

The impact of 22@ in Barcelona's Economy & entrepreneurial ecosystem



Barcelona 2021 – main figures

A thriving city with 1,650.358 inhabitants (Metropolitan region of 4.7 million)

The capital of Catalonia (7.6 million inhabitants), generating 20% of Spain's GDP and 25% of its exports

178,607 companies (95% of them SMEs and micro businesses)

1.1 million workers, 54% of which employed in knowledge intensive sectors

49% of the Catalan workforce holds a university degree

203,422 students at the 9 Universities of the Barcelona area

16.4 Million tourist overnight stays (2019)

The world's leading city attracting international delegates to international meetings and congresses

Hosting the Mobile World Congress until 2024

7th City in attraction of foreign investment projects (KPMG Global Cities Investment Monitor 2018)

5th European city in scientific output

5th largest Start up European hub

An airport serving 52.6 million passengers (Europe's 6th busiest in 2019) connected to 150 destinations



**Ajuntament
de Barcelona**

Barcelona, a leading European entrepreneurial hub

178,607 businesses operate in the city, 95% of them microbusinesses & SMEs



One of Europe's
Highest
Entrepreneurial
Activity Rates
(TEA)



5th European Startup City (EU-Startups, only behind London, Paris, Berlin and Amsterdam)
1,700 digital startups with 30,000 workers (23% foreign) , very open, dynamic and global

Especially those with a **technological base: e-commerce, Big Data, Mobile software and services, gaming, IoT , biotech**

STARTUPS

COMMITTED TALENT

FUNDING ORGANISATIONS

SUPPORT ORGANIZATIONS

BIG CORPORATES

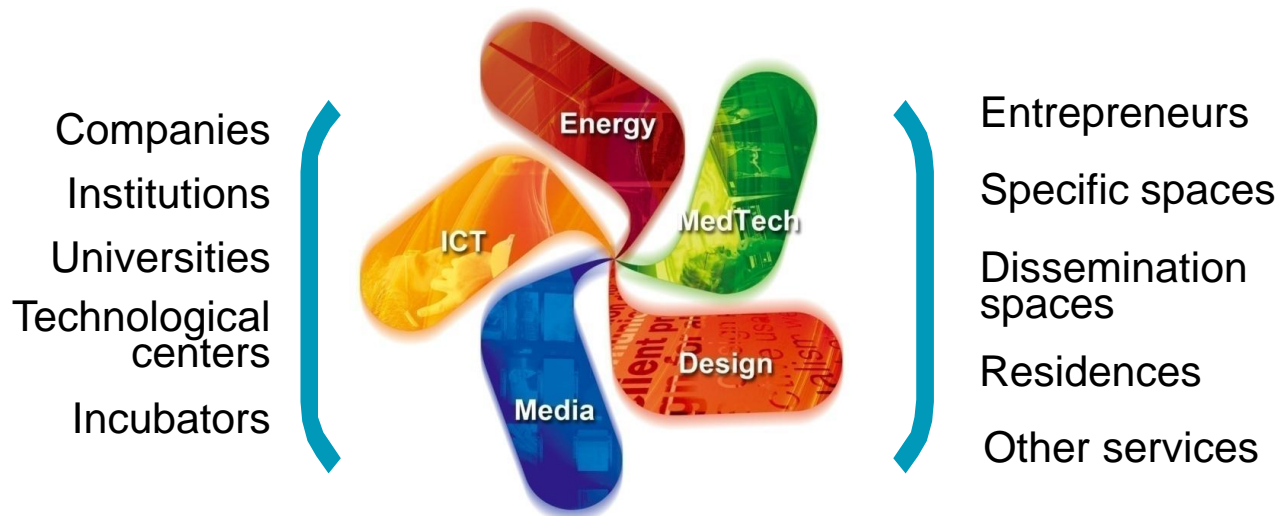
The scale of 22@Barcelona



The scale of the project:

Territory	198.26 Ha (115 city blocks)
New gross floor space	4,000,000 m ²
<ul style="list-style-type: none">• Productive Activities• Housing, facilities and services	3,200.000m ² 800,000 m ²
Increase in green spaces	114,000 m ²
Increase in facilities	145,000 m ²
Investment in infrastructures	310 Million Euros

