



Discover Metropolis Barcelona

Full of opportunities

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Metropolis Barcelona means quality of life

Metropolis Barcelona in figures

Area: 636 km²
Population: 3.3 M inhabitants
GDP: 136,485 M€ (2019)
GDP per capita: 41,464 €/year (2019)
Exports: 57,163 (2019)
Imports: 74,092 (2019)

This diverse metropolis boasts a privileged location in Europe. 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 Spain's total population and a large proportion of Catalonia's 7.7 million people. The territory occupies 636 km², making it Europe's second region in highest population density.

Barcelona is a hub for social and cultural exchange, a place that fosters knowledge, creativity, innovation and entrepreneurship, drawing in talent and businesses from around the world.

The system of linked cities surrounded by open spaces brings with it benefits for the environment, the economy and leisure, and it makes for a more liveable, more efficient



**The metropolis of Barcelona
leads European cities
in quality of life for
workers, according to the
European Cities Monitor**



3.3 million
inhabitants



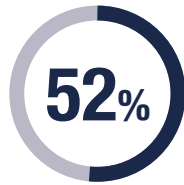
11 % of Spain's GDP.
5th European
economic region



12.6 % of the patents
registered in Spain
in 2019



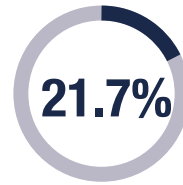
66 million
tons of goods
through the port



Catalonia's total employees



International Schools



Residents born abroad



European city in cultural venues and facilities

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



and healthier city. It is considered an attractive place to work, as well as a good place for investing and developing new business projects. Barcelona is perceived as an innovative and creative metropolis, linked to the areas of culture, fashion, architecture, art, modernity and sport.

Barcelona also means quality of life, social cohesion and equality. This quality of life is partially thanks to the city's Mediterranean lifestyle. What places the city at the top of the quality of life rankings is notably the fact that it is a very healthy place to live. This is not only thanks to its privileged geography, but also because of the commitment to promoting local agriculture and outdoor sports and the measures that have been taken to improve the area's air quality and sustainable mobility.

Barcelona is considered an attractive place to work due to its quality of life, as well as being a good place for investing and developing new business ideas.

A biodiverse territory of rivers and mountains, with over 32 km of high-quality beaches



+250,000
university students



9 UNESCO
world heritage sites



32 km
of beaches



330 km²
of green open space

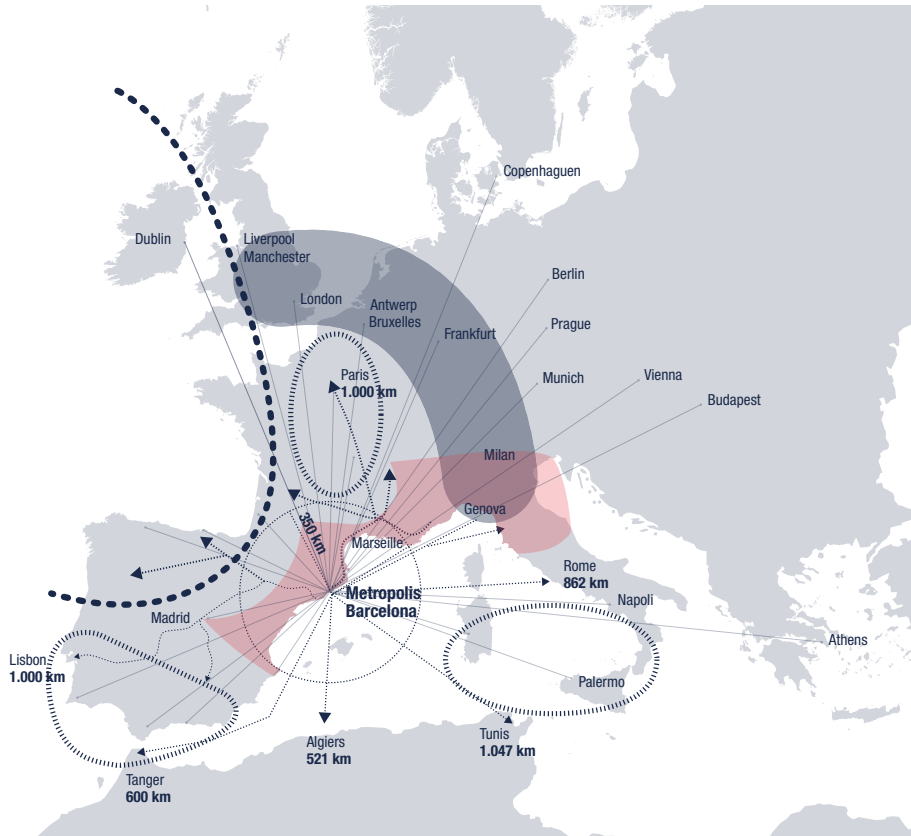
Barcelona is the only metropolis in Europe that can boast a major Mediterranean port, an international airport and a high-speed train line, all within a radius of 7 km

