

Sant Cugat

Your smart
business investment location





Location

- **Directly connected** to the highway infrastructure network leading to the airport and port of Barcelona in 30 min.
- Well established **public transport system** by train and bus
- **Green**, efficient and sustainable city, benchmark of quality in urban public spaces and services to citizens.
- It strongly works in favour of energy saving, use of **renewable energy**, sustainable water management and waste reduction.
- **Sant Cugat**, the Barcelona Santa Clara.



Madrid

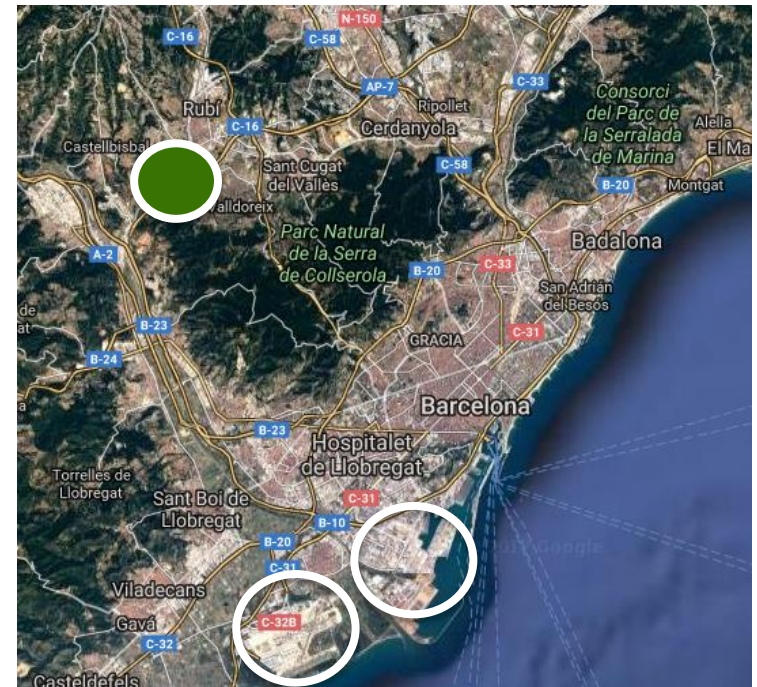
AP-2 highway
6 hours

France

AP-7 highway
2 hours

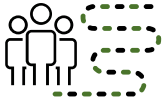


Barcelona
Tunnels,
10 minutes

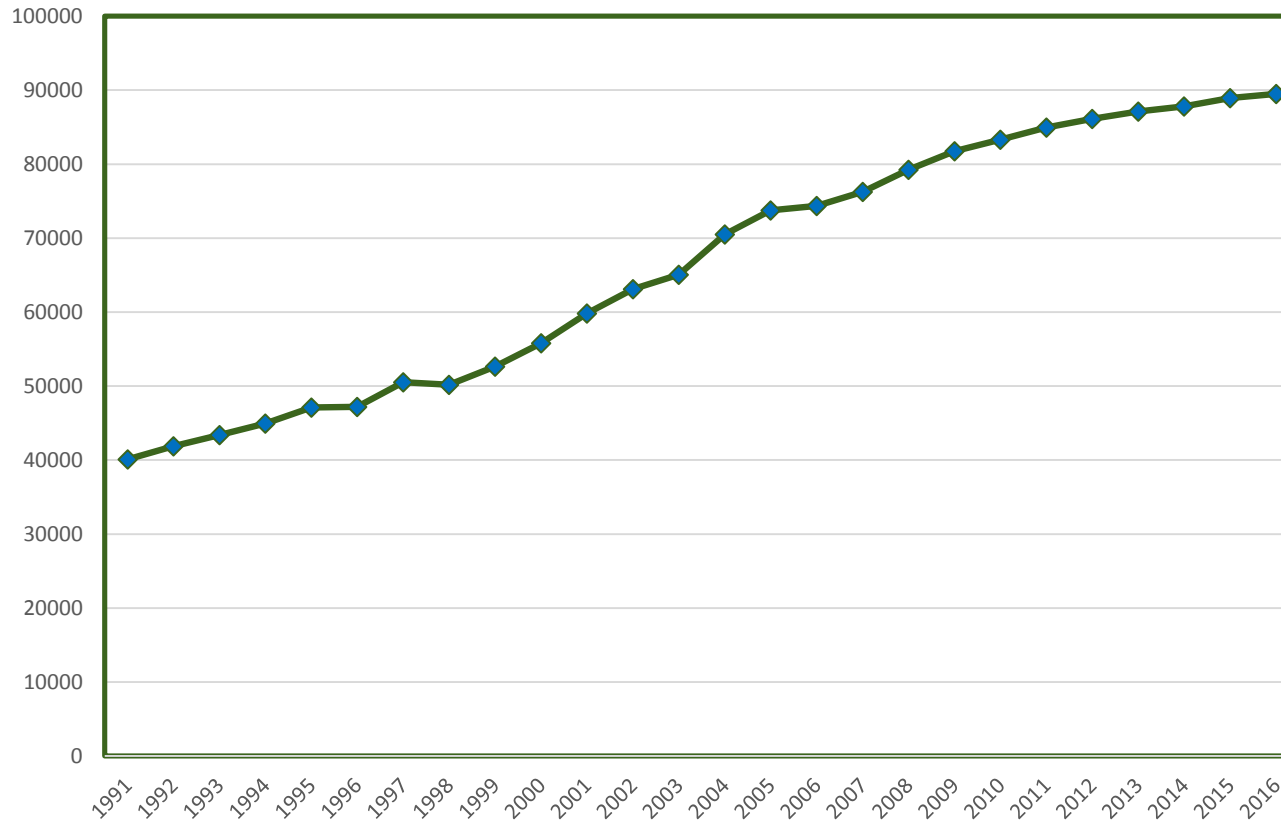


Barcelona Airport
30 minutes

Port of Barcelona
30 minutes

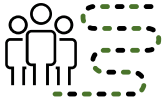


Population



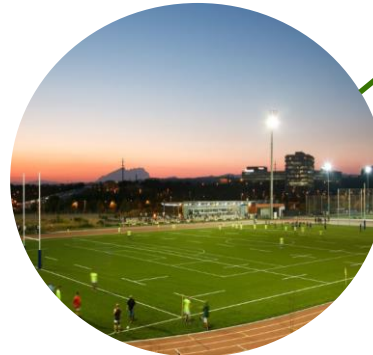
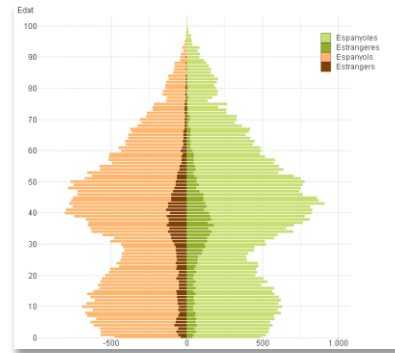
Year	Inhabitants
1991	40,110
1996	47,210
2001	59,837
2006	74,345
2011	84,946
2016	89,490

- In the last 25 years population has more than doubled
- Our challenge: manage the growth without transforming into a dormitory/commuter town

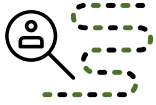


Location & Population: unmatched quality of life

- One of the **youngest cities** in Spain, with 90,000 inhabitants and an average age of 38.
- **92% of inhabitants feel happy to live** in Sant Cugat and 78.5% believe it to be civic and safe.
- Sant Cugat is a town **open and welcoming**. A leading modern city yet maintaining old town warmth.
- Surrounded by **Collserola Natural Park with over 8,000Ha** of nature reserve and **13 urban parks** with over 780,000m². **1 tree per inhabitant**.
- **10 large sport areas** all over the city covering a wide range of activities (athletism, basketball, hockey, swimming, horse riding, rugby, golf, soccer, etc).



