Barcelona & Partners®

A (Selective) Investment Agency attracting innovative companies and initiatives to Barcelona

Corporate Presentation
/ Our Mission

We aim to attract significant new economy business to Barcelona, the gateway to Europe.

/ Who we are

We are a private investment agency financially backed up by the Spanish major corporations and public institutions of Barcelona.

Barcelona & Partners is a non-profit initiative founded by Barcelona Global.

/ Our Approach

We propose a results-driven business model and are actively supported by the city’s leading business, research and talent assets, as well as the EU financial resources (Next Generation Europe).
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.
Barcelona, the European hub for innovative companies

The city is gaining momentum and during the last 2021 welcomed global projects from giants like Microsoft, PepsiCo, The Knot Worldwide, Festo, Porsche or Decathlon to name just a few, that have selected Barcelona as their hub for innovation, new digital business models, logistics or customer service.

Other big companies such as Apple, Amazon, HP, Facebook, Nestlé, Sanofi that keep increasing their presence over here through their key projects.

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 skilled talent but also the ability to attract and retain it, at competitive cost, is one of the strengths of Barcelona and one of the main reasons foreign companies keep deciding to establish in the city.

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

Key Facts Digital Talent (2020)
/ Top 10 best cities in the world for digital experts
/ 2nd European city with the highest numbers of software developers
/ + 29% digital professionals come from abroad
/ ICT sector:
  • 129,000 jobs in Catalonia
  • 16,500 companies with staff working in ICTs
  • 19 Bn € turnover

"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 at Amazon Spain and Italy (2008-2015)
/ 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

/ 4th most innovative city in Europe and 21st in the world

+ 265,000 university students
+ 50,000 masters and doctoral students at the Barcelona region's universities
+ 30% of postgraduate students are international
+ 500 masters degrees on offer
+ 40 research institutions
Diverse, creative and talented startup ecosystem

Barcelona is one of Europe’s top cities in the startup scene and the 4th European Startup hub with more than 1,700 startups created in 2021.

Its strong and mature tech ecosystem keeps on attracting the attention of foreign venture capital firms, making it more and more dynamic and global, competing directly with other tier 1 cities such as Amsterdam or Berlin.

Our local ecosystem has seen an increase of companies maturing with large exits and IPO’s, indicating to European investors to look more closely at opportunities with great potential. An indicator of the consolidation of the ecosystem can be seen through Barcelona-based startups like Wallbox (NASDAQ), Glovo, Travelpark, Red Points which are achieving international recognition.
A symbol of the Mediterranean lifestyle

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
+ 30km of beachfront
+ 2,500 hours of sunshine a year
+ 200km of bicycle lines
+ 8,600 foreign companies operating
/ 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
Your future in Europe, happens in Barcelona

/ 30km of beachfront
/ 5th European city with most scientific production
/ 9th European cultural capital
/ 19% Industrial GDP
/ MareNostrum 5 Supercomputer
/ 4th most attractive city for the global workforce

/ Barcelona key facts (2020)

224 Bn€
GDP

3,239,337
population (Metropolitan Area)

21.7%
of foreign population

/ Main economic sectors in Barcelona’s region

Food & Beverage 27.9 Bn€
Automotive 23.8 Bn€
Life Sciences 19.8 Bn€
ICT 18.3 Bn€
Textile & Fashion 14.5 Bn€
Smart Cities 9.7 Bn€
We are financially backed by major corporations and public institutions of Barcelona, working together in attracting companies to Barcelona.

*Pending to be executed*
At Barcelona & Partners we listen carefully to your growth plans

We analyze with you how our research ecosystems, private corporations and local and European financing instruments can be a trigger for your decision.

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 do 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
Tell us more about your project or initiative. Feel welcome to contact us.

Contact
info@barcelonapartners.com

We are here
Travessera de Gràcia, 17,
Barcelona, 08021 Spain

Follow us
LinkedIn

An initiative by
Barcelona Global