

CataloniaConnects

United States

Catalonia

The Financial Times sees Catalonia as the best Southern European Region in its latest report on the most attractive European locations for investments.

Strongly industrialized, Catalonia is one of Southern Europe's main economic powerhouses. Barcelona is the 5th most attractiveness investment location in Europe. (EY European Attractiveness Survey 2016).

Catalonia in figures

-Area: 32,108 km²

Similar to Switzerland, Belgium or the Netherlands

-Population: 7.5 million (2016)

Similar to Switzerland or Austria. Greater than Denmark or Finland

-GDP: \$248.1 billion (2016)

Similar to Denmark or Ireland. Greater than Portugal or Finland

-Exports: \$72.2 billion (2016)

Exports/GDP Above Austria or Denmark (both with a higher GDP)

-Imports: \$86.3 billion (2016)

-Tourists/year: 18.0 million (2016)

-Industrial companies: 35,698 (2016)

-Regular exporting companies: 16,929 (2016)

-Foreign companies: 7,086 (2016)

-Foreign direct investment: \$5,388.8 million (2016)

-Catalan companies abroad: 8,346 (2015)

-GDP per capita: \$32,096.7/year (2016)

16% 20% 23% 25% 34%

OF SPANISH
POPULATION

OF SPANISH
GDP

OF SPANISH
INDUSTRY

OF SPANISH
FOREIGN
TRADE

OF REGULAR
EXPORTING
COMPANIES
IN SPAIN



Barcelona



- One of the world's top spots to live & work, a magnet for business & professionals and a global benchmark for mobile & smart cities

1st

Barcelona is the 1st emerging creative city in the world.

BCD, 2016

2nd

Barcelona is the 2nd Smart City in the world after Singapore.

Juniper Research, 2016

3rd

Catalonia is the 3rd Western European destination for foreign direct investment in R&D.

fDi Markets, 2011-2016

4th

Barcelona is the 4th European city for scientific production.

BarcelonaTech (UPC)

5th

Barcelona is the 5th European region in terms of startups.

EU-Startups

Over 7,000 foreign companies in a dynamic innovative economy

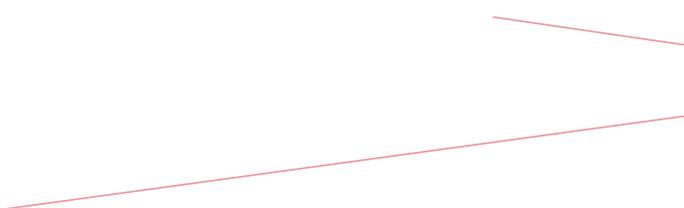
With a long-standing industrial base and a diverse and dynamic business network, Catalonia is currently leading the 4.0 industrial revolution in Southern Europe. The industrial mentality and skillset, and the vitality of the Catalan economy is complemented by its openness to the rest of the world. With seamlessly integrating world-class infrastructures, Catalonia is truly open to international trade.

Nowadays, a strong industrial base and a powerful ICT sector are key elements making Catalonia a driving force in industry 4.0. Catalonia has shown its commitment to **3D printing**, it is leading the field in **connected vehicle** testing, in **robotics** applied to intelligent logistics management systems and in excellence in **big data**. Cutting-edge sectors in **mobile, smart cities and the Internet of Things** make Barcelona -the Mobile World Capital- a leading hub for business, investment and major international events, and many companies are firmly committed to Barcelona as a place to do business and develop technology.

Barcelona has also become a startup ecosystem -it is the 5th European startup region- that attracts international investors. Accelerators and incubators offer advanced services for startups and promote knowledge transfer between professionals from different fields and nationalities.

But Catalonia and Barcelona are above all their people; their talent, commitment, energy, and knowhow. International schools, prestigious universities and top rank business schools all make up a **quality education system**, tailored to the requirements of the business market. In engineering, universities generate and attract top-level talent to Catalonia. In health and life sciences, laboratories, science parks and hospitals host leading research groups and state-of-the-art infrastructures, and perform internationally renowned research. Catalonia is one of the top 10 European regions in pharma & biotech manufacturing and scientific production, and ranks 5th in life sciences FDI in Western Europe.

All in all, Catalonia is a land with entrepreneurial spirit and strategic vision. And Barcelona, its capital, stands for quality of life, and is a global, smart, open-minded and tech-friendly city.



Connect to the Catalan competitive mix: an industrial, diverse and pro-business economy that can work for you



Competitive Economy

Adding more to your business model, with diversified industrial activities backed up by a solid network of suppliers and services.

