FIRA DE BARCELONA / REPORT

2023

Fira Barcelona

FIRA DE BARCELONA

REPORT 2023

Fira Barcelona


FASHION SHOWS 19-22 APRIL
RISE
TRADE SHOW 21-23 APRIL
WELCOME
RISE



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FOREWORD



Jaume Collboni i Cuadrado

Mayor of Barcelona and Chair
of the General Council of Fira de Barcelona

Fira de Barcelona, a driving force for progress

2023 has been an exceptional year for Fira de Barcelona. We have signed the agreement for the Commemoration of the Centenary of the Universal Exhibition of 1929, we have begun the expansion of the Gran Via venue and the major trade shows such as MWC Barcelona, ISE and Smart City Expo World Congress have been a resounding success.

All this has enabled us to improve competitiveness and reinforce the fundamental role of Fira de Barcelona as the driving force behind Catalonia's progress in all aspects: economic, social and urban. The report you have in your hands shows the excellent data that reflect this.

This success is the result of the well-functioning collaboration between the public sector and private initiative, when we are able to join forces, share strategy and objectives aimed at generating prosperity and well-being.

Trade fairs and congresses generate a world of new opportunities that Barcelona has been able to take advantage of, positioning itself as a city of reference both for its innovation in the organisation and experience of the congresses it hosts and for the excellence of the services it offers.

Fira de Barcelona's major events contribute to the commitment to diversify our economy in key sectors such as ICT, biomedicine, the agri-food industry, mobility and culture.

In this report are the foundations needed to face the great future ahead of us with certainty, thanks to the new hall at the Gran Via venue and the transformation of the Montjuïc venue, and become a new benchmark for urban planning, architecture and civic and economic space to commemorate the centenary of the 1929 International Exposition.

Barcelona is today one of the great international capitals of knowledge, talent and innovation. The leadership of Fira de Barcelona has a fundamental role to play as the driving force behind this entire ecosystem and, at the same time, for the social and urban legacy it generates. In short, to continue working together to make Barcelona a better place to work and live.



Roger Torrent i Ramió

Minister of Business and Labour of the Government of Catalonia and First Vice President of the General Council of Fira de Barcelona

A Fira that moves forward, a country that moves forward

Once again this year, Fira de Barcelona's activity reflects the productive dynamism of our country. In 2023, Fira broke records in terms of turnover - more than 257 million euros - as well as events - more than 270 - consolidating essential international events such as ISE, MWC Barcelona or Smart City Expo World Congress, and attracting new ones, such as LabelExpo Europe and Vitafoods Europe, which will be held in the Catalan capital from 2025. A Fira of records that does not retreat into complacency; that while working to continue improving its figures in the immediate future, also does so in the medium term, with the project to transform and modernise the Montjuïc venue.

A context and an attitude that show clear parallels with those of the Catalan government and the Catalan economy. Because 2023 has been a year of record exports, jobs and direct productive investment by the Generalitat, including industrial projects of high strategic value. Catalonia has consolidated its leadership in southern Europe in key sectors of the future such as green mobility, audiovisual, video games and biotechnology. And the productive fabric is advancing in its green and digital transition, hand in hand with innovation and a vocational training system that is adapting to the new needs of companies.

However, Fira is much more than a reflection of the country's economic dynamism. It is a driving force. Because it acts as a platform for productive applications and new business areas, it facilitates the attraction of clients and investment, and drives business processes for internationalisation. It projects a dynamic and innovative Catalonia to the world. Moreover, it contributes to attracting visitors to the city, with events that go far beyond a one-off impact, helping to reinforce the ecosystems of strategic growth sectors.

Fira de Barcelona is growing in activity, making progress in its results. And, like it, and with it, Catalonia is moving forward, towards a future of progress and opportunities.



Josep Santacreu i Bonjoch

President of the Barcelona Chamber
of Commerce and second vice-president
of the General Council of Fira de Barcelona

Leadership, knowledge and sustainability

The year 2023 has been an exceptional period for Fira de Barcelona, an emblematic institution that has established itself as one of the most relevant trade fair organisations in Europe. With more than 270 shows, congresses and events, Fira has achieved historic results that reflect its continuous growth and its significant contribution to both the local economy and the global trade fair scene.

The numbers speak for themselves: revenues of more than 257 million euros, up 21.4% on the previous year, and a record Ebitda of 42 million euros, up 15.7% on the previous year. These figures, unprecedented until now, demonstrate Fira's capacity to make exceptional use of its value and the commitment of the administrations and companies that collaborate to make it possible.

Fira reflects the leadership to which Barcelona aspired when in the 19th and 20th centuries it hosted the Universal Exhibition of 1888 in Ciutadella Park and the International Exposition of 1929 in Montjuïc. That spirit persists more than ever today, and events, fairs and congresses have become one of the main pillars of the Barcelona brand. A sector which is also a catalyst for the city's businesses and which every year reveals the immense historical and cultural heritage of the Catalan capital to thousands of attendees.

But beyond its strictly economic impact, Fira is also a great example of knowledge, as year after year it puts Barcelona at the heart of the debate on the main trends in technology, health sciences, fashion, design and tourism, among others. Activities that are meeting points for experts and entrepreneurs and leaders of multinationals from all over the world that generate added value.

Finally, it is worth noting that Fira is committed to the fight against climate change and each year advances in its strategy to reduce its carbon footprint. We need entities that are firmly committed to the SDGs and that encourage other companies to implement the values of sustainability.

We have closed the year with the optimism conveyed to us by conference attendees, exhibitors and visitors during 2023 and with the desire to continue to achieve success, with ambitious projects on the horizon that will continue to consolidate Fira de Barcelona as it has done so far.



Pau Relat i Vidal

Chairman of the Governing Board
of Fira de Barcelona

Fira, a platform of opportunities

I am delighted to present Fira de Barcelona's results during the 2023 financial year, which are explained in detail in this report. I think it should be noted above all that the institution has reached the highest levels in its history, having definitively overcome the uncertainties generated by the pandemic in 2020, which affected activity over two financial years.

This balance sheet confirms the consolidation and progression of the institution's activity and turnover and once again reinforces its solvency and leadership in a global and highly competitive trade fair market. It also highlights the importance that the impact of Fira's activity has in economic and social terms on Barcelona and Catalonia.

It is clear that the holding of major events at our Gran Via, Montjuïc and CCIB venues makes Fira a great platform for business and opportunities. This dimension of our institution as a driving force for the country's productive fabric will be strenghened in the immediate future with the implementation of crucial projects for its expansion and positioning in a sector that is constantly evolving.

Fira de Barcelona has drawn up its roadmap in the 2023-2026 Strategic Framework with the aim of connecting people, companies, the region and society in order to advance socially and economically. Profitable and sustainable growth, infrastructures and services for Europe and economic and social impact are the key axes for the coming years.

In this context, we would like to highlight the importance of the extension of the Gran Via venue and the remodelling of the Montjuïc venue, projects on which we have been working intensely in 2023. I would like to stress that these are actions that have the consensus and collaboration of all the country's institutions and civil society.

Finally, I would like to emphasise that during this financial year, as the report also states, the Commission for the Centenary of the Barcelona International Exposition, which will be commemorated in 2029, has been set up. I believe it is of civic interest to remember that Fira is the continuation of the spirit of modernity of that important event, which established close ties between the institution and the people of Barcelona that continue to this day.



Constantí Serrallonga i Tintoré

General Manager of Fira de Barcelona

Fira, innovation and growth

With more than 270 events held, a record turnover of more than 257 million euros and an Ebitda of more than 42 million, Fira de Barcelona's balance sheet for 2023 can be described as historic. These record figures, which have exceeded all forecasts, reflect the volume and importance of the events that have taken place throughout the year at the Gran Via and Montjuïc venues and the Barcelona International Convention Centre (CCIB).

Thanks to these first-class facilities, the services offered, the organisational experience and excellence, Fira has a consolidated and recurring portfolio of events that are international benchmarks and that in many cases chose Barcelona as the place to grow.

A glance at the congresses, trade fairs, business meetings, events in various formats that have been held illustrates the importance and diversity of the shows: technology in its multiple expressions and health sciences in a prominent place, along with the set of initiatives related to support companies and entrepreneurs, automotive and transport industries, the food industry and gastronomy, the chemical and pharmaceutical industry, construction, tourism, fashion and the numerous economic activities linked to culture, tourism and leisure, among others.

This reality translates into the presence in our venues of organisers, exhibitors and visitors from all over the world, an element of great importance for the region and its economy. It highlights, as we have always stressed, the importance of trade shows as a space for contact between people, companies, institutions and research centres, generating exchanges and business opportunities and economic and social impact.

Fira de Barcelona has a growth strategy - with the extension of Gran Via and the remodelling of Montjuïc as a tangible reality - reflected in the Strategic Framework, with a desire for leadership, to meet growing international demand and contribute to the expansion of the country's productive fabric, as well as the global positioning of Barcelona and Catalonia within Europe. In this regard, I would like to highlight the role of the Fira teams in achieving even higher levels of efficiency and competitiveness.

GOVERNING BODIES

General Council

Members

Chairman
Jaume Collboni i Cuadrado

1st Vice President
Roger Torrent i Ramió

2nd Vice President
Josep Santacreu i Bonjoch

Members
Xavier Comerma i Carbonell
Anna Cornadó i Vidal
Núria Cuenca i León
Martina Font i Olivé
Joan Jaume i Oms
Núria Marín i Martínez
Emili Rousaud i Parés
Oriol Sagrega i Saula
Janet Sanz i Cid
Xavier Trias i Vidal de Llobatera
Jordi Valls i Riera
Josep M. Aguirre i Font

Attendees

Chairman of the Governing Board of Fira de Barcelona
Pau Relat i Vidal

General Manager of Fira de Barcelona
Constantí Serrallonga i Tintoré

Member of the Official College of Commercial Agents of Barcelona
Ricard Penas i Babot

General Secretary
Ignacio Toda Jiménez

Governing Board

Members

Chairman
Pau Relat i Vidal

Ministers
Mar Alarcón i Batlle
Luis Conde Möller
Agustín Cordón i Barrenechea
Laura Carnicero Hernanz
Helena Guardans i Cambó
Miquel Martí i Escursell
Manel Vallet i Garriga

Attendees

General Manager
Constantí Serrallonga i Tintoré

General Secretary
Ignacio Toda Jiménez

Executive Committee

Members

General Manager
Constantí Serrallonga i Tintoré

Deputy General Manager
Pere Camprubí i Nieto

Corporate Director
Jeroen Robles Koster

Sales Director
Rubén Dalmau Gabàs

Director of International Business
Ricard Zapatero i Camps

Director of Infraestructures and Venue Services
Marc Serra i Arnau

Director of Corporate Marketing and Strategic Projects
Joan Angulo Arrese

Director of Communications
Amparo Losada Torres

Director of Legal Affairs and Compliance Officer
Fátima Soro Borrega

Director of Administration and Finance
Salvador Fosalba i Auró

Director of ICT
Anna Font Tatxé

Director of Planning, Budgeting and Management Control
Maria Ferrero i Bisart

Director of Institutional Relations, Protocol and President's Office
Emili Farrerons i Pascual


werfen



ECONOMIC AND SOCIAL CONTEXT 2023

Good performance of the Spanish, Catalan and Barcelona economies

The world economy grew by 3.2% in 2023, according to data from the International Monetary Fund (IMF) (April 2024). The advanced economies grew by 1.6%, but the GDP of the euro area only did so by only 0.4%.

The US economy grew by 2.5% and remains the world's leading economy in terms of GDP while China's economy grew by 5.2%, far from its initial expectations. Emerging or developing economies as a whole grew by 4.3%.

The recovery from the effects of the Covid-19 pandemic was in fact affected by the new escalation of prices due to the impact of the war in Ukraine and the crisis in Gaza and, as a consequence of the latter, of the attacks on ships in the Red Sea through which 11% of world merchandise traffic runs.

Spain

The Spanish economy closed the year 2023 with a growth of 2.5%, exceeding the forecasts of the government, the IMF, the Organisation for Economic Co-operation and Development (OECD) and the Bank of Spain. This makes it the EU's fastest growing large economy.

The growth of the Spanish economy has been moderate, although it has increased for three years in a row: 6.4% in 2021 (after the 10.8% drop in 2020 due to the pandemic) and 5.5% in 2022. According to data from the Ministry of Economy, growth was sustained by household consumption and domestic demand (1.7%), while external demand stoodat 0.8%.

Inflation was around 3% and the external deficit was reduced due to the fall in energy import costs.

During the year, 616,000 new jobs were created, and unemployment fell to 11.7%; Social Security enrolment rose to 20,775,000.

Catalonia

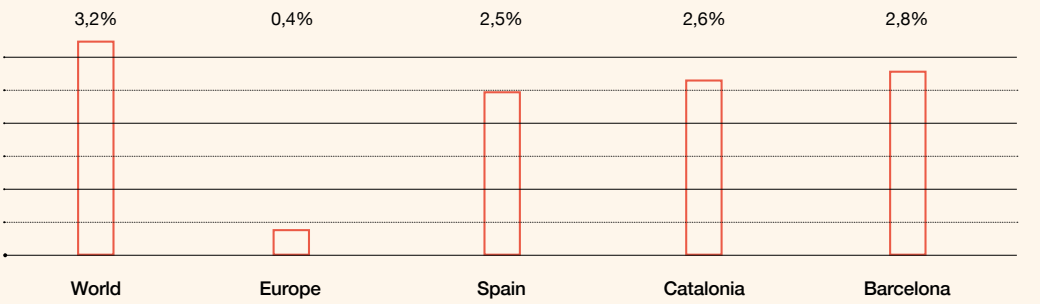
lIn 2023 Catalonia's GDP grew by 2.6%, one tenth more than the Spanish economy.

The growth of the Catalan economy was mainly due to the favourable evolution of industry due to the improvement in the manufacture of motor vehicles and the chemical industry (3.5%) and services (3.1%) and, to a lesser extent, construction (1.8%), but agriculture declined by more than 17%.

Domestic demand grew by 1.4%, one point and a tenth less than the previous year (2.5%), mainly due to the increase in household consumption (1.9%) and government consumption (2.3%). Regarding foreign trade, the results also show an increase of 7.1% in total exports and 2.9% in total imports.

197,600 jobs were created, and the unemployment rate fell to 8.9% (9.9% in 2022).

Growth GDP



Barcelona

The city's GDP grew by 2.8% in 2023, slightly higher than in Catalonia (2.6%) and Spain (2.5%).

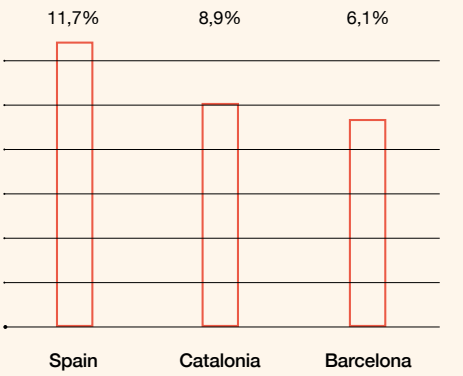
During that year, activities related to information and communication technologies (ICT) grew by over 8% and trade, hotels and restaurants and transport exceeded 3%, a more moderate growth than in 2021 and 2022. Financial activities exceeded 5% while real estate offered negative rates of -2.4%.

Public administration, education, health, personal and health services grew by nearly 2% and arts and leisure activities grew by more than 8%. The industrial sector recorded an increase of 2.1%, lower than in Catalonia.

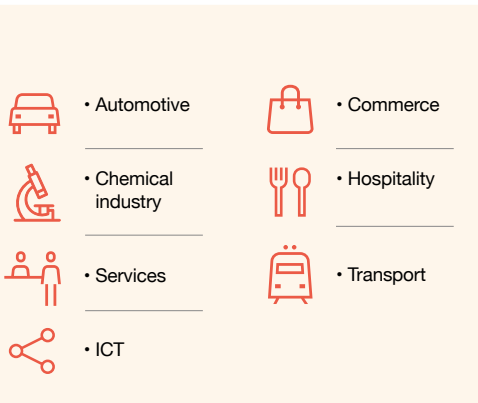
Barcelona closed the month of December with 1.2 million people affiliated to Social Security, an increase of 1.7% over the previous year. At the end of the year, the unemployment rate, the lowest among Spain's major cities, had stood at 6.1%.

In terms of exports, Barcelona City and Barcelona province reached a new all-time high with an annual increase in the value of exports of 7.4% and represent a fifth of Spanish exports (20.5%). The chemical and automotive sectors and capital goods are the main exporting activity sectors.

Unemployment



Most dynamic industries Catalonia/Barcelona



References:
World Bank, IMF, Eurostatt
Ministry of Economic Affairs. Spanish Government
Idescat
Area of Economy, Labour, Competitiveness and Finance. Barcelona City Council

BALANCE 2023



DATA 2023

Fira de Barcelona is one of the most important trade fair institutions in Europe in terms of its activity, experience, technological development and competitiveness. Fira is the leader of the Spanish trade fair market, especially in terms of industrial and professional shows.

It is an important economic and social driving force for the region and for companies, especially small and medium-sized, and supports productive sectors, professionals and entrepreneurs.

Fira is a consortium comprised of Barcelona City Council, the Government of Catalonia and the Barcelona Chamber of Commerce, which combines public ownership with autonomous business management.

Economic balance

TURNOVER

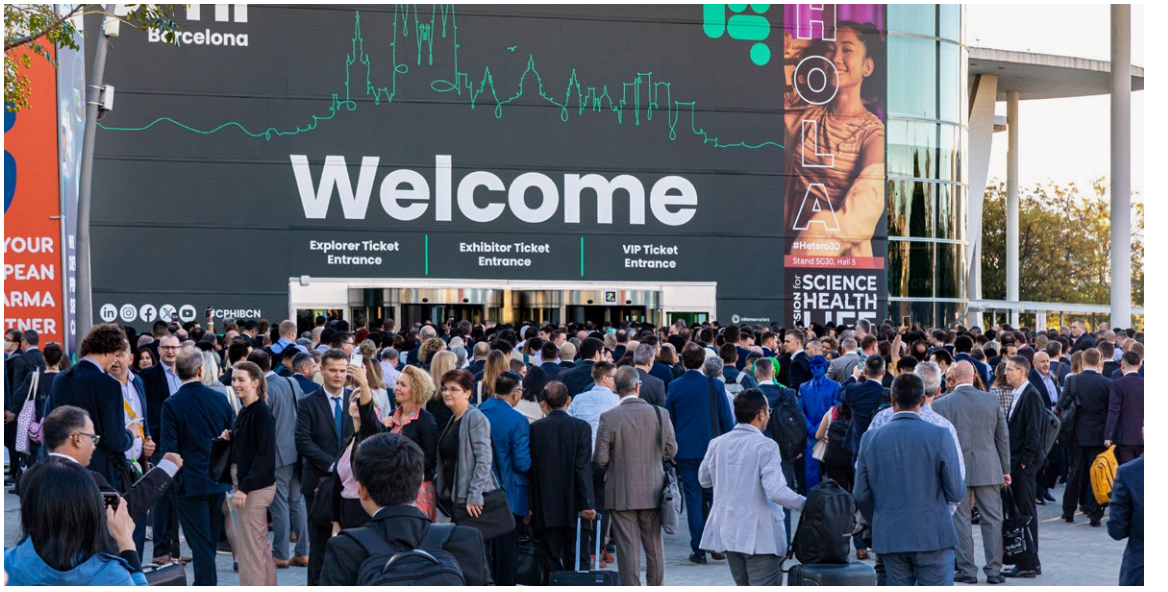
257.6 M€

This is the best turnover in the history of the institution.

