



CataloniaConnects

Catalonia

The Financial Times sees Catalonia as the best Southern European Region of the Future 2016/17 in its latest report on the most attractive European locations for future investments. Barcelona comes first on the continent in FDI strategy and investment attraction policies

Strongly industrialized, Catalonia is one of Southern Europe's main economic powerhouses, as well as a leading logistic hub in the region. It has a global economy, with a pro-business and talented society, in a Mediterranean environment.

Catalonia in figures

- **Area:** 32,108 km²
- **Population:** 7.5 million (2015)
- **GDP:** €14.9 billion (2015)
- **GDP per capita:** €7,833/year (2014)
- **Exports:** €3.8 billion (2015)
- **Imports:** €6.0 billion (2015)
- **Tourists/year:** 17.4 million (2015)

Business data

- **Companies:** 584,369 (2015)
- **Industrial companies:** 36,383 (2015)
- **Innovative companies:** 8,830 (2014)
- **Regular exporting companies:** 16,422 (2015)
- **Foreign companies:** 6,454 (2015)
- **Foreign investment:** €1,783 million (2015)
- **Catalan companies abroad:** 8,346 (2015)

16%

OF SPANISH POPULATION

20%

OF SPANISH GDP

23%

OF SPANISH INDUSTRY

25%

OF SPANISH FOREIGN TRADE

35%

OF REGULAR EXPORTING COMPANIES IN SPAIN

45%

OF FOREIGN MULTINATIONALS IN SPAIN

International business appeal

Foreign companies in Catalonia



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 continental western European city for volume of foreign direct investment attracted.

fDi Markets, Financial Times 2015

1st

Barcelona is the 1st Smart City in the world ahead of New York, London and Singapore.

Juniper Research, 2015

4th

Barcelona is the 4th European city for scientific production.

BarcelonaTech (UPC)

7th

Barcelona is the 7th most desirable city in the world for foreign workers.

Decoding Global Talent, 2014 - BCG

The world's top six cities in terms of reputation:

Sydney, Melbourne, Stockholm, Vienna, Vancouver and

Barcelona

City RepTrak 2015



Catalonia

A connected ecosystem of FDI opportunities in a wide range of business sectors



INDUSTRIAL SYSTEMS

One can find a wide range of companies offering efficient technological and hardware solutions to clients for product manufacturing or service provision with specific needs.



FOOD INDUSTRIES

This sector, generating almost 20% of the industrial Catalan GDP, features large business groups with local and foreign capital, a long and innovative tradition and well-known brands, as well as national and international leadership.



CHEMICAL, ENERGY AND RESOURCES INDUSTRIES

Catalonia accounts for over 40% of Spain's chemical turnover and has key activities for the efficient operation of the industry, characterized by skilled management of scarce resources (water, oil) and waste (urban and industrial).



HEALTH AND LIFE SCIENCES INDUSTRIES

Pharma is a traditional driver of the local economy in all fields: pharmaceuticals, biotechnology, fine chemistry, medical technologies, cosmetics and nutraceuticals. Catalonia has a unique and internationally recognized hospital research model with health research institutes located near all major university hospitals.



DESIGN INDUSTRIES

This sector features fashion (textile manufacturing, skins, leather goods, jewellery and costume jewellery) and home furnishings and accessories (furniture, lighting, textiles and other articles for the home), with cutting-edge companies with brand, retail and contract strategies. Catalonia is also home to a large number of renowned design schools, largely based in Barcelona.



CULTURAL AND EXPERIENCE-BASED INDUSTRIES

A first class tourist sector with a privileged location and climate, outstanding cultural and gastronomic diversity. The Barcelona brand is associated with design, fashion, gastronomy, architecture, sport, congresses, trade fairs and international festivals, business and quality of life.



