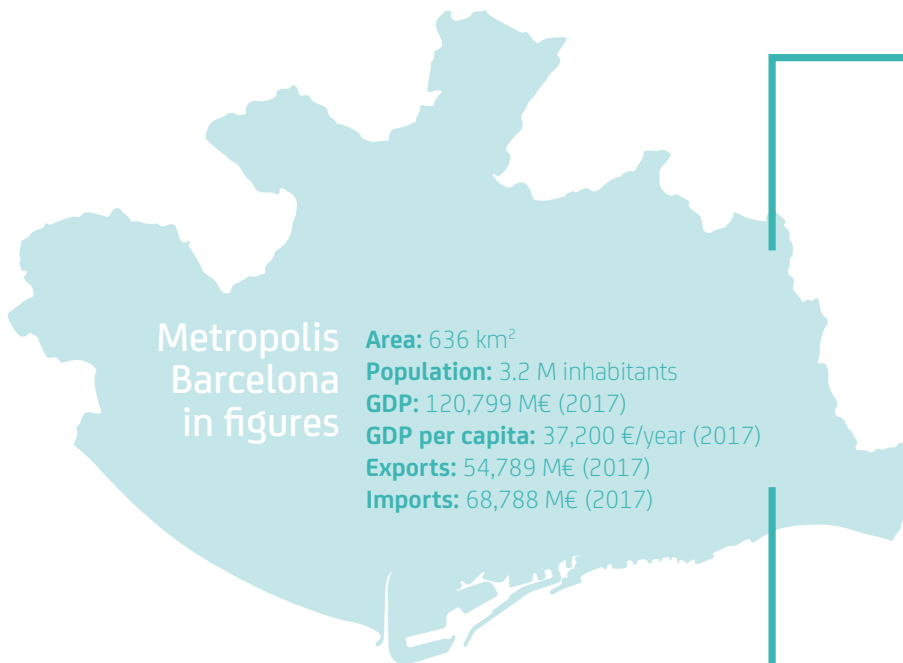


An aerial photograph of Barcelona, Spain, taken during the golden hour of sunset. The city's dense urban landscape is bathed in warm, golden light, with the sea visible in the distance. The Sagrada Família is prominent on the right side of the frame. The sky transitions from a deep blue at the top to a bright orange near the horizon.

Discover Metropolis Barcelona

Full of opportunities

barcelona**opportunity**.amb.cat



Metropolis Barcelona in figures

Area: 636 km²
Population: 3.2 M inhabitants
GDP: 120,799 M€ (2017)
GDP per capita: 37,200 €/year (2017)
Exports: 54,789 M€ (2017)
Imports: 68,788 M€ (2017)

Metropolis Barcelona

Metropolis Barcelona means quality of life

This diverse metropolis boasts a privileged location in Europe and on the shores of the Mediterranean, where the mild climate affords ample opportunities for outdoor activities and the landscape offers a wealth of natural assets. This well-managed city provides high-quality municipal services and engages in urban planning to create public spaces designed to prioritize people's wellbeing.

The metropolitan area of Barcelona is home to 7% of the total population of Spain and to a large proportion of Catalonia's 7.5 million people. It is a nexus for culture and innovation, a critical driving force that powers a highly diverse economy with a long industrial tradition. The area's economic fabric is largely made up of small and medium-sized businesses, but it also incorporates large multinational companies. It is now one of the southern Europe's chief economic engines, a hub for logistics and a magnet for talent, a place that is open to business.

Although the territory occupies just 636 km², it is home to 3.2 million people, giving it Europe's second highest population density for a region, 5,106 inhabitants per km². This density is one of the keys to why Barcelona is a hub for social and cultural exchange, a place that fosters knowledge, creativity and innovation.



Metropolis Barcelona

leads all European cities

in quality of life for

workers, according to the

European Cities Monitor



3.2 millions
Inhabitants



10% of Spain's GDP.
2nd European
Economic Region



20% of the patents
registered in Spain



60 million
tons of goods
through the Port



Overnight stays
a year



Containers
through the Port



International
Schools

A city that pulses with life 24 hours
a day, an urban ecosystem populated
by a wide range of activities, services
and opportunities



An appealing metropolis

Historically, Barcelona has always had a strong tradition of commerce and has always been a city of exchange where people come together. Over time, it has evolved into a highly dynamic metropolis and a focal point for tourism, business, culture, entrepreneurship and creativity.