>100

Trade fair facilities

160

**Thousand m²
Free Economic Zone**



Ever since Roman times, Barcelona has enjoyed the advantages that come with its privileged location, thanks both to its easy access to the rest of Europe and to its Mediterranean port. The city could even be called Europe's Southern gate in light of the good connections to the rest of the world, thanks to the area's transport infrastructures.

The Catalan city is also strategically located along the Mediterranean Corridor, a route currently receiving the support of the European Union-funded Connecting Europe Facility programme.

Due to the proximity of the area's transport hubs to the city centre, as well as to the compact nature of the city, its high population density and the concentration of significant infrastructures on and around the Llobregat River Delta, none of the modes of passenger or commercial transport are located farther than 7 km from the city.

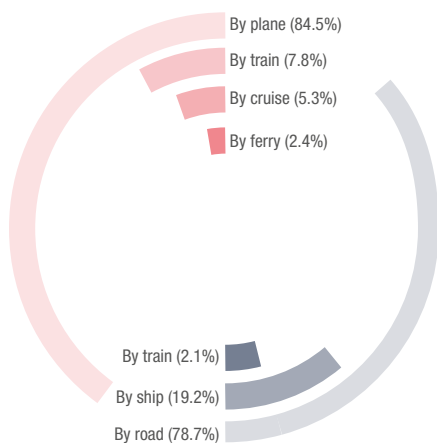
Regarding to transport of goods, the city is connected to the global economy by sea via the logistics port; by rail via conventional

**A metropolis
open to the
world**



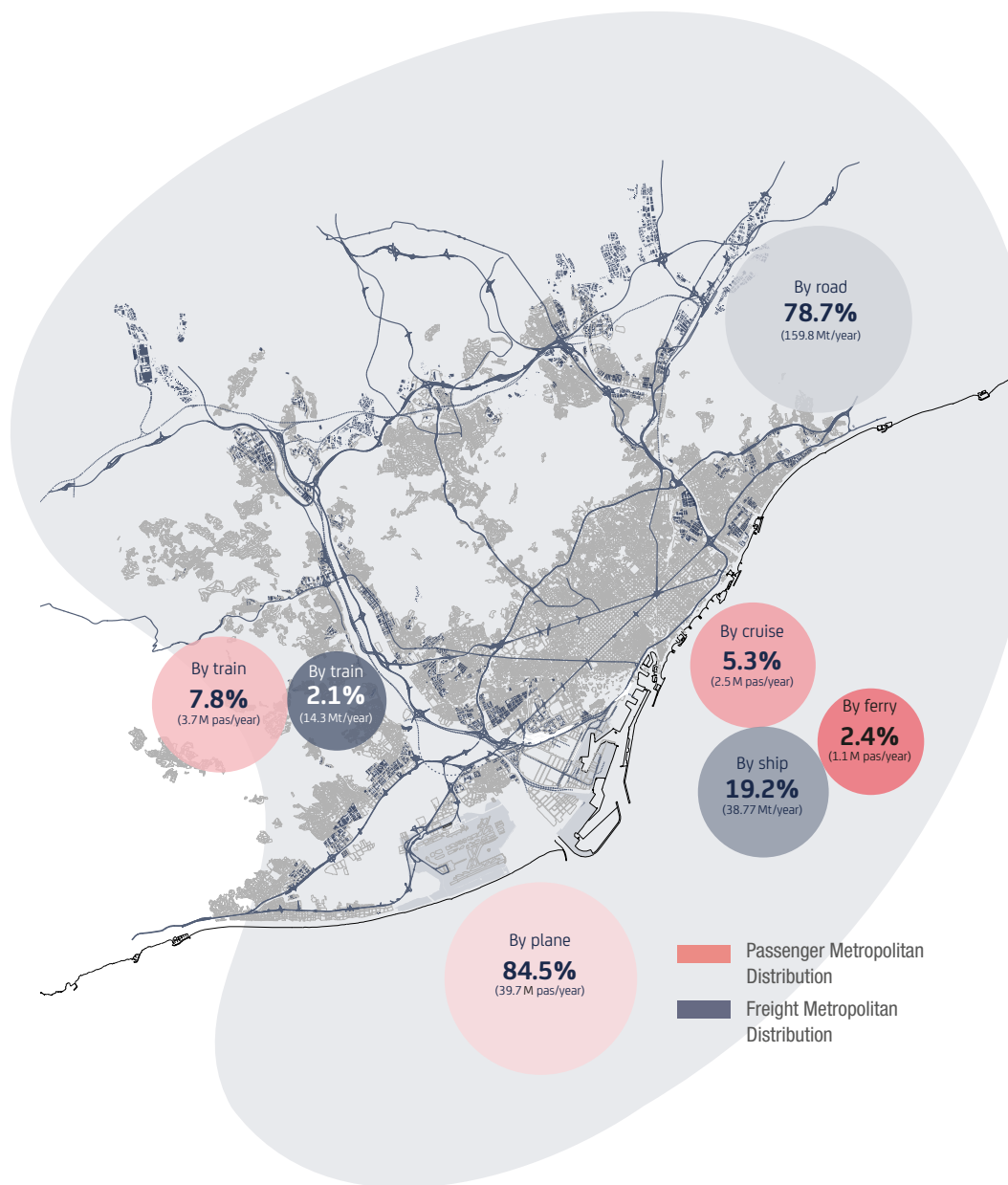
railroad; and by road via a comprehensive road and highway network, all of which help give shape to the metropolitan area.

