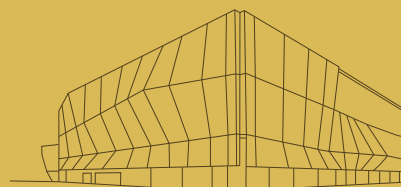
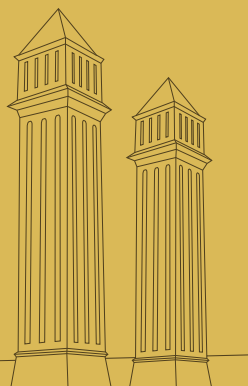


2022

Fira de Barcelona Report



Fira Barcelona

Fira de Barcelona

Report 2022





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ATTD Congress	74	FTP22 Congress	78	Photo Forum Fest	90
Barcelona Boat Show	83	Futura	73	Podiatry Scientific Meeting	88
Barcelona Bridal Fashion Week	74	Gartner IT Symposium/XPO Emea	84	Primavera Sound	78
Barcelona Cybersecurity Congress	89	Gastronomic Forum Barcelona	83	PUZZLE X	85
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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 key economic actor

After a long period marked by the pandemic, our city is recovering its economic pulse, with Fira de Barcelona playing a fundamental role in this.

The figures detailed in this report is the reflection of this recovery. And behind these results is the intense work carried out by Fira de Barcelona to be able to host events, expand the fair calendar and ensure its future. In this regard, a special mention must go to the decision of the Mobile World Congress (MWC) Barcelona to remain in our city until 2030, with the intention of making Barcelona its permanent headquarters. This fantastic piece of news reinforces Barcelona's commitment to the digital economy and talent to transform the city.

Fira de Barcelona carries out an important function for the companies of Barcelona and its surrounding area, for the entrepreneurial sector, for trade and also for quality tourism. And it does this by supporting innovative initiatives and fostering knowledge, talent and synergies between the various actors involved in trade fair and exhibitions. And also during moments of crisis, where it has been a decisive tool in providing support to the productive fabric of the city, made up mainly of small and medium-sized companies.

I would also like to highlight equally relevant aspects such as the start of the expansion works of the Gran Via venue, which will strengthen Fira's outstanding competitive position on an international scale, and also the development of urban renovation works aimed at remodelling the Montjuïc site, which will have a renewed function as a trade fair, cultural and civic venue and which we plan to inaugurate in 2029, coinciding with the centenary of the 1929 International Exhibition.

Likewise, I would like to stress how significant it is that the Barcelona International Congress Centre (CCIB) is now being managed by Fira de Barcelona thanks to the agreement signed previously by the City Council, aware of the importance of unifying the criteria used in the management and promotion of the city's trade fair venues.

Finally, as mayor, I would like to express my gratitude for the climate of consensus between the administrations and civil society organizations that has enabled us to implement the trade fair policy and work together for the promotion of the city. In short, for the growth, wealth and well-being of Barcelona.



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

Driving the recovery

After two years marked by the pandemic, 2022 was a year of recovery. And it was partly due to the good work carried out the previous year.

In the same way that the direct aid from the Government of Catalonia and the measures deployed by the administrations during the period of restrictions facilitated the economic reactivation of the country, prior actions such as the hosting of certain events, although smaller in size and profitability, and the taking over of the management of the CCIB helped Fira de Barcelona to boost the recovery of activity.

Despite the complexity of the situation, with the doubts generated at the beginning of the year by the spread of the micron variant of COVID-19, as well as by the outbreak of the war in Ukraine, the results were extraordinary, with Fira obtaining over two hundred million euros in turnover and hosting two hundred and fifty events. Figures for which there is still a lot of room for growth bearing in mind the important events that were not yet hosted in 2022.

Fira has once again fulfilled its role as a catalyst for the Catalan business fabric. It has been a showcase for innovations in

production, it has helped give visibility to new business projects, it has made it easier to attract customers and investments, and it has boosted internationalization business processes.

It has also acted as an economic driver, generating direct employment and contributing to the attraction of visitors to the city, while hosting events of international renown that give exposure to Catalonia and its capital around the world.

Events that go far beyond a one-off impact, that help to generate ecosystems around productive activities, that place Catalonia at the forefront of growing business sectors.

In short, during 2022 Fira de Barcelona resumed its activity and helped the economic fabric of the city to recover, demonstrating once again the value it brings to our nation.



Mònica Roca i Aparici

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

Fira, lever for change and knowledge

Fira de Barcelona is a successful example of how the administrations and the private sector can work together for the benefit of the economy, and it has undeniably established itself as an economic driver whose impact extends to many other sectors as an important contributor to the economy not only in terms of exhibitions but also in terms of tourism, commerce, hospitality and culture. Fira has been and is one of the major levers for promoting Barcelona and, by extension, of Catalonia, on an international scale and as a showcase of the region's entrepreneurial potential.

In this regard, in 2022, Fira de Barcelona obtained extraordinary results that definitively consigned to history the stoppage of activity caused by the pandemic. A year in which, for example, medical conferences, a major focus of knowledge on one of the pillars of well-being, played a hugely significant role and in which it was announced that the Mobile World Congress will be permanently held in Barcelona.

As well as demonstrating once again its role as an economic driver, Fira de Barcelona continued with its social commitment setting up a shelter for refugees from the war in Ukraine and reinforcing its environmental sustainability with measures involving energy efficiency, recycling, green energy consumption and prioritising the supply of

local products. Now, Fira looks to 2023 with optimism and new appointments that augur a positive impact for the city.

Today it is difficult to think of any relevant Catalan business sector that does not have a congress or meeting in the Catalan capital, a fact that would not be possible without the existence of Fira de Barcelona. This year the Barcelona Observatory indicates that Barcelona is not just the only international destination that has been in the top 5 over the last twenty years in terms of numbers of conferences, but that historically it has also been among the top destinations in terms of number of delegates, even ranked top on some occasions.

The solid recovery in its activity that Fira de Barcelona experienced in 2022 marks the path to ensure that Barcelona continues to be a conference capital where the economy of the future will be defined, and it is vital that Fira works very closely and in coordination with the main economic agents in order to ensure that the knowledge that is generated is transmitted to society. Here at the Chamber of Commerce, we will work to be an active part of this success.



Pau Relat i Vidal

Chairman of the Governing Board of Fira de Barcelona

Looking to the future

I am delighted to mention the 2022 results of Fira de Barcelona detailed in this report. The data is very relevant due to the number of events held in the venues, the revenue generated and an exceptional Ebitda figure. Without forgetting the activity abroad which is a window of opportunity for many companies in this country and, at the same time, allows us to export our experience in trade fair management.

The recovery has taken place in a very complex international framework not only due to the effects of the pandemic, but also due to the impact of the war in Ukraine on Western economies, but it has served to highlight, once again, Fira's commitment to the productive fabric, to economic and social development and to the growth and projection of Barcelona and its surroundings.

Fira is a benchmark for events in fields as important as technology, food and health sciences, among others. The decision of the GSMA, the organizing body of MWC Barcelona, to continue celebrating the event in the city until at least 2030, and with a view to making this permanent, is a clear vindication of the suitability of the trade fair and urban framework we offer and of our close relationship with the event organizers. Barcelona is a major player in the ICT field

and it is clear that the contribution of MWC Barcelona, 4YFN and the Mobile World Capital Barcelona Foundation over the years has been crucial in this regard. In the same way, Fira's contribution, now reinforced by the CCIB, is substantial in positioning Barcelona as a leader in the conference sector at the global level, especially in the field of health, a field in which the city excels.

Our institution wants to grow in a sector in which there is a great deal of competition, not only between venues but also between cities. In this regard, the expansion of the Gran Via venue, already underway, the upcoming renovation of the Montjuïc site and the incorporation of the CCIB into an integrated management model for large trade fair venues in Barcelona are crucial factors for our future prospects.

Barcelona's trade fair policy has been characterized for years now by the consensus between the various institutions and administrations, the importance of collaboration between the public and private sectors and to further strengthen the role of the institution as an economic and social driver, a platform of support and of business for companies and for promoting opportunities in Barcelona, Catalonia and Spain.



Constantí Serrallonga i Tintoré
General Manager of Fira de Barcelona

Exceptional figures

Fira consolidated its return to activity in 2022 with superb results: revenues of more than 211 million euros, almost at pre-pandemic levels, and an Ebitda of nearly 37 million, a record high for the institution. This was possible thanks to the gradual return to normality in terms of activity and the hosting of major international events.

Two major factors had an impact in 2022. First, the end of the health and mobility restrictions imposed as a result of the COVID-19 pandemic, although not every event was able to fully benefit from this change, and second, the outbreak of the war in Ukraine that led to a new rise in the price of raw materials, energy and food resources.

The results obtained in this context of uncertainty help reinforce Fira's role as one of the country's economic drivers and of support for its productive sectors. It is worth highlighting aspects such as the renewal of the agreement between Fira and other institutions with the GSMA, organizer of MWC Barcelona, which will remain in the city at least until 2030 with a view to making this permanent, the incorporation into the calendar of Integrated Systems Europe (ISE), the largest exhibition for the audiovisual industry in the world and the de facto start of

the works to expand the Gran Via venue to cover a gross floor area of 300,000 m². This facilitates the growth of major events and the options for hosting new ones in a setting which demonstrates a firm commitment to the business opportunities, services and experience that Fira can offer.

It should also be noted that 2022 was Fira's first full year at the helm of the Barcelona International Convention Centre (CCIB), which has become a benchmark in congresses, especially medical ones. It is important to underline Fira's decisive contribution to Barcelona being one of the most important conference destinations in the world and the impact that these major events have in key areas such as technology or health.

In addition to its social commitment, the trade fair institution is committed to innovation, sustainable development and to a form of public-private collaboration that ensures we are all working towards the same goals. A special mention must go to Fira's workers whose efforts have contributed to these positive results and to the institution's future prospects.

Governing bodies

General Council

Members

President

Jaume Collboni i Cuadrado

1st Vice President

Roger Torrent i Ramió

2nd Vice President

Mònica Roca i Aparici

Members

Laia Bonet i Rull

Enric Crous i Millet

Núria Cuenca i León

Joan Font i Fabregó

Joan Jaume i Oms

Ernest Maragall i Mira

Núria Marín i Martínez

Ferran Mascarell i Canalda

Jordi Pomarol i Clotet

Oriol Sagrera i Saula

Josep M^a Vilarrúbia i Tàpia

Attendees

Chairman of the Governing Board of Fira de Barcelona

Pau Relat i Vidal

General Manage 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

As of June 20, 2022

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 Infrastructures 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 Administration and Finance

Salvador Fosalba i Auró

Director of Legal Affairs and Compliance Officer

Fátima Soro Borrega

Director of Planning, Budgeting and Management Control

Maria Ferrero i Bisart

Director of Institutional Relations, Protocol and President's Office

Emili Farrerons i Pascual

Director of ICT

Anna Font Tatxé





Economic and social context 2022

A year marked by uncertainty

The situation of the world's main economies throughout 2022 was largely determined by the impact of the COVID-19 pandemic and the consequences of the war in Ukraine. On the one hand, due to the general increase in prices exacerbated by the evolution of energy markets and, on the other, the progressive increase in interest rates from central banks. The energy crisis was felt with particular intensity in European countries, due to their dependence on gas and oil from Russia.

Globally, growth was around 3.4%, while eurozone GDP rose by 3.5%.

Spain

The Spanish economy closed the year with a growth of 5.5%, exceeding the forecasts of the government, the International Monetary Fund (IMF), the Organisation for Economic Cooperation and Development (OECD) and the Bank of Spain, and was one of the best performing economies in the euro zone.

According to data from the Ministry of Economy, domestic demand resisted the impact of inflation and rising costs with growth in private consumption and investment above 4%. Domestic demand contributed 2.8 points to GDP growth (2.4 points less than in 2021), while external demand contributed 2.6 points (2.3 points above the previous year) thanks to the dynamism of exports.

In this way the Spanish economy grew for the second consecutive year after the rise of 5.1% in 2021 which meant a return to positive rates after

the fall of 10.8% in GDP in 2020 due to of the coronavirus.

279,000 new jobs were created over the course of the year and unemployment fell to 12.7%, leading to a notable growth in Social Security affiliation.

Catalonia

In 2022, the GDP of Catalonia recorded an increase of 5.5%, the same as the Spanish economy and above the GDP of the EU.

Despite the international situation, the Catalan economy experienced growth mainly due to the evolution of services (8%) and to a lesser extent construction (4.7%); meanwhile, industry decreased by 2.5%, affected by the negative trend in the manufacture of motor vehicles, while agricultural activity fell by more than 13%.

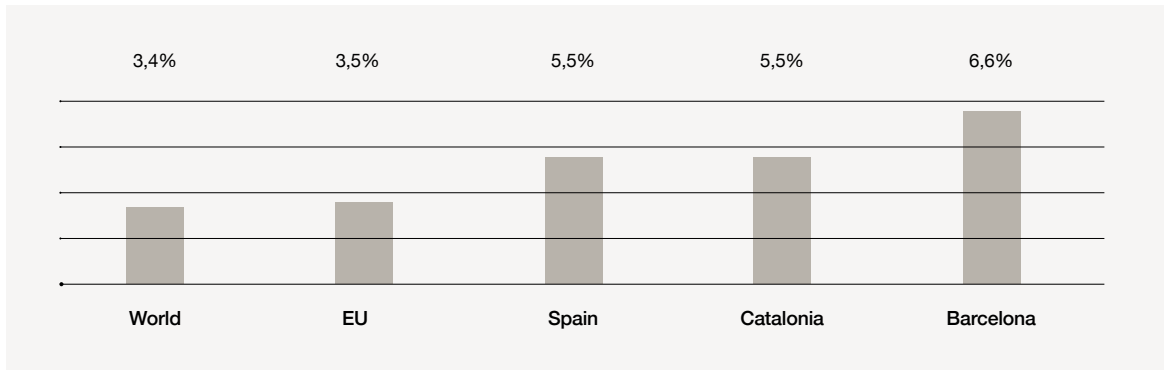
Domestic demand grew by 3.2%, one point and a tenth less than the previous year (4.3%), mainly due to increased household consumption (4.1%). In relation to foreign trade, the results also show a 14.0% increase in exports and a 7.5% increase in imports.

Of note was the consolidated recovery of many activities that had started to reactivate in 2021 such as professional services, telecommunications and IT services and artistic activities, as well as those related to tourism. The unemployment rate in Catalonia fell to 9.9%.

Barcelona

The city's GDP grew by 6.6% in 2022 and almost reached the level of 2019.

PIB



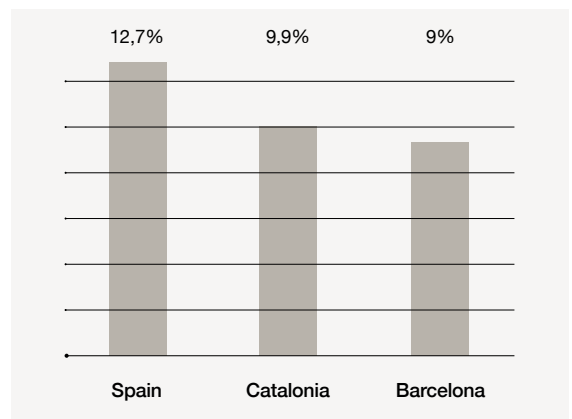
During 2022, the most dynamic sectors of Barcelona's economy were ICT, tourism, the creative sectors, energy, healthcare, business services and transport and logistics. 35.6% of new companies created in 2022 were from the technology- and knowledge-intensive sectors. ICT in particular has become a clear driver of job creation in the city: the digital ecosystem employs 82,000 people.

Barcelona closed the month of December with 1.18 million people affiliated to Social Security, which represents an increase of 3.4% compared to the previous year. At the end of the year, the unemployment rate, one of the lowest among large Spanish cities, stood at 9%.

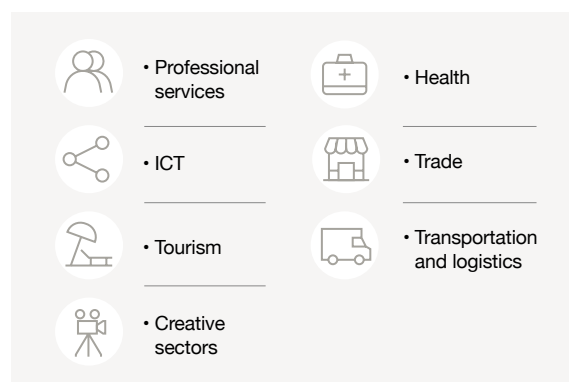
The retail sector also improved substantially. Barcelona's commercial recovery index at the end of 2022 grew by 20.5% compared to 2019.

The export capacity of Barcelona was significant, surpassing 70 billion euros for the first time, leading the export classification with 18.8% of the Spanish total exports.