This dynamic setting is a historic site brimming with art, culture, and creativity, not only making it one of Europe's most attractive tourist destinations, but also a locus of cultural exchange that creates a fertile ground for innovation and entrepreneurship, drawing in talent and businesses from around the world.

A destination for foreign investment

Metropolis Barcelona boasts a long tradition of attracting foreign investment, which has become a major driving force to foster and promote the metropolitan economy and its competitiveness. Barcelona has been chosen for the second year in a row, the European city with the best promotional and foreign direct investment strategy at the fDi Strategy Awards, highlighting its efficient infrastructures, entrepreneurial ecosystem, high-tech industry and its friendly business environment.

Barcelona and Catalonia achieved the highest level of foreign direct investment during the period 2015-2016 with 4,936 M€ in 2015 and 5,052 M€ in 2016. Among other European cities, Barcelona earned 2.2% of all FDI projects in the EU-28 (2010-2016), reaching 58% of all investments in Spain during 2017.

The quality of the infrastructure network and the geostrategic location of the urban area facilitate reaching out to potential markets, as well as establishing business services near their target markets.

You will find prestigious
universities, business
schools and high tech
hubs that attract talent
from around the world



+50 million
airport passengers



+10 million
tourists per year



75% of daily trips
using sustainable
modes of transport



305 km²
of open space

20 km

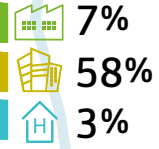