EBITDA

42.4 M€

Also the highest level of results ever achieved.



Trade fair activity

EVENTS HELD

+270

trade shows and events at the Montjuïc, Gran Via and CCIB venues.

7

trade shows abroad: Colombia, Brazil, Argentina, Mexico, Qatar, Cuba, China.

2

venues managed in China.

EXHIBITORS

16,562 direct exhibitors.

30,000 direct and represented companies.

VISITORS

3 million, from 200 countries and regions.

TOTAL FLOOR SPACE

1,394,000 m²

net between shows and congresses.



TYPES OF SHOWS

The majority of the shows held are professional.

68%
professional shows.

32%
public and mixed shows.

EXHIBITORS BY TYPE OF SHOW

Participation of exhibiting companies according to the nature of the show. Professional shows account for the vast majority of exhibitors.

85%
professional shows.

15%
public and mixed shows.

VISITORS BY TYPE OF SHOW

Visitor attendance according to the nature of the show. There is a certain balance between visitors of professional events and visitors of public and mixed events.

55%
public and mixed shows.

45%
professional shows.

SURFACE AREA OCCUPIED BY SHOWS

72%
professional.

28%
public and mixed.



INTERNATIONALITY

Presence of foreign exhibitors and visitors at trade shows.

57%
international exhibitors.

43%
national exhibitors.

42%
international visitors.

58%
national visitors.

Economic and social impact

Fira de Barcelona's activity has a significant impact on the region in economic and social terms, promoting employment, creating social and public value and generating synergies.

+4,700
million euros of economic impact.

+35,000
direct and indirect jobs generated.

+970
million euros in tax return.



Commitment to sustainable development

Fira de Barcelona is committed to the sustainable development of its activity with the aim of protecting the environment and generating wealth and well-being for Barcelona and the region, in line with its commitment to the Sustainable Development Goals (SDGs) of the United Nations' Agenda 2030.

ENERGY

100%

from renewable sources.

47%

of the total from local wind farms.

Energy efficiency

Highly digitised systems to monitor and manage energy consumption.

240 IoT technology devices installed at the Gran Via venue to control consumption.

WATER

Fira applies additional measures to reduce water consumption given the drought situation.

It has a digital water consumption control system to detect leaks in real time.

DONATION OF SURPLUS FOOD

18.4 tonnes

given to Banc dels Aliments and Nutrition without Borders.

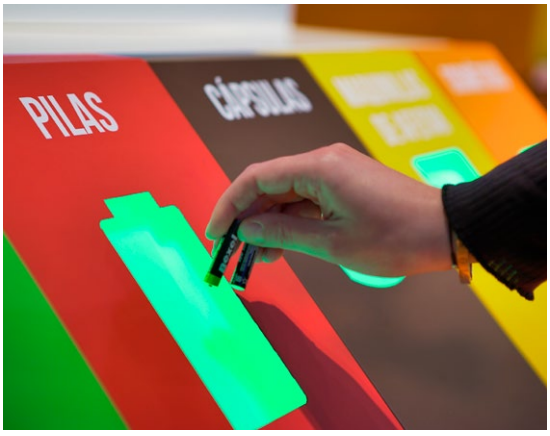
REDUCE, REUSE, RECYCLE

2,100 tonnes

of waste recycled, especially chipboard and wood, paper and cardboard, organic, glass and plastic.

554,000 m²

of recycled carpeting, equivalent to 80% of the total used in common areas.





Support services for exhibitors, visitors and organisers

Fira carries out important work to support organisers, exhibitors and visitors with quality services.

STANDS

24,000
orders from exhibitor companies managed by ServiFira.

17,200 m²
stands built by BuildUp.

23,200
sales through FiraStore.

TECHNOLOGY

The ICT Area responds to the demands of organisers, exhibitors and visitors in terms of technology.

6,500
cable services for stands.

20,560
Wi-Fi services.

180,000
unique devices connected to the Fira network.

958
terabits of data volume exchanged.

875,000
visitor accreditations through the system developed by Fira.

+74,300
accreditations through the Contractor Pass programme for suppliers.

CATERING

The catering offer is of great importance for the success of events. GastroFira had an outstanding activity given the density of the exhibition calendar.

67
corporate events catered for with catering services at stands.

5,500
gastronomic offer services during MWC Barcelona.

Professional team

The main focus was on people development, networking co-responsibility and training based on knowledge, skills and emotional well-being.

41% men

59% women

399
staff members.

12,500
hours of training provided.

222
participants in training courses.

Presence in the media

The intense trade show activity is reflected in the different channels of communication.

MEDIA IMPACT

110,000
media impacts in the press, radio, television and online media.

REGISTERED JOURNALISTS

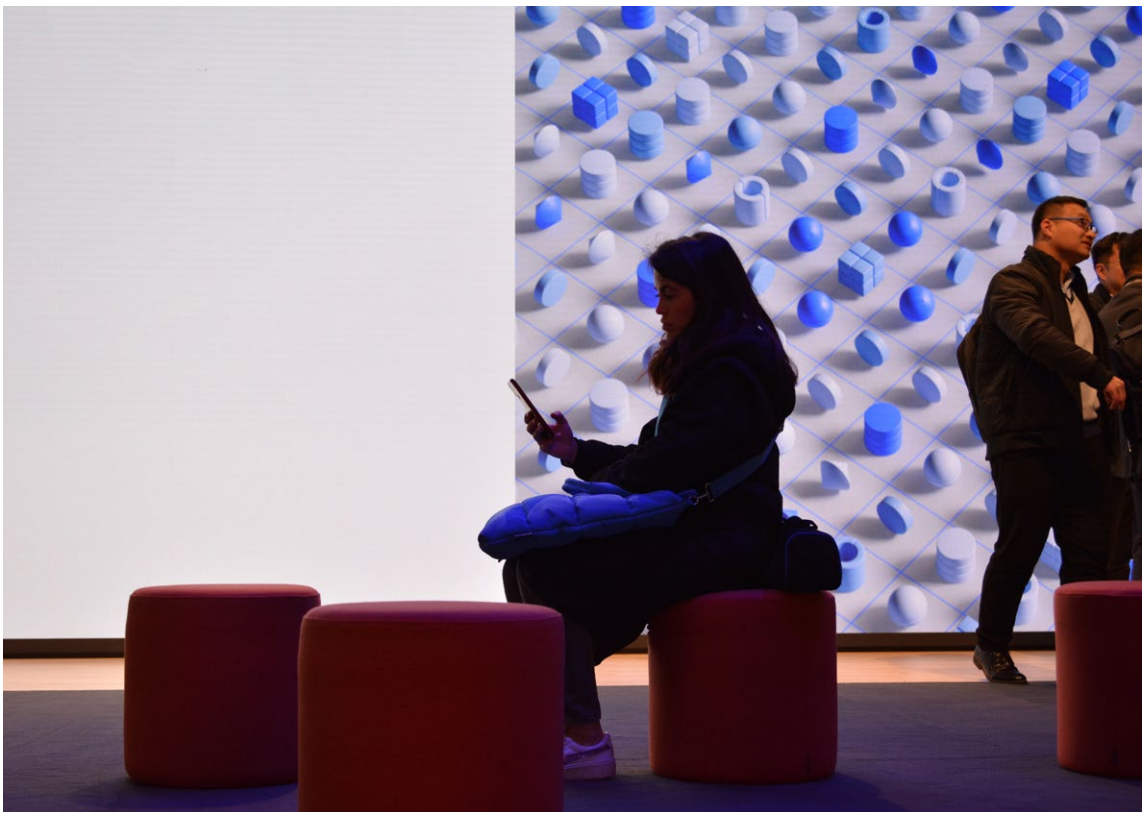
5,890
media professionals accredited at Fira's shows.

WEB USERS

+3,320,000
on the corporate website and those of the shows organised by Fira.

FOLLOWERS ON SOCIAL NETWORKS

+1,155,200
followers on Fira's corporate and trade show social networks.





AN EXERCISE IN LEADERSHIP

In 2023, Fira de Barcelona managed to surpass the number of events held and the economic results obtained before the long period affected by the Covid-19 pandemic. Indeed, with a full return to normality, the trade fair institution's balance sheet was not only the best in its long history but could be described as exceptional.

The results of the trade fair institution faithfully reflect the intense activity throughout the year, in which it organised and hosted a wide range of events, including numerous world and European benchmarks in fields such as technology, the audiovisual industry, urban development, fashion, health and mobility, among other sectors.

In a highly competitive environment between cities and large venues, Fira consolidated its leadership in the field of trade fairs, congresses, conventions and business meetings on a national and international scale and continued to play a clear driving role for the country's economy, generating a significant impact on companies, the social and economic fabric as a whole, and the region with a clear commitment to sustainable development through its Strategic Sustainability Plan.

Historic results

In 2023, Fira obtained revenues of 257.6 million euros, 21.4% more than in 2022, and a record Ebitda of 42 million euros, 15.7% higher than in the previous year.

These are figures never archieved before by the institution, exceeding all forecasts, and are the result of intense activity throughout the year, which resulted in the holding of more than 270 shows, congresses and events of different formats and content at the Montjuïc, Gran Via and Barcelona International Convention Centre (CCIB) venues, in addition to the events held abroad through the International Trade Fair company.

It is quite clear that, as well as the importance of its venues, Fira's progressive growth is also related to the high level of services it offers, the organisational experience and excellence achieved, and the global impact of an event held in Barcelona. Fira has not only consolidated a recurring portfolio of leading events that choose its venues to grow, but has also attracted new leading shows and congresses in their respective sectors for the coming years.

In short, it is a balance sheet that confirms the consolidation and progression of the institution's activity and good results, strenghening its leadership in a global market in constant evolution. Fira de Barcelona is, in short, an important driving force for the generation of business and commercial activity, knowledge transfer and talent that attracts companies, entrepreneurs and initiatives from all over the world and has a positive impact on the industrial, commercial and economic framework of the country and, very specifically, on the positioning of Barcelona as a leading city in innovation, technology and creativity.

With the aim of meeting to new demands and challenges, Fira still has new prospects for expansion. In this sense, it is worth highlighting the approval of its Strategic Framework 2023-2026, which emphasises its desire to be an economic and social driving force that generates prosperity in both the local and global spheres from a perspective of responsibility and sustainability, with the support of the various economic and social agents and in the context of a profitable collaboration between public and private sectors (see page 30).



Improved infrastructures

In relation to its commitment to competitiveness and leadership, 2023 saw the practical implementation of two major initiatives that are fundamental elements, such as the extension of the Gran Via venue and the remodelling and modernisation of the Montjuïc venue. They reflect not only Fira's current strength, but also its strong future projection.

Indeed, in 2023, construction work began on the new hall at the Gran Via venue, with the first step consisting of demolishing the building that occupied most of the site on which the new facilities will be built. And in December, when work had already begun, the symbolic act of laying the first stone was held, presided over by the President of the Generalitat and the Mayor of Barcelona.

The construction of this new pavilion, called Hall Zero, with a surface area of more than 60,000 m^2, which will stand out for its design, technology, sustainability and versatility to be able to host all kinds of events, will be brought forward in the course of 2024. With this extension, the venue will reach 300,000 m^2 of exhibition space, making it one of the largest in Europe in the world (see page 46).

At the end of 2023, the Centenary Commission was established to promote several initiatives to commemorate the 100th anniversary of the 1929 International Exposition with the aim of highlighting the spirit of innovation and modernity of Barcelona at that time. The Commission is made up of representatives of the Generalitat de Catalunya, Barcelona City Council and Fira de Barcelona.

Within the framework of this celebration, and at the time this report was being written, the International Architecture Competition was called for the transformation and modernisation of the Montjuïc venue, which should make it a unique urban exhibition space in Europe, as it will combine trade fair activity with new public and civic uses in its surroundings and will be equipped with permanent spaces for innovation in sectors related to Fira's shows. A significant part of this transformation is expected to be completed in 2029 to coincide with the centenary of the 1929 Barcelona International Exposition (see page 42).

Major leading events

Major technological, industrial and health events were held in 2023, including MWC Barcelona, Integrated Systems Europe (ISE) and Smart City Expo World Congress (SCEWC), among others.

MWC Barcelona, the international leader in connectivity, which has been held in Barcelona since 2006 and which in 2022 renewed its stay until at least 2030, but with the will of becoming its permanent venue, brought together more than



88,500 visitors from 200 countries and territories, approaching its pre-pandemic reference figures. Parallel to this event, 4YFN is held, which has positioned itself as a benchmark in the field of startups, an activity in which Barcelona clearly stands out internationally.

The world's most important trade fair for the audiovisual industry, ISE, held its first edition at the Gran Via venue without the limitations imposed by the pandemic, with an attendance of more than 58,000 visitors. For its part, Smart City Expo World Congress, launched by Fira in 2011 and which has become the most important meeting for urban development and the application of technology in cities, held to coincide with Tomorrow.Mobility, brought together more than 25,300 visitors and 1,100 exhibitors from 800 cities and countries.

The 2023 agenda also included other major events such as the meetings of the technology multinationals VMware and Gartner, and CPHI, the world's leading trade fair for the pharmaceutical industry, which was already held at Fira in 2016,

Strategic Framework 2023-2026
Growing by driving growth

The Purpose of the 2023-2026 Strategic Framework reflects Fira de Barcelona's desire to be an economic and social engine that generates prosperity, both locally and globally, in a responsible and sustainable way. Hence the desire to connect people, companies, the region and society in order to advance socially and economically.

The Vision is to make Fira de Barcelona the differential driving force for the success of any organiser or exhibitor of trade fairs, congresses and conventions, and to be the international trade fair operator of reference. All this with the mission to create, organise and host the best local and global events and be leaders at connecting people, businesses, the city and the world as well as generating knowledge exchange and new business opportunities.

The Values associated with this approach are *Excellence* (service vocation, reliability, generating trust); *Commitment* (teamwork, professionalism, sustainability); *Innovation-Creativity* (new solutions to be at the forefront, continue to grow and be leaders in the sector); *Humanity* (diverse, respectful, collaborative team, based on talent and inclusion); and *Inspiration* (fostering the inspiration that Barcelona awakens in Fira teams, clients and stakeholders).



and will brought together 40,000 visitors and 1,800 exhibitors. In the field of health, the world congresses on Parkinson's disease, osteoporosis and gastrointestinal oncology, among many other events, were also held. In total, more than 50,000 professionals took part in the health-related congresses and meetings held at the various trade fair venues.

We should also mention shows that have long been linked to Barcelona's trade fair calendar, such as Automobile Barcelona, which was held to coincide with Motoh! Barcelona; Barcelona Bridal Fashion Week, an international benchmark for bridal fashion; the chemical and plastic sector events Expoquimia and Equiplast; the construction show Construmat; Piscina & Wellness Barcelona, a benchmark in the field of swimming pools and aquatic facilities; the Barcelona International Boat Show held at the Port Vell and Caravaning.

In the food and beverage sector, we should mention Seafood Expo Global & Seafood Processing Global, the leading international event for the fish

In short, the Strategic Framework aims to give Fira de Barcelona a new impetus, with the ambition to continue shaping a project with the strength to attract talent, generate motivation, link shareholders in a consistent way and contribute as much as possible to society.

With a vision aiming at the year 2030, Fira de Barcelona is committed to having the best trade fair venues, a broad portfolio, with great international weight and strategic sectors, fully developing its role as the economic and social powerhouse of the region. It wants to consolidate its position as a European leader in the sector, taking on board the efforts made to overcome the effects of the pandemic. In other words, an institution based on strength, a relevant positioning in Europe, a commitment to digitalisation and to the added value of face-to-face events. The success of the integration of the CCIB, the extension of the Gran Via venue, the remodelling of the Montjuïc venue, the economic environment and the solidity of the portfolio are decisive elements for tackling the immediate future based on four main axes:

1. Profitable and sustainable growth
2. First-rate venues with benchmark services
3. Economic impact, social commitment and sustainability
4. Committed, agile and results-oriented organisation

and seafood sector; Alimentaria Foodtech, dedicated to food industry equipment and machinery; Barcelona Wine Week, a trade fair specialising in wines produced in Spain; and Gastronomic Forum Barcelona, which brings together the leading figures and trends in the culinary field. Events were also held in the field of culture, such as CineEurope, the Manga and Comic Barcelona fairs and the Sónar electronic music festival. Other highlights included the Saló de l'Ensenyament (Education Fair) and fairs focusing on job opportunities and business, such as Bizbarcelona and Saló de l'Ocupació (Employment), as well as Ibtm World, the leading business tourism show.

For the first time, Shoptalk, the most important trade fair from the retail sector, was held, adding to the Fira de Barcelona calendar, as well as the World Airports Congress, the Global Transport Summit, of the International Union of Public Transport (UITP) and the Michelin Stars Gala.

Activity abroad

The organisation of trade fairs abroad and the management of exhibition venues is part of the international expansion strategy initiated by Fira de Barcelona more than ten years ago, with the aim of contributing to the internationalisation of Spanish and Catalan companies and contributing its organisational experience.

In 2023, international activity was fully standardised. For the first time, Smart City Expo World Congress (SCEWC) was held in Bogotá, the capital of Colombia, and Smart City Expo Latam Congress was also held in Mexico, as well as the SCEWC editions in Santiago del Estero (Argentina), Curitiba (Brazil), Doha (Qatar) and Shanghai (China).

The fourth edition of HostelCuba, International Exposition of Equipment for Hotels, Restaurants and Tourist Services, was also held at the Pabexpo venue in Havana.

In addition, Fira de Barcelona continued to manage the Chinese venues of Nanxang and Xuzhou, which hosted 71 trade fairs and congresses, a significant increase compared to the 41 that were held in 2022. These included the Educational Equipment Fair, which occupied the entire 140,000 m² of the Nanxang venue, and the China Clinical Laboratory Practice Association Exhibition, with more than 90,000 m² of exhibition space.



Important work in corporate areas

The intense trade fair work carried out throughout 2023 led to a significant increase in the activity of Fira de Barcelona's different Areas and services, both those in direct contact with organisers, exhibitors and visitors and those working in corporate areas to provide the tools and internal logistics for the running of the events and the institution itself.

The CRM and Marketing Services department developed around 950 commercial promotion campaigns aimed at exhibitors and 1,300 aimed at visitors, with an impact on 11.5 million potential visitors and exhibitors.

The Fira Contact Centre handled more than 22,200 calls and responded to more than 29,000 e-mails. Nearly 11,400 hours were invested in the work of the Back Office and Exhibitor Support Service agents.