Unemployment



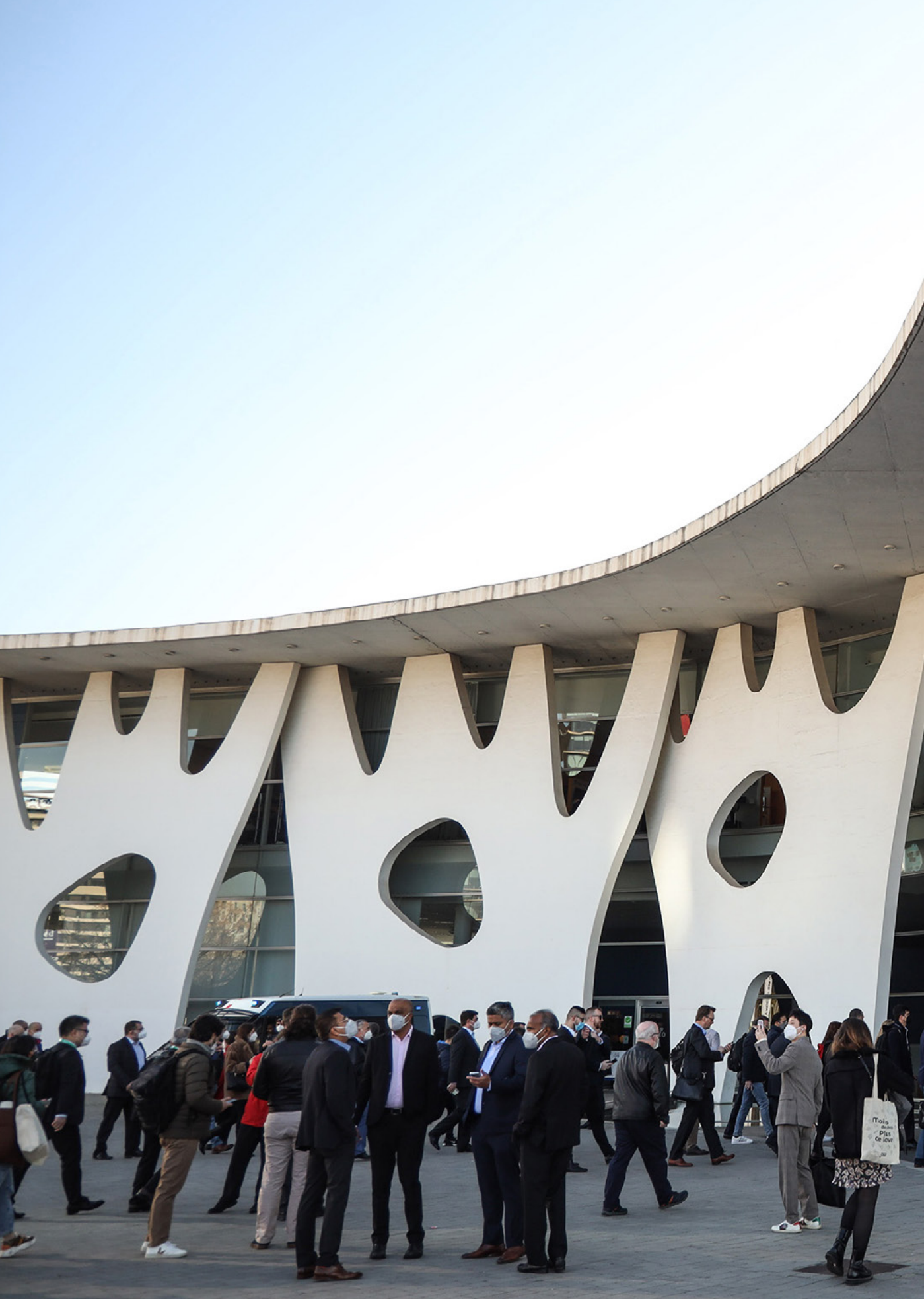
Most dynamic sectors Catalonia/Barcelona



References:
World Bank, IMF, Eurostat
Ministry of Economic Affairs. Government of Spain
Idescat
Economy, Employment, Competitiveness and Tax area Barcelona City Council









Balance 2022

Figures 2022

Fira de Barcelona is a leader in Spain, especially in industrial and professional exhibitions, and is one of the most prominent trade fair institutions in Europe due to its activity, experience and technological development and competitiveness.

It is an important economic and social driver for companies, especially small and medium-sized enterprises, and the region, and supports production sectors, professionals and entrepreneurs.

Financial results

In 2022, despite a situation of uncertainty and efforts to overcome the effects of the pandemic and the war in Ukraine, Fira achieved superb results.

TURNOVER

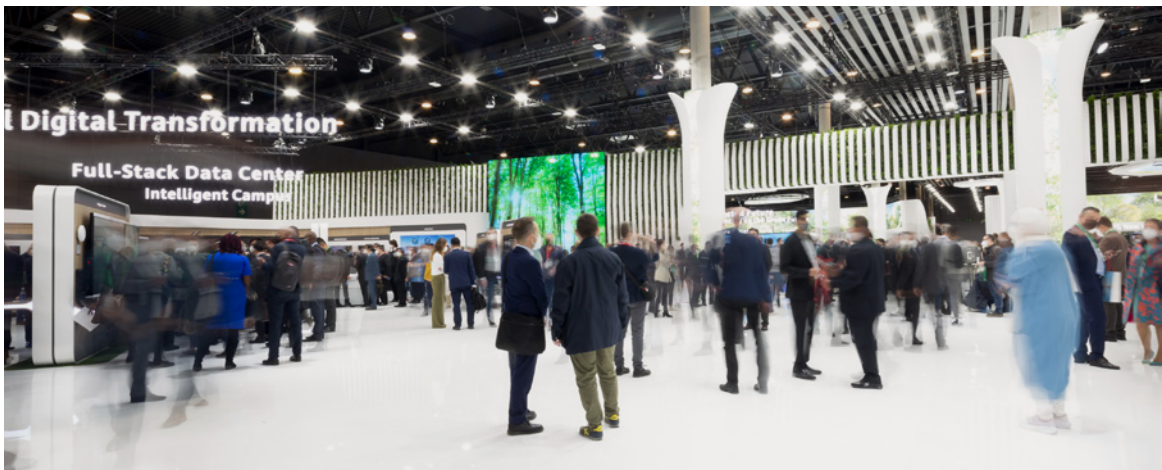
211.4 M€

Almost reaching the figure for 2019, which was the last pre-pandemic year.

EBITDA

36.9 M€

The best result in the entire history of Fira.



Tradeshaw activity

EVENTS HELD

250

exhibitions and events at the Montjuïc, Gran Via and CCIB venues.

10

trade fairs abroad (Brazil, Argentina, Mexico, Qatar, United States, Cuba).

TYPES OF EXHIBITIONS

Most of the hosted exhibitions are for professionals.



74%

exhibitions for professionals.

26%

public and mixed exhibitions.

EXHIBITORS BY TYPE OF EXHIBITION

Participation of exhibiting companies according to the nature of the exhibition. The majority of exhibitors are involved in the events for professionals.



84%

professional exhibitions.

16%

public and mixed exhibitions.

VISITORS BY TYPE OF EXHIBITION

Presence of visitors according to the nature of the exhibition. There is more or less a balance between.



53%

exhibitions for professionals.

47%

public and mixed exhibitions.

EXHIBITORS

+12,300 direct.

30,000 direct and represented companies.

TOTAL OCCUPIED AREA

1,222,000 m²

Net floor area including exhibitions and congresses.

VISITORS

2.5 million, from 200 countries and regions.

AREA OCCUPIED BY EXHIBITIONS

80% exhibitions for professionals.

20% public and mixed exhibitions.

INTERNATIONALITY

50%
international exhibitors.

50%
domestic exhibitors.

66%
domestic visitors.

34%
international visitors.



Economic and social impact

The activity of Fira de Barcelona has a significant impact on the region in economic and social terms, in the promotion of employment, the creation of social and public value and the generation of synergies.

+4,700

million euros of economic impact.

+35,000

direct and indirect jobs generated.

970

million euros in tax revenue.

Commitment to sustainable development

Fira de Barcelona has incorporated the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda into its corporate strategy, which are aimed at transforming the world, eradicating poverty, fighting climate change and reducing inequalities.

REDUCE, REUSE, RECYCLE

1,175 tonnes

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

ENERGY

100%

from renewable sources.

DONATION OF FOOD SURPLUSES

35.8 tonnes

donated to the Banc dels Aliments and Nutrició sense Fronteres.

221,100 m²

of recycled carpet, avoiding the emission of 250 tonnes of CO₂ into the atmosphere.

40%

of the total from local wind farms.

Support services for exhibitors, visitors and organizers

Fira performs an important task of supporting organizers, exhibitors and visitors with high quality services.

STANDS

42,700

orders from exhibiting companies managed by Servifira.

40,550 m²

of modular stands built.

62

stands built by BuildUp.

13,400

sales through Fira Store.

TECHNOLOGY

The ICT department offers solutions to the needs technology requirements of organizers, exhibitors and visitors.

5,900

cable services for stands.

10,600

Wi-Fi services.

140,500

unique devices connected to the Fira network.

471

terabytes of data exchanged.

437,000

accreditations to 25 exhibitions through the system developed by Fira.

+53,400

accreditations through the Contractor Pass programme for suppliers.

CATERING

The catering offer is very important to ensuring the success of events. Gastrofira maintained a high level of activity given the intensity of the trade fair calendar.

71

corporate events supplied by the catering service at the stands.

30

points serving food during MWC Barcelona.

Team of professionals

A great deal of work was done on the development of people, co-responsibility of working in a network, shared information, the return to on-site work and training based on knowledge, skills and emotional well-being.

355 employees.

56% women

44% men

16 training courses.

Presence in the media

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

MEDIA IMPACTS

+58,490

media impacts in press, radio, television and online media.

REGISTERED JOURNALISTS

+4,320

communication professionals accredited at Fira exhibitions.

WEBSITES VIEWS

+12,900,000

including the corporate website and the websites of the exhibitions organized by Fira.

SOCIAL MEDIA FOLLOWERS

+938,000

followers of the corporate social media profile and the profiles of the Fira exhibitions.



Recovery and momentum

For Fira de Barcelona, 2022 was a year of recovery after two years experiencing the effects of the COVID-19 pandemic, which affected people's health, production activity and commercial and social relations. While online activity gained special prominence in 2020, face-to-face activity was resumed in 2021, albeit very gradually; even at the beginning of 2022 the effects of the pandemic were felt in some fair events.

During these difficult years, Fira's has aimed to contribute and make every effort to reactivate the economy, supporting companies, especially SMEs. It has clearly demonstrated its commitment to social and health initiatives.

The 2022 financial year detailed in this report shows that Fira de Barcelona has almost returned to its pre-pandemic level, both in terms of the number and importance of the fairs and congresses held, the quality of exhibitors and visitors, and in terms of the economic results obtained, although the levels of activity and size of the events were still lower than in 2019.

It should be borne in mind that 2022 began still under the impact of the pandemic but ended with the closure, in December, of the vaccination centre installed at the Montjuïc venue. Moreover, Fira offered up Hall 7 in Montjuïc as a Shelter for displaced Ukrainians at the start of the war. The start of the conflict in Ukraine in March 2022 led to and still leads to many difficulties in terms of energy supply, lack of raw materials, food products or components for industry, among other things. Europe, above all, has had to face high inflation rates and the danger of recession, once again testing the resilience of people, families and companies and also the initiative

of governments and institutions. The situation emphasizes the importance of common policies within the framework of the EU and of consensus and understanding between countries.

Record figures

The results obtained are a demonstration of how a complex scenario of uncertainty has been overcome and they herald good prospects for the future in which the trade fair institution can reinforce its role as an economic driver of the country and a support lever for the production sector. Fairs are thermometers of economic activity and tools for its reactivation.

Indeed, despite the difficulties arising from some restrictions on international mobility and the uncertainty of the first few months, 2022 finally shaped up to be a year of recovery both in terms of activity and results. Fira achieved revenues of 211.4 million euros, 24% more than budgeted, which is an increase of 234.8% compared to 2021 and an Ebitda of 36.9 million euros, well above the negative 8 million euros from the previous year, a historic record since it is the highest ever achieved by the institution.

These record revenues correspond to the holding of more than 250 events at the Montjuïc, Gran Via and Barcelona International Convention Centre (CCIB) venues, including exhibitions, conferences and a variety of events. It should be noted that during the course of 2022 the functioning of the CCIB, managed by Fira since November 2021, became fully integrated. This incorporation allows the institution to gain competitiveness by ensuring comprehensive



management of the three large trade fair venues in the city and its area, which is very important in terms of positioning in a highly competitive and innovative sector. It also reaffirms Barcelona's position as a leading trade fair and congress city.

Gaining competitiveness

Based on this objective of gaining competitiveness and responding to the demands of the market, it is worth mentioning that November saw the start of the expansion works of the Gran Vía venue, which is an opportunity for existing exhibitions to grow and for new ones to arrive.

With regard to the Montjuïc venue, in 2022 the planning procedures were set in motion to renovate it and make it the only trade fair space of its kind in Europe. The venue will combine trade fair activity with new civic uses, rejuvenating the spirit of modernity that characterized the International Exhibition of 1929, which will celebrate its centenary coinciding with this transformation of the Montjuïc premises.

Thanks to these good results and the planned expansion and improvement of its venues, Fira de Barcelona strengthens its leadership and reputation as one of the most important

organizations in Europe, its role as an economic driver and its contribution to the economic and social momentum of the region. The impact of Fira's activity on the region has been calculated at 4.7 billion euros per year, which is equivalent to 1% of Catalonia's GDP and around 35,000 jobs, as well as other aspects associated with the creation of social and public value, generation of resources for the public treasury, knowledge transfer, the promotion of business development and the creation of synergies and new initiatives and opportunities. Fira is a consortium made up of Barcelona City Council, the Government of Catalonia and the Barcelona Chamber of Commerce, which combines public ownership with independent business management and highlights the importance of public and private collaboration.

Leading events

As mentioned, during 2022 more than 250 events were held at the Montjuïc, Gran Vía and CCIB venues, including exhibitions, congresses and a variety of events that brought together more than 30,000 exhibitors and 2.5 million visitors.

These included leading international conferences in the fields of technology, innovation and the

food industry, such as MWC Barcelona, which inaugurated the season together with 4YFN, Alimentaria and Hostelco, Integrated Systems Europe (ISE) which coincided with IOT Solutions World Congress, Seafood Expo Global and Smart City Expo World Congress held together with Tomorrow.Mobility and PUZZLE X, as well as the corporate events of Gartner and VMware.

MWC Barcelona, the most important mobile technology event in the world, brought together 61,000 participants and 1,500 exhibitors from 150 countries, in a very satisfactory resumption of activity. One of the most important developments of the year was the news of the agreement reached with GSMA to hold this major congress of mobile communications in Barcelona at least until 2030 with the aim of making it permanent.

The agreement is of major value to the city, significantly positioned as one of the main centres of the mobile communications and technology ecosystem in Europe. MWC Barcelona (along with 4YFN and Mobile World Capital Barcelona created in 2011) contributes decisively to promoting entrepreneurship, innovation and talent. Since its arrival in

Barcelona in 2006 under the name 3GSM World Congress, it has grown continuously. GSMA studies have calculated the economic impact of MWC Barcelona on the city in 17 years at more than 5.3 billion euros and 140,000 jobs created.

Another of the major fairs held in 2022 was ISE, the leading international audiovisual technology trade fair for professionals. After a symbolic 2021 edition with restrictions, ISE, which until 2020 had been held in Amsterdam, was celebrated with 50,000 delegates and 800 exhibitors from 120 countries. In Catalonia, the audiovisual sector, with 3,600 companies and 31,000 workers, generates an annual turnover of 6.7 billion euros.

For its part, Alimentaria&Hostelco, one of the most important European fairs in the food sector, returned with aplomb with the participation of more than 3,000 exhibiting companies from 52 countries in a congress aimed at boosting business, internationalization and the reactivation of strategic sectors for the Spanish economy. Nearly 100,000 visitors, 23% international, from 149 countries attended, and 1,400 major guest buyers from strategic markets for the export of food and hospitality equipment,

CCIB, international benchmark

Fira de Barcelona took over the Barcelona International Convention Centre (CCIB) in November 2021, so 2022 was the first full year in which it managed this important exhibition space.

The CCIB, located in the Besòs area, close to the technology and business district 22@, is made up of the Convention Centre and the Forum Auditorium, with a combined surface area of 100,000 m². Its management by Fira ensures the development of a comprehensive strategy for the city's three major fair and conference venues, alongside Gran Via and Montjuïc, thus strengthening the international positioning of the institution and of Barcelona.

The Convention Centre is the work of Josep Lluís Mateo, while

the Forum Building by Swiss architects Herzog & De Meuron. These facilities stand out for their size and the versatility of the interior spaces that can accommodate up to 15,000 participants.

The CCIB has become a reference in Europe as a venue for the organization of events and conferences, especially in the field of health and technology. Specifically during 2022, the CCIB hosted more than 90 events, including 20 major medical events, including European and global congresses on neuroendocrine tumours, Alzheimer's and Parkinson's, neuromodulation, gastrointestinal cancer, cardiovascular diseases, paediatric oncology, nuclear medicine, breast cancer and radiotherapy.

such as the European Union, USA and Latin America, participated.