The metropolis of Barcelona is easily accessible via land, sea and air to large and strategic markets: the European Union, the Mediterranean basin, Africa, the Middle East and Asia.



Regarding economic and transport infrastructures, Barcelona has within an area of 7 kilometers:

- An international airport and port
- A high speed train line
- More than 100 trade fair facilities
- A Free Economic Zone covering a 160,000 m² area
- A major logistics platform over 285,000 m²



European airport
(passenger traffic)



Intercontinental
destinations



Million TEUs

A destination for foreign investment



A city that is able to attract international talent, thanks to highly prestigious business schools and a powerful research hub of universities and hi-tech centres

The metropolis of Barcelona benefits from 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 is a pole of attraction for economic activity and continues to be positioned in the global context as an advanced, competitive city with good international reputation.

Barcelona has been chosen two consecutive years 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 2014-2018 with 16,295 M€. 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.

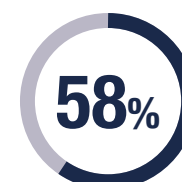
Catalonia was home to the offices of more than 8,900 foreign companies in 2018, mainly from Germany, France and the USA.

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

Several prestigious rankings attest the attractiveness of the Barcelona territory for foreign investment: according to the KPMG Global Cities Investment Monitor 2019, Barcelona was seventh place among the main urban areas across the world for attracting foreign investment projects in 2018.



Spanish exports come from companies located in Barcelona



FDI in Spain



Foreign companies headquartered in Barcelona

Main urban areas in the world receiving international investment projects (Global Cities Investment Monitor 2019, KPMG)

Rank	City
1	London
2	Paris
3	Singapore
4	Dubai
5	New York
6	Shanghai
7	Barcelona
8	Hong Kong
9	Düsseldorf
10	Sao Paulo

The metropolis of Barcelona is the 3rd urban area in Europe in foreign investment projects (KPMG, 2019)

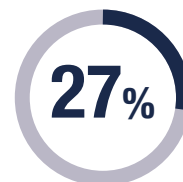
A diversified economic activity destination

Metropolis Barcelona 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.

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. Barcelona is considered the 4th tech city in the world (Nesta, 2017), employing above 64,000 people in the ICT sector and hosting more than 3,000 companies.

Catalonia is the top region in Spain in terms of industrial development, reaching the 19.3% of its gross added value (EU average 18.7), and the metropolitan area has a significant industrial sector, including competitive clusters, with 14% of the working population employed in industry. The food sector, pharmaceutical-biotech industry, car production, paper and graphic arts, textiles and waste treatment are key sectors in the manufacturing industry.

Based on the Industry 4.0 and the circular economy, the new economic model that Barcelona develops is promoting innovative and efficient systems to transform the traditional industry towards a digital and green manufacturing. In 2019, there were 450,000 jobs in the metropolitan area of Barcelona potentially associated with the 4.0 industry, and Catalonia has been ranked as the fourth European region with manufacturing jobs that involve medium to high tech intensity.