Exhibitor Services: Servifira and BuildUp

Servifira continued to play a crucial role in the success of the shows and events held throughout 2023 with the handling of more than 24,000 exhibitor orders and the construction of 11,000 m² of stands. Among the most requested services were rigging, electricity, internet and furniture.

With the incorporation of eleven people integrated within the Talent Jove (Young Talent) programme, the largest team ever was achieved, while continuing to provide opportunities and possibilities to provide experience to young people who have been trained in subjects related to the events industry.

It should also be noted that substantial improvements were introduced in Fira Store, in terms of optimising time, resources and payment systems both internally and for customers, moving towards the progressive digitalisation that already occupies 85% of processes. During 2023, more than 23,200 requests were channelled through Fira Store.

For its part, BuildUp, which specialises in design stands, devised and executed 46 projects, with more than 17,200 m² built, for seven major events such as MWC Barcelona, Integrated Systems Europe (ISE), Seafood Expo Global, Smart City Expo World Congress and the International Congress of Public Transport (UITP).





Its main clients include companies such as Microsoft, Sony, Google, Cisco, AT&T, Mastercard and organisations and institutions such as TV3, Barcelona City Council and the Barcelona Metropolitan Area (AMB).

BuildUp initiated an important process of implementation of sustainability measures, with the commitment of suppliers and launched an internal platform to carry out projects for sustainable stands and common areas.

Premium catering

Gastrofira fully recovered in 2023 an activity that had been greatly affected by the pandemic. It is worth noting the increase in catering services at stands as a result of the high level of trade fairs held and the growth in corporate events. In total, 67 events were catered throughout the year, although most of the activity was concentrated in the first half of the year when more than 800,000 meals were served.

Of particular note was Gastrofira's great work during MWC Barcelona. It coordinated 68 venues with a great gastronomic diversity and offered for the first time a food court with several food trucks. To meet the logistical requirements, more than 1,800 m^3 of additional refrigerated containers were set up to supply the various catering and restaurant outlets.

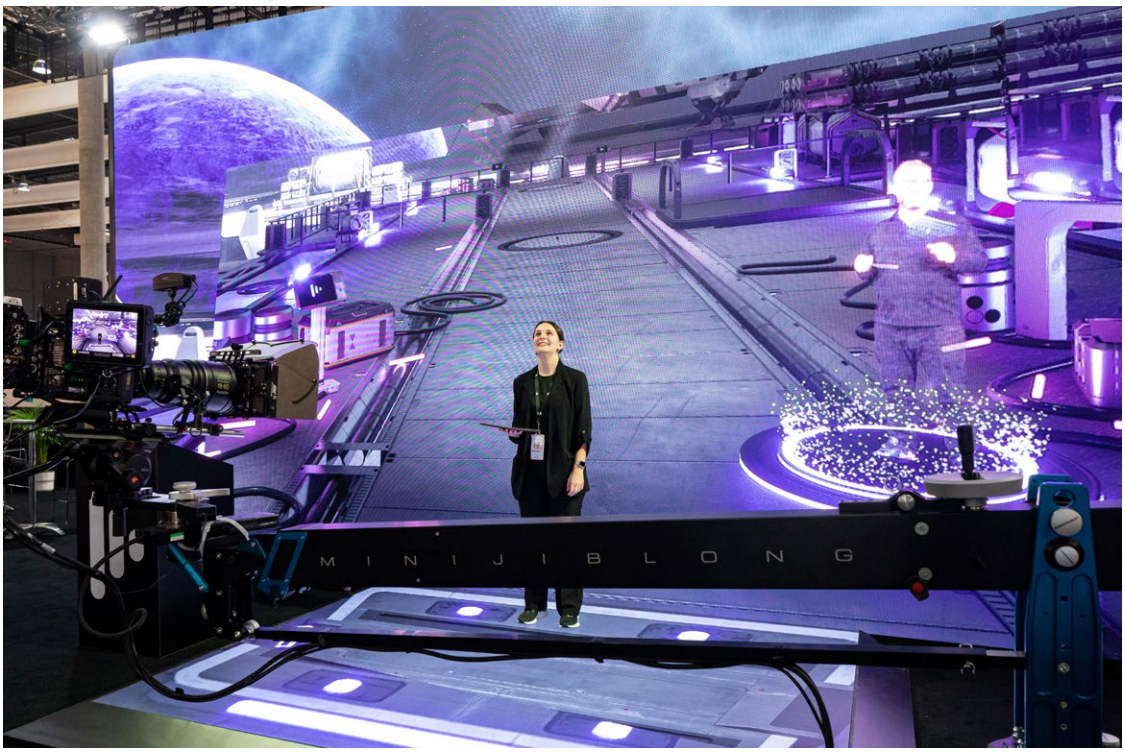
During the congress, more than 5,500 catering services were provided for a total of 30,000 guests, 260,000 sandwiches and 475,000 coffees were served and 800 m^2 of marquees were set up for the 400 daily deliveries.

For its part, Nuclo Restaurant continued to be a benchmark in the area for customers who want to have a meal in a relaxed atmosphere and with a cuisine that stands out from the rest of the restaurants in the area. The Nuclo Catering brand continues to grow as a premium offer for event organisers who hold their gala dinners or events at the Fira de Barcelona venues or at other prominent venues in the city.

With regard to its social commitment and commitment to sustainability, Gastrofira increased the use of biodegradable materials and introduced a new waste treatment management system (see page 63). It also continued to collaborate with various NGOs to recover surplus food from the fairs.

Connectivity and technology

Throughout 2023, a fundamental task continued to be carried out to guarantee the functioning of the trade show activity: connectivity and technology.



In total, almost 6,500 cable services for the stands and more than 20,560 Wi-Fi services were provided. Nearly 180,000 unique connected devices were recorded at the venues in 2023, representing a volume of 958 terabytes of data exchanged of.

The IT department continued to develop numerous projects related to the modernisation and digitisation of the services offered by Fira de Barcelona to organisers, exhibitors and visitors, as well as to the organisation's various internal departments, placing special emphasis on cybersecurity to protect data and systems with artificial intelligence programmes. A summary of the intense activity can be seen in the more than 80,000 hours of programming and consultancy over the course of the year, the 183 projects developed and the nearly 20,000 incidents or queries dealt with.

It is worth highlighting the implementation of new customer service systems such as Freshdesk and CIS Digital, and various management tools to facilitate the work of the professional teams in the different areas in relation to messaging, contracting and invoicing, among others. Of particular note was the implementation of Fira Order, which replaced the old supplier channel, the adoption of Open Roaming technology at the venues and the My Event Journey tool, which allows visitors to obtain information on exhibitors who have scanned their passes.

Technology continued to be developed for major events, especially the access service for MWC Barcelona and the accreditation, access and app for ISE, including new functionalities for visitors, such as the pass printing system integrated with access (Print & Go). It should be noted that from 2023 Fira de Barcelona will be in charge of making the global app for GSMA, the organiser of MWC Barcelona, for all the events it holds around the world. The app for the MWC Las Vegas meeting in November was the first to use the new model.

In 2023, 40,000 downloads were recorded for the trade show apps organised by Fira de Barcelona, and 152,000 for the ISE and MWC Barcelona apps. Exhibitors scanned more than 450,000 visitor badges using the Lead Retrieval app. The shows generated around 917,000 accesses and nearly 873,000 visitor badges and 74,300 assembly professionals.

It is worth noting that the Gran Via venue has Wi-Fi 6, the best Wi-Fi network in Europe for trade fair facilities, and 5G coverage for better connectivity.

More operational venues

The Venues Area made progress on the project to extend the Gran Via facilities and also on the future remodelling of the Montjuïc venue. Fira de Barcelona's major infrastructure projects which, as also mentioned in other chapters of this report, took a step forward in 2023 with the laying of the first stone of the new Hall Zero at the Gran Via venue and the announcement of three architectural competitions to put the works for the Montjuïc venue out to tender (see page 42).

During 2023, actions continued to be carried out at the trade fair facilities in the areas of sustainability, energy efficiency and waste management.. Of particular note was the renewal of ISO 14001, the most recognised international certification in environmental management, and work was carried out on the implementation of ISO 50001, the most important energy management standard, achieved in 2024 while this report was being written (see page 60).

The simultaneity of major shows during 2023, such as ISE and MWC or Caravaning and CPHI with VMware and Smart City Expo World Congress, posed a major challenge for the operations teams who had to string together set-up and dismantling tasks in minimum time. It is worth remembering that all the Gran Via halls are recreated in three dimensions with BIM (Building Information Modelling) technology, which makes it possible to anticipate and speed up installation work.

In order to improve the exhibitor experience, a new platform for managing requests and incidents was implemented, which facilitates the monitoring and resolution of requests, reducing response times and operational efficiency. A virtual customer service system was also implemented, allowing exhibitors and assembly teams to report incidents via chat or call, without having to go to the physical customer service point.

In addition, throughout 2023, maintenance and improvement work was carried out on the Montjuïc venue, especially in the meeting rooms and offices on levels 1 and 2, which were given a more modern look, new furniture and renewed lighting.

Legal Consultancy and Compliance

The Legal Advisory and Corporate Compliance Area developed an important activity around the increase in recruitment, intellectual property policy and all issues related to the performance of corporate procedures and good practices.




SPEAKERS ROOM 2B
PUZZLE X
SMART DRIVING CHALLENGE
CHINA
PUZZLE X
aws

The main actions in the legal area focused on providing legal support for the contracting of services, supplies and works, covering the needs generated by the trade fair activity itself. Contracting processes increased significantly in 2023, as 353 were managed. Training sessions were held for the trade fair teams related to contracting.

Another important activity was related to intellectual and industrial property, with training sessions on this subject, including legislative forecasts on artificial intelligence (AI).

It should also be noted that, for yet another year, collaboration was maintained with the Commercial Courts of Barcelona and the Commercial Courts of Alicante (European Union Trademark Court), reinforcing the protection of exhibitors in the field of industrial and intellectual property.

In terms of Compliance, internal regulations were reviewed and updated in 2023, and new ones were created, including the Competition Policy. The Ethics Channel was also adapted to Law 2/2023 of 20 February, which regulates the protection of people who report regulatory infringements, outsourcing its management. The Ethics and Compliance Committee and the Data Protection and Information Cybersecurity Committee were set up, and training sessions were held on the confidentiality of communications received through channels other than the Ethics Channel.

Sustainable purchases

The Purchasing department carried out an intense activity in line with the importance and number of trade fair events held at the three venues. Throughout the year, 12 tenders were called and awarded in key sectors such as visitor and exhibitor services, carpet supply, connectivity, fire control, interim staff for major events, among others.

A common feature of all the tenders was the commitment to sustainability. A new supplier of latex-free carpet was incorporated, which is a step towards the goal of reaching 90% recycled carpet by 2024 (see page 62). The large-format graphic printing sales catalogue was renewed, incorporating fewer polluting materials. The use of sustainable lanyards or badge ribbons made from recyclable materials was also promoted (237,700 units were purchased in 2023) and a new stand made entirely from recyclable cardboard was introduced for the first time at ISE (see page 63).



Training, young talent, values

In 2023, the Fira de Barcelona workforce closed with 399 people, 44 more than in the previous year, with a decisive presence of women, 59% of the total.

The People Area continued to develop its programme to promote young talent, with 56 new recruits, 43 of whom are women and 13 men. In 2023, 29 people who were part of the Talent Jove programme joined the permanent staff.

It also continued to promote actions related to training. To facilitate access, each employee was offered the opportunity to participate in several courses on different subjects, methodologies and levels of dedication, including the most requested sessions in previous years and offering cross-cutting content applicable to all people, areas and roles. It is worth highlighting the consolidation of courses aimed at emotional wellbeing, which were highly valued, and the incorporation for the first time of a course in the field of sustainability. A total of 222 people took part in nearly 12,500 hours of training.

During 2023, special emphasis was placed on reflecting on the values of the institution. To this end, a day was held in which more than 400 people took part, divided into 39 heterogeneous groups, to discuss the meaning and degree of integration in everyday life of values such as commitment, excellence, humanity, innovation, creativity and inspiration, which were expressed in graffiti. The session was organised in collaboration with the Adsis Foundation.

Another of the highlights was the updating of the Equality Plan with the approval of a new protocol for the prevention and tackling of harassment and discrimination and the protocol on the protection of victims of gender-based violence.

In the field of emotional well-being, a permanent telephone service for psychological and social support and attention was made available, free of charge, for workers and their families with the aim of looking after their emotional well-being. The service is staffed by professionals from the Fundación Salud y Persona.

Studies and Archive Service

The Studies Service focused a large part of its activity on market research: during 2023, nearly 20,000 Fira de Barcelona customers were



interviewed, including exhibitors, visitors, delegates and speakers, representing the various economic sectors and market areas that come together at the events. This action contributes to finding out the opinion and satisfaction of customers, which is very valuable information when it comes to planning and making strategic decisions.

Research was also carried out to gain a better understanding of the institution's area of influence, the impact it generates, the business and technological ecosystems that are energised by its activity and other insights.

As for Fira's General Archive (AGFB), in 2023 it recorded a significant increase in the number of visits, especially from the academic world with the aim of documenting relevant aspects of the history of trade fairs. This resulted in various collaborations that have highlighted the link between trade fair activity and the international role of the city of Barcelona, especially as the centenary of the 1929 International Exposition approaches, of which the heritage preserved in the AGFB is one of the best witnesses.

Institutional relations

With the full recovery of trade fair activity, the Institutional Relations, Protocol and Chairmanship's Office Department was very active dealing with the presence of high-level State representatives, Spanish government, the Government of Catalonia, local councils and other local institutions and economic and social organisations at the shows and events.

It also provided coverage for the representative functions of the Chairmanship of the Board of Directors and General Management, the holding of organising committees, the meeting of directors, various staff meetings and the General Council, the Fira's highest governing body.

Specifically, the department took part in the laying of the symbolic foundation stone for the start of the extension work on the Gran Via venue and in the constitution of the Commemorative Commission for the Centenary of the 1929 International Exposition.

Corporate Marketing and Strategic Projects. Communications

The Corporate Marketing and Strategic Projects Area worked intensively in a very busy year in the field of promotion, image and Corporate Social Responsibility, formulating the global corporate communication strategy, based on reputation, information and transparency. It also supported



the marketing of the shows and actions related to their promotion.

During 2023, more than 5,890 journalists were registered and around 110,000 impacts were generated in the media: information, reports and articles related to shows, congresses and events and on corporate activity.

Particularly noteworthy was the work carried out at various important institutional events held in 2023: the constitution of the Centenary Commission, responsible for promoting a programme of activities to commemorate the 100th anniversary of the 1929 International Exposition and for monitoring the project to remodel the Montjuïc venue; and the laying of the first stone of the new hall at the Gran Via venue (see page 42).

Communication through corporate social networks was also strenghened with new content and formats, and works were carried out to update some sections of the Fira de Barcelona website, which had more than 320,000 users. As for Fira's social networks, the Twitter account reached 29,382 followers, Facebook registered more than 59,480, LinkedIn more than 55,150 and Instagram had more than 11,210 followers.

Overall, the websites of the shows organised by Fira reached over three million users and their social networks had more than one million followers.

In addition, collaboration continued with the CCIB's communication department, which, for its part, worked on the creation of a new corporate branding, image and website.

Throughout 2023, work continued on the project to create a permanent space, Fira Innovation Hub, located in Hall 8 of the Montjuïc venue, to promote induced economic activity by boosting entrepreneurship, innovation and the transfer of knowledge in sectors related to Fira's main trade fairs (mobility, food, etc.) to provide more opportunities for companies, economic sectors and citizens and leave a permanent legacy in the city.



PROJECTS OF FUTURE

Transformation of the Montjuïc venue

In 2023, the project to transform and modernise the Montjuïc area was given a boost to turn it into a unique urban trade fair space in Europe, with more modern, flexible and multi-purpose facilities, under the criteria of efficiency, digitisation and sustainability of the 21st century.

The remodelling of the venue is part of the new urban transformation of the Montjuïc area to respond to needs in terms of culture, housing, mobility and green areas. It will combine trade fair activity with new public and civic uses and will be equipped with permanent spaces for innovation in sectors related to the Fira de Barcelona trade shows, around a renovated Avinguda de la Reina Maria Cristina, for pedestrians and public transport.



Architecture competition

At the end of the year, an international architectural competition was announced for the remodelling of various halls on the Montjuïc venue, which was approved as this report was being drafted. It includes three areas of action:

- One of them comprises the renovation and extension of Palau 1 and the construction of the new multifunctional hall to be built on the site of the current Palau 4 and Palau de Congressos. This new facility, which will have 19,500 m^2 of exhibition space, will have two floors and will host trade fairs, congresses and corporate events. It will be an emblematic new building, a reference of current architectural trends, which will be integrated into the axis of the Avinguda de la Reina Maria Cristina.
- Another area being included is the design of the new Conference Centre to be built on the site of the current Alfonso XIII Palace. The new building will conserve the listed historical elements and will include a new modern facility, with a large capacity auditorium.
- Included in this project is the transformation of the former Palau del Vestit - now part of Palau 8 - into the Fira Innovation Hub, where large companies, SMEs, start-ups, research centres and universities will be able to develop innovative solutions in sectors such as smart cities, the food industry, audiovisual and technology, areas in which Fira is an international benchmark thanks to its trade shows.

The first phase of works, which includes the construction of the new multifunctional hall and the transformation of the Alfonso XIII Palace, will involve an investment of more than 215 million euros, which will be carried out through the company Fira 2000. Likewise, the work on the Palau del Vestit will cost an estimated 40 million euros.



Centenary Commission

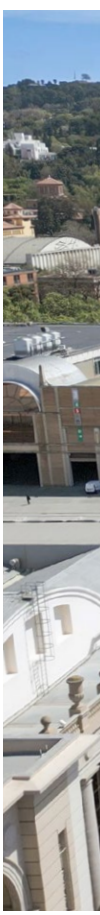
A significant part of this transformation is expected to be completed in 2029, coinciding with the centenary of the 1929 Barcelona International Exposition.

In order to promote and monitor the remodelling project and to commemorate this event, the Centenary Commission was set up at the end of 2023, featuring of representatives of the Catalan Government, Barcelona City Council and Fira de Barcelona. This Commission is already working on a programme of commemorative activities with initiatives in the social, economic, cultural and urban planning spheres, which will highlight Barcelona's spirit of innovation and modernity and involve the public. These actions will take the form of trade fair activities, exhibitions, congresses, shows and unique projects that will create a legacy.



Montjuïc in 1929 and today





The 1929-2029 impulse

The 1929 International Exposition had a significant impact on the transformation of the city and marked a milestone in its urban history and in its dimension as the trade show capital of Spain. Originally conceived as an exhibition dedicated to the electrical industries, it was a major manifestation of industry, technology and culture, and Barcelona seized the opportunity to show the world its potential.

The event left an architectural, urban and innovative legacy that transformed the city, especially the development of Montjuïc as the epicentre of the exhibition, where numerous emblematic pavilions and structures were built, such as the Palau Nacional (MNAC), the Teatre Grec, the Mies van der Rohe pavilion, the Poble Espanyol and the Olympic Stadium, which still exist today. In addition to the metropolitan railway works, the city as a whole also benefited from the urban and architectural impulse of the Exposition with facilities such as Correos (Post Office) and the Estació de França train station, among other spaces and improvements.