Also in the area of food, it is worth mentioning the Seafood Expo Global/Seafood Processing Global event, the largest seafood fair in the world, which arrived at Fira de Barcelona from Brussels and which offers the latest developments in products, processing and packaging machinery and general services for this industry. It brought together 29,000 professional visitors from 150 countries.

The 2022 editions of Smart City Expo World Congress (SCEWC), the main international summit on smart cities and urban solutions organized by Fira de Barcelona, and Tomorrow. Mobility World Congress (TMWC), co-organized with EIT Urban Mobility, provided a further stimulus to the urban innovation ecosystem by bringing together more than 700 cities from five continents, 853 exhibitors and more than 400 speakers.

It is worth mentioning the celebration of other exhibitions and events such as Gastronomic Forum Barcelona; Boat Show held in Port Vell; Barcelona Bridal Fashion Week, a leading

event in bridal fashion; Bizbarcelona and Saló de l'Ocupació; Salons del Còmic and Manga Barcelona, Liber, which celebrated forty years as a showcase of the publishing industry; Salón Internacional de la Logística; Hispack and Graphispag, specialized in packaging, packing and printing; Barcelona Wine Week, dedicated to Spanish wines; Ibtm World, leading fair in business tourism; CineEurope; Saló de l'Ensenyament and Futura; the Sónar electronic music festival; and B-Travel, focused on tourism experiences.

Importance of the health sector

In 2022, the conferences related to the field of health played a particularly prominent role with large congresses such as the European congresses of Cardiology (which held its last meeting in Barcelona in 2017), Respiratory Medicine, Radiology and Breast Cancer. Fira also hosted global conferences on Gastrointestinal Cancer, Paediatric Oncology, Haematology and Vaccination, and the international congress on Parkinson's and Alzheimer's. In total, more than 80,000

Important technology conferences were also held there, such as Gartner IT/Xpo, KingfoMarket (creator of Candy Crush) and JavaBCN Conference.

During 2022, the CCIB was also the setting for important institutional, business or academic events. This was the case of the Turespaña convention – an organization that promotes Spain abroad –, a huge business event in support of the Mediterranean Corridor and the commemoration of the 50th anniversary of the creation of the Universitat Politècnica de Catalunya (Barcelona Tech). All this alongside many other training, economic, commercial, popular and musical activities, among which Primavera Sound stood out due to its impact in the media.



delegates, speakers and exhibitors came together.

In other fields, one most important conferences was the UNESCO World Higher Education Conference.

The activity that takes place in the different Fira venues contributes decisively to Barcelona being a leading destination for congresses. In 2022, it was ranked second worldwide in terms of number of delegates and fourth in terms of congresses held according to the International Congress and Convention Association (ICCA). In this regard, it is worth noting the specific contribution made by Barcelona as a reference city in the field of health, with its important network of hospitals, training and research centres, laboratories, pharmaceutical industry and a wide network of specialized companies, many of which are technological.

Presence abroad

In terms of activity abroad, during 2022 Fira co-organized Smart City Expo in Mérida (Mexico), Curitiba (Brazil), Doha, Santiago del Estero (Argentina) and for the first time in Miami; as well as ExpoAntad & Alimentaria México and four fairs held in Cuba: Energías Renovables, Alimentos Cuba 2.0, Fecons and the first edition of Transporte y Logística, along with the management of two fairgrounds in China and the design of a third. The presence of Fira abroad is an opportunity for many companies in the country to access new markets.

Intense calendar for 2023

Despite a complex global environment, the expectations for 2023 are also very positive and Fira is expected to obtain over 200 million euros in revenue again thanks to the activity in its three trade fair venues and abroad. Highlights of the calendar include MWC Barcelona, ISE, IOT Solutions World Congress and Barcelona Wine Week, Seafood Expo Global and Smart City Expo World Congress.

Other significant and traditional exhibitions will also take place including Automobile Barcelona, Barcelona Bridal Fashion Week, Piscina & Wellness Barcelona, Alimentaria Foodtech,

Construmat, Expoquimia, Caravaning and medical congresses at the international level (Parkinson's, Osteoporosis, Gastrointestinal Oncology), European level (Neurosurgery, Neuroscience and Medical Emergencies) and national level.

New events include the hosting for first time of Shoptalk, the main European retail trade show; Global Public Transport Summit, a global meeting organized by the International Association of Public Transport (UITP); and the World Congress of Airports. In addition, the Gran Via venue will once again host CPHI, the world trade fair for the pharmaceutical industry.

Abroad, Fira plans to continue managing the two trade fairs in China and co-organize eight exhibitions in other countries: Smart City Expo in Mérida (Mexico), Bogota, Curitiba (Brazil), Santiago del Estero (Argentina), New York, Doha and Shanghai, as well as HostelCuba in Havana.

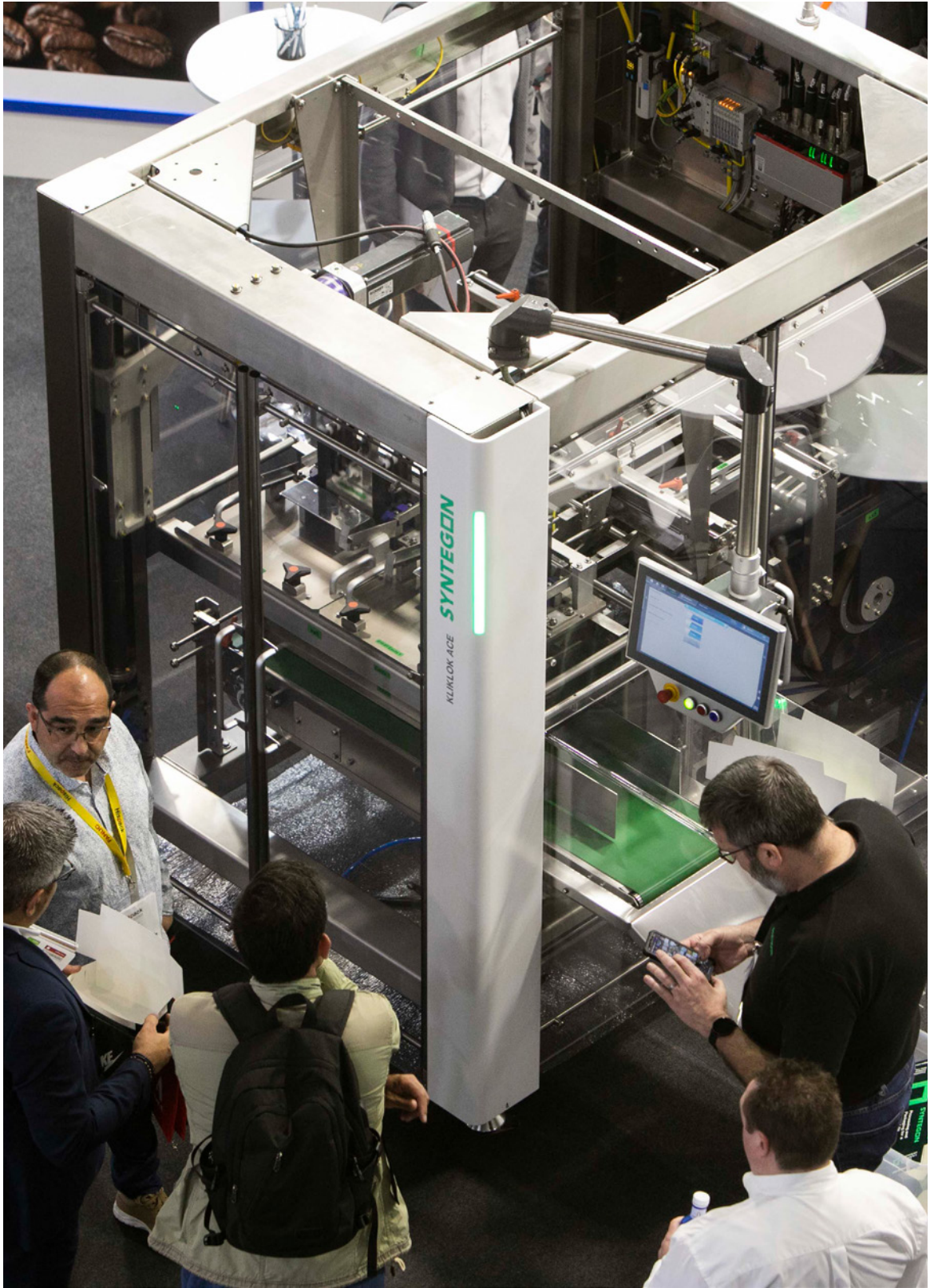
Tasks of the areas and departments

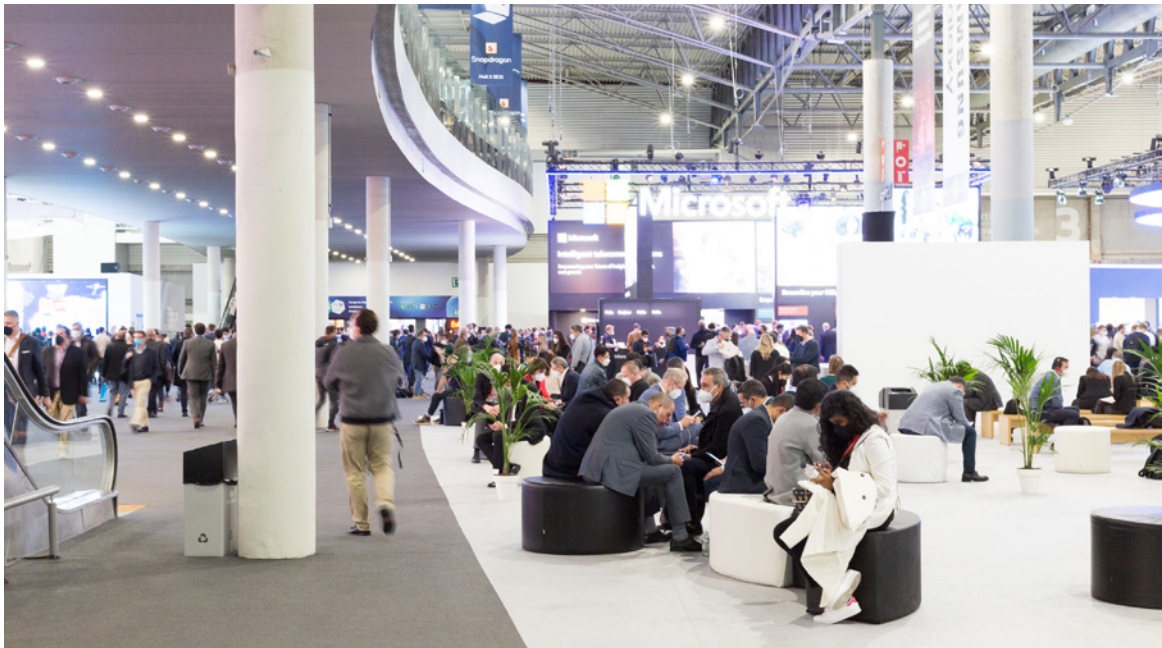
The significant resuming of trade fair activity in 2022 also featured a large number of promotional actions. More than a thousand telemarketing campaigns were launched with an impact on more than 12.2 million potential visitors and exhibitors.

As in other years, work was carried out to design new tools to improve the communication of the sales teams with potential customers and to offer an adequate information service. Improvements were implemented in the Contact Center, with a new knowledge base for service agents; the activation of the new Live Chat channel and improvements in customer-facing communication systems (escalation of inquiries to Fira specialists, automatic transfer of calls by voice recognition, *First Contact Resolution Rate* (FCRR) report for enquiries via email, resolution and satisfaction level survey after each call, among other things).

Tradeshaw services

Servifira continued to play a crucial role in the success of the fairs and events. It managed more than 42,700 exhibitor orders and the construction of 40,550 m² of stands. It is worth





noting the implementation of Fira Store (which exceeded 13,400 sales) and the opening of a new sales line of modular stands that provides a standard offer, simplifies the basic models that are used in all the exhibitions and expands the offer of premium stands with more quality and advantages.

For its part, BuildUp, dedicated to designer stands, designed and executed construction projects for 62 stands, a total of 22,000 m², at 18 events actively participating in MWC Barcelona and new exhibitions such as ISE and Seafood Expo Global. The largest was that of Ericsson at the mobile technology congress, which covered more than 6,000 m². Also of note was the work done for Nokia, Deloitte, Microsoft and DELL, among others.

BuildUp launched an important process of implementing sustainability measures in which it was able to engage its suppliers.

Sustainable purchases

Along these lines, the Purchasing department implemented a digital tender portal that eliminates the use of paper in the processes, while defining the sustainability criteria

(environmental, governance and social) that are included in all Fira tenders and that are assessed as part of the technical evaluation of the bids. In 2022, seven service tenders were awarded: electrical infrastructure management, landline and mobile telephony, app maintenance, large-format graphic printing, electricity supply, construction of common areas and the walkway for the Barcelona Bridal Fashion Week and travel agencies.

The evaluation of more than 40 of the most critical Fira suppliers was carried out through 240 surveys along with more than a hundred workers of the institution. The performance of the sustainability improvements included in their offers was rated and an innovation section was also included to obtain feedback on the technological, process and product improvements implemented during 2022 by these suppliers.

Along with these initiatives, throughout the year progress was made towards more sustainable purchases, promoting actions in line with the ISO 14001 standard (see page 62).



Focus on cybersecurity

In 2022, the ICT Area continued to implement the critical task of connectivity and technology to guarantee the functioning of the fair activity. In 2022, more than 5,900 cable services for the stands and 10,600 Wi-Fi services were provided and more than 140,560 unique devices were connected to the venues. It is estimated that the volume of data exchanged was 471 Terabytes.

Work continued on integrating the CCIB within Fira's own systems in terms of information technologies and cybersecurity. This work focused on the implementation of various cybersecurity solutions to better protect user devices, servers and Fira's network and on improving the institution's websites, internal communication tools and adapting the systems to respond to new business needs.

It is worth noting the launch of Virtual Exhibitor Care, a new digital customer service platform, which allows for integrated omnichannel communication via telephone, email, chat, WhatsApp and web forms.

The department worked on the implementation of Quality Control, a tool that helps to control the assembly and the quality of the installed elements. It was launched for MWC Barcelona

2022 and subsequently validated across more than 20 external and internal exhibitions. The tool makes it possible to visualize both sales in terms of participation and services in a single environment. Similarly, work continued on the digital transformation of Servifira. The new Contractor Pass application (accreditation of workers who need access to the premises during the different phases of an event) was used in 16 internal exhibitions and 40 external events with a total of 43,500 accredited persons.

The registration system designed by the ICT Area validated nearly 437,000 accreditations and tickets for 25 internal, external and international events. Specifically, the department developed technological projects for MWC Barcelona and ISE. More than 40,000 users downloaded and used the app to access and plan their visit to ISE and more than 80% of visitors interacted with the exhibitor through the new Lead Retrieval app, essential for obtaining information on the visitors and potential customers, as well as various tools to improve efficiency, the work methodology of the teams, the treatment and use of data and analytics.



Top level venues

The Venues Area continued to work on the launch of the Gran Via venue expansion project, which actually began at the end of 2022 and which is very complex technically, administratively and from an urban planning perspective, and work continued on the future remodelling of the Montjuïc facilities.

With regard to the current venues, work was done on their digitalization using BIM (Building Information Modelling) technology, which contributes to speeding up the assembly process. The pavilions of the Gran Via venue have been recreated in 3D down to the millimetre and this allows exhibiting and assembly companies to know in advance, precisely and in detail, exactly what they will need for their stand. This allows assembly times to be reduced by around 40%.

Also, work was done on the migration to the new version (4.7) of the Rosmiman maintenance incident management system, a software that specialises in maintenance management and infrastructure assets, installed in 2018 and which has helped to offer better service and more efficient management of the venue.

The Venues Area focused on policies related to energy efficiency, sustainability and the use of resources, such as the implementation of the measures contemplated in the Decree on savings measures, energy efficiency and reduction of dependence on natural gas. Of particular note is the satisfactory renewal of the Energy Efficiency Audit of the Gran Via and Montjuïc venues (see page 61).

The department also worked on improving communication for visitors with the installation of new information screens at the Gran Via venue, Palau de Congressos of Montjuïc conference hall, and also carried out several maintenance works and improvements such as the rehabilitation tasks of Hall 1 of the Montjuïc venue, including the Hemicicle hall, the renovations of the Palau de Congressos, and the installation of two new additional escalators in Hall 3 of Gran Via.

Gastrofira

Gastrofira was extremely busy in 2022, offering catering services to 71 events. It significantly increased its gastronomic services offered at the stands.





Nuclo Restaurant continued to be a point of reference in the area for customers looking to have lunch in a peaceful environment and with a cuisine that stands out from the other nearby restaurants. Nuclo Càtering continued to grow as a premium brand offered to event organizers at Fira Barcelona hosting gala dinners or events both in the venue and in other relevant spaces in the city.