International and Global

From Southern Europe, Catalonia and Barcelona connect you to the world through an open trading economy.

Innovation Culture

Both the public and private sector have made innovation and technology a priority in Catalonia.

Talent and Education

With top level universities and prestigious schools, companies can rely on a pool of talented and committed professionals.

Creativity and Entrepreneurship

With the energy and support to turn great ideas into a reality, Barcelona is a dynamic start-up ecosystem where new initiatives flourish.

Business Mindset

Through the offices of Catalonia Trade & Investment, a pro-business government creates a supportive business climate.

Connecting you to talent

There are **12 universities**, **35 international schools**, and **Barcelona is home to some of the world's most prestigious business schools.**

Barcelona's entrepreneurship ecosystem is recognized as one of the best. With more than **1,100 startups**, Barcelona is the **5th European region in terms of startups** according to several renowned international sources and it is ranked by the CITIE 2015 report as the **4th Best City for digital entrepreneurship.**

Barcelona is among the main cities for foreign investors. Catalonia attracts **56% of the total VC investment volume in Spain** (ASCRI, 2015) and accounts for **71% of all international VC investment in Spain.**

○ **Barcelona is Europe's only city with two centres, **IESE** and **ESADE**, among the top European MBA business schools**

Financial Times, 2015

○ **Catalonia has **3 universities** among the worlds **top 50 universities** under 50 years' old**

Times Higher Education, 2017

○ **Catalonia, with **0.1%** of the world's population, accounts for **1%** of global **scientific production** and **2.2%** of EU-15 scientific production.**



A global mobile and smart technology



Technology is very much at home in Catalonia and Barcelona, thanks to its **Mobile World Capital**, status, the ongoing organisation of the yearly Mobile World Congress and the yearly Smart City Expo and Internet of Things Solutions World Congress. These events create an international and flourishing tech environment.



State-of-the-art offices at competitive costs

Top ICT companies are already successfully located in Barcelona. Both in terms of market and number of companies, the sector has been **constantly growing for the last ten years**. Barcelona has one of the most competitive profile costs for office space when compared to other main European cities.

Office space costs



Source: fDi Benchmark, 2017, based on Cushman & Wakefield. Data for 2016

Leading scientific and technological infrastructures

Barcelona Synchrotron Park
A large scientific infrastructure serving more than 1,000 researchers every year.

Barcelona Supercomputing Centre (BSC-CNS)
An advanced computing centre hosting Mare Nostrum, one of Southern Europe's most powerful supercomputers.

APPLUS+IDIADA
A leading facility specialized in providing design, engineering, testing and homologation services to the automotive industry worldwide.

Biomedical Research Park (PRBB)
Southern Europe's leader in Biomedical investigation.

The Institute of Photonic Sciences (ICFO)
One of the finest research institutions in the world, leading Europe with its track record in physics and engineering scientific output.

Eurecat Technology Centre
The result of the integration of five advanced technological centres in Catalonia.



Excellent communications

Barcelona is one of Southern Europe's few cities with full-modal transport within a 12km radius, each with global connectivity.

Barcelona Port

A major Mediterranean port with the **largest offer of logistics and transport services in Spain and Southern Europe**, and leader in vehicle traffic, it has 30 specialized terminals and 100 regular lines connecting to 200 ports in five continents.



More than 2.5 million passengers make the Port of Barcelona the **Mediterranean's number one cruise liner destination** and the fourth in the world, after those of Florida.

Barcelona Airport

Named **Best Southern European Airport 2016** and handling around 44 million passengers yearly, Barcelona is the best airport for connecting to the rest of Europe. Its role as a cargo transport center is also growing yearly, especially in markets outside the EU.



It has **direct flights to several US cities:** New York, Philadelphia, Chicago, Atlanta, Miami, San Francisco, Los Angeles, Boston, Charlotte and Washington.

Turning a passion for gastronomy into business

Accounting for 19.8% of the industrial GDP, the food & beverage sector is Catalonia's most important industry and one of the biggest food clusters in Europe. Top research centres and internationally recognized chefs put Catalonia on the worldwide culinary map.

Home to around 10,000 winegrowers, Catalonia is the area with the largest number of **exporting wineries** in Spain. Since 2010, **Catalan Wines USA** has organized 20 professional wine tasting events in different US cities. 42 wineries from 10 different Catalan DO (denominations of origin) have participated in Catalan Wines USA events and 73% of them have closed trade agreements with US companies.



