



Office & retail investment in Metropolis Barcelona

**A talent and innovation
ecosystem**

barcelonaopportunity.amb.cat



11.2% of Spain's GDP (2022)
Catalonia is the **5th** European region
in GDP (in PPS)



+40 international schools



2 business schools
at the top of the world rankings



47% of the patents
registered in Catalonia



+ 2,100 startups
based in Catalonia (2023)



+1,700 total meetings
in 2022

Metropolis Barcelona

This diverse metropolis of 636 km² is home to more than 3.3 million people (2020). The metropolitan area includes 36 municipalities and a rich fabric of productive and residential zones that are all accessibly located and well connected to one another.

The metropolitan area of Barcelona is one of the largest metropolitan areas in Europe and it is the core of economic activity of Catalonia, concentrating the 52 % of GDP and 52 % workforce of Catalonia. Besides, the metropolis of Barcelona is home of

highly prestigious business schools and powerful research hub of universities and hi-tech centres.

The location of economic activity is not constrained to industrial zones, but rather it is spread throughout the territory in the form of services, warehouses, workshops, technology parks, shopping centres, labs, co-working spaces and leisure areas. All of them are contiguous with and easily accessible from residential zones, universities, hospitals, natural spaces and commercial areas.

An open metropolis to the world

The metropolis of Barcelona is strategically located in Europe, acting as the so-called Europe's Southern gate and located along the Mediterranean Corridor, a route connecting Spain to the rest of the continent.

The metropolis is easily accessible via land, sea and air thanks to the proximity of the area's transport hubs to the city centre. The concentration of significant infrastructures on and around the Llobregat River Delta,

allows that none of the modes of passenger or commercial transport are located farther than 7 km from the city.

Regarding to transport of goods, the city is connected to the global economy by sea, via the logistics port; by rail, via conventional railroad; and by road, via comprehensive road and highway network, all of which help to give shape to the metropolitan area.

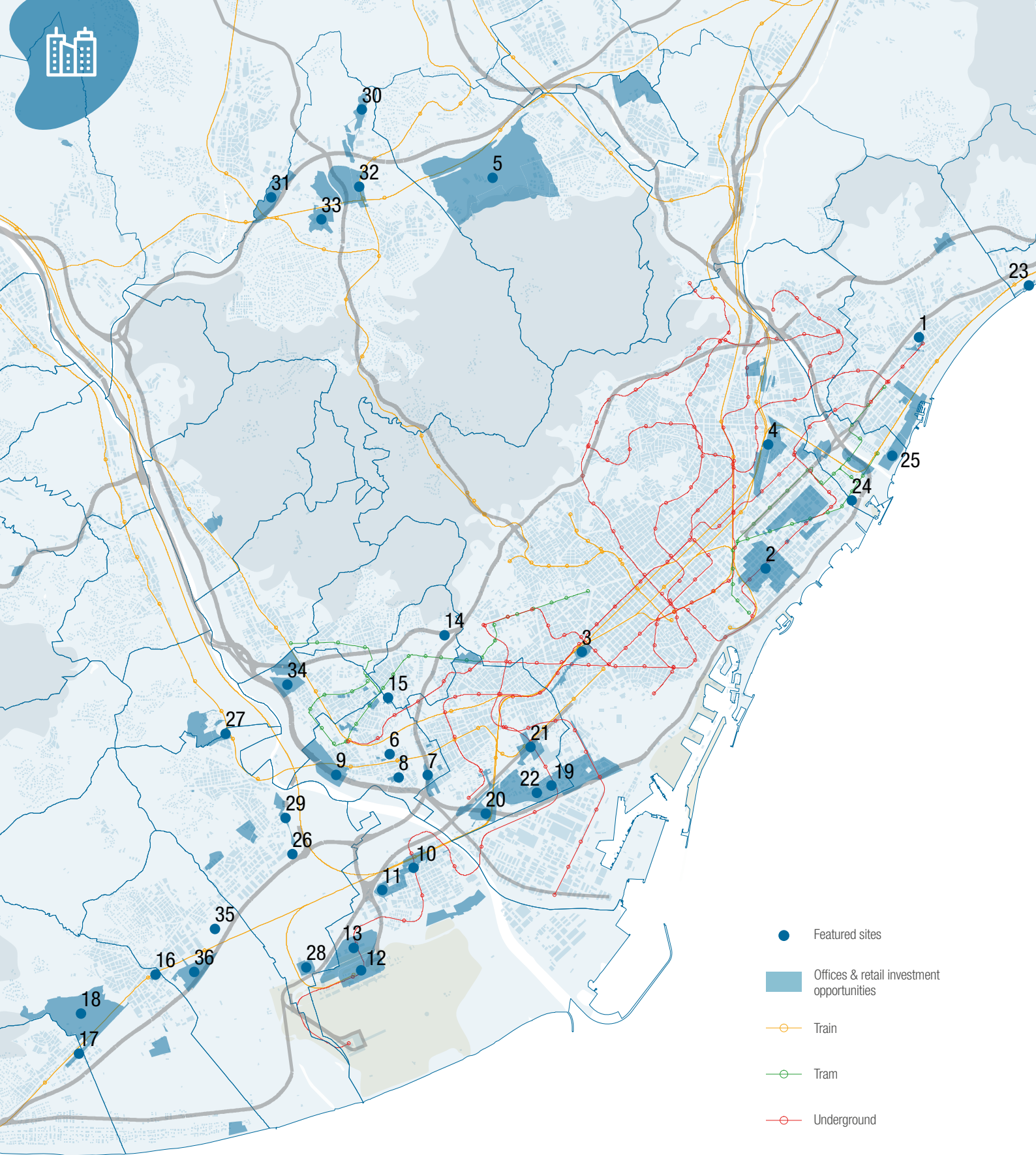
The 3rd preferred European city to locate a startup (Startup Heatmap Europe, 2023)