The MWC Barcelona event required huge efforts in terms of coordinating more than 30 points offering different types of food and the assembly of 1,810 m³ of additional refrigerated containers to supply the different catering services and establishments in the venue. For this major technology exhibition, Gastrofira hired around 500 temporary workers including waiters, cooks and logisticians.

Continuing with its policy of solidarity, throughout the year it salvaged food to be redistributed to different NGOs (see page 66). It also participated in the production of food for refugees from the war in Ukraine together with World Central Kitchen, an organisation led by chef José Andrés.

Young talent, training

In 2022, the Fira de Barcelona workforce was made up 355 people, with a significant representation of women who made up 56% of the total.

The People Area continued to implement various actions throughout the year related to the incorporation of young talent, internal communication and training.

The *Talent Jove* (Young Talent) programme was resumed, which aims to promote the incorporation of people in the process of training and specialization in the various branches of the trade fair business. In 2022, a hundred people joined (78 women and 22 men), with an average age of 26.

Throughout the year, internal communication was strengthened with the installation of screens at various points in the venues to facilitate access to information for the Fair team, and technical improvements were applied to the neXe portal.

The Training Plan received a strong boost, aimed at highlighting the return to onsite working and focusing on knowledge, skills and emotional well-being. Sixteen courses were



given on a wide variety of topics to contribute to professional training and personal growth.

Work was also carried out in the field of occupational risk prevention and on promoting the health and safety of all the people who work at Fira. It should be noted that Alimentaria Exhibitions, a company belonging Fira de Barcelona, was awarded the “ZERO is +” prize by MC Mutual, for having gone five years with no workplace accidents involving medical leave.

Research department

One of the main lines of work of the Research department was the Market Research carried out through 14,000 interviews with exhibitors, visitors and delegates participating in the various Fira events. Knowing their opinion and degree of satisfaction provides the best possible information for planning and taking strategic decisions for the future, especially with regard to the offer and quality of services. The department also analysed information and data to learn about the leading markets, the general economic environment and the sectors represented in the events it organises.

In 2022, the Fira General Archive, which reports to the Research department, responded to

numerous enquiries from the institution’s staff, as well as from external enquiries, especially academic ones. As a result of the visit of a group of university students, a doctoral thesis project emerged that will draw on the Motor Show’s archival collection. There were also collaborations with publishers and authors, as in the case of the book *Vinçon 1929-2015* (Tenov), using material from the Hogarotel fair. Documentary support was also given to the work of the architect and professor Paolo Sustersic for his work *Barcelona brutalista y tardomoderna*, published by the City Council, which included a study on the Palau de les Nacions, now the Palau de Congressos. With regard to internal enquiries, it is worth noting the collaborations related to the various anniversaries, such as the 40th anniversary of Liber and the Ocasión trade fair.

Legal Advice and Corporate Compliance

The upturn in activity in 2022 also led to an increase in ordinary contractual activity, in order to cover the needs of the fair activity, as well as the tenders necessary for the contracting of services. Meanwhile, the main actions of the Fira de Barcelona’s Legal Area focused



on reforming the model for the transfer of the management of the CCIB, to incorporate the appropriate legal support, and on the renewing the agreement Fira and other institutions with the GSMA to host the MWC Barcelona from 2025 to 2030, with the option of an extension for subsequent editions and, therefore, with the aim of making the contract permanent. A renewal that involved negotiation with the GSMA as well as coordination and dialogue with the different signatory administrations.

During 2022, Fira continued to collaborate with the Commercial Courts of Barcelona and the Commercial Courts of Alicante (Trademark Court of the European Union), strengthening the protection of exhibitors in matters of industrial and intellectual property; a collaboration that is part of a series of continuous improvement actions for the protection of exhibitors.

In the area of Compliance, and during the month of May, an Ethical Channel was put into operation following the prescriptions of Directive (EU) 2019/1937 of the European Parliament and of the Council of 23 October on the protection of persons who report breaches of Union law. Likewise, staff training on Compliance was resumed, adapting it to the new organisational changes and existing reforms in criminal matters.

Institutional relations

The Institutional Relations, Protocol and Office of the Presidency Department was kept very busy due to the presence of high representatives of the State, the central government, the Government of Catalonia, local institutions and economic and social organisations at the exhibitions and events.

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

In addition to what could be considered purely trade fair activity, the area also deployed its professional tasks in relation to the visit of authorities to the Ukrainian refugees located in Hall 7 of the Montjuïc venue and during the ceremony in honour of the people involved in the management of the vaccination centre of the Catalan Ministry of Health installed in the same premises.



MA extends partnership with Barcelona



Corporate Marketing and Communication

The Corporate Marketing and Strategic Projects Area continued to work on Fira's promotion, image and Corporate Social Responsibility, designing a global corporate communication strategy and one related to the exhibitions and trade fair events as a whole.

It also provided support for the marketing of shows and actions related to promotion, corporate identity and branding, emphasizing the professional and social dimension of communication, based on corporate reputation and information as a public service.

One of the stand out projects under way is the creation of a permanent space, in Hall 8 of the Montjuïc venue, aimed at generating induced economic activity by promoting entrepreneurship, innovation and the transfer of knowledge in sectors related to main Fira exhibitions (mobility, food, etc.) to give more opportunities to companies, economic sectors and citizens and provide the city with a permanent legacy.

In terms of Communication, in 2022 more than 4,320 journalists were accredited and around 58,490 impacts were generated in the

media: news items, reports and articles about exhibitions, conferences and events organized basically by Fira and about the corporate activity. If all the trade fairs and events held at the Fira venues, managed by other operators, are included the figures increase dramatically.

The corporate website received more than 429,290 visitors with over 770,880 page views. In terms of corporate social media, the Twitter account had 28,700 followers, Facebook recorded more than 56,110, LinkedIn accumulated more than 49,140 and Instagram had 8,590 followers. Overall, the websites of the trade fairs organized by Fira obtained 12.2 million page views and their social media accounts totalled more than 795,500 followers.



Strategic projects



Virtual recreation of the initial project to renovate Palace 8

Renovation of Montjuïc with a view to 2029

During 2022, the refurbishment works planning procedures were initiated for the urban transformation of the Montjuïc vicinity that will combine the trade fair activity with other public uses.

The venue will be modernized to make it an international trade fair and urban landmark for the 21st century, with compact, efficient, flexible and sustainable facilities.

The plan envisages the conservation and refurbishment of listed historic buildings, based on parameters of efficiency, digitalization and sustainability, around a renovated Avinguda Reina Maria Cristina with traffic calming measures, intended for pedestrians and public transport. The renovation works will include a new two-storey pavilion which will be built in the space occupied by the current Palau de Congressos and Plaça de l'Univers, and a new congress hall where Hall 6 is currently located, among other things.

The project will contribute to optimizing the trade fair area without sacrificing any exhibition space, thanks to the creation of more compact, modern and

flexible buildings that ensure the trade fair activity is maintained and reinforced in a smaller area with the aim of making Montjuïc an iconic and unique venue in Europe. It will be aimed, in this sense, at both small and medium-sized events and congresses that want an emblematic space in the heart of the city, complementing the Gran Via site, intended for large national and international professional events, and the CCIB which focuses on congresses and conventions.

One of the innovations will be the creation of a space located in the old Palau del Vestit (Plaça d'Espanya facade of the current Hall 8), aimed at generating induced economic activity on a permanent basis, promoting entrepreneurship, innovation and the transfer of knowledge in sectors associated with the most important trade fairs.

The project, which will ensure the works are compatible with hosting ongoing trade fairs, is expected to be completed in 2029 concurring with the centenary of the International Exhibition of 1929.



Virtual image of the future Zero pavilion

Gran Via venue: extra 60,000 m² in 2026

The construction works for the new pavilion at the Gran Via venue of Fira de Barcelona, which began at the end of 2022, will provide an additional 60,000 m² of space, endowing the venue with a gross surface area of 300,000 m² and consolidating it as one of the most important in the world, which stands out for its functionality, technology, quality, innovation and sustainability. With this expansion, together with the remodelling of the Montjuïc venue, Fira will gain in competitiveness as this will facilitate the growth of both its own and external exhibitions, the attraction of new major events and the simultaneous holding of several events.

The pavilion, called Zero, will be built on a 40,000 m² plot of land located on the block between Joan Carles I avenue and Carrer de Ciències, Salvador Espriu and José Agustín Goytisolo de L'Hospitalet de Llobregat where there were two buildings and unoccupied spaces.

It will consist of two floors for exhibitions and congresses and a building for offices and services,

linking with pavilion 1 and Hall Europa, the main entrance to the venue, by means of an elevated walkway; this will ensure there is a continuous footbridge that connects all the pavilions.

The Gran Via venue of Fira de Barcelona, designed by the Japanese architect Toyo Ito, is characterized by its design, functionality and commitment to sustainability. It currently consists of eight pavilions, connected by the already mentioned footbridge that facilitates the movement of visitors and has a gross surface area of 240,000 m².

The expansion works, which are scheduled to end in 2026, entail an investment of more than 200 million euros, financed through the holding company Fira 2000. The shareholders of this company are the Government of Catalonia, which owns more than 50% of the capital, Barcelona City Council, Barcelona Provincial Council, the Metropolitan Area of Barcelona, the City Council of l'Hospitalet de Llobregat and the Barcelona Chamber of Commerce.

Financial results

Road to full recovery

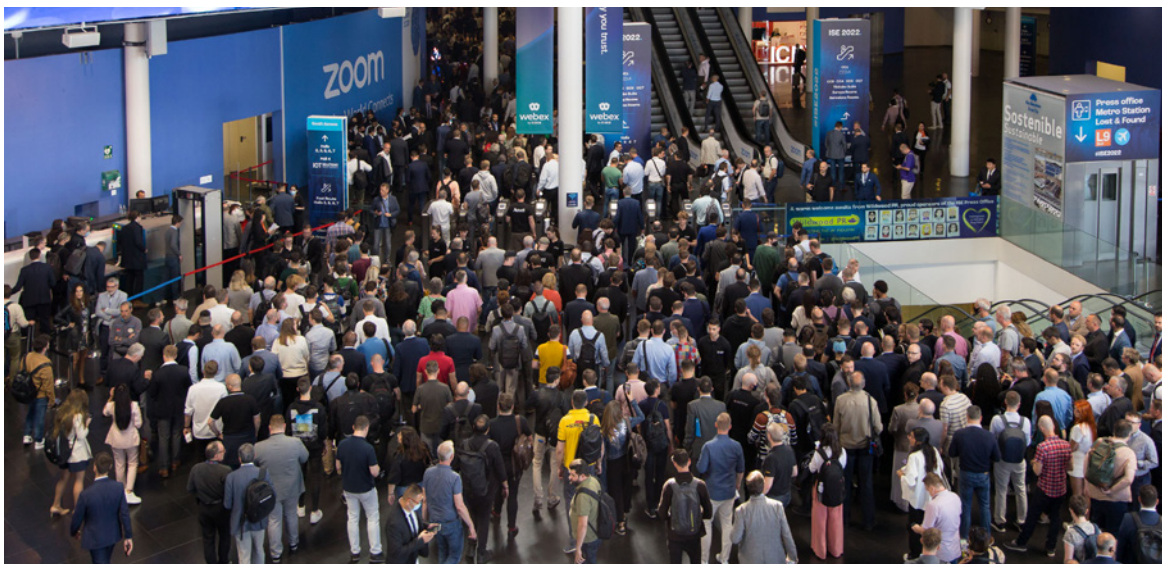
Fira de Barcelona obtained more 211 million in turnover in 2022, in a clear sign of recovery. This is approaching pre-pandemic levels thanks to the strong performance of the different lines of business and services despite the many adverse elements. The year can be considered an extraordinary one bearing in mind the difficult context in which it took place.

The year began in the hope of a return to a certain normality, but it did not yet encourage us to be openly optimistic in terms of overcoming the pandemic and its impact on trade fair activity and the economy in general; nevertheless, there was a real desire to recover on-site attendance of events and the possibility of personal face-to-face interaction as a tool for business and for developing relationships. In short, we were faced with a very busy schedule of activities in a still uncertain scenario.

It is worth noting that in 2022 several events were held that had not been held in previous years or had been the subject of major

limitations due to the health and mobility restrictions during the pandemic. This is the case of trade fairs as important as Integrated Systems Europe (ISE), MWC Barcelona, Alimentaria, Seafood Expo Global, Hispack and Barcelona Bridal Fashion Week, all of them within the first half of the year, which is why the circumstances in which they would be hosted would determine how successful the year would be for Fira financially.

The outbreak of the war in Ukraine in February undoubtedly contributed to raising the levels of uncertainty given the danger of political, economic and social destabilisation in Europe and its impact on oil prices energy and raw materials. It is clear that the war has led to rise in prices, with a consequent increase in inflation and the adoption of monetary measures to contain it, effects that have slowed down the rapid recovery that was expected post-pandemic and that have forced the European governments to adopt various support measures for companies and families.



Fira de Barcelona income statement

	2016	2017	2018	2019	2020	2021	2022
Total revenue	167,517	187,609	213,706	219,480	92,230	63,141	211,416
In-house business	54,333	56,218	77,910	56,500	20,051	24,865	60,842
International business	8,753	8,636	10,367	9,380	5,485	1,052	3,538
External business	102,498	120,922	123,599	151,232	63,631	34,197	109,206
Fairgrounds and others	1,933	1,834	1,831	2,368	3,062	3,028	37,830
Total expenses	127,987	146,112	159,890	170,211	75,065	54,446	140,525
In-house business	43,134	49,456	58,497	52,552	24,176	23,850	41,191
International business	8,015	9,153	10,984	9,218	6,628	1,715	3,185
External business	76,095	86,959	90,094	107,884	36,391	23,655	72,106
Fairgrounds and others	743	544	315	557	7,870	5,226	24,043
Ebitda	20,390	20,482	30,019	24,744	-503	-8,101	36,915
% Ebitda / Revenue	12%	11%	14%	11%	-1%	-13%	17%

Strong performance of exhibitions

Despite all these trials and tribulations, 2022 cannot be described as anything other than extraordinary. No one in their wildest dreams could have foreseen that, despite everything, the events would be hosted so successfully.

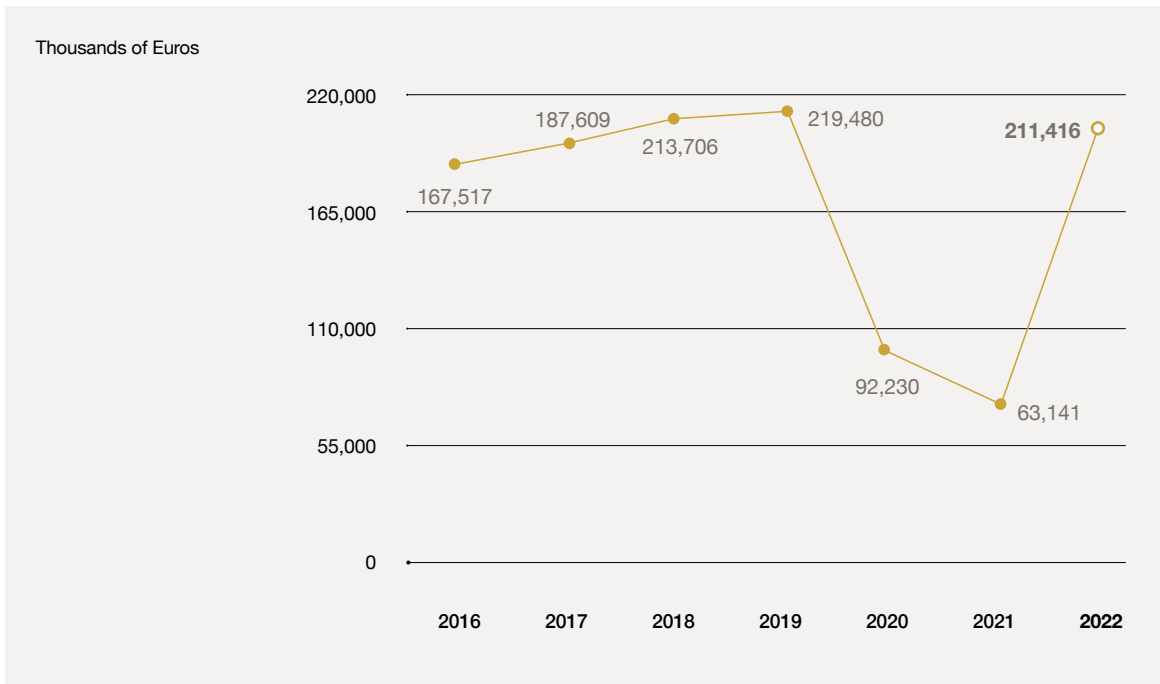
Of the Fira's own exhibitions, special mentions must go to the joint celebration of Alimentaria and Hostelco, Barcelona Wine Week, Hispack and Graphispag, Saló de l'Ensenyament and Futura, Barcelona Bridal Fashion Week, Bizbarcelona-Saló de l'Ocupació, Boat Show, Smart City Expo World Congress that was held in parallel with Tomorrow Mobility and PUZZLE X, IOT Solutions World Congress, Líber and B-Travel.

