

Barcelona-Catalonia

Southern Europe's hub
for business and life

A land where **everything** is possible

Barcelona-Catalonia,
**Southern Europe's hub
for business and life**



Barcelona is the **3th best European city** and the **6th in the world** (World's Best cities Resonance Consulting, 2023).

Barcelona ranks among **the top 10 cities in the world to work abroad** (Decoding Global Talent, Onsite and Virtual, Boston Consulting Group, 2021).

Barcelona is the **9th most attractive global city** (Global Cities Investment Monitor, KPMG 2021).

Barcelona is the **2th most livable city in the world** (Institute for Urban Strategies The Mori Memorial Foundation, Global Power City Index, 2022).

Barcelona is the **5th European city** that captures the most technological investment (Cushman & Wakefield, 2022).

Main figures 2022

Area
32,108 sq km

Population
7.7 million

GDP
€ 270,710 million

Exports
€ 94,927 million

Foreign companies operating in Catalonia
9.155

An economic motor in Europe

- Catalonia's GDP is higher than Portugal and similar to Finland.
- **20.1%** industrial GDP.

A highly innovative and technological region

- With **0.1%** of the world's population, Catalonia accounts for **1%** of worldwide scientific production and **4%** of EU-27 scientific production.
- Catalonia is the **1st** startup hub in Southern Europe, home to more than **2,000** startups.
- Barcelona ranks **7th** in the Tech Cities of the Future ranking. (Financial Times, 2021).
- Barcelona is the **10th** most attractive city in the world for digital experts. (Decoding Digital Talent 2021, Boston Consulting Group).
- Barcelona is the **2nd** european and the **6th** world city in the Digital Nomad Essentials Index (Savills, 2022).

Catalan exports set new records year after year

- Catalonia leads Spain's total exports (**24.4%**).
- Catalonia has **17,469** regular exporting companies (**30.5%** of Spain's total).

On the global radar for foreign investment

- **9,100+** subsidiaries of foreign companies established in Catalonia.
- **1,700+** of them are tech companies.
- Barcelona is the **5th** most attractive city in Europe for investment (KPMG, 2021).

International business leaders choose Barcelona-Catalonia





A POWERFUL INDUSTRIAL BASE

“Catalonia has an industrial pool of suppliers highly qualified to respond to technological changes”

Josep Maria Recasens
Chief Strategy Officer at SEAT
(Volkswagen Group)



A WORLD-CLASS TECH HUB

“In Barcelona we have HP’s most important laboratory outside the US. To say that you are settled in Barcelona means you have quality of life, great surroundings and climate, and also a creative ecosystem”

Ramon Pastor
Vice President and General Manager HP



AN OPEN TRADE LOGISTICS CROSSROADS

“Catalonia is one of the main hubs in Southern Europe for the automotive industry. There are important manufacturing companies and all the cluster that gives service to them”

Susana Cuquerella
Plant Manager
AAM



INTERNATIONAL AND LOCAL TALENT IN A TOP SPOT TO LIFE AND WORK

“Why should a company come to Barcelona? To create a high-quality AAA video game you need strong talent and you can find this talent right here, in Barcelona”

Javier Capel
Studio Manager Ubisoft
Barcelona



A PRO-BUSINESS ENVIRONMENT

“There is no better location than Barcelona to have access to the southern European market. I would also highlight the bureaucratic ease: it is much more agile here to manage human resources”

Jacob Pascual
Regional Sales Director
of Universal Robots



A hub for international connections

- Port of Barcelona: **The 2nd most attractive European port location** for logistic investment, only after Rotterdam (Savills, 2020).
- Port of Tarragona: **Southern Europe's largest chemical hub.**

Barcelona - El Prat Airport

- Barcelona - El Prat is the **3th best airport in the world** (with 40/50 million passengers). Skytrax World Airport Awards, 2023.

Southern Europe's largest intermodal logistics hub

- **International companies choose Catalonia for their logistic hubs** in Europe, such as Amazon, Decathlon, Volkswagen-SEAT, Ikea, ID Logistic and Lidl, among others.

We are the Catalan Government's public agency devoted to assisting international firms to invest.
We also help the more than **9,150 foreign companies** already established in Catalonia to expand their business.



Executed investment projects

1,461*



foreign investment

€11,453M*



jobs created

67,905*

**Cumulative figures 1985-2022*

More than 35 years helping companies invest in Catalonia with free, tailor-made and under confidentiality solutions:



Project Management: save time and money with a one-stop shop for your project.



Financing & Incentives: in-depth information on incentives and financing options.



Business Location: full, expert and relevant information on land, industrial buildings, office space, warehouses and logistics.



International Mobility for Executives: fast-track for work and residence permits for your top employees. Mobility procedures.



Aftercare Service: grow, reinvest & expand: Post-set up support and connections with the business ecosystem & supply chain.



Business & Institutional Network: we connect you to key institutional partners and business service providers to help your company set up and grow in Catalonia.



Find Innovation, Tech & Business Partners: we connect your company to the best tech and innovation resources in Catalonia.



Media & Press Coverage: if your company has a strategic project, we will help you share it with the press.



Supplier Search Service: helps identify local suppliers, manufacturing partners and technology providers for International companies.

Stay connected to Catalonia through our network of 40 international offices

Interested in investing in Barcelona - Catalonia?

We are the one-stop shop for international companies looking to establish or expand their operations in Catalonia.

Contact us at catalonia@catalonia.com

Find out more at catalonia.com



Visit us

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