



# THE SPORTS SECTOR IN BARCELONA AND CATALONIA

BARCELONA, WORLD SPORTS CAPITAL



**Ajuntament  
de Barcelona**



CATALAN SPORTS CLUSTER  
**INDESCAT**



**Generalitat de Catalunya**  
Government of Catalonia

# THE SPORTS SECTOR IN BARCELONA AND CATALONIA

## BARCELONA, WORLD SPORTS CAPITAL



### 10 REASONS WHY CATALONIA IS SPORT

- 01 Sports power: major clubs and sports practitioners.
- 02 Organiser of top international sports events.
- 03 Top level sports facilities and infrastructure.
- 04 Land of sportsmen and women: talent, training and education.
- 05 Home of major companies and leading brands.
- 06 Headquarter of major foreign sport companies.
- 07 Sports tourism: a perfect location with perfect conditions.
- 08 Leader on ICT, Health, Design and R&D.
- 09 The Barcelona brand: much more than a city.
- 10 INDESCAT: the Catalan Sports Cluster.

*Image courtesy of  
the Barcelona brand campaign  
by the Barcelona City Council*

# PRESENTATION

Since the beginning of the 20th century Catalonia has been very actively involved in sports, ranging from football to motorsports, and the sports world, ranging from clubs and social participation to companies and entrepreneurship. This dynamism culminated in the 1990s with the 1992 Olympic Games, but also with the internationalisation of Football Club Barcelona, the F1 Championship, and the development of excellent infrastructures such as the High Performance Centre (CAR). With all these assets, entrepreneurs and sportspeople, a powerful and growing sports industry cluster has developed what is a pole of attraction for companies and talent.

The great importance that Catalan society attaches to sport has helped Catalonia to become a world leader in this field, making Barcelona **the third most sport-oriented city worldwide**. As early as 1926, on his visit to Barcelona, the founder of the modern Olympic Games Baron Pierre de Coubertin wrote: "Before my visit to Barcelona, I thought I knew what a sport city was like".

With a large capital, Barcelona, and a strong personality, Catalonia has always been defined as a **sports country**. The 1992 Olympic Games marked a turning point in the city's transformation and had an impact on an international level. Catalonia showed the rest of the world it led the way in the organisation of great sports events. In fact, the XXV Olympic Games were described as "the best of the modern era" up to that point by the former IOC President, Juan Antonio Sama-

ranch, and the international media. Today, Catalonia and Barcelona hold a leading position in sport, propped up by several pillars described below. But there is still much to improve and we are all working together to strengthen this leading position.

One important pillar is the Sant Cugat **CAR**, a facility created for the Olympic Games. It is one of the most advanced elite sports centres in the world, receives top athletes and is in charge of training national sportsmen and women. Another pillar and a crucial sports facility is the **Circuit de Barcelona-Catalunya**. Located near Barcelona, it hosts prestigious motorsports competitions, such as Formula 1 and Moto GP, which have an economic impact worth more than 175 million euros a year.

With over 160,000 club members, another key pillar of Catalan sport

is **Futbol Club Barcelona**. It plays a crucial role and has become the best ambassador of Catalonia and Barcelona around the world. Barça is one of the world's best-known football clubs and a regular participant in the UEFA Champions League. Barça players are a good example on how Catalan sportsmen are among the best of the world, but the club is also a good example on how foreign sportsmen are trained here to succeed internationally. Kilian Jornet (ski mountaineer and long-distance runner) or Pau Gasol (basketball)

of the sports that have held some of their most prestigious international competitions in Barcelona and Catalonia. At the same time, Catalonia is experiencing a **massive growth in the practice of sport and fun runs**, with local and international participants in races such as the Zurich Barcelona Marathon which has more than 18,000 runners, over 40% from outside Spain.

Last but not least, this constant spirit of improvement is also shared by the business sector, another

This document describes all the assets and potential of the sports sector in Catalonia and in Barcelona, giving 10 strategic reasons **WHY CATALONIA IS SPORT**.

**Catalonia is the territory with the greatest concentration of sports businesses in Europe. It has more than 500 companies linked to sport, which represents more than 70% of Spanish production, with a turnover exceeding 4 billion euros and more than 22,000 employees. This growing sector includes a wide variety of industries and accounts for 2.1% of the Catalan GDP<sup>1</sup>.**

are other examples of local talent, and obvious pillars of the Catalan sports ecosystem.

