

Barcelona Economy Triangle

MUNICIPALITIES

Barcelona, Cerdanyola and Viladecans

DESCRIPTION OF PROJECT

Since 2009 the Barcelona Economic Triangle project has been one of the main initiatives for the international promotion of metropolitan real estate and investment opportunities in our territory.

The project partners, the Catalan Government and Barcelona City Council, work together to present projects that provide land for new business activities based on the knowledge economy, integrate into their environment, promote sustainable mobility and are linked to universities and research centres and innovation.

This project has been the first test laboratory for a metropolitan sector promotion, led by the Barcelona brand and intended to involve not only the territory but also private partners who have viewed this initiative positively in terms of their internationalisation strategy.

2011 has proved the validity of the project and its international promotion strategy: participation by private companies is now consolidated, complementing the message and value proposition of our territory in the different international scenarios in which it has a presence. The most prominent promotion initiatives this year have once again been the two most important real estate fairs in Europe: Mipim and Expo Real.

PROJECT ADDRESS

www.barcelonaeconomictriangle.cat

RESPONSIBLE

Mario Rubert, Director of International Economic Promotion of Barcelona Activa.