



# CataloniaConnects

Mission to China and Hong Kong **2017**

25th-31st March 2017

---

# Building bridges between Barcelona, Shanghai and Hong Kong

In a globalized and interconnected world like today's, it is more necessary than ever for companies to be proactive, to look for partners outside their countries and enter global trade flows to grow and become more competitive. This is precisely the aim of the Catalan mission in China which, as president of the Government of Catalonia, I am proud to present. This week, 38 Catalan companies in the biotech & medical devices, food & drink, tourism and automotive industries are travelling from Barcelona to Shanghai and Hong Kong to source common projects with the companies in these regions.

It is, therefore, a great opportunity to continue to tighten business and commercial ties between China and Catalonia. Since the 1990s, we have intensified relations with leading regions such as Guangdong, Beijing, Jiangsu and Tianjin, while already participating for many years in the China Hi-Tech Fair in Shenzhen and at the Beijing Design Week. Although our respective territories are on very different scales, Catalonia and China share the values of excellence, hard work and entrepreneurship. China has achieved impressive economic growth in recent years and has established itself as the second largest economy in the world, with Hong Kong as one of the major economic and financial hubs of the continent. As for Catalonia, it is without doubt the economic driving force of the south of Europe whose industrial economy is highly diverse and open to the world: with seven and a half million inhabitants (a similar population to that of Hong Kong), it is home to more than 6,400 foreign multinationals and exports to the value of half of the GDP. We are making this trip with the desire to share our commitment to innovation and technology (we host the Mobile World Congress and Barcelona is one of the most developed smart cities in the world); our talent in a variety of sectors; our way of understanding and experiencing food (we are one of the benchmarks of the healthy, ancient Mediterranean diet), and all that shapes our social, cultural and entrepreneurial identity.

If we look at the trade relations between Catalonia and China, the commitment of Catalan enterprise to China is patent, as exports have doubled in the last 5 years. Catalan companies

have been investing in China for over twenty years in value-added productive projects, and I wish to stress specific instances that highlight our country's intention to cooperate and our sensitivity to the Chinese culture, the Chinese way of understanding life and business. I refer, for example, to the launching in Barcelona of the Traditional Chinese Medicine Centre (an official master's degree in this field is already underway at one of our country's most prestigious universities), or to the creation in Catalonia of the first laboratory of the China Certification & Inspection Group-CCIC, which certifies European industrial and electronic products exported to China. And let us not forget the productive investment projects by companies such as Hutchinson, Lenovo and Haier who have put their trust in Catalonia.

Home to the 7th airport in Europe, flying to more than 200 destinations around the world operated by 100 airlines, and a port that ships goods between China and Barcelona in just 21 days, Catalonia has the assets and the potential to become the natural partner for Chinese companies in southern Europe. Now, with the trade mission being held over the following days, we wish to strengthen these trade relationships to build a prosperous, solid and lasting basis at the service of companies of both countries to embark on joint projects that will undoubtedly contribute to the progress of our societies. In this catalogue you will find the Catalan companies that have travelled to Shanghai and Hong Kong: they are the best ambassadors of Catalonia, of our way of seeing the world, of our way of being, of engaging in dialogue and of collaborating.



**Carles Puigdemont i Casamajó**

President of the Government of Catalonia

# Catalonia

The Financial Times sees Catalonia as the best Southern European Region of the Future 2016/2017 in its latest report on the most attractive European locations for future investments. Barcelona comes first on the continent in FDI strategy and investment attraction policies.

Strongly industrialized, Catalonia is one of Southern Europe's main economic powerhouses, as well as a leading logistic hub in the region. It has a global economy, with a pro-business and talented society, in a Mediterranean environment.

## Catalonia in figures

- **Area:** 32,108 km<sup>2</sup>
- **Population:** 7.5 million (2015)
- **GDP:** €214.9 billion (2015)
- **GDP per capita:** €27,833/year (2014)
- **Exports:** €63.8 billion (2015)
- **Imports:** €76.0 billion (2015)
- **Tourists/year:** 17.4 million (2015)

## Business data

- **Companies:** 584,369 (2015)
- **Industrial companies:** 36,383 (2015)
- **Innovative companies:** 8,830 (2014)
- **Regular exporting companies:** 16,422 (2015)
- **Foreign companies:** 6,454 (2015)
- **Foreign investment:** €4,783 million (2015)
- **Catalan companies abroad:** 8,346 (2015)

**16%**

OF SPANISH  
POPULATION

**20%**

OF SPANISH  
GDP

**23%**

OF SPANISH  
INDUSTRY

**25%**

OF SPANISH  
FOREIGN  
TRADE

**35%**

OF REGULAR  
EXPORTERS  
COMPANIES  
IN SPAIN

**45%**

OF FOREIGN  
MULTINATIONALS  
IN SPAIN



---

## Barcelona

One of the world's top spots to live & work, a magnet for business & professionals and a global benchmark for mobile & smart cities.

**1st**

**Barcelona is the 1st continental western European city for volume of foreign direct investment attracted.**

*fDi Markets, Financial Times 2015*

**2nd**

**Barcelona is the 2nd Smart City in the world after Singapore.**

*Juniper Research, 2016*

**4th**

**Barcelona is the 4th European city for scientific production.**

*BarcelonaTech (UPC)*

**7th**

**Barcelona is the 7th most desirable city in the world for foreign workers.**

*Decoding Global Talent, 2014 - BCG*

**The world's top six cities in terms of reputation:**

Sydney, Melbourne, Stockholm, Vienna, Vancouver and

**Barcelona**

City RepTrak 2015



---

# Companies joining the mission

## Food and drink

- Alta Alella, SL
- Anxoves de l'Escala, SA
- Chocolates Torras
- Distribucions de Begudes Alcohòliques, SL
- Hijos de José Bassols, SA (Aigua Sant Aniol)
- Inpanasa SAU
- Mont Marçal Vinícola, SA

## Automotive

- Ames (Aplicaciones de Metales Sinterizados, SA)
- Automotive Industry Cluster of Catalonia (CIAC)
- Campus Motor Anoia
- DOGA, SA
- Francisco Alberó (FAE)
- GPO Group, SA
- RELATS, SA
- ZANINI AUTO GRUP, SA

## Biotech and Medical Devices

- Biocat
- Bioprognos, SL
- Eurecat
- Fira Barcelona
- Flexor, SA
- Institut d'Investigació Biomèdica de Bellvitge (IDIBELL)
- Laboratorios Rubió, SA
- Linkcare Health Services (LINKCARE), SL
- Vesismin, SL
- Zeclinics, SL

## Tourism

- Abaser Limousine Services
- Advanced Leisure Services, SL
- Associació Passeig de Gràcia
- Bodegas Torres
- Costa Brava Tourist Board
- EAT Boqueria
- Fairmont Rey Juan Carlos I
- Gramona
- Hotel OMM
- Hotel The One Barcelona 5\* GL
- Sol-Vip Travel
- Turisme de Barcelona



---

# Food & drink

With over 3,700 food & drink companies and 19.8% of the industrial GDP, the food & drink sector is Catalonia's most important industry. It employs 17.9% of the workforce, and generates a turnover of over €25bn. The Catalan food & drink sector represents 23.7% of the Spanish food & drink turnover.

- Alta Alella, SL
- Anxoves de l'Escala, SA
- Chocolates Torras
- Distribucions de Begudes Alcohòliques, SL
- Hijos de José Bassols, SA (Aigua Sant Aniol)
- Inpanasa SAU
- Mont Marçal Vinícola, SA

---

## One of the biggest food cluster in Europe

Catalonia is home to food clusters representing the main subsectors and the **whole value chain of the food and drink industry**. With a good combination of SME's and some large Catalan and international firms such as Danone, Cargill or Nestlé, Catalonia provides critical mass and talent at all stages of the value chain, as well as cost-effective qualified professionals.

**Catalonia is home to one of the world's most important food & drink trade fairs, Alimentaria, and the leading packaging and food technologies Hispack and Alimentaria Foodtech.**

---

## Top exporter

With €7,466 million in exports, €5,727 million in imports, and **a positive trade balance since 2009**, the Catalan food industry concentrates 29.2% of Spanish total food exports and is home to 29,4% of the regularly exporting companies of the Spanish food sector. Meat products are the strongest exporting subsector, accounting for almost 1/3 of the total, followed by bakery and fruit and vegetables.

---

## First destination for foreign investment

FDI into Catalonia is 38% of the Spanish sector (2011–2016) in terms of capital investment and 40% in terms of jobs created. Between January 2011 and November 2016 a total of 23 food FDI projects were recorded, according to FDI Markets data. These projects represent a total capital investment of €616.03 million and the creation of 2,299 jobs. Manufacturing is the main business activity by projects of the food & drink sector, followed by logistics and sales, marketing & support.



Number 1 in  
gastronomy,  
creativity and  
innovation

Gastronomy is big in Catalonia, thanks to a dynamic blend of tradition and innovation. Renowned chefs put Catalonia on the worldwide culinary map. Top research centres as **Research & Technology food & Agriculture (IRTA)**, **Technological Centre of Nutrition & Health (CTNS)** and **Alicia**, among others, ensure that Catalonia stays ahead in food innovation.

