings of international congresses and delegates for business tourism, the Euromonitor International ranking on the number of international visitors and the ranking of cruise-ship passengers in European and global ports, all place Barcelona in leading positions. In 2022, Barcelona was ranked first in the world in number of delegates and fourth in number of international congresses organised, according to the International Congress and Convention Association. This means that the city has been in the top 5 of this organisation's ranking for 21 consecutive years. In the same year, Josep Tarradellas-El Prat Airport received 41.6 million passengers and regained its position as the 7th most important European airport.

Regarding aspects associated with quality of life, Barcelona was the 17th city in the world with the most sustainable mobility system, according to the *Urban Mobility Readiness Index 2022* by the University of Berkeley and Oliver Wyman. And in 2022, the inaugural edition of the "Clean Cities Campaign" city ranking placed it tenth in its list of the European cities most prepared for zero-emission mobility. Barcelona is also the 13th city with the highest creative intensity in Europe, according to the European Commission, and the 7th most important sports city on a global scale in the *2023 Ranking of Sports Cities* (Burson Cohn & Wolfe).

World's Best Cities 2024

RESONANCE

8th most attractive city in the world for visitors and entrepreneurs

3rd most attractive European city for visitors and entrepreneurs

FDI European Cities and Regions of the future 2022/23



Barcelona 1st European city with the best strategy for attracting foreign investment

Catalonia, 1st region in Europe with the best strategy for attracting foreign investment

Global Power City Index 2023



11th European city for global competitiveness

22nd city in the world for global competitiveness

Global Cities Investment Monitor 2022



7th urban region in the world in foreign investment projects

Decoding Global Talent 2021



9th most attractive city to work in for global talent

10th most attractive city to work in for digital experts

Digital Cities Index 2022



13th digital city in the world

6th digital city in Europe

The Startup Heatmap Europe 2023



3rd preferred European city for establishing a startup

State of European Tech 2022



11th hub in Europe in attracting technological investment

Ranking of Sports Cities 2023



7th most sporting city in the world

Cultural and Creative Cities Index 2023



13th cultural and creative city in Europe

Main Cities for International Congresses and Delegates 2022



4th city in the world for organising international meetings 2022

1st city in the world for participants at international meetings 2022

World-wide cost of living survey 2023



75th city in the world for cost of living



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Do you want to expand your business in Barcelona?

The Business Landing Service offers you comprehensive assistance in setting up your business in Barcelona.

- Online company incorporation service
- Support with recruitment and locating the business
- Connection with other agents in the business ecosystem

CONTACT US AT

barcelonactiva.cat/businesslanding

For entrepreneurs

Do you want to set up your business in Barcelona?

Barcelona Activa provides you with personalised plans that will guide you in making your business activity in Barcelona a success and that will allow you to follow, step by step, the stages of setting up a business in Barcelona.

Sign up for a welcome session in English!

CONTACT US AT

barcelonactiva.cat/entrepreneurship

For professionals

Are you moving to Barcelona?

Barcelona is a vibrant and welcoming city that makes it easy to land on a personal level and to connect with the local community thanks to the following elements:

- Website with all the information you need to know if you move to the city.
- Seminars, workshops, expat lunches, business visits around the city.
- Online and in-person support for international talent.

