



Digital Tech in Barcelona

A Programme by
Barcelona & Partners®



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01/ Introduction

Barcelona is a thriving tech hub. A highly skilled talent, a strong and dynamic startup ecosystem are combined with a powerful industrial tech.

Home to innovative companies that have fostered an effective research environment, make Barcelona an ideal place to set up and grow business projects related to the digital and technology sectors.



02/ What makes Barcelona a great place for tech

/ Barcelona, the European hub for innovative companies

Over the last years, major corporations have chosen Barcelona as their headquarters for innovation, new digital business models, logistics or customer service global offices.

The access to highly talented, adaptive and creative professionals, as well as the ability to retain this talent, have fostered their development over the years.



Major companies continue to choose Barcelona to build their innovation, digital and sales hubs for continental Europe or even the world:

Nestlé

The Nestlé Group sets up its Global Digital Hub in Barcelona.

Nestlé's Global Digital Hub serves from Barcelona all of the group's companies across the globe. It is the company's worldwide technological centre and where the Swiss multinational is undergoing its entire digital transformation. The hub is focused on working on AI, next generation tech, or digital tech and the premises are shared with Nestlé Purina Studios which also has its European Digital Hub.

The centre brings together more than 600 experts from 50 different countries with skills covering the whole range of IT fields, from connected teams to artificial intelligence, as well as new generation technology and digital finances, among others.



HP has its largest industrial 3D printing and digital manufacturing centre of excellence based in Barcelona.

HP with the Digital Manufacturing Centre of Excellence brings together hundreds of the world's leading additive manufacturing experts in more than 150,000 square feet of cutting-edge innovation space to transform the way the world designs and manufactures.

Leaders such as BASF, GKN Metallurgy, Siemens, Volkswagen and others across the automotive, industrial, healthcare, and consumer goods sectors collaborates with HP on new 3D printing and digital manufacturing innovations at the centre located in Barcelona.



Barcelona hosts the Digital Hub of EMEA for SAP, one of the world's leading producers of software for the management of business processes.

The German multinational chose Barcelona as their base for supporting the digital transformation and innovation journey of their customers by offering a cutting edge digital presence with focus on IoT, Big Data and Cloud Computing amongst other technologies.

Thanks to this hub SAP aims to offer services to mid-market customers across EMEA South & North through their International Commercial Sales Center also under the same premises. The company counts with a team of +500 international and culturally diverse employees.

These offices based in 22@ district occupy 1.542 sqm that also include a unique space called Experience Center Barcelona, a place that embraces innovation and the use of smart technology by creating an inspirational setting where clients and stakeholders can come together meet and engage.



The e-commerce giant has chosen Barcelona to serve SME's through a multilingual Service Center for Amazon Marketplace.

Amazon has opened in Barcelona a multilingual Service Center to support businesses in France, Italy and Spain. The centre employs more than 500 people that will provide world-class assistance to the growing number of Amazon Sellers in Southern Europe.

"Barcelona is an ideal location for our new research and development centre. It has a large network of universities, and the city's quality of life makes it also a highly appealing destination for international talent."

François Nuyts,
Vice president and country manager of
Amazon Spain and Italy (2005-2018)



Facebook has in Barcelona the base of their centre for data monitoring and fake news detection.

The American tech giant occupies a 9.000 sqm office that employs a variety of different and multilingual profiles, from community managers to psychologists, to combat fake news through a new 500 multilingual staff centre in Barcelona's Glòries Tower, the 22@ tech districts' architectural landmark.



The American multinational software corporation Autodesk (NASDAQ) established in Barcelona its European Sales Hub.

This centre, which employs more than 150 people, serves all countries in the Europe zone as well as Switzerland, Norway and Island.

Its Senior Vice President Global Territory Sales, Roland Zelles noted that the company chose Barcelona mainly for the ability of the Catalan capital to attract foreign talent, for its quality of life, and its accessibility.

Presence of international tech companies in Barcelona

Software



Hardware vendors



Videogames



E-commerce



Services and Consulting



Telecommunications





Barcelona has gained ground as a pole of attraction for digital talent

/ A magnet for digital talent

Many factors have helped position the city as a hub of digital talent. The increase in the number of graduates, being an attractive hub for foreign professionals and a wide array of diverse companies looking for digital profiles and competitive salaries.

