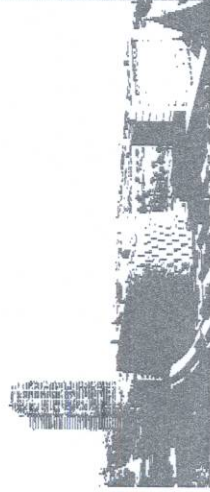


## —and you're close to a very connected Europe

Located in the heart of Southern Europe and bordering the Mediterranean sea, Catalonia offers a cosmopolitan, highly attractive lifestyle and standard of living.

Other business case features are easy access. A leading gateway, it has always looked beyond its borders in trade, prosperity and future.

Catalonia is close to 500 million consumers in a mere 2-hour flight radius, and 65% of exports go to European markets.



Area	45,000 km <sup>2</sup>
Population	7.5 million
GDP	€ 203,620 million
Visitors	15.6 million/year
GDP per capita	€ 26,666/year
Exports	€ 58,400 million

Invest  
IN CATALUNYA  
INNOVATION  
SUSTAINABILITY  
QUALITY OF LIFE

More  
Invest  
IN CATALUNYA

# You join good company in Catalonia



2015 11:19:08 11/13

### Quick facts

1. **5,700 incoming firms** already operating here and generating over 50% of FDI
2. Dynamic business ecosystem with 590,000 companies creating **wide sectorial diversification**
3. The continental European region attracting **most investment capital**
4. Barcelona is the **preferred European city in which to work and live**\*\*
5. Barcelona is **Europe's most innovative city**\*\*\*
6. The **4th most visited city in Europe** is Barcelona

\*\*ENR Global 2014 \*\*\*EY InnoMetric 2014

# Catalonia builds your business

## TALENT & CREATIVITY

**JOIN THE LAND OF IDEAS**  
Catalans have always been there and they are good at making them successful. That's why Barcelona is the top Mediterranean city in Innovation and Culture.

**Local talent that has grown into international brands.**

Exporters	6.387.023
Imports	48.394.282
Balance	42.007.259

**Big on design**  
Design schools make some 6.000 professionals a year, feeding an active final design culture in areas ranging from architecture and the arts to gastronomy and business. So much so that international companies such as Apple and Twitter Park have located their top strategic design centres in Catalonia.

**An active University & Research environment**

220.000 STUDENTS	26.000 RESEARCH PROFESSIONALS
13 PUBLIC & PRIVATE UNIVERSITIES	36 UNIVERSITIES RESEARCH INSTITUTES

## INTERNATIONAL & GLOBAL

**STAY IN TOUCH WITH BUSINESS WHEREVER IT IS**

With excellent transportation systems and logistic space, Catalonia is the ideal crossroads between Europe and the rest of the world. Barcelona has full access to international airports – sea, air, rail, and road – within a 12-hour drive radius, each with global connectivity.

**Connected in every way**

**Air**  
Via El Prat International Airport (100 km), Barcelona serves 35 flights to 200 destinations around the world.

**Sea**  
Barcelona Port, Europe's fourth largest container port, has the first container terminal in the world. It handles more than 100 regular lines crossing it to 180 ports globally. It serves cargo to a value of € 52.000 million and 3.3 million passengers per year.

**Rail**  
The Barcelona high speed rail line serves a fast connection with the rest of Europe.

**Destination of Catalan Productive Activity: International markets**  
Spain 1851 / 11.276,61

**Limited to a global market**

Catalonia is 10 times ahead of Europe's GDP in Europe, ahead of Ireland, Denmark, Sweden, Finland and Belgium, and one of Europe's preferred exportation routes in international attraction.

**Global business means international trade fair**

One of the world's major trade fairs for large companies, Barcelona & the Spanish World Capital (2010-2015) and hosts the Global World Congress, the global summit of the world of cities from over 200 countries.

## INNOVATION CULTURE

**TAP INTO A DYNAMIC TECH & SCIENCE ECOSYSTEM**

Catalan produces 2% of worldwide scientific production and a quarter of Spain's total.



**High innovative areas**  
Barcelona is Europe's Innovation Capital and ranks 1st as a leading European Smart City.

**An innovative land has innovative cities**

Barcelona is Europe's Innovation Capital and ranks 1st as a leading European Smart City.

**The secret to Catalan Innovation**  
A successful mix of funding, academic programs, professional networks, facilities, skilled and bank-ready researchers, cutting-edge hospitals and universities, with technology systems that create an innovation culture on all levels.

## COMPETITIVE & PRO BUSINESS

**BUILD YOUR COMPETITIVE ADVANTAGE**

The Catalan economy's success for having a powerful and novel industrial sector, capital of growing wealth, and offering prospects with many other advantages.