Top in new  
trends

Barcelona and Catalonia offer a sophisticated market. Three new trends have an impact on the Catalan sector: functional, gourmet and healthier food, new technologies applied to food industry and smart logistics.



Alta Alella is the closest winery to Barcelona, family-run and organically formed. Alta Alella is the ultimate achievement of a family-run project which begun more than twenty years ago by the recognized enologist Josep Maria Pujol-Busquets. AA is the closest winery to Barcelona (10 km); it's located within the privileged agricultural area of the natural park known as the "Serralada de Marina".

### **Sector for the mission**

Wines

### **Description of services / products / technologies**

- Organic wines from the designation of origin 'Alella': still white, red, rosé and sweet made mostly with the following grape varieties: Pansa Blanca (Xarel·lo), Mataró (Monastrell), Garnatxa, Chardonnay, Pinot noir.
- Organic cavas (sparkling wines made in the traditional method) brut nature (no dosage), aged on the lees from 15 to 48 months.
- Natural wines and cavas made with no added sulfites.

### **Main goals for this mission**

To find importers in Shanghai and Hong Kong who are looking for our segment: organic and premium wines to sell mainly to horeca and wine store channels.



### **Participant Mission:**

Laura Bret  
Export Manager  
Phone: (+34) 638 786 976  
Email: [laura@altaalella.wine](mailto:laura@altaalella.wine)  
Web: [www.altaalella.wine](http://www.altaalella.wine)



---

## ANXOVES DE L'ESCALA, SA



Since 1940 we have been salting anchovies and preparing semi preserved fillets, marinated and in olive oil. We carefully select the raw materials using traditional methods and expertise passed down from generation to generation since it first began in the 6th and 5th centuries BC.

### Sector for the mission

Food and beverages, canned foods

### Description of services / products / technologies

- Anchovy filets in oil: A selection of different anchovy products in olive oil. Ready-to-eat anchovies: desalted, filleted and packed in olive oil, by artisanal process. White anchovies are the fresh fish marinated in vinegar.
- Salted anchovy: The chef's choice. Before eating, desalt the anchovies washing them under the tap and open them to extract the backbone. Drizzle with olive oil and pepper to taste.

### Main goals for this mission

Contact with local distributors in both, Shanghai and Hong Kong region.



### Participant Mission:

Enric Fanlo Carrera  
General Manager  
Phone: (+34) 639 641 185  
Email: [enricf@anxovesdelescala.es](mailto:enricf@anxovesdelescala.es)  
Web: [www.anxovesdelescala.es](http://www.anxovesdelescala.es)

Chocolates Torras, established since 1890, is a family-run company. It is located near Barcelona and at only 60 km from the French border. We are selling our chocolates to more than 45 countries around the world. Our “sugar free” chocolates have been awarded in many international fairs for its originality and quality.

## Sector for the mission

Food industries

## Description of services / products / technologies

We produce a wide range of chocolate products and we are focused in:

- Organic chocolates
- Sugar free chocolates

## Main goals for this mission

To meet food importers/ distributors and see the possibilities of our products in China.



### Participant Mission:

Xavier Recoder  
Managing Director  
Phone: (+34) 636 470 119  
Email: [xrecoder@chocolatestorras.com](mailto:xrecoder@chocolatestorras.com)  
Web: [www.chocolatestorras.com](http://www.chocolatestorras.com)

Our target is catalan wines exportation, including sparklings, spirits, and in another way, first cold press olive oil also. Our products are premium class, for gross buyers-distributors, gourmet facilities and high class restaurants, because of the very restricted production area and size of vineyards. We offer the best relation quality/cost.

**Sector for the mission**

Restaurants, gross market

**Description of services / products / technologies**

Local distribution of wines, sparkling wines and olive oil in Spain, and we are starting to export to the EU.

**Main goals for this mission**

To get in contact with gross distributors and wine importers, premium level restaurants, etc.



**Participant Mission:**

Pau Macià i Masó  
General Manager  
Phone: (+34) 622 021 446  
Email: paum48@gmail.com  
Web: [www.distribucionsba.com](http://www.distribucionsba.com)

---

## **HIJOS DE JOSÉ BASSOLS, SA (AIGUA SANT ANIOL)**



Founded in 1993, our source is located in the middle of a lush volcanic landscape. This unique natural setting provides our water with quality traits, which boasts various international awards.

### **Sector for the mission**

Food and beverages, gourmet products

### **Description of services / products / technologies**

Sant Aniol water is a source of minerals; it helps reduce hypertension, stimulates diuresis and helps the development of bone structures. We have a wide range of formats adapted to our customers' needs. We have been exporting to the USA and Japan for over 10 years, recently entered China, Australia, UAE.

### **Main goals for this mission**

To find clients: restaurants, hotels, supermarkets, gourmet stores... agent, distributor or importer of food and beverages or gourmet Products.



### **Participant Mission:**

Ariadna Prats  
Export Manager  
Phone: (+34) 972 44 98 18  
Email: [aprats@santaniol.com](mailto:aprats@santaniol.com)  
Web: [www.santaniol.com](http://www.santaniol.com)

Inpanasa, founded in 1976, is a family-run company in the large scale-production of patisserie. Our main objective has been to offer our customers the wide range of products based in this principle and, above all, on the quality and its ingredients. Their origin and quality are especially important for us. All the recipes are carefully elaborated. We can offer Magdalena's with different flavors, muffins, brownies, slices Spanish specialties, and we have Certificates of Quality IFS, BRC.

### **Sector for the mission**

Hotels, restaurants, hospitals, airlines, resorts, supermarkets

### **Description of services / products / technologies**

Manufacture of industrial pastry shop and the corresponding marketing. Products: cake, slices, muffins, brownie, Spanish specialties etc. Utilization of mixers (beaters), ovens, coolers, automatic packaging, machines according to the needs of the presentation of our products.

### **Main goals for this mission**

To introduce our products in the Chinese market through different distribution channels.



### **Participant Mission:**

Antònia Aulina Ramírez  
Export Manager  
Phone: (+34) 610 218 948  
Email: [aaulina@inpanasa.com](mailto:aaulina@inpanasa.com)  
Web: [www.inpanasa.com](http://www.inpanasa.com)

A decorative red line starting from a small red dot in the lower right quadrant and extending diagonally towards the bottom left corner of the page.

Mont Marçal is a Cava and Still Wine producer in the Penedes region, very close to Barcelona. The cellar was founded in 1975 by Mr Sancho and is now wholly run and partly owned by his daughter Mrs Blanca Sancho. We produce approximately 3,5 million bottles a year of which 80% is cava and 20% is still wine. We currently export to 35 countries around the world and exports account for 80% of our total sales. Our core business is cava and our main strength is the great quality at a very interesting price, with the best service in our products and a very attractive packaging.

### Sector for the mission

Specialized wine importers and distributors

### Description of services / products / technologies

Mont Marçal has a wide range of cavas and still wines that are perfect matches for aperitifs and all kinds of food, such as seafood, shellfish, pastas, rice dishes, white meats, cheeses, delicatessen. We produce cavas under the Mont Marçal brand, as well as second brands which do not cannibalize the main brand. Within our Mont Marçal range we have different prices and qualities to offer.

### Main goals for this mission

Mont Marçal is looking for importers on a national or provincial level for our main brand “Mont Marçal” to work in the Horeca market. MOQ’s are 1 pallet per reference.

We are also looking for importers on a national and provincial level for the second label cava brands that we produce or for an OEM cava brand to work in the distribution channel or with a chain of wine shops or supermarkets. MOQ is 6,000 bottles per reference.



### Participant Mission:

Gareth York  
Assistant Export Manager  
Phone: (+34) 608 962 949  
Email: gyork@mont-marcal.com  
Web: www.mont-marcal.com



---

# Automotive

1 out of every 4 vehicles manufactured in Spain is produced in Catalonia, making it Spain's most significant automotive manufacturing centre. With more than 10,500 automotive companies (including distribution and vehicle repair), the Catalan automotive sector generates 38,000 direct jobs (100,000 including distribution and vehicle repair). Annual turnover is at €14,000 million, 7% of the Catalan GDP.

- Ames (Aplicaciones de Metales Sinterizados, SA)
- Automotive Industry Cluster of Catalonia (CIAC)
- Campus Motor Anoia
- DOGA, SA
- Francisco Albero (FAE)
- GPO Group, SA
- RELATS, SA
- ZANINI AUTO GRUP, SA

---

## Global and with access to both markets and suppliers

Catalonia is a global automotive hub, exporting 65% of vehicle production and generating 24% of Spanish vehicle exports. Automotive manufacturers also make up 1,044 Catalan regular exporters (34% of the Spanish total). In part, this is due to its excellent communications, both internal and external, with full-modal integration transport systems. Catalonia is also a highly efficient hub to European, North African and Latin American markets, with over 400 million customers reachable in less than 48 hours.

