

A low-angle photograph of a modern building with a glass and metal facade, featuring a prominent white, angular architectural element. The image is overlaid with large, semi-transparent blue and white abstract shapes. The main title is in a bold, dark blue font.

Office & retail investment in Metropolis Barcelona

A talent and innovation
ecosystem

barcelonaopportunity.amb.cat



10.9% of Spain's GDP (2021)
Catalonia is the **5th** European region
in GDP (in PPS in 2019)



+40 international schools



2 business schools
at the top of the world rankings



47% of the patents
registered in Catalonia



1,642 startups
based in the metropolitan area of Barcelona (2020)



+1,700 total meetings
in 2019

Metropolis Barcelona

This diverse metropolis of 636 km² is home to more than 3.3 million people (2020). The metropolitan area includes 36 municipalities and a rich fabric of productive and residential zones that are all accessibly located and well connected to one another.

The metropolitan area of Barcelona is one of the largest metropolitan areas in Europe and it is the core of economic activity of Catalonia, concentrating the 52 % of GDP and 52 % workforce of Catalonia. Besides, the metropolis of Barcelona is home of

highly prestigious business schools and powerful research hub of universities and hi-tech centres.

The location of economic activity is not constrained to industrial zones, but rather it is spread throughout the territory in the form of services, warehouses, workshops, technology parks, shopping centres, labs, co-working spaces and leisure areas. All of them are contiguous with and easily accessible from residential zones, universities, hospitals, natural spaces and commercial areas.

An open metropolis to the world

The metropolis of Barcelona is strategically located in Europe, acting as the so-called Europe's Southern gate and located along the Mediterranean Corridor, a route connecting Spain to the rest of the continent.

The metropolis is easily accessible via land, sea and air thanks to the proximity of the area's transport hubs to the city centre. The concentration of significant infrastructures on and around the Llobregat River Delta,

allows that none of the modes of passenger or commercial transport are located farther than 7 km from the city.

Regarding to transport of goods, the city is connected to the global economy by sea, via the logistics port; by rail, via conventional railroad; and by road, via comprehensive road and highway network, all of which help to give shape to the metropolitan area.

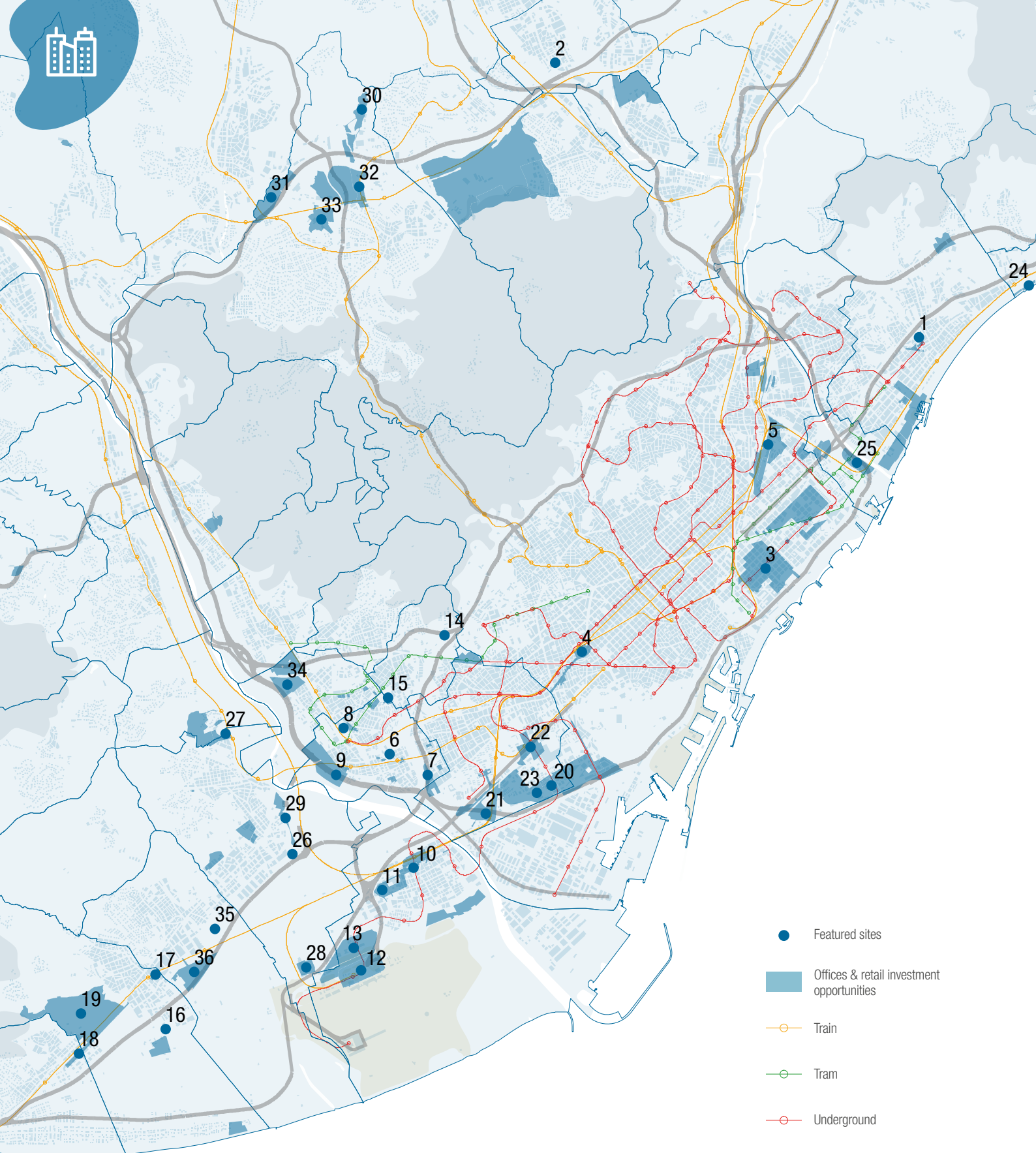
The 4th most innovative city in Europe (Innovation Cities Index 2019)