Child friendly city



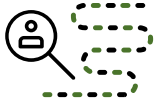
Plentiful creative talent

Breeding ground for knowledge, rich cultural diversity working and learning in the city, talent attraction

- 29 public and private schools in the primary and secondary levels, 3 of which international.
- 6 university campus.
- 95% of ESADE MBA, ranked among the best in the world, are foreign students from 46 different countries.

- 50,000 university students.
- One of the 10 European cities with 60% of graduate population.





Plentiful creative talent

- Among 20-30 **international visiting delegations** yearly welcomed to Sant Cugat to discuss mutual collaboration opportunities and deepen into our policies on smart city, open government, environmental sustainability or business framework: Canada, Ukraine, Finland, Japan, The Netherlands, Dubai or the USA, among others.
- Regular attendance to **Barcelona Smart City Congress**
- Ratio of **new technologies penetration and use** significantly **above the average**.
- High availability of **multilingual, cosmopolitan staff**.
- Citizens of **80 nationalities** working in our International firms.
- Over 40% of foreign population are **graduate**.





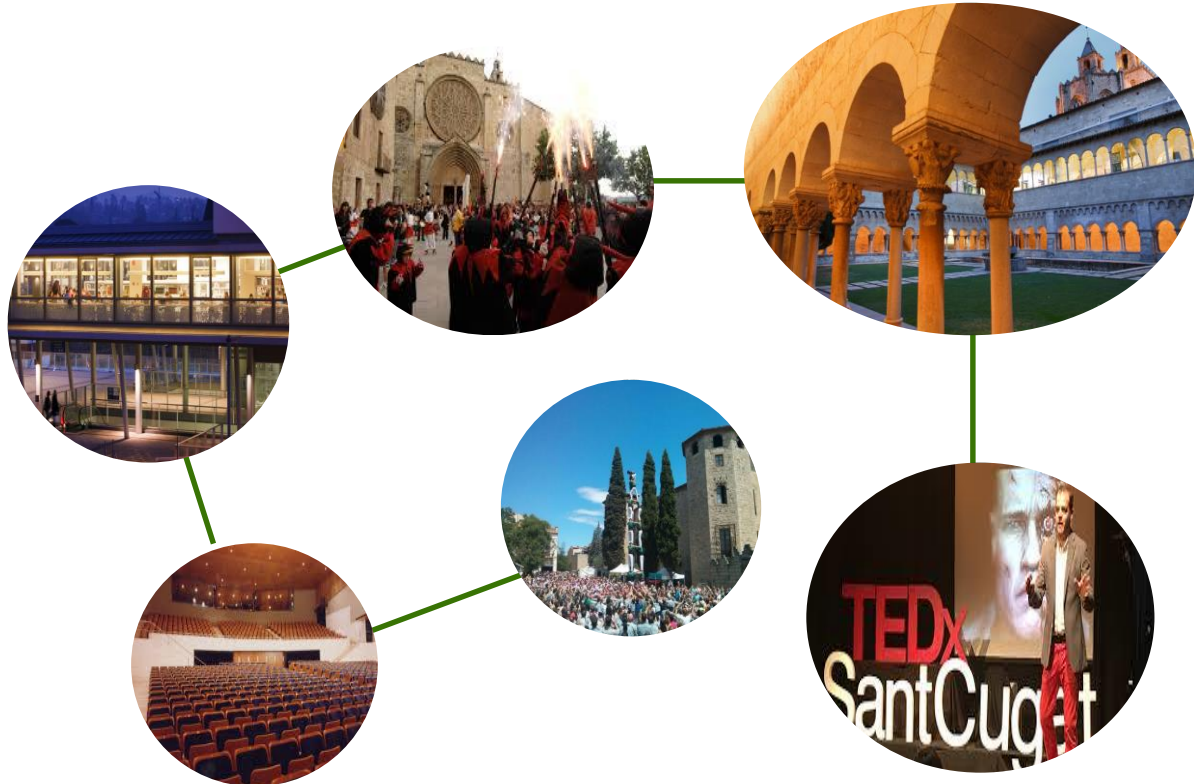
All year round culture and leisure activities

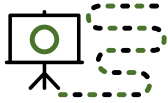
Highly educated and socially participative and involved citizens, with an average of 7 cultural activities a day for all ages and tastes.

