

Barcelona European Logistics Center BARCELOC



E-COMMERCE

Reasons for choosing Barcelona as an **E-COMMERCE HUB** for Southern Europe and the Mediterranean/Africa

A better location than Northern Europe in a large market where e-commerce is growing among countries. Great growth potential in e-commerce in countries of Southern Europe and North Africa & Middle East (AGILITY EMERGING MARKETS LOGISTICS INDEX 2016. TRANSPORT INTELLIGENCE). Another advantage of this region is that electronic products that are already close to maturity in European countries are experiencing high growth rates in the Southern Mediterranean. Barcelona is also a good base for e-commerce with Latin America.

Barcelona is part of the region of Southern Europe and the Mediterranean/Africa, with a population of over 400 million, offering the double advantage of being closer geographically and culturally than the logistics centres of Northern Europe to serve it. Furthermore, Barcelona is the port of Southern Europe, the core of a mega-region of more than 27 million inhabitants.

The best offer of specialised and diversified logistics in the region of Southern Europe and the Mediterranean/Africa for B2C and B2B e-commerce. Global operators specialised by industry (DHL SUPPLY CHAIN, DB SCHENKER, KUEHNE + NAGEL, DSV, RHENUS LOGISTICS, PANALPINA, AZKAR- DACHSER GROUP, CEVA LOGISTICS, AGILITY, KERRY LOGISTICS, etc.), e-commerce specialists (MRW, ID LOGISTICS, LOGISFASHION, CELERITAS, ASM, DELCOM, LOGITERS, one2one, TIPSAS, ZELERIS, etc.) and express operators (FEDEX, UPS, SEUR, NACEX, GLS, etc.).

Efficient intermodal transport system: maritime, air and road concentrated within a radius of less than 10 Km. Barcelona, the most advanced port in Southern Europe with two of the highest performance terminals in the region: Hutchison and APTM.

More than 6 million m² constructed respecting current standards in Catalonia/Barcelona. Prices of the factors (land, labour, energy and equipment) lower than in Northern Europe.

Barcelona as a competitive LOGISTICS HUB. Logistics costs represent the main obstacle to the development of e-commerce between countries and a more efficient distribution system for the region of Southern Europe and the Mediterranean/Africa can be organised from Barcelona than from Northern Europe, taking advantage of the shorter distances and times.

Barcelona is the only logistics hub on the Mediterranean coast that ranks among the most advanced in Europe (Cap Gemini report 2016). Besides its specialised offer of logistics, it has customs facilities (free zone and customs warehouses) and differential advantages over other countries in the EU in terms of clearance procedures.

The best economic environment for e-commerce in Southern Europe. According to a recent assessment by the Financial Times, Catalonia leads the ranking of the cities of Southern Europe with the best economic prospects thanks to its business climate, potential, human resources, investment incentives and quality of life. Barcelona is a leader in its investment attraction strategy.

Barcelona is the HQ of the e-commerce cluster and other related sectors: digital, fashion, lighting, packaging, or design.

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