In recent years Catalonia and Barcelona have showed the world a great organisational capacity, **hosting some of the most prestigious sports events**. Football, handball, snowboarding, extreme sports, basketball, horse riding, tennis, motorsports, swimming, sailing, athletics and cycling are some

key pillar. Local **sports businesses** develop around the organisation of sports events, building and managing sports facilities, or designing and distributing sports goods. Local entrepreneurs combine with the local headquarters of international big brands. The competitiveness of this cluster comes from this capacity to combine sport and business, to attract talent and the atmosphere Barcelona inspires.

<sup>1</sup> *El pes econòmic de l'esport a Catalunya. Consell Català de l'Esport. Secretaria General de l'Esport.*



# 01

## SPORTS POWER: MAJOR CLUBS AND SPORTS PRACTITIONERS

Barcelona is the third city in the world as regards club members.

The practice of sport in Catalonia is increasing. **The number of people who do sport rose to 50% in 2009, up from 35% in 1990.** In fact, a study carried out in 2012 and coordinated by INDESCAT, the Catalan Sports Cluster, put the number of sports practitioners in Catalonia to 63%. This study pointed to a big growth in “sports lovers”: people who do sport more than twice a week. They represent around 20% of the Catalan population and have led a big growth in fun runs and the level of participation.

**A clear example of the importance that sport has in Catalan life is the number of sport facilities registered throughout the country: 35,424 sports facilities, 14,316 sports clubs, 21 recognised national teams and 72 sports federations, which are grouped together in the UFEC, the Catalan Sports Federations Union.**

Catalonia, and especially Barcelona, has a large number of **sports clubs** that promote the practice of sport, civic commitment, competition and the international projection of the city.



Some of them are internationally recognised because of their long tradition, their large membership and their success in competitions.

In Barcelona we find the oldest club in Spain, the **Círculo Ecuestre**. Since it was founded, many other clubs have followed and today some have a history stretching back around 100 years. **Futbol Club Barcelona is one of Barcelona's best global ambassadors, with over 160,000 members around the world. And with the slogan “more than a club”, Barça has won top championships not only as a football team but in other sports too, such as basketball, handball, futsal and hockey.**

There are other internationally renowned clubs as well that are inherently linked to Barcelona and Catalonia in sports such as football, swimming and tennis.

Football: **Real Club Deportivo Español**, the second football club in Barcelona in terms of membership, and **Gimnàstic de Tarragona**.



FIATC Joventut.  
Palau d'Esports, Badalona.  
Property: Catalan Tourist Board  
Copyright: Cablepress



Lionel Messi.  
Property: Mundo Deportivo  
Copyright: Eduard Omedes

Swimming: **Club Natació Sabadell**, from which as many as eight athletes took part in the 2012 London Olympic Games, **Club Natació Atlètic-Barceloneta**, with more than 11,000 members; and **Club Natació Barcelona**.

Tennis: **Real Club de Tennis Barcelona**, which organises the Barcelona Open Banc Sabadell Trofeu Conde de Godó; and **Club Tennis de La Salut**.

Top clubs should be highlighted in other sports too, such as **Real Club de Polo de Barcelona**, the venue for

the 1992 Olympic Games equestrian events; **Real Club Náutico de Barcelona**, a reference point in Mediterranean sailing; **FIATC Joventut**, the first Catalan club to win the Euroleague Basketball League; the **RACC**, a landmark in the motor-ing sector; the **Centre Excursionista de Catalalunya**, the Grup Excursionista i Esportiu Gironí and the **Sícoris Club**, among others.



Spanish youth water polo championship.  
Club Natació Sabadell.  
Property: UFEC: Catalan Sports Federations Union



# 02

## ORGANISER OF TOP INTERNATIONAL SPORTS EVENTS

Since the 1992 Olympic Games, Barcelona has become a worldwide reference and a model to follow in the organisation of prestigious international sports.



Barcelona Olympic Games opening ceremony.

Property: Fundació Barcelona Olímpica

The Barcelona Olympic Games were the most important international event held in Barcelona and Catalonia. They showed a new and exciting city to the world and helped Spain, Catalonia and Barcelona to improve their global image, thanks to modern organisation and great execution.