Extension of the Gran Via venue

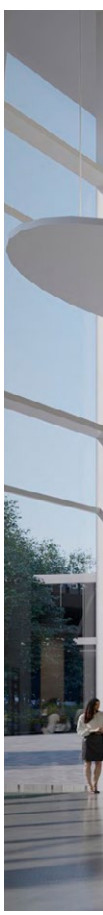
Fira de Barcelona's Gran Via venue is one of the largest and most modern in Europe, characterised by its design, functionality, innovation and technology and its commitment to sustainability.

Designed by the Japanese architect Toyo Ito, it currently consists of eight halls, connected by a walkway that favors the circulation of visitors, with a total gross floor area of 240,000 m², in which leading international events such as MWC Barcelona, Integrated Systems Europe (ISE), Alimentaria and Smart City Expo World Congress, among many others, are held.

In 2023, progress was made on the project to expand the venue with the laying of the first stone of the new hall. With the works already underway, the trade fair facilities will be expanded by 60,000 m² of gross floor area, bringing the total to 300,000 m² and strengthening its position as one of the most important enabling in the trade fair market, facilitating the growth of trade shows, attracting major events and congresses and enabling the simultaneous holding of several events.

Several views of what the new Hall Zero of the Gran Via venue will look like when it is finished at the end of 2026





The new Hall Zero is up and running

The new construction, called Hall Zero, will consist of two floors for exhibition and congress activities. In addition, an adjoining 24,000 m² tower will be added for offices and services for the public administration and to house support areas for activities in trade shows.

The building will be organised in three parts:

- The first will be the lobby area and access to the exhibition areas and customer service spaces, with a congress centre and areas with meeting rooms for trade fair use. The office tower for administrative use will also be part of this area.
- The second area will be the exhibition hall.
- The third area will be back of the building, where an underground loading bay will be built for trade fair vehicle parking and storage.





Functional and sustainable

Hall Zero will be an example of functionality, technology and sustainability, a new space with endless possibilities. It has been designed with dimensions and characteristics that will make it one of the most unique trade fair facilities in the world. Compared to other constructions, it will be bigger than a city block in Barcelona's Eixample and could house ten Olympic swimming pools, two football pitches and almost an Airbus 380 aircraft.

The extension project is being carried out with the collaboration of Fermín Vázquez's B720 team. The works, which are scheduled to be completed by the end of 2026, will involve an investment of 323 million euros, which will be financed through the Fira 2000 asset-holding company, whose shareholders are the Generalitat de Catalunya (which holds more than 50% of the capital), Barcelona City Council, *Diputació de Barcelona*, the Metropolitan Area of Barcelona, Hospitalet de Llobregat City Council and the Barcelona Chamber of Commerce.









FINANCIAL RESULTS

More events and larger

Despite a global socio-economic environment that was expected to be difficult, the balance of 2023 was a very positive one. Fira de Barcelona registered the best results in its history with a turnover of more than 257 million euros, an Ebitda of 42.4 million euros, thanks to the intense activity at the three venues, in addition to the activity carried out abroad.

The programming, holding and growth of events at Fira's facilities were not significantly affected by the war in Ukraine, the most recent conflict in the Gaza Strip or other elements that have an impact on the economy, such as the energy crisis, the effects of climate change or social and political instability in other countries.

Having also overcome the views, often held by the media, which considered face-to-face professional meetings as obsolete and to be replaced by virtual events, it was proven that contact between supply and demand in all economic sectors is more efficient face-to-face. This meant not only that more events were held than initially planned when the calendar for the year was drawn up, but also that they were larger, more international and with a higher level of recruitment by the organisers.

In 2023, more than 270 events were held at the Montjuïc, Gran Via and CCIB venues, including trade fairs, congresses, conventions and various other events. As mentioned above, this activity generated record revenues of 257 million euros, 28.5% more than forescasted and 21.4% more than in 2022. The increase in Ebitda was 15.7%.

By business lines, 22% of revenue corresponds to shows organised by the company itself, 45% to external shows, 24% to conventions and congresses and 9% to international and other activities.

The shows organised directly by Fira include Piscina & Wellness Barcelona, Automobile Barcelona, Smart City Expo World Congress, Expoquimia and Equiplast, Barcelona Bridal Fashion Week, Construmat, Saló d'Ensenyament, Caravaning and Ocasió.

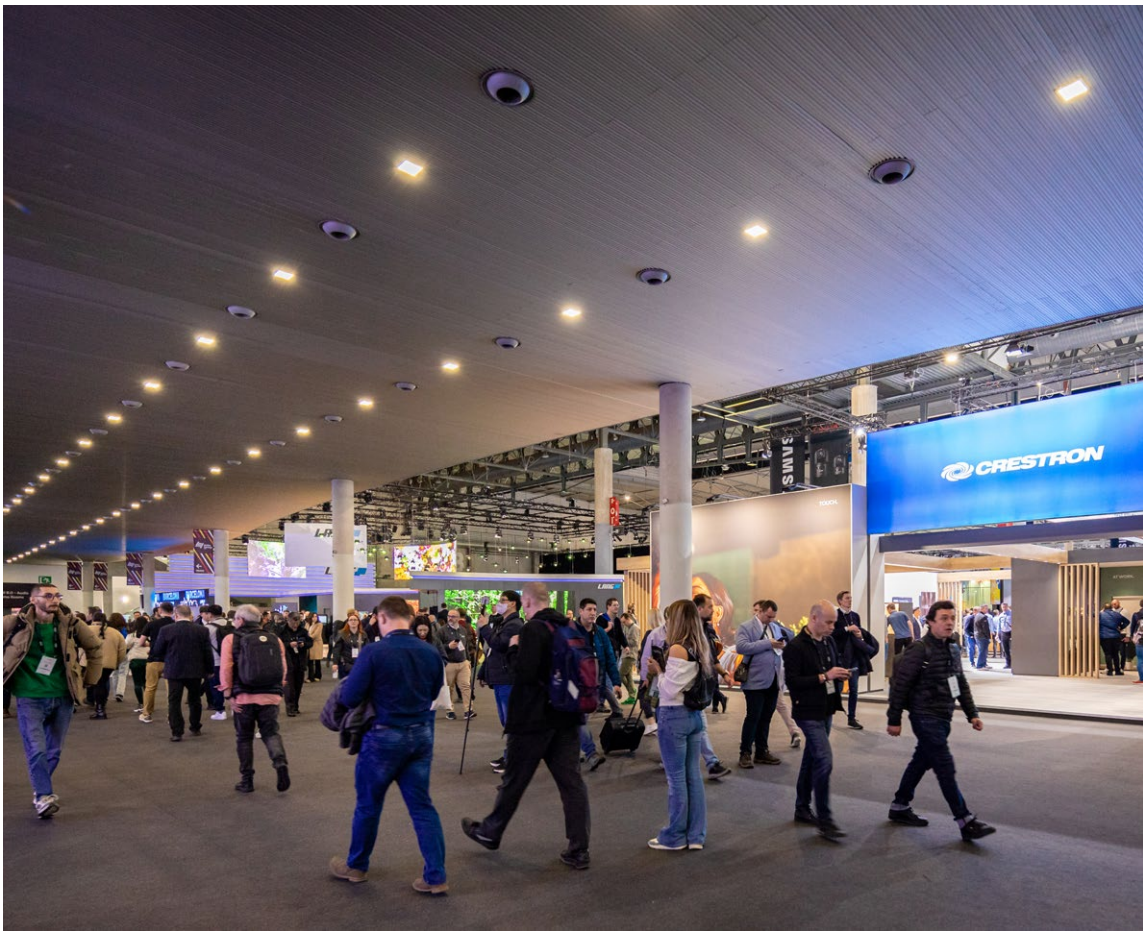
As for the shows and events managed by external organisers, all forecasts were exceeded and there was a significant increase in volume, especially VMware Explore, In-Cosmetics, CPHI, ISE, Seafood Expo Global, Shoptalk Europe and the International Transport Union Summit (UITP), among others.

Special mention should again be made of MWC Barcelona, which, according to its organisers, increased its surface area and number of exhibitors and visitors from before the pandemic. It is also worth highlighting the events that were held but not initially planned in the already full 2023 trade fair calendar, such as SAP Saphire, HPE Discover and MagicCon, together with many other congresses, conventions and other smaller shows.

PROFIT MARGIN EVOLUTION

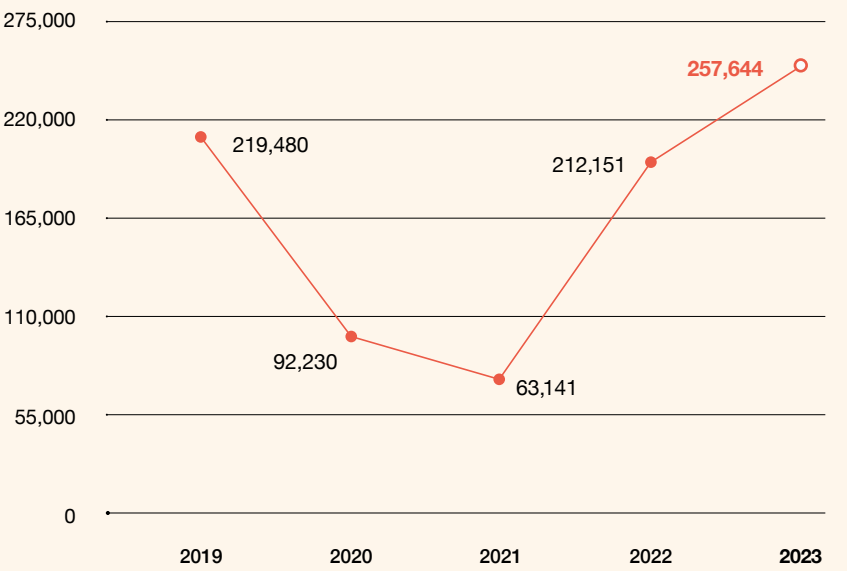
	2019	2020	2021	2022	2023
INCOME					
In-house shows	56,500	20,051	24,865	60,800	56,642
External shows, conventions and congresses	151,232	63,631	36,083	143,551	177,092
Remaining income	11,748	8,549	2,193	7,800	23,910
TOTAL INCOME	**219,480**	**92,232**	**63,141**	**212,151**	**257,644**
PROFIT MARGIN	**49,269**	**17,164**	**8,696**	**70,887**	**83,544**
EBITDA	**24,744**	**-503**	**-8,01**	**36,669**	**42,410**
Ebitda %	11.3%	-0.5%	-12.8%	17.3%	16.5%

Thousands of euros

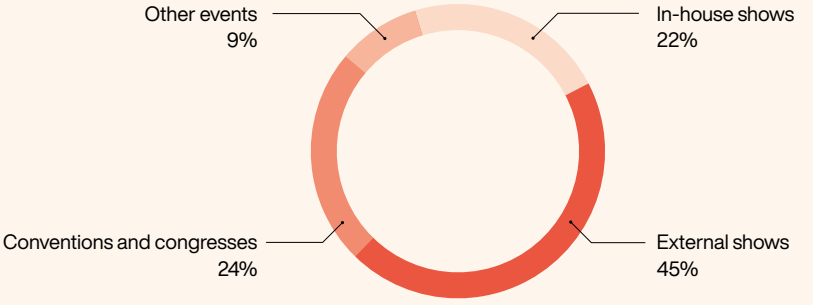


PROFIT MARGIN EVOLUTION

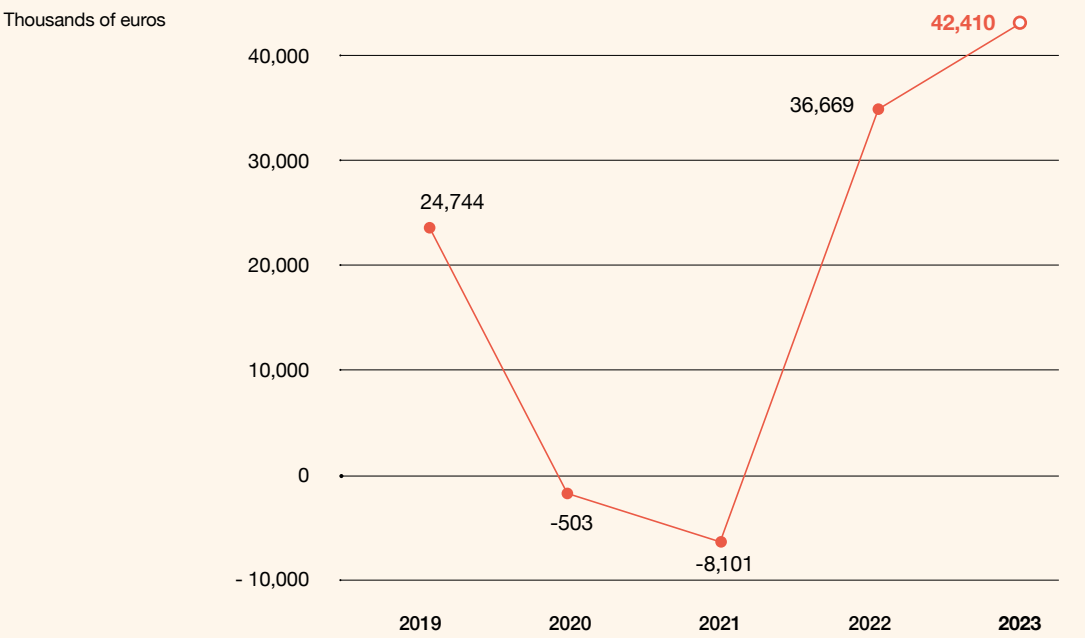
Thousands of euros



DISTRIBUTION OF INCOME BY BUSINESS LINE



EBITDA EVOLUTION





OUR COMMITMENT


Energy
efficiency

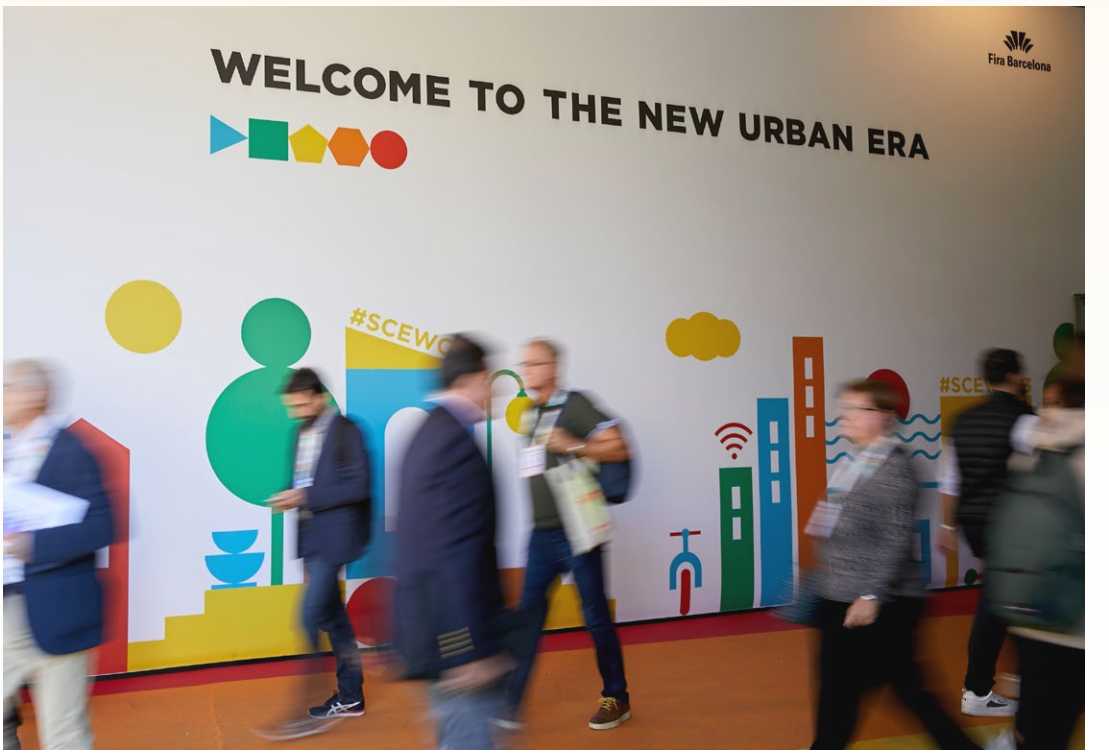
Fira de Barcelona is clearly committed to sustainability from an economic, social, environmental and governance perspective. Aware of its important role as an engine of progress for the economy and society, the institution is committed to the sustainable development of its activity with the aim of contributing to the generation of wealth and well-being for Barcelona and its surroundings, while also making it jointly responsible for the prosperity not only of the present, but also of future generations.

This mission is fully aligned with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda.

SUSTAINABLE DEVELOPMENT GOALS

Strategic Sustainability Plan 2023-2026

In 2023, Fira de Barcelona approved the Strategic Sustainability Plan, promoted by the Corporate Marketing and Strategic Projects Area. This plan, which is accompanied by an organisational redefinition, includes all the actions and initiatives focused on guaranteeing the sustainable development of its activity and business model, thus contributing to the achievement of the SDGs. The main lines of action focus on the environmental, social and governance spheres.



ECONOMIC AND SOCIAL POWERHOUSE

A powerful tool for progress



The economic and social impact of Fira de Barcelona on the metropolitan area and the country as a whole is of great importance. It has been calculated, according to a study carried out by the Institute of Economics (IEB) of the University of Barcelona, that Fira's activity has an estimated economic impact of more than 4,700 million euros per year, with a gross value added (GVA) equivalent to 1% of Catalonia's GDP, the creation of 35,000 jobs and 971 million in tax revenue. In 2023 the institution reached the best level of income in its history and, consequently, increased its weight in the country's economy.

Fira has a clear role as a driving force for the productive, commercial and service industries, with clear support for small and medium-sized companies, mostly in Barcelona and Catalonia, and for people and entrepreneurial initiatives, promoting the creation of jobs, infrastructure development, technology, research, innovation and knowledge exchange.

Promoting the economy

The calendar for 2023 underlines the importance of hosting or organising shows and congresses that are leaders in their field, such as MWC Barcelona, ISE, Seafood Expo Global, Smart City Expo World Congress, CPHI, Barcelona Bridal Fashion Week, Ibtm World, Boat Show, Automobile Barcelona, Expoquimia, Construmat, Piscina & Wellness, Caravaning, Shoptalk, Manga and Comic Barcelona and Saló de l'Ensenyament shows. Likewise, the Parkinson's, Osteoporosis and Gastrointestinal Oncology medical congresses and the world meetings of Airports and Public Transport.

Technology, smart cities, vehicles and mobility, sailing, fashion, health sciences and research filled the Montjuïc and Gran Via venues centres and the Barcelona International Convention Centre (CCIB) with activity.