A creative, entrepreneurial and social environment

The metropolitan area of Barcelona hosts a range of actors engaged in technological innovation, and it is home to 51 % of Catalonia's creative activities and a large number of business clusters. It is also a fertile ground for entrepreneurs, scoring the 4th place in the EU start-ups rankings.

The metropolis is now one of southern Europe's chief economic engines, a hub for logistics and a magnet for talent, a place that is open to business where over 445,000 jobs are potentially associated to industry 4.0.

Over time, Barcelona has evolved into a highly dynamic metropolis and a focal point for tourism, business, culture, entrepreneurship and creativity. The metropolitan area is also a leading destination for business travellers. It has taken on a central role as the locus of exchange of knowledge of new technologies, playing host to international congresses and fairs. In 2022, Fira de Barcelona is reactivating most of the activities in its venues with the celebration of important international events such as Alimentaria, MWC Barcelona, ISE or Seafood, among others.



4.2M

m² office opportunities

3.6M

m² retail opportunities

<7

km from port, airport and high-speed train

35

Featured office and retail sites

Tertiary floor area



Sector		m ²	Offices (%)	Retail (%)	Sector activity	Availability	Barcelona km	minutes
Badalona								
● 1	Llomas	32,904	0%	100%	Tertiary	■■■	14	1
Barberà del Vallès								
● 2	Fàbrica Capella	15,144		100%	Tertiary	■■■	18	3
Barcelona								
● 3	22@ ¹	1,600,000		100%	Economic activity	■■■	3	1
● 4	Sants Estació ²	20,000	48%	48%	Economic activity	■■■	4	1
● 5	Entorn Sagrera	112,933		100%	Residential	■■■	6	1
Cornellà de Llobregat								
● 6	Passatge dels Alps	26,212		100%	Economic activity	■■■	12	1
● 7	Silici-Rosselló-Caldereria	39,420		100%	Tertiary	■■■	11	1
● 8	Plàsmica	19,398		100%	Economic activity	■■	17	1
● 9	Ribera - Salines	539,814	15%		Tertiary-Residential	■■■	14	1
El Prat de Llobregat								
● 10	Entorn Estació Intermodal	84,000		100%	Economic activity	■■■	11	1
● 11	Enkalene	233,248	75%	21%	Economic activity	■■■	11	1
● 12	Ciutat Aeroportuària	315,030	39%	17%	Tertiary	■■■	17	2
● 13	Mas Blau II	158,875		100%	Economic activity	■	13	1
Esplugues de Llobregat								
● 14	Finestrelles Nord	85,515	90%	10%	Economic activity	■■	8	1
● 15	Montesa	3,500		100%	Residential	■	14	1
Gavà								
● 16	La Marina - Gavà Park	17,166		100%	Tertiary	■	18	3
● 17	Roca	60,721	TBD	35%	Tertiary-Residential	■■■■	19	1
● 18	Resintex	27,933		100%	Tertiary	■■■■	22	1
● 19	Pla de Ponent	30,215		100%	Tertiary-Residential	■■	20	1
L'Hospitalet de Llobregat								
● 20	City Metropolitana	162,537	66%	0%	Economic activity	■■	7	1
● 21	Gran Via - Llobregat	632,058		100%	Tertiary	■■■	9	1
● 22	Plaça Europa	195,962		100%	Economic activity	■	6	1
● 23	Entorn Gran Via	7,511	44%	0%	Economic activity	■	7	1
Montgat								
● 24	Plataformes Passeig Marítim	17,950		100%	Tertiary	■■■	17	1
Sant Adrià de Besòs								
● 25	La Catalana	25,000		100%	Residential	■	9	1
Sant Boi de Llobregat								
● 26	Cabasses	8,735	31%	0%	Tertiary	■	13	2
● 27	Riera de Can Solé	11,000		100%	Residential	■■■	16	1
● 28	Antic Hiper	30,000		100%	Economic activity	■■■	15	1
● 29	Llevant	18,314		100%	Economic activity	■■■	14	1
Sant Cugat del Vallès								
● 30	Can Marcet	57,600		100%	Tertiary	■■■	19	4
● 31	Can Sant Joan	172,330	0%	22%	Tertiary	■■■	18	1
● 32	Volpelleres	47,202		100%	Residential	■■	17	1
● 33	Can Matas - Sector est	81,998		100%	Economic activity	■■	17	1
Sant Joan Despí								
● 34	Can Creixells	50,050	0%	20%	Residential	■■■	15	1
Viladecans								
● 35	Illa A - Business Center	26,667		100%	Tertiary	■■■	14	1
● 36	Ca N'Alemany	28,667	90%	0%	Tertiary	■	17	1

■ Immediately ■■ Short term ■■■ Mid term ■■■■ Long term TBD To be defined

¹1.6 million m² (out of 3.6 million m²) to be developed through second level planning