SUSTAINABLE MOBILITY INDUSTRIES

Manufacture of land transport for people and goods with an emphasis on sustainability and connectivity is on the rise, including automobiles, railways, motorcycles and related components. Proof of progress made in the area is that Barcelona leads the global Smart City ranking (Juniper Research 2015).

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 a competitive economy

Business services

An established and accessible network of services ranging from legal advisors to IT, HR, media companies, developers, among others.

Suppliers

A wide and dynamic service base makes it easy to find suppliers for any specific area of business.

Mobility for your business and workers

A modern and efficient transport system simplifies mobility in Catalonia's capital as well as connecting it to its surroundings.

Productive work force

Labour productivity has grown by some 15% over recent years and is higher than the EU-28 average.

High value office space

An extremely wide range of some of the best value for money office space in Europe.



20%

OF CATALAN GDP
= INDUSTRY

50%

OF CATALAN GDP
= INDUSTRY
& RELATED SERVICES

30

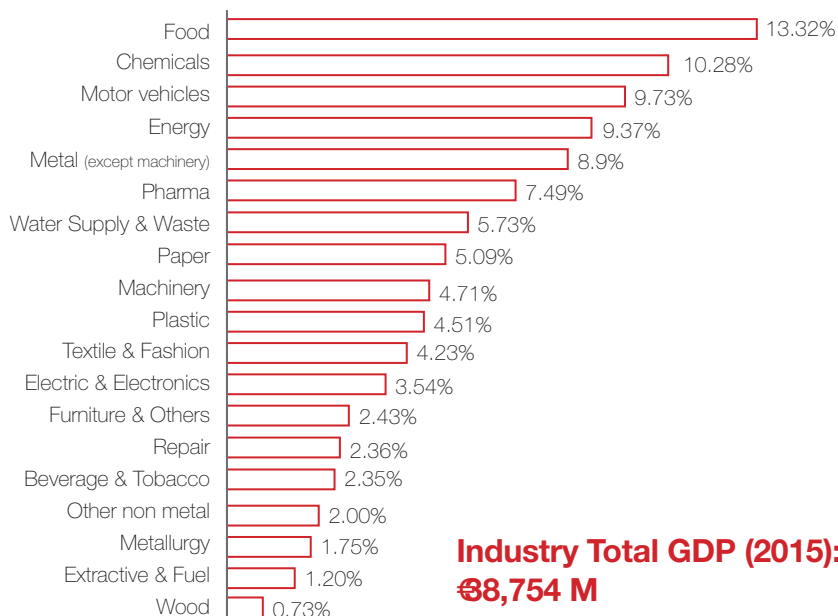
CLUSTERS
REPRESENTING
1,700 COMPANIES

Shared Services Centres & Contact Centres

Due to its competitive advantages, Catalonia is the ideal base for Shared Services Centres, Contact Centres or BPOs.

Catalonia has a diverse and dynamic industrial base

For incoming companies this diversification is both a hub of high added value industries and a dynamic pool of services and suppliers in all business areas, as well as a market for products.



Industry Total GDP (2015):
€8,754 M

Connecting you **to the world**

Be as global as you want in an open trading economy, specialised in international trade and with the infrastructures to make it happen



An efficient mix of far-reaching infrastructures.

Barcelona is one of Southern Europe's few cities with full-modal transport (port, airport, motorways and railway) within a 12-km radius, each with global connectivity.

Barcelona airport

Handling around than 40 million passengers yearly, it is the best airport for connecting to the rest of Europe. Its role as a cargo transport centre is also growing yearly, especially in markets outside the EU.

Barcelona Port

A major Mediterranean port and leader in vehicle traffic, it is also Europe's closest port to Asia: 20 days from China and 15 days from Malaysia. With 2.54 million cruise ship passengers, it is Europe's leading cruise port, and fourth in the world, behind Florida's port facilities.

Tarragona Port

Southern Europe's largest chemical products hub with excellent facilities for chemical companies.