Biotech companies in Spain



European hub preferred for establishing start-ups (Atomico)



The highest industrial development rate in Spain

The 8th European technological city of the future 2020/2021 (FDi)



A privileged destination for tourism and business

A city devoted to services, a commercial environment with a wide range of small and medium-sized shops all around the city, with mixed uses and activities

Main cities in the world by number of International congresses and delegates (2019 ICCA)

Cities	Congresses	Delegates	Cities
Paris	237	156,754	Barcelona
Lisbon	190	124,063	Paris
Berlin	176	91,900	Madrid
Barcelona	156	91,406	Lisbon
Madrid	154	89,009	Vienna
Vienna	149	85,089	Berlin
Singapore	148	85,089	London



53 million
airport passengers



+12 million
tourists/year



+1,700
congresses and fairs

The metropolis of Barcelona provides both tourists and residents with a wide range of leisure options and is also a leading destination for business travellers. This successful growth in specialized business has come about thanks in part to more than 100 different facilities for the hosting of fairs and congresses that can be found all over the metropolitan area.

According to the 2019 TripAdvisor Travellers' Choice Award, Barcelona is named the 5th best European destination.

Regarding business tourism, the International Congress and Convention Association (ICCA) ranks Barcelona as the leader in the international ranking of world's cities, in terms of number of delegates, and also the top city in number of international meetings organized in 2019 (1,728).

Barcelona is a city with over a century of trade fair tradition. Fira de Barcelona yearly welcomes more than 2.5 million visitors from 200 countries and regions around the world, making it one of the most important trade fairs institutions in Europe. Its 400,000 m² of exhibition area, one of the largests in Europe, host international and prestigious shows and congresses, namely, the Mobile World Congress, Automobile Barcelona, Barcelona Building Construmat, Smart City Expo World Congress, Alimentaria or the future Integrated Systems Europe.