In terms of external events held at the venues, MWC Barcelona stands out above all, in which Fira played a major role. GSMA, the organising body of this leading global trade fair for the

mobile ecosystem, announced the renewal of the contract until at least 2030 with the aim of making Barcelona, where it has been since 2006, its permanent headquarters. This example of success could also apply to ISE, which was able to celebrate an edition that, despite not yet achieving its full potential, clearly demonstrated its value. Other successful exhibitions included Seafood Expo Global/Seafood Processing Global and those as emblematic for Barcelona as the European Cardiology and Respiratory conferences and VMware Explore. For its part, Ibtm World, the major international leader in business tourism, renewed its presence at Fira de Barcelona at least until 2025.

In terms of activity abroad, during 2022 Fira co-organized Smart City Expo in Mérida (Mexico), Curitiba (Brazil), Doha, Santiago del Estero (Argentina) and for the first time in Miami; as well as ExpoAntad & Alimentaria México. Four exhibitions were also held in Cuba: Energías

Evolution of revenue



Renovables, Alimentos Cuba 2.0, Fecons and the first edition of Transporte y Logística, along with the management of two fairgrounds in China and the design of a third.

the resulting figure of 31.6 million is higher than the 30 million obtained in 2018.

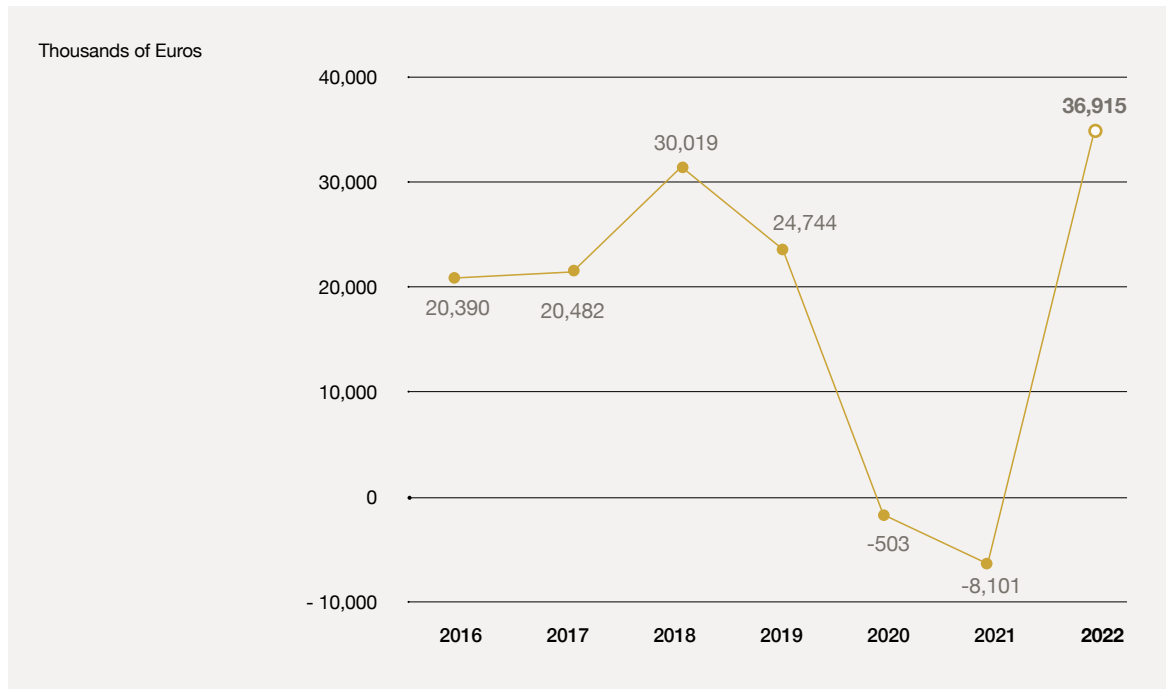
First full financial year for CCIB

For its part, the Barcelona International Convention Centre (CCIB) ended 2022, the first full year under Fira's management, also exceeding initial expectations. The number of contracts and events recovered very quickly, bearing in mind that the size of the exhibitions it hosts is smaller, and therefore the contracting period is slightly shorter than that of Fira. Conferences and other events can be contracted, if there is availability, with less advance notice.

In summary, the resumption of activity at Fira de Barcelona, much higher than initially expected, together with the containment and good management of expenditure, contributed to an Ebitda of 36.9 million euros, a record for Fira. Even if the CCIB effect is not taken into account,



Evolution of Ebitda



RTCITY
WORLD CONGRESS



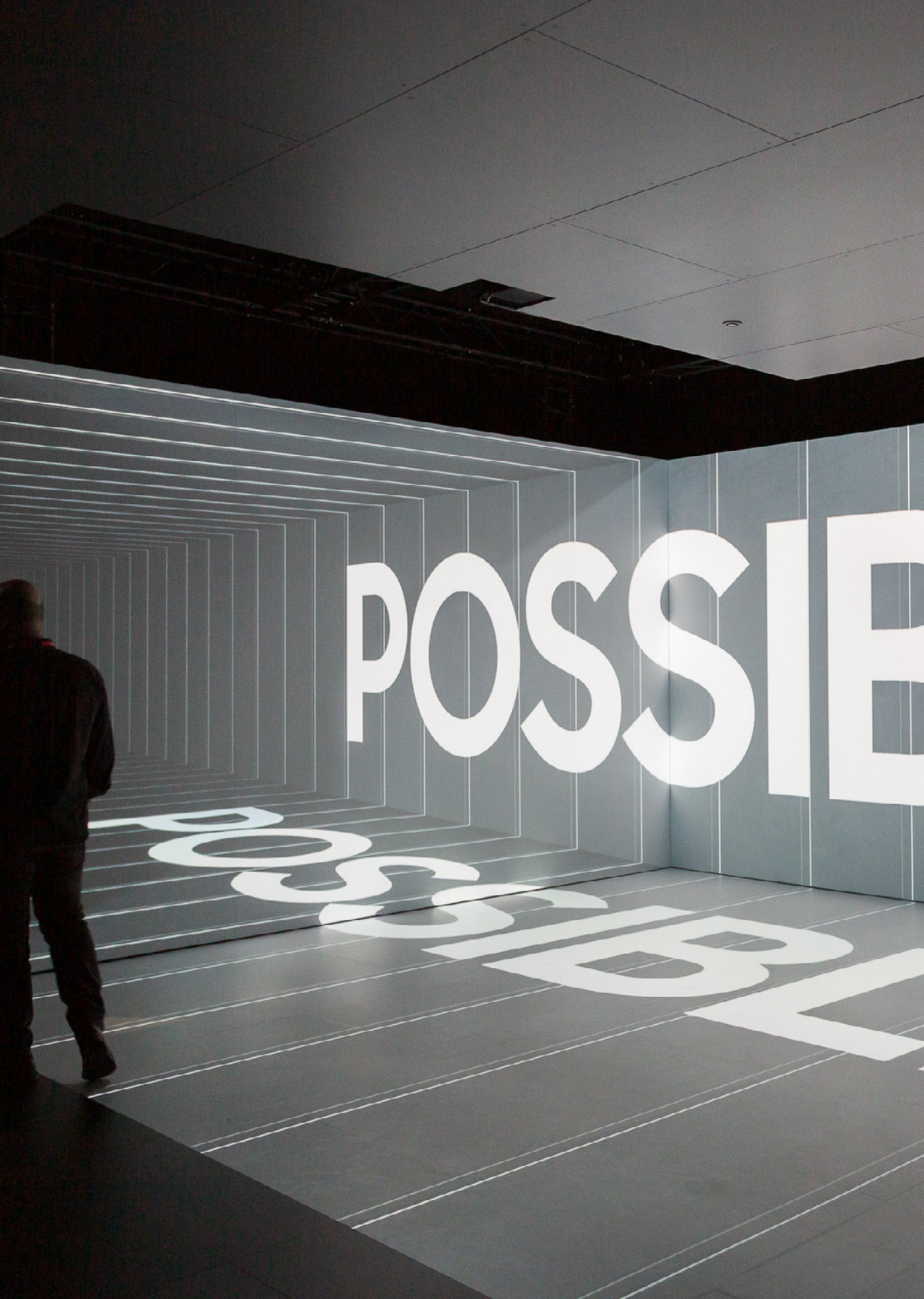
DREES &
SOMMER

DR
SO





Our commitment



POSSIBLE

possible

Fira de Barcelona has undertaken a clear commitment to sustainability from all points of view: social, economic, environmental and governance. As an important economic and social driver, the institution is firmly committed to sustainable development and the generation of wealth and well-being for Barcelona and its surroundings.

The organization and hosting of large technological, industrial and service industry fairs, as well as medical and professional congresses of reference, with the participation of thousands of companies and experts, has an important effect on the productive fabric, opens the door to new opportunities for business and increases the possibilities of promoting companies and entrepreneurs; in short, it stimulates innovation, talent, economic muscle and social initiative.

Fira carries out its mission fully aligned with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda. It has actively incorporated them into its corporate strategy and implements specific measures and actions in its activity at venues and events and carries out support programmes aimed at individuals and entities.

In this sense there is no doubt that in order to overcome the negative impact of the COVID-19 pandemic and, subsequently, the war in Ukraine, it is necessary to continue the actions aimed at tackling climate change and preserving the environment and generating more opportunities for personal and collective growth. It is worth noting that during 2022 Fira de Barcelona continued to participate in the fight against the pandemic, especially through the COVID vaccination point of the Ministry of Health of the Government of Catalonia, located at the Montjuïc venue.

In short, the results achieved by Fira in quantitative and qualitative terms reinforce the institution's leadership in the trade fair sector, its driving role, its contribution to the economic and social development of the territory in terms of impact, creation of employment and generation of new initiatives and opportunities. The importance of Fira de Barcelona is just as significant in terms of intangibles: the creation of a value chain, the generation of synergies between the business fabric and academic, scientific and applied research institutions, innovation, the contribution to the growth of the overall environment of Barcelona and the country.



Boost to the Sustainable Development Goals

Fira de Barcelona has integrated the Sustainable Development Goals (SDGs) into its business model and corporate strategy. Adopting these goals means becoming co-responsible for the quality of life, well-being and prosperity of current and future generations.

Moreover, the institution sees the SDGs as a responsibility and an opportunity not only to strengthen its role as a generator of economic and social impact in the territory, but also to promote its reputation in the trade fair market as a benchmark in terms of sustainability.

The SDGs make up the 2030 Agenda of the UN (United Nations Organization), a global plan driven by the international community with the desire to transform the world, eradicate poverty, fight climate change and reduce inequalities.

The 2030 Agenda was approved in 2015 by the 193 member countries of the UN which set 17 goals and 169 associated targets covering the social, economic and environmental fields. Companies in particular are targeted to get involved and share responsibility for achieving them in the face of the critical situation in which the planet finds itself.



Economic and social driver

Fira generates a very positive impact on Barcelona, its metropolitan area and the region as a whole. According to a study carried out by the Institute of Economics (IEB) of the University of Barcelona, the institution's activity produces an estimated impact of more than 4.7 billion euros per year on the economy, with a gross value added (GVA) which is equivalent to 1% of Catalonia's GDP, 35,000 jobs and 971 million in tax revenue. In 2022, Fira de Barcelona practically recovered its pre-pandemic level of income and, therefore, its importance for the country's economy.

It has a clear role as a driver for the productive, commercial and service fabric, for small and medium-sized companies, which make up the majority in Barcelona and Catalonia, and for people and entrepreneurial initiatives, for the creation of jobs, the development of infrastructures and for the promotion of research and innovation and knowledge.



Stimulus for the reactivation of the economy

As highlighted in other chapters of this report, during 2022, despite the difficulties experienced in the first months of the year as a result of the final effects of COVID-19, Fira returned to high levels of activity which acted as a stimulus for the reactivation of the economy of the city and the region in its various guises.

In this regard, and after the decline in 2020 and 2021, business tourism – which includes a wide range of companies in the hotel, restaurant, trade, mobility and various services sectors linked to trade fair and conference activity, among other things – was gradually able to recover.

A look at the 2022 calendar gives an idea of the importance of hosting trade fairs and congresses such as the MWC Barcelona, Alimentaria and Hostelco, ISE, Seafood Expo Global/Seafood Processing Global, Smart City Expo World Congress, Hispack and Graphispag, Barcelona Bridal Fashion Week, Ibtm World, Liber, Boat Show and the European congresses of Cardiology, Respiratory Medicine, Radiology and Breast Cancer, among others.

Technology, smart cities, the food industry, boats, fashion, health sciences and research filled the Montjuïc and Gran Via venues with activity, as well as the Barcelona International Convention Centre (CCIB), managed by Fira de Barcelona from November 2021.

Innovation and knowledge transfer

The definitive improvement in international health conditions (pending the situation in the Asian market) once again brought to the fore the role of trade fairs and congresses as spaces for face-to-face interaction and networking that allow the establishment of links between the different actors in the processes, and as showcases for presenting new products and new trends.



Exhibitions and congresses are, in short, spaces with a huge concentration of innovation and talent. Here, synergies are generated and knowledge is transferred between companies from different economic sectors and between the various sectors linked to research and professionals. For the many local operators – companies, entrepreneurs, startups – they are an opportunity to connect with companies and professionals from all over the world.

With the aim of strengthening the role of trade fairs as a magnet for innovation and knowledge, Fira de Barcelona is a member, together with other institutions, of Hac Te, an initiative created to promote research, training and transfer programmes in the fields of science, art and technology.

Training, entrepreneurship

The trade fair institution stimulates the emergence of new entrepreneurial initiatives with events such as Bizbarcelona and the Saló de l'Ocupació that are specifically aimed at training and job creation; also exhibitions such as Ensenyament and Futura aim to contribute to the development of professional vocations and to showcase tools for job placement. Among the events organized by other fair operators, it is worth highlighting the role played by 4YFN, which focuses on the ecosystem of technological startups that takes place in parallel with MWC Barcelona.

In terms of internal training, Fira offered training programmes for employees with courses specifically aimed at increasing skills related to the demands of the activity as well as their professional and personal growth.



Young talent

In 2022, Fira reactivated its “Young Talent” programme that promotes access to work for young people who have recently graduated, boosts their personal and professional growth, and acts at the same time as a mechanism for attracting talent. Over the course of the year, 100 talented young individuals joined, of which 78 were women.

Importance of tradeshow spaces

With the gradual elimination of the restrictions imposed due to the pandemic, the Fira de Barcelona venues were able to resume their informative, social and cultural role, with the fair spaces opening up once more, especially those of Montjuïc, for major events of a popular and civic denomination.

It is worth emphasizing the social impact of events such as the Boat Show, the Saló de l'Ensenyament and Futura, Còmic and Manga,

Sónar, B-Travel and the Festival de la infància, among many others. This alongside major sporting events such as the Barcelona Zurich Marathon, the Women's Race, the Jean Bouin race and the shows linked to the Festival of la Mercè and New Year's Eve.

Moreover, the impact of the fair activity on the urban development of the city and the metropolitan area is more than evident. The very existence of trade fair venues generates a wide range of needs in terms of services in very diverse professional and technical sectors and areas. It is worth pointing out once again the importance that the expansion of the Gran Via venue, the renovation of Montjuïc and the management of the CCIB have acquired for the region as a whole and its economic activity (see pages 31 and 44-45).



Commitment to health

In line with the policy maintained throughout the previous years, Fira continued to apply anti-COVID protocols in accordance with the indications of the health authorities. It should also be noted that the Montjuïc venue hosted one of the largest public vaccination centres, which was operational until December 2022 (see page 66).

Fira de Barcelona has always been committed to health as the venue for major medical and scientific events that have contributed to positioning Barcelona as a benchmark city in the field of healthcare and research.

Meanwhile, at an internal level, the Barcelona trade fair institution has also worked to guarantee the occupational health and safety of all its workers. In this sense, Alimentaria Exhibitions - a company belonging to Fira de Barcelona, was awarded the "ZERO is +" prize by MC Mutual, for having gone five years (2018-2022) with no workplace accidents involving medical leave.

International positioning of Barcelona

During 2022, continuing the trend already started in previous year, the fairs and events held at Fira contributed to the positioning of Barcelona as a leading city in technology, urban solutions, the food industry and health, among other areas.

When carrying out its activity, Fira promotes cooperation with other organizations, institutions, economic and social entities, companies and academic centres, encouraging public-private collaboration. In this regard, it is worth noting the work of the organizing committees of the various exhibitions and the active role of Fira as a member of the main international trade fair organizations such as the Global Association of the Exhibition Industry (UFI), European Major Exhibition Centres Association (EMECA), International Congress and Convention Association (ICCA) and Asociación Internacional de Ferias de América Latina (AFIDA).

Sustainability and environmental protection

Fira de Barcelona is firmly committed to protecting the environment and tackling climate change. In order to minimize the impact generated by trade fairs and conferences, the institution promotes actions related to renewable energies, energy efficiency, recycling, the circular economy and the optimization of natural resources.