A creative, entrepreneurial and social environment

The metropolitan area of Barcelona hosts a range of actors engaged in technological innovation, and it is home to 51 % of Catalonia's creative activities and a large number of business clusters. It is also a fertile ground for entrepreneurs, scoring the 3rd place in the EU startups rankings.

The metropolis is now one of southern Europe's chief economic engines, a hub for logistics and a magnet for talent, a place that is open to business where over 530,000 jobs are potentially associated to industry 4.0.

Over time, Barcelona has evolved into a highly dynamic metropolis and a focal point for tourism, business, culture, entrepreneurship and creativity. The metropolitan area is also a leading destination for business travellers. It has taken on a central role as the locus of exchange of knowledge of new technologies, playing host to international congresses and fairs. Fira de Barcelona hosts many world-wide recognised trade fairs and events such as Alimentaria, Mobile World Congress, Integrated Systems Europe, Smart City World Congress, Seafood Expo Global, among others.



4M

m² office opportunities

3M

m² retail opportunities

<7

km between the port, the airport and the high-speed train

36

Featured office and retail sites

Tertiary floor area



| Sector | Tertiary floor area | | | Sector activity | Availability | Barcelona km | minutes |
|----------------------------------|-----------------------------|-------------|------------|-----------------|-------------------------|--------------|---------|
| | m ² | Offices (%) | Retail (%) | | | | |
| Badalona | | | | | | | |
| ● 1 | Llomas | 32,904 | 0% | 100% | Tertiary | III | 14 1 |
| Barcelona | | | | | | | |
| ● 2 | 22@ ¹ | 1,600,000 | | 100% | Economic activity | III | 3 1 |
| ● 3 | Sants Estació ² | 20,000 | 48% | 48% | Economic activity | III | 4 1 |
| ● 4 | Entorn Sagrera | 322,347 | | 100% | Tertiary-Residential | III | 5 1 |
| Cerdanyola del Vallès | | | | | | | |
| ● 5 | Parc de l'Alba | 173,148 | | 100% | Economic activity | I | 21 1 |
| Cornellà de Llobregat | | | | | | | |
| ● 6 | Passatge dels Alps | 26,212 | | 100% | Economic activity | III | 12 1 |
| ● 7 | Silici-Rosselló-Caldereria | 53,270 | | 100% | Tertiary | III | 11 1 |
| ● 8 | Fira de Cornellà | 42,400 | 80% | 0% | Tertiary | III | 13 1 |
| ● 9 | Ribera - Salines | 80,972 | | 100% | Tertiary-Residential | III | 14 1 |
| El Prat de Llobregat | | | | | | | |