The availability of highly skilled talent, with a wide range of profiles, is one of the strengths of Barcelona's ecosystem.

Barcelona's digital talent is specialised in the areas of web development and mobile applications, UX / UI design and CRM and ERP consultants. These four specialties add up to more than 61,000 professionals, 73% of the city's technological talent.

Barcelona also stands out for its excellent higher education system.

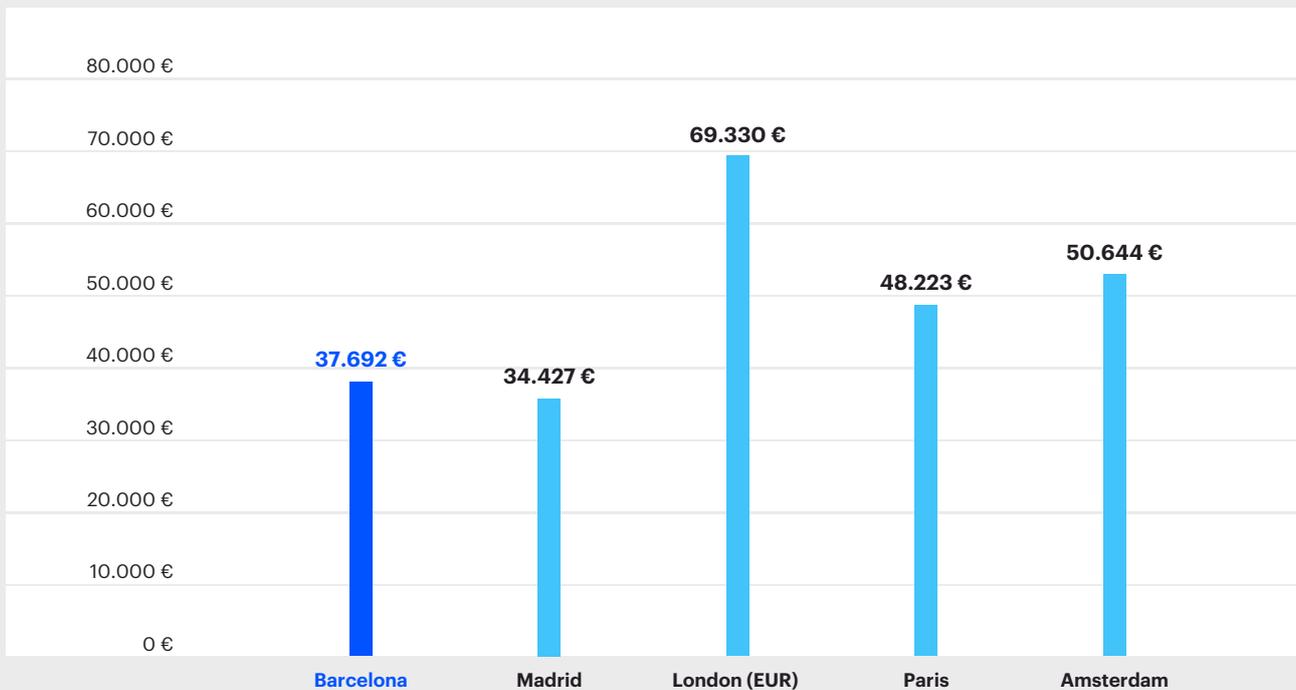
With more than 1,050 degrees and masters and more than 265,000 university students (+30% are international), has one of Europe's highest student populations.

The Universitat Politècnica de Catalunya - BarcelonaTech (UPC) is among the top innovative universities in Europe. It is a leading university in the ICT field, with expertise in 5G, big data, cybersecurity, Internet of Things and quantum sciences.