---

## Competitive and highly R&D focused

Home to all levels of the value chain, Catalonia also leads the field in terms of research, engineering and support services, featuring all the automotive OEM development centres in Spain, most of the engineering units of the parts suppliers and the entire ecosystem of technical services. Catalonia has a critical mass of R&D centres and universities specialising in the automotive industry. Different automotive manufacturers also base their R&D and engineering centres in Catalonia, while the **Automotive Industry Cluster of Catalonia (CIAC)** is highly active.

---

## Applus+ IDIADA

**Applus+ is one of the world leading companies in Testing, Inspection & Certification.** Technical facilities, labs, test tracks and proving grounds of Applus+ IDIADA are located in L'Albornar, Tarragona. Proving ground is the most comprehensive independent proving ground in Europe. With 18,000 employees, the company operates a network of more than 350 offices and laboratories in more than 60 countries across all continents.



# Automotive business opportunities in Catalonia

## Sustainability

Catalonia promotes the use of sustainable and alternative fuel vehicles, offering aids and incentives for vehicles purchase, charge infrastructure, fleet support, among others. The public-private platform LIVE is open to all entities involved in sustainable mobility, mainly electric and CNG vehicles.

## Industry 4.0

Catalonia is now one of Europe's major automotive R&D, engineering, IT and software development hubs. OEM Manufacturers and their suppliers in Catalonia have been investing in factories 4.0 and usage of industrial robots is rising.

## Components

Catalonia has a critical mass of automotive companies and centres that provide technology development, innovation and industrialization on all levels.

## Logistics

Catalonia is the most competitive logistics centre for the markets of Europe, the Mediterranean/Africa and South America. Its logistics importance is evident in the amount of relevant sectorial fairs and congresses held in Barcelona, such as the International Logistics and Material Handling Exhibition or the European Supply Chain and Logistics Summit.

## Shared economy

Companies like Airbnb, Wallapop and Socialcar have global or national headquarters in Barcelona, and their presence also stimulates new shared economy companies and the city's entrepreneurial ecosystem.

## Autonomous driving future

Catalonia Living Lab provides all scenarios required for the development, testing and validation of connected and autonomous vehicles in both controlled environments and in open road conditions. Furthermore, the Industrial Forum for the Connected Vehicle and Automated Driving (IFCVAD) is a public-private forum aimed at creating a suitable environment for developing of technologies and knowledge around vehicle connectivity and autonomous driving.

## Connectivity

Connectivity is fundamental to the future of driving and the Mobile World Conference now has an increasing presence of car companies and automobile applied technologies. Barcelona also hosts the most international Smart City conference to date and is quickly becoming a hotspot for IoT development, with the IoT World Congress.

Ames manufactures and sales Powder Metal parts. With its HQ in Sant Feliu de Llobregat (Barcelona-Spain), was founded in 1951 with 100% Spanish capital. 90% of its sector is automotive, and it currently has 397 customers and 141 distributors.

**Sector for the mission**

Automotive

**Description of services/ products/ technologies**

Manufacturing and sales of metallic sintered components: mechanical and hydraulic parts, gears, stainless steel parts, soft-magnetic ferrous parts, self-lubricating bearings, and filters and porous metallic parts.

**Main goals for this mission**

To establish new contacts with attending and visiting companies.



**Participant Mission:**

David Santos Fernández  
Business Director – Asia Pacific  
Phone: (+34) 607 787 619  
Email: david.santos@ames-sintering.com  
Web: www.ames-sintering.com

---

## **AUTOMOTIVE INDUSTRY CLUSTER OF CATALONIA (CIAC)**



The Automotive Industry Cluster of Catalonia (CIAC) is a non-profit association open to companies operating in the automotive industry, that are based in Catalonia, and pursue R+D activities. The Cluster does not rely on any public funding and is financed exclusively through contributions from its associate companies. Over 180 companies linked to the industry have joined the Catalan automotive cluster since it was established.

### **Sector for the mission**

Automotive industry

### **Description of services/ products/ technologies**

The aim of the association is to boost the competitiveness of the automotive industry as the driving force behind the Catalan economy. To achieve this, a strategic plan has been designed, with a series of short, medium, and long-term objectives that guarantee its development in the new industrial global framework. The CIAC works to increase the competitiveness of the automotive industry through the implementation of successful projects.

### **Main goals for this mission**

To promote the internationalization of SMEs, identify opportunities and attract investment in Catalonia.



### **Participant Mission:**

Mr. Vicenç Aguilera  
President  
Phone: (+34) 934 767 257  
Email: [presidencia@ciac.cat](mailto:presidencia@ciac.cat)  
Web: [www.ciac.cat](http://www.ciac.cat)



Campus Motor Anoia is a motor and sport research facility located in an industrial area next to a speed track: Circuit Parcmotor, which makes it a very valuable asset for motor companies all around the globe. Its main task is to serve as a hub for motor companies to do research and development: the building is equipped with boxes ready for tests with liquefied petroleum gas vehicles, as well as electric vehicles. Its rooms are multimedia modular spaces, technologically equipped to follow in real time any tests that are being developed in the circuit, on a secure environment, ensuring the confidentiality that motor companies require for their operations.

### Sector for the mission

Renewable energies, Automotive industry

### Description of services / products / technologies

The purpose of Campus Motor Anoia is to promote research in new technologies for the automotive industry and to be a leading center for the development of the automated and connected vehicle in Catalonia, as well as all its related technologies. Its situation next to the speed track and the fully developed industrial estate makes it an outstanding location for automotive industry companies that want to take a bit further their R+D, looking onto the future itself.

### Main goals for this mission

To establish new contacts on the region that might be interested in developing their market overseas.



#### Participant Mission:

Joan Serra Muset  
CEO  
Phone: (+34) 639 67 56 36  
Email: [jsmuset@gmail.com](mailto:jsmuset@gmail.com)  
Web: [www.campusmotor.eu](http://www.campusmotor.eu)



DOGA is a family company founded in 1958 in Barcelona (Spain) by Antonio Garcia Domingo. The company boasts more than 55 years of experience in the development and production of automotive components. With affiliated companies in France, Italy, Poland, the USA, Mexico, Brazil, China and India, we export our products to more than 70 countries.

**Sector for the mission**

Automotive companies

**Description of services / products / technologies**

Doga operates in multiple markets, including family cars, industrial vehicles, buses, trains, agriculture and construction machinery, boats and motorcycles.

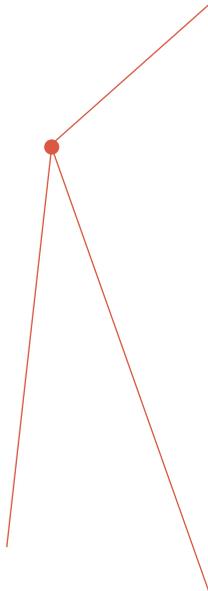
**Main goals for this mission**

To find synergies with electrical car companies.



**Participant Mission:**

Jordi Miro Mañosa  
General Manager Doga Nantong  
Phone: +86 18761793196  
Email: [jordi.miro@doga.es](mailto:jordi.miro@doga.es)  
Web: [www.doga.es](http://www.doga.es)



FAE manufactures electrical and electronic products for the automotive sector since 1952 and collaborates with international technical centers. It is a strong player in the Automotive Aftermarket and thanks to the high technological know-how and flexibility FAE is growing with important OEM projects.

### **Sector for the mission**

Automotive industry / electric and electronic components (sensors)

### **Description of services / products / technologies**

FAE strengths are oxygen, pressure, temperature and timing sensors as well as related automotive switches. Ceramic sensing technology and the knowledge about emission control has become the most important value of the company together with the willingness to customize according to the customer's needs both in terms of design and batch sizes.

### **Main goals for this mission**

To contact OEM and TIER1 automotive companies to present FAE's expertise and products.

To contact potential partners to localize some of FAE's products (with a special focus on oxygen sensors) for the booming Chinese automotive market (including motorcycle and related industries).



### **Participant Mission:**

Iñaki Leopold  
OEM Business Unit Director  
Phone: (+34) 606 775 992  
Email: [i.leopold@fae.es](mailto:i.leopold@fae.es)  
Web: [www.fae.es](http://www.fae.es)

GPO is a multidisciplinary consultancy and engineering group based in Europe and America, with representative offices in China and India. We render planning, design construction and operational services in the transportation, automotive, building, energy and environmental sectors. We have a portfolio of projects developed in more than 20 countries. Our philosophy is based on the fact that design and construction are inseparable, and that applying deep knowledge to each of these aspects is fundamental to the success of any project.

### **Sector for the mission**

Automotive

### **Description of services / products / technologies**

Consultancy and engineering services for the design and project management of:

- Factories (logistics, machining, assembly, QA)
- R&D centers and proving grounds (test tracks) for OEM, Tier 1&2 and Certification Centers.
- Test Benches and Laboratories for vehicles, engines and components
- Motor racing circuits (FIA formulas, Motorbikes, karts, Motor Sport Resorts)
- Special Test Facilities for new Energy Systems (batteries, electric and hybrid powertrains)

### **Main goals for this mission**

To contact companies and organizations related to the Automotive Sector, which intend to invest in the construction of new manufacturing plants, development centers, laboratories test tracks, test benches, racing circuits, etc, or to expand their existing facilities. Target contacts are OEM (passenger cars, commercial vehicles, motorcycles, trucks, buses, tractors, industrial and off-road vehicles), Tier 1&2, Certification Centers of the Automotive Sector and Public Organizations.