Certifications and seals

- **ISO 14001 in environmental management**

Fira de Barcelona renewed its ISO 14001 certification, the most internationally recognized certification in environmental management systems. Seal awarded by AENOR.

- **Biosphere commitment**

In 2022, the institution also renewed its 'Barcelona Biosphere Destination' seal for its contribution to promoting sustainable tourism in the city in the environmental, economic and socio-cultural fields. It is internationally endorsed by the Responsible Tourism Institute (RTI) and promoted by Barcelona City Council and the Barcelona Provincial Council in collaboration with the Barcelona Chamber of Commerce and Tourism.

- **Commitment to Net Zero Carbon Events**

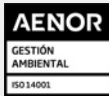
Fira adheres to this initiative, promoted by the Joint Meeting Industry Council (JMIC). It proposes to reduce greenhouse gas emissions by 50% by 2030 and reach zero emissions by 2050.

- **Safe Travels**

This is the first global seal in terms of safety and hygiene for travel and tourism from the World Travel & Tourism Council.

- Fira is part of other local initiatives that promote sustainability:

- Barcelona City Council's Citizen Commitment to Sustainability, integrated by a network of more than 1,100 entities, and the BCN+Sustainable Network
- Barcelona City Council's Table for the promotion of the 2030 Agenda
- Barcelona Tourism Sustainable Events Guide and BCN Sustainable Tourism Programme



Renewable Energies

100% of the energy consumed by Fira de Barcelona at its Montjuïc, Gran Via and CCIB venues comes from renewable sources, as certified by the electricity company Endesa before the National Commission on Markets and Competition (CNMC). As of 2022, 40% of the supply comes from nearby wind farms (Forques and Matargull, in Tarragona and Lleida respectively), through the contracting of a long-term PPA (Power Purchase Agreement), which will avoid the emission of 8,547 tonnes of CO₂ every year, the equivalent of the absorption capacity of 14,412 trees for 40 years, which also represents a commitment to efficiency since losses in distribution are reduced.

In total, electricity consumption in 2022 was 26,950 Mwh.

In this area, it is worth mentioning the photovoltaic park located on the roofs of the Gran Via venue which contains more than 25,900 panels and which in 2022 produced close to 5,080 Mwh. This means a reduction of emissions of more than 2,200 tonnes of CO₂ per year.

Energy efficiency

Fira continued to implement energy efficiency measures at its venues, completing the migration to low-consumption lighting (LED) and optimizing air conditioning equipment and maintenance processes.



All the consumption at the venues (electricity, water, gas and thermal energy) is monitored by a Scada system, a real-time energy and facilities management software tool that allows for analysis and precise decision-making to save energy while improving its management.

The renewal of the ISO 14001 certification in 2022 ratifies Fira's compliance with the regulations and ensures energy saving measures are taken to mitigate the environmental impact. In addition, the energy efficiency audit confirmed that the eight pavilions of the Gran Via venue have an A or B rating, the indicators of maximum efficiency.

Likewise, 2022 saw the completion of the implementation of a management and control system for the consumption of thermal energy, electricity, natural gas and water. Through Dexma's "Spacewell Energy" energy intelligence

software, consumption is monitored in real time at 200 control points and alerts are sent out in the event of abnormal records, thus helping to avoid wasting energy.

With the aim of counteracting the consequences of the energy crisis in Europe caused by the war in Ukraine, Fira applied the efficiency measures decreed by the Spanish government, which set a maximum limit of 19 °C for heating and a minimum of 27 °C for cooling. This meant savings of 7% of final consumption.

Sustainable supply chain

Fira focuses its efforts on reducing the generation of waste and improving its separation during the assembly, hosting and dismantling of the events. For this purpose, a sustainable participation guide was drawn up containing the



main recommendations for organising companies, exhibitors and assemblers.

In addition, environmental sustainability criteria were incorporated into all tenders for Fira suppliers, alongside social and governance aspects, to be taken into account during the technical evaluation of all bids. The aim is to promote the transition towards more innovative and sustainable products and services covering the entire supply chain.

For example, the large format printing service, tendered in 2022, promotes the use of more natural and less polluting materials and inks. In terms of the construction of stands and other elements, the use of more sustainable materials is also promoted such as polypropylene cardboard filled with algae, bamboo cardboard, agricultural waste cardboard or hemp fabrics, as well as recycled PET for containers and/or packaging.

Circular economy. Waste management

The institution is committed to a circular economy model that promotes the rational use and exploitation of resources, through the reduction, reuse and recycling of the elements that are generated during the trade fair activity.

During 2022, more than 1,175 tonnes of waste were recycled, especially chipboard and wood, cardboard and paper, organic, glass and plastic. All venues have a permanent recycling point to optimise waste collection with trained staff and on-site compactors.

Specifically, Gastrofira implemented the separation of organic waste at all production plants, which accounts for 21% of its total annual waste.

Reduce, reuse and recycle

One of Fira's environmental objectives focuses on reusing and recycling the carpet, one of the materials most used in the assembly of the exhibitions. In 2022, more than 221,100 square metres of carpet were recycled, avoiding the emission of 250 tonnes of CO₂ into the atmosphere.

Gastrofira, in particular, promotes the use of compostable materials with the aim of eliminating single-use plastic, such as replacing plastic glasses, plates and cutlery with wooden or paper ones; and plastic cans and bottles for glass, among other initiatives.

Apart from the carpet and the reduction of single-use plastic, other actions to reduce, recycle and reuse are promoted in the hosting of exhibitions including:

- Eco-design projects for stands made with FSC and PEFC certified materials
- Reuse of furniture in common areas or furniture made with recycled materials
- Reduction of paper use in both exhibitions and offices, where the use of recycled paper is now mandatory.
- Installation of water fountains to encourage attendees to fill their reusable bottles.
- Badge holders without metal parts and made from fully recyclable materials.
- Offsetting of CO₂ emissions. Through the Clean CO₂ platform, organisers, exhibitors and visitors can offset the pollutant emissions generated by their participation in the event with sustainable projects (calculated based on electricity consumption, transport and overnight stays).
- Local suppliers with offices and warehouses nearby to reduce the carbon footprint due to transport.

The Smart City Expo World Congress deserves a special mention as a leader of the Towards Zero Waste initiative. In 2022, it saved 1,714 kg of plastic waste and 7,963 kg of paper (thanks to more than 14,470 downloads of the expo's app), reused 6,221 kg of material in the decoration of common spaces and offset 199.99 tonnes of CO₂.

Technology at the service of sustainability

During 2022, work continued on transforming the Gran Via venue into a state-of-the-art, sustainable facility, in a demonstration of how technology helps minimize environmental impact.

- Digitalization of venues using BIM (Building Information Modelling) technology. The venues are recreated in 3D which helps to foresee what needs there are, optimizing resources, and reducing assembly time by 40%.
- Technology applied to the management of facilities and energy. In 2022, the number of services managed through the Scada software was increased: there are a total of 15 fully monitored services, including the management of the water distribution network.
- Wi-Fi 6. Installation of the best Wi-Fi network in Europe for trade fair facilities. One of the many advantages is the reduction in consumption of connected devices.
- 5G. The whole of the Gran Via venue has 5G coverage. This network improves connectivity and data traffic efficiency and allows the implementation of new multimedia services to manage resources and processes in a more sustainable and intelligent way.
- IoT sensors. Its implementation continues in order to optimise energy consumption linked to air conditioning and other services with coverage through low consumption networks such as Sigfox, Zegbee and Lora. Fira became a pioneer in Spain in equipping an entire exhibition site, the Gran Via venue, with this technology.

Respect for the environment

Fira de Barcelona collaborates with initiatives aimed at preserving the environment. In 2022, work began on the creation of a large vertical forest on the facade of Hall 8 on Avinguda Francesc i Guàrdia in the Montjuïc area – where La Pèrgola restaurant was formerly located.

It is a unique project, promoted by the "la Caixa" Foundation with the support of the City Council and the Fira, which unites nature and the city: with a surface covering more than 500 m² and rising up 12 meters high, it contains



15 large hanging trees and 22,000 plants of 40 different species.

Raising awareness on sustainability

In accordance with its sustainability policy and guidelines for action in this matter, Fira is a catalyst for a series of initiatives to raise awareness on the importance of environmental protection. It organizes and hosts exhibitions that have sustainability as their main pillar. Smart City Expo World Congress (smart urban solutions), Tomorrow Mobility World Congress (urban mobility) and PUZZLE X (new materials), among others, are clear examples.

Promotion of public transport and new sustainable urban mobility

Fira de Barcelona is part of the Urban Mobility Lab, an initiative created at the end of 2022

together with the City Council, EIT Urban Mobility (belonging to the European Institute of Innovation and Technology of the EU) and the Directorate-General for Traffic (DGT). The aim is that Barcelona be a testing laboratory to promote the urban mobility of the future through new technologies, becoming the innovation capital of southern Europe.

Meanwhile, the Montjuïc and Gran Via venues have 18 charging stations for electric vehicles that can be used by visitors, businesses in the area and subscribers (14 are located in Gran Via which has 12 additional stations for supplier companies, and 4 in Montjuïc).

Fira has a bicycle and scooter parking lot for its staff and promotes the use of public transport for moving around the venues, which are connected to the metro, train, tram and bus networks.

At the service of citizens. Social inclusion and solidarity

Throughout 2022, Fira de Barcelona continued to participate in the collective fight against the COVID pandemic, especially through the vaccination point located at the Montjuïc venue, and collaborated with institutions and entities working on projects that aim to combat social exclusion and promote charitable initiatives.

Vaccination centre

The vaccination centre set up by the Ministry of Health of the Government of Catalonia, installed in Hall 4 of the Montjuïc venue, closed in December 2022 after a year and eight months in operation. It was the largest vaccination point in Catalonia at which more than 1.4 million doses had been administered and more than two thousand professionals had worked. It should be noted that Fira de Barcelona led the design and assembly of the facility, as well as the organization of the flow of attendees.

From September 2022 and until its closure, the centre was also used to administer the monkey pox vaccine.

Centre for Ukrainian refugees

The institution offered Hall 7 of the Montjuïc venue as one of the largest reception and referral centres for displaced Ukrainians in Spain.

Managed by the Ministry of Inclusion, Social Security and Migration and the Red Cross, it occupied 6,500 m² distributed in four spaces set aside for reception, processing of papers, counselling and temporary accommodation.

Through Gastrofira, and in collaboration with the NGO World Central Kitchen, meals were produced (breakfasts, lunches, snacks and dinners) for the users of this centre.

Food solidarity

With the aim of combating food waste and helping people in vulnerable situations, Fira continued to collaborate with social organisations in the city by donating surplus food from the trade fairs held throughout 2022.

Through Gastrofira, more than 1,800 kg of food were delivered to Nutrició sense Fronteres, the equivalent of 3,672 meals or feeding 61 people for a month.

More than 34,000 kg of food were also donated to the Banc dels Aliments, thanks mainly to the initiatives of certain exhibitions. Of note in







particular were the 20,000 kg of food recovered at Alimentaria and Hostelco, 13,000 kg of fish and seafood at Seafood Expo Global, the 1,500 kg of food at Gastronomic Forum Barcelona and the 240 kg at Free From Food.

Support for social and labour market inclusion

Fira de Barcelona continued to collaborate with organisations and special employment centres that promote the labour market inclusion of people in vulnerable situations and/or with physical and intellectual disabilities.

These initiatives included, among others, collaborations with Cuina Justa, the Trinijove foundation, the NGO Rastro Solidario, the cooperative Femarec, the Adecco foundation, Integra PMC, Apunts (the Joia foundation), La Amistad and the Portolà foundation.

Inclusion initiatives

Once again this year, the institution participated in the Cheers4U project, a day of team building organised by the Icària foundation, which promotes the social inclusion of people with intellectual disabilities, held at the Circuit de Catalunya. It also supports to the Adecco Foundation's Carrera de las Capacidades charity fun run.

Also worth mentioning is the Towards Inclusivity initiative promoted by the Smart City Expo World Congress, which includes several actions to make the event accessible and inclusive. These measures include the provision of electric vehicles for people with reduced mobility, the setting aside of spaces for breastfeeding, as well as for wheelchairs, and guided tours for visitors with visual impairments. Prayer rooms are also set up, taking into account the cultural and religious diversity of the participants.



Accessibility

Work was carried out throughout 2022 on the implementation of Navilens system tags (146 in total), located at various points at the Gran Via venue and which allow visually impaired people to visit the events by following voice instructions through an app installed on their mobile phone.

La Marató de TV3 Telethon

As it does every year, Fira offered its Hall 1 of the Montjuïc venue as the main telephone headquarters of the La Marató de TV3 programme with 360 lines installed. The 2022 edition, dedicated to cardiovascular health, raised more than 8 million euros.

Catalan Association Against Cancer

In 2022 Fira collaborated again with the AECC- Catalan Association Against Cancer, offering Hall Z6 (Italian pavilion) of the Montjuïc venue to host the Cancer Charity Night, an event to raise funds to finance new cancer oncological research projects.

Sant Joan de Déu Foundation

A representation of Fira workers once again took part in the Sant Joan de Déu Foundation's Magic Line race, which allocates the proceeds to fund social and health projects.

Save the Children

Barcelona Bridal Fashion Week once again collaborated with the NGO Save the Children in its project against child marriage, specifically the initiative carried out in Mauritania.

The Alimentaria Hub[®]

Trends & Innovation

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Alimentaria Trends

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FULLY EQUIPPED



Salida / Exit

P5

Alimentaria
Trends



FULLY EQUIPPED



Salida / Exit



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9-10

FERBA

Alimentaria

FOODTECH

Salida / Exit



Activity at the venues

The concept of exhibitors also includes the represented companies which do not participate directly in an event.

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

28 February - 3 March

MWC Barcelona

Venue: Gran Via. **Organised by:** GSMA in collaboration with Fira de Barcelona

The 2022 edition was the return to normality. Under the slogan Connectivity Unleashed, the global meeting of the mobile technology ecosystem brought together more than 1,900 companies and 61,000 delegates and had a digital content platform with more than 500,000 unique visitors. Artificial intelligence, 5G and the cloud were consolidated as future trends and the congress brought together speakers such as Adam Selipsky (Amazon Web Services) and Charles Stuart (Sotheby's).



16-20 March

AD/PD. Congress on Alzheimer's and Parkinson's

Venue: CCIB. **Organised by:** Kenes International Organizers of Congresses



The leading Alzheimer's and Parkinson's congress brought together leading international scientists to discuss and share the latest advances and therapies in the treatment of these and other neurodegenerative diseases. More than 3,370 health professionals from 67 countries and more than 590 speakers participated.

28 February - 3 March

4YFN

Venue: Gran Via. **Organised by:** GSMA in collaboration with Fira de Barcelona



The international event that connects startups, investors and large corporations had 500 exhibitors and structured its conference programme around four thematic axes: Tech Humanism, Founders, Funding & Corporate Venturing and Creative Minds. The startups present showcased their proposals to the 950 international investment funds attending in search of a «unicorn».

16-20 March

Saló de l'Ensenyament (Education Show)

Venue: Montjuïc

This year's edition focused mainly on students. The return to physical attendance at the event brought together all the offers in high school education, university degrees, higher studies, complementary studies, vocational training, art, sports or languages. More than a thousand activities were organized, including guided tours, personalized attention, talks, workshops, demonstrations and counselling services, which were attended by more than 14,000 young people.



17-18 March

Futura

Venue: Montjuïc

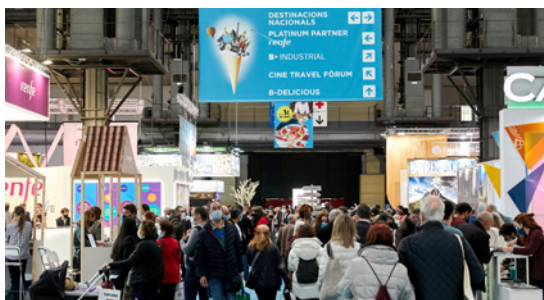
Focusing on labour market entry and internationalization, a new feature of this master's and postgraduate show was the hosting of meetings in a speedating format between students and companies looking to incorporate talent. The international training offer was provided by the German Academic Exchange Service and the University of Applied Sciences of Northwest Switzerland.



1-3 April

B-Travel

Venue: Montjuïc



With more than 20,000 visitors, 100 exhibitors, all the autonomous communities and 30 international destinations, the show promoted sustainable tourism and new trends such as rural tourism or slow travel with a presentation of the Capital of Rural Tourism finalists. The B-Delicious food and wine space served 24,000 tastings and the professional activities brought together more than 800 sector agents.

4-6 April

Barcelona Wine Week

Venue: Montjuïc



With the participation of 650 wineries, 60 Designations of Origin and 18,000 visitors, the event brought together the largest offer of quality Spanish wines. It brought together more than 18,000 professionals from 79 countries and involved 470 international buyers who held 6,600 business meetings and more than 40 activities took place between conferences, tastings and pairings which highlighted the value of native varieties and sustainability.