The gateway to Europe, North Africa and Latin America

Barcelona connects to 400 million consumers in Europe and North Africa in under 48 hours, cutting distribution costs by 10 to 15%, compared to northern Europe, and is also an ideal access point into Latin America.

A globally effective logistics sector

Reaching the whole world, specialised supply chain solutions are available for chemical, automotive and food & drink sectors.

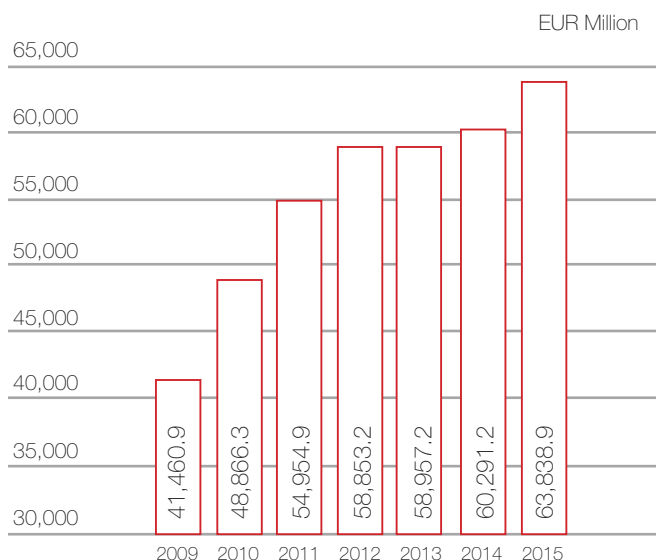
High speed railway and extensive road network

Catalonia is efficiently connected by road and rail to its surroundings. Barcelona has a high speed rail service leading directly to the rest of Europe. A modern road network also seamlessly connects the area to both internal and external markets.

Exporting is part of everyday business in Catalonia

Thanks to its economic activity, with 16,422 regular exporting companies (2015), a strategic location and efficient transport infrastructures, Catalonia is Spain's highest exporting region.

Total Catalan Exports



to innovation

Connecting you



The TECNIO certification created by the Government of Catalonia identifies differential applied technology providers and facilitators

ACCIÓ, the Catalan Agency for Business

Competitiveness, certifies the most qualified agents involved in technology transfer processes, and allows companies to discover and access advanced R+D, to find the most suitable technology partners & suppliers, and to raise their competitiveness and technological innovation capacities.

Industry 4.0

Catalonia actively participates in the 4th Industrial Revolution

Process engineering has always been an important part of Catalan industry, while the region has also been able to both attract and create ICT businesses. These two factors mean Catalonia is well-placed to face the computerization of industrial processes together with product individualisation, wide-spread integration of customers and business partners in business, and the production of high-quality services. Now, in Catalonia, more and more industries are applying different 4.0 solutions, hand in hand with local technological suppliers.



Leading scientific and technological infrastructures



Barcelona Synchrotron Park.

This is a 3rd generation Synchrotron Light facility located just outside Barcelona. This large scientific infrastructure serves more than 1,000 researchers every year.

Institute for Food and Agricultural Research and Technology (IRTA).

The main Catalan agency for food investigation and technology development.

Biomedical Research Park (PRBB).

Southern Europe's leader in Biomedical investigation.

Barcelona Super Computing Centre (BSC-CNS).

This advanced computing centre hosts Mare Nostrum, one of Southern Europe's most powerful supercomputers.

Institute of Chemical Research of Catalonia (ICIQ).

A European centre of reference in chemistry.

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.

Scientific Park of Barcelona.

A quality environment blending research, technology, innovation and business.

Biocat.

This organisation coordinates and promotes the health and life sciences sector in Catalonia.

APPLUS+IDIADA.

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

The Centre for Genomic Regulation (CRG).

Also hosting the National Centre for Genomic Analysis, this is an international biomedical research institute of excellence.

