

PRESS KIT



**22@BARCELONA IS HOME TO
1,441 COMPANIES AND 42,000 WORKERS**

13 March 2009

22@BARCELONA IS HOME TO 1,441 COMPANIES AND 42,000 WORKERS

- 22@Barcelona is home to **1,441 companies and 42,000 workers**, according to the latest business census.
- **Three out of four employees** at companies in the innovation district work in knowledge-intensive businesses linked to the five clusters.
- In terms of activities carried out, the **design sector has the largest representation, followed by ICT and Media**. Likewise, 33% of companies in the district belong to the Design sector; 31%, ICT; 19, Media, 6%, Energy and 4%, MedTech.
- **44.6%** of companies in 22@Barcelona are **newly created**.

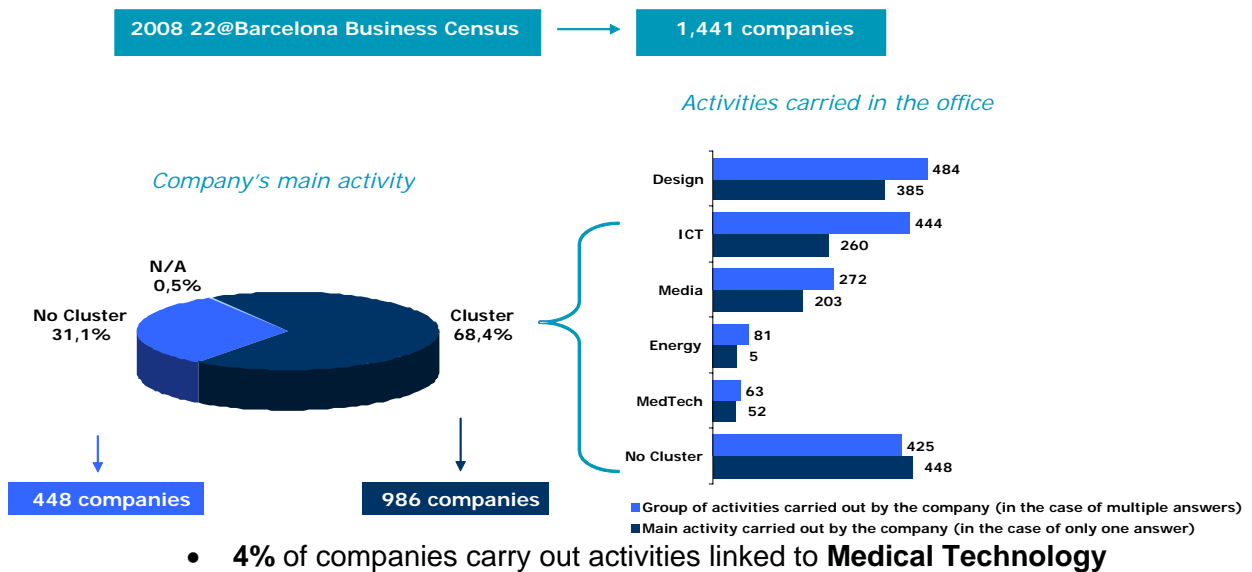
22@BARCELONA IS HOME TO 1,441 COMPANIES, ACCORDING TO THE LATEST BUSINESS CENSUS

The updated business census carried out in the 22@Barcelona geographical area shows a continued increase in companies in the district since 2000.

This census shows that, as of 31 December 2008, the total number of companies in 22@Barcelona is **1,441**, of which 986 companies (**68.4%**) carry out activities related to the clusters the district focuses on.

In terms of activities carried out, the design sector has the largest representation, followed by the ICT and Media sectors.

- **33%** of companies carry out **Design** activities
- **31%** of companies carry out **ICT** activities
- **19%** of companies carry out **Media** activities
- **6%** of companies carry out activities in the **Energy** sector



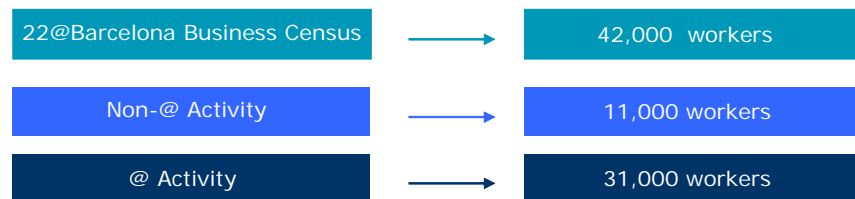
THREE OUT OF FOUR EMPLOYEES AT COMPANIES IN 22@BARCELONA BELONG TO ONE OF THE FIVE CLUSTERS

Regarding the number of employees, the updated census data show that the number of jobs in the 22@Barcelona geographic area has increased to **42,000**.

Companies that carry out strategic or knowledge-intensive activities account for **31,000 workers (73%)** and companies that work in non-@ activities employ **11,000 workers (27%)**.

By sector, the **ICT** cluster has the most workers, with over **15,000**, followed by the **Media** sector with **4,200**, **Design** with **4,000**, **Energy** with **3,500** and **Medical Technology** with **1,800**.

Overall number of workers from census data (1,441 companies)



Size of companies by number of workers in the 22@ office

Number of workers	% of Companies
Less than 10	64,6
11 to 50	23,6
51 to 50	8,0
More than 250	2,3
N/A	1,5
Average	6
<i>Total</i>	<i>610</i>

Companies Main @ Activity	
ICT	→ 15,000 workers
Media	→ 4,200 workers
MedTech	→ 1,800 workers
Energy	→ 3,500 workers
Design	→ 4,000 workers
Other	→ 2,800 workers

44.6% OF COMPANIES IN 22@BARCELONA ARE NEWLY CREATED

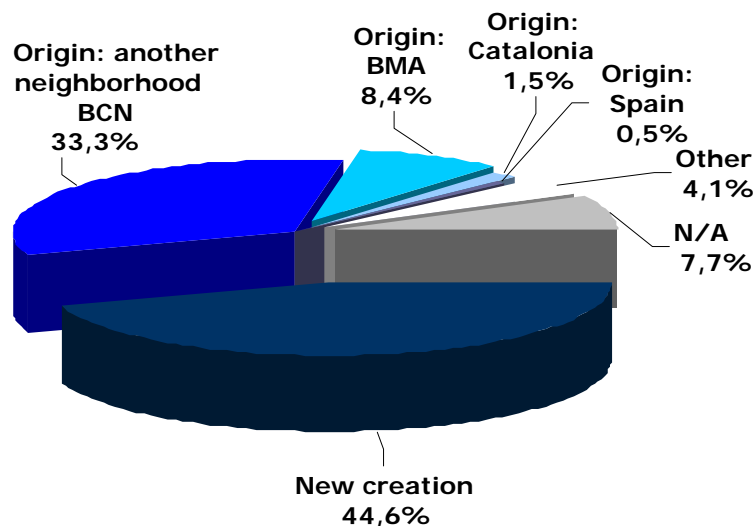
The current business census shows that 44.6% of companies that establish their offices in the 22@Barcelona geographical area are newly created.

One of the factors that corroborate this is the fact that 20% of companies that participate in Barcelona Activa growth programs are located in the 22@Barcelona district (136). Half of these companies are located in the Incubator.

According to the results of a survey, there are many factors that attract companies to the district but they are mainly related to three aspects:

- Ease of moving to the district, availability of land and premises.
- Location of the district, its easy access and good communication with the rest of the city.
- The @ brand and the technology and innovation component that sets the 22@Barcelona district apart.

Origins of companies located in 22@



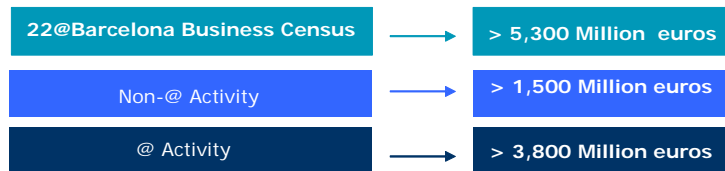


TURNOVER OF COMPANIES IN 22@BARCELONA IS MORE THAN 5,300 MILLION EUROS

The study shows that companies working in the 22@Barcelona geographical area have an estimated **turnover** of more than **5,300 Million euros**.

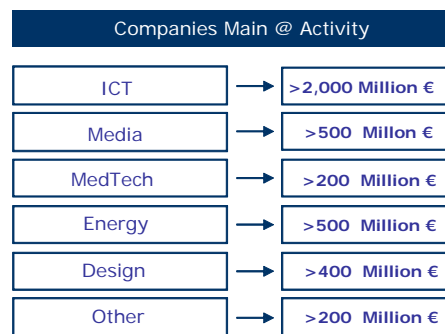
The **ICT sector** is once again among the most important in this respect, with an estimated turnover of more than **2,000 million euros**. The **Media and Energy sectors** have a turnover of **500 million euros**, and **Design**, more than **400 million euros**, and, finally, the Medical Technology sector's turnover is estimated to be above **200 millions euros**.

Overall turnover from census numbers (1,441 companies)



Turnover of 22@'s companies (2007)

Turnover (€)	% of Companies
Less than 600,000 €	45,1
600,000 to 3 million €	18,2
3 million to 15 million €	9,3
More 15 million €	4,8
N/A	22,6
Average	600.000
<i>Total</i>	<i>610</i>

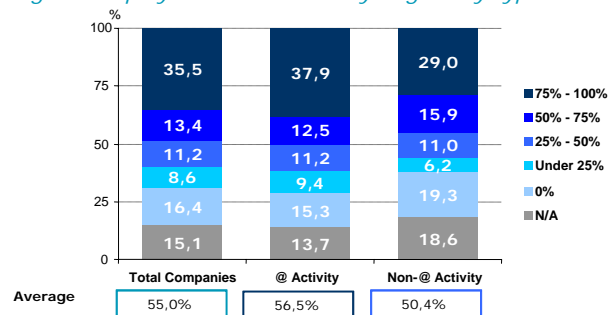


MORE THAN 50% OF EMPLOYEES HAVE A UNIVERSITY DEGREE

The data collected in this study show that the human capital in the district is a differentiating element due to the workers' high level of education.

One out of two companies located in 22@Barcelona have more than 50% university graduates on staff.

Percentage of employees with university degree by type of @ activity



Percentage of employees with university degree by type of @ activity

% University graduates	Main @ Activity					
	ICT	Media	Med Tech	Energy	Design	Other
0%	6,9	14,8	18,2	5,0	23,3	10,0
Under 25%	5,9	13,6	0,0	10,0	9,3	20,0
25% - 50%	10,9	4,9	36,4	10,0	9,3	10,0
50% - 75%	11,9	13,6	4,5	15,0	15,3	20,0
75% - 100%	50,5	39,5	18,2	45,0	32,0	20,0
N/A	13,9	13,6	22,7	15,0	10,7	20,0
Average	68,6%	58,1%	43,3%	65,0%	49,2%	51,7%
<i>Total</i>	<i>87</i>	<i>70</i>	<i>17</i>	<i>17</i>	<i>134</i>	<i>8</i>

FOR MORE INFORMATION:

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