33% of all Catalan RDI goes to manufacturing industries in terms of competitiveness in advanced education, advanced infrastructure, an active, diverse and skilled ecosystem of supportive and cooperative labour force and also the robust R&D, job creation and environmental resources.

**Production is nothing without productivity**  
Labour Productivity Growth 2009-2013  
GHC2: +1,4%  
Spain: +1,7%

**Trade Labour Cost 2009-2013**  
GHC2: +0,6%  
Spain: -1,7%

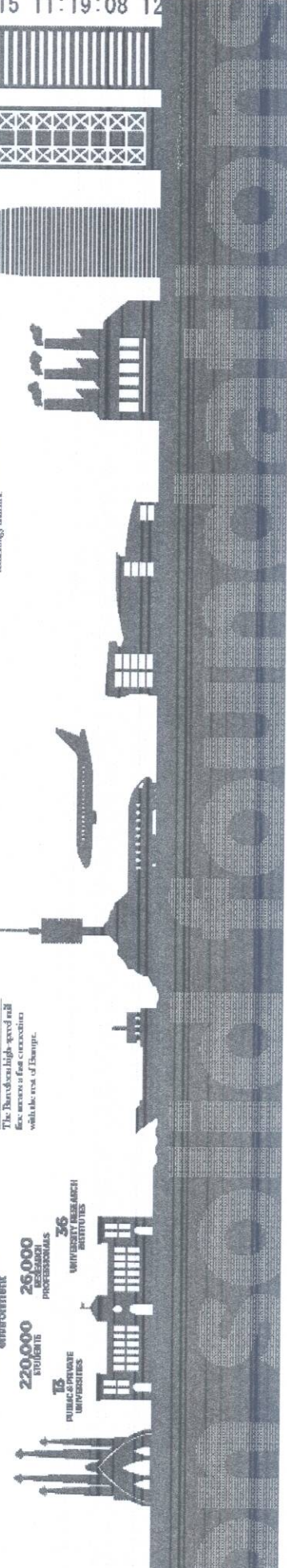
**State of the art facilities**

- Barcelona Syntrolatron Park
- Barcelona Supercomputing Centre
- Apple's XIADA automotive test centre
- National Microelectronics Institute
- TECNIO Tech Transfer Centre

**Business meets research in Catalonia**

State of the art science parks are linked to prestigious universities and research facilities, such as the Barcelona Science Park (BSP), Barcelona Biomedical Research Park (BBRP), IIAI Research Park, and Augusti Pi Sunyer Biomedical Research Institute (IIBRS).

**These manufacturers work closely with business to create a significant level of technology transfer.**



**İspanya – Katalonya Bölgesi Yatırım Semineri**  
09 Haziran 2014, İstanbul TOBB Plaza

**Firma/Kurum :**

**Firma Faaliyet Alanı :**

**Temsilci :**

**Katılımcının Ünvanı:**

**Tel :**

**Faks :**

**E-Posta :**

**Not:**

Seminer dili İspanyolca'dır ve İspanyolca – Türkçe simültane tercüme sağlanacaktır.  
İspanya Katalonya Bölgesi Yatırım Semineri için katılım DEİK Üyelerine ücretsizdir.  
DEİK Üyesi olmayan iş dünyası temsilcilerimiz için katılım ücreti 40 TL'dir.  
Katılım ücretlerinin aşağıda yer alan DEİK TL Hesabına yatırılması rica olunur.

<b>HESAP ADI</b>	<b>T.İŞ BANKASI BEYOĞLU (1011 )</b>
<b>DIŞ EKONOMİK İLİŞKİLER KURULU / AB</b>	<b>TR93 0006 4000 0011 0111 7014 98 TL</b>

**Taslak Program:**

14.00 – 14.30 Kayıt

14.30 – 15.30 Açılış konuşmaları

- Dr. Zeynel Abidin Erdem, DEİK Türkiye - İspanya İş Konseyi Başkanı
- Sayın Nuria Betriu, ACCIO Yatırım ve Dış Ticaret Ajansı Yönetim Kurulu Başkanı
- Sayın Felip Puig, Katalonya Bölgesi Sanayi ve Ticaret Bakanı

15.30-16.30 Katalonya Bölgesi Yatırım Ortamı Sunumları

- Sayın Roger Costa, ACCIO Yatırım Bölümü Yöneticisi
- Sayın Victor Granero, La Caixa Türkiye Ofis Müdürü
- Sayın Vicente Balbin, Banco de Sabadell Türkiye Ofis Müdürü
- Soru ve Cevap