Investment opportunities in Metropolis Barcelona

5

Areas to invest

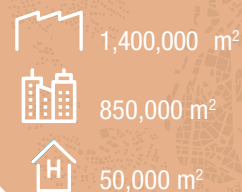
27.6

Million m²
land

17

Million m²
total available
floor area

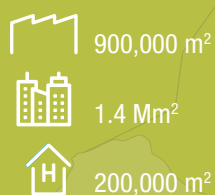
Vallès Area

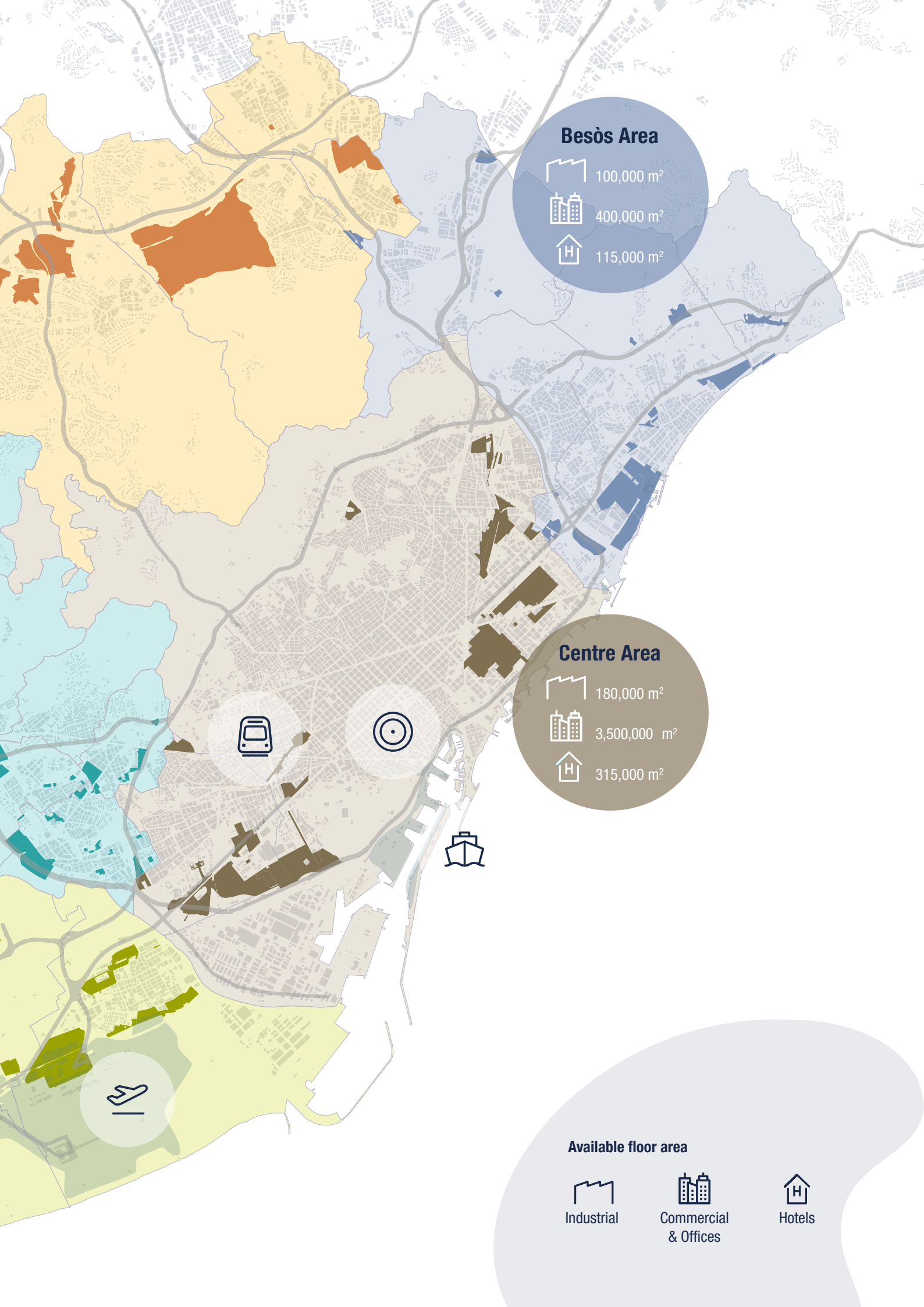


Llobregat Area






Delta Area





Besòs Area

-  100,000 m²
-  400,000 m²
-  115,000 m²

Centre Area

-  180,000 m²
-  3,500,000 m²
-  315,000 m²

Available floor area

-  Industrial
-  Commercial & Offices
-  Hotels

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 pharmaceutical, automobile, creative, ICT and service industries.

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.



Land area



Floor area



Industrial



Commercial & Offices



Hotels

TBD

To be defined



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1

Barcelona

22@

 1,982,700 m²

 1,600,000 m² (1)

 0 %

 92 % (*)

 TBD

Urban centrality
Land for office investment
Tech and creativity hub
Time horizon: mid term

2

L'Hospitalet de Ll.

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
Time horizon: mid term

 3 km

 22 km

 1'

 5 km

 25 km

 1'

 8 km

 11 km

 1'

(*) Commercial and offices may include hotel floor area

(1) 1.6 million m² (out of 3.6 million m²) to be developed through second level planning

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 extremely 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 to the area. In addition, the Delta Area is very near to the coastline, and has the potential to attract hotel investment projects.



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, etc.



1

Gavà

-  Land area
-  Floor area
-  Industrial
-  Commercial & Offices
-  Hotels
- TBD To be defined**

(*) Commercial and offices may include hotel floor area

Els Juncs

 746,467 m²

 317,212 m²

 100 %

 0 %

 0 %

Near an industrial zone

Land for industrial and logistics investment

Good transportation facilities

Time horizon: mid term

 24 km  10 km  1'

Pla de Ponent

 1,865,429 m²

 503,111 m²

 0 %

 6 % (*)

