

REASON 24

WE PLAY AN ACTIVE ROLE IN ATTRACTING INTERNATIONAL COMPANIES THAT WANT TO SETTLE IN CATALONIA

Attracting foreign investment and talent is one of the tasks of INCASÒL, which it does in conjunction with other administrations. One of the agreements that allows different administrations to work together to encourage new companies to move to Catalonia is the BARCELONA CATALONIA consortium, made up of the Government of Catalonia (through INCASÒL), the Barcelona City Council and the Barcelona Metropolitan Area. This consortium promotes strategic projects with high-quality urban planning that provide spaces for new business activities. The consortium also supports fairer, more efficient, more sustainable development models through proper planning of new activities in the region. The vision of Barcelona-Catalonia is that economic growth must go hand-in-hand with Catalonia's development, prioritising projects of spaces for economic activity that are eco-friendly and promote clean technology. With this goal, Barcelona-Catalonia is promoting strategic projects in the Barcelona metropolitan area combined with key logistics projects along the Mediterranean corridor, designed to make Catalonia a gateway for goods leaving and entering southern and central Europe.

Barcelona and Catalonia have great international vocation, open and cosmopolitan, committed to an inclusive growth model that generates wealth and a diversified economy. These factors make the city of Barcelona and some areas of Catalonia highly attractive to foreign investors and international talent. The most attractive areas created through the consortium are: 22@ Barcelona, Llobregat Axis, Besòs Axis, Llobregat Nord Axis, Besòs Nord Axis and Vallès Axis. All of them are found in strategic locations with great services and



Areas of economic activity promoted through the Barcelona Catalonia Consortium

infrastructures.

In many cases, INCASÒL owns the land or plots in sectors being developed or consolidated, which they offer to potential investors and companies at large-scale international events and the top real estate fairs, such as MIPIM in Cannes and EXPO REAL in Munich.

These coordinated efforts abroad have made it possible for companies like AMAZON, STRADIVARIUS, and DESIGUAL, plus shopping centres like NEINVER (Style Outlet Viladecans) and LEROY MERLIN, to find appropriate spaces, owned or developed by INCASÒL, and settle in Catalonia.



Stand of the Barcelona Catalonia Consortium at international real estate fairs.



Offices of Stradivarius (Batlleiroig) Photo: Antonio Navarro Cerdanyola (Parc de l'Alba)