Among the most visited cities in Europe

With almost 18 million tourists a year, **Catalonia is the top** Spanish region for foreign tourists.

With 8.2 million international visitors, **Barcelona ranks 12th** in the most visited cities around the world according to the Global Destination Cities Index, 2016.

US tourists in Catalonia have more than doubled in the last 10 years, and more than 815,000 US tourists visited Catalonia in 2016. In fact, the US is the market with the highest annual growth rate, 17.1% in 2016.



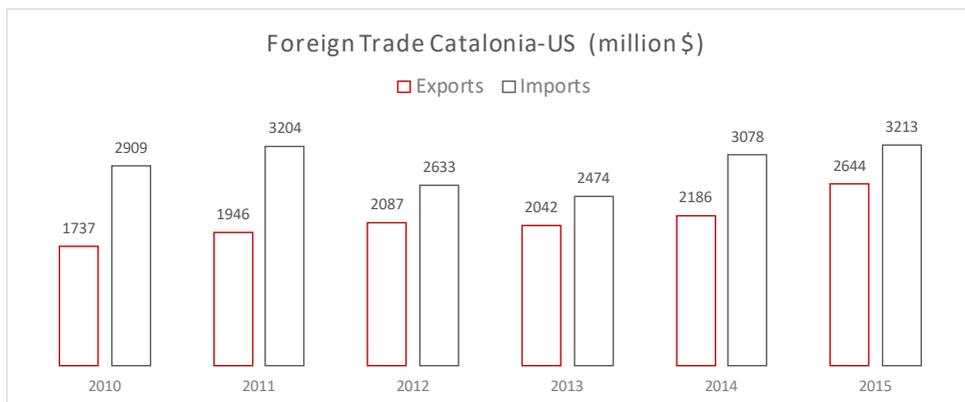
US-Catalonia trade relations

Catalan **exports** to the US have increased in recent years, reaching \$9,826.4 million in the last five years (2011-2015). In 2015 they experienced an increase of 21% over the previous year. Catalan exports to the US account for **18.8%** of total Spanish exports.

Machinery (15%), pharmaceuticals (14.9%) and organic chemicals (7.2%) are the main Catalan exports to the US.

Catalan **imports** from the US have also experienced an increase in 2015. Main imports are pharmaceutical products (24%), followed by seeds and fuels.

2,709
Catalan companies export regularly to the US



Source ICEX

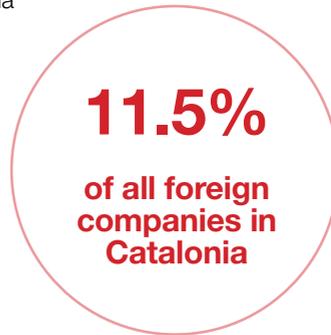
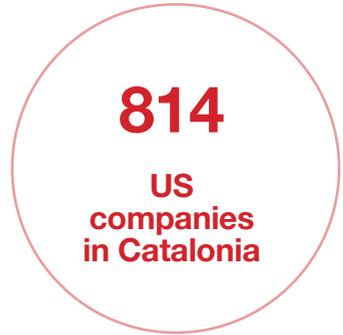


Investments

FDI inflows to Catalonia from the US

US foreign direct investment to Catalonia reached \$1,079.5 million between 2013 and 2015, more than doubling the figure reached in the previous three-year period (\$448.1 million between 2010-2012).

In 2015, US foreign direct investment to Catalonia reached \$164.5 million. 42% of the US direct investment received in Catalonia corresponds to ecommerce.



US foreign direct investment in Catalonia: main sectors



Source: © fDi Intelligence, Financial Times 2016

Main investing companies

600 Catalan companies with subsidiaries in the US

- Gas Natural Sdg, SA
- Fomento de Construcciones y Contratas, SA
- Abertis Infraestructuras, SA
- Grifols, SA
- Mango - Punto Fa, SL
- Roca Corporación Empresarial, SA
- Puig, SL
- Werfenlife, SA
- Comsa Corporación de Infraestructuras, SL
- Desigual - Abasic, SL
- Banco de Sabadell, SA
- Caixabank, SA
- Ficosa International, SA
- Pronovias - San Patrick, SL
- Tous, SL
- Miguel Torres, SA

814 US companies established in Catalonia

- Cargill Inc
- Dow Chemical Company Co
- Tech Data Corp
- Lear Corp
- Johnson Controls, Inc
- Hewlett-Packard Inc
- IBM Corp - International Business
- Machines Corp
- Air Products & Chemicals, Inc
- Ingram Micro Inc
- El Du Pont de Nemours & Co
- Booking - Priceline Group Inc
- Cisco Systems Inc
- Tesla Motors
- Amazon Com Inc
- Coty Inc

Source: ACCIÓ

Success stories

HP

Hewlett Packard operates in Catalonia since 1985. It is one of the multinationals with the strongest presence in Catalonia.

