

## BARCELONA CATALONIA PRESENTS MOST ATTRACTIVE REAL ESTATE AND LOGISTICS PROJECTS AT MIPIM

- The new strategic projects consolidate Barcelona and Catalonia as an innovation and logistics hub in southern Europe

**Barcelona Catalonia's** participation at this year's MIPIM fair stands out as being the only city in southern Europe present at the fair and for offering investors a global view of the top urban-planning projects with links to the knowledge economy being developed in Barcelona and its surroundings. Moreover, it must be noted that, as a result of the city's economic recovery and its restructured financial model, a new technology- and mobility-based economy is emerging in Barcelona, with many international companies moving to this area.

Furthermore, for the first time, **Barcelona Catalonia** is also presenting its logistics spaces on offer along the Mediterranean Corridor. With a complete network of infrastructures that offer an industrial and retail fabric with all the logistics services for companies, exporters and importers, and international operators. Catalonia is the top exporter in Spain with 26% of all operations. For this reason, the logistics sector is key to the Catalan economy, both as an economic sector in and of itself and for the support it provides the rest of the productive fabric, making it more competitive, particularly in the international market.

From **12 to 15 March**, at the *Palais des festivals de Cannes*, the Catalan booth (20.02) will show projects that illustrate a metropolis in transformation, which supports innovative activities, economic growth that goes hand-in-hand with research and new technology, and strategic transport hubs and business parks, while also improving quality of life for all residents.

**Barcelona Catalonia** is the commitment of the **Government of Catalonia** - through Incasòl- and the **Barcelona City Council** to promote the development of strategic new projects that consolidate the Barcelona area as the innovation and logistics hub in southern Europe.

This affirmation is supported by its ranking on international lists like **Barcelona**, city most admired for its urban-development model (Ernst & Young); **Catalonia**, 1<sup>st</sup> region of the future in southern Europe (European Cities and Regions of the Future fDi Magazine 2010/2013); **Catalonia**, winner of the European Entrepreneurial Region award (EU Committee of the Regions 2012) and **Barcelona**, 6<sup>th</sup> European city to do business and first in workers' quality of life (Cushman & Wakefield).

At this year's edition, **Barcelona Catalonia** will be accompanied by various private partners that are collaborating on urban-planning projects in Catalonia, like Restaura, Miete, Castellvi, architecture firms EMBA, BAAS, Baena Casamor (BCQ) and R+B, Sant Tirs, Círculo Inmobiliario Meridiana, Gesvalt, Valliance, SpinniaTasinsa, Med-building, Compacthabit, Moliner and CGP, in a clear commitment to traditional public/private partnership that takes place in our country, in this case to carry out urban-planning projects related to the knowledge economy in the Barcelona area. Most of these companies belong to the newly created Barcelona Urban Cluster (BUC), a business group made up of the top stakeholders in Barcelona's real estate sector, which aims to make the sector more competitive and foster its internationalization.

In addition to presenting the **Barcelona Catalonia** projects at the booth, the Catalan delegation, headed up by Antoni Vives, deputy mayor for Urban Habitat for the Barcelona City Council; and Damià Calvet, general manager of the Catalan Land Institute (Incasòl), will participate in various forums and events during the fair to highlight the fact that Catalonia and Barcelona have the quality economic, business and workforce potential necessary to become one of the main hubs in the Mediterranean area. In this sense, we recommend the forum of 4 European cities *New Growth and Investment Strategies*, the roundtable *Investment Opportunities in Barcelona* and the conference *The logistics sector in Catalonia*.

### **CATALAN ARCHITECTURE, FINALIST IN MIPIM AWARDS 2013**

The Maresme water-treatment plant, the work of Catalan architect Toni Casamor, has been selected from among 175 projects from 46 different countries to participate in the final phase of the MIPIM Awards 2013 for best industrial and logistics development. This is the first time the work of a Catalan architect has been shortlisted for this award.

Toni Casamor is a prestigious Barcelona architect who is part of the Baena Casamor Arquitectes BCQ team. He teaches at various Catalan universities and has been president of the Barcelona Association of Architects since 2010.

*\*Attached is the press kit with information on the most noteworthy projects and events of Barcelona Catalonia at Mipim 2013*

*For more information or images contact  
Anna Palasí ([a\\_palasi@gencat.cat](mailto:a_palasi@gencat.cat))  
Isabel Ponti ([iponti@bcn.cat](mailto:iponti@bcn.cat))*