

FT GLOBAL CONFERENCES & EVENTS

A Financial Times Breakfast Briefing

Barcelona: European Innovation Capital?

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Welcome

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PROGRAMME

08:00

REGISTRATION

08:30

CHAIR'S OPENING REMARKS

David Gardner

Chief Leader Writer & Associate Editor, Financial Times

08:40

BARCELONA: THE PLACE TO BE

Why is Barcelona a good place to invest and do business? Information about the competitive advantages the Mediterranean city offers to foreign companies.

Jordi Hereu

Mayor of Barcelona

09:00

22@BARCELONA: THE INNOVATION DISTRICT

A privileged environment for global knowledge-intensive companies forming clusters in the IT, Media, Biotech and Industrial Design sectors.

Jordi William Carnes

Deputy Mayor in charge of Economic Promotion

09:20

EUROPEAN CITIES MONITOR

Results and evolution of recent years: the case of Barcelona.

Elaine Rossall

Head of Business Space Consultancy, Cushman & Wakefield

09:40

Q&A

10:00

CHAIR'S CLOSING REMARKS

David Gardner

Chief Leader Writer & Associate Editor, Financial Times

10:10

NETWORKING OPPORTUNITY

10:30

End

QUESTIONS FOR DISCUSSION

- **What challenges will Barcelona face in becoming a knowledge-intensive society?**
- **How does Barcelona's financial landscape compare to other emerging new-technology centres? Can innovative companies access appropriate financing?**
- **What are the key incentives for investment?**
- **Can Barcelona boost its R&D to become a European innovation leader? What public-private partnerships are in place to support this?**
- **What exciting opportunities does Barcelona offer investors and businesses over the next five to ten years?**

Barcelona is undergoing a dramatic reinvention, determined to position itself as a knowledge-society hub for the twenty-first century. By upgrading its infrastructure and offering a globally competitive framework, the city is working hard to attract not only tourists but also innovative global businesses.

A massive urban transformation has been launched to provide FDI with a world class enabling environment. A new high-speed train connects the city with Madrid, and its airport and port – already Europe's fastest-growing and the Mediterranean's largest respectively – are doubling in size. District 22@, the city's huge central business park, is aggressively attracting new hi-tech businesses and innovative R&D. University collaborations are incubating start-ups and partnering with cutting-edge companies attracted by the city's exceptional creativity and quality of life. Competitive clusters have formed in IT, biosciences, telecommunications, media and industrial design.

Barcelona is competitively placed to receive FDI, offering macroeconomic stability, access to dynamic markets and skilled personnel from over 190 countries. 3000 multinationals are already based in Catalonia, including 70% of all Japanese companies in Spain, and more than 50% of all the German, French and North-American enterprises. Cushman & Wakefield's prestigious rankings of Europe's Best Cities to locate a Business placed Barcelona 4th this year, while also finding the city to have Europe's best quality of life for professionals for the sixth consecutive year.

Nevertheless, Barcelona's transition towards an innovation capital is not without its difficulties. Competition for both the knowledge-intensive industries and highly qualified personnel it is trying to attract is fierce. Eastern Europe and Asia offer lower costs, while domestic and west European competitors like Madrid and London have deeper investment pools from larger financial sectors. Barcelona's well-established public-private partnerships and entrepreneurial spirit must rise to the challenge if Barcelona is to shine on the international investment stage.

SPEAKERS BIOGRAPHIES



Jordi Hereu

Mayor of Barcelona

Jordi Hereu i Boher has been Mayor of Barcelona since 8 September 2006. He has a degree and Masters in Business Administration and Management from the Escola Superior d'Administració d'Empreses (ESADE).

Despite his youth, he has accumulated a lot of experience in the private sector and even more in the public sector, where he has held different positions within Barcelona City Council over the last ten years. Before moving to the Council, his professional career was linked to different companies in the Port of Barcelona.

In 1991 he became marketing manager at Port 2000. Between 1992 and 1997 he held the post of marketing director at Centro Intermodal de Logística SA (CILSA), logistics promoter of the port's Zona d'Activitats Logístiques (ZAL).

Jordi Hereu has been linked to Barcelona City Council since 1997, the year he took over as Les Corts district manager. Two years later, in 1999, he was elected councillor for the same district and he held that position until the end of the mandate in 2003.

In 2003, he was appointed councillor for Sant Andreu and chairman of the Safety and Mobility Committee. Until early 2006, he combined these responsibilities, overseeing and implementing two major schemes: setting up neighbourhood parking zones and introducing traffic calming measures, notably in the city centre.

Jordi Hereu was re-elected mayor of Barcelona in June 2007 after winning the local elections in May.

Social cohesion, economic development and international projection, respect for others and public safety in the neighbourhoods, sustainability and the fight against climate change, and, social capital, are the strategic lines and political priorities Jordi Hereu has marked out for his current term of office

SPEAKERS BIOGRAPHIES



Jordi William Carnes

Deputy Mayor in charge of Economic Promotion

Jordi William Carnes is Deputy Mayor of Barcelona and Town Councillor in charge of Finance and Economic Promotion, since 16 June 2007.

Mr Carnes is President of Barcelona Activa, 22@ and Mercabarna. Barcelona Activa is the local development agency of Barcelona City Council and develops projects and programmes to support entrepreneurship, innovation, professional improvement and creation of employment. The municipal company 22@ is leading the project of transforming two hundred hectares of industrial land into a innovative district for intensive knowledge-base activities. Mercabarna is the company that manages the wholesale markets of the city.

Mr Carnes is also Vice-president of the Institut Municipal d'Hisenda de Barcelona (Finance Municipal Institute of the city), Second Vice-President of Turisme de Barcelona (Barcelona Tourism Board) and Second Vice-President of Barcelona Serveis Municipals (a municipal company in charge of different local services and infrastructures related with mobility and leisure).

Before his responsibilities in the local government of the city of Barcelona, Mr. Carnes was Counsellor of the Department of Agriculture and Fishing of Generalitat de Catalunya (the Government of Catalonia) from April to November 2006, and Director of Rural Development in the same Department from 2003 until April 2006.

Mr Carnes occupied different posts in Diputació de Barcelona, a local government institution of the region of Barcelona from 1984 until 2000. He graduated in Germanic Philology from Universitat de Barcelona.

SPEAKERS BIOGRAPHIES



David Gardner

Chief Leader Writer & Associate Editor, Financial Times

David joined the Financial Times in 1978 and has worked mainly as a foreign correspondent (Spain; Mexico & Central America; Brussels; New Delhi; Beirut); a regional specialist (as Middle East Editor); and writer on international affairs.

He became Chief Leader Writer in 2006. In 2003 he won the *David Watt* international journalism prize for his writing on the Arab world. He has lectured extensively and given papers at numerous think-tanks, foundations and universities in the UK, Europe, the Middle East and US.



Elaine Rossall

Head of Business Space Consultancy, Cushman & Wakefield

Elaine Rossall has worked in property research for almost 15 years, joining Cushman & Wakefield in 1994. Her work at Cushman & Wakefield concentrates on the analysis of European business space markets, monitoring demand, occupational patterns and corporate trends. She graduated from Leicester University with a degree in Economics, and completed a post graduate diploma in Property Valuation and Law at City University. She is a qualified surveyor and also a tutor on the Estate Management Degree course at the University of Reading.



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