Twenty years later Barcelona is still proud of this Olympic spirit. In recent years Catalonia and Barcelona have shown the world their great organisational capacity by hosting some of the most prestigious global sports events. For example: the European Athletic Championships (2010), the Barcelona World Race (2010, 2014), the X Games (2013), the FINA World Championships (2003 and 2013), the Handball IHF Men's World Championship (2013), the FIS Snowboarding World Championships (2011), the Tour de France (2009), the IAAF World Junior Championships (2012), the Barcelona Open Banc Sabadell Trofeu Conde de Godó tennis tournament, the CSIO Barcelona (International Show Jumping Event), the Spanish Formula 1 Grand Prix, the Catalonia Moto GP Grand Prix, the Moto-

cross Championship of Catalonia, the World Rally Car Championship and the FIM Indoor Enduro World Championship among others.

At the same time Barcelona has experienced a big growth in fun runs, with local and international participants. The Zurich Barcelona



Barcelona World Race.

Property: Fundació Navegació Oceànica de Barcelona

Copyright: Maria Muiña

Zurich Barcelona Marathon.

Property: R.P.M. Racing

Marathon (more than 18,000 runners), the Barcelona Half Marathon, the Garmin Barcelona Triathlon, the El Corte Inglés Race (more than 50,000 participants), the Firefighters Race and the "Cursa de la Mercè".

**BARCELONA WORLD RACE:** the first only double-handed non-stop regatta around the world, organised by the Fundació Navegació Oceànica de Barcelona, which begins and ends in Barcelona and follows the Great Circle line.

**ZURICH BARCELONA MARATHON:** an annual road running competition over the classic distance of 42,195 km. held in Barcelona that started in 1978 and that reached nearly 20,000 runners in the 2012 edition, with more than 43% of foreign participation.

**BARCELONA OPEN BANC SABADELL TROFEU CONDE DE GODÓ:** a prestigious 50-year-old ATP World Tour 500 Series tennis tournament held annually at the facilities of the Real Club de Tennis Barcelona (Barcelona Royal Tennis Club).

**FORMULA 1 SPANISH GRAND PRIX,** hosted by the Circuit de Barcelona-Catalunya racetrack, together with the Moto GP Catalan Grand Prix and other competitions.

Circuit de Barcelona-Catalunya.

Property: Catalan Tourist Board  
Copyright: Foto-tècnica fotògrafs



# 03

## TOP LEVEL SPORTS FACILITIES AND INFRASTRUCTURE

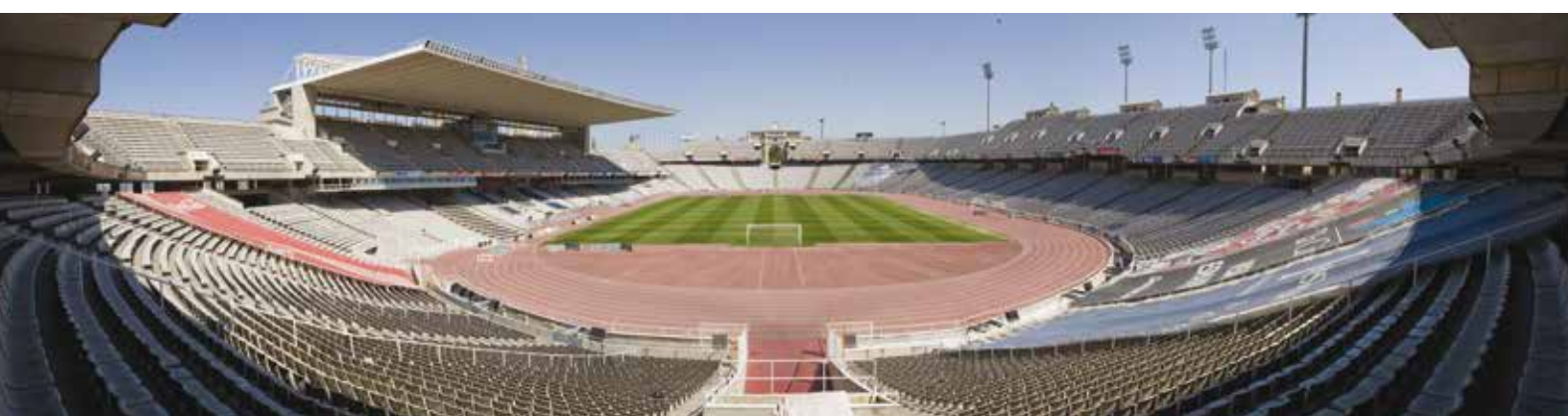
With 35,424 sports areas, Catalonia has more sports facilities than any other region in Spain, which allows the Catalan population to enjoy more than 300 different sports activities, offered by both the public and private sectors<sup>1</sup>. Catalonia has world-class facilities for hosting, playing, doing or training in any kind of sport, ranging from motor-sports to sailing, skiing, cycling or golf.