| ● 10 | Entorn Estació Intermodal | 84,000 | | 100% | Tertiary-Residential | III | 11 1 |
| ● 11 | Enkalene | 233,248 | 75% | 21% | Economic activity | III | 11 1 |
| ● 12 | Ciutat Aeroportuària | 315,030 | 39% | 17% | Tertiary | III | 17 2 |
| ● 13 | Mas Blau II | 158,875 | | 100% | Economic activity | I | 13 1 |
| Esplugues de Llobregat | | | | | | | |
| ● 14 | Porta Barcelona | 85,515 | 90% | 10% | Tertiary | II | 8 1 |
| ● 15 | Montesa | 16,729 | | 100% | Residential | I | 14 1 |
| Gavà | | | | | | | |
| ● 16 | Roca | 60,721 | TBD | 35% | Tertiary-Residential | IIII | 19 1 |
| ● 17 | Resintex | 27,933 | | 100% | Tertiary | III | 22 1 |
| ● 18 | Pla de Ponent | 30,215 | | 100% | Tertiary-Residential | II | 20 1 |
| L'Hospitalet de Llobregat | | | | | | | |
| ● 19 | City Metropolitana | 162,537 | 66% | 0% | Economic activity | II | 7 1 |
| ● 20 | Biopol-Granvia | 556,418 | 72% | 10% | Tertiary | II | 9 1 |
| ● 21 | Plaça Europa | 195,962 | | 100% | Tertiary | I | 6 1 |
| ● 22 | Entorn Gran Via | 7,511 | 44% | 0% | Economic activity | I | 7 1 |
| Montgat | | | | | | | |
| ● 23 | Plataformes Passeig Marítim | 17,950 | | 100% | Tertiary | III | 17 1 |
| Sant Adrià de Besòs | | | | | | | |
| ● 24 | Campus Diagonal-Besòs | 20,650 | | 100% | Tertiary and facilities | I | 7 1 |
| ● 25 | Tres Xemeneies | 99,818 | 100% | 0% | Tertiary-Residential | III | 10 1 |
| Sant Boi de Llobregat | | | | | | | |
| ● 26 | Cabasses | 8,735 | 31% | 0% | Tertiary | I | 13 2 |
| ● 27 | Riera de Can Solé | 7,900 | | 100% | Residential | III | 16 1 |
| ● 28 | Antic Hiper | 30,000 | 100% | 0% | Economic activity | III | 15 1 |
| ● 29 | Llevant | 19,182 | | 100% | Economic activity | III | 14 1 |
| Sant Cugat del Vallès | | | | | | | |
| ● 30 | Can Marcet | 57,600 | | 100% | Tertiary | III | 19 4 |
| ● 31 | Can Sant Joan | 172,330 | 78% | 22% | Tertiary | III | 18 1 |
| ● 32 | Volpelleres | 47,202 | | 100% | Residential | II | 17 1 |
| ● 33 | Can Matas - Sector est | 81,998 | | 100% | Economic activity | II | 17 1 |
| Sant Joan Despí | | | | | | | |
| ● 34 | Can Creixells | 50,050 | 80% | 20% | Tertiary-Residential | III | 15 1 |
| Viladecans | | | | | | | |
| ● 35 | Illa A - Business Center | 26,667 | | 100% | Tertiary | III | 14 1 |
| ● 36 | Ca N'Alemany | 13,060 | 90% | 0% | Tertiary | I | 17 1 |

I Immediately II Short term III Mid term IIII Long term TBD To be defined

¹1.6 million m² (out of 3.6 million m²) to be developed through second level planning