A-7

A-2

AP-7

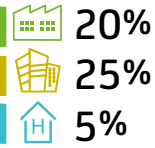
VALLÈS AREA

FLOOR AREA: 3.6 Mm²



LLOBREGAT AREA

FLOOR AREA: 2.1 Mm²



B-23

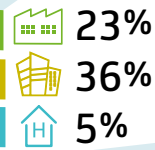
B-20

C-32

C-31

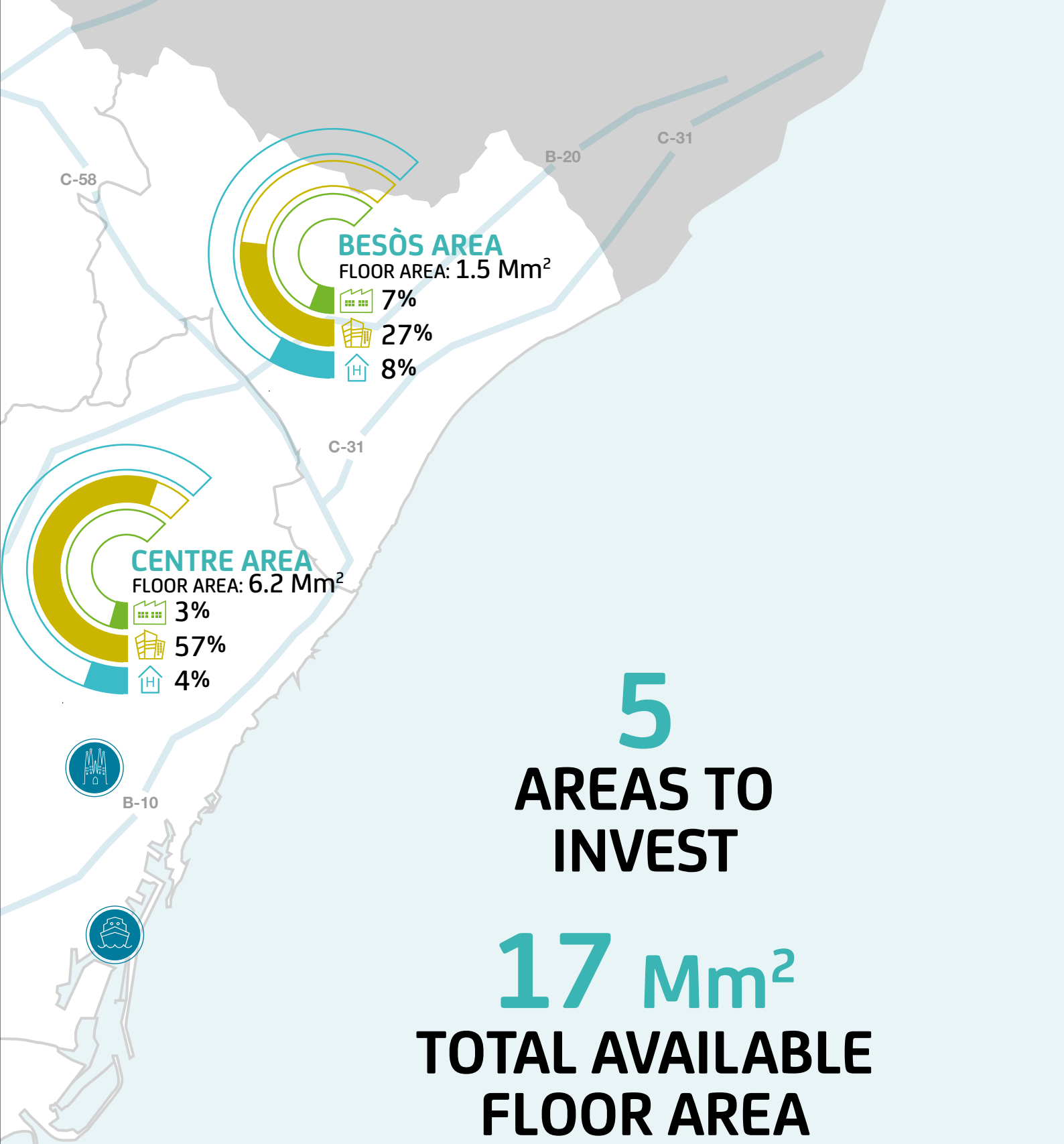
DELTA AREA

FLOOR AREA: 3.7 Mm²



C-32





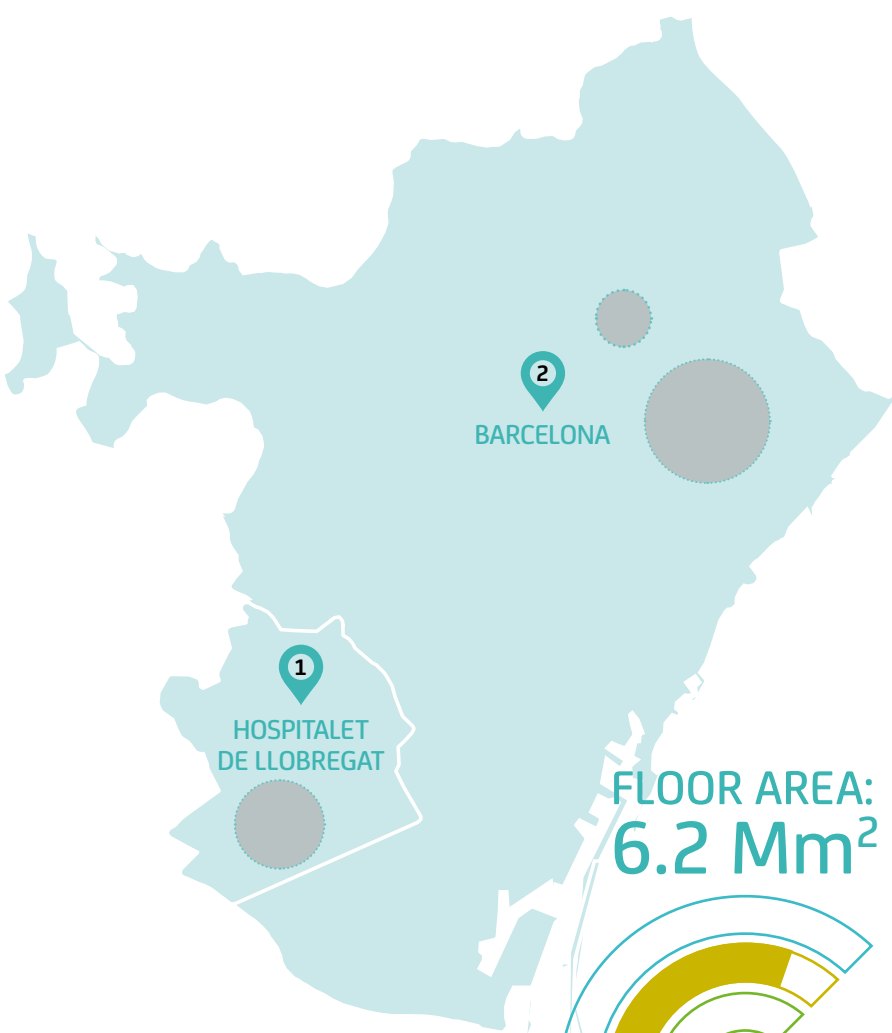
5
AREAS TO INVEST

17 Mm²
TOTAL AVAILABLE FLOOR AREA

INDUSTRIAL

COMMERCIAL & OFFICES

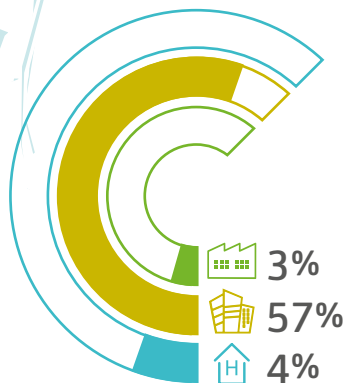
HOTELS



Planning

- Immediately-short term
- Mid-long term

FLOOR AREA:
6.2 Mm²



CENTRE AREA

This area comprises the cities of Barcelona and L'Hospitalet de Llobregat. It is home to highly diversified and internationalised companies, being the top location for corporate services and multinational head offices.

The main economic activities located in this area are the pharmaceutical industry, the automobile industry, creative industries, the ICT sector and the service sector.

CURRENT TOP COMPANIES



Multinational corporation based in Plaça Europa in L'Hospitalet de Llobregat. The company mainly focuses its activity on the fashion and perfumery sector, and it owns internationally renowned fragrances and fashion brands. Puig has a worldwide presence and its products are distributed in more than 150 international markets.



French multinational corporation founded in Barcelona. It is considered a world leader in the food industry and it is present in more than 120 countries. Danone's brand portfolio includes several international brands with global awareness.

Other companies: Naturgy, Nissan, Basf, Schneider, Asics.

1 L'HOSPITALET DE LLOBREGAT

Gran Via

839,209 m²

