

# Building the future

Be Barcelona & Catalonia Startup Hub



**ACCIÓ**  
Catalonia &  
Trade & Investment



**Generalitat de Catalunya**  
Government of Catalonia

**Catalonia is  
building the  
economy of  
the next decade**

- 01 The future has already  
arrived in Barcelona,**
- 02 a magnet for  
international talent**
- 03 with huge  
growth potential**

In Barcelona, the  
future has already arrived

01

Catalonia  
is tackling  
**society's**  
**future**  
**challenges**

Digital  
transformation

Sustainable mobility

Ageing  
population

Urban  
concentrations

ICT

Leisure

with **innovative solutions**

Ecommerce  
& Logistics

Foodtech  
& Drinks

Business  
Services

**1,708 startups**  
are already  
working on it

1,708

66.5%

on technology for  
industry 4.0

A magnet for  
international talent

02



17,517

**Highly-qualified  
professionals**  
come to Barcelona

**A cosmopolitan  
environment, where**

**26%**

**20%**

**of startup employees and of founders**

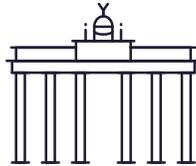
*are global citizens*

**Growth potential**

03

Barcelona is the  
**second favourite EU hub**  
for setting up a startup

**Berlin**



**Barcelona**



2,800

**A hub with growth potential**

Over the past 5 years, the startups in the Catalan ecosystem have attracted **2,800 million euros in private investment.**

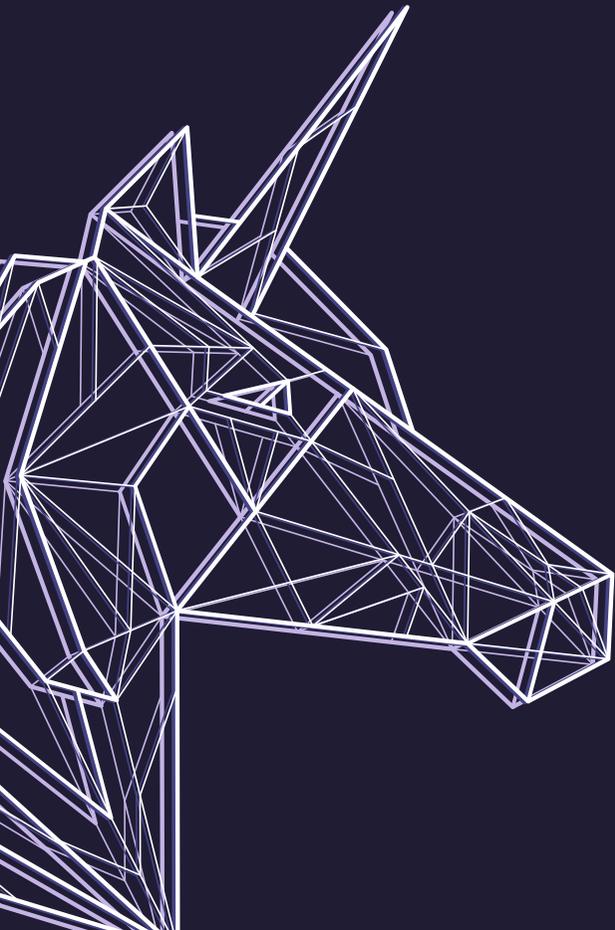
# The emphasis

on industry 4.0

attracting global  
tech talent

an environment that  
promotes excellence and  
the capacity for  
international connectivity

**makes Barcelona one of the hubs  
with most growth potential**



Dealroom, 2021



Barcelona stands  
3rd EU hub in terms of  
the number of funding  
rounds for startups



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