- 200 cultural associations and a number of art and music schools.
- 3 public libraries and 1 Living Lab.
- 11 art galleries and exhibition rooms.
- 1 Concert Hall and Theatre with 800 seats and 100,000 spectators yearly.
- 3 unique museums devoted to Romanesque, Modernism and Contemporary Tapestry.

Workshops, theatre, concerts, performances, opera, classical dance, musicals, gospel, vintage markets...

- A number of routes to walk through the history and architecture of Sant Cugat to discover the **old city and medieval quarter, and the Modernist and Novecentist** buildings from the late 19th to the early 20thC.

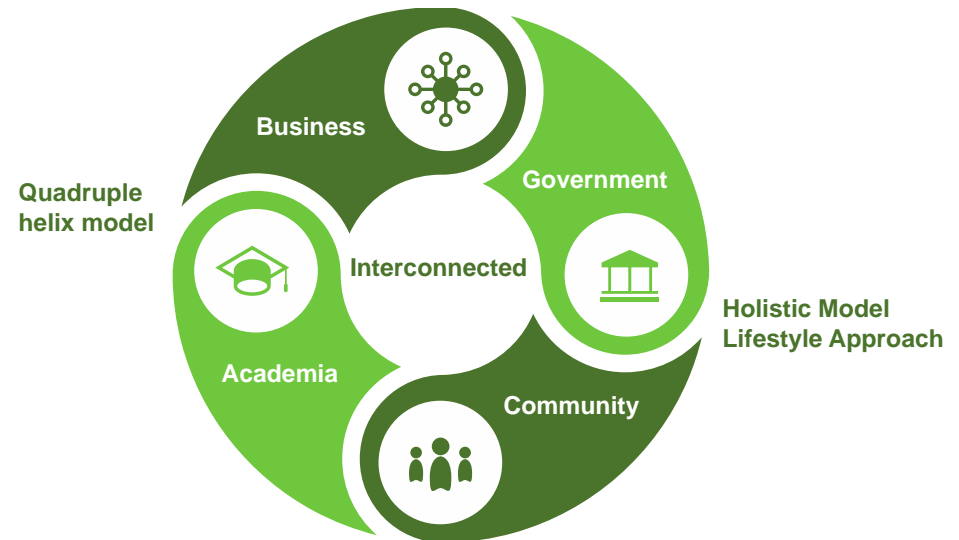


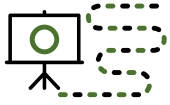


In good company

- Absolutely **pro-business oriented**.
- Dynamic, innovative and interconnected **business environment**.
- **Over 3,200 firms** spanning the spectrum of our business ecosystem: micro, small, medium sized and large. 99% SMEs.
- **Hotbed for innovation with over 500 companies** created since 2009 based on our cost-effective young entrepreneurs programs.
- Over 200 co-working seats spread in a wide range of private and public business incubators under **7 entrepreneurship programs**.
- **Supportive training and networking environment**. Over 10 activities a week: workshops, tutorials, networking forums, lectures, contests, seminars, hackathons, datathons, ideathons, TEDx...

A vehicle to promote excellence and knowledge exchanges across 4 key sectors





In good company

- **3rd highest Spanish per capita income** and largest concentration of **educated workers**.
- **53,000 jobs generated** vs 40,000 active population
- **3,000 new workers attracted in just 1 year.**
- **6.62% unemployment rate**, under the European average (7.7%) and Spain (17.4%). (1)
- All economic activity sectors covered, with a major focus on **health & pharma, IT & electronics and insurance & banking.**