 3 %

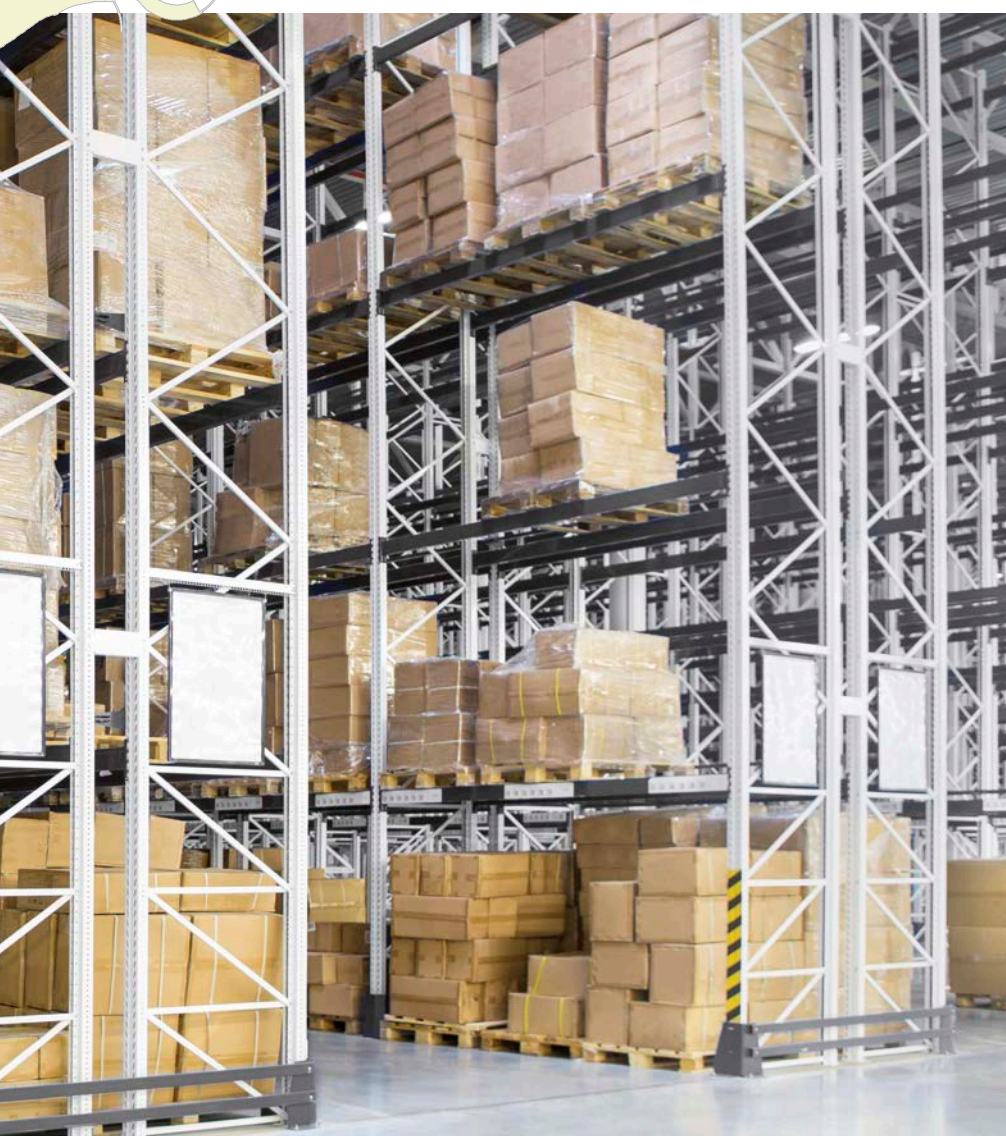
New urban development

Land for the tertiary sector and residential investment

Natural environment location

Time horizon: short term

 20 km  11 km  1'



La Marina-Gavà Park

 107,894 m²

 84,257 m²

 80 %

 0 %

 20 %

Near a business area

Land for economic activities

Time horizon: immediately

 18 km  8 km  1'






-  Land area
-  Floor area
-  Industrial
-  Commercial & Offices
-  Hotels
- TBD To be defined**

(*) Commercial and offices may include hotel floor area

El Prat de Llobregat






Sant Boi de Llobregat

Mas Blau II

	744,541 m ²
	436,544 m ²
	65 %
	35 % (*)
	2 %






Near the airport
Land for industrial and the tertiary sector investment
Diversification of economic activities
Time horizon: immediately

Polígon Industrial Enkalene

	231,674 m ²
	356,819 m ²
	35 %
	65 % (*)
	3 %

New urban development
Land for the tertiary sector and residential investment
Natural environment location
Time horizon: short term

Antic Híper

	134,960 m ²
	60,000 m ²
	50 %
	50 % (*)
	0 %

Near the airport
Land for offices and industrial investment
Good transport connection
Time horizon: mid term

 12 km  3 km  1'

 11 km  4 km  1'

 15 km  5 km  1'



4

Viladecans

Ca N'Alemany

 541,658 m²

 28,667 m²

 0 %

 100 % (*)

 24 %

Land for economic activities

Near to retail services

Time horizon: immediately

 17 km  8 km  1'

Illa A

 20,262 m²

 26,667 m²

 0 %

 100 %

 0

Office building development

Green areas and digital ecosystem

Time horizon: mid term

 16 km  7 km  1'

PMU1 Polígon Centre

 25,607 m²

 56,336 m²

 21 %

 69 %

 10 %

Mixed-use sector (industrial, offices and retail)

Hotel investment opportunities

Time horizon: mid term

 18 km  7 km  7'

Can Gavarrot

 126,272 m²

 82,040 m²

 50 %

 50 %

 0 %

Land for sports investment

Urban proximity

Sports grounds already built

Time horizon: mid term

 15 km  13 km  7'

Sector Llevant

 132,288 m²

 54,151 m²

 34 %

 19 % (*)

 14 %

Land for industrial, the tertiary sector and residential investment

Near to an urban developed zone

Good accessibility

Time horizon: mid term

 14 km  11 km  1'

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 because it offers land for industrial and office opportunities. Historically, the importance of the industrial sector in this area has been indeed vital for its economy, specially the pharmaceutical and food sector.