Innovation and talent

After activity resumed, once the local and international health restrictions imposed by the pandemic were definitively overcome, the importance of trade fairs and congresses was highlighted as places for face-to-face relationships and networking, which make it possible to establish personal ties between different participants at events and which are places for business and showcases for new products and new trends.

The trade fairs and congresses held at Fira de Barcelona are of great importance in enabling local operators - companies, entrepreneurs, start-ups - to network with companies and professionals from all over the world. It is clear, in short, that these are areas of great concentration of innovation and talent where synergies are generated, and knowledge is transferred between companies, professionals and researchers from different economic and academic sectors.

Stimulating initiatives and entrepreneurship

The trade fair institution stimulates the emergence of new entrepreneurial initiatives with events such as Bizbarcelona and the Saló de l'Ocupació (Employment Fair), which are specifically aimed at local businesses and job creation, as well as shows such as Saló de l'Ensenyament (Education), which are designed to help awaken professional vocations and showcase tools for finding employment.

Among the events organised by other trade fair operators, it is worth highlighting the role of 4YFN, aimed at the start-up ecosystem and held jointly with MWC Barcelona. There are also numerous meetings and gatherings related to the applications of technology in the different fields of economic, industrial, commercial, financial, transport and security activity.

Value of the exhibition spaces

Throughout 2023, Fira de Barcelona continued to play a clearly informative, social and cultural role, especially through events of a traditional and civic nature that are mainly concentrated at the Montjuïc venue.

Once again, it is worth highlighting the social impact of shows that are deeply rooted in the Barcelona imagination, such as Automobile Barcelona, which was held to coincide with the Motoh! Barcelona, Boat Show, Sónar, Primavera Sound and the Saló de l'Ensenyament, Comic and Manga Barcelona and Children's Festival shows, among others.

All this, alongside other major events such as the local races, Jean Bouin race or Zurich Barcelona Marathon, or the shows linked to the La Mercè Festival.

Impact on infrastructures and urban planning. The impact of trade fair activity on the urban development of the city and the metropolitan area is more than evident and is clearly shown by the importance of the venues on the surrounding area.

Trade fair facilities generate a wide range of opportunities for the provision of services in a wide variety of sectors and professional and technical fields. It is worth noting, once again, the importance for the region of the extension of the Gran Via venue and the ambitious renovation of the Montjuïc venue, the first phase of which is due to be completed in 2029 to coincide with the centenary of the Barcelona International Exposition (see page 42).

Positioning of Barcelona

The major shows and congresses held in 2023 have once again positioned Barcelona as a venue for major events of international scope. It is clear that Fira has contributed, from its field of activity, to the positioning of the city as a benchmark in technology, urban solutions and health, among other areas, is evident.

For the sixth consecutive year, Barcelona is the third favourite European city in which to establish a start-up company, behind only London and Berlin. It is also one of the top 5 of the world's congress destinations, according to the International Congress and Convention Association (ICCA). It is also considered the third most attractive European city for visitors and entrepreneurs and is at the top of international rankings in terms of attracting digital talent, competitiveness and foreign investment.

Strategic alliances

The trade fair institution promotes collaboration with other organisations, institutions, economic and social entities, companies and academic centres. In this sense, the organising committees of the different shows have a very valuable task.

It should also be noted that Fira de Barcelona, through its representatives, plays an active role as a member of the main international trade fair organisations.




Grau en
Enginyeria en
Tecnologies
Industrials
IED
IED

ENVIRONMENTAL SUSTAINABILITY

Protecting our environment



One of the central pillars of Fira de Barcelona's commitment to sustainability is protecting the environment. From this perspective, the institution is working on the development of recycling, energy efficiency, circular economy and responsible management of natural resources to minimise the environmental impact of trade fair activity and combat climate change.

Energy

Fira de Barcelona promotes renewable energies and energy efficiency, a commitment to reducing consumption and operating costs.

Renewable energies

100% of the energy supplied to the Montjuïc and Gran Via venues comes from renewable sources, as certified by the company Endesa to the National Markets and Competition Commission (CNMC), avoiding the emission of more than 12,500 tonnes of CO_2 each year, which is equivalent to planting a million trees.

In addition, 40% of the supply comes from nearby wind farms, from Forques (Tarragona) and Montargull (Lleida), to reduce distribution losses. In 2023, a total of 25,807 GWh of electricity was consumed.

It is worth noting the importance of the photovoltaic park at the Gran Via venue, one of the largest in Europe installed on a rooftop. It has more than 25,900 panels with a production of 5.39 GWh in 2023, which avoids the emission each year of 2,200 tonnes of CO_2.

Energy efficiency

Throughout 2023, Fira de Barcelona made a strong push to improve energy efficiency, with the aim of implementing the requirements set by ISO 50001, the world's most important certification in efficient energy management, which the institution obtained in 2024 at the time this report was being drafted.

Among the actions carried out, the following should be highlighted:

- Definition of the Fair's Energy Policy and creation of the Energy Committee.
- Completion of the project to replace all the lighting in the Montjuïc and Gran Via venues with LED technology.
- Start of the installation of twilight sensors on the Gran Via venue to avoid artificial lighting in areas where there is sufficient sunlight.

It should be noted that the Gran Via venue is highly digitalised to improve its energy efficiency. Including the following:

- Energy consumption monitoring system with more than 240 control devices, using IoT technology, distributed at key points to detect abnormal and unnecessary consumption.
- Facility management system (Scada) that enables real-time programming and control of lighting and air conditioning schedules.
- Calculation model capable of assigning each event an energy label according to its consumption in order to raise awareness among customers and exhibitors.
- Awareness-raising actions for people working at Fira with the installation of posters distributed in various areas of the offices.

Water

In recent years, Fira de Barcelona has been applying different measures to reduce water consumption. During 2023, these actions continued and, in addition, additional water-saving solutions were implemented given the drought situation:

- Deployment of a digitalised water consumption control system that detects leaks in the network in real time.
- Preventive maintenance protocol for the distribution network to replace sections at risk of leaks.
- Progressive replacement of the urinals on the venue with waterless ecological units (currently 60%).

In this report, we are also presenting the additional measures taken due to the drought emergency declared in February 2024 in the metropolitan area of Barcelona, which is estimated to reduce water consumption in the Fira venues by 25%.

- Emptying of the lakes on the Gran Via venue and reuse of water by L'Hospitalet City Council.
- Discontinuation of the ornamental fountains.
- Inspection and replacement of taps in all toilets.
- Adjustment of automatic taps to reduce usage time and minimise consumption.
- Development of water saving policies for all on-site catering operators.
- Installation of aerator filters on all taps.
- Communication and awareness-raising actions on the exceptional drought situation and the need to save water, aimed at visitors and exhibitors at events, as well as Fira staff.



Waste management. Reduce, recycle and reuse

The institution is clearly committed to the responsible use of resources. That is why it is committed to reducing waste generation and proper waste management, focusing on reuse, recycle and the circular economy.

Recycling and appropriate treatment

In 2023, more than 2,100 tonnes of waste generated by trade fair activities were recovered for recycling, especially wood, paper and cardboard, plastics, glass and organic waste. It should be noted that the venues have a fixed green point to optimise waste collection with trained staff and on-site compactors.

A new waste management system was implemented at the catering outlets to improve waste segregation and treatment. The paper fraction was eliminated because it is not a clean waste as it has an LDPE film (therefore, it generates waste when it is recycled) and the packaging, glass, organic and banal waste sections were maintained.



Reducing waste generation

One of Fira's environmental objectives is to gradually reduce the waste generated by its activity, focusing on carpeting, one of the most widely used materials at events, paper consumption and disposable plastics.



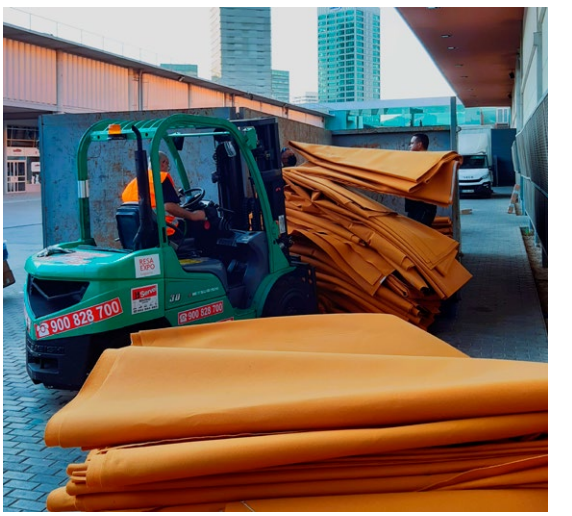
- Carpet

  More than 554,000 m² of carpeting was recycled in 2023, more than double the previous year, representing 80% of the total carpeting installed in the common areas of Fira's halls.

  In addition, a new supplier was incorporated to install a variety of 100% recyclable, latex-free carpet, which will enable the target of 90% recycled carpet in communal areas to be achieved by 2024.

- Paper

  Another of the objectives is to reduce the progressive consumption of printed paper both during the shows and in the offices. For this reason, the digitalisation of passes and invitations to events is being promoted, as well as the reduction in the printing of visitor guides and other advertising materials, with a commitment to the use of apps, among other actions.



- Elimination of disposable plastics

  Work is being carried out to gradually reduce the use of disposable plastics at catering outlets in Fira venues, such as replacing plastic cups, plates and cutlery with wooden or paper ones, and plastic bottles with glass, among other measures.

  In this regard, a project was launched in 2023 to individually assess the single-use materials used in catering establishments. A start has been made with single-use cups, with the aim of replacing them with reusable ones.

  Gastrofira also increased the use of biodegradable consumables, reducing the use of plastic and aluminium as much as possible.

- More sustainable offices

  Internally, the transition towards more sustainable offices is promoted with actions to reduce paper consumption (only recycled paper is used), improve waste management and encourage the use of less polluting cleaning products.

Reuse and recycle. Towards the circular economy

With the aim of minimising the environmental impact of trade fair and congress activities, the institution is committed to a circular economy model that promotes the use of resources through actions to reduce, reuse and recycle waste. Among others, the following stand out:

- Ecological stand

  Work was carried out during 2023 on the design of an ecological stand, made of 100% recyclable cardboard. No tools are needed and it can be assembled in less than an hour. It offers the chance to participate in a show in a simple, fast and more sustainable way, which began to be installed in 2024.

  On the other hand, there is a catalogue of stands made from more sustainable materials such as algae-filled polypropylene cardboard, bamboo cardboard, cardboard from agricultural waste or hemp fabrics, as well as recycled PET for containers or packaging.

  In addition, the internal platform "Sustainability for exhibition tool" was created for the creation of sustainable stand projects or common areas.

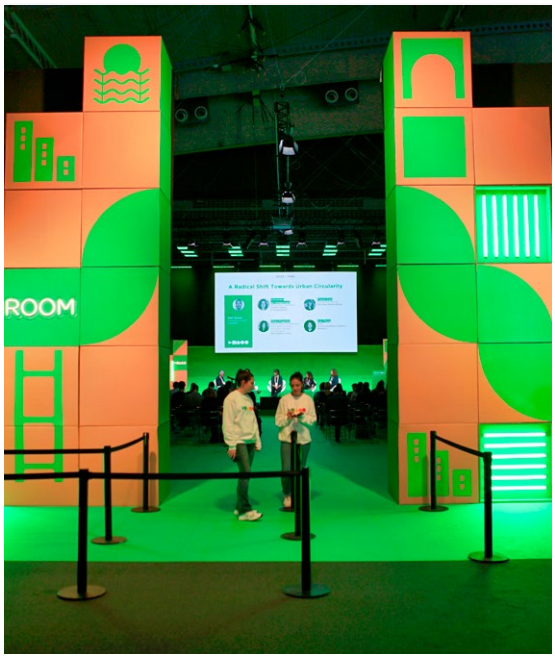
- Reuse of common area furniture.
- Fully recyclable lanyards (badge lanyards).
- Large-format printing service promoting the use of more natural materials and inks.
- Installation of water fountains in various halls to encourage visitors to fill up their reusable bottle.
- Donation of surplus food from the events to various NGOs with a double objective: social and environmental. For example, food donations to Nutrition without Borders in 2023 helped to avoid the emission of 11,900 kg of CO_2 (see page 68).
- Recovery of used cooking oil. In 2023, 1,850 kg were recovered and will be used to make biodiesel (see page 68).

- Sustainable supply chain

  Throughout 2023, Fira de Barcelona continued to extend to organisers, exhibitors, visitors and suppliers its commitment to optimise resources and reduce, recycle and reuse waste. A number of actions are worth highlighting:

- Sustainable Participation Guide: aimed at exhibitors, organisers and assemblers with the main recommendations for managing waste during assembly, the event and dismantling.
- More sustainable suppliers: Fira de Barcelona's tenders for new suppliers incorporate environmental sustainability criteria to make the transition to more innovative and sustainable products and services.

  Regarding food suppliers for Gastrofira, priority is given to nearby shops and warehouses in order to reduce the carbon footprint during transport.



Reducing the carbon footprint
Sustainable mobility

To contribute to the fight against climate change, Fira de Barcelona made a commitment to gradually reduce the carbon footprint generated by its activity within the framework of the 2023-2026 Strategy Sustainability Plan. During the first phase, it established its carbon footprint (scope 1 and 2): pollutant emissions (GHG) are calculated based on energy consumption, transport and overnight stays) in order to move towards climate neutrality.

Other actions to be highlighted:

- **Clean CO_2**

  Fira provides organisers, exhibitors and visitors with a platform to offset the polluting emissions generated by their participation in the event with sustainable projects.

- **Forestry project to offset carbon and water footprints**

  In 2023, the institution took part in the Catalan Climate Credits system, which aims to boost CO_2 absorption and adapt forest, agricultural, marine and coastal ecosystems to climate change. Specifically, it collaborated in the forestry project (PROMACC) in the Serra de Collserola mountain range, which aims to avoid the emission of 1,442 tonnes of CO_2 and the consumption of 83,901 m^3 of water, as well as improving its capacity to host biodiversity by 29% in the next 15 years.

Sustainable mobility. Sustainable city

Throughout 2023, the commitment to sustainable mobility continued. The Gran Via, Montjuïc and CCIB venues have 40 charging points for electric vehicles which can be used by visitors to the shows, suppliers, companies in the area and users: 32 at Gran Via, 4 at Montjuïc and 4 at CCIB.

It also has bicycle and scooter parking for staff and visitors and promotes the use of public transport to get to the venues, which are connected to the metro, train, tram and bus networks.

- **Urban Mobility Lab**

  Fira is part of this initiative created jointly with Barcelona City Council, EIT Urban Mobility of the EU's European Institute of Innovation and Technology and the Directorate General of Traffic (DGT). The aim is for the city to be a test laboratory to promote the urban mobility of the future through new technologies, to become the innovation capital of southern Europe.

- **Vertical forest**

  The façade of palace 8 of the Montjuïc venue has become, from 2023, a new unique green space in Barcelona: it houses the city's first vertical forest, with a dozen trees and more than 19,000 plants of 100 different species, with a surface area of more than 500 m^2 and a height of 12 metres. It is a project by the 'la Caixa' Foundation with the support of the City Council and Fira.






Market *shaping* and creating not (only) fixing
UITP
4-7 JUNE
BARCELONA 2023
GLOBAL PUBLIC TRANSPORT SUMMIT
RTA
SUSTAINABLE DEVELOPMENT GOALS


Trees planted so far:
356
Trees planted
In collaboration with:
Thank you for your contribution!
TOWARDS ZERO WASTE
PLANT FOR THE PLANET

Sustainable events
Loudspeaker of sustainability

Fira de Barcelona organises and hosts events that promote sustainability, such as the Smart City Expo World Congress (smart urban solutions), Tomorrow.Mobility World Congress (urban mobility), Tomorrow.Blue Economy (blue economy) and Tomorrow.Building (sustainable construction), among others.

Towards Zero Waste

Specifically, Smart City Expo World Congress also leads the Towards Zero Waste initiative, which promotes the circular economy, waste reduction and recycling. In the 2023 edition, the following was achieved:

- Directing funds to plant 886 treess
- 9,180 kg of recycled carpeting
- 2,134 kg of plastic waste prevented
- 2,023.97 tonnes of CO_2 were offset
- Green Exhibitor Award creation
- 200 kg of fabric recovered from the show was turned into merchandising products, created by the social organisation Fundació Portolà.

In recent years it has also contributed to the planting of 1,233 trees in the Doñana National Park through its collaboration with Plant for the Planet.

Other Fira de Barcelona shows have also joined this initiative, such as Piscina & Wellness Barcelona, which in the 2023 edition filled the exhibition pools with vitalised seawater.

Certifications and badges

In 2023, Fira de Barcelona renewed its environmental certifications and badges, demonstrating its commitment to the continuous improvement of its environmental management system, thus maintaining the maximum quality standards required by international regulations.

- ISO 14001

  This is the most internationally recognised certification in the field of environmental management systems. Awarded by Aenor, it accredits Fira's commitment to minimising the environmental impact of its activity.

- Barcelona Biosphere

  The institution renewed this tourism sustainability certification in recognition of its responsible and respectful management of the environment and in the economic, social and cultural spheres. It is internationally endorsed by the Institute for Responsible Tourism (ITR) and promoted by Barcelona City Council, the Chamber of Commerce, Diputació de Barcelona and Turisme de Barcelona.

- Compromís Net Zero Carbon Events

  Fira is a member of this initiative of the World Events Industry Council (JMIC), which aims to achieve zero polluting emissions by 2050.

- Safe Travels

  The World Travel & Tourism Council's first global seal of approval for travel and tourism health and safety.

Fira de Barcelona is also involved in other local initiatives to promote sustainability:

- Citizen Commitment to Sustainability. Made up of more than 1,100 Barcelona organisations and the BCN+Sostenible Network
- Barcelona City Council's Committee for the Promotion of the 2030 Agenda
- Guide to Sustainable Events of Barcelona Tourism
- BCN Sustainable Tourism Programme



CCIB

In line with Fira de Barcelona's commitment to environmental protection, it is worth highlighting some of the actions being carried out specifically by the CCIB. These include, among others:

- It has ISO 20121 certifications for Sustainable Event Management, ISO 22000:2018 for Food Safety and the Barcelona Biosphere.
- All the energy consumed at the CCIB comes from renewable sources. In 2023, 9,398 MWh were consumed, thus avoiding the emission of more than 2,000 tonnes of CO_2, 18.8% less than in 2022.
- In 2023 its activity generated 82 tonnes of CO_2, which it offset through the purchase of carbon credits earmarked for a Catalan Office for Climate Change project on biomass, energy efficiency and food waste.
- It promotes the use of more sustainable materials for the assembling of events and the construction of stands, such as carpeting, furniture and signage, focusing on their reuse and recycling. Similarly, at catering points, it uses only compostable and recyclable materials, eliminating disposable plastic.
- Promotes proper waste management. In 2023, it recovered 665 tonnes for recycling.
- It promotes the optimisation of natural resources, focusing on energy efficiency and the rational use of water and energy.
- The people who work at the CCIB participate in environmental and awareness-raising activities, such as a day cleaning the seabed of Mar Bella beach in Barcelona or the Ripoll river, a tributary of the Besòs.

