

Barcelona's 'better city, better life'

Model city in the Shanghai Expo has tradition of urban renewal

As home to some of the most breathtaking creations by Catalan architect Antoni Gaudí — along with a temperate climate and cosmopolitan vibe — it is easy to see why Barcelona is such a draw for visitors.

For those that choose the city as a base for business, there are the added attractions of world-class infrastructure and state-of-the-art business and technology parks.

With 75 percent of Spain's foreign investment into China coming from Barcelona, the Mediterranean city's mayor Jordi Hereu is keen to promote and strengthen links on both sides.

"China is an economic priority (for us)," he said. "The interest that Chinese and other Asian companies have in Europe will be reciprocated — both will continue to grow in the coming years."

"Barcelona is an ideal platform from which to do business, and we have the double advantage of links with European and Latin American markets," he added. "Since 2001, we have had a dedicated center, the Casa Asia, whose objective is to strengthen commercial, academic and cultural ties between Spain and the Asia Pacific region."

Like China, Barcelona has always been export-driven, a trend that dates back to the Middle Ages when its markets were scattered around the Mediterranean. A culture of buying and selling is something the

two places share. It is also a gateway for other influential areas.

Fêted for its excellent use of urban space, Barcelona will be highlighted in the Shanghai Expo as a model city.

The city council — or Ajuntament de Barcelona — has a remit to develop disused sites for new industries while keeping the city pleasant for its inhabitants, a task that has been challenging, but one they have pulled off thanks to inspirational, sustainable initiatives — and a lot of investment.

Energy will be a sector we can develop with Chinese collaboration, as well as the food and agro sectors, health, new media, automobile technologies and green solutions."

JORDI WILLIAM CARNES
BARCELONA DEPUTY MAYOR FOR THE TREASURY
AND ECONOMIC PROMOTION

"We want the economic activity, but we also want people to live in the city," said Jordi William Carnes, the city's deputy mayor for the treasury and economic promotion. "People like living here because they can go to work, then go to find a restaurant or a museum, and then go home to a nice apartment. We are close to the Pyrenees and, of course, we have the beach."

Links with China

Carnes and past and present col-



Jordi William Carnes, Deputy Mayor for the Treasury and Economic Promotion



Ramón García-Bragado i Acín, Deputy Mayor for Urban Planning

leagues have been responsible for some excellent regeneration developments within the city — the old town, Ciutat Vella, which dates back some 2,000 years, and the old industrial base that housed the textile factories in the 19th century, which is now known as the 22@ district.

The ongoing 22@ regeneration

is a true 21st century success story. Instead of knocking down all the old factories, the council adapted them to reflect the new demands of the city in cultural and university facilities, public libraries and sophisticated residences that are fully integrated with commercial space for technology and knowledge based industries.

"This model is much more sustainable because you can do all your activities within a certain vicinity," Carnes said.

"Energy will be a sector we can develop with Chinese collaboration, as well as the food and agro sectors, health, new media and entertainment, cultural programs, automobile technologies and the development of green solutions. China can help simplify these sectors."

Carnes is hoping to boost links with China in tourism and retail. "We are eager to develop daily flights between Barcelona and Shanghai to encourage business, tourism, and all economic areas."

Ramón García-Bragado i Acín, deputy mayor for urban planning, participated in the bid to have Barcelona as a model city for the Shanghai Expo, and believes it has a lot to offer China, and the world, in terms of innovation.

"We are expanding our rail infrastructure to combine underground, buses, metropolitan and regional trains with the high-speed rail network. A new inter-modal station will connect the 22@ district to the international airport within 11 minutes," he said.

"We are also expanding the port area from 760 hectares to 1,300 hectares to increase the logistics infrastructure and the airport city. All projects are being done on a



Barcelona World Race 2007/2008 www.barcelonaworldrace.org

public private partnership basis. We will launch concessions in the coming years, depending on the demand for investment."

Sports capital

It is not only the business and living aspects that define the Barcelona brand however.