Current top companies

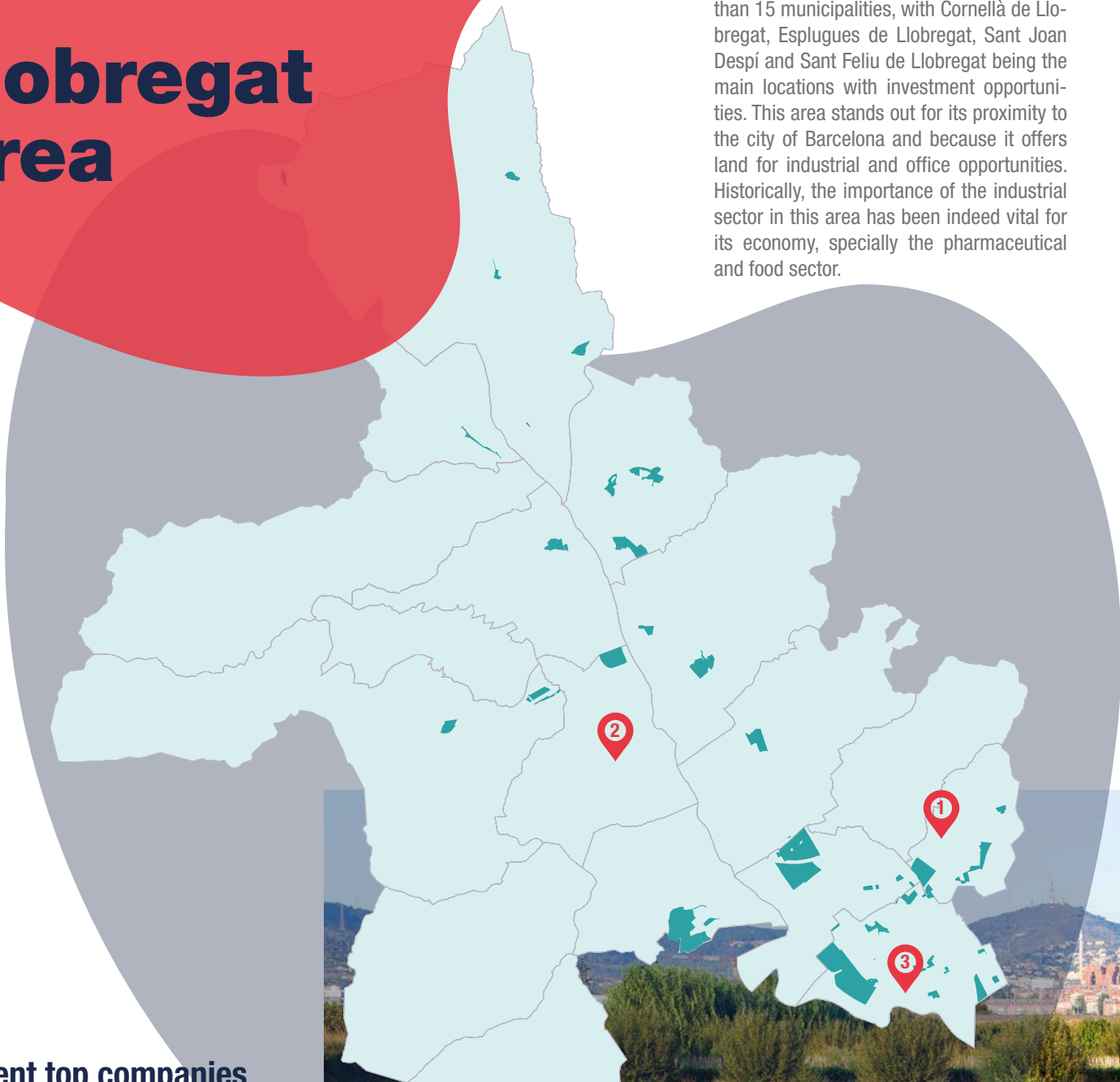


Food and beverage corporation based in Esplugues de Llobregat. Nestlé is present in 190 markets around the world and it owns more than 2,000 international brands. It is considered the world's largest food and beverage company.



