Barcelona Strategy to relaunch economic and employment development

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Deputy Mayor, City of Barcelona
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### TODAY
- 1,621,537 inhabitants
- 4,992,193 Met inhabitants
- 19,193€ household income
- 379,78 € investment / Inhabitant
- 85.7% employment in services
- 9.5% industrial employment

### PAST
- 2001: 1,505,325
- 1981: 3,113,671 Met inhabitants
- 1991: 14,393€ household income
- 1988: 199,17 € investment / Inhabitant
- 1981: 52% employment in services
- 1981: 41% industrial employment
<table>
<thead>
<tr>
<th>TODAY</th>
<th>PAST</th>
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<tr>
<td>17.6% foreign population</td>
<td>2000: 1.9% foreign population</td>
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<tr>
<td>226,787 university students</td>
<td>1991: 146,163 university students</td>
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<td>12,817,170 tourist overnights</td>
<td>1992: 4,333,419 tourist overnights</td>
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<td>5th European city for business</td>
<td>1990: 11th Euro city for business</td>
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Barcelona, a city to work and live strategy.
Population and **jobs** in Barcelona
An integrated policy to create jobs for the city based on governance, investment, reactive, and proactive policies.
Governance. Going metropolitan & vertical coordination
Budgetary measures. Local and national public investment on connectivity infrastructures
Big events to transform the city
Reactive policies to the crisis. Local employment policies.
Proactive policies. Talent attraction, entrepreneurship support, emerging sectors promotion, economic land
Global and Open.
Exporting, international promotion, city branding.