4-7 April

Alimentaria

Venue: Gran Via

The celebration of Alimentaria was a turning point to encourage the internationalization and reactivation of a strategic sector for the economy. Together with Hostelco, this exhibition brought together 3,000 exhibitors and 100,000 visitors, 23% of whom were international, including 1,400 major buyers who participated in 13,000 meetings. Activities were organised on innovation, sustainability and healthy products with the presence of 30 chefs with 36 Michelin stars and 300 innovations were presented.



4-7 April

Hostelco

Venue: Gran Via

This exhibition showcased new equipment, machinery and solutions to improve the competitiveness of hotels, restaurants, catering for community associations and food service. Technology, sustainability and business were the focus of this edition which, in addition, included six experiential spaces, the recreation of a hotel, meetings with professionals from the hospitality channel and more than 70 seminars and conferences by more than 140 speakers.



26-28 April

Seafood Expo Global / Seafood Processing Global

Venue: Gran Via. Organised by: Diversified Communications



The largest seafood trade fair in the world was held for the first time in Barcelona, arriving from Brussels, and surpassed the figures of the 2019 edition with more than 26,600 visitors. More than 1,550 exhibitors from 76 countries presented the latest in fresh and frozen seafood and processing equipment, with an emphasis on sustainability.

20-24 April

Barcelona Bridal Fashion Week

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



Barcelona Bridal Fashion Week (BBFW) was an opportunity for the international bridal fashion industry to get together once again. The presentation of the collections of 34 designers on the catwalk and the Bridal Night, starring the first show of Viktor&Rolf's bridal line, completed the offer of BBFW in which 326 brands exhibited their collections. It confirmed its status as the leading international exhibition in its sector.

27-30 April

ATTD – Advanced Technologies & Treatments for Diabetes

Venue: CCIB. Organised by: Kenes International Organizers of Congresses

Huge participation in the international congress on treatments for diabetes with more than 4,000 attendees in person and online. ATTD is the main international meeting point where doctors, researchers, the industry, investors and patients share knowledge and present new medical and technological solutions for the treatment of this disease.



4-5 May

E-Show Barcelona

Venue: Montjuïc. Organised by: CloserStill Media

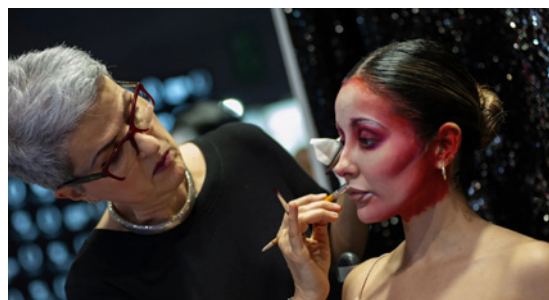
The ecommerce and digital marketing fair added to its offer the events Big Data & AI World, the congress for Amazon sellers (FBAShow) and the Prestashop Village, in addition to the Technology for Marketing even already included in 2021. The metaverse, digitalization, omnichannel and last mile logistics were the prominent topics of the conferences. The commercial area with 120 companies and the networking spaces were very well attended.



7-9 May

Cosmobeauty Barcelona

Venue: Gran Via. Organised by: STS Produccions



This fair had a large area dedicated to training and an exhibition space with 160 brands with the latest developments in hairdressing, nails, make-up, false eyelashes and hair cosmetics. The activities included more than 50 expert demonstrations, championships and the Gaudí Beauty Awards, which recognised the best professionals in the beauty sector.

6-8 May

Comic Barcelona

Venue: Montjuïc. Organised by: Ficomic



To celebrate its 40th anniversary, the comics fair brought together 180 exhibitors, with more bookstores and publishers than ever before, 110,000 visitors and broke the record for invited Spanish authors. For the first time there were sections dedicated to movies and series, fantasy and science fiction, and role-playing games. Among the many activities organized, it is worth highlighting the exhibition in honour of Miguel Gallardo, creator of *Makoki*.

10-12 May

IOT Solutions World Congress

Venue: Gran Via. Organised by: Fira de Barcelona and Industry IOT Consortium

Return to the face-to-face attendance at the leading event in solutions for the digital transformation of industry. With 330 exhibitors and 12,000 visitors, it coincided with the ISE and the Barcelona Cybersecurity Congress, creating a major platform on technological innovation and secure digital transformation. The 270 speakers gave presentations on the potential of IoT, Digital Twins and Artificial Intelligence, among other things.



10-13 May

ISE – Integrated Systems Europe

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

The main global event for the audiovisual and systems integration industry brought together 830 companies and more than 43,600 professionals. The presentations featured prestigious names such as Refik Anadol and Alan Greenberg, and the exhibition extended beyond the Gran Vía venue with mapping on the facades of buildings in the city such as Casa Batlló and Hall 8 of Montjuïc.



14-15 May

Mi Bebé y Yo Feria

Venue: Montjuïc. Organised by: Sfera Editores



After an absence of three years, the return of this exhibition on motherhood, pregnancy and babies was well received. Some 18,000 people attended where they were able to learn about the main developments in the sector, such as a mattress that changes colour when the baby has a fever, 5D holographic ultrasounds, strollers adapted for families that like to go jogging, and also go to talks on breastfeeding and yoga workshops for pregnant women.

12-13 May

EU – Startups Summit

Venue: Montjuïc. Organised by: Menlo Media



European meeting of entrepreneurs, business angels, investors of disruptive technologies and innovation that generated networking opportunities for the ecosystem of emerging companies. It included a full programme of activities such as talks by internationally successful entrepreneurs, workshops and a pitch competition between 15 finalist startups, selected from 1,300 candidates.

16-18 May

ISF – World Seed Congress

Venue: Gran Vía. Organised by: ISF (International Seed Federation) with the collaboration of Anove and Aprose, the Spanish associations of the seed sector

Congress to promote innovation and quality seeds, support sustainable agriculture and tackle climate change with more resistant varieties. In the face of the war in Ukraine, there was also talk of the critical need to continue supplying seeds, the starting point of the food chain, to conflict zones. It had an exhibition area with 400 companies.



18-20 May

WHEC – UNESCO World Higher Education Conference

Venue: Montjuïc. Organised by: UNESCO with the collaboration of ACUP/GUNI

Held for the first time in Barcelona, the third edition of the conference focused on higher education systems and training institutions with the aim of reformulating educational practices to guarantee the sustainable development of the planet and humankind. More than 1,500 experts and government and university representatives from around the world participated.



24-27 May

Hispack

Venue: Gran Via



The packaging industry revealed its innovations at Hispack, held together with Graphispag, and brought together more than 31,100 visitors. The exhibition focused on the sustainability of containers and packaging, driven by legislative changes and greater social demand. With an offer of 640 companies and a broad programme of activities, the exhibition demonstrated how consumer industries sectors can improve and transform their processes and products.

22-26 May

INS World Congress

Venue: CCIB. Organised by: The International Neuromodulation Society



The 15th World Congress of the International Neuromodulation Society showcased the latest advances in the detection and treatment of neurological pathologies such as epilepsy and chronic pain. It brought together more than 1,400 scientists, researchers, engineers and medical care providers from all over the world and featured a first-class programme of debates, plenary sessions, presentations and round tables.

24-27 May

Graphispag

Venue: Gran Via

Graphispag, held alongside Hispack, presented the latest graphics technology, inks, finishes and materials for printing sustainable, personalized and more value-added graphic products, including containers, packaging and labels. It offered graphic services professionals solutions to deal with the drop in demand caused by the pandemic and the digitalization of communication.



27-28 May

FTP22. International Physiotherapy Congress

Venue: CCIB. Organised by: Catalan Association of Physiotherapists

Leading conference in the field of physiotherapy that brought together more than 1,800 professionals, trainers and students of this specialty. A hundred national and international speakers dealt with topics related to neurorehabilitation, long COVID, musculoskeletal disorders and paediatric patients.



7-8 June

Free From Food

Venue: Gran Via. Organised by: Expo Communications BV

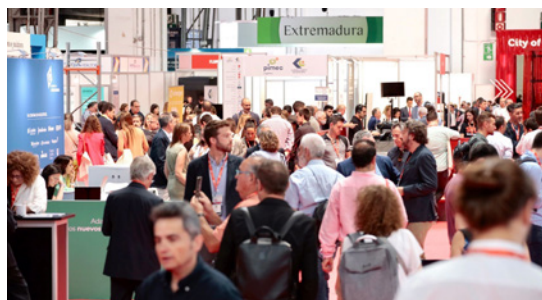


The main innovations in organic, vegan, functional and healthy products, foodstuffs and ingredients were presented at the leading European event in its segment. The exhibition brought together 350 companies from 45 countries and 8,500 visitors. Apart from the exhibition area, 55 academics, researchers and consultants offered a programme of conferences on market trends.

31 May - 2 June

SIL Barcelona

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



With 650 exhibitors from 81 countries and more than 310 speakers on the agenda, the 2022 edition asserted the importance of logistics as a key tool for the global economy, focusing on digitalization and sustainability. During the three days that the fair lasted, more than 6,620 business contacts and more than 100 job interviews were also made in the Job Market Place.

2-4 June

Primavera Sound

Venue: CCIB. Organised by: Primavera Sound

Lots of good music in the resumption of Primavera Sound after the health crisis. The CCIB Fòrum Auditorium was one of the 16 venues in the Parc del Fòrum. This space, which opened on the first weekend of the festival, hosted a dozen concerts, including those of Maria del Mar Bonet, Charli XCX, Bad Gyal, Rodrigo Cuevas, Carolina Durante, The Caretaker, Jenny Hval, Mavis Staples and Jamila Woods.



14-16 June

Global ABS Conference

Venue: CCIB. Organised by: AFME & IMN

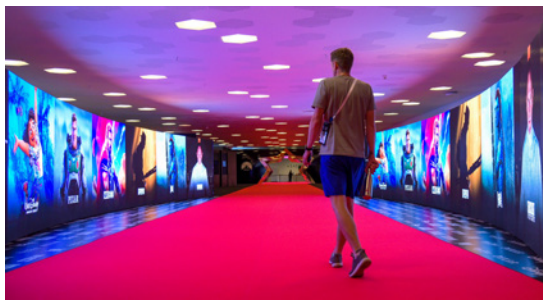
European congress specialized in ABS (Asset Backed Securities), a fixed income bond issued by financial institutions. It brought together more than 4,000 delegates and facilitated thousands of meetings between investors and issuers of structured finance products from across Europe. The presentations discussed regulatory trends, emerging asset types and the most profitable products and geographies.



20-23 June

CineEurope

Venue: CCIB. Organised by: Film Expo Group



Hollywood and European studios once again exclusively presented their new films at the most important convention and fair for European film industry professionals. CineEurope brought together 3,200 distributors and exhibitors from around the world and featured seminars, talks, presentations of new developments for cinemas and the surprise appearance of actor Tom Cruise.

15-17 June

Sónar Barcelona

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



With 117 performances spread over 12 stages, Sónar Barcelona, one of the most important advanced music and multimedia art festivals in the world, once again filled the Montjuïc (Sónar by Day) and Gran Via (Sónar by Night) venues with 122,000 visitors. Headliners included C. Tangana, Nathy Peluso, The Blaze and Moderat. Within the professional section, the Sónar+D congress included 60 activities including workshops, performances and visual works.

29-30 June

European Liquid Gas Congress

Venue: Montjuïc. Organised by: Liquid Gas Europe

The largest congress and exhibition of the liquefied gas industry in Europe brought together 35 speakers, as well as almost a hundred companies from 57 countries, global buyers and suppliers. Discussions included the applications of liquid gases in response to the global energy crisis and the policy framework needed to support and achieve the set climate goals.



29 June - 2 July

ESMO World Congress on Gastrointestinal Cancer

Venue: CCIB. Organised by: ESMO (European Society for Medical Oncology)

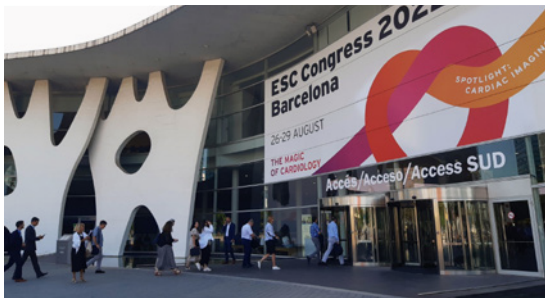
More than 2,800 specialists and health professionals from 95 countries gathered at this world medical congress to present and discuss the latest advances in treating different gastrointestinal cancers including, but not limited to, cancer of the oesophagus, colon, liver, stomach, rectum and pancreas. The forum focused on the diagnosis, detection and knowledge of the common and less frequent tumours.



26-29 August

ESC Congress Barcelona

Venue: Gran Via. Organised by: European Society of Cardiology (ESC)



The most important cardiology congress in the world brought together more than 30,000 researchers and specialists from 174 countries in its 70th edition (6th at Fira). It held 900 scientific sessions covering more than 400 topics, focusing on imaging diagnostics and more than 3,200 research articles. In the exhibition area, innovations in drugs, products, technologies and solutions in surgery, diagnostic imaging techniques and treatments were presented.

6-7 July

Affiliate World Europe

Venue: Montjuic. Organised by: iStack Conferences



International exhibition and congress on affiliate marketing and electronic commerce that brought together more than 200 exhibitors and 4,000 visitors. It featured a programme of conferences to contribute to updating knowledge on trends and data-driven strategies, as well as innovative ideas to drive results marketing.

4-6 September

ERS International Congress

Venue: Gran Via. Organised by: European Respiratory Society (ERS)

The International Congress of the European Respiratory Society welcomed more than 19,000 experts in this medical specialty (9,000 online), 500 presentations, 3,500 poster sessions and speeches about various subjects including acute and chronic respiratory insufficiency and improving the quality of life of patients. The interactive session "Lungs on Fire" was widely followed in which experts and attendees studied real clinical cases.



10-14 September

CIRSE Annual Congress

Venue: CCIB. Organised by: Cardiovascular and Interventional Radiological Society of Europe (CIRSE)

In its 38th edition (4th at the CCIB), the annual meeting of the European Society of Cardiovascular and Interventional Radiology (CIRSE) brought together more than 5,500 radiologists and specialists from around the world to debate and present the latest advances and innovations in this field. Under the slogan "Science for people", the congress included more than 700 sessions on this specialty that allows for less invasive image-guided treatments.



28-29 September

Cosmetorium

Venue: Montjuïc. Organised by: Societat Espanyola de Químics Cosmètics (SEQC) and Step Exhibitions



In its largest edition, Cosmetorium brought together 140 exhibitors, including suppliers of ingredients and raw materials, manufacturers and services for the creation, formulation, production and sale of cosmetic and personal care products. It also included a scientific congress and workshops showcasing cosmetic innovations, regulatory changes and trends. Highlights included the sessions on the human virome, photoprotection, sustainable packaging and neuromarketing.

13-16 September

EAIE Barcelona

Venue: Gran Via. Organised by: European Association for International Education (EAIE)



The annual conference of the European Association of International Education (EAIE), considered the most important meeting on higher education and universities in Europe, was attended in Barcelona by a record 6,300 professionals from 90 countries. It addressed issues related to sustainability, inclusion and diversity with the participation of 400 speakers. It also had an exhibition area with more than 200 organizations and institutions.

28 September - 1 October

SIOP Congress

Venue: CCIB. Organised by: International Society of Paediatric Oncology (SIOP)

Barcelona hosted, for the first time, the most important childhood cancer congress in the world with more than 3,300 specialists from 135 countries. Organised by the International Society of Paediatric Oncology (SIOP) with Hospital Sant Joan de Déu as the local host, it presented the latest advances in the treatment of cancer affecting children, adolescents and young people.



5-7 October

Liber

Venue: Gran Vía. **Organised by:** Fira de Barcelona with the Federaci3n de Gremios de Editores de Espa1a (FGEE)

In its 40th edition, with Colombia as the guest country, Liber hosted the face-to-face gathering of the Spanish publishing industry with customers from all over the world to help recover pre-pandemic levels of book exports. Business meetings were hosted with 450 buyers from 60 countries and conferences were held on industry trends. The Liber Prizes were awarded to Pere Gimferrer and Soledad Pu3rtolas.



6-8 October

Hematology Congresses - SEHH, SETH and ISH

Venue: Montjuic. **Organised by:** Sociedad Espa1ola de Hematolog1a y Hemoterapia (SEHH), Sociedad Espa1ola de Trombosis y Hemostasia (SETH) and International Society of Hematology (ISH)



Simultaneous celebration of three medical congresses on haematology, which brought together 2,100 specialists with a joint programme that totalled 68 sessions and 882 scientific communications. It showcased innovations in therapies for the treatment of blood diseases and the use of artificial intelligence for diagnosis and medical decision-making.

6-9 October

Swab Barcelona

Venue: Montjuic. **Organised by:** Diez-Gasc3n Arquitectos



This international contemporary art fair in Barcelona brought together 80 galleries from 22 countries. The theme was post-pandemic art, with the projection of future landscapes and a new surrealism and it shone the light on painting and young and emerging talent, mostly female, with a special focus on the Mediterranean. The average price of the works for sale ranged between 2,000 and 5,000 euros.