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

 153,814 m²

 0 %

 57 % (*)

 2 %

Urban project under development

Land for the service sector and residential investment

Near Barcelona city centre

Time horizon: short term

 8 km

 15 km

 1'

2

Sant Vicenç dels Horts

Pla de Ricard

 120,462 m²

 192,739 m²

 100 %

 0 %

 0 %

Near transportations links

Land for logistics investment

Time horizon: immediately

 23 km

 19 km

 1'

3

Ribera-Salines

Ribera-Salines

 539,814 m²

 539,814 m²

 0 %

 15 %

 0 %

Urban development project

Residential area and public infrastructures

Time horizon: mid term

 14 km

 15 km

 1'

Sant Feliu de Llobregat

Torrent del Duc

 106,000 m²

 36,000 m²

 100 %

 0 %

 0 %

Central location

Land for economic activity and residential investment

Time horizon: short term

 20 km

 20 km

 3'

 Land area

 Floor area

 Industrial

 Commercial & Offices

 Hotels

 TBD To be defined

(*) Commercial and offices may include hotel floor area



Vallès Area



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. Its 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.

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. This 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.



Land area



Floor area



Industrial



Commercial & Offices



Hotels

TBD

To be defined

(*) Commercial and offices may include hotel floor area



1

Barberà del Vallès

Fàbrica Capella

 14,660 m²

 15,144 m²

 0 %

 100 %

 0 %

Urban planning under development
Former factory building
Land for service sector investment
Time horizon: mid term

2

Cerdanyola del Vallès

Parc de l'Alba

 3,405,592 m²

 1,363,513 m²

 84 %

 16 % (*)

 1 %

Near transportations links
Land for logistics investment
Time horizon: immediately

3

Sant Cugat del Vallès

Can Sant Joan

 493,494 m²

 172,330 m²

 0 %

 100 % (*)

 TBD

Near the main transportation infrastructures
Land for offices and hotel investment
Near to universities and research centres
Time horizon: mid term

 22 km

 15 km

 1'

 21 km

 35 km

 1'

 18 km

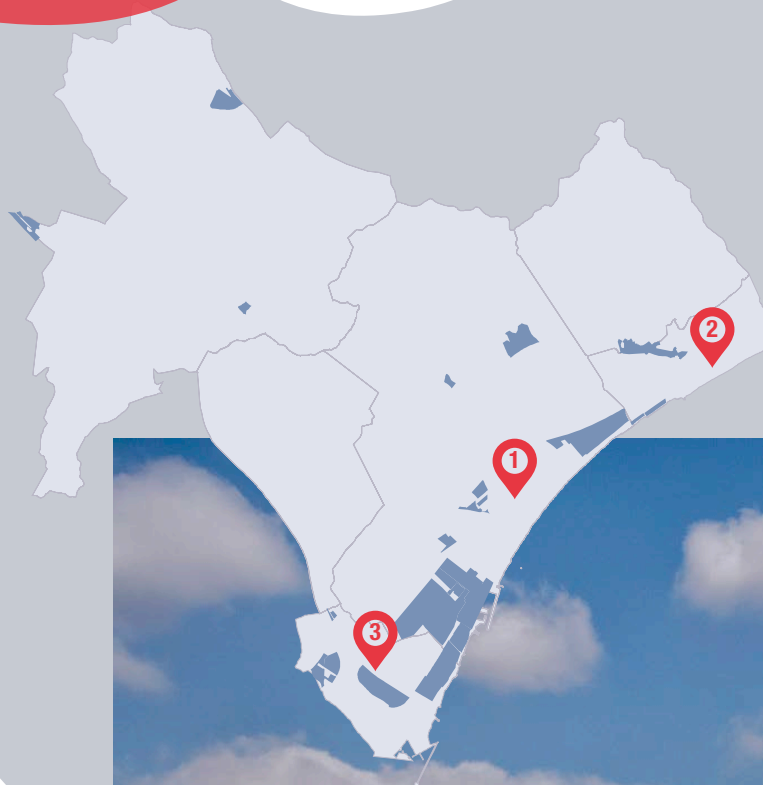
 31 km

 1'

(*) Commercial and offices may include hotel floor area

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. It 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.



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, etc.



1

Badalona

Port Badalona

 239,491 m²

 282,694 m²

 0 %

 13 % (*)

 TBD

Marina location

Land for the services sector and residential investment

Time horizon: immediately

 812 km  129 km  1'

2

Montgat

Plataforma Pg. Marítim

 37,791 m²

 17,950 m²

 0 %

 100 % (*)

 TBD

Urban development project

Land for the tertiary sector investment

Time horizon: mid term

 5 km  25 km  1'

3

Sant Adrià de Besòs

La Catalana

 228,953 m²

 156,000 m²

 0 %

 16 % (*)

 5 %

Near the city centre

Land for the services sector and residential investment

Time horizon: mid term

 11 km  8 km  1'



 Land area

 Floor area

 Industrial

 Commercial & Offices

 Hotels

TBD To be defined

(*) Commercial and offices may include hotel floor area

**Metropolis
Barcelona**

Economic
Development
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