COMMITMENT TO PEOPLE



One of the cornerstones of the Fira de Barcelona Strategic Sustainability Plan is the commitment to society, a responsibility held by the institution, its shows and team of professionals, which aims to contribute to people's well-being and help groups in vulnerable situations.

Cooperation and Social Initiatives

Throughout 2023, Fira de Barcelona continued to collaborate with organisations and institutions working on projects aimed at combating social exclusion and promoting cooperation and charitable actions.

Donation and recovery of food

The institution collaborated with social organisations to combat food waste and help people in vulnerable situations. In total, more than 18,400 kg of surplus food from the shows held in 2023 were donated.

Through Gastrofira, more than 3,130 kg of food was donated to Nutrition without Borders, which was distributed among 11 social organisations. This donation equals 6,265 meals or, in other words, provides lunch and dinner to 104 people for one month.

In addition, more than 15,300 kg of food were delivered to the Banc dels Aliments (Food Bank), thanks to the initiative of some shows. Of note were the 14,000 kg of fresh produce recovered at Seafood Expo Global and the 1,300 kg of food from Gastronomic Forum Barcelona.

In addition, with the surplus fish and seafood from the Seafood Expo Global, Gastrofira prepared 400 meals that were distributed to various soup kitchens in the city with the help of the Banc dels Aliments.

In 2023, the CCIB gave the Fundació Formació i Treball a tonne of surplus food from its events.

The CCIB also continued to collaborate with the AceiteSolidario initiative by the NGO RastroSolidario. In 2023, 1,850 kilos of used cooking oil were reclaimed and will be used to make biodiesel; the profits will go to the Aprende sin Barreras (Learn without Barriers) campaign, which promotes special education classes.

Supporting social and labour inclusion

- Cheers4U

  Once again this year, Fira de Barcelona joined this social initiative. This is a session aimed at companies to promote the inclusion of people with intellectual disabilities. It was held at the Circuit de Catalunya.

- Ared Foundation

  Barcelona Bridal Fashion Week collaborated in 2023 with the Ared Foundation, which works with people at risk of social exclusion. The staff T-shirts and tote bags in the welcome pack were designed and manufactured by the organisation.

- Portolà Foundation

  The merchandising products for Smart City Expo World Congress 2023 were created by this social work organisation using the 200 kg of canvas reclaimed at the show.

- Capabilities Race - Adecco Foundation

  Support was given to the Cursa de les Capacitats (Race for Capabilities) 2023 organised by the Adecco Foundation to promote diversity and labour inclusion of people with disabilities.

  Other entities that promote social and labour inclusion that Fira collaborates with are:

- Integra PMC
- Femarec
- Apunts de la Fundació Joia
- La Amistad

Intermón Oxfam

Fira de Barcelona collaborated in 2023 with Intermón Oxfam's 'Hunger has a solution' campaign. Images were projected on the façades of the Plaça de l'Univers to raise awareness of the food crisis in East Africal.

Sant Joan de Déu Foundation

Once again this year, a representation of Fira de Barcelona workers took part in the Magic Line race organised by the Sant Joan de Déu Foundation. All the proceeds from the teams' registration fees go towards financing social and health projects.

As part of its commitment to its social environment, the CCIB also collaborates with several projects that help to improve the quality of life of people, especially those at risk of social exclusion. Throughout 2023, the CCIB cooperated with various social initiatives, among which the following stand out: Maestral soup kitchen, Fundació Trinijove, Fundació Formació i Treball, Fasia and Concha Espina special education schools and Fundació Ared, among others.

La Marató de TV3

Like every year, Fira de Barcelona transformed Hall 1 of the Montjuïc venue, into the main telephone venue for the TV3 Marathon, which in 2023 was dedicated to sexual and reproductive health.

The CCIB also hosted the new Espai Jove (Youth Space) of La Marató de TV3 where debates on these pathologies and concerts were organised.

Improving accessibility at the venues

During the first shows of the year, the Navilens system, a new signage technology for the visually impaired, was launched. The Gran Via venue has 146 labels installed at various fixed points which, by means of an app on the user's mobile phone, provide voice instructions to help them find their way around the event.

Charity galas - CCIB

Once again this year, the CCIB took part in several charity events, such as the Inseparables Gala for the Hospital de Sant Joan de Déu, the People in Red charity event for the Fight against Infections Foundation and the Pere Tarrés Foundation dinner to raise funds for projects to help children and young people in vulnerable situations.



Responsible Management

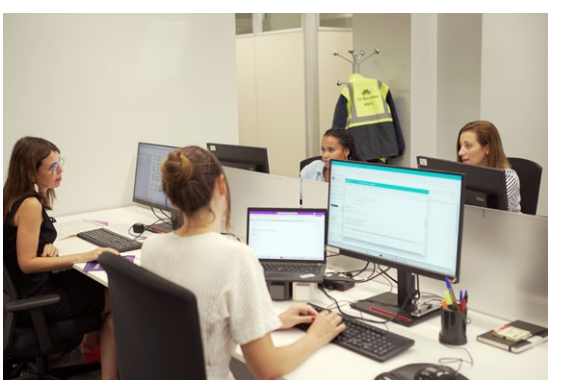
One of the main lines of action of the Sustainability Plan is linked to ethical management and good governance. During 2023, work was carried out on updating internal regulations and developing resources to ensure compliance, including:

- Updating the Code of Ethics, which establishes the criteria for the professional practice of the institution and its professionals
- Updating the Ethics Channel, regulating the protection of people who report breaches of regulations and the fight against corruption
- New Competition Policy.
- Updating the policies onConflicts of Interest, Anti-Corruption and Intellectual Property.
- Creation of the Ethics and Compliance Committee.
- Establishment of the Data Protection and Information Cybersecurity Committee.
- Training on confidentiality, compliance and intellectual property.

Equality

For Fira de Barcelona, respect for diversity and equal opportunities are fundamental to achieving a quality working environment. This commitment is expressed in the configuration of its workforce, which at the end of 2023 was made up of 399 people, 59% of whom were women. In this regard, it should also be remembered that Fira has flexibility measures to facilitate work-life balance and ensures inclusive communication, among other actions.

Throughout the year, the 'Protocol for the prevention and tackling of harassment and discrimination' and the 'Protocol for the protection of women suffering from gender-based violence' were defined and approved.



Commitment to health and well-being

Fira de Barcelona looks after the health and wellbeing of all its team members. These are some of the most outstanding actions in 2023:

- 24-hour psychological service. A 24-hour psychological and social support and care telephone service was activated through the Health and Person Foundation. It is a free, anonymous and confidential service and calls are answered directly by psychologists or social workers.
- First aid course for all Fira workers, run by the GESEME Prevention Service.
- "ZERO is +" award. Alimentaria Exhibitions, a Fira de Barcelona company, received this award in 2023, granted by MC Mutual, for having gone five years (2018-2022) without occupational accidents with sick leave.
- Commitment to sport. Fira Sports Team took stock of its work promoting sport among the institution's workers. Since its creation in 2006, it has taken part in more than 500 sporting events, including local races, mountain biking competition, triathlons, Ironman races, swimming events, etc. More than 20,000 km have been covered, whether running, walking, swimming or cycling.

Support for training and talent

In line with Fira's commitment to promoting quality education, an agreement was reached with the Universitat Oberta de Catalunya (UOC) so that employees who wish to take a master's, postgraduate or specialisation course can benefit from special discounts.

Internally, the institution offered training programmes with courses specifically aimed at increasing skills related to the demands of the activity, as well as professional and personal growth. In 2023, 12,500 hours of training were provided. Fira de Barcelona also encourages the professional growth of its team members by promoting internal promotion.

It also continued to develop the Talent Jove (Young Talent) programme, which promotes access to the labour market for young people who have recently graduated, to promote their personal and professional growth and, at the same time, to act as a mechanism for attracting talent. Throughout 2023, 56 new recruits were hired, of which 43 were women and 13 men.


Comms
Education
Technology

TRADE FAIR ACTIVITY

The shows or events are organised by Fira de Barcelona unless otherwise stated.



31 January-3 February

ISE

Venue: Gran Via. **Organised by:** Integrated Systems Events, AVIXA and CEDIA

The 2023 edition of the world's leading event for the audiovisual industry brought together more than 58,000 attendees, surpassing all forecasts. The event was attended by 1,500 exhibitors, occupying 6 halls, and featured 7 themed spaces including the new area on production and distribution of audiovisual content. Among the keynote speakers was BK Johannessen, head of the Unreal Engine at Epic Games.





31 January-2 February

IOT Solutions World Congress

Venue: Gran Via. **Organised by:** Fira de Barcelona with the collaboration of the Industry IoT Consortium.

This edition, which was held in conjunction with the Barcelona Cybersecurity Congress, brought together 330 exhibitors, 15,600 professionals and 250 speakers at the 172 conferences organised. Disruptive technologies such as the Digital Twins, artificial intelligence and 5G connectivity were the stars of an event that showed that industries must transform themselves digitally to become more efficient. It coincided with the ISE.

6-8 February

Barcelona Wine Week

Venue: Montjuïc

The quality Spanish wine fair brought together nearly 830 exhibiting companies from all the wine-producing regions of Spain. This edition attracted 20,000 professionals, 20% of whom were internationals from 80 countries interested in buying Spanish wine. There were also around 50 activities, such as conferences, debates, tastings and pairings, with the participation of oenologists, sommeliers and other experts.





23-24 February

ESMO Gynaecological Cancer Congress

Venue: CCIB. **Organised by:** European Society for Medical Oncology

Organised by: European Society for Medical Oncology
The leading congress on gynaecological cancers, organised by the European Society for Medical Oncology (ESMO), brought together leading international experts to debate and share knowledge on the biology, diagnosis and treatment of gynaecological malignant neoplasms. More than 1,400 health professionals from 102 countries participated and more than 30 presentations were given.

27 February-2 March

MWC Barcelona

Venue: Gran Via. **Organised by:** GSMA

The world's largest connectivity event celebrated a great edition with 88,500 attendees, 2,400 exhibitors and 1,000 speakers, 40% of whom were women. Under the theme Velocity, the congress addressed key topics such as 5G, AI, public policy and the equitable distribution of broadcast spectrum and the gap that prevents 3.2 billion people from using mobile technologies. The GSMA estimated the economic impact of the event for the city at €461 million.





27 February-2 March

4YFN

Venue: Gran Via. **Organised by:** GSMA

MWC Barcelona's startup platform put the spotlight on the youngest and most promising startups in the digital ecosystem. 4YFN brought together more than 800 companies, including startups, investors and large companies to explore new projects and boost initiatives already underway. The conference programme included topics such as digital health, green technologies, fintech, women investors and university-based companies.

14-16 March

Infarma

Venue: Gran Via. **Organised by:** Barcelona College of Pharmacists

The European pharmacy event brought together 285 exhibitors and welcomed more than 34,200 visitors with a record 32,000 m^2 of exhibition space. During the three days of the congress, nearly 80 sessions were held, with 175 speakers addressing topics such as innovation, digitalisation, home care, drug supply problems, healthcare pharmacy and the One Health strategy.





15-19 March

Saló de l'Ensenyament

Venue: Montjuïc

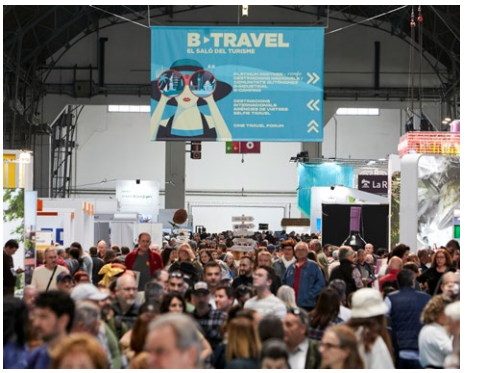
With more than 100,000 visitors and 220 exhibitors, the show once again this year showcased all the offers for baccalaureate, university degrees, vocational training (FP) and complementary and higher studies in art, sports or languages. More than 150 activities were organised, including counselling services to help young people and their families to guide their academic future. In total, more than 18,000 students attended.

24-26 March

B-Travel

Venue: Montjuïc

The Tourism Show, which each year highlights the trends of the tourist season, brought together 120 direct exhibitors (500 represented) and 35 international destinations. The more than 25,480 visitors were able to win prizes with the B-Travel Passport, taste hamburgers and tapas at 'Rock the World' in the B-Delicious space and watch the best documentaries in the Cine Travel Forum. In addition, 1,200 travel agents took part in the activities for professionals.





25-27 March

Expo Beauty Barcelona

Venue: Gran Via. **Organised by:** STS Produccions

More than 800 brands and 30,000 professional visitors came together at one of Europe's largest exhibitions on make-up, hairdressing, barbering, manicure, false eyelashes and hair cosmetics. It offered a full programme of conferences, workshops and live demonstrations by specialists from the world of beauty, as well as championships and a new edition of the Gaudí Beauty Awards.

28-30 March

In-Cosmetics Global

Venue: Gran Via. **Organised by:** Reed Exhibitions Limited

The world's leading event for cosmetics and personal care ingredients returned to Barcelona eight years after its last edition in the city, with more than 900 exhibitors and 10,800 professionals from 58 countries. It showcased the latest trends in the sector in an event marked by sustainability and its application throughout the supply chain.





31 March-2 April

Comic Barcelona

Venue: Montjuïc. **Organised by:** Ficomic

The most important event in Spain dedicated to comics received 110,000 visitors, with a large increase in the number of young people and families. It presented the latest publishing novelties, with the presence of international authors, and featured various activities, including exhibitions dedicated to Zipi y Zape, Daniel Torres, Áex de la Iglesia, Magas del Humor and a tribute to Carlos Pacheco.

16-18 April

EHRA Congress

Venue: Gran Via. **Organised by:** European Heart Rhythm Association (EHRA) – European Society of Cardiology (ESC).

International congress with more than 120 scientific sessions on the latest advances in the prevention and treatment of heart rhythm disorders. Digital health was at the centre of the debate, featuring the use of digital twins, avatars, wearable devices and remote monitoring to improve care for patients with arrhythmias. The event was attended by more than 5,000 people.





18-20 April

Advanced Factories

Venue: Gran Via. **Organised by:** Nebext

In its first edition held at the Gran Via venue, the technology show for the industrial sector registered record figures: it brought together 537 exhibitors, 34,800 professional visitors and more than 380 speakers who took part in the congress programme. For three days, the latest innovations and solutions in production process automation, robotics, artificial intelligence, 3D printing, and state-of-the-art machine tools were presented.

19-23 April

Barcelona Bridal Fashion Week

Venue: Montjuïc. **Organised by:** Fira de Barcelona in collaboration with the Ministry of Business and Labour of the Government of Catalonia.

With 21,500 attendees from 90 countries and the recovery of visitors from Asia, the world's leading bridal fashion event took a qualitative leap forward. The catwalk, showcasing 34 designers and the haute couture brand Elie Saab at centre stage, revealed the trends for 2024 while the exhibition area showcased more than 350 brands. BBFW premiered awards for the best designs, collections, talent and bridal design career.





20-21 April

EU-Startups Summit

Venue: Montjuïc. **Organised by:** Menlo Media

The summit became a hub for networking, inspiration and learning for startups, entrepreneurs, corporations, business angels and venture capital firms from all over Europe. It brought together 2,000 attendees and 350 investors who participated in 8,000 business meetings, attended talks with internationally successful entrepreneurs and participated in keynotes by some of the most promising startup teams.

25-27 April

Seafood Expo Global / Seafood Processing Global

Venue: Gran Via. **Organised by:** Diversified Communications

The world's most important seafood exhibition held in 2023 the largest edition in its history with 2,078 exhibitors from 87 countries and 68 national and regional pavilions, with more than 34,000 professional visitors, 24% more than the previous year, exceeding all expectations. It showcased the latest developments in fresh and frozen fish and seafood, as well as processing and packaging equipment.





4-7 May

WCO-IOF-ESCEO Congress

Venue: CCIB. **Organised by:** International Osteoporosis Foundation (IOF) / European Society for Clinical and Economic Aspects of Osteoporosis, Osteoarthritis and Musculoskeletal Diseases (ESCEO)

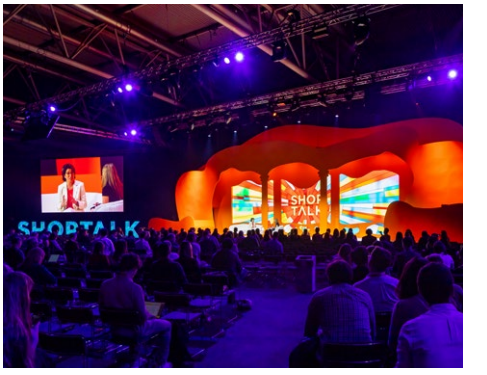
The congress on Osteoporosis, Osteoarthritis and Musculoskeletal Diseases is the largest international scientific meeting dedicated to these rheumatic pathologies. It brought together more than 4,000 researchers, medical specialists and other health professionals from all over the world to discuss the latest advances in the detection and treatment of these diseases.

9-11 May

Shoptalk Europe

Venue: Gran Via. **Organised by:** Shoptalk Commerce

First edition in Barcelona of the most important international retail fair in Europe. 200 brands took part, many of them large companies such as PepsiCo, Coca-Cola, Inditex, Mango, Zalando and Shein, which showcased the latest developments in this sector, focusing on digital transformation. There was a full congress programme, with the participation of more than 200 experts, and more than 20,000 business meetings were held.





10-12 May

EACVI Congress

Venue: Gran Via. **Organised by:** European Association of Cardiovascular Imaging (EACVI) of the European Society of Cardiology (ESC)

The flagship cardiovascular imaging congress brought together more than 11,000 professionals including cardiologists, sonographers, nurses and technicians in echocardiography, cardiovascular magnetic resonance imaging, nuclear cardiology and cardiac computed tomography. Its aim is to promote excellence in clinical diagnosis, research, technical development and training in cardiovascular imaging.

11-21 May

Automobile Barcelona

Venue: Montjuïc. **Organised by:** Fira de Barcelona in collaboration with Anfac (National Association of Car and Truck Manufacturers)

The motor world event brought together more than 300,000 visitors and 31 automobile companies that showed the latest innovations on the market, including 14 firsts. As a reflection of the sector, the event, the only one in Spain recognised by the OICA (International Organisation of Automobile Manufacturers), focused on electrified vehicles, although brands from the so-called smart mobility also took part.





11-14 May

Motoh! Barcelona

Venue: Montjuïc

Coinciding with Automobile Barcelona contributed to the success of this show's return after a four-year absence. Nearly 40,000 people came to see the latest in combustion engines, as well as hybrid and electrified models. Various activities were organised, such as a test circuit and awareness-raising sessions to reduce accident rates and improve driving habits in collaboration with the Catalan Traffic Service (Servei Català de Trànsit).

23-25 May

Construmat

Venue: Gran Via

Spain's leading construction show returned in force after four years without being held due to the pandemic and with sustainability as its main focus. In this new edition, 210 companies and nearly 400 brands took part, presenting more than 150 new products. During the three days of the event, there was a great deal of activity with the visit of more than 16,000 professionals.