Home to Barcelona FC, one of the most impressive football clubs in the world, the city is bursting with sporting talent, and the city council is keen to promote the Barcelona brand globally.

The Barcelona World Race, for example, is a non-stop, round the world regatta that will start in Barcelona on December 31 and finish there sometime in the spring of 2011.

"The event has the Barcelona name in front and we are working on creating more international world events that carry the Barcelona name," said Pere Alcober Solanas, the city's representative of sports. "We consider Barcelona one of the world's sports capitals. It goes way

beyond the 1992 Olympic Games. Sports accounts for 3 percent of Spain's GDP and it is an important industry for us to develop."

Innovation plays a large role in the Barcelona World Race, which Alcober termed a technologically advanced sports event.

"We have implemented complete communication and contact with all boats so that we can track them at any moment. Some 60,000 people will follow the race via the Web in real time."

The transoceanic spectacular that takes place every four years will feature 25,000 sailors, 2,000 hours of competition, three oceans, two hemispheres and all types of wind.

"It's a maximum adventure and totally unique — a world reference for sailing fans," said Andor Serra, director general of the Foundation for Ocean Navigation of Barcelona. "We are promoting R&D projects that reinvest in sectors related to navigation, like the Barcelona World Race and its educational and cultural programs."

Catalan health care and bio-tech reach China

Companies and institutions pool innovation for growth

Health care in Catalonia is at the forefront of innovation, with private companies and health officials working hard to improve standards and provide breakthrough treatment, technologies and equipment.

The region's knowledge-based industries far outweigh the national average with biotechnology in particular creating waves on a Europe-wide level.

In March, more than 1,700 delegates, 1,030 companies, delegations from 43 countries, and 62 exhibitors gathered for the 2010 BIO-Europe Congress in Barcelona, confirming Catalonia's position as a leader in the field of biotechnology and a base for biotech projects. Both the city council and the Catalan government were involved in the event.

In recent years, Catalonia has built a young but emerging biotechnology sector that has grown at a rate of 30 percent annually and is made up of more than 25,000 researchers, 50 centers with 400 research groups and 17 science parks, nine of which have activities in life sciences, and 13 hospitals with biomedical research facilities.

Barcelona has developed a power-



Since we started in China, the plant has doubled its industrial capacity, so we opened another facility in Shaoxing. The quality of Chinese machinery and technology has improved so much over the years."

ALBERT ESTEVE
ESTEVE VICE PRESIDENT

ful biocluster that it is still growing despite the financial crisis, and earning the region a reputation as the gateway to global biotechnology in southwest Europe.

According to a recent report by the Spanish biotech employers association Asebio, Catalonia is the most active Spanish region in biotechnology, biomedicine and life sciences, and is one of the great national biotech centers.

The aim now is to make the region



Esperança Martí, President Fundació Puigvert

an international reference point for other worldwide bioclusters and to turn Barcelona into the most attractive European capital for biotech events.

The area also boasts an important pharmaceutical sector employing more than 20,000 people and generating sales of around \$10 billion. More than half of Spain's pharmaceutical laboratories are based in Catalonia, and many have an international reach.

The Catalan chemical-pharmaceutical group Esteve, established in 1930, continues to grow steadily, recording sales of more than \$1.2 billion last year.

After entering the Chinese pharmaceutical market in 2000, the firm built its first chemical plant in Yiwu through a joint venture and is now a leading name in active pharmaceutical ingredients, which it sells to companies in China and other emerging markets.



New facilities of Esteve Huayi Pharmaceutical in Shaoxing

"Since we started in China, the plant has doubled its industrial capacity, so we opened another in Shaoxing," said Esteve Vice-President Albert Esteve.

"We started operations there this year, and it is approved by the top regulatory authorities around the world, including the FDA in the US. The quality of the plant and the machinery used means we could locate it just as easily in Barcelona or Boston, but we decided on China because it will allow us to develop globally and serve the domestic market with more guarantee and capacity."