- / Top 10 best cities in the world for digital experts
- / 2nd European city with the highest numbers of software developers
- / 8th European City and the 21st world city for technology
- / + 29% digital professionals come from abroad (11% come from London)
- / ICT sector:
 - 129,000 jobs in Catalonia
 - 16,700 companies with staff working in ICTs
 - 19 Bn € turnover

Barcelona has more competitive digital salaries than other European cities like London and Amsterdam

/ Salaries of digital professionals by city 2020



Source: Digital Talent Overview 2021. Barcelona Digital Talent
 Source: The ICT Industry in Catalonia 2021. ACCIO
 Source: Barcelona. Your partner for a lifetime project, 2020. Barcelona Activa

Barcelona has an unparalleled startup culture and international community

/ Diverse, creative and talented startup ecosystem

The Barcelona startup scene is made up of a rapidly growing and constantly evolving community of talented, international professionals and forward-thinking companies. Entrepreneurs, both local and from abroad, thrive in Barcelona: yet another example of the city's innovative capacity.

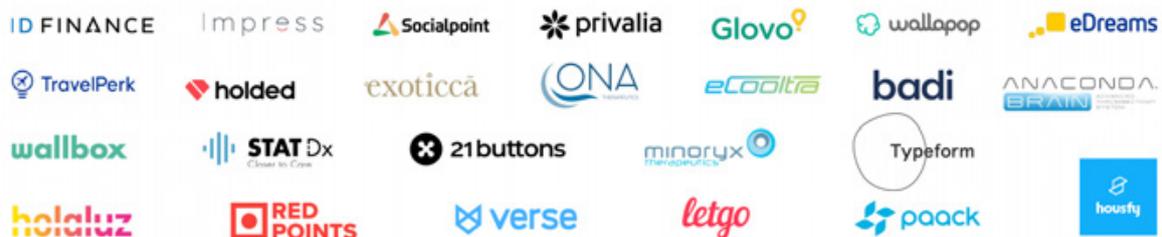
This wide-ranging and active digital ecosystem full of networking possibilities has created one of Europe's leading startup cultures, undoubtedly fueled by the Barcelona Tech City, 4YFN, and the Mobile World Congress, but also due to the ease of attracting and maintaining young global digital talent.

/ Startup ecosystem key facts (2020)

/ 4th startup hub in Europe
/ +1,700 startups (+60% related to technology)
/ 5th European scaleups ecosystem

Source: Analysis of the Barcelona & Catalonia Startup Hub, 2020. ACCIÓ

Barcelona is the birthplace of many startups that have become success stories and are gaining international recognition:



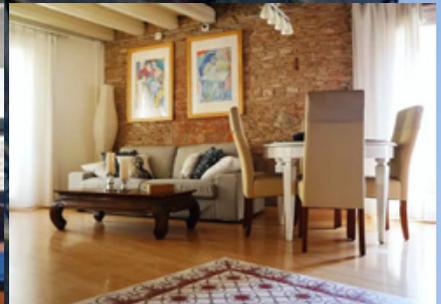
/ The powerful entrepreneurial ecosystem of Barcelona has caught the attention and interest of giant multinational companies such as Apple, Take-Two or Airbnb, being the main buyers of Barcelona based startups.



Apple acquired Vilynx, a startup specializing in advanced artificial intelligence and computer vision technology that may help the iPhone maker improve its own AI across a number of apps and services.



In 2017, the American video game Take-Two (NASDAQ) acquired the Catalan startup Socialpoint, a world-renowned game developer and publisher, specialized in mobile gaming.



Airbnb bought the Barcelona-based travel startup Trip4Real (a marketplace of experiences for tourists).

/ A leading destination for technological investment

Barcelona is a global target for technological investment.

The ICT Industry led foreign investment in Barcelona in 2020 in terms of projects implemented.

/ Key Facts:

/ Barcelona has the 2nd best strategy in all of Europe to attract technological investments (Financial Times, 2020).