### **Participant Mission:**

Joan-Anton Miquel  
Automotive Engineering Manager  
Phone: (+34) 660 294 727  
Email: [jamiquel@gpogroup.com](mailto:jamiquel@gpogroup.com)  
Web: [www.gpogroupo.com](http://www.gpogroupo.com)

RELATS is a family-owned company founded in 1957, originally dedicated to textile materials which has now developed into a multinational company dedicated to Glass-fibre Silicon sleeveings, polyester based wraparound sleeves and monofilament braids for mechanical protection, also aluminium foil based sleeves and heatshields for thermal protection. A new range of EMI attenuating materials and Impact protection sleeves for EV and PHEV vehicles have also been recently launched on the market. RELATS has obtained a wide range of approvals with European, North American and Asian OEM's and is also active in aerospace and industrial/mass transport. RELATS has manufacturing facilities in Europe, North Africa, North America and China with sales offices in Detroit, Tokyo, France and Germany.

### **Sector for the mission**

Automotive

### **Description of services / products / technologies**

RELATS automotive products are used primarily for mechanical or thermal protection of electrical harnesses for engine or KSK applications. Also protections for fluid handling systems such as Fuel and Brake lines, cooling hoses and air conditioning conducts constitute an important part of our business. Our Alu-Foil thermal sleeves and heatshields are used on diverse applications in and around the engine compartment to protect connectors, SCR components etc from radiant heat from the Turbo, EGR or Exhaust Catalyzer. With the advent especially of EV and PHEV vehicles the need for attenuation of electromagnetic interference from the high voltage drive systems has provided interesting new opportunities for our range of NEMI type sleeves. Also a wide range of impact protection sleeves has been developed to protect the electrical and fuel systems in the unfortunate event of a vehicle crash.

### **Main goals for this mission**

Apart from our standard range of products RELATS is breaking ground with new protective sleeveings specifically designed for the EV and PHEV market and we are already supplying this type of material to several OEM's in Europe for example on the BMW range of EV/PHEVs. We see that the nature of this visit is strongly orientated towards this sector of the market, i.e. BAIC i BJEV (BAIC New Energy), Green Dynamic Electric Vehicle Limited and of course BMW Brilliance. We therefore see this as an ideal opportunity to deepen our penetration in this market in China.



### **Participant Mission:**

Xavier Cano  
RELATS SUZHOU  
Phone: +86 512 8155 7176  
Email: xcano@relats.com  
Web: www.relats.com

Originally specializing in wheel covers for the automotive industry, Zanini has grown to 1,100 employees supplying 70 million wheel trim units a year to almost every automaker in the world. That's 1 in 5 of every wheel produced on the planet. Zanini's dedication to innovation has also set the standard industry for plastic interior and exterior functional trim. By being global with our operational excellence, we can better help customers create world leading brands. Zanini is today taking the lead in new areas that are becoming increasingly important for leading auto brands – safety, autonomous driving and sensorization. Zanini is using its expertise to pioneer new products such as radome, and decorative light and sensor integration to name a few.

### **Description of services/ products/ technologies**

- Paint finishing technologies
- Aluminium overlays
- Wheel trims for steel wheels
- Button caps for aluminium wheels
- Plastic inserts for alloy wheels
- ZANICHROME® applications
- ZANICHROME® metal looking parts, ZANICHROME® chrome selectif, ZANICHROME® night & day effect
- ZANICHROME® electromagnetic transparency, ZANICHROME® radome, ZANICHROME® capacitive sensors

### **Main goals for this mission**

To establish new contacts with attaining and visiting companies. We work already for BAIC, the other OEMs in the list of visits are new to Zanini, so we would be interested in knowing about them: their suppliers search strategy, production plan, car production localization.



#### **Participant Mission:**

Gottfried Rosenberger/罗森贝格尔·冉康恬  
Sales & Program Manager/销售及工程经理  
Phone: +86 1821730 5212  
Email: grosenberger@shanghai.zanini.com  
Web: www.zanini.com

Contact person in China/Hong Kong: Yao Yin  
Email: yyin@shanghai.zanini.com  
Phone: +86 13564674431



---

# Biotech and Medical Devices

Catalonia has the most dynamic life sciences sector in Spain and one of the most active in Southern Europe.

Life science companies in Catalonia post a yearly turnover of €14.3 billion, account for 7% of Catalan GDP and employ more than 42,000 professionals.

- Biocat
- Bioprognos, SL
- Eurecat
- Fira Barcelona
- Flexor, SA
- Institut d'Investigació Biomèdica de Bellvitge (IDIBELL)
- Laboratorios Rubió, SA
- Linkcare Health Services (LINKCARE), SL
- Vesismín, SL
- Zeclinics, SL

---

## Catalonia is among the top four countries in Europe in terms of the number of pharma, biotech and medtech companies per capita.

The **BioRegion of Catalonia** brings together 734 companies and 89 research organizations; including 41 research centres, 15 university hospitals, 11 universities offering life sciences studies, 13 sciences and technology parks with activity in the life sciences, as well as large research facilities like the **Alba-Cells Synchrotron**, the **Barcelona Supercomputing Centre (BSC)** and the **National Centre for Genomic Analysis (CNAG)**.

---

## 221 biotech and 46 pharmaceutical companies

Catalonia is the origin and headquarters of large corporations in the sector such as Ammirall, Esteve, Ferrer, Grifols, Bioibèrica, Lacer, Reig Jofre and Uriach. Catalonia also has some of the most important multinational biopharmaceutical companies, such as Amgen, Novartis, Sanofi, Roche, Bayer, B.Braun, Boehringer Ingelheim, Chiesi, Hartmann, Lundbeck and Menarini.

The main therapeutic areas in which biotech and pharma companies work are: cancer (often focusing on rare diseases) and neoplasms, dermatology, infectious diseases, and diseases of the nervous system and the respiratory system.

---

## 200 medical technology companies

Catalan medical technology companies are mainly focused on producing reusable instruments, dental devices and electromagnetic devices. 40 companies are working in digital health. Catalonia leads the distribution of medical devices in Spain with a 42% of total production.



---

## Hospitals & clinical trials

Catalonia has 15 university hospitals and 9 associated research institutes, where 5,000 researchers work. Six of these hospitals are Spain's top science research producers in the field of clinical research and human health research, Catalonia performs more clinical trials than any other region in Spain. The **Barcelona Clinical Trials Platform** maximizes the potential of the region providing a single point of access to some of the main university hospitals and to the national primary care network.



Biocat acts as a strategic agent and catalyst in the construction of the Catalan healthcare and life sciences ecosystem. Its mission is to dynamize all the stakeholders of the BioRegion (companies, research groups and entities, hospitals and innovation support structures) to transform knowledge and technology into economic growth and to create social impact.

### **Sector for the mission**

Life Sciences

### **Description of services / products / technologies**

Biocat structures its actions around four key strategic focal points: raising awareness and projecting the life sciences sector, driving and coordinating large strategic system projects, developing talent and entrepreneurship, and promoting valuable research and business growth.

### **Main goals for this mission**

Biocat encourages all the stakeholders of the BioRegion (companies, research groups and entities, hospitals and innovation support structures) to transform knowledge and technology into economic growth and to create social impact.

### **Participant Mission:**

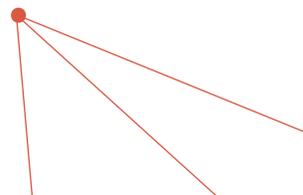


Albert Barberà Lluís  
CEO  
Phone: (+34) 93 310 45 75  
Email: abarbera@biocat.cat



Roi Villar Vázquez  
Head of Internationalization  
Phone: (+34) 600 288 873  
Email: rvillar@biocat.cat

Web: [www.biocat.cat](http://www.biocat.cat)



Bioprognos is a biotech company, created in January 2016 and dedicated to the development of diagnostic solutions for the early detection of different types of cancer through a simple blood test.

### Sector for the mission

Biotechnology

### Description of services / products / technologies

The test “MBDAA for Lung Neoplasia Dx” calculates the risk of lung cancer -and provides histology in the case of a positive test-, combining the values of 6 tumor markers obtained with a simple blood test, with other clinical data from the patient, with an 87.5% sensitivity and 98% specificity.

### Main goals for this mission

To approach local companies and institutions, in order to sign technological and commercial agreements for our MBDAA algorithms for cancer diagnosis.

#### Participant Mission:



Gaspar Domínguez de la Fuente  
Chief Global Sales Officer  
Phone: (+34) 629 108 137  
Email: gaspar.dominguez@bioprognos.com



Sergio Calleja Freixes  
CEO  
Phone: (+34) 620 309 808  
Email: sergio.calleja@bioprognos.com

Web: [www.bioprognos.com](http://www.bioprognos.com)

EURECAT is the leading Technology Centre of Catalonia (Spain), which provides the industrial and business sector with differential technology and advanced expertise. It offers solutions to their innovation needs and boosts their competitiveness in a fast-paced environment.

