

# Catalonia Connects to Automotive

The automotive industry never stops moving.  
Catalonia always keeps you connected.

## A strong industry: The 3rd largest sector in Catalonia

With more than **10,600 automotive companies** (including distribution and vehicle repair), 1 out of every 4 vehicles produced in Spain is produced in Catalonia, making it Spain's most significant automotive manufacturing centre. The Catalan automotive sector generates 39,484 direct jobs, 100,000 including distribution and vehicle repair. Annual turnover is at €15,323M, 12% of the total industrial turnover.

Home to **all levels of the value chain**, Catalonia also leads the field in terms of research, engineering and support services, featuring all the automotive OEM development centres in Spain, most of the engineering units of the parts suppliers and the entire ecosystem of technical services.

## Global and with access to both markets and suppliers

Catalonia is a global automotive hub, **exporting** 65% of vehicle production and generating 24% of Spanish vehicle exports. Automotive manufacturers also make up 1,016 Catalan regular exporters (33.1% of the Spanish total). In part, this is due to its excellent communications, both internal and external, with **full-modal integration transport systems**. Catalonia is also a highly efficient hub to European, North African and Latin American markets, with over 400 million customers reachable in less than 48 hours.

It is no surprise, therefore, that it is a leading **destination for automotive FDI**, where it is the 1st region in Western Europe for capital investment and the 3rd in number of projects and job creation (Jan 2012-Dec 2015).

## Competitive and highly R&D focused

Catalonia has a critical mass of R&D centres and universities specialising in the automotive industry. Different automotive manufacturers also base their R&D and engineering centres here, while the **Catalan Cluster of the Automotive Industry** is highly active.

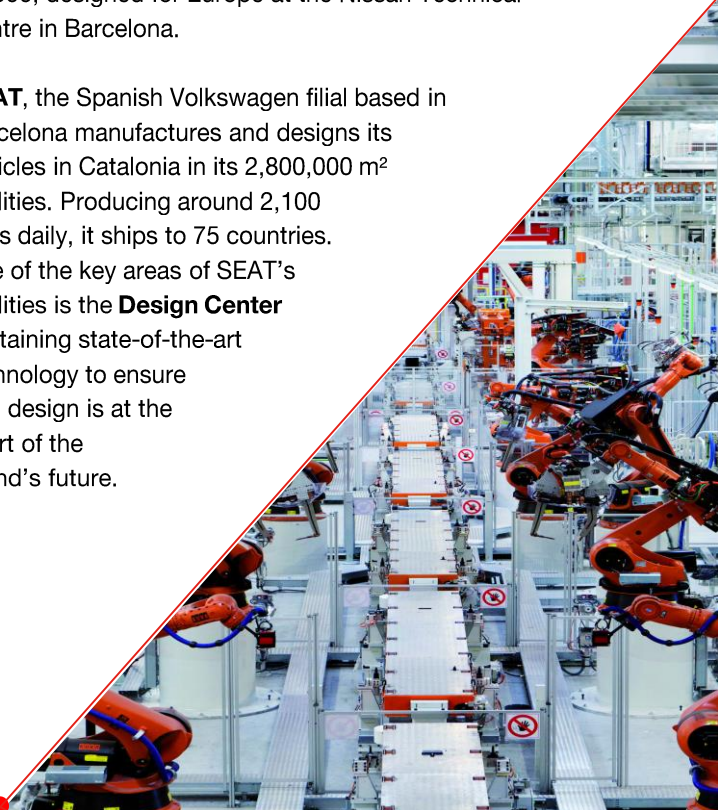
## Talent and business oriented

Catalonia boasts **qualified workers** with labour costs well below other comparable countries. Ambitious government policies also boost productive FDI, including employment and fiscal incentives for foreign companies and expats and fast-track visa processing.

## Two manufacturing success stories

**Nissan** produces the **electric eNV200** van in its factory in Barcelona for the rest of the world. Since its start in April 2014 until November 2015, the production of eNV200 represented 34% of the EVs produced in Spain. And recently, the Japanese firm also began global production of the Nissan Navara NP300, designed for Europe at the Nissan Technical Centre in Barcelona.

**SEAT**, the Spanish Volkswagen filial based in Barcelona manufactures and designs its vehicles in Catalonia in its 2,800,000 m<sup>2</sup> facilities. Producing around 2,100 units daily, it ships to 75 countries. One of the key areas of SEAT's facilities is the **Design Center** containing state-of-the-art technology to ensure that design is at the heart of the brand's future.



## Catalonia connects you to new business opportunities

### Connected to sustainability

Catalonia promotes the use of sustainable and alternative fuel vehicles, offering aids and incentives for vehicles purchase, charge infrastructure, fleet support, among others. Catalonia has developed the public-private platform LIVE open to all entities involved in sustainable mobility, mainly electric and CNG vehicles, with the shared goal of developing projects, policies, strategies, new business models and creating a knowledge network.

### Connected to Industry 4.0

OEM Manufacturers and their suppliers in Catalonia have been investing in factories 4.0 and usage of industrial robots is rising. Catalonia is now one of Europe's major automotive R&D, engineering, IT and software development hubs.

### Connected to the components

The local automotive value chain here has a need for companies and manufacturers of moulds and matrices, new materials and plastic injection. To this end, Catalonia has a critical mass of automotive companies and centres that provide technology development, innovation and industrialization on all levels.

### Connected to the Shared Economy

Catalonia is also an attractive location for new shared economy companies with many leading accelerators, top tech events and entrepreneurs. Thanks to this, many huge companies like Airbnb, Wallapop and Socialcar have global or national headquarters in Barcelona, and their presence also stimulates the city's entrepreneurial ecosystem.

### Connected to logistics

Catalonia is the most competitive logistics centre for the markets of Europe, the Mediterranean/Africa and South America. Its logistics importance is evident in the amount of relevant sectorial fairs and congresses held in Barcelona, such as the International Logistics and Material Handling Exhibition or the European Supply Chain and Logistics Summit.

### Connected to the autonomous driving future

Catalonia is prepared for the future with different initiatives working in this area. Catalonia Living Lab provides all scenarios required for the development, testing and validation of connected and autonomous vehicles in both controlled environments and in open road conditions. Furthermore, the Industrial Forum for the Connected Vehicle and Automated Driving (IFCVAD) is a public-private forum aimed at creating a suitable environment for developing of technologies and knowledge around vehicle connectivity and autonomous driving.

### Connected to connectivity

Connectivity is fundamental to the future of driving and the Mobile World Conference – making Barcelona into the permanent global centre for mobile technologies – now has an increasing presence of car companies and automobile applied technologies. Barcelona also hosts the most international Smart City conference to date and is quickly becoming a hotspot for IoT development, with the IoT World Congress, which attracts key players in this field.

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