632,058 m²

0%

100%

13%



• Consolidated economic district

• Land for offices and hotel investment

• Near to Fira de Barcelona

• Availability: mid term

2 BARCELONA

22@

1,982,700 m²

1,600,000 m²

0%

92%

TBD



• Urban centrality

• Land for office investment

• Tech and creativity hub

• Availability: mid term

Sagrera

584,606 m²

745,550 m²

0%

52%

18%



• New urban development in Barcelona

• High speed train station (under construction)

• Urban centrality

• Availability: mid term



TBD To be defined

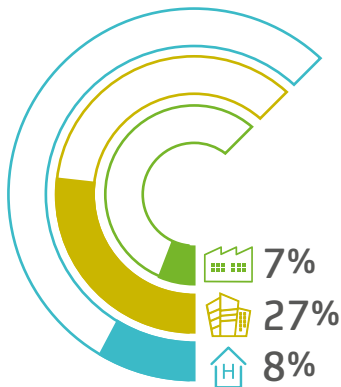
BESÒS AREA

This area is organised into 6 municipalities and it is located towards the north-east of Barcelona. Badalona and Sant Adrià de Besòs are the main foreign investment destinations in the Besòs Area. This area shares industrial and tertiary zones with the city of Barcelona, and the urban development project Pla Besòs is intended to reshape the Besòs riverside, transforming the area into a new metropolitan hub. This area offers opportunities for industry, the tertiary sector and residential investment projects.



Planning
 ● Immediately-short term
 ● Mid-long term

FLOOR AREA:
1.5 Mm²



CURRENT TOP COMPANIES



International company with headquarters in Badalona, mainly focused on the automobile and aeronautical industry. Aritex is a member of the international business group AVIC, a leading technological and aeronautical corporation.



Food distribution company present in the main European markets. They have a logistics centre in Montcada i Reixac and the head office for the Spanish market.

Other companies: Grup Cacaolat, Bombardier, Federal Mogul, Grup Menarini.