### **Sector for the mission**

Health and biotech

### **Description of services / products / technologies**

EURECAT's biotechnologies division looks for synergies between two complementary technology units: the Centre for Omic Sciences (COS) and the Nutrition and Health Unit. EURECAT-COS hosts a large and well-equipped analytical facility for high throughput 'omic' studies centred in metabolomics and the Nutrition and Health Unit focused in the validation of the health effects of natural extracts in nutrition and health with in vitro, in vivo and human models.

### **Main goals for this mission**

EURECAT's biotechnologies division has to increase the technical capacities and international projections in the coming years so we are encouraged to collaborate on research, development and innovation with leading centres and companies from food, biotech and health sectors in China. The main objective of the mission is to develop long-lasting partnerships between EURECAT and Chinese companies and centres while helping to tackle biotech issues.

#### **Participant Mission:**



Xavier López Luján  
Corporate & Operations Managing Director  
Phone: (+34) 637 816 416  
Email: [xavier.lopez@eurecat.org](mailto:xavier.lopez@eurecat.org)



Aurea Rodríguez  
Managing Director Tarragona  
Phone: (+34) 618 41 40 88  
Email: [aurea.rodriiguez@eurecat.org](mailto:aurea.rodriiguez@eurecat.org)  
Web: [www.eurecat.org](http://www.eurecat.org)

Fira is one of the most important European trade fair organizations and its international prestige is closely linked to the Barcelona brand, a city with over a century of trade fair tradition. As an economic driver, it is one of the best platforms for business, international exposure of companies, product marketing, networking and knowledge exchange.

### **Sector for the mission**

Trade fair and event organization

### **Description of services / products / technologies**

Lifesciences and Chemistry Business Unit of Fira de Barcelona organizes the following events in 2017:

- World Chemical Summit: [www.worldchemicalsummit.com/en/home](http://www.worldchemicalsummit.com/en/home)
- Expoquimia - The International Chemistry Event: [www.expoquimia.com/en/home](http://www.expoquimia.com/en/home)
- Pharmaprocess - Innovation Forum in Pharmaceutical process: [www.pharmaprocessforum.com/en/home](http://www.pharmaprocessforum.com/en/home)
- Healthio - a Dynamic and interactive event with activities organized by specific areas for innovation in healthcare: [www.healthio-global.com/en/home](http://www.healthio-global.com/en/home)

### **Main goals for this mission**

Contact the key players related with the target sectors of this mission, in order to establish form of collaboration and to organize trade missions for visitors from China/Hong Kong at the events organized by the Business Unit.



#### **Participant Mission:**

Pilar Navarro Muñoz  
Director Life Science & Chemistry Business Unit  
Phone: (+34) 679 975 830  
Email: [pnavarro@firabarcelona.com](mailto:pnavarro@firabarcelona.com)  
Web: [www.firabarcelona.com](http://www.firabarcelona.com)

Manufacturer & exporter of high-tech components and finished products for orthopaedics and podiatry. Our company was founded in 1963. We are based in Barcelona and we export 80% of our production to more than 50 countries in the world. We are an international reference for the professionals of the foot's health.

### **Sector for the mission**

Medical devices

### **Description of services / products / technologies**

Orthopaedic insoles/Foot orthotics for standard foot pathologies and components for customized/bespoke foot orthotics employed in orthopaedics and podiatry. Service & digital diagnostic devices for foot pathologies and computer aided customized foot orthotics. Tuition and Practical seminars on customized/bespoke foot orthotics.

### **Main goals for this mission**

We are interested in finding distributors and privately owned or public companies interested in our standard foot orthotics and our components for customized orthotics, as well as in our components and digital diagnostic devices.



### **Participant Mission:**

Antonia Busia  
Export Manager  
Phone: (+34) 619 28 86 26  
Email: [Antonia.busia@flexor.es](mailto:Antonia.busia@flexor.es)  
Web: [www.flexor.es](http://www.flexor.es)

IDIBELL is a research center participated by the Bellvitge University Hospital, the Catalan Institute of Oncology and the University of Barcelona, all of them located in South Barcelona. The Health Institute Carlos III has acknowledged the high quality of the research conducted in IDIBELL. The IDIBELL mission is to promote and facilitate translational research of proven scientific excellence that integrates innovation and the technological transfer in biomedicine, generating value for continuous improvement of health and living standards.

### **Sector for the mission**

Biotechnology

### **Description of services / products / technologies**

IDIBELL research is mainly focused on Cancer, Neuroscience and Translational Medicine. The IDIBELL mission is to promote and facilitate translational research of proven scientific excellence that integrates innovation and the technological transfer in biomedicine, generating value for continuous improvement of health and living standards.

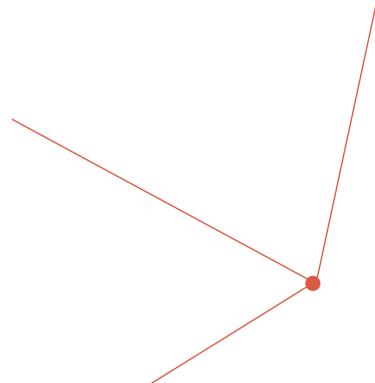
### **Main goals for this mission**

To become one of the biomedical research institutes of International reference by making sure that our results lead to innovation and transfer, embodied in improved healthcare for citizens. To be regarded as a reference institution in attracting talent, researchers being our main assets. IDIBELL stresses the importance of collaborative research within their investigators, but also with the research community in an effort to boost the resolution of major Health problems.



### **Participant Mission:**

Gabriel Capellà  
Director  
Phone: (+34) 93 260 72 91  
Email: [gcapella@idibell.cat](mailto:gcapella@idibell.cat)  
Web: [www.idibell.cat](http://www.idibell.cat)



Rubio is a Spanish pharmaceutical family-owned company pioneer in offering therapies to the specialists for low incidence and prevalence diseases mainly in Rheumatology, Urology, Nephrology, Neuropediatrics and Cardiovascular Risk.

### **Sector for the mission**

Pharma industry

### **Description of services / products / technologies**

Our products are present in more than 50 countries all around the world and we have new registration procedures on going. The international portfolio strategy focuses on the company strategic products, produced internally: Rubifen (methlylphenidate), resincalcio/ resinsodio (calcium/sodium polystyrene sulfonate) and resincolestiramina (cholestyramine). The international sales strategy is to sell our products through selected specialized laboratories in each country, to ensure the best introduction, sharing our knowledge and long experience.

### **Main goals for this mission**

To look for potential partners to distribute our products in the Chinese markets and other markets in the Asian territory. Our products susceptible to be distributed in the area are: Rubifen (Methylphenidate), Resincalcio and Resinsodio (Calcium and Sodium polystyrene Sulfonate), Dolquine (Hydroxichloroquine), Reutenox (Tenoxicam) and Resincolestiramina (Cholestyramine). We are also looking for partners for Liposcale, an advanced Lipoprotein diagnostic test for the measurement of Cardiovascular Risk. Because of this, we are looking for companies in the areas of CNS, Rheumatology, Nephrology, Urology, Cardiovascular Risk and Endocrinology.



### **Participant Mission:**

Pelayo Rubió  
General Manager  
Phone: (+34) 627 439 855  
Email: [prubio@labrubio.com](mailto:prubio@labrubio.com)  
Web: [www.laboratoriosrubio.com](http://www.laboratoriosrubio.com)

Linkcare was founded in 2010, building over the experience of more than 10 years of delivering integrated care of the Clinic Hospital of Barcelona. The platform is used in several European countries, Mexico and China and has become a leading player in lifestyle interventions for clinical trials and for deploying Social Care models.

### **Sector for the mission**

Pharmaceutical sector, Clinical Research Organizations (CROs), hospitals, health insurance companies. Governmental institutions: hospitals, active and healthy ageing, social care, rural doctors etc.

### **Description of services / products / technologies**

Linkcare's health care platform allows different professionals to coordinate the treatments/ protocols they apply to their patients. It is intensively used for clinical trials and lifestyle interventions (requiring telecoaching). The platform is also used for deploying a Social Care model, in which professionals, social workers, caregivers or family members get coordinated to support patients in their treatments following pre-defined protocols.

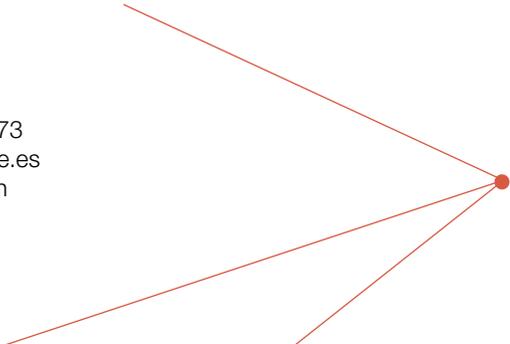
### **Main goals for this mission**

To explore potential opportunities and build a network with: relevant authorities related to health care; chief medical doctors of leading Chinese Pharmaceutical players; directors of hospitals looking to provide services to chronic patients and/or do patient follow up once they go back home.