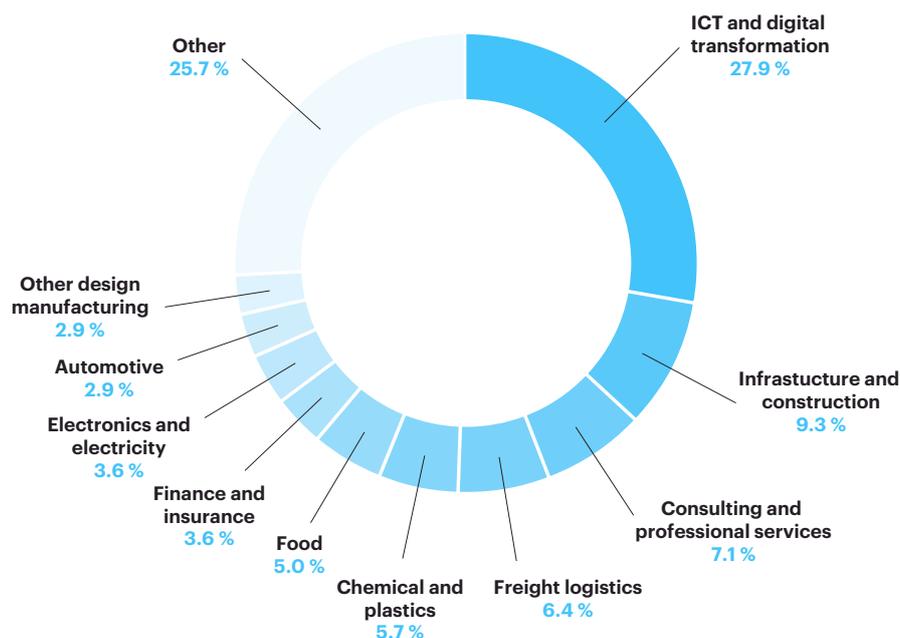
/ 60% of funding to Barcelona's startup ecosystem comes from international funds.

/ Barcelona ranks in the 7th position in the Top 20 European cities for capital invested in technology companies.

/ Catalonia (Capital: Barcelona) is the 7th region in Western Europe in terms of technological projects and ranks 5th for job creation and 8th in capital Investment.

/ In 2020, the ICT sector attracted the most investment, with 27.9 % of all investment projects.

/ Main industries investment, 2020



/ European Funding Opportunities

The European Commission approved a recovery package (Next Generation EU), comprising 750 billion euros in available funding, with the aim of stimulating the European economy and transforming it after the pandemic.

Spain is the second country receiving the most Next Generation EU funds, namely, a total of 140 billion euros within the framework of the Recovery and Resilience Fund (RRF). It is presented with a unique opportunity for an intelligent reindustrialization and a production leap based on technology.

Barcelona through its activities and institutions has full access to European funding instruments.

/ Next Generation EU 2021-2027



140 Bn€ (Spain)

/ Horizon Europe 2021-2027 25.9 Bn€



15.3 Bn€
Global Challenges
& European Industrial
Competitiveness
(Cluster 4: Digital,
Industry & Space)



10.6 Bn€
European Innovation
Council

/ Digital Programme Europe 2021-2027 7.6 Bn€



2.2 Bn€
High Performance
Computing



2 Bn€
Artificial Intelligence



1.7 Bn€
Cybersecurity



0.6 Bn€
Advanced Digital
Skills



1.1 Bn€
Ensuring a wide use
of digital technologies
across the economy
and society

Source: European Commission

“Barcelona is an ideal location for our new research and development centre. It has a large network of universities, and the city’s quality of life makes it also a highly appealing destination for international talent.”

François Nuyts,
Vice president and country manager of Amazon Spain and Italy (2005-2018)



03/ Barcelona: a great place for your business and for your employees

As well as a strong digital ecosystem and a commitment developing the sector in the city, there are many reasons to choose Barcelona:

/ A symbol of Mediterranean quality of life

Barcelona is considered to be one of the world's most appealing cities in which to live and work.

Barcelona's easy-going but cosmopolitan Mediterranean lifestyle provides the perfect backdrop for professional careers. This walkable and open-air city has a European cultural offer second to none in all aspects, from cuisine to performing arts, while its melting pot of nationalities establish a welcoming atmosphere for all newcomers.

/ 8th most attractive city in the world to live and work in

- + 30 km of beachfront
- + 2,500 hours of sunshine a year
- + 200 km of bicycle lines
- + 8,600 foreign companies operating

Source: Barcelona. Your partner for a lifetime project, 2020. Barcelona Activa

/ A City of science and knowledge

With one of Europe's largest higher education student populations and international campuses of excellence, Barcelona is a hive of talent. A strong research tradition, often focused on emerging sectors such as biotechnology, new and renewable energies or advanced materials to mention just a few, means that talent also grows solidly here.