1 BADALONA

Port Badalona

2 SANT ADRIÀ DE BESÒS

La Catalana

3 MONTGAT

Plataformes Pg. Marítim

239,491 m²

282,694 m²

0%

13%

TBD

29 km 12 km 1'

• Marina location

• Land for the services sector and residential investment

• Availability: immediately

228,953 m²

156,000 m²

0%

16%

0%

24 km 9 km 1'

• Near the city centre

• Land for the services sector and residential investment

• Availability: mid term

37,791 m²

17,950 m²

0%

100%

TBD

34 km 17 km 1'

• Urban development project

• Land for the tertiary sector investment

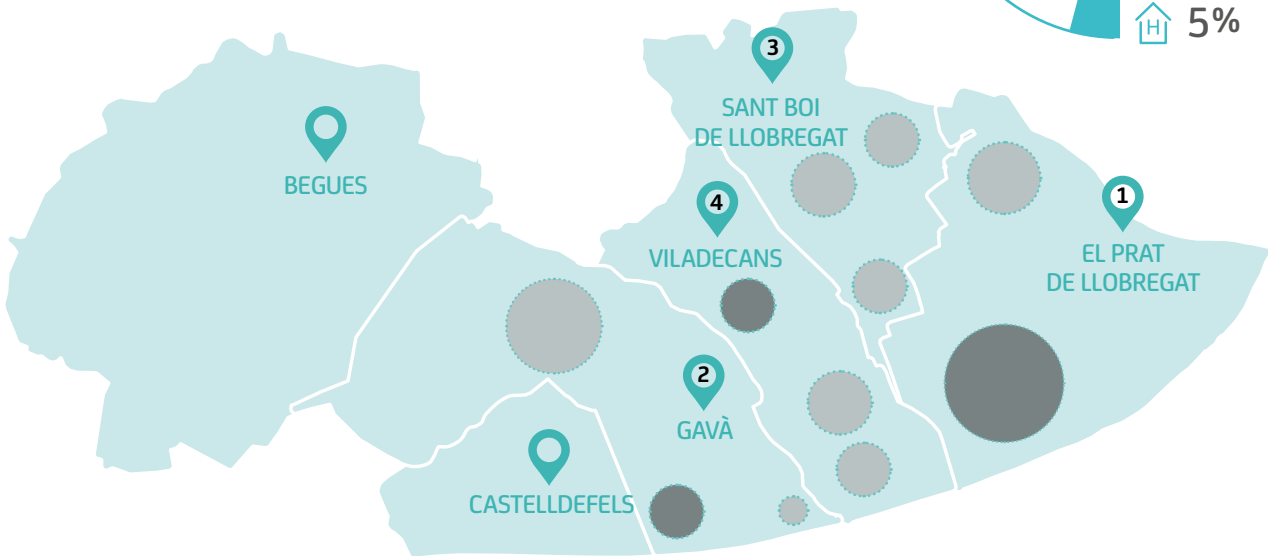
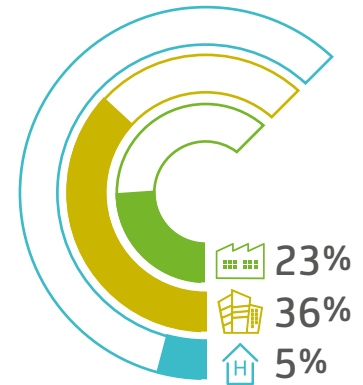
• Availability: mid term

DELTA AREA

Begues, Castelldefels, El Prat de Llobregat, Gavà, Sant Boi de Llobregat and Viladecans are the municipalities located in the Delta Area.

This area is very well connected both to the airport and to the city centre. During the last decade, its premium location has helped to attract industrial and logistics investment projects. In addition, the Delta Area is very near to the coastline, and has the potential to attract hotel investment projects.

FLOOR AREA:
3.7 Mm²



Planning

- Immediately-short term
- Mid-long term

CURRENT TOP COMPANIES

amazon

Globally well-known multinational corporation, they recently opened a logistics centre in El Prat de Llobregat. It is considered one of the top ten largest companies in the world and its business model has transformed the retail sector worldwide.