#### **Participant Mission:**

Jim Roldan  
CEO  
Phone: (+34) 930 240 373  
Email: jimroldan@linkcare.es  
Web: www.linkcareapp.cn



Vesismín Health is a company, based in Barcelona, specialized in developing, producing and selling innovative disinfectant solutions to reduce hospital-acquired infections.

### **Sector for the mission**

Medical devices, biocides

### **Description of services / products / technologies**

We produce a device to disinfect surfaces airborne (NDP Air Total), user friendly, without the need of machine, no toxic and very effective.

We are also the first company that has developed orange colored chlorhexidine (Bactiseptic and Aquaseptic) to use it for skin preparation before surgery, instead of Povidone Iodine. Its higher efficacy and the fact of being colored is an important added value of the product, which contributes to reduce infections.

### **Main goals for this mission**

To get to know Chinese market and the possibilities of success we have there. To meet new possible distributors, especially for our chlorhexidine range. To find partners to produce a single use applicator of our chlorhexidine antiseptics. To meet our new distributor of our NDP Air Total.



#### **Participant Mission:**

Victor Vallés  
General Manager  
Phone: (+34) 609 244 357  
Email: [walles@vesismín.com](mailto:walles@vesismín.com)  
Web: [www.vesismín.com](http://www.vesismín.com)



ZeClinics is a Contract Research Organization (CRO) using zebrafish for drug discovery in preclinical early phases. Zebrafish saves up to 10X time and budget in R&D with a 95% predictivity on the effect of new drugs in humans.

### **Sector for the mission**

Drug discovery, pharmaceuticals, biotechnology, zebrafish, CRISPR/Cas 9, toxicology, disease models, phenotypical screening, cardiovascular, neurobiology

### **Description of services / products / technologies**

Services for drug discovery using zebrafish:

- ZeTox, acute, chronic, general and organ-specific toxicology test;
- ZeGenesis, generation of knock-out, knock-in, transgenic zebrafish or cell lines through CRISPR/Cas9;
- ZeEfficacy to early evaluate the efficacy of libraries of compounds with high-content phenotypical screenings.

### **Main goals for this mission**

To expand our business activity around the country, resulted on the top 10-target region in our market assessment study. Also, to establish new contracts with final potential clients but we are also looking for partners in order to actively promote our services.



### **Participant Mission:**

Davide D'Amico  
Chief Executive Officer  
Phone: (+34) 930 240 373  
Email: [davide.damico@zeclinics.com](mailto:davide.damico@zeclinics.com)  
Web: [www.zeclinics.com](http://www.zeclinics.com)



---

# Tourism

The tourism industry plays a leading role in the Catalan economy and is a sector to which the Government of Catalonia is clearly committed. It represents 12% of the GDP and accounts for almost 13% of all employment. In 2016, the tourism balance once again performed strongly in Catalonia.

- Abaser Limousine Services
- Advanced Leisure Services, SL
- Associació Passeig de Gràcia
- Bodegas Torres
- Costa Brava Tourist Board
- EAT Boqueria
- Fairmont Rey Juan Carlos I
- Gramona
- Hotel OMM
- Hotel The One Barcelona 5\* GL
- Sol-Vip Travel
- Turisme de Barcelona

---

## **Tourism, a major player in the Catalan economy**

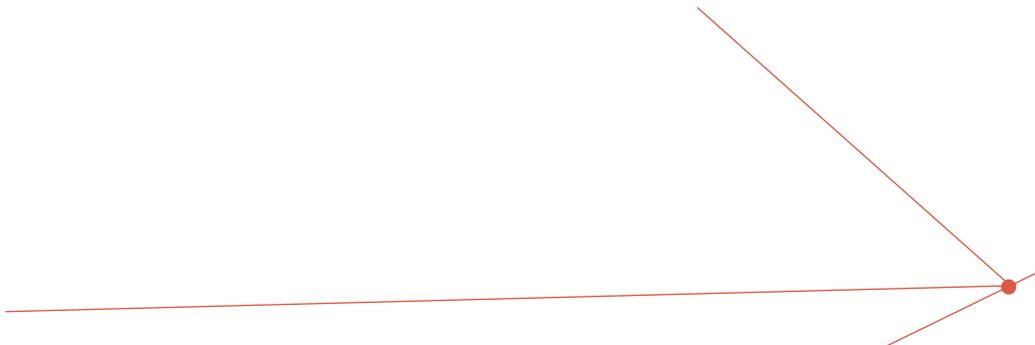
The tourism industry plays a leading role in the Catalan economy and is a sector to which the Government of Catalonia is clearly committed. It represents 12% of the GDP and accounts for almost 13% of all employment (between 390,000 and 431,000 people).

In 2016, the tourism balance once again performed strongly in Catalonia. The healthy evolution of the tourism sector also benefits other areas such as restaurants, transportation, culture, leisure, agri-food sector, telecommunications, suppliers, etc.

**Catalonia is one of the top European destinations, showing 22.2% of the Spanish total tourist accommodation places and 2.5% of the EU (Eurostat).**

**Catalonia closed 2016 with almost 18 million foreign tourists, 4% over 2015, creating spending of almost €17,000 million.**

Entrepreneurs and tourism professionals have the full support of the Government to continue to innovate and work to position Catalonia as a tourist destination of excellence. The overlying objective is to promote quality Catalan tourism, arising out of tourism experiences based on high added value products such as wine, gastronomy, family tourism, outdoor tourism, local culture, and so on, while also encouraging off peak season activities.



---

## The growth in tourism in recent years has been based largely on Barcelona's attractiveness.

Barcelona holds sixth place among European cities for the number of overnight stays (ECM Benchmarking) and attracts leisure tourists as well as those interested in architecture, design, culture, lifestyle, food, etc.

**Business tourism** also has a significant presence in the city. The International Congress and Convention Association (ICCA) places Barcelona third in the global ranking of cities organizing conferences for 2015, behind Berlin and Paris.

**Cruise ship traffic** in the Port of Barcelona shows over 2.5 million passengers. The role of the Port of Barcelona as a base port where cruises begin or end their journeys is significant, as this generates a greater economic impact than that produced in ports of call only.



### **Barcelona Airport - El Prat**

44 million passengers (2016)  
100 airlines and 200 destinations  
Best Southern European Airport 2016



### **Port of Barcelona**

2.5 million cruise ship passengers (2015)  
Top European and Mediterranean cruise port, fourth in the world, behind the main Caribbean ports.



We are an executive chauffeur company, our specialized and multilingual team provides exceptional service for events of any size, airport/port transfers, company retreats, trips, shopping tours, cultural tours, events and award shows.

### Sector for the mission

Luxury travel industry

### Description of services / products / technologies

Our fleet consists of luxury cars: Mercedes-Benz S Class, BMW 7 Series, Mercedes V Class, Buses and minibuses. Each vehicle in our late model, luxury fleet is meticulously maintained, equipped with the best facilities and the latest Technology to ensure the highest safety, convenience and comfort.

### Main goals for this mission

To be in contact with a Luxury travel industry to engage into solid business relations for all their clients interested in travelling to Spain and Europe. We are sure we can guarantee the best service for their clients.



### Participant Mission:

Gerard Dalmau  
Key Account Manager  
Phone: (+34) 628 274 390  
Email: [gerard@abaser.es](mailto:gerard@abaser.es)  
Web: [www.abaser.es](http://www.abaser.es)

Advanced Leisure Services is a company specialized in tourism and leisure sectors. We offer consulting, design, development and management services. In management, we offer a catalogue of creative and diverse touristic products in Barcelona and its surrounding area.

### **Sector for the mission**

Tourism

### **Description of services / products / technologies**

Our cultural offers include Gaudi's Crypt in Colonia Güell, a church built by Gaudi and declared a World Heritage Site by UNESCO. It is a 9th century castle with a national hotel where you can see the most spectacular mountain of salt in Europe. We also offer leisure activities, such as taking a trip through the history of Jamon and its varieties, a 4D exploration of Gaudi's creative process situated 2 minutes away on foot from Park Güell, the wax museum in Barcelona and the shuttle bus to the most sophisticated outlet in Europe.

### **Main goals for this mission**

To introduce our creative and different touristic products in the Chinese market and to increase the number of tour operators selling our products.



#### **Participant Mission:**

Esther Orriols  
Sales Manager  
Phone: (+34) 626 425 951  
Email: eorriols@adleisure.com  
Web: www.adleisure.coms

Passeig de Gràcia represents more than 180 establishments located in the area, that represents a huge variety of products and services, related to shopping, accommodation, gastronomy, culture and leisure. We promote all of them to the tourism industry in order to raise awareness and bring better and more business to all our members. We put them in contact with the agencies, and help them work together in order to sell better our destination.

### Sector for the mission

Travel and tourism

### Description of services / products / technologies

We can organize exclusive lifestyle experiences, and make all the arrangements for the accommodation, guiding services, personal shoppers, restaurants advice and reservations. We can provide suggested itineraries for a romantic getaway, a wellness treat, a shopping weekend, and many other ideas to help you sell Barcelona, always with very high quality of services, and tailor-made for each of the clients.

