

Barcelona: where talent chooses to live and work



01/ Leading tech and innovation hub in Europe

/ A leading startup hub in Europe

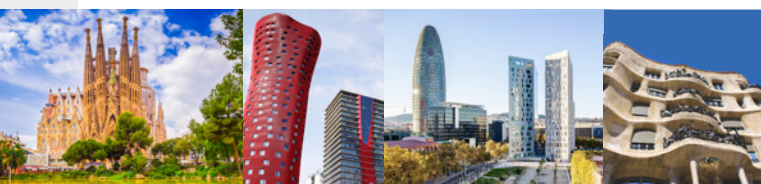
+2,102 ▶ **€ 5.3 B**
Startups of turnover (2019-2023)

/ Barcelona is the **3rd favourite EU hub** of founders for setting up a startup (19% of startup founders are foreign), making Barcelona one of the most cosmopolitan hubs, just behind Berlin and ahead of cities such as Amsterdam or Stockholm.

/ Home to corporations' **strategic & innovative departments** from a wide range of industries like:



/ A hotbed for innovative life science businesses being the 5th city in Europe and 20th worldwide for scientific production. Europe's densest pharma ecosystem and 5th in Europe in the number of active clinical trials and 8th in the world.



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Barcelona & Partners[®]

A (Selective) Investment Agency

We attract companies and impactful initiatives to Barcelona in the aim of contributing to its socio-economic development.

We assist from a 360-degree approach: covering project ideation and business strategy all the way to landing in Barcelona, highly connected to all key stakeholders in the city – all services are free of charge.

Barcelona & Partners is funded by major corporations and public institutions and offers a results-oriented business approach.

02/ A digital and tech talent pool

/ The **quality of highly skilled tech talent to cost ratio** makes Barcelona distinctive and particularly competitive in Europe. The city ranks as 9th most attractive city in the world for talent.

/ Strong ability to **attract and retain** talent: +32.4% of **Digital Talent** is **international** (+11.5% of which is from London).

/ Barcelona ranks as **6th most attractive city** in the world to live and work in.

/ Highly competitive tax regime designed specifically to attract qualified talent from abroad and enhance ease of business locally.

/ **1st European city for executive education with two business schools in Europe (IESE and ESADE) in the top 10.** One of the best university systems in Europe with over 300,000 university students.

03/ Unique access to funding

/ Spain (alongside Italy) is receiving the **largest share of Next Generation EU funds (€140Bn)** – specifically destined to strategic cornerstones defined by the European Union such as semiconductors, among others.

04/ Recent IPOs and unicorns



/ 12 Barcelona-based soonicorns identified

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