7-11 October

EAPS Congress

Venue: CCIB. **Organised by:** Kenes International Organizers of Congresses

Biennial congress promoted by the three main European societies related to children's health: the European Academy of Pediatrics (EAP), the European Society for Paediatric Research (ESPR) and the European Society for Paediatric and Neonatal Intensive Care (ESPNIC). The event brought together more than 2,100 experts to discuss the latest developments in this specialty.



11-14 October

World Vaccine Congress Europe

Venue: Montjuïc. Organised by: Terrapinn

The world's largest congress dedicated to vaccines brought together professionals and companies from the pharmaceutical, biotechnology and life sciences and health sectors. Conferences were held on the research and development of vaccines, especially in the field of infectious and respiratory diseases such as COVID, in addition to two congresses on veterinary vaccines and immuno-oncology.



15-19 October

EANM Congress

Venue: CCIB. Organised by: European Association of Nuclear Medicine



The Annual Congress of the European Association of Nuclear Medicine (EANM) is the world's leading conference for this specialty that takes place every three years in Barcelona. For five days, it brought together more than 7,000 professionals from 121 countries with an extensive scientific programme, more than a thousand oral presentations and more than 220 scientific sessions on the latest research in this field.

12-16 October

Barcelona International Boat Show

Venue: Port Vell. Organised by: Fira de Barcelona in collaboration with the Associació Nacional d'Empreses Nàutiques (ANEN).



The largest Spanish boat show and one of the most important in Europe brought together in its 40th edition more than 700 boats, 182 of them on the water, 400 international buyers, 80 new models and 50,000 visitors. In its commitment to sustainability, it created the "Innovation Dock" space, where 15 startups from 7 countries presented projects for a more digitalized form of boating that respects the marine environment.

7-9 November

Gastronomic Forum Barcelona

Venue: Montjuïc

With a focus on plant-based foods and sustainable and socially committed cuisine, the exhibition brought together 16,100 visitors, 300 companies, 100 activities and demonstrations by 60 chefs from 15 countries, including Joan Roca, Quique Dacosta, Lara Martín and Nandu Jubany. The Chef of the Year Award was given to Fran Agudo of the Mont Bar restaurant in Barcelona and the Innoforum Awards for sustainable tagliatelle and cocoa honey, among other innovative products.



7-10 November

Gartner IT Symposium/Xpo Emea

Venue: CCIB. Organised by: Gartner

The world's most important gathering of Chief Information Officers (CIOs) and executives in Information Technology (IT) once again brought together more than 9,000 professionals in Barcelona to explore the new technologies and trends that will shape the future of the sector, including digital business acceleration, data analytics, artificial intelligence, cybersecurity and executive leadership.



7-10 November

VMware Explore

Venue: Gran Via. Organised by: VMware



The main corporate event of the technology company VMware in Europe brought together professionals from 90 countries who participated in more than 600 sessions and conferences. Customers and suppliers were presented with news and trends related to cloud computing solutions, network speed and security, innovation and digitalization for remote work.

9-10 November

Bizbarcelona

Venue: Montjuïc. Organised by: Fira de Barcelona with the support of Barcelona City Council (Barcelona Activa), Barcelona Provincial Council, PIMEC, AMB and the Barcelona Chamber of Commerce



The event on entrepreneurship, SMEs and start-ups celebrated an edition where the entrepreneurial talent of the city shone through, and which was attended by more than 10,800. It coincided with the Saló de l'Ocupació employment fair and offered more than 120 activities, including conferences, workshops and networking sessions, focused on promoting the creation of innovative businesses and diversifying business activity.

9-10 November

Saló de l'Ocupació

Venue: Montjuïc. Organised by: Fira de Barcelona with the support of Barcelona City Council (Barcelona Activa)

Offering job opportunities for everyone, counselling, training options, jobs of the future, trades or formulas for professional reinvention. With this purpose, the Saló de l'Ocupació employment fair showcased, through a hundred activities, the city's resources and services related to employment. The hosting of the event in parallel with Bizbarcelona served to highlight talent as the main asset to reactivate the local economy.



13-16 November

EBCC 13 – European Breast Cancer Conference

Venue: CCIB. Organised by: EORTC – European Organisation for Research and Treatment of Cancer

The European Breast Cancer Conference brought together more than 1,500 specialists from 80 countries to discuss the latest treatments and research in this field. It is the most important meeting outside the United States on this disease and its sessions also address ethical, social and political aspects associated with the care of patients with breast cancer.



15-17 November

Tomorrow. Mobility World Congress

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



The main international event to promote new models of sustainable mobility brought together more than 80 speakers and a hundred companies. Issues such as making public transport a global priority in a context of rising energy prices and urban mobility, electrification and micromobility were at the heart of the debate.

15-17 November

Smart City Expo World Congress

Venue: Gran Via



The main international summit on cities and urban innovation recovered its pre-pandemic splendour, bringing together in Barcelona more than 850 exhibitors, representatives of 700 cities and more than 20,000 attendees. One of the highlights was the presence of a Ukrainian delegation led by the mayor of Kiev who participated in the congress in the midst of the Russian invasion. The capital of the Republic of Korea, Seoul, was chosen as the Smart City for 2022.

15-17 November

PUZZLE X

Venue: Gran Via. Organised by: Matter and Fira de Barcelona with the collaboration of Mobile World Capital Barcelona

Event focused on the quantum world, new materials, space technology, synthetic biology and computing as new tools to achieve a more prosperous and sustainable future for humanity. It included a live demonstration of how a synthetic brain is able to learn how to play video games.



26 November - 4 December

Ocasión

Venue: Montjuïc. **Organised by:** Fira de Barcelona with the Federació Catalana de Venedors de Vehicles a Motor (FECAVEM) and the Gremi del Motor

In its 40th edition, Ocasión generated a business volume of more than 19 million euros with the sale of 800 semi-new cars. Buyers opted for hybrid models and models with environmental label C or Eco which allows unrestricted circulation in low emission zones (LEZ).



8-10 December

Manga Barcelona

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



Fans of Japanese culture and comics flocked to Manga Barcelona in a record edition with more exhibitors and public than ever before (163,000 visitors) thanks to the new dates and the switch to the Gran Vía venue. Activities including book presentations, author signings – with the return of Japanese guests a highlight – manga and anime workshops, concerts, cinema, gastronomic activities and cosplay contests were very well attended.

29 November - 1 December

Ibtm World

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



The largest international business tourism fair brought together 2,200 exhibitors, including destinations, travel agencies, tour operators, conference centres, hotels, service companies and event organizers. More than 60,000 business interviews were conducted and 10,000 professionals visited. During the fair, the contract was renewed to ensure that Ibtm World will be held in Barcelona at least until 2025.

27-31 December

Festival de la Infància

Venue: Montjuïc. **Organised by:** Fira de Barcelona with the collaboration of Barcelona City Council

In its 60th edition, the Festival de la Infància recovered its original name and essence and offered 40 activities related to sport, good food, creativity, the city and culture. The leitmotif of the largest family Christmas leisure event in Barcelona and one of the oldest in Catalonia was the commemoration of the 30th anniversary of the 1992 Olympic Games.



Other shows, congresses and events

During 2022, the Montjuïc, Gran Via and CCIB venues hosted other fairs and congresses, as well as numerous corporate, cultural, sporting, popular and institutional conferences and activities.

FAIRS



19-21 February

Cosmobeauty Barcelona Estética

Venue: CCIB. Organised by: Cosmobelleza Group

With a hundred exhibitors and 16,000 visitors, the exhibition showcased the latest products and treatments in the beauty, hairdressing and aesthetics sector.

15-17 May / 23-25 October

Expopell

Venue: Montjuïc. Organised by: Official Association of Commercial Agents of Barcelona (COACB)

In its spring and autumn editions, the Expopell Showroom presented the latest in leather goods, travel and gift items, jewellery and fashion accessories.

20-22 May / 9-11 June

Radical Market

Venue: Montjuïc. Organised by: TC Media

Fair for discounted fashion items, footwear, accessories, complements, body care, sports and homeware. With a spring and winter edition.

15-16 June

Nutraceuticals Europe – Summit & Expo

Venue: CCIB. Organised by: FERIA MUESTRARIO INTERNACIONAL DE VALENCIA

The fair specializing in functional ingredients brought together a hundred companies from 15 countries that exhibited new products based on vegetable proteins and probiotics.

20-22 June / 25-27 October

Barcelona Textile Expo

Venue: Montjuïc. Organised by: Meridyen Uluslararası Fuarçılık San. Tic. Ltd. Sti.

The summer and autumn editions presented a selection of fabrics, knitwear and home textiles, as well as threads and accessories for the manufacture of ready-to-wear fashion items.

20-21 October

Efintec

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

This edition showcased the latest developments in the installation sector to for addressing the energy transformation process. The exhibition recreated a community consisting of a block of flats, a supermarket, a school and a car park.

15-16 June

Paint & Coatings

Venue: Montjuïc. Organised by: Step Exhibitions with the Spanish Chemical Trade Association (AECQ) and the Sarrià Institute of Chemistry (IQS)

Leading platform for the Spanish paints and coatings industry and related sectors, which grew by 30% in space and companies compared to the previous edition.

MEDICAL CONFERENCES



9-11 March

ENETS Conference

Venue: CCIB. Organised by: European Neuroendocrine Tumor Society

European congress on neuroendocrine tumours that brought together specialists from various fields of medicine such as oncology, nuclear medicine, radiology and surgery.

1-2 April

Podiatry Scientific Meeting

Venue: Montjuïc. Organised by: Catalan Association of Podiatrists

Presentation of advances in treatments, techniques and podiatric surgery. The trade fair brought together 30 companies.

5-7 April

Redefining Health Care Summit

Venue: CCIB. Organised by: University of Texas at Austin and EIT Health

International summit for medical care and research professionals. Delegates from 22 countries shared experiences in innovation and the digital transformation of medical care.

3-5 May

MedTech Forum

Venue: CCIB. Organised by: MedTech Europe

Congress on digital health and medical technology that brought together professionals, investors and European public administrations to discuss the future of the sector.

15-16 June

SMA Conference

Venue: CCIB. Organised by: SMA Europe / Pacific Group

The International Congress on Spinal Muscular Atrophy (SMA) brought together 900 experts from 70 countries to present advances in the diagnosis and treatment of this pathology.

26-28 October

ERUS Congress

Venue: Montjuïc. Organised by: Robotic Urology Section of the European Association of Urology

Specialists in urology from all over the world met at this conference which featured live robotic surgery sessions involving several Barcelona hospitals.



16-19 November

WFHSS - World Sterilization Congress

Venue: Montjuïc. Organised by: World Federation For Hospital Sterilisation Sciences (WFHSS)

International congress on innovations and sterilization procedures in the healthcare/hospital field. It offered an exhibition area and 25 plenary sessions with more than 50 speakers.

30 November – 2 December

FRPT Congress

Venue: CCIB. Organised by: Kenes Group

International congress on the latest advances in radiotherapy and oncological treatments. More than 650 professionals and researchers in this field took part.

The following were also held:

- 5CC Congress, international dermatological medicine conference
- ENA (EORTC-NCI-AACR), symposium on therapies for the cancer treatment
- National Congress of Nursing Coordinator of Material Resources (ANECORM)
- National Congress of the Spanish Society of Hospital Pharmacy (SEFH)
- Diabetes and Obesity Dialogue

TECHNOLOGY EVENTS

29-31 March

Advanced Factories

Venue: CCIB. Organised by: Nebext

The exhibition showcased automation, robotics and artificial intelligence solutions and technologies with the participation of 350 exhibitors and more than 20,000 visitors.

10-12 May

Barcelona Cybersecurity Congress

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

International congress that addressed dealing with cyber threats and business and privacy protection systems. It hosted an innovation zone and ethical hacking activities.



12-13 May

Kingfomarket

Venue: CCIB. Organised by: King Shared Services, S.L.

The popular company King, creator of video games such as “Candy Crush”, once again celebrated a new edition of the Kingfomarket which brought together 1,400 attendees.

26-27 May

Spring I/O

Venue: Montjuïc. Organised by: Spring

The main European conference on the Spring Framework ecosystem brought together more than 1,200 Java programming and cloud computing professionals in Barcelona.

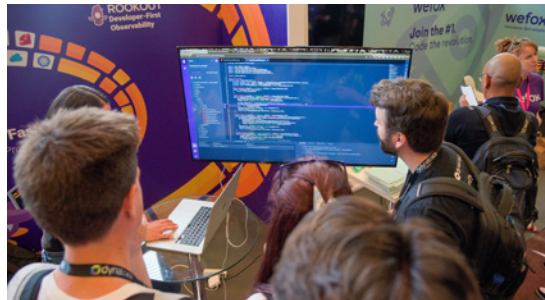


7-8 June

SaaStr Europa

Venue: CCIB. Organised by: SaaStr Inc

Technological conference of the software services (SaaS) community. It brought together a thousand attendees who participated in networking sessions and conferences.



18-20 July

Java BCN Conference

Venue: CCIB. Organised by: Java Users Group Barcelona

The largest technological conference in Spain on the Java language brought together a thousand developers and IT professionals linked to programming, the cloud and the Java virtual machine.

11-15 December

Laser Congress

Venue: CCIB. Organised by: Optica

International congress and trade exhibition on advances in solid state laser development and new applications. It involved the participation of physicists and engineers from all over the world.

OTHER CONGRESSES AND MEETINGS

9-11 March

Photo Forum Fest

Venue: Montjuïc. Organised by: South Photo School

International photography festival in Barcelona, open to professionals and amateurs, with the presence of the main brands in the sector and with talks and exhibitions.

18-20 March

Only Tattoo Barcelona

Venue: Montjuïc. Organised by: Urban Line Concept

Barcelona national tattoo convention with the participation of more than 100 artists from all of Spain's autonomous communities

29-31 March

GFSI Conference

Venue: CCIB. Organised by: The Consumer Goods Forum

The world congress on food security brought together more than 600 delegates from 50 countries under the slogan "Delivering Impact for Safe Sustainable Food".



8-10 April

Handmade Festival

Venue: Montjuïc. Organised by: Evident Events

Major DIY event for amateurs with workshops, masterclasses and activities on crochet, designs with paper and cardboard or lettering, among others.

17-18 May

Green Hydrogen Global Assembly & Exhibition 2022

Venue: CCIB. Organised by: Government of Spain and Green Hydrogen Organisation

The first Green Hydrogen Summit, hosted by the Government of Spain, brought together international and local sector organisations to promote the adoption of green hydrogen and renewable energies.

30 May -1 June

Philea Forum

Venue: CCIB. Organised by: Philea - Philanthropy Europe Association

The annual congress of the Philanthropy Europe Association, with the “la Caixa” Foundation as host, discussed solutions to challenges on health, the climate, culture and inclusion.



1-3 July

Ubeat Live Fest

Venue: Gran Via. Organised by: Grup MEDIAPRO

New summer festival aimed at generation Z. It featured eSports competitions, freestyle rap, music, urban art, as well as other events organized by Ibai Llanos and Gerard Piqué.

21-22 September

SBC Summit Barcelona

Venue: Montjuïc. Organised by: SBC Events

International summit of the sports betting and iGaming sector, which attracted more than 6,000 professionals, including regulators, suppliers and operators, and 200 companies.



7-9 October

BAUM Fest & Barcelona Tattoo Expo

Venue: Montjuïc. Organised by: Urban Line Concept

Featuring break dancing, graffiti, skateboarding, extreme sports and art on wheels with customized cars and motorbikes, it included the Barcelona Tattoo Expo with 262 tattoo artists from 32 countries.

19-21 October

The District Show

Venue: Montjuïc Organised by: Nebext

New forum specialized in real estate investment, with Portugal and Malaga as the invited country and city respectively, which brought together the entire real estate sector, with 250 exhibitors and more than 7,000 visitors.

11-12 November

Mira Festival

Venue: Montjuïc Organised by: Associació Cultural MIRA

International digital art festival with large format audiovisual shows, concerts and DJ sessions. One of the main features was a 360° dome dedicated to immersive experiences.

Other corporate events and business meetings

- Events held by the companies Uriach, RACC, MediaMarkt, ACCOR Barcelona, Carglass, Moritz, Seat and Teleperformance
- Twitch Rivals Ultimate Challenge
- GFSI Conference
- Lexus World Premiere
- Conventions of the Consum and Caixabank cooperative; Lavola conference
- World Expert Meeting – Sinclair
- The Christmas events of EY, Glovo, Naturgy, Deloitte, Adevinta, BN Group, Mediapro and the Pere Tarrés foundation
- Principles For Responsible Investment
- RAD 2022
- Showroom MUB Pronovias
- Omron Flexible Manufacturing Roadshow
- MWR Life Elevation 2022 Conference
- Allianz Sports
- Change2Grow
- The Festival Of Consciousness
- Plataforma de Negocio 2022
- AIPC Facility Operations Summit
- ETH Barcelona