### Main goals for this mission

To promote Passeig de Gràcia as a lifestyle and shopping luxury destination among the chinese travel agencies. To inform about all the offer in shopping, accommodation, gastronomy, and culture and leisure of the avenue. To establish new relations and contracts with the operators in Shanghai and Hong Kong in order to bring more upscale clients to Passeig de Gràcia and Barcelona



### Participant Mission:

Verónica Rodríguez  
Tourism Marketig Director  
Phone: (+34) 687 902 890  
Email: vrodriguez@barcelonapasseigdegracia.com  
Web: www.barcelonapaseodegracia.com

The Torres Winery, founded in Vilafranca del Penedes in 1870, is one of the most important Spanish and Catalan family wineries with DO's, exporting its wines and brandies to over 150 countries worldwide.

**Sector for the mission**

Tourism

**Description of services / products / technologies**

Exclusive wine tourism experiences at the different venues.

**Main goals for this mission**

To get contact with tourism outbound companies focused on luxury, wine tourism and gastronomy.

**Participant Mission:**

Gerard Civil Barberá  
MICE coordinator  
Phone: (+34) 666 504 931  
Email: [gcivil@torres.es](mailto:gcivil@torres.es)  
Web: [www.torreschina.com](http://www.torreschina.com)

Other contact person: [mkolling@torres.es](mailto:mkolling@torres.es)  
Position: Sales Coordinator  
Phone in China: (+84) 62677979

The Costa Brava Tourist Board is the highest authority for the tourism promotion of the Girona region. Its goal is to promote, structure, disseminate and position the tourism offer of the Costa Brava and Pirineu de Girona brands. It includes, among other aspects, marketing of their tourism products both in Spain and abroad.

### **Sector for the mission**

Tourism

### **Description of services / products / technologies**

Wonderful, remarkable, fantastic... It is impossible to choose a single adjective that encompasses the appeal of the Costa Brava and Girona Pyrenees: it is a small region that generates massive emotions. An extraordinary place invites you to experience all its charm and character to the fullest with first-rate premium experiences and the most exclusive services.

### **Main goals for this mission**

- To structure and disseminate the unique offer of the Costa Brava and Girona Pyrenees brands.
- To promote the destination through its unique offer.
- To position the Costa Brava and Girona Pyrenees in the Asian market



### **Participant Mission:**

Sandra Perich  
Unique Premium – Marketing Department  
Phone: (+34) 972 20 84 01  
Email: [sperich@costabrava.org](mailto:sperich@costabrava.org)  
Web: [www.costabrava.org](http://www.costabrava.org)

Carlos Jiménez Sama has worked as a marketing consultant at la Boqueria Market for more than eight years. He has implemented international promotional activities and created a tour designed specifically for Chinese tourists. The EatBotqueria Tour is a different kind of proposal as it has the full support of the Boqueria traders.

### Sector for the mission

Tourism

### Description of services / products / technologies

La Boqueria Market, the most popular wholesale food market in Barcelona and a reference in Europe, invites Chinese tourists to enjoy experiential tourism through the Eat Boqueria Tour, share the history of five generations of professionals, discover the current projection of the market and taste its gastronomic products at the market.

### Main goals for this mission

To determine and propose trade agreements with specialized tour operators who offer this cultural, leisure and gastronomic experience for tourists in la Boqueria Market, one of the most iconic and symbolic venues in the city of Barcelona.



### Participant Mission:

Carlos Jiménez Sama  
Manager  
Phone: (+34) 695 163 275  
Email: [info@eatboqueria.com](mailto:info@eatboqueria.com)  
Web: [www.boqueria.info](http://www.boqueria.info)  
[www.eatboqueria.com](http://www.eatboqueria.com)

Set in 25.000 square meters of breathtaking gardens, with unparalleled views of the stunning city skyline, this luxurious urban hotel provides a tranquil retreat in the best area of Barcelona.

### Sector for the mission

Hotels - Hospitality industry

### Description of services / products / technologies

Fairmont Rey Juan Carlos I offers a wide variety of dedicated services designed to fulfill guests' needs. Two large exterior pools, multiple relaxation options and innovative restaurants will assure a memorable and enjoyable stay.

### Main goals for this mission

To turn moments into memories for our Chinese guests.



### Participant Mission:

Iago Maiz Manso  
Senior Sales Manager  
Phone: (+34) 629 213 257  
Email: [iago.maiz@fairmont.com](mailto:iago.maiz@fairmont.com)  
Web: [www.fairmont.com](http://www.fairmont.com)

Gramona possesses over 50 hectares of vineyards on five areas –La Plana, Mas Escorpí, El Serralet, Font Jui and La Solana. All located in the Penedès, a region of enormous diversity, creating wines with endless nuances. Gramona has farmed the xarel-lo grape variety from the very beginning, proving its quality and ongoing potential through its wines and, above all, through its long-aged Cavas. The Xarel-lo is the white grape variety with most antioxidants in the world, even containing more than some reds. Gramona has also successfully adapted grapes of diverse origins, such as pinot noir, Gewurztraminer and Chardonnay, to its terroirs.

### **Sector for the mission**

Hotels, casinos, restaurants, corporate gifts, wine clubs, private collectors

### **Description of services / products / technologies**

Gramona offers unique tours to our Centenary Vineyards, food and wine pairings, sensorial tastings and horse riding tours. We want to share with you a part of the world that is dear to our hearts and takes you into the vineyards so that you can see what the earth has to offer. We express our love of our local region through our respect for environmental friendly principles, including the incorporation of animals within the vineyards, which actively helps the life cycle of the vine. We are always conscious of the fact that nature and environment have a direct and important influence on our wines and caves. We consider our duty to observe them and learn to interpret them, thereby ensuring their sustainability.

### **Main goals for this mission**

To connect with wine buyers in China working for luxury hotels, casinos, top restaurants, wine clubs and private collectors. Also, we would like to communicate our brand and philosophy to the opinion leaders in the wine industry.



#### **Participant Mission:**

Xavier Gramona Sande  
Vice President  
Phone: (+34) 656 929 552  
Email: [xaviergramona@gramona.com](mailto:xaviergramona@gramona.com)  
Web: [www.gramona.com](http://www.gramona.com)

The philosophy of Tragaluz Group itself centers on taking care of the details, indulging the client and making possible quality design and welcoming spaces, while never relinquishing personality. The search for new ideas and different concepts, creativity, coherence and honesty are the common denominators in everything the group does. They find inspiration in their experiences, trips and creative and receptive attitudes before each new project begins. The premises of the group become “rounded”, a work sprung from perseverance, perfectionism and the ability to find a completely new and different perception.

### **Sector for the mission**

Hospitality

### **Description of services / products / technologies**

A gastronomic hotel opened to the city Grupo Tragaluz has created a space where the ambience is the main attraction. Contemporary and colorist, it is the place to go if you are living or spending time in Barcelona. It has 91 rooms (8 suites, 9 junior suites, 16 superior and 58 standard), modern, comfortable and bright, with spectacular views of Passeig de Gràcia. Also, a rooftop with an open swimming pool and views of the Gaudi's Casa Milà. The lobby lounge at the entrance hosts the Roca Moo restaurant, 1 Michelin star, proposes a culinary offer through a gastronomic game between exquisite recipes and carefully selected wines.

### **Main goals for this mission**

Top and tailor-made agencies.



### **Participant Mission:**

Leyre Garcia de Araoz  
Position sales & marketing director  
Phone: (+34) 629 021 527  
Email: l.garciadearoz@hotelomm.com  
Web: www.hotelomm.com

With an exceptional location, close to Passeig de Gràcia. The One Barcelona is a new 5star GL hotel that offers 89 guest rooms & suits to create a contemporary luxury design and elegance experience.

### **Sector for the mission**

Travel agencies, travel advisors, business travel

### **Description of services / products / technologies**

One Barcelona 5\* GL offers travelers a luxurious experience in all their senses, thanks to its 89 elegant rooms & suites. Gastronomy is represented at The Somni Restaurant where local flavors are placed to be discovered. Plunge Pool with panoramic views and the spa complete The One experience.

### **Main goals for this mission**

At The One, we would like to approach the local experience to the Chinese market, using their strategic location, all our guests will discover the gastronomy, culture and art of living in Barcelona with the best hotel facilities and personalized service. Building relationships will be a pleasure.



### **Participant Mission:**

Pau Gonzalez Daniel  
International Sales Manager  
Phone: (+34) 683 142 941  
Email: [pau.gonzalez@hotelstheone.com](mailto:pau.gonzalez@hotelstheone.com)  
Web: [www.hotelstheone.com](http://www.hotelstheone.com)



Sol-VIP Travel is one of the leading Destination Management Company in Spain, based in Barcelona, with 25 years working experience in V.I.P. individual tourism. We provide luxury leisure and tailor-made exclusive programs for individual travelers in Spain.

### Sector for the mission

Premium travel, luxury concierge service

### Description of services / products / technologies

Our services: accommodation in the best 4 and 5\* hotels, transfers, helicopters and yacht rental, gastronomic and winery tours, exclusive master-classes, football and concert tickets, leisure with famous people, spa and wellness programs, extreme, wedding planning, conferences organization.

### Main goals for this mission

We are open to new partners and ready for fruitful collaborations. To find common business interests and the target audience.