Today, Catalonia is basically HP's most important laboratory outside the US, with over 500 R&D engineers and creating over 150 patents per year.

“ Catalonia has talent in the scientific fields, in engineering and in management, thanks to its strong educational system. There are technological and scientific universities and great management training centres. And this combination is extremely important. ”

Ramon Pastor, Vice President and General Manager 3D printing, HP

ACCELERATE DIAGNOSTICS

The biotech Accelerate Diagnostics, specialised in detection of antibiotic resistance, opened a headquarters in Castelldefels in 2016.

The US company is specialized in in-vitro diagnostics in the field of clinical microbiology. The opening of its office in the UPC Mediterranean Technology Park represents the creation of 25 qualified jobs with significant plans for expansion.

“ Barcelona's infrastructures are just right for reaching out to Europe, the Middle East and Africa. The positive, tireless, enterprising, innovative, modern and even daring spirit of our company identifies with Barcelona. We feel it is the ideal place to attract the best technical and scientific talent. ”

Joan Martín, Executive Vice President and Head of the EMEA region, Accelerate Diagnostics

AMAZON

Amazon announced three investment projects in Catalonia in 2016.

In June, it confirmed the creation of a logistics macro-center in el Prat that will create 1,500 permanent jobs in the three years. Amazon also opened a store in the center of Barcelona in order to ship its products in under an hour. In November, another logistics center, this time in Castellbisbal, began handling shipments throughout Spain and southern Europe as part of the Amazon Pantry service.

“We're extremely pleased to be part of Catalonia. For three reasons: first of all, because we want to be closer to our clients; secondly, because Catalonia is the perfect gateway into Europe; and lastly, because here we can find highly talented professionals thanks to local universities such as the Barcelona Tech-UPC or business schools like ESADE or IESE, among others”

Fred Pattje, Director General Amazon Spain Fulfillment

KING

Activision Blizzard

King, worldwide leader in cross-platform, casual games anywhere, anytime, through any platform and device, and famous for notable industry success stories such as Candy Crush and Bubble Witch Saga.

The company has one of its development centers in Barcelona.

“Our choice was Barcelona thanks to its deeply implanted local culture of video games plus the fact that the city easily attracts talent from around the world.”

Manel Sort, Head of Studios, King

Catalonia Trade & Investment is the Catalan Government agency for foreign investment and business competitiveness

Full support

Smooth, fast and successful set-up of operations in Catalonia from start to finish.

Track record

With 5,000 investment projects managed, we know how to maximize the return on investments.

Expertise

Over 30 years' experience guarantee the results of our free of charge services.

Catering to the needs of all international investors

Are you considering a new investment?

All the information you need to know to enter a new market as seamlessly as possible.

Do you need us to accelerate your investment in Catalonia?

Project management services give personalized support to your investment right from the start.

Do you want to grow, reinvest & expand your business in Catalonia?

Aftercare, expansion and reinvestments are one of our priority activities.



Specialized services

Investor information

We provide full, practical, up-to-date information on investing and establishing business operations in Catalonia, covering sectorial data, legal issues and competitive analysis.

Financing & incentives

Increase the viability of your project with expert, in-depth information and support on financing possibilities adjusted to your project.

Business location

Get full and relevant information on industrial buildings, land, office space and logistics centres throughout Catalonia, bearing in mind the specific needs of your business.

International mobility for executives

We offer a fast-track service for work and residence permits for your top executives as well as valuable information on mobility procedures.

Innovation, tech & business partners

We are your ideal partners when doing business with Catalan companies and connect you to the best innovation and technological resources in Catalonia.

Business and institutional network

We connect international companies to key institutional partners and business services providers to help them set-up and grow in Catalonia.

Supplier search

We help foreign companies source suppliers, manufacturing partners, technology providers or developers as well as any other local company to fulfill specific requirements.

Connect to 39 worldwide offices in more than 110 markets

The 39 Catalan Government Trade & Investment Offices assess and support international companies interested in investing in Catalonia and Barcelona. We also offer personalized assistance to Catalan companies wishing to open in new markets and to find global business opportunities.



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