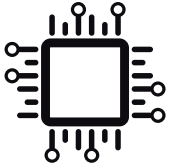


Barcelona European Logistics Center BARCELOC



ELECTRONIC
PRODUCTS

Looking for an **ELECTRONIC PRODUCTS HUB** in Southern Europe and the Mediterranean/Africa for receiving them from Asia?

BARCELONA is your best choice

Barcelona is well-positioned in markets with rapid growth in consumer electronics.

The countries of the region of Southern Europe and the Mediterranean/Africa (Spain, Italy, Portugal, Morocco, Algeria, Tunisia, Greece, Turkey, Egypt and others) are less mature markets that are growing fastest in terms of company and household consumption of hi-tech sector products (WORLD ECONOMIC FORUM).

Strong trend in using cheap smartphones in Africa where there are already more than one billion mobile phones (ERICSSON REPORT).

High level of infrastructures, logistics services adapted to the electronics industry and competitive costs. Barcelona has a port specialised in containers of high-value general cargo and their distribution by land and sea, an international airport and logistics areas with warehouses that meet current standards in operability (open-plan warehouses with interior heights of over 10.5 m) and security facilities.

Barcelona is the only logistics hub on the Mediterranean coast that ranks among the most advanced in Europe (Cap Gemini report 2016). It has a specialised offer of logistics adapted to the electronics sector, high security standards, customs facilities (free zone and customs warehouses) and differential advantages over other countries in the EU in terms of clearance procedures.

In Barcelona, unit costs of staff, storage and transport are lower than in competing countries in Northern Europe. The price of logistics land in Catalonia has fallen more than 35% since 2007.

Barcelona as an alternative hub to Northern Europe. In the electronics sector there is a trend toward regionalisation of the

supply chain to adapt to changing market needs (Fitch Annual UPS Survey).

Barcelona is closer to the production (China and other Asian countries) and distribution markets (the region of Southern Europe and the Mediterranean/Africa) and can serve the markets in Europe and Africa at the same time, allowing it to offset more mature markets with other strongly emerging ones.

A favourable environment for electronics sector products. More than 10,700 companies in the ICT industry operate in Catalonia/Barcelona, with more than 70,000 employees.

The government of Catalonia supports the TECNIO network, a pool of R&D centres and clusters for the ICT sector that includes more than 3,500 companies. Furthermore, Barcelona received the distinction of European Capital of Innovation (iCapital prize 2014), and is part of the new generation of smart cities. The city is also the Mobile World Capital until 2018 and the host city of the Mobile World Congress.