With 600 km of slopes and 16 ski resorts for downhill and cross-country skiing, there are plenty of options for doing winter sports, while 580 km of

fact, the wide variety of landscapes that Catalonia offers makes it the perfect place for any sports activity.

Catalonia also has a long **golfing tradition** and is one of the prime European destinations for golfers, offering 38 golf links and 34 pitch-and-putt courses along the coast, in the hinterland and even in the Pyrenees.

**Motorsports** have a long tradition in Catalonia, the home of a number of car and motorbike manufacturers, too. It hosts the most important motorsports



Olympic stadium Lluís Companys.

Property: Catalan Tourist Board  
Copyright: Daniel Julián

coastline with 42 marinas along the Catalan seafront are the best option for **nautical sports** enthusiasts. In

<sup>1</sup> Catalan Sports Council. Barcelona has 60% of Catalan sport facilities, which represent 12% of Spanish ones. (Turisme de Barcelona.)

events in the world (Formula 1, Moto GP and the World Rally Car Championship). World Class facilities such as the Circuit de Barcelona-Catalunya, the Circuit de Motocross de Catalunya, The Parc Motor Castellolí and the Idiada Test Circuit are the best examples of



Circuit de Barcelona-Catalunya.

Property: Catalan Tourist Board  
Copyright: Cablepress



Camp Nou.

Property: Fútbol Club Barcelona  
Copyright: German Parga



Indoor trial & enduro event in Palau Sant Jordi.

Property: RPM Racing



Cross-country skiing. Marxa Pirineus.

Property: UFEC, Catalan Sports Federations Union

this rich motor sport tradition, along with the big number of motor circuits here (7 speed circuits, 35 karting circuits and 32 motocross tracks).

The Mediterranean climate means there are facilities for **all kinds of sports**, ranging from 15 **mountain-bike centres** with more than 200 routes to one of the best-known **skydiving** centres in Empuriabrava. Moreover, there are **specialist resorts** for training aimed at international sportsmen and women, plus courses and campuses, such as

the Futbol Salou Sports Complex or the campuses belonging to different clubs and universities (Universitat de Barcelona and Universitat Autònoma de Barcelona).

Finally, Catalonia has several **sports arenas and stadiums** capable of holding international competitions in different sports: football, rowing, cycling, swimming, basketball, skiing, golfing and motorsports, among others.



# 04

## LAND OF SPORTSMEN AND WOMEN: TALENT, TRAINING AND EDUCATION



CAR. High performance centre.

**Joel Gonzalez, Brigitte Yagüe, (Taekwondo), Andrea Fuentes and Ona Carbonell (synchronised swimming), the national hockey team, the national water polo team, Mirea Belmonte (swimming) and Maialen Chourrat (white water) are a few examples of CAR's success at the 2012 Olympic Games.**

The best example for training is the CAR, the High Performance Centre which trains elite sportsmen and women. The CAR offers an extraordinary infrastructure of the highest

Catalonia is home to some of the world's best-known sportsmen and women, but is also known for its capacity to attract talent through education and training in sports: sportsmen and women, managers, trainers, coaches, designers and sports engineers.

technical and scientific quality. It is one of the most prestigious performance centres on the planet, training Catalan and Spanish athletes as well as welcoming athletes and teams from all over the world. Today some 320 men and women from 30 different sports train at the CAR facilities<sup>2</sup>. In fact, **34% of the Spanish Federation** that participated in and obtained a medal at the 2012 London Olympic Games came from **Catalonia**, and 40% of the Spanish team had trained at the CAR before.