International Company headquartered in the Viladecans Business Park. They manufacture and distribute more than 400 brands and are present in more than 190 countries. Unilever ranks among the top ten companies in the FMGC industry.

Other companies: Pronovias, Estrella Damm, Nike, Desigual.

1 EL PRAT DE LLOBREGAT

Mas Blau II

744,541 m²

436,544 m²

65%

35%

2%

3 km 12 km 1'

• Near the airport

• Land for industrial and the tertiary sector investment

• Diversification of economic activities

• Availability: immediately

P. Industrial Enkalene

231,674 m²

356,819 m²

35%

65%

3%

4 km 11 km 1'

• Proximity to the city centre

• Land for investment in industrial and service sector activities

• Industrial location

• Availability: mid term



TBD To be defined

2 GAVÀ

Els Joncs

 746,467 m²

 317,212 m²

 100%

 0%

 0%

 10 km  24 km  1'

- Near an industrial zone

- Land for industrial and logistics investment

- Good transport facilities

- Availability: mid term

Pla de Ponent

 1,865,429 m²

 503,111 m²

 0%

 3%

 3%

 11 km  20 km  1'

- New urban development

- Land for the tertiary sector and residential investment

- Natural environment location

- Availability: short term

La Marinada

 628,709 m²

 157,177 m²

 0%

 0%

 TBD

 9 km  21 km  1'

- Near the coastline

- Land for hotel and residential investment

- Potential for sustainable tourism activities

- Availability: long term

3 SANT BOI DE LLOBREGAT

Antic Hiper

 134,960 m²

 60,000 m²

 50%

 50%

 0%

 5 km  15 km  1'

- Near the airport


- Land for offices and industrial investment

- Good transport connection

- Availability: mid term

Can Gavarrot

 65,366 m²

 TBD m²

 -

 -

 -

 13 km  15 km  7'

- Land for sports investment

- Urban proximity

- Sports grounds already built

- Availability: mid term

Sector Llevant

 132,288 m²

 54,151 m²

 34%

 19%

 14%

 11 km  14 km  1'

- Land for industrial, the tertiary sector and residential investment

- Near to an urban developed zone

- Good accessibility

- Availability: mid term

4 VILADECANS


Ca N'Alemany

 541,658 m²

 28,667 m²

 0%

 100%

 24%

 8 km  17 km  1'

- Land for economic activities

- Near to retail services

- Availability: immediately

Can Sabadell

 260,780 m²

 180,000 m²

 0%

 100%

 0%

 5 km  15 km  1'

- Near the airport

- Land for the tertiary sector investment

- Availability: mid term


Serral Llarg

 277,833 m²

 60,000 m²

 0%

 100%

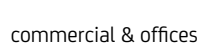
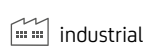
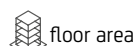
 100%

 5 km  18 km  7'

- Land for tourism related projects

- Proximity to the Llobregat Agricultural Park

- Availability: mid term



TBD To be defined

LLOBREGAT AREA

The Llobregat Area is organised into more than 15 municipalities, with Cornellà de Llobregat, Esplugues de Llobregat, Sant Joan Despí and Sant Feliu de Llobregat being the main locations with investment opportunities. This area stands out for its proximity to the city of Barcelona and for its offering of land for industrial and office opportunities. Historically, the importance of the industrial sector in this area has been indeed vital for its economy, with the pharmaceutical and food industries being to the fore.