(1) Data as of December 2017, Statista

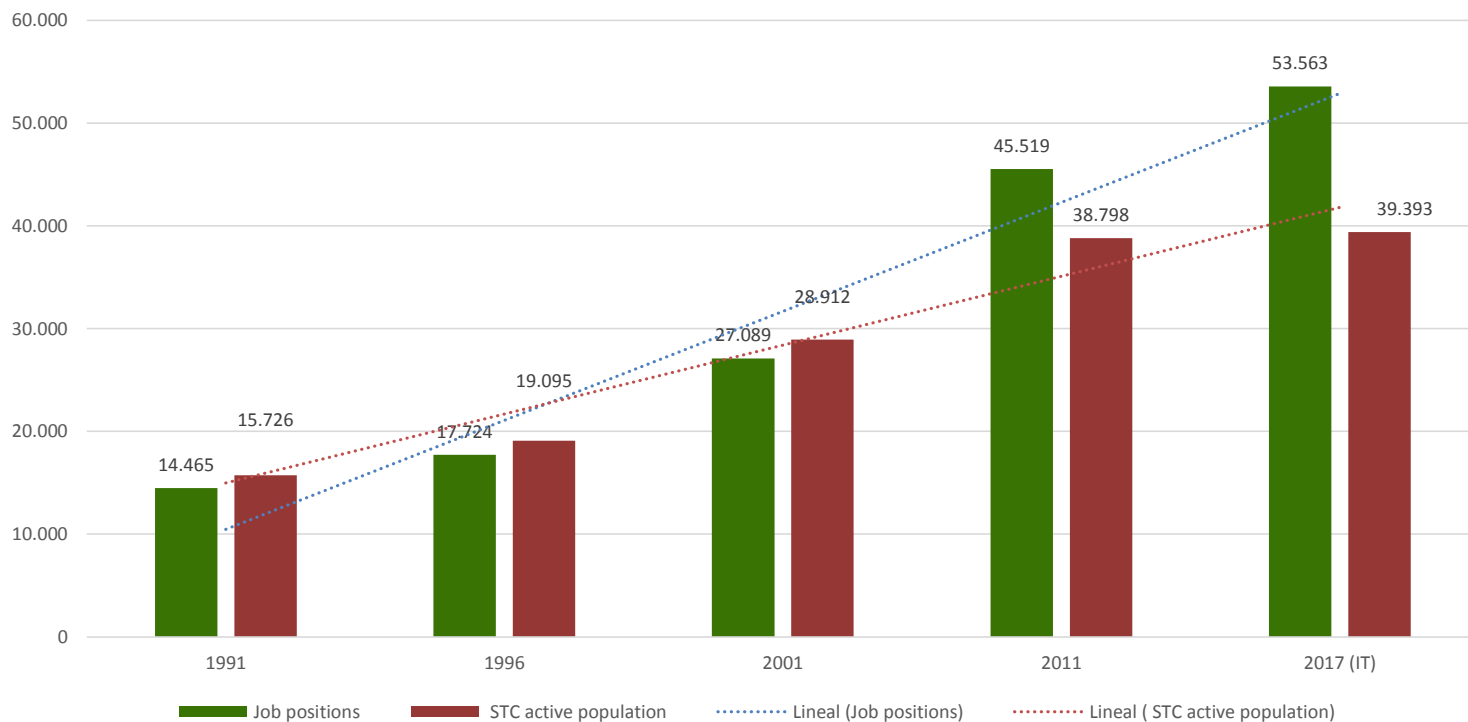
- In the last 5 years Catalonia has attracted **14,532M€ with 600 investment projects** generating 35,385 new direct jobs. First investor in number of projects: the USA (302).
- Our start-ups have exceeded the **260M€ threshold in investment value.**
- Strong involvement from **mentoring and investment networks** such as Keiretsu and Capital Forum.