/ 5th city in scientific production in Europe and 23rd Worldwide

- + 265,000 university students
- + 50,000 master's and doctoral students at the Barcelona region's universities
- + 30 % of postgraduate's students are international
- + 500 master's degrees on offer
- + 40 research institutions

Source: Barcelona. Your partner for a lifetime project, 2020. Barcelona Activa



/ A powerhouse for European dynamic industry

Catalonia, whose capital is Barcelona, is one of Europe's four leading industrial regions, pioneering the continent's productive capacity in areas ranging from textile to automobile.

Today, it's dynamic and internationalized export economy means Barcelona is one of Europe's most attractive cities for foreign investment.

The industrial activity represents 19.3% of the Catalan GDP and employs more than 500,000 people.

The industrial sector in the Barcelona region is characterized by being highly diversified with the following main branches:

- / Automotive**
- / Pharma & Biotechnology**
- / Food & Beverages**
- / Fashion Retailers**
- / Telecommunications**
- / Energy & Utilities**

Source: Eurostat 2018

/ A strategic location

Barcelona is located in a strategic geographical point that positions it as an accessible and well-connected city.

Barcelona has easy access to very dynamic large markets: the EU's common market, which provides access to 510 million people.

- / 6th busiest airport in Europe by passenger traffic**
- / Barcelona's Ports located among the TOP 10 in Europe with the highest container traffic**
- / 4th city in the world in the number of congresses (2019). Mobile World Capital - 5G HUB**

Source: Barcelona. Data Sheet 2020. Barcelona Activa Source: ICCA

/ A highly competitive city

Barcelona offers an unparalleled balance between quality of life, talent and cost structure.

Barcelona's European and global investment attraction is heightened thanks to a favorable mix of factors; where the local innovation culture, its strong industrial base and qualified professionals are all complemented by highly competitive prices in terms of salaries, office space and service providers.

Office and industrial rental prices are competitive, compared to other European cities. Barcelona remains in the middle band, with prices well below those of other major cities.

Barcelona has more competitive digital salaries than other European cities, accounting for approximately half of the salaries in the digital hubs of London and Amsterdam.

/ Cost of living index, 2021

Relative indicator of consumer goods prices, including groceries, restaurants, transportation and utilities, including accommodation expenses such as rent or mortgage.



04/ Barcelona & Partners

/ We are a non-profit investment agency focused on attracting selected innovative companies and initiatives to Barcelona, the gateway to Europe.

/ We help impactful businesses with exponential growth that are part of the new economy to establish to Barcelona.

**At Barcelona & Partners
we contribute to the
success of your
investment project
and its landing in
Barcelona**



At Barcelona & Partners we carefully listen to your growth plans

/ With you, we analyse how our research ecosystems, private corporations and local and European funding instruments can be a trigger for your decision

We collaborate with you in three steps:

01/ Opportunity Definition

We help you to consider Barcelona as the place to be.

You share with us your goals, your expansion plans and your needs.

We prepare a draft of the possible scenarios to analyze and how the BP value proposition can help you make the decision.

At the first stage of our relationship, we want to help you navigate through the value proposition of our city, understanding its full potential.

We can also help by defining the opportunity: from the analysis of your business objectives to the draft of feasible scenarios.

02/ Project Definition

We collaborate with you in defining the project.

We understand the importance of a corporate investment operation.

We are willing to support in key aspects of the project definition phase:

- Screening of partnership opportunities with local ecosystem
- Financing facilities
- Location analysis

03/ Project Building

We support you in the execution of your landing project.

- Access to a project specific key account manager
- Liaison with business landing agencies
- Advice on developing public and private partnerships
- Enablement of quality service providers
- Support in sourcing and recruiting top talent

We are financially backed
by major corporations and
public institutions, working
together in attracting
companies and initiatives
to Barcelona

/ Private Partners



/ Public Partners



* Pending to be executed



05/ Contact us

**Tell us more about
your project or initiative.**

**Feel welcome to
contact us.**

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