1st

Barcelona is the **1st** continental western European destination for attracting **foreign investment projects** in R&D, in design and in development & testing since 2003. (fDI Markets, FT)

2.2%

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

2.5%

Catalonia is the region within Spain that has received more **EU Horizon 2020** programme grants, with **28%** of Spanish funding and **2.5%** of total European funding.

eurecat
Technology Centre of Catalonia

The **Eurecat Technology Centre**, the result of the integration of five advanced technological centres in Catalonia, aims to promote business competitiveness, acting as a bridge between R&D public system (knowledge generation) and companies (value generation).

Connecting you to talent



The Catalan university system is one of the government's strategic priorities and considered essential to the region's economic and social development. There are 12 universities, 35 international schools, and Barcelona is home to some of the world's most prestigious business schools

5 International Campuses of Excellence

1,050 official degrees and masters

236,000 university students

Great education means great research

Catalonia represents 3% of the European Research Area and concentrates 67% of the financial aid given by the **European Research Council** (ERC) to Spain (2015). It is the 4th EU region in terms of the number of ERC grants per million inhabitants. **Clinical research** in human health is an area of special expertise, with six hospitals among the most efficient in Spain in terms of scientific production. The 17 Catalan university hospitals have over 3,500 researchers devoted to biomedical research. **The CERCA research centres of Catalonia** have reached levels of scientific excellence in various areas, with research groups run internationally recognised post-doctoral researchers.

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 world's top 100 universities under 50 years' old

Times Higher Education, 2015

Barcelona is the 11th European city and 30th in the world in terms of Best Student Cities

QS Best Cities, 2016



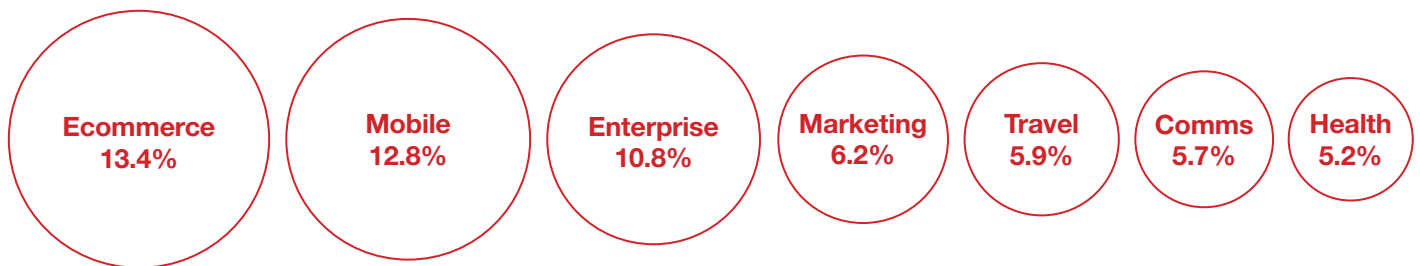
Connecting you **to creative entrepreneurship**



Catalonia's entrepreneurial spirit transforms talent into business, as Barcelona's thriving start-up culture showcases

Main start-up sectors in Barcelona

According to Start-up Explore.



Talent attracts talent

Barcelona's entrepreneurship ecosystem is recognised as one of the best. Over 50% of the city's start-ups are set up by entrepreneurs from outside Catalonia, and it is ranked by the CITE 2015 report as the 4th Best City for digital entrepreneurship, with easy access to business angels and venture capital further facilitating the process.

A global mobile and smart technology base

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. These events create an international and flourishing tech environment.