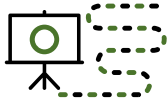




Workforce demand

Economically Active Population vs Job positions in Sant Cugat

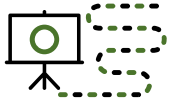




Leading companies in Sant Cugat



Health & Pharma	IT & Electronics	Insurance & Banking	Multidisciplinary
Anaconda Biomed Boehringer Ingelheim Cellab Eurofragance Ferrer Internacional Grífols Laboratoris Natura Bissé Oxigen Salut Palex Medical Roche Diabetes Care Roche Diagnostics	BrightSight Cirsa Endress&Hauser EPSON IGuzzini Intercom GFT HP Mitsubishi Electric Ricoh Sage Ubi Soft	Agrupació Mútua Banc Sabadell Bureau Veritas Catalana Occident Egarsat Everis Gas Natural Mapfre	Europastry (food) JJuan (automotive) Gutmar (aerospace) ISS (facilities) Kantar (media) Manusa (construction) Moventia (transport) Nespresso (food) Reebok-Adidas (sport) Roca Salvatella (innovation) Tesla (automotive)



Leading companies in Sant Cugat



BOEHRINGER INGELHEIM



- 100M€ reinvestment
- 200 new jobs
- 14,000m²

BON PREU ESCLAT



- 15M€ greenfield investment
- 120 new jobs
- 11,000m²



Cutting edge innovation

- **€1,600,000 from innovation European funds** in 3 years.
- 2nd Spanish city in **patent application**.
- Design and organization of hackathons and ideathons to improve **urban services efficiency through technology** and foster open data use to provide high-performance solutions.
- **Alba Synchrotron**, Southern Europe's largest scientific structure.
- Volpalleres **Library Living Lab**, an experimental co-creation and real-life test space for citizen use, in joint collaboration with the European Network of Living Labs (ENOLL) and the UAB Computer Vision Center.
- Some of the most **innovation oriented International firms** are based in the city

RAMBLA OF INNOVATION

- MIT Fab Lab + HP
- Decision Lab
- Eworks
- EGarage
- Design Factory



City Council awarded the European Public Sector Award (EPSA) for Leadership and Innovation

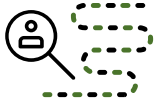




Innovative city

10 challenges focusing on citizenship quality of life





Growing international

Internationalization Plan 2018-2022



- Increase our **international visibility** and profile
- Reinforce our **poles of excellence** towards internationalization and create new mechanisms to recruit **international talent and opportunities**
- Foster relationships with other **worldwide cities** and share international **networks**
- **Review coordination and management** mechanisms to ensure success achievement
- Align our sustainable development strategies with the **New Urban Agenda** and the **Sustainable Development Goals**



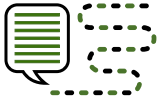


Referrals

- “With a wide offer of entrepreneurship programmes and co-working spaces, a well-educated population with average age in the early thirties, and the right mix of values, Sant Cugat offers a unique environment for ideating, and pursuing new business ventures. But what most attracts us, at the Computer Vision Centre, to Sant Cugat, is the **honest and true implementation of open, participatory innovation policies, through innovation arenas such as Living Labs**, that allow us to convert our research results to fuel for change and seek tangible solutions for real challenges by, with, and for the people.
- HP chose Sant Cugat for several reasons: an extremely well connected **infrastructure network** to France and to Barcelona port and airport; surrounded by **leading universities and technological centers** providing us with the **best talent**; and an excellent **ecosystem** of providers and professionals that has made us possible to keep on **innovating** and offering the products and services the market requires.

Eva Blanco
Communications and PR at HP

Dimosthenis Karatzas
Senior Research Fellow at the Computer Vision Centre



Referrals

- “The Third Industrial Revolution is the opportunity to create an economic model which is collaborative, sustainable, and **smart...** focus on Catalonia and **show the world what a strong region like yours can do. Start from Sant Cugat**”.

Jeremy Rifkin, “A new economic paradigm for a sustainable Catalonia”

Teatre-Auditori Sant Cugat 22.09.16

- ESADECREAPOLIS, founded by ESADE, fosters business innovation by working in ecosystem with all the agents that make it happen. From 2009 it has created ecosystems with over 200 firms of all sizes, from start ups to corporations in tourism, health, mobility, retail and **innovation**. Sant Cugat allows us to enjoy privileged conditions such as **first level business network, leading knowledge centers and a collaborative and dynamic institutional environment**.

Ramon Aspa

Corporate Deputy Direction General at Esadecreapolis