24-25 May

SAP Sapshire

Venue: Gran Via. **Organised by:** SAP

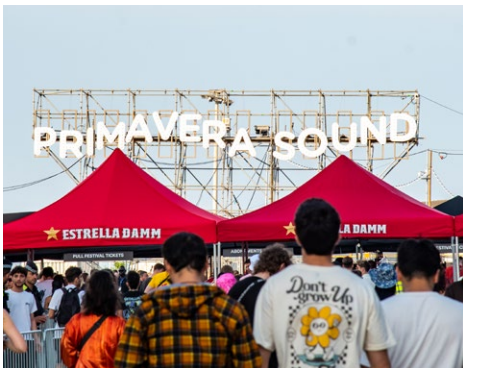
The benchmark event for the Spanish chemical industry brought together more than 280 exhibitors to showcase innovative solutions for the circular economy, decarbonisation and climate neutrality. It premiered a knowledge space with success stories of companies using chemical products and held a gala dinner with more than 600 sector representatives. Held in conjunction with the plastics trade fair, Equiplast, it attracted 18,900 visitors.

29 May-4 June

Primavera Sound

Venue: CCIB. **Organised by:** Primavera Sound

This is one of the most important music festivals in the world, bringing together every year great artists from the national and international scene, as well as a wide range of musical styles. The Auditori Fòrum CCIB was one of the stages of this renowned festival and hosted concerts by Israel Fernández and Diego del Morao, Núria Graham, Beth Orton, Julia Holter, John Cale and Swans, among others. The festival was attended by more than 250,000 people.





30 May-2 June

Equiplast

Venue: Gran Via

Leading manufacturers and distributors showcased their solutions to accelerate the transition to the circular economy of plastics, relying on innovation, knowledge transfer and digitalisation. It also contributed to discovering the many lives of plastic from recycling and its potential for transformation. It was attended by 307 exhibitors and, together with Expoquimia, attracted more than 18,900 visitors.

30 May-2 June

Expoquimia

Venue: Gran Via

The benchmark event for the Spanish chemical industry brought together more than 280 exhibitors to showcase innovative solutions for the circular economy, decarbonisation and climate neutrality. It premiered a knowledge space with success stories of companies using chemical products and held a gala dinner with more than 600 sector representatives. Held in conjunction with the plastics trade fair, Equiplast, it attracted 18,900 visitors.





4-7 June

UITP. Global Transport Summit

Venue: Gran Via. **Organised by:** International Association of Public Transport (UITP)

Barcelona was the city chosen by UITP to hold the 64th edition of its summit. Over four days, it brought together 2,700 attendees from 110 countries, 337 exhibiting companies and 423 experts and speakers. The main objective of the meeting was to assert the fundamental role of public transport in the global mobility landscape and to address challenges such as the exponential increase of users, sustainability and accessibility.

7-9 June

SIL Barcelona

Venue: Montjuïc. **Organised by:** Consorci de la Zona Franca

On its 25th anniversary, it consolidated its position as the leading logistics, transport and supply chain event, bringing together 650 exhibitors, 40% of whom were international, more than 250 events and 15,000 visitors from 91 countries, 20% more than the previous year. It featured 150 world exclusives in the field of logistics and goods distribution.





13-15 June

Global ABS Conference

Venue: CCIB. **Organised by:** Association for Financial Markets in Europe (AFME) & Information Management Network (IMN)

European congress specialising in Asset-Backed Securities (ABS), a fixed income bond issued by financial institutions. It brought together over 4,000 attendees and facilitated meetings between issuers looking to market their latest offerings and investors seeking yield in the ABS market. Presentations covered topics such as emerging assets and regulatory trends.

15-17 June

Sónar Barcelona

Venue: Montjuïc + Gran Via. **Organised by:** Advanced Music

On its 30th anniversary, one of the world's most important music and multimedia art festival featured more than 250 concerts and DJ sessions, including performances by Aphex Twin, Eric Prydz and Bad Gyal, as well as workshops and debates on new visual projects and artificial intelligence at Sónar+D, the space for professionals in the sector. It received 122,000 visitors, breaking the international audience record with 40,000 attendees from 101 countries.





19-22 June

CineEurope

Venue: CCIB. **Organised by:** Film Expo Group

The largest convention and trade fair for European film industry professionals hosted the exclusive presentation of new films from European and Hollywood studios. This year's event brought together more than 4,000 distributors and exhibitors from all over the world. In addition to a programme of seminars and talks, there was also an exhibition area with the latest innovations for cinemas.

27-28 June

ACI Airports Council International World Congress

Venue: Montjuïc. **Organised by:** AENA

Global event for the airport and aviation sector. It brought together more than 700 airport managers, regulators and analysts to address the challenges of this industry, such as boosting recovery, strengthening regional and international connectivity, promoting safety and security and adopting more sustainable practices, accelerating its decarbonisation.





28 June-1 July

ESMO World Congress on Gastrointestinal Cancer

Venue: CCIB. **Organised by:** HMP Global

This is the world medical congress on gastrointestinal cancers, such as oesophageal, colon, liver, gastric, rectal and pancreatic. In its 25th edition, it brought together more than 3,000 medical specialists and clinical researchers from around the world, who shared cutting-edge advances and pioneering studies in the diagnosis, detection and understanding of these tumours.

4-7 July

World Parkinson Congress

Venue: CCIB. **Organised by:** World Parkinson Coalition

This year's World Parkinson's Congress brought together more than 4,000 delegates, including scientists, researchers and health professionals from 73 countries. For four days they shared knowledge, experiences and resources and also shared the latest developments and research on the disease to improve outcomes for patients.





12-13 July

Affiliated World Europe

Venue: Montjuïc. **Organised by:** iStack Conferences

It is the world's most important meeting point for franchise marketers, trade affiliations and e-commerce entrepreneurs. It brought together 210 exhibitors, more than 5,500 visitors and offered an extensive programme of conferences with experts to present trends and strategies in the sector, especially based on advertising or the processing of data collected on the Internet.

16-19 de setembre

EUSEM. European Emergency Medicine Congress

Venue: CCIB. **Organised by:** European Society for Emergency Medicine (EUSEM)

The European Congress of Emergency Medicine brought together more than 3,000 professionals in this speciality from 70 countries. During the event, participants took the opportunity to establish contacts, learn about new medical advances in this field and share practices to continue improving emergency care.





24-28 September

EANS Congress

Venue: Montjuïc. **Organised by:** European Association of Neurosurgical Societes (EANS)

The latest advances in neurosurgery were the focus of this congress held under the slogan 'Neurosurgery and Technology at the Service of Humanity'. It brought together more than 2,100 professionals and 57 companies to address the challenges in this field and the tools available, focusing on the need to make this speciality more accessible to people in low- and middle-income countries.

26-29 September

Alimentaria Foodtech

Venue: Gran Via

The machinery, equipment and ingredients show for the food and beverage industry brought together 360 exhibiting companies from 20 countries and 15,800 professionals. As a major recipient market for Spanish food and beverage equipment, Mexico was the guest country at an edition in which solutions for food and beverage processing, Industry 4.0, packaging, ingredients and food safety took centre stage.





4-5 October

Bizbarcelona

Venue: Montjuïc. **Organised by:** Fira de Barcelona Promoted by Barcelona City Council (Barcelona Activa), Barcelona Provincial Council, Pimec, Barcelona Metropolitan Area and Barcelona Chamber of Commerce

Aimed at the self-employed, local businesses and SMEs, it featured more than 120 activities, tools and resources to help them improve the resilience and competitiveness of their businesses. Digital transformation, sustainability and business purpose were the main themes of an edition that, together with the Employment Fair, registered more than 12,000 visitors.

4-5 October

Saló de l'Ocupació

Venue: Montjuïc. **Organised by:** Fira de Barcelona Promoted by Barcelona City Council (Barcelona Activa)

The event focused on guidance and advice to improve the employability of citizens, especially young people, as well as to raise awareness of the sectors with the most job opportunities. It included 100 activities designed to offer tools and resources to people in the process of looking for a job or changing their career path. Together with Bizbarcelona, it attracted 12,000 people.





7-15 October

Caravaning

Venue: Gran Via. **Organised by:** Fira de Barcelona with the collaboration of Aseicar (Asociación Española de la Industria y el Comercio del Caravaning) and Gremcar (Guild of Caravaning Business Owners of Catalonia)

The show celebrated a record edition with 66,000 visitors, 150 participating companies and more than 1,000 vehicles for sale, bringing together the largest commercial offer in Spain and southern Europe. The camper vans aroused great interest, as well as motorhomes, caravans and off-road vehicles. There was an advice area for new enthusiasts and a space for unique houses.

7-10 October

ECNP Congress

Venue: CCIB. **Organised by:** European College of Neuropsychopharmacology (ECNP)

This is Europe's leading scientific meeting specialising in applied and translational neuroscience. During this edition, it attracted more than 5,000 psychiatrists, neuroscientists, neurologists and psychologists from different parts of the world to share the latest discoveries and advances in research and treatment of serious disorders of the brain, nerves and muscles.





11-15 October

Barcelona International Boat Show

Venue: Port Vell. **Organised by:** Fira de Barcelona in collaboration with the National Association of Nautical Companies (ANEN).

The show brought the Barcelona 2024 America's Cup sailing competition closer to the public through conferences and presentations, and also promoted the America's Cup Experience, the competition's information centre located in the Port Vell. It exhibited more than 640 boats, 160 of them on the water, of which 60 were new boats: 20 catamarans and 17 boats that were candidates for the Best European Boat of the Year. It received 50,000 visitors.

24-26 October

CPHI Barcelona

Venue: Gran Via. **Organised by:** Informa Markets

With the participation of 2,400 companies, the world's largest pharmaceutical industry trade fair recorded record attendance with 54,000 professionals from 170 countries. 100 conferences were organised and, as part of the show, a ranking was presented which places Spain as the sixth country in the world with the greatest potential for growth as a producer of medicines and Barcelona as the second-best European destination for investment in biotechnology.





6-8 November

Gastronomic Forum Barcelona

Venue: Montjuïc

More than 350 companies representing all segments of the foodservice sector were present, including around 200 small food and wine producers from different parts of Spain. The show, which attracted 18,500 professional visitors, focused on the importance of biodiversity in cuisine, thanks to more than 120 scheduled presentations by 200 experts, with a total of 55 Michelin stars.

6-9 November

Gartner IT Symposium/Xpo EMEA

Venue: CCIB. **Organised by:** Gartner

This is the world's most important meeting of the American multinational company specialising in consultancy and research in the technology sector. Aimed at CIOs and executives from the IT sector, it brought together more than 9,000 professionals. It served to explore new developments, trends and technologies of the future, focusing on artificial intelligence, executive leadership, cybersecurity and digital business, among other topics.





6-9 November

VMware Explore

Venue: Gran Via. **Organised by:** VMware

The largest corporate meeting of the VMware technology brand in Europe brought together 9,000 professionals, including customers, partners and suppliers. Conferences, workshops and technical sessions were organised to showcase the company's latest innovations and solutions, with a special focus on multicloud and artificial intelligence, as well as new data services that are easier to consume and process on the network.

7-9 November

Smart City Expo World Congress

Venue: Gran Via

The world summit on smart cities and smart urban solutions held its biggest edition to date. With more than 25,000 attendees, 1,106 companies and representatives from more than 800 cities, the event addressed the challenges facing metropolises around the world in areas such as sustainability, mobility and technological and urban development. Among the speakers were the co-founder of Airbnb, Nate Blecharczyk, and the president of FC Barcelona, Joan Laporta.





7-9 November

Tomorrow.Mobility World Congress

Venue: Gran Via. **Organised by:** Fira de Barcelona and EIT Urban Mobility

The event of reference in new models of urban mobility brought together 100 international experts of the stature of Timothy Papandreou, Google's mobility advisor, and Karima Delli, president of the European Parliament's transport committee, and focused on issues such as inclusivity, equity, urban logistics, energy transition and cooperative and connected mobility, among others.

22-26 November

Ocasión

Venue: Montjuïc. **Organised by:** Fira de Barcelona with the Catalan Federation of Motor Vehicle Dealers (FECAVEM) and the Motor Trade Association

This year, when the duration of the show was reduced from nine to five days, all forecasts were exceeded and sales increased by 25% compared to 2022, with more than 1,000 pre-owned vehicles sold. It is estimated that a turnover of 24 million euros was generated. The 40 participating brands, which occupied 14,000 m² net, presented a range of 2,500 vehicles.





27-30 November

Piscina & Wellness Barcelona

Venue: Gran Via

The show celebrated its best edition in the last decade with record international participation (68%), and the presence of 367 exhibitors from 30 countries and 14,000 visitors from 100 countries. It showcased the solutions of an innovative industry that is committed to sustainability and digitalisation to make swimming pools and aquatic facilities more experiential and efficient in terms of water and energy consumption.

28-30 November

Ibtm World

Venue: Gran Via. **Organised by:** Reed Exhibitions

The world's most important event dedicated to business travel, congresses and incentives brought together 15,000 professionals from 100 countries and 3,000 exhibitors, including destinations, travel agencies, venues, hotels, tour operators and event organisers. It featured a buyers' programme with more than 4,000 guests, generating more than 60,000 business meetings.





29 November-1 December

HPE Discover

Venue: Gran Via. **Organised by:** Hewlett Packard Enterprise

This is the largest corporate meeting that the technology multinational Hewlett Packard (HP) holds in Europe. It served to present the company's new solutions to customers, partners and suppliers, with a special focus on native artificial intelligence (AI), hybrid cloud and data analysis. Conferences, briefings and working meetings with experts and analysts were organised.

7-10 December

Manga Barcelona

Venue: Gran Via. **Organised by:** Ficomic

This event was once again a success with 165,000 visitors and 272 exhibitors occupying 85,000 m², consolidating itself as the unmissable event for fans of manga, anime and Japanese culture. 24 guest artists took part and numerous activities were held, such as conferences, workshops, publishing presentations, concerts, screenings, martial arts exhibitions and showcookings, among others.





27-31 December

Festival de la Infància

Venue: Montjuïc

More than 30,000 people visited this Christmas family leisure event, the most traditional in the city. It offered 60 leisure, educational and cultural activities for children up to the age of 12, and the Mini space was well received for the first time to cover the under 4 age group. It included sports, adventure, games, cooking workshops, concerts and virtual reality experiences.

OTHER FAIRS, CONGRESSES AND EVENTS

The Montjuïc, Gran Via and CCIB venues hosted other trade fairs and congresses throughout 2023, as well as corporate meetings and commercial, institutional, sporting, cultural and traditional events.

26-28 January

Barcelona Dental Show

Venue: CCIB. **Organised by:** Nebext

This is the professional fair for the oral health sector at which innovative ideas applied by clinics and laboratories were presented.

31 January-2 February

Barcelona Cybersecurity Congress

Venue: Gran Via. **Organised by:** Fira de Barcelona and the Cybersecurity Agency of Catalonia

International congress on how to prevent and deal with cyber-attacks. Held in conjunction with the IOT Solutions World Congress.

24-26 February

Only Tattoo Barcelona

Venue: Montjuïc. **Organised by:** Urban Line Concept

The Barcelona National Tattoo Convention brought together more than a hundred artists, as well as hosted competitions and shows focusing on urban art.

7-8 March

E-Show Barcelona

Venue: Montjuïc. **Organised by:** CloserStill Media

With 120 presentations, 130 exhibitors and 8,000 attendees, the leading event in ecommerce and retail had a space on digital marketing and contents on big data and artificial intelligence

8-9 March

Nutraceuticals

Venue: CCIB. **Organised by:** Valencia International Trade Fair

The fair specialised in functional ingredients brought together a thousand visitors who were introduced to new products based on vegetable proteins and probiotics..

13-16 March

NAEPEC. North Africa & Europe Energy & Hydrogen Exhibition & Conference

Venue: Gran Via. **Organised by:** NAEPEC

Energy and hydrogen fair that brought together government representatives from European and African countries to address the energy transition.

15-17 March

Photo Forum Fest

Venue: Montjuïc. **Organised by:** Casanova Foto

With more than 50 conferences and an exhibition by the leading brands in the sector, the forum brought together 10,000 visitors and consolidated its position as a European benchmark event for photography and videography.

25-27 March

Cosmobeauty Barcelona Estética

Venue: CCIB. **Organised by:** Societat de Gestió Cosmobelleza

The show showcased trends in aesthetics, spa, healthy life, wellness, alternative therapies, tattooing, microblading, micropigmentation and cosmetics, attracting 9,000 visitors.



Spring I/O

30 March-1 April

WHAHC. World Hospital at Home Congress

Venue: CCIB. **Organised by:** KENES

The world congress on hospitals at home brought together industry thought leaders and international experts to present the latest developments.

31 March-2 April

Handmade Festival

Venue: Montjuïc. **Organised by:** Evident Events

The most important fair in Southern Europe dedicated to 'Do it Yourself' brought together more than 130 exhibitors who offered 350 workshops in an edition that received more than 20,000 visitors.

18-20 April

Advanced Machine Tools

Venue: Gran Via. **Organised by:** Nebext

The new show for the machining and metal-mechanical transformation sector. It exhibited machinery for sheet metal forming and cutting, chip extraction, components and accessories.

11-12 May

KingFoMarket

Venue: CCIB. **Organised by:** King Shared Services

Annual event in which the company King, creator of video games such as the famous Candy Crush, brings together its staff to take stock and learn about the company's latest developments.

18-19 May

Spring I/O

Venue: Montjuïc. **Organised by:** Spring

The event focused on programming using Java held a new edition with 1,200 attendees and 60 speakers to discuss the best tools currently available.

22-26 May

HPE Technology and Solutions Summit

Venue: CCIB. **Organised by:** Interactive Consulting and Events

Hewlett Packard corporate meeting with more than 2,400 participants who had the opportunity to attend technical meetings, practical workshops and keynote speeches.

23-25 May

Barcelona Textile Expo

Venue: Montjuïc. **Organised by:** Meridyen Fair

A total of 175 exhibitors from 12 countries presented novelties in fabrics, textiles, knitwear, yarns and accessories to 4,150 buyers from clothing, ready-to-wear and home textile brands.

31 May-1 June

Foodservice Forum

Venue: Montjuïc. **Organised by:** Peldaño Media Group

It showcased the latest developments in technology for the catering industry and addressed issues such as gastronomic marketing, new payment systems and food safety.

31 May-1 June

Technohotel Forum

Venue: Montjuïc. **Organised by:** Peldaño Media Group

Hotel technology congress that discussed price management, digital marketing, customer experience and hotel distribution.

31 May-1 June

Security Forum

Venue: Montjuïc. **Organised by:** Peldaño Media Group

With 100 brands, 90 speakers at the forum and 3,200 visitors, it brought together the latest technological innovations in video surveillance, cybersecurity and access control.

1st June

Hotel Design Xperience

Venue: Montjuïc. **Organised by:** Peldaño Media Group

Meeting on architecture and interior design for the hotel sector that brought together more than 100 professionals to address the guest experience.