Barcelona Start-ups Barcelona Tech City

9,500 WORK FORCE **€6,000M** ANNUAL TURNOVER

6/10 START-UPS HAVE INTERNATIONAL CONNECTIONS **60%** OF ALL SPANISH START-UP FUNDING GOES TO CATALONIA



Connecting you — to an open

business mindset

The Government's business focused policies support private sector initiatives

Regulatory issues benefiting international investment in Catalonia:

- A lower Corporate Tax than in most neighbouring countries (25% as of 2016).
- One of the most attractive tax deduction schemes for R&D&i activities in Europe. (Patent box, up to 59% on R+D, 12% on innovation).
- An attractive Holding Tax Regime and the largest Tax Treaty network with EU & LATAM & EMEA countries.
- Employment incentives programmes result in deductions in social security contributions and grants for job creation.
- Expats coming to work in Catalonia are taxed at a flat rate of 24% (19% if coming from the EU, Iceland or Norway) up to €600,000 (applicable in the tax period of change of residence and for the following five ones).
- Visas and residence permits can be obtained via fast-track processes (10 and 20 working days).



Promoting an entrepreneurship culture

1. Facilitating incubators & accelerators to support new start-ups.
2. A wide range of funding opportunities, from business angels, equity crowdfunding and pledge funds, to participatory loans and venture capital.
3. A Government promoted public platform affording programmes, services and activities provided by public and private institutions.
4. Fostering clusters to help like-minded companies work together and benefit from common synergies.



Catalonia Trade & Investment

We are 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 over 5,000 investment projects behind us, we know how to maximise the return on investment.

Expertise

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

Specialised one-stop-shop services

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 employees as well as valuable information on mobility procedures.

Catering to the needs of all international investors

Are you considering a new investment?

All the information you need to know to make entering a new market as seamless as possible.

Do you need us to accelerate your investment in Catalonia?

Our project management services give personalised support to your investment right from the start.

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

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

Innovation, tech & business partners

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

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 analyses.

Supplier search

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



Connect to 36 worldwide offices in over 90 markets



The 36 Catalan Government Trade & Investment Offices offer personalised assistance to Catalan companies wishing to enter new markets and find business opportunities in countries around the world

- Detection of business, technology and innovation opportunities.
- Drawing up of personalised strategic plans for companies.
- Expert consultancy in internationalisation and market studies.
- Organisation of trade missions.
- Assistance in accessing international calls for tenders.
- Identification of technology partners for R+D projects.
- Location of supply channels, partners, distributors and end-clients.
- Soft landing services.
- Staff recruitment in destination countries.
- Support in legal issues when setting up companies.

The Trade & Investment Offices advise and support international companies considering investing in Catalonia and Barcelona, introducing them to the Catalan industrial and economic ecosystem to help them grow, expand and optimise their projects

- Promotion and positioning of Catalonia as the best business location for foreign investment.
- Insight and advice on Catalan economy, sectorial structure and business ecosystem.
- Qualified assistance on how to get started in Catalonia
- Ongoing support throughout all phases of each project.
- Strategic business alliances between international and Catalan companies.
- Identification and location of Catalan suppliers and technology partners for joint innovation projects

ACCIÓ, the Agency for Business Competitiveness

Where everything connects to build a powerful economy

Internationalisation

We connect Catalan companies to the world, offering resources and tools to help them export, enter new markets or set up abroad. We promote international innovation and technology transfer, as well as attracting foreign investment to Catalonia.

6 out of every 10 innovative companies export.
85% of innovative companies expect to increase turnover.

Are you a start-up?

- Support for start-up growth.
- Accelerator sales and internationalisation programmes.
- Access to public, private and alternative funding.
- Exclusive services for technology based firms.

Are you an SME?

- Access to funding to develop internationalisation, innovation and investment projects.
- Economic and mentoring support programmes.
- Tailor-made consultancy, training and professionalization services.
- Support in partner search, technology incorporation and access to European programmes.
- Detection of business opportunities.

Are you an investor?

- Detection of investment opportunities.
- Raising of foreign investment.
- Organisation of investment forums.

Innovation

We successfully connect companies and projects to the market. We accompany companies in their process of competitive differentiation and constant search for new business opportunities through systematic innovation, technology incorporation and internationalisation.



We assist 23,000 companies yearly

Financing

Start-ups

Clusters

Innovation

Technology transfer

Foreign trade

Investment attraction

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