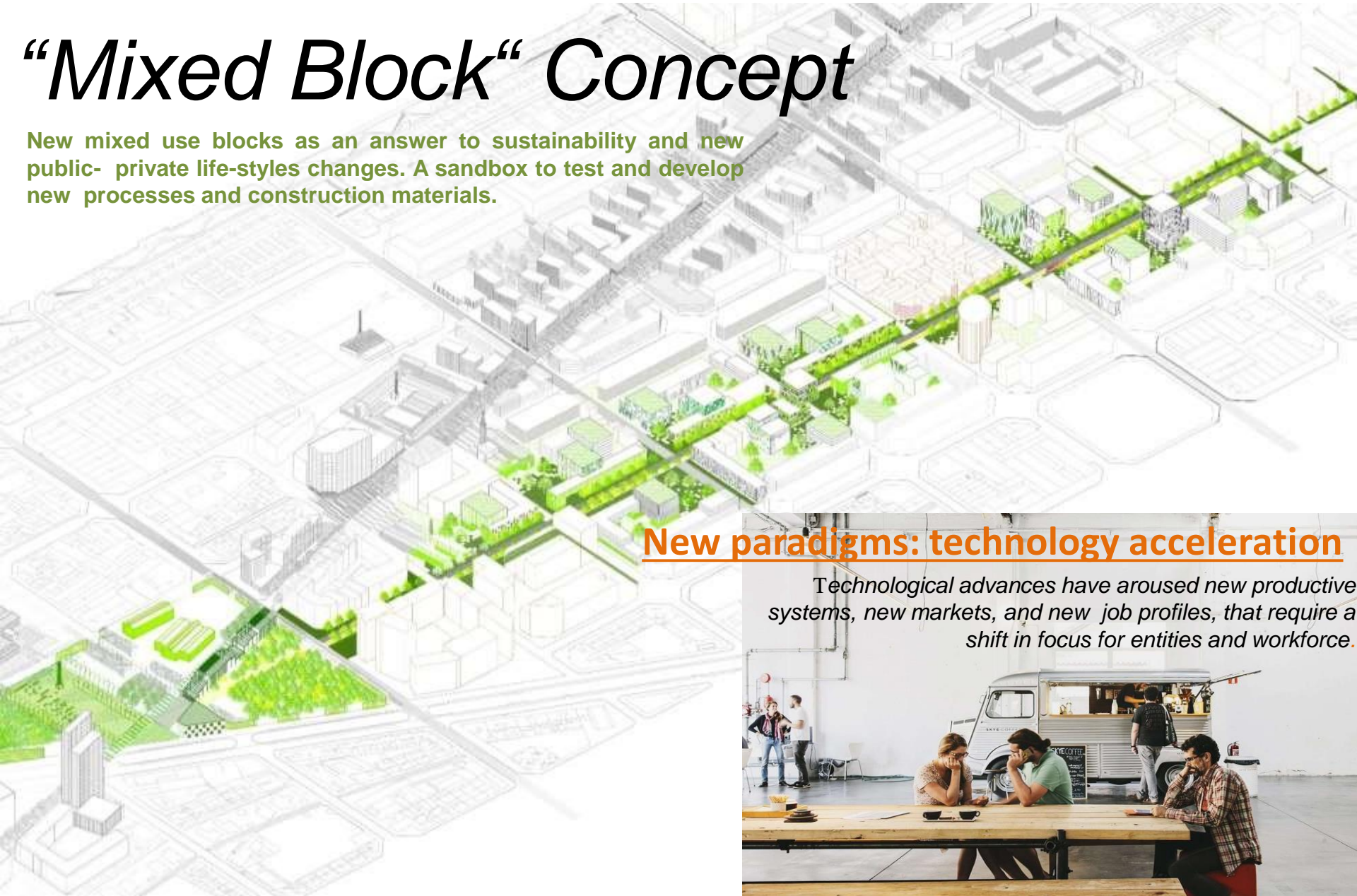
Knowledge intensive economic sectors in 22@Barcelona; 15 R&D & Technology Transfer Centres



Future Proposal for 22@ North

“Mixed Block” Concept

New mixed use blocks as an answer to sustainability and new public- private life-styles changes. A sandbox to test and develop new processes and construction materials.

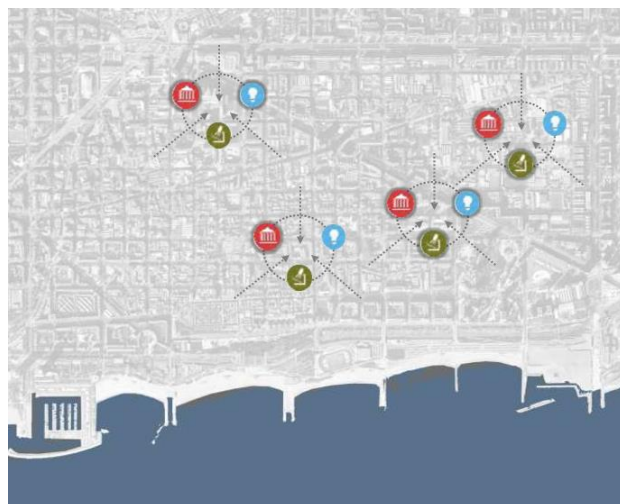


New paradigms: technology acceleration

Technological advances have aroused new productive systems, new markets, and new job profiles, that require a shift in focus for entities and workforce.



From cluster generator...



... to an innovation ecosystems booster



Overall 22@
Socioeconomic
Impact

ENTREPRISES		
<i>Retail and hospitality</i>	3.057	30%
<i>Professional, administrative and finance</i>	2.193	21%
<i>Real state and construction</i>	1.927	19%
<i>Industry and logistics</i>	1.471	14%
<i>Information and communication</i>	943	9%
<i>Other</i>	717	7%
TOTAL	10.308	

WORKFORCE		
<i>Retail and hospitality</i>	23.366	25%
<i>Real state and construction</i>	22.168	24%
<i>Industry and logistics</i>	15.837	17%
<i>Information and communication</i>	14.860	16%
<i>Professional, administrative and finance</i>	8.405	9%
<i>Other</i>	7.504	8%
TOTAL	92.140	

THANK YOU!