**"La Masia", the training school for Barça football players,** is the best-known private sports school in Cata-

<sup>2</sup> *Mundo Deportivo.*



**Kilian Jornet.**  
Property: UFEC: Catalan Sports Federations Union



**Josep Guardiola.**  
Property: Mundo Deportivo  
Copyright: Manel Montilla



**Mireia Belmonte.**  
Property: Mundo Deportivo  
Copyright: Pep Morata

Synchronised swimming.  
Catalan Swimming Federation.  
Property: UFEC

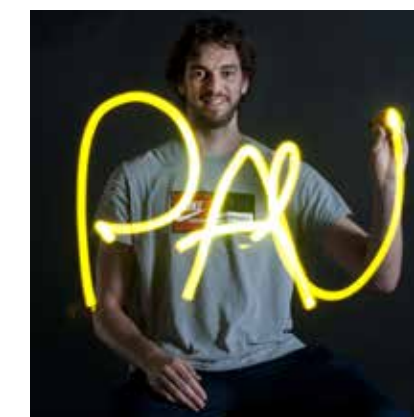


lonia but other clubs and federations in different sports have schools that are actively and successfully training future world champions.

Catalonia is also known for being **the birthplace of former and current leading sports figures**, such as Pep Guardiola, Xavi Hernández and Carles Puyol in football; Nacho Solozábal, Pau Gasol and Juan Carlos Navarro in basketball; the handball coach Valero Rivera, and Manel Estiarte and Roser Tarragó in water polo; Sito Pons and Dani Pedrosa in motorsports; Sergi Bruguera and Arantxa Sánchez Vicario in tennis; or Melcior Mauri and Joaquim Rodríguez in cycling, Gemma Mengual in synchronised swimming, and Killian Jornet in sky running and ski mountaineering, just to mention a few of them. Catalonia is home too for many sportsmen and

women born around the world who have chosen this welcoming country to live and train in during part of their lives: Andy Murray (tennis), Lionel Messi and Johan Cruyff (football), Fernando Alonso (motor racing) and some of the Tour de France winners (cycling). A lot of **clubs, teams and individual sportsmen and women from all over the world train in Catalonia** on various courses and at training camps, as it is has fully-equipped resorts that specialise in different sports.

Last but not least, Catalonia is home to different training programmes and schools for sports professionals and the sports industry. There are **more than 30 sports education programmes** (undergraduate and post-graduate courses) run by more than 10 prestigious universities and education



**Pau Gasol.**  
Property: Mundo Deportivo  
Copyright: Manel Montilla

institutes. These range from physical activity and sports sciences, to sports management, sports law and sports technology. **Managers, trainers, coaches, designers and engineers** from top sports organisations and companies have been born, trained or lived in Catalonia.



# 05

## HOME OF MAJOR COMPANIES AND LEADING BRANDS

The importance of sport in Catalonia and the entrepreneurship that has traditionally characterised the Catalan population has helped to produce the wide range of local companies that make up the Catalan sports industry.

In Catalonia there are more than 500 companies whose activities are linked to sport and which can be grouped into 3 different sports segments. Some examples of business leadership are provided below:

### Facilities



### Events



### Consumer Goods

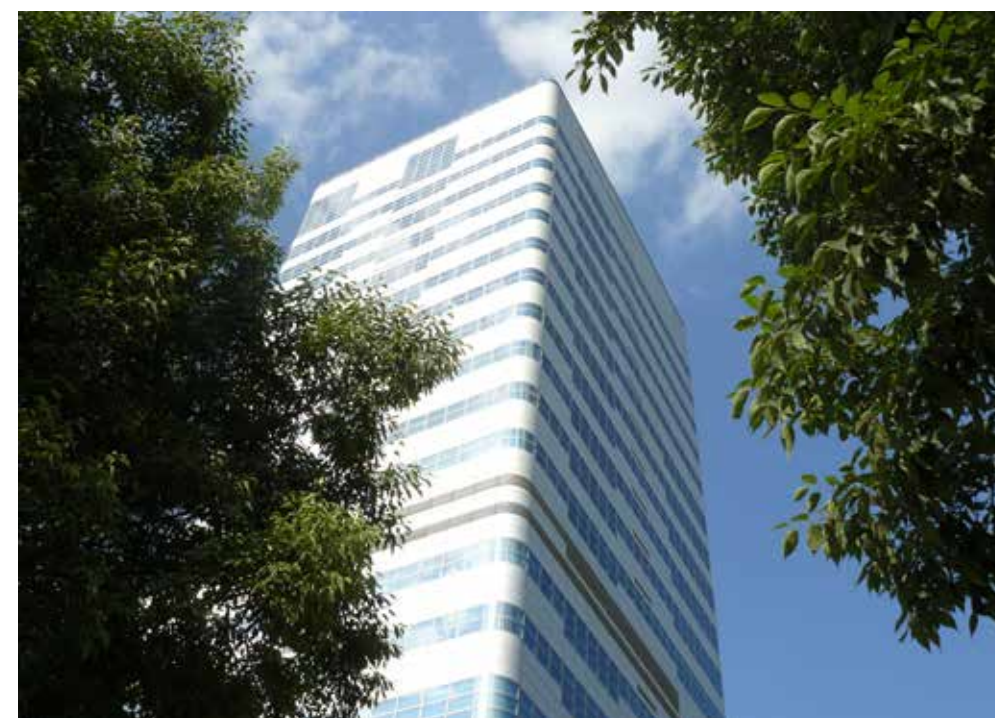


Some Catalan companies are also global **leading brands** in their business. Furthermore, their **internationalisation strategy** is one of the pillars of their business model. In that sense, there is a strong link between these leading brands and the sport they represent: small and medium-sized companies with very specialised products sold worldwide.

Two main factors have helped increase the number of sports companies. The first was the 1992 Olympic Games. A diverse group of companies emerged from the Games that involved sports facilities (architects, builders, managers and equipment) and sports events. After 2000, the new globalisation era and new technologies have helped to produce a new generation of companies. These take advantage of technology and design but they have also been inspired by the growth in the number of people who do sport and they mostly have an international focus. In this group we find companies ranging from sports services (tourism or training) to sports products (nutrition, monitoring or social networks).



Zurich Barcelona Marathon.  
Property: RPM Racing



Fluidra headquarters.  
Sabadell.

Buff.  
Design Department.

The other key success factor that allows these companies to be competitive in an international market is **innovation**. This may come from technology but also from the definition and implementation of each business model. Moreover, we are not just talking about successful sports companies being created in Catalonia but also leading companies in the consumer market, such as Mango, Desigual, Puig, Natura Bisse and Tous.





# 06

## HEADQUARTER OF MAJOR FOREIGN SPORT COMPANIES



Image courtesy of the Barcelona brand campaign by the Barcelona City Council

Catalonia has a long history as an industrial and entrepreneurial country. It is one of the most developed regions in Spain and Europe. Most foreign sports companies choose Catalonia and Barcelona as their headquarters in Spain, and even as a major global headquarters, with commercial, R&D and production centres.

Barcelona owes much of its success in developing into a commercial and industrial centre to its strategic location and historically good transport links. Its position on the Mediterranean has allowed it to develop one of Europe's most important ports, while its proximity to early developers, France and Italy, encouraged the city to grow and become Spain's international trade centre.

**Barcelona is ranked:**

The 2<sup>nd</sup> Best sports city in the world

The 1<sup>st</sup> European Innovation Capital

The 1<sup>st</sup> Smart city in the Spanish State, the 4<sup>th</sup> in Europe and the 10<sup>th</sup> in the world

The 3<sup>rd</sup> City the world in number of international congresses

The 1<sup>st</sup> City with the most congress attendees in the world

The 3<sup>rd</sup> European city in attracting investment

The 4<sup>th</sup> European city in international tourism

Barcelona City Council (<http://www.bcn.cat/inspira/es/welcome.html>)



Puma headquarters. Cornellà de Llobregat.

These are some of the reasons why leading sports companies such as Nike, Puma, HAVAS Sports & Entertainment, Polar, Isostar, Rossignol, Amer Sports, Honda, Gore-Tex, Euroleague, IMG, Atos, ASICS and Fox Head, among others, have decided to rely on Catalonia to expand their business market. Good examples of this are the recent investments of Adidas in an ICT team, Rossignol in renewing its production plant, Atos with its Olympic IT team based in Barcelona, or Fox Head with its new EMEA headquarters.

Moreover, companies not linked to sport but which are leading companies in the consumer market also choose Barcelona for their headquarters, production plants or design centres, for example, Nestlé, Danone, Unilever, Sara Lee and Massimo Dutti.





# 07

## SPORTS TOURISM: A PERFECT LOCATION WITH PERFECT CONDITIONS

Located in the north-east of Spain, between the Pyrenees and the shores of the Mediterranean Sea, Catalonia has a strategic geographical position that gives it a Mediterranean climate that is ideal for any sport.