²20,000 m² (out of 100,807 m²) to be developed through second level planning



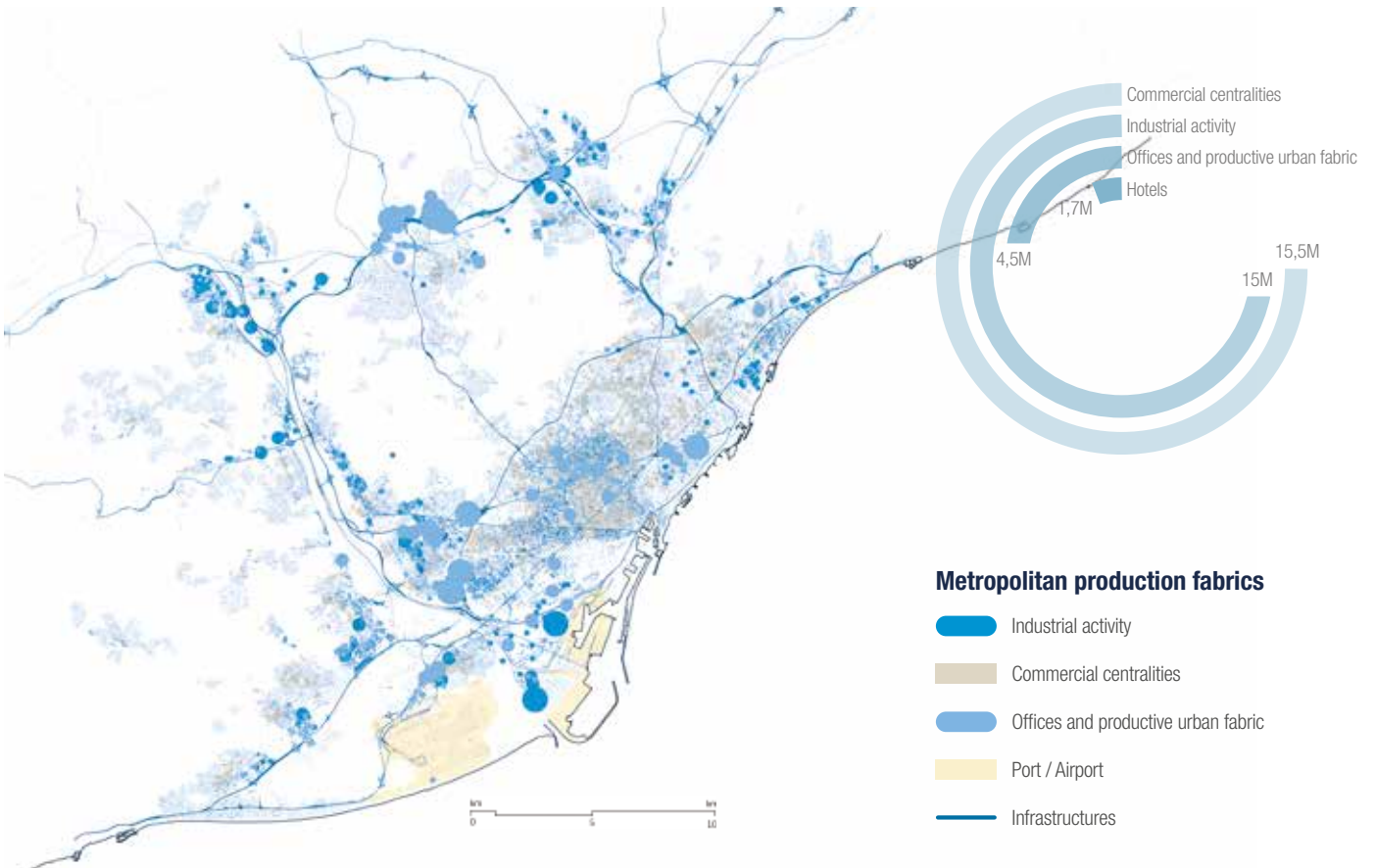
38%
of workers in tech hubs
in Catalonia are expats
(Tech Hubs Overview, 2023)

Retail investment

During 2021, the retail sector grew around 15% in most districts of Barcelona. Besides the boom of local demand, especially thanks to the digitalisation of the sector and the e-commerce, foreign demand is slowly recovering pre-pandemic figures. Right now there are 17 shopping centres (over 25,000 m²) in the metropolis of Barcelona, as well as many dynamic commercial areas in each of the municipalities. Some areas of the metropolis (i.e. Centre) have the highest density of shops in the country, while others have a great commercial potential.

The region's commercial areas are also distributed around the urban centres of all 36 municipalities, offering a wide range of activities and businesses. The urban structure brings the retail sector to coexist, in some metropolitan locations, with residential uses or with offices and general tertiary uses.

The retail investment sector has up to 3.6 million m² of available land equally spread out throughout the metropolis. The largest areas devoted to new retail investment projects are located in the municipalities of Barcelona, El Prat de Llobregat and the Besòs area.



Metropolitan production fabrics

- Industrial activity
- Commercial centralities
- Offices and productive urban fabric
- Port / Airport
- Infrastructures

Office investment

The main real estate agencies report a reactivation in the Barcelona office market after the pandemic situation, as a result of the high demand and very competitive prices per square meter. Recently, world-renowned multinational companies, such as Facebook, Microsoft or Amazon, have located the headquarters of some of their business units in the metropolis. Good quality of life, entrepreneurial and technological ecosystem—which has been forged during the last decades—and an increasing attraction of international talent and innovation have played a central role in this decision making process.

The offices investment sector has more than 4.2 million m² of land available in the metropolis of Barcelona, featuring different sizes of office space adapted to the new economic activities and new models for the post-pandemic workplaces. Most of the land available for office buildings is located in three areas: Centre, Vallès and Llobregat. In the Centre area, the new economic districts of 22@ in Barcelona and Gran Via in L'Hospitalet de Llobregat stand out for their large amount of land available for office uses.

**Barcelona ranked
8th among European
cities in digital health
investment (4YFN)**

**Metropolis
Barcelona**

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Development
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