"The most surprising thing for us is that we have been able

to implement a lot of machinery and technology from China in the plant as the quality has improved so much over the years, rather than just import it all from abroad. The country is experiencing a fantastic transformation, especially in areas of biotechnology, and it will become the third-biggest market for pharmaceuticals after the US and Japan in the next few years."

Back in Barcelona, groundbreaking hospitals and medical research centers are also gaining international recognition.

Specializing in urology, nephrology and andrology, Fundació Puigvert is a European leader in genitourinary disorders.

A leading teaching hospital — the Fundació is commissioned by Spain's National Transplant Organization to train the medical teams responsible for performing live organ transplants — and a center of excellence at international and national levels, Fundació Puigvert offers both private and public health care to patients from all over Europe.

"We are already the best in our field, thanks to the huge volume of activity," said Esperança Martí, president of Fundació Puigvert. "We treat 55 percent of all prostate cancer patients in Catalonia, more than all the larger hospitals combined."

"We have many important projects in the pipeline and are planning to widen our national and international strategic agreements and establish others in the future. We are opening a new building that will improve operations, expand the amount of rooms and equipment we have, optimize the conditions for our patients, and give us the necessary space to grow our innovative activities."

Martí is excited about the opportunities China may present in the future. "I think China, with its economic, financial, industrial and social evolution, will be a country to watch in many aspects, including health care," she said.

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Fundació Puigvert is a Spanish hospital that specializes in Urology, Nephrology and Andrology and also serves as an international reference center.

Fundació Puigvert provides both public and private medical care and offers undergraduate, postgraduate and more specialized training. High-quality basic and clinical research is undertaken at the hospital, while health education and promotion of the public awareness of science are further important areas of work.



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Long history of vibrant global business

Innovative Mediterranean city still flourishes through trade

Barcelona was first thrust onto the global stage in 1992 when it hosted the Olympic Games. The catalyst for a new era, the Olympics spurred economic growth within the industrial Mediterranean city. Situated on the northeastern tip of the Iberian peninsula, Barcelona is the capital of Catalonia, one of Spain's 17 autonomous communities.

Traditionally a textile region, Catalonia is now home to some of the most innovative service and manufacturing industries on the planet. Multinationals and local companies alike have found a business-friendly climate and excellent incentives there. Catalonia has more people employed in knowledge-intensive industries than London. And with more than 1.3 million workers, the region has an economy larger than Denmark's.

Barcelona is consistently ranked as a top European business city. It boasts a state-of-the-art international airport, a busy port, and a low-cost, efficient public transport system.

A high-speed train runs to Madrid several times a day, with new links to neighboring France and other Spanish cities opening soon.

In recognition of these assets, Barcelona was selected as an Urban Best Practice area at the Shanghai World Expo.

"Spain is our most trusted ally within Europe," said Premier Wen Jiabao.

Nearly 76 percent of Spain's investments with China originate in Catalonia, particularly in Barcelona. Currently, more than 500 Spanish companies have invested in China.

Business epicenter

"Catalonia is the business epicenter of Spain. It represents 30



Josep-Lluís Carod-Rovira, Vice President of Catalonia



Antoni Castells, Minister of Economy and Finance for Catalonia

percent of the nation's exports, but only 16 percent of the population," said Josep-Lluís Carod-Rovira, Vice President of the Catalan Generalitat.

"With between 30,000 and 40,000 companies, we have a strong sense of entrepreneurship. In fact, we have the most companies per capita in Southern Europe, which shows that Catalan society trusts in opportunity and possibility."

This intrinsic entrepreneurial spirit is encouraged through competition, Minister of Economy and Finance Antoni Castells explained.

"Catalonia has many small and medium sized companies that have internationalized with success. To help foster fair competition we offer technological help to businesses with limited budgets. We also facilitate financing options to support global expansions."



City administrators say Barcelona combines great living with an excellent business climate.

Minister Castells went on to express hopes that China and Catalonia could increase exchanges particularly with regards to direct investment, human resources and tourism. Barcelona is a knowledge hub of southern Europe, he said.