### Participant Mission:

Tatiana Ganina  
Marketing Manager  
Phone: (+34) 93 467 48 48  
Email: [marketing@solviptravel.com](mailto:marketing@solviptravel.com)  
Web: [www.solvittravel.com](http://www.solvittravel.com)



The Turisme de Barcelona Consortium is responsible for promoting the Catalan capital as a tourist destination. We carry out promotional, communication and marketing campaigns in the principal international source markets, targeting different world market segments which falls within its sphere of interest (conventions, cruises, holidays, cultural activities, etc.).

### **Sector for the mission**

Tourism

### **Description of services / products / technologies**

The Barcelona Premium program is the one from Turisme de Barcelona whose aim is to promote all the unique and exclusive experiences available in our city, and to present Barcelona as a luxury destination.

The Barcelona Premium and our city offer endless unique experiences which are designed to satisfy all tastes. Highlights, include tours of exclusive Catalan art-nouveau, modernist buildings; the hire of all kinds of luxury transport, including limousines or helicopters, and even the opportunity to drive a sport car in the Formula 1 circuit. Unique gastronomic experiences served up by renowned chefs; having a unique wedding dress made by a prestigious fashion designer; letting yourself be guided by a personal shopper; the sensory experiences at the city's top beauty and wellbeing centres; wine tasting experiences; fast track services at Barcelona Airport, and everything else the client could dream of.

### **Main goals for this mission**

To contact with high value target buyers which are representing the type of clients who are looking for products and experiences.

#### **Participant Mission:**



Jordi William Carnes  
Director TdBcn  
Phone: (+34) 933 689 700  
Email: [jwcarnes@barcelonaturisme.com](mailto:jwcarnes@barcelonaturisme.com)



Mercedes Garcia  
Responsable producte Premium  
Phone: (+34) 933 689 700  
Email: [mgarcia@barcelonaturisme.com](mailto:mgarcia@barcelonaturisme.com)

Web: [www.visitbarcelona.com](http://www.visitbarcelona.com)



# Mission Organizers



---

# Catalan Agrifood Export Promotion Agency (Prodeca)

**Catalan Agrifood Export Promotion Agency (Prodeca)** is a public company under the Department of Agriculture, Livestock, Fisheries and Food of the Government of Catalonia.

The Catalan Agrifood Export Promotion Agency (Prodeca) provides support services in foreign trade and internationalisation to the agri-food industry in Catalonia.

- We run programmes on getting started on the export market, market diversification, promoting sales, and consolidating an overseas presence.
- We offer customised services in international expansion to entities and companies that have specific internationalisation needs.
- We generate international positioning plans for gastronomy under the Catalonia brand, with a view to publicising Catalan food products and boosting a culture of excellence.

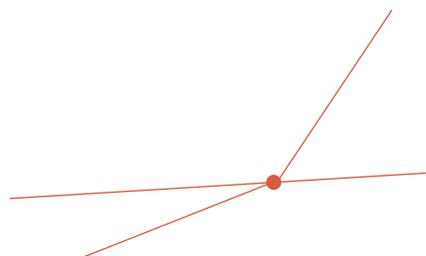
**The Catalan Agrifood Export Promotion Agency staff is qualified and experienced in promoting sales in the agri-food industry, with professionals specialised in the different agri-food sectors.**

## Contact

PRODECA, S.A. Promotora d'Exportacions Catalanes SA  
[www.prodeca.cat](http://www.prodeca.cat)

Gran Via de les Corts Catalanes, 620, pral.  
08007 BARCELONA  
T. (+34) 935 524 820 / F. (+34) 935 524 825  
[prodeca@prodeca.cat](mailto:prodeca@prodeca.cat)

Ronda Sant Martí, 2-6, 1a planta  
25007 LLEIDA  
T. (+34) 973 247 109 / F. (+34) 973 248 727  
[lleida.prodeca@gencat.cat](mailto:lleida.prodeca@gencat.cat)



---

## Catalan Tourist Board

Catalonia, with Barcelona as its capital city, is Spain's top tourist spot and one of Europe's leading destinations, receiving a total of 18 million tourists from abroad in 2016. Of these, 200,000 were from China.

Catalonia has 4 administrative provinces; Girona, Barcelona & Tarragona all sharing the 580 km Mediterranean coast, and with inland Lleida boasting the Pyrenees Mountains. Catalonia, home to international creative figures such as Gaudí, Dalí, Miró and Ferran Adrià, combines tradition, innovation and design, and has been declared European Gastronomy Region for 2016.

**The Catalan Tourist Board (CTB)** is the Government of Catalonia's official tourist promotion organization, and is responsible for carrying out governmental tourism development policies. Obtaining measurable results is a priority, focussing efforts on tourist resources and companies in the Catalan industry. To this end, the CTB supports marketing of different products.

Its Great China Office based in Beijing offers the following services to Chinese travel agencies:

- Destination training: in China & in Catalonia.
- Product development: ideas on designing new packages, advice on new destinations/products, contacts with Catalan tourism companies.
- Co-Marketing: to develop joint promotional activities, both online & offline.
- Marketing support: photographs, videos, news brochures.

### Contact

Catalonia Tourist Board  
<http://act.gencat.cat>

Passeig de Gràcia, 105 3r  
08008 Barcelona (Espanya)  
Tel: + 34 934 849 900



---

# ACCIÓ, the Agency for Business Competitiveness

## Where everything connects to build a powerful economy

### Internationalisation

We connect Catalan companies to the world, offering resources and tools to help them export, enter new markets or set up abroad. We promote international innovation and technology transfer, as well as attracting foreign investment to Catalonia

### Innovation

We successfully connect companies and projects to the market. We accompany companies in their process of competitive differentiation and constant search for new business opportunities through systematic innovation, technology incorporation and internationalisation.

**6 out of every 10 innovative companies export. 85% of innovative companies expect to increase turnover.**

### Are you a start-up?

- Support for start-up growth.
- Accelerator sales and internationalisation programmes.
- Access to public, private and alternative funding.
- Exclusive services for technology based firms.

### Are you an SME?

- Access to funding to develop internationalisation, innovation and investment projects.
- Economic and mentoring support programmes.
- Tailor-made consultancy, training and professionalization services.
- Support in partner search, technology incorporation and access to European programmes.
- Detection of business opportunities.

### Are you an investor?

- Detection of investment opportunities.
- Raising of foreign investment.
- Organisation of investment forums.

**We assist 23,000  
companies yearly**

**Financing  
Start-ups  
Clusters  
Innovation  
Technology transfer  
Foreign trade  
Investment attraction**

---

# Catalonia Trade & Investment

## We are the Catalan Government agency for foreign investment and business competitiveness

- **Full support.** Smooth, fast and successful set-up of operations in Catalonia from start to finish.
- **Track record.** With over 5,000 investment projects behind us, we know how to maximise the return on investment.
- **Expertise.** Over 30 years' experience guarantee the results of our free of charge services.

## Catering the needs of international investors

**Are you considering a new investment?** All the information you need to know to make entering a new market as seamless as possible.

**Do you need us to accelerate your investment in Catalonia?** Our project management services give personalised support to your investment right from the start.

**Do you want to grow, reinvest & expand your investment in Catalonia?** Aftercare, expansion and reinvestments are one of our priority activities.

## Specialised one-stop-shop services

- **Investor information.** We provide full, practical, up-to-date information on establishing business operations in Catalonia.
- **Financing & incentives.** Increase the viability of your project with expert, in-depth information and support on financing possibilities.
- **Business location.** Get full, relevant information on industrial buildings, land, office space and logistics centres throughout Catalonia.
- **Innovation, tech & business partners.** We connect you to the best technological and innovation resources in Catalonia.
- **Business and institutional network.** We connect international companies to key institutional partners and business services providers.
- **International mobility for executives.** We offer a fast-track service for work and residence permits for your top employees as well as valuable information on mobility procedures.
- **Supplier search.** We help foreign companies source local suppliers, manufacturing partners, technology providers or developers to fulfil specific requirements.

# Connect to 39 worldwide offices in over 110 markets

The 39 Catalan Government Trade & Investment Offices assess and support international companies interested in investing in Catalonia and Barcelona. They also offer personalised assistance to Catalan companies wishing to open in new markets and to find global business opportunities.



**Catalonia.com**

[catalonia@catalonia.com](mailto:catalonia@catalonia.com)

## Our offices:

### Barcelona

Passeig de Gràcia, 129  
+34 93 476 72 00  
[catalonia@catalonia.com](mailto:catalonia@catalonia.com)

### Shanghai

1606-07A Westgate Mall 1038  
Nanjing Rd. (W)  
+86 21 32 17 0130  
[shanghai@catalonia.com](mailto:shanghai@catalonia.com)

### Hong Kong

Rm. 1905, FWD Financial  
Centre, 308-320 Des Voeux  
Road Central, Sheung Wan  
+85 22 537 7338  
[hongkong@catalonia.com](mailto:hongkong@catalonia.com)

### Beijing

Capital Mansion Office 1906  
Nº6 Xin Yuan Nan Road Chao  
Yang District  
+86 10 84 86 5223-5265-190  
[beijing@catalonia.com](mailto:beijing@catalonia.com)