FLOOR AREA:
2.1 Mm²

CURRENT TOP COMPANIES

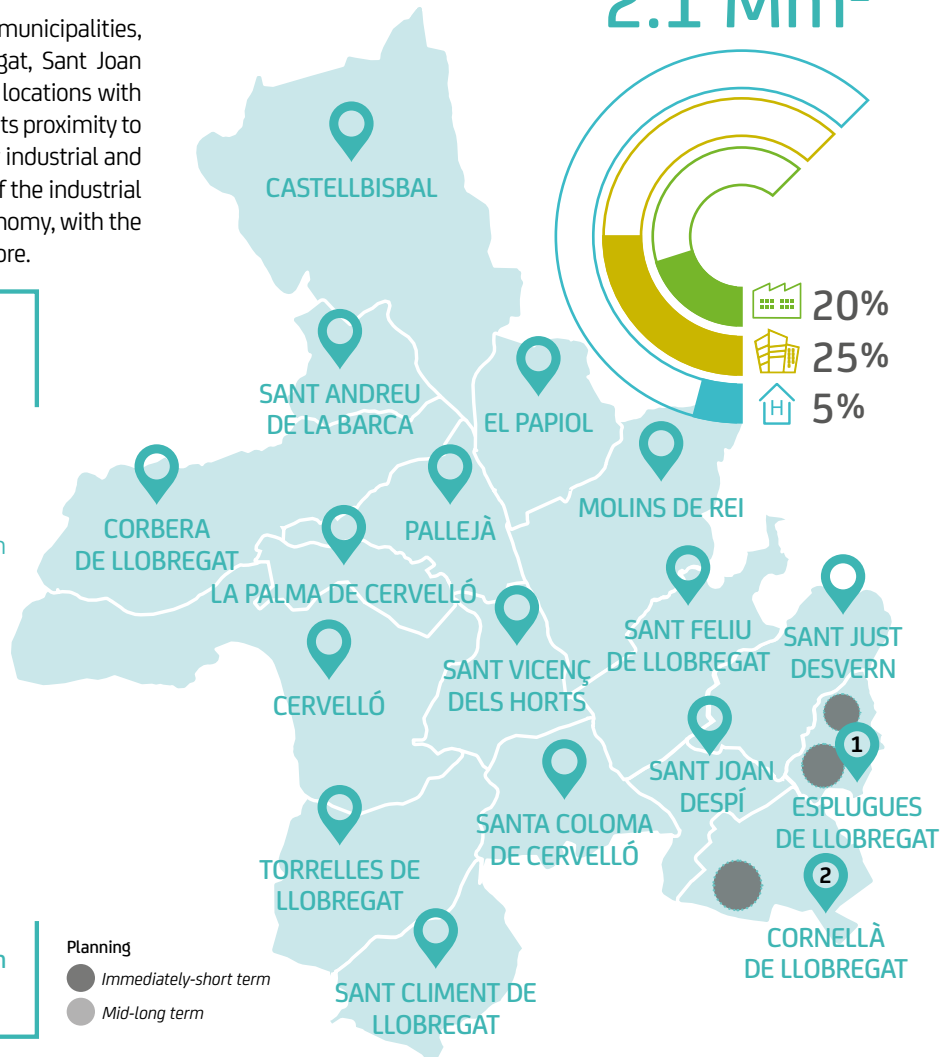


Food and beverage corporation based in Esplugues de Llobregat. Nestlé is present in 190 markets around the world and it owns more than 2,000 international brands. It is considered the world's largest food and beverage company.



Pharmaceutical company with different manufacturing plants and offices established throughout the metropolitan area and abroad. The Almirall Research and Development centre is headquartered in Sant Feliu de Llobregat.

Other companies: Bayer, Pepe Jeans, Ingram Micro, Ferrer.