Forming strategic links

The city has already attracted hundreds of multinational corporations, and business owners are now seeking Chinese collaborations.

Catalonia would be an ideal base for Chinese companies wanting to move production closer to Europe, Carod-Rovira said, noting the region is home to a key Mediterranean port.

Josep Huguet, Catalan Minister of Innovation, Universities and Enterprises, similarly touted the area's advantages.

Catalonia has a wide range of facilities and services to support new businesses, he said. Companies have

"We have a very strong educational cluster, as well as programs to attract top quality human resources like internationally renowned scientists. We have a network of research centers that are divided by sectors."

JOSEP HUGUET
CATALONIA'S MINISTER OF INNOVATION, UNIVERSITIES AND ENTERPRISES



Dídac Ramà i Sarrió, Rector University of Barcelona

easy access to international transport networks, and can benefit from consolidated industrial clusters.

A new focus on research and development (R&D) has helped investment in the sector increase by 13.7 percent per annum.

"There are 3,500 multinational corporations in Catalonia, and almost 1,000 have production plants. Others, such as Microsoft and Hewlett Packard, have R&D lines," Huguet said.

"The region has a very strong education system, and attracts top quality personnel," he continued.

"We have a network of internationally renowned research centers — the result of an R&D agreement between several universities, corporations, political parties and city councils."

Huguet also noted that Catalan businesses were world leaders in

urban management, climate change initiatives and renewable energy. He hoped his region could set an example for other areas wishing to become more eco-friendly.

Top knowledge centers

Catalonia has four research institutions ranked among the top 100 in the world. It also houses six of Spain's top 10 universities.

While all welcome international students, the University of Barcelona is striving to attract those from China.

The UB currently has eight exchange programs with universities and institutions in China, allowing more than 300 Chinese nationals to pursue degrees in Spain.

"With just under 65,000 students and more than 500 programs of study, the university is at the heart of Barcelona and the business com-

munity," said UB Rector Dídac Ramà i Sarrió.

"Since 1992, University of Barcelona researchers have cooperated with local private and public firms. Emphasis has been placed on health and the biosciences, but we are encouraging projects in the social sciences and humanities," Ramà i Sarrió continued.

Such projects involve close collaboration with the city council, local authorities and the Catalan government. They focus on tourism and urban economic issues.

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Parc de l'Alba: A competitive, world-class base for knowledge and technology firms seeking expansion in Europe.

Parc del Alba: 21st century facilities for high-tech companies

Barcelona's reputation as a hub of innovation keeps on growing, as more world-class talent flocks to take advantage of the Catalan capital's many business and research benefits. With efficient and modern communication links by air, road, rail and sea, the Mediterranean metropolis has received international acclaim for its ability to integrate top business and research facilities with beautiful living spaces.

Located just 15 km from the city center and only 20 minutes from the city's main airport, Parc de l'Alba Science and Technology Park has been developed within one of the most important scientific and industrial hubs of southern Europe and offers high-tech businesses the perfect environment in which to thrive. State-of-the-art infrastructures feature fully urbanized plots, mixed-use tenancy buildings, extremely reliable power connections and cutting edge telecommunications networks.

The Park is host to the recently inaugurated Alba Synchrotron, one of the most advanced research infrastructures in Europe, with 30 research lines dedicated to pioneering studies in life sciences, new materials, electronics, nanotechnologies and energy that will enhance the key clusters already developed in the area. Close to the Park is the UAB University (the first Cam-



The Alba Synchrotron - a pioneering development

pus of Excellence on Nano&Bio in Spain), the ESADE Business School and the Valles Technology Park, giving clients the opportunity to build alliances with top research centers, prestigious universities and business schools, and market leading companies in the vicinity.

As Miquel Sodupe, director of Parc de l'Alba, said: "Companies in emerging markets like China need to look at internationalization. Catalonia is the perfect location for them to jump into the European market and Parc de l'Alba is the perfect platform to take international businesses to the next level."

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