On the one hand, the **Pyrenees** dominate the whole of northern Catalonia, extending for more than 230 km from the peaks of Val d'Aran to the Cap de Creus, where they sink into the Mediterranean. This natural border between France and Spain, with summits rising to 3,000 meters, makes all kinds of winter sports possible. **With more than 600 km of slopes and 16 ski resorts for downhill and cross-country skiing, Catalonia has more winter facilities than any other region in Spain. These have 130 ski lifts capable of carrying over**

**150,000 skiers an hour, making them an ideal place for skiing in this land of snow.**

Together with **winter sports**, this mountainous country, full of valleys carved out by rivers, glaciers, natural parks and protected areas, is especially suitable for activities such as **hiking**, with a network of footpaths over 5,000 km long. **Climbing, cycling, horse-trekking** and a wide range of activities are also possible in this diverse and charming landscape.

Golf Serres. Pals.

Property: Catalan Tourist Board  
Copyright: Golf Serres de Pals



Views of Cadaqués.

Property: Catalan Tourist Board  
Copyright: Marc Ripol

On the other hand, Catalonia's location by the sea benefits the region and its capital, Barcelona, with mild weather and pleasant temperatures throughout the year. **Water sports**, such as diving to discover the amazing Medes Islands or sailing, are also popular among those eager to face extreme challenges.

As already noted, Catalonia also has a great number of sports facilities that are adequate for almost any kind of sport, and that are a pole of attraction for clubs, sportsmen, sportswomen and children's camps throughout the year.

Finally, there is a set of international sport events that attracts tourists, ranging from spectators to those who want to take an active part. In that regard there has been a significant increase in the number of participants in races such as the Zurich Barcelona Marathon, in which more than 40% come from outside Spain. The Formula 1 Championship, Barça's matches and the Barcelona World Race, on the other hand, help to promote spectator sports as another great source of tourism.



"Volta" ciclista a Catalunya

Property: RPM Racing



Cross-country skiing. Marxa Pirineus.

Property: UFECC, Catalan Sports Federations Union





Autonomous  
University of  
Barcelona.

TecnoCampus

Catalonia is one of the top regions in terms of innovation in Europe, and its capital is home to leading health, design and ICT clusters.

Barcelona, which has hosted the GSMA Mobile World Congress since 2009, was chosen as the Mobile World Capital in 2011 and will hold that title until 2018. Barcelona is also home to an **ICT cluster** composed of local companies, training centres, research centres and also ICT multinationals that have located development centres in Barcelona, such as Telefonica I+D.

Another cluster that is emerging around Barcelona is composed of **e-commerce companies** such as eDreams, Privalia, Intercom, Let's Bonus, Softonic and Atrápalo<sup>3</sup>. A new generation of start-ups and entrepreneurs is also springing up around these leading companies, some of them generating new companies that mix new technologies and sports.

Yet another important cluster linked to sport is the **health cluster**. In Catalonia we find prestigious research centres and hospitals dedicated to

<sup>3</sup> <http://www.lavanguardia.com/barcelona-metropolis/2011/204/54239695785/barcelona-comercio-electronico.html>



biosciences, as most of the bioscience research done in Spain is carried out in Barcelona and it is an important European hub. As regards sport, we have the foremost research on sudden death in the world being carried out at Barcelona's Hospital Clínic by Dr. Brugada's team, or the research funded by the World Anti-Doping Agency being done by the Anti-Doping Control Laboratory of Barcelona at the IMIM (Hospital del Mar Medical Research Institute). Moreover, various sportsmen and women from around the world visit Barcelona to heal, treat

or recover from all kind of sports injuries in specialist centres and clinics.

Barcelona is also known for its design centres and its capacity to attract talent from all over the world. The cluster of institutes, training centres and companies dedicated to design is one of the growing clusters in Barcelona.

Together with these clusters, it is crucial to highlight the innovation infrastructures in Catalonia, a network made up of **eight technology centers** focused on different technologies, and



INEFC. The National  
Institute of Physical  
Education in Catalonia

the **twelve Catalan universities**. One of them, the **INEFC**, is a **public university devoted entirely to sport**. Finally, Catalonia is also the home of prestigious research institutions and infrastructures such as the Alba Synchrotron or the MareNostrum supercomputer.



Printed Electronics.  
Cetemmsa



Since the Olympic Games, Barcelona has been seen by the rest of the world as an innovative cosmopolitan city, linked to creativity, culture, fashion, art and modernity.