1 ESPLUGUES DE LLOBREGAT

Finestrelles Nord

13,496 m²

158,299 m²

0%

57%

TBD



- Urban project under development

- Land for the service sector and residential investment

- Near Barcelona city centre

- Availability: short term

PAE El Gall

155,800 m²

32,315 m²

100%

0%

0%



- Near an urban centre

- Land for industrial investment

- Availability: immediately

2 CORNELLÀ DE LLOBREGAT

Siemens Elsa

33,740 m²

48,318 m²

0%

9%

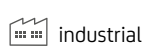
8%



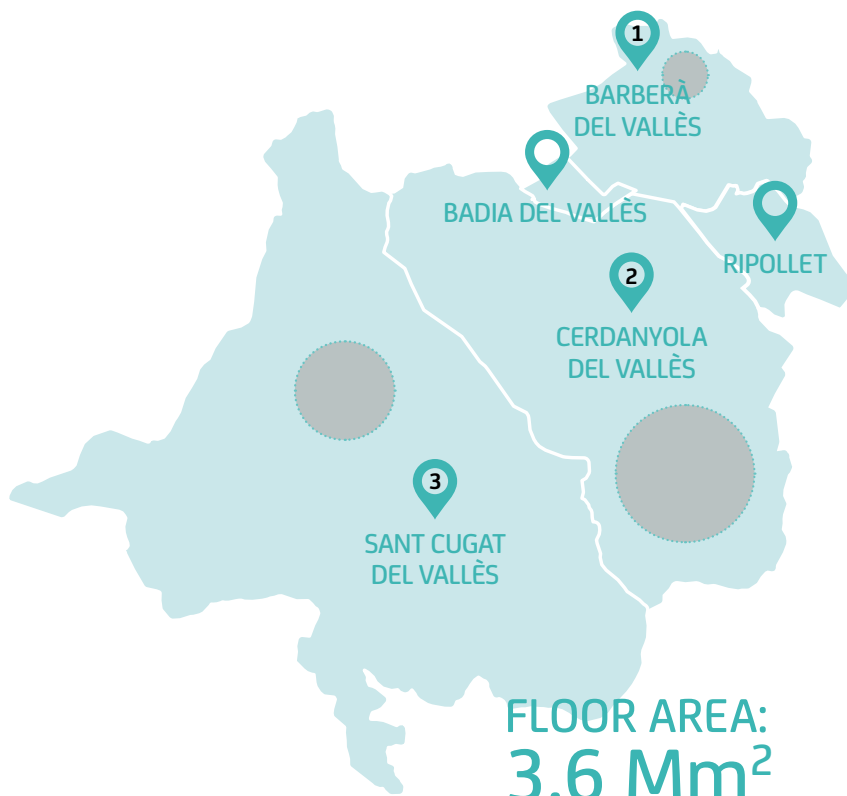
- Urban location

- Land for the tertiary industry and residential investment

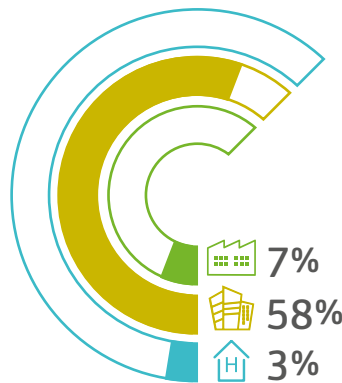
- Availability: short term



TBD To be defined



FLOOR AREA:
3.6 Mm²



Planning
 ● Immediately-short term
 ● Mid-long term

VALLÈS AREA

This area, located to the north-west of the city of Barcelona, is organised into 5 municipalities, with Sant Cugat del Vallès, Cerdanyola del Vallès and Barberà del Vallès having the bulk of investment opportunities. The area's added value is the fact that it is home to prestigious universities, international research centres, tech clusters and large international companies.

The Vallès Area has a highly diversified economy and potential for offices and retail investment projects.

CURRENT TOP COMPANIES



Tech multinational corporation headquartered in Sant Cugat del Vallès. This campus is home to the company's largest Research and Development lab outside of the US, and it is the global centre for its 3D printing business.



Pharmaceutical and biotech international corporation based in Barberà del Vallès. It's production factory distributes the products to more than 150 countries. The company is a leading player in the pharmaceutical research and development industry.

Other companies: Ricoh, King, Epson, Garmin.

1 BARBERÀ DEL VALLÈS

Fàbrica Capella

Land area	14,660 m ²
Floor area	15,144 m ²
Industrial	0%
Commercial & offices	100%
Hotels	0%

34 km Airport, 22 km University, 1' Train

- Urban planning under development
- Former factory building
- Land for service sector investment
- Availability: mid term

2 CERDANYOLA DEL VALLÈS

Parc de l'Alba

Land area	3,405,592 m ²
Floor area	1,919,469 m ²
Industrial	0%
Commercial & offices	75%
Hotels	1%

35 km Airport, 21 km University, 1' Train

- Location in a tech, scientific and entrepreneurial park
- Land for economic activities
- Availability: mid term

3 SANT CUGAT DEL VALLÈS

Can Sant Joan

Land area	493,494 m ²
Floor area	172,330 m ²
Industrial	0%
Commercial & offices	100%
Hotels	TBD

31 km Airport, 18 km University, 1' Train

- Near the main transport infrastructures
- Land for offices and hotel investment
- Near to universities and research centres
- Availability: mid term


**Metropolis
Barcelona**

**Economic
Development
Agency**



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