²20,000 m² (out of 100,807 m²) to be developed through second level planning

58%

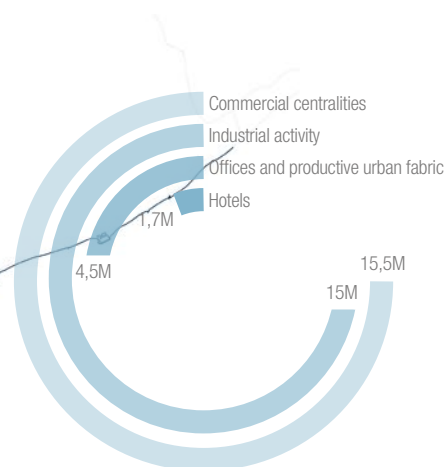
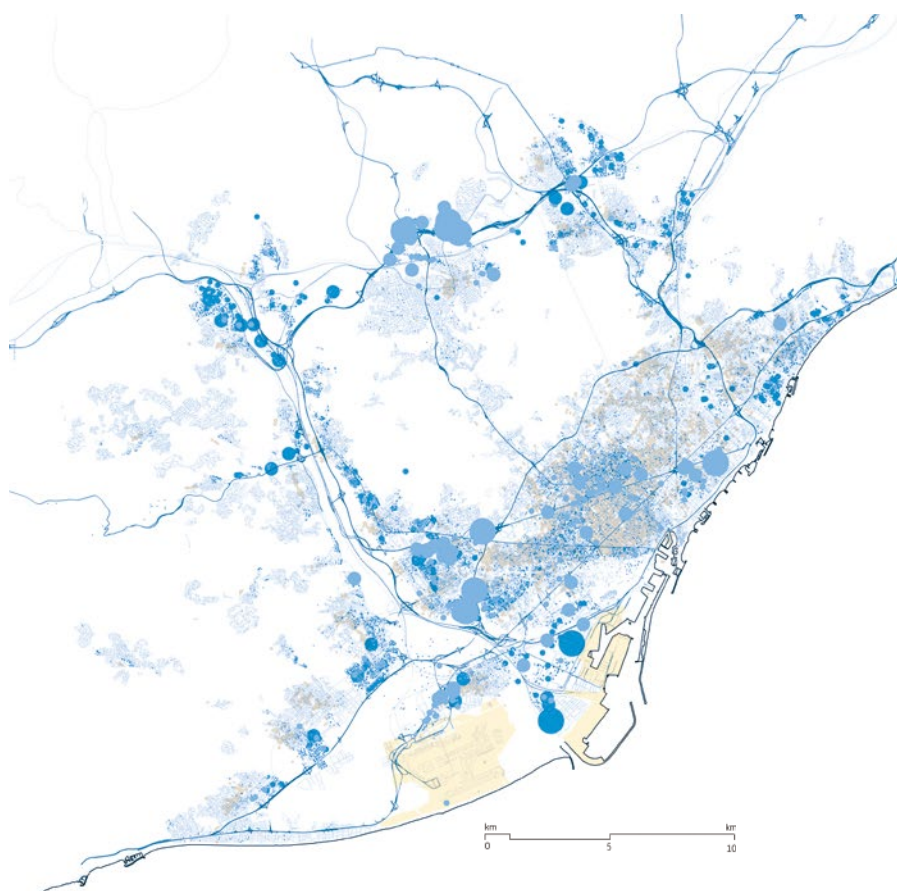
of investments in startups
nationwide (4YFN)

Retail investment

During 2021, the retail sector grew around 15% in most districts of Barcelona. Besides the boom of local demand, especially thanks to the digitalisation of the sector and the e-commerce, foreign demand is slowly recovering pre-pandemic figures. Right now there are 17 shopping centres (over 25,000 m²) in the metropolis of Barcelona, as well as many dynamic commercial areas in each of the municipalities. Some areas of the metropolis (i.e. Centre) have the highest density of shops in the country, while others have a great commercial potential.

The region's commercial areas are also distributed around the urban centres of all 36 municipalities, offering a wide range of activities and businesses. The urban structure brings the retail sector to coexist, in some metropolitan locations, with residential uses or with offices and general tertiary uses.

The retail investment sector has up to 3.6 million m² of available land equally spread out throughout the metropolis. The largest areas devoted to new retail investment projects are located in the municipalities of Barcelona, El Prat de Llobregat and the Besòs area.



Metropolitan production fabrics

- Industrial activity
- Commercial centralities
- Offices and productive urban fabric
- Port / Airport
- Infrastructures

Office investment

The main real estate agencies report a reactivation in the Barcelona office market after the pandemic situation, as a result of the high demand and very competitive prices per square meter. Recently, world-renowned multinational companies, such as Facebook, Microsoft or Amazon, have located the headquarters of some of their business units in the metropolis. Good quality of life, entrepreneurial and technological ecosystem—which has been forged during the last decades—and an increasing attraction of international talent and innovation have played a central role in this decision making process.

The offices investment sector has more than 4.2 million m² of land available in the metropolis of Barcelona, featuring different sizes of office space adapted to the new economic activities and new models for the post-pandemic workplaces. Most of the land available for office buildings is located in three areas: Centre, Vallès and Llobregat. In the Centre area, the new economic districts of 22@ in Barcelona and Gran Via in L'Hospitalet de Llobregat stand out for their large amount of land available for office uses.

**Barcelona ranked
5th among European
cities in digital health
investment (4YFN)**

**Metropolis
Barcelona**

Economic
Development
Agency



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