CONTACT US AT

barcelona.cat/internationalwelcome

BARCELONA ACTIVA CONNECTS YOU

TO BOOST YOUR BUSINESS

TO UNDERTAKE

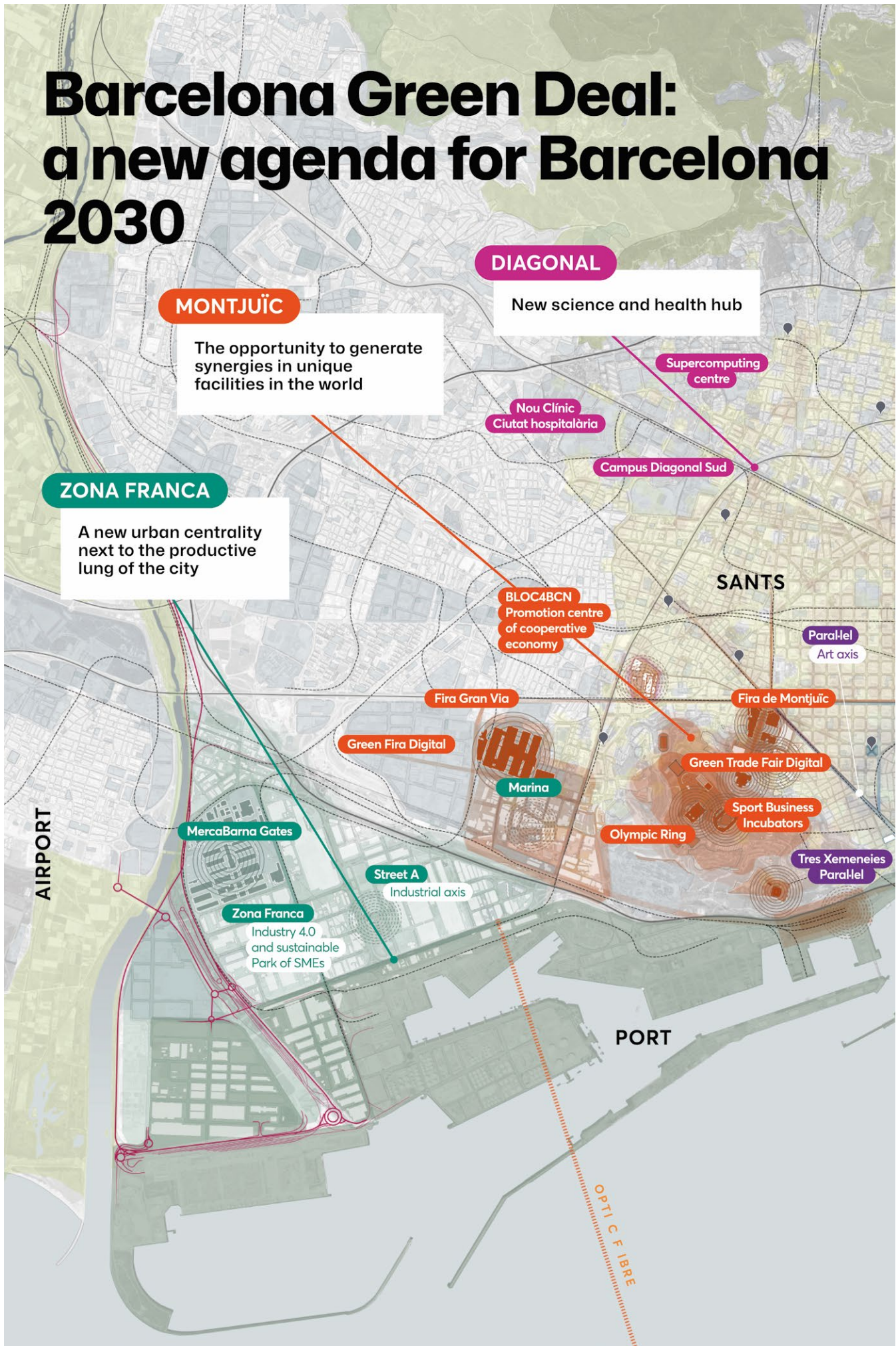
TO TRAIN YOU

TO FIND A JOB

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Barcelona Green Deal: a new agenda for Barcelona 2030



MONTJUÏC

The opportunity to generate synergies in unique facilities in the world

DIAGONAL

New science and health hub

ZONA FRANCA

A new urban centrality next to the productive lung of the city

Nou Clínic Ciutat hospitalària

Supercomputing centre

Campus Diagonal Sud

SANTS

BLOC4BCN Promotion centre of cooperative economy

Paralel Art axis

Fira Gran Via

Fira de Montjuïc

Green Fira Digital

Green Trade Fair Digital

Marina

Olympic Ring

Sport Business Incubators

Tres Xemeneies Paralel

AIRPORT

MercaBarna Gates

Street A Industrial axis

Zona Franca

Industry 4.0 and sustainable Park of SMEs

PORT

OPTI C FIBRE

Our roadmap to improve people's lives, make opportunities grow and achieve a greener, more connected and more cohesive city.



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