

## INAUGURATION

### SPEAKERS:

**Jordi William Carnes**, president 22@ Barcelona, and third deputy mayor of Barcelona.

**Josep Huguet**, Ministry of Innovation, Universities and Entrepreneurship, Government of Catalonia.

**Jordi Hereu**, mayor of Barcelona.

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The institutional representatives who inaugurated the session welcomed the more than 500 attendees, praising not only the number but the sheer geographical diversity of the participants as testament to the Symposium's international appeal. As they reminded the audience, the 22@ cluster is possible thanks to a local concentration of companies sharing a certain degree of business overlap and synergies, and cooperating, plus universities and the Public Administration. Its success is not only reflected in the urban transformations of a district and a city, but also in its ability to attract talented individuals and investment. 22@ has thus become a consolidated business community, comprising over 1,000 companies employing 33,000 people.

**Jordi William Carnes**, president 22@ Barcelona, and third deputy mayor of Barcelona.

Jordi W. Carnes, president of 22@Barcelona, the main organising entity of the 2nd Symposium on Urban Clusters, was the opening speaker. He began with an overview of the event and its objectives, underscoring the power of the Symposium to draw major players from the national and international arenas together to reflect on the value of urban clusters. The Symposium was divided into four Plenary Sessions plus four Parallel and Debate Sessions. According to Carnes, these were intended to offer a broad look at clusters in other countries and enable participants to share their experiences with some of the most interesting initiatives being developed around the world.

**Josep Huguet**, Ministry of Innovation, Universities and Entrepreneurship, Government of Catalonia.

Huguet emphasised that 22@, the model urban cluster in the Catalan capital, is perfectly consolidated. It is a local concentration of companies based on cooperation and coordination among players in the so-called *triple helix* (business, universities and public administration). 22@ is an example of what can be accomplished when policies are aligned to overcome the difficulties in understanding among different administrations and to address the weak points of Catalonia, which, whilst boasting entrepreneurial capacity as well as the ability to attract talented researchers and foreign investors, still needs greater cooperation between businesses and universities.

Huguet affirmed that the "cluster policy is a perfectly valid policy, since globalisation entails competition among territories rather than among companies". These territories rely on high concentrations of companies that not only overlap in business areas but also share synergies

and cooperate with universities and public administrations—together, these are the three major players in the global economy.

Nonetheless, he recognised that whilst Catalonia is highly active at creating companies, it still has “to do a lot of homework” when it comes to internal cooperation, especially between universities and companies. 22@ relies on strong collaboration among all of the players involved in research and innovation. He also underscored that as an urban cluster, 22@ is also a good example of cooperation among various administrations. The main institutions involved—the Department of Innovation, Universities and Enterprise of the Catalan *Generalitat*; CIDEM-COPCA; and Barcelona City Hall—have focused their efforts on four major areas of research: establishment and consolidation of technology centres; installation of a new IT and communications centre; the energy sector; and the biomedical sector.

In concluding, Huguet said that “(Catalonia) is on track to attracting talent—research business and financial talent” and stressed the importance of attracting capital from foreign investors, who are more accustomed to working with venture capital than local investors.

**Jordi Hereu**, mayor of Barcelona.

Hereu strongly affirmed that 22@ represents one of the major strategies of the Catalan Capital, that it goes beyond a mere economic trend, and that it relies on the support and cooperation of local, regional and state administrations. The success of 22@ is not only reflected in the major physical transformations that have swept the neighbourhood and the city, but also in its attractive force: its 1,000 established companies comprise 33,000 employees constitute a business community that carries out the Cluster’s most important activities.

The Mayor welcomed the attendees and expressed his sincere gratitude to the organisers of the 2<sup>nd</sup> Symposium, stating that “You can tell they got it right with the first edition because more people came this time, making this an absolutely strategic meeting for Barcelona”. This strategic importance is manifested in the enthusiasm with which the various local, regional and state administrations are involved in the development of 22@. He assured that 22@ will play a critical role in the future of Barcelona: “It has implications beyond the city itself and its metropolitan boundaries; it is a national project, a state project”. It is coordinated work by the three administrations, which have proposed “concerted efforts to stimulate cluster policy”.

Hereu also believed that the 2<sup>nd</sup> Symposium on Urban Clusters would be a guaranteed success because “it allows us to share experiences with people from other countries and to learn about other situations and other experiences”. He pointed out the awesome transformation of district where 22@ is located, Poblenou, which he described as “evolving year by year.” Even more important than this major physical change is the fact that a sizeable and growing corporate cluster has been amassed—one with a major attractive force, as reflected in the 1,000 companies established there.

This urban transformation illustrates the cities commitment to innovation and to “drawing people to the new City with a new economy”. 22@ not only represents a major territorial change and an evolutionary shift of an entire city, but also “a key project to extend the strategy of the Catalan capital beyond mere economic trends”—a strategy which the Mayor defined as “totally reliable, realistic and well-defined.”

Hereu concluded by reiterating the importance of sharing experiences with other cities—an activity enabled by the Symposium—given that Barcelona is part of a network of cities and territories that must “compete and cooperate; competition and cooperation are the two fundamental principles on which our work must be based.”

## **KEY IDEAS**

**Jordi William Carnes**, president 22@ Barcelona; and third deputy mayor of Barcelona.

### **- The aim of the Symposium**

The aim of this Symposium is to reflect, together with major players from the national and international arenas, on the value of urban clusters.

**Josep Huguet**, Ministry of Innovation, Universities and Entrepreneurship, Government of Catalonia.

### **- Globalisation entails competition of territories**

"Cluster policy is a perfectly valid policy, since globalisation entails competition among territories rather than among companies."

### **- The *triple helix***

The success of 22@ is down to cooperation among players in the so-called *triple helix* of business, universities and the Public Administration, and is an example of what can be accomplished when policies are aligned.

### **- Catalonia is attracting talent**

Catalonia is on track to attracting research and business talent as well as capital from foreign investors, who are more accustomed to working with venture capital than local investors.

**Jordi Hereu**, mayor of Barcelona.

### **-22@ represents a reliable strategy**

22@ represents one of the major strategies of the city of Barcelona, and goes beyond mere economic trends", as it is a totally reliable, realistic and well-defined strategy which enjoys the support and cooperation of local, autonomous and state administrations.

### **-Barcelona, transformation and attraction**

22@ has not only implied the massive urban transformation of the Poblenou district where it is located, but has also demonstrated an ability to attract talented individuals and investment: 1,000 companies employing 33,000 people in a business community that carries out the Cluster's most important activities.

### **- A network of cities and territories**

Barcelona and the Symposium's attendees form part of a network of cities and territories that must "compete and cooperate: competition and cooperation are the two fundamental principles on which our work must be based."