A study carried out by the ESADE Brand Institute called “Barcelona in the Eyes of the World” shows how the city is perceived worldwide and its attributes involved. According to this study, Barcelona has a strong, positive image, linked to tourism, which is automatically attached to football, the Olympic Games and culture. Moreover, Barcelona is considered to be the most attractive city to live in from the point of view of the 9 countries surveyed. In that sense, the capital of Catalonia can compete with other European cities, such as Berlin, London or Madrid.

The values of the Barcelona brand are:



Park Güell.

Property: Catalan Tourist Board  
Copyright: Oriol Alamany

**Tradition and culture:** Gaudí, Dalí, Miró, Tàpies, Picasso, etc. Graphic and visual creation has been an inherent feature of Catalonia since the Modernisme (Art Nouveau) period. The work of immortal and legendary artists such as these lives on and exemplifies the great tradition of the community as a creative place.

**Creativity and inspiration:** Barcelona is the source of stimuli for a creator. This includes urban design, architecture, commerce and the bilingual situation, as well as the system of activities, daily life, popular and leisure facilities. Furthermore the city now has many foreign students and this makes it particularly accommodating for new arrivals.



Magic Fountain of Montjuïc.

Property: Catalan Tourist Board  
Copyright: Nano Cañas

**Architecture and Design:** the perfect distribution and design of the Eixample area, the Collserola tower, the Palau Sant Jordi, the Forum building, and the constant presence of Gaudí in the Sagrada Família, the Parc Güell, etc. On the city streets, Modernista façades coexist with new architecture, creating an urban landscape that unites tradition and modernity. Barcelona is the only city in the world with nine buildings classed as UNESCO World Heritage sites.



**Knowledge, experience and technology:** the training and professional tradition of Barcelona makes the city a hotbed of ideas and somewhere you can always learn. The city is committed to the knowledge economy, with initiatives such as 22@Barcelona, a strategic project designed so companies and institutions from the media, medical technologies, ICT and energy sectors can interact with knowledge centres such as universities and R&D centres.



Zurich Barcelona Marathon.

Property: RPM Racing

View of Barcelona from the expiatory church of La Sagrada Família.

Property: Catalan Tourist Board  
Copyright: Imagen M.A.S.



# 10

## INDESCAT: THE CATALAN SPORTS CLUSTER



[www.indescat.org](http://www.indescat.org)



INDESCAT is the Catalan sports industry cluster, committed to improving the competitiveness of the sports industry by developing and encouraging projects.

A business cluster is a geographic concentration of interconnected businesses, suppliers, and associated institutions in a particular business<sup>4</sup>. In 2009 it became obvious that a sports business cluster existed in Catalonia, and that the creation of an organisation would help empower the competitiveness of the cluster and therefore its companies. After developing a strategic analysis, INDESCAT was founded in 2010 as a private association focused on promoting and strengthening the Catalan sports industry.

INDESCAT is not a simple association, but a cluster of companies that share a **common language: "sport"**. INDESCAT members work together, looking for new business opportunities and also helping to ensure its environment is more suited to developing sports business. Companies of different sizes and belonging to different segments collaborate on different projects that the cluster coordinates, thus improving their strategies and competitiveness.

<sup>4</sup> Michael Porter in *The Competitive Advantage of Nations* (1990)



Energy Efficiency session.  
INDESCAT.

INDESCAT represents more than 50 companies and research centres with an overall turnover of 1 billion euros, which provide services and products for the entire sports market: consumer goods, sports facilities and sports events. The main goal of INDESCAT is to help members identify and tackle **new business opportunities** which may come from innovation, internationalisation, training or funding. INDESCAT promotes activities that foster these opportunities such as work groups, seminars or collaboration agreements with different institutions. Since 2010 INDESCAT has arranged more than 20 projects and it has succeeded in helping companies start businesses together.

INDESCAT works closely with ACCIÓ, the Catalan public agency for competitiveness, which is currently working with 22 clusters across Catalonia. It also holds the "AEI" label awarded by the Spanish **Ministry of Industry**, and the Bronze label for cluster management awarded by the **European Cluster Excellence Initiative**. Finally, INDESCAT is also an active member of the European Platform of Sports Innovation (EPSI) and has collaboration agreements with several institutions.

General Assembly.  
INDESCAT.



Business and Sport awards.  
INDESCAT.



WITH THE COLLABORATION OF:





## BARCELONA, WORLD SPORTS CAPITAL