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Catalonia is one of the major economic centers of Spain, and its capital, Barcelona, is also the most attractive tourist destination for tourists in Spain. Barcelona is an innovative city, known for its design and wisdom in architecture, arts and many of its major events, and these excellent performances also extend to its commercial sector. Barcelona is one of the most livable and workable cities in Europe; when looking at the Southern Europe as a whole, Barcelona enjoys an excellent geographical location and maintains extensive relations with other parts of Europe and regions with major economic growth in the world. The city's land, sea, and air transportation and modern logistics system provide a convenient access to major markets, such as linking more than 500 million consumption groups in the European Union and 400 million people in the European Mediterranean market. Also, the Barcelona International Airport can receive up to 55 million passengers a year, and the Port of Barcelona is also one of the busiest ports in the Mediterranean, which is a proof for its superior geographical position.

According to statistics, Catalonia contributed nearly 20% of gross domestic product (GDP) in Spain in the previous year, making it one of the richest regions in the country. Many large companies have located their headquarters in Barcelona, the capital of Catalonia, including the famous clothing brand "Mango", Spain's third-largest bank, CaixaBank, and Gas Natural, which also proves its friendly business environment for foreign companies. In terms of local real estate, according to the National Institute of Statistics (INE), the total number of home sales in Spain increased by 14.6% in 2017. The increase in transaction volume was mainly due to foreigners buying coastal homes and those in cities such as Barcelona. Most of the foreign buyers are British, French, and German. At present, the demand for local real estate continues to grow, while the price per square meter for apartments in Barcelona ranges from about €4,400 to €5,000. The average monthly rental income in Barcelona is about €1,700, and the rental yield ranges from about 3.90% to 5.00%.

International conventions and exhibitions have always been one of the essential indicators to see whether a city has the potential for developments. The exhibitions can create huge market consumption, improve job opportunities, and bring in many local economic benefits for industries such as hotels, airlines, restaurants, printing, public relations and advertising, transportations, tourism and other industries. Take Spain as an example, the exhibition industry brings more than 5 billion Euros of revenue each year to Spain, and Barcelona has been ranked in the top three of the international convention and exhibition cities for the past 15 years. According to statistics, the 2018 MWC (Mobile World Congress) will bring in a total of 471 million Euros to Barcelona. More than 100,000 professionals from more than 200 countries participated in the exhibition, involving approximately 2,300 exhibiting companies, of whom 197 were from Spain and more than 3,900 media reporters were on site this year. Overall, the MWC (Mobile World Congress) created 13,000 jobs for Barcelona, which also proves that Barcelona has an irreplaceable position.