

## **BARCELONA CATALONIA, A THOUSAND OPPORTUNITIES TO INVEST**

The **Barcelona Catalonia** projects are mainly found in the Barcelona Metropolitan Area, which stands out for its potential for investment and growth in innovative activities, with nearly 6 million m<sup>2</sup> of surface area and the ability to generate new highly qualified jobs. This year, 19 properties have been added to the Barcelona Catalonia offer, which are assets held by the Government of Catalonia, as well as various projects for logistics activities. The logistics platforms, located along the Mediterranean rail corridor with top-notch access and transport connections like ports, airports and high-speed trains, make up an excellent transport hub with connections among various means of transport.

### **MAIN BARCELONA CATALONIA PROJECTS**

**Parc de l'Alba** – Located in the Barcelona metropolitan area, this 340-hectare park is one of the most advanced science, technology and business platforms in Europe. It is built around the Alba Synchrotron, which is the most important research facility in the Mediterranean, now up and running. The park has more than 1.3 million m<sup>2</sup> of land for economic activities, 175 hectares for facilities and green zones, and 3,500 housing units are expected to be built.

**La Sagrera** - This development is made up of 164 hectares in northeastern Barcelona and a new area of sustainable urban growth with new facilities, public services, a wide range of housing, an economic and shopping center (401,129 m<sup>2</sup> of floor space), and the largest urban park in the city. The station will be a strategic transport hub, with high-speed, regional and subway trains as well as intercity busses and underground access to motorways.

**Smart City & Diagonal-Besòs Campus (22@)** - Located in the 22@ innovation district in the center of Barcelona, in a diverse, balanced and sustainable environment in which the most innovative companies, research centers and universities, coexist with housing, facilities and green zones. The Smart City Campus will focus on developing and growing the smart cities sector and the Diagonal-Besòs campus, the energy, sustainable mobility, materials technology and biomedical engineering sectors, mainly.

**Marina del Prat Vermell** - This former industrial neighborhood is currently undergoing an urban-planning transformation. The new Barcelona fairgrounds and the D38 business district make this one of the city's most dynamic areas. Nearly 11,000 housing units can be built here and 315,420 m<sup>2</sup> devoted to economic activities

**Can Sant Joan** – Located in Sant Cugat del Vallès, one of the most active cities in the Barcelona metropolitan area, along the economic axis of the E-15 motorway that connects with Europe. The park occupies 49.3 hectares with 150,000 m<sup>2</sup> of floor space for economic activities, located near universities, top-notch business schools, shopping centers, sports facilities, hospitals and hotels.

**Business Park Mas Blau** – Located next to the El Prat de Llobregat international airport and just 10 minutes from the city of Barcelona, at one of the most important economic and industrial points in the metropolitan area. The park, on 21.56 hectares, is a space focusing on business development, expansion and economic growth that promotes the

establishment of advanced-technology companies, particularly from the aeronautics industry, that help make the international airport more competitive.

**Ripollet Park** - Located in the Barcelona metropolitan area, 17 km from the center of the city of Barcelona and just off the A-7 and B-30 motorways, one of the most important economic corridors in Europe. Ripollet Park is found in an industrial area with functioning services, and has a group of structures already built for economic activities featuring avant-garde architecture and quality, functional materials

**Riera de Caldes II – Palau-solità i Plegamans** is located in the second ring of the Barcelona metropolitan area. It is a strategic, privileged spot, in the triangle formed by the AP-7, C-58 and C-33 roadways, surrounded by important rail lines. This privileged location in terms of transport connections makes the sector an ideal place for industrial or logistics facilities.

**Can Banús I – Santa Perpètua de la Mogoda** is located in the second ring of the Barcelona metropolitan area, extending from the Riera de Caldes area. The importance of industrial activity in this area, which is completely consolidated, co-exists with a strong residential draw, with a notable trend in recent years towards first and second homes. The industry is highly diversified (machinery, furniture, ceramics, textiles, construction, engraving, plastics, food and electronics) and the productive centers are located in various industrial parks near the Riera de Caldes.

**Ca n'Alemany** - Located just 10 km from the center of Barcelona, this is a top-notch business area for large-scale industrial and commercial use. It has direct connections to the main international transport networks, including the El Prat de Llobregat Airport and the Port of Barcelona, in addition to enjoying an excellent location in the southern part of the Barcelona metropolitan area, a zone rich in productive, tertiary and logistics activity that is consolidated but still has room to grow

**Logistics projects**– Catalonia is currently the main logistics hub in southern Europe and the Mediterranean area. It leads in logistics warehouse space on offer, with nearly 6 million m<sup>2</sup>, and is home to nearly 33,000 companies specializing in logistics operations and goods transport, as well as a large, interconnected network of logistics platforms.

**Properties in Barcelona** – There are 19 buildings located in the city of Barcelona. Nearly 153,000 m<sup>2</sup> of floor space for retail, office, housing, hotel and facilities uses, as well as uses in the teaching, health and cultural arenas.

**BARCELONA CATALONIA AT MIPIM 2013 – HIGHLIGHTS****TUESDAY 12/03/2013**

•10:30 am /1:30 pm:

***European Cities Event: New Growth and Investment Strategies (Manchester, Amsterdam, Hamburg and Barcelona)***

- Keynote speaker: **Jim O'Neill**, president, Goldman Sachs Asset Management
- Moderator: **Greg Clark**, assessor, OECD LEED Programme
- Speakers: **Yves Leterme**, deputy secretary-general, OECD **Brian Field**, senior economist, European Investment Bank, **Joe Montgomery**, chief executive, ULI Europe
- *Majestic Hotel, Croisette Room*

•12:30 /1:00 pm:

***The economy in the urban innovation***

- Speaker: **Vicente Guallart**, head architect for Urban Housing, Barcelona City Council
- *Innovation Forum (Mipim)*

•2:00/ 3:00 pm:

***Presentation “Investment Opportunities in Barcelona”***

- Speakers: **Antoni Vives**, deputy mayor for Urban Housing, Barcelona City Council  
**Xosé Carlos Fernández**, financial advisor for Urban Housing, Barcelona City Council  
Mr. **Martin Bellamy**, president and CEO, Salamanca Capital  
Ms. **Charlotte Fraser-Pryne**, CEO, International Policy Group
- *Àgora Room (ground floor Palais des Festivals)*

**WEDNESDAY 13/03/2013**

•11:00 am /1:00 pm:

***Local authorities Think Tank: What are the measures of attractiveness and competitiveness?***

- Participant: **Damià Calvet**, general manager of the Catalan Land Institute (Incasòl)
- *Majestic Hotel*

•4:00 /4:30 pm:

***Presentation on the logistics sector in Catalonia***

- Speaker: **Damià Calvet**, general manager of the Catalan Land Institute (Incasòl).
- *Logistics Pavilion*

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