5-9 June

Gartner Supply Chain Executive Emea Conference

Venue: CCIB. **Organised by:** Gartner

Gartner meeting, with 3,000 participants, to offer supply chain leaders strategies and adapt to new business challenges.



ENCALS Congress

7-9 June

ISHF. International Social Housing Festival

Venue: Montjuïc. **Organised by:** Housing Europe with the collaboration of Barcelona City Council.

The world's leading social housing event brought together more than 2,100 housing providers, policy makers, urban planners and architects from 82 countries.

11-14 July

ENCALS Congress

Venue: CCIB. **Organised by:** International European Network to Cure ALS - Amytrophic Lateral Sclerosis (ENCALS)

European Congress on Amyotrophic Lateral Sclerosis (ALS) with the presence of nearly a thousand doctors, researchers and specialists in this neurodegenerative disease from 40 countries.

5-7 September

IFSCC Congress

Venue: CCIB. **Organised by:** International Federation of Societies of Cosmetic Chemists (IFSCC)

International congress on cosmetic research with the participation of 300 exhibitors and 1500 professionals from the chemical industry and scientists.

12-14 September

FISITA. Technology of Mobility Conference and Exhibition

Venue: CCIB. **Organised by:** FISITA

World congress aimed at engineers in which technology, methodology and mobility strategy were explored through workshops and conferences.

19-22 September

SEOM Congress

Venue: Montjuïc. **Organised by:** Spanish Society of Medical Oncology (SEOM)

The latest advances in diagnosis and therapies to improve and extend the lives of cancer patients were presented. More than 1,800 oncologists took part.

20-22 September

The District

Venue: Gran Via. **Organised by:** Nebext

The international real estate summit dedicated to investment from the perspective of capital brought together 250 companies and more than 10,400 professionals.

20-21 September

SBC Summit Barcelona

Venue: Gran Via. **Organised by:** SBC Events

International meeting of the sports betting and iGaming sector that attracted more than 350 exhibitors and 15,000 visitors, including regulators, suppliers and operators.

26-28 September

Biospain

Venue: Montjuïc. **Organised by:** Spanish Association of Biocompanies (AseBio)

Europe's leading biotechnology congress brought together 2,100 professionals from the life sciences and innovation in the field of health, as well as 220 companies, organisations, administrations, research centres and universities.

5-8 October

Swab Barcelona

Venue: Montjuïc. **Organised by:** Díez-Gascón Arquitectes

The international contemporary art fair in Barcelona brought together 70 galleries from 21 countries with works that focused on abstract art, surrealism and poetic and colourful landscapes.

6-7 October

National Podiatry Congress

Venue: Montjuïc. **Organised by:** General Council of Podiatrists and the College of Podiatrists of Catalonia with the collaboration of the Spanish Scientific Society of Biomechanics and Orthopaedics

1,600 podiatry specialists from all over Spain shared treatments and innovations in this discipline, which demands its inclusion in the National Health System.

6-10 October

BAUM Fest & Barcelonta Tattoo Expo

Venue: Montjuïc. **Organised by:** Urban Line Concept

Lovers of urban culture enjoyed break dancing, graffiti, skateboarding and extreme sports activities. It also included the Barcelona Tattoo Expo with 250 tattoo artists from all over the world.

10-11 October

ICHOM Congress

Venue: Montjuïc. **Organised by:** International Consortium for Health Outcomes Measurement

The leading international conference on Value-Based Healthcare brought together 600 participants from 46 countries to analyse new models of healthcare focused on patient wellbeing.

18-19 October

Efintec

Venue: Montjuïc. **Organised by:** Federation of Installers' Guilds of Catalonia (FEGICAT)

The leading trade fair for the installation and energy sector. With 180 exhibitors, it brought together 8,000 professionals, especially installers, architects and engineers.

18-19 October

Cosmetorium

Venue: Montjuïc. **Organised by:** Step Exhibitions

This commercial, technical and scientific showcase brought together more than 100 cosmetics manufacturing and distribution companies and 2,750 professionals. Active ingredients, formulation and packaging were the stars of the show.

18-20 d'octubre

ECVIM-CA Congress

Venue: CCIB. **Organised by:** European Veterinary Internal Medicine (ECVIM-CA)

The European Veterinary Internal Medicine brought together more than 1,700 attendees at a congress that aims to raise the standards of internal medicine for pets.

18-20 October

SEEN Congress

Venue: CCIB. **Organised by:** FSEEN

More than 1,300 professionals took part in the congress of the Spanish Society of Endocrinology and Nutrition (SEEN) to discuss the latest developments in this speciality.

20-21 October

Eurotrophex

Venue: Montjuïc. **Organised by:** Hill Media Ltd.

International benchmark event for professionals in the trophy, awards, engraving and personalisation industry.

25-26 October

European Blockchain Convention

Venue: Montjuïc. **Organised by:** Sabana Labs

Europe's leading blockchain event. With a programme of talks with 300 speakers and the offer of 200 exhibitors, it brought together the ecosystem of companies and startups based on this technology.

2-4 November

ERC. Resuscitation Congress

Venue: Montjuïc. **Organised by:** European Resuscitation Council

It brought together Europe's leading specialists in cardiopulmonary resuscitation with the aim of improving techniques and tools to save lives in emergencies.

7-9 November

Tomorrow.Blue Economy World Congress

Venue: Gran Via

Experts in renewable energies, tourism, fisheries and maritime transport took part in the world summit dedicated to promoting and developing the potential of the blue economy.



Mira Festival

7-9 November

Tomorrow.Building World Congress

Venue: Gran Via

Global event that promotes the green and digital transition of buildings and urban infrastructures.

7-9 November

PUZZLE X

Venue: Gran Via. **Organised by:** Matter Inc.

Focusing on advanced technologies and materials, the event explored scientific fields such as exotic computing, quantum cities, brain-machine interfaces, DNA storage, digital atoms and fusion energy.

9-11 de novembre

AVEPA - SEVC Congress

Venue: Montjuïc. **Organised by:** Association of Small Animal Veterinarians (AVEPA)

With an exhibition area and training sessions, workshops and conferences, the congress dealt with the latest advances in animal health in fields such as nutrition, veterinary technology and health.

10-11 November

Mira Festival

Venue: Montjuïc. **Organised by:** Mira Cultural Association

Through an extensive programme of projections, audiovisual installations and concerts, it showcased the trends in the field of digital art and electronic music. It received 8,000 visitors.

10 -11 November

Ubeat Live

Venue: Montjuïc. **Organised by:** Grup Mediapro

The entertainment festival brought together in the same venue the most successful content among young people: concerts, eSports finals, gaming and freestyle, among other activities.

14-15 November

Paint & Coatings

Venue: Montjuïc. **Organised by:** Step Exhibitions

The show brought together 150 companies specialising in the manufacture of paints, adhesives, printing inks and surface coatings, and was visited by 1,800 professionals.



Michelin Guide Spain Gala

14-16 November

Workday Rising

Venue: CCIB. **Organised by:** Workday LTD

This is the largest annual Workday user conference, a provider of on-demand financial management, human capital and information systems software. The event brought together more than 3,500 attendees.

22-24 November

ESCAIDE Congress

Venue: Montjuïc. **Organised by:** European Centre for Disease Prevention and Control (ECDC)

The European scientific conference on epidemiology applied to infectious diseases brought together doctors, veterinarians, microbiologists and mathematicians with the aim of strengthening the prevention and control of transmission.

28-29 November

Barcelona Deep Tech Summit

Venue: Montjuïc. **Organised by:** Barcelona Activa

The epicentre of the scientific, technological and innovative ecosystem brought together 15,000 professionals, including start-ups, researchers, investors and corporations from all over the world.

28th November

Michelin Guide Spain Gala

Venue: CCIB. **Organised by:** Michelin, Barcelona City Council and Tourism of Barcelona

The high-level gastronomic gala made the Auditori Fòrum CCIB shine with the awarding of the new Michelin stars in Spain. The restaurant Disfrutar in Barcelona received its third star.

6-9 December

European Headache Congress

Venue: CCIB. **Organised by:** Conventus Congress Management & Marketing GmbH

The European Headache Congress (EHC) brought together more than 1,000 health professionals to discuss the latest advances in headache research and treatment.

Other corporate events and business meetings

- Corporate meetings: Caixabank, Banco Sabadell, SEAT, Adevinta, North Six, Top Fort, Clece, Salesforce.
- Xiaomi Event
- Workday Rising Emea Customer Appreciation Party
- QLIK SKO European Meeting
- Pronovias Showroom
- Roadshow Pro Ven Truck Sony
- Iveco Full Range MY24 Launch
- TTI Milwaukee Convention
- Architect at Work
- SEIDOR Meeting
- Salerm International Trip
- Glovo, EY, Mediapro, Naturgy and Pere Tarrés Foundation Christmas meetings
- Ingram Micro Symposium
- Change2grow Partner Night
- Coperama Marketplace
- Private Banking Convention
- Perfumeria Facial Night

Other fairs and conventions

- MetalBarcelona and Robomática Barcelona
- Agri-Food Systems Summit global.es
- Cosecha Mundial Congress
- APD (Management Progress Association) Congress specialising in CFOs (Chief Financial Officers)
- MRC Spring Europe
- EuroFinance International Treasury Management
- Pharma Europe
- Skin Academy Meeting
- Fixed Income Leaders
- mSchools Barcelona
- Jump2Digital
- ITC DIA Europe
- 4Life Connect European Convention
- Oligonucleotide Therapeutics Society Meeting
- Osteology Symposium
- Orphan Drugs European Congress
- Clinical Trials Europe
- Radical Market (spring and autumn edition)
- Erospain
- Anime Tattoo Expo
- Mascoting
- Japan Weekend
- Scrapworld
- Expo Sports

Institutional, cultural and associative events

- Dia de les Esquadres national event
- Día de la Policía Nacional national event
- Diada de la Guàrdia Urbana event
- Ceremony for the Awarding of Judicial Career Offices
- Congress of the Ministry of Business and Employment of the Government of Catalonia
- Sant Joan de Déu Hospital Charity Dinner - Gala inseparables
- Foundation for the Fight against Infections Event
- PIMEC Awards Gala
- Prevent Foundation Event (CCIB)
- Barcelona Biosphere Awards Ceremony
- Ecuador Elections
- Podemos Event
- PSC meeting during the general election campaign
- China-Spain Convention
- Chinese New Year
- RACC Assembly
- La Marató de TV3: telephone headquarters and young people's space
- Graduation ceremonies for the University of Barcelona (UB), Elisava, ESERP, ESIC, UOC, EEBE-UPC, ESADE and Montserrat Institute and the Esther Bosch dance school graduations.
- Civil Service Examinations at Barcelona City Council and Ferrocarrils de la Generalitat de Catalunya (Railways of the Generalitat de Catalunya)
- Cangur tests
- Future Cheer
- MagicCon
- Tournament Center World
- Casting for the programme Operación Triunfo (Gestmusic)
- Sketchs Musicales contest Gala
- Barcelona Beer Festival
- Gran Turismo World Series World Final
- Pokémon World Wide Tournament
- 35th Anniversary of Final Fantasy
- C10 Convention & Exhibition
- The Festival of Counsciousness

- "Lo que la verdad importa" Congress
- Joe Hisaishi Tribute Event and lectures by San Nirankari International Samagan and Prem Rawat
- Fun Zone Barça-Madrid

Film, advertising and photography shoots

During 2023, more than a dozen commercials, films and photo shoots were shot, among which the following stand out:

- Filming of the series *Todos mienten* and *Nostromo*
- Photo shoots for Yamaha, Honda, Pull & Bear and Nissan
- Shooting of commercials for the brands Massimo Dutti, CF Moto, Miami and Sabritas

Sporting activity

- Zurich Barcelona Marathon
- Half Marathon
- HYROX Barcelona Competition
- Jean Bouin Race
- Cursa de la Mercè

Local and traditional events

- Diada de Catalunya (Catalonia National Day)
- Three Kings Parade in Barcelona, Sants-Montjuïc and L'Hospitalet de Llobregat
- Pride Barcelona
- Oktoberfest
- The Champions Burger
- Mercè Festivities: concerts and closing fireworks show
- Circuit Festival

Other concerts and shows

Several shows were held throughout 2023, concentrated especially at the CCIB.

- Musicals: The Magical Music of Harry Potter, The Wall, Assassins Creed Symphonic Adventure, La Granka de Zenón, Cantajuego & Mikecrack.
- Concerts by Romeo Santos, Il Divo, Niña Pastori, Dial Unicxs, Miguel Poveda, Les Luthiers, Robert Plant and Gilberto Gil
- Shows by Perros Criollos, Ricky Gervais and Juan Dávila



A concert at the CCIB



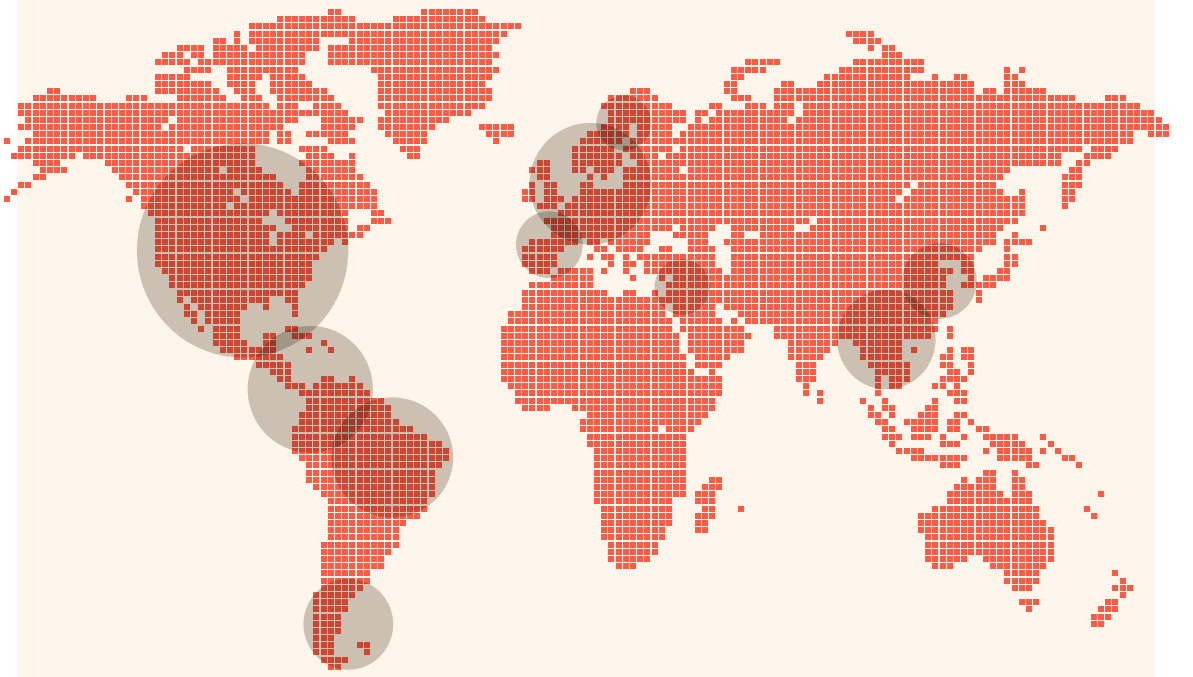
Zurich Barcelona Marathon

FIRA AROUND THE WORLD

Fira de Barcelona, together with other local operators, organises industrial and technological trade fairs in different countries with the aim of exporting its trade fair experience and, at the same time, promoting the internationalisation of companies.

Present in several countries:

- North America, South America and the Caribbean
- Asia
- Europe
- Middle East



Fira de Barcelona is a member of the main international trade fair organisations such as The Global Association Exhibition Industry (UFI), the European Exhibition Centres Association (EMECA) and the International Congress & Convention Association (ICCA).

It has offices abroad in 14 countries and a wide network of collaborators.

Management of two venues in China

Fira de Barcelona co-manages two venues in China, where 73 events were held in 2023.

Nanchang Greenland International Expo Center

It hosted 55 shows in 2023, including the 81st National Education Equipment and Technology Fair and the 20th China Clinical Laboratory Practice Association Exhibition, which occupied a large part of the venue's exhibition space.

Xunzhou Greenland Huaihai International Expo Center

18 events were held in 2023, especially in the fields of new technologies, urban mobility and agriculture.

Nanchang Greenland International Expo Center





Smart City Expo Curitiba

22-24 March

Smart City Expo Curitiba

Venue: Barigui Curitiba (Brazil)
Organised by: Fira de Barcelona together with the Prefeitura de Curitiba and Vale do Pinhão

In this edition, the event broke all the records registered so far: more than 15,000 visitors, 450 attending municipalities and representatives from 36 Brazilian states.

23-25 May

Smart City Expo Latam Congress

Venue: Centro de Convenciones Siglo XXI de Mérida (Mexico)
Organised by: Fira de Barcelona Mexico

The longest-running congress on smart cities held by Fira abroad recovered its pre-pandemic figures in this edition, with 70 exhibitors, 200 speakers, 300 cities and 8,000 visitors.

23-26 May

HostelCuba

Venue: Pabexpo (Havana)
Organised by: Fira de Barcelona and Grupo Empresarial Palco

With sustainable and inclusive tourism as the main theme, the 2023 edition of the international fair for hotels, restaurants and tourism services was attended by 90 companies, 80% of which were international.

29-30 November

Smart City Expo Doha

Venue: Al-Bidda Park Doha (Qatar)
Organised by: Fira de Barcelona and the Ministry of Communications and Information Technology of the Government of Qatar.

Data, connectivity and sustainability were the focus of this edition, which had 4,500 registered visitors, 70 speakers, more than 100 countries represented and 40 companies and organisations.



Smart City Expo Shanghai

31 May-2 June

Smart City Expo Bogotá

Venue: Corferias de Bogotá (Colombia)
Organised by: Fira de Barcelona with the support of the Mayor's Office of Bogotá and the Bogotá Chamber of Commerce

The first Colombian edition of the event was very well received, with the participation of 70 exhibitors and the attendance of more than 10,000 people from 35 countries.

14-16 June

Smart City Expo Santiago del Estero

Venue: Santiago del Estero Technology Node (Argentina)
Organised by: Fira de Barcelona and the Government of the Province of Santiago del Estero

The event focused on the role of the knowledge economy in social transformation. It received more than 6,500 visitors and an outstanding institutional presence.

12-14 October

Smart City Expo Shanghai

Venue: Shanghai New International Expo Center (China)
Organised by: Fira de Barcelona, the China Council for the Promotion of International Trade Shanghai and the Shanghai Municipal Government

Under the theme 'Digital Transformation - Shaping Urban Futures', the event focused on topics such as smart mobility, inclusive cities and improving urban governance and was attended by 100 exhibitors.

FIRA DE BARCELONA SHOWS ORGANIZING COMMITTEES PRESIDENTS

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Alimentaria FoodTech
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Ocasión
Jaume Roura i Calls

Piscina & Wellness Barcelona
Eloi Planes i Corts

SIL – International Logistics and Maintenance Exhibition
Pere Navarro i Morera

Smart City Expo World Congress
Ramon Roca i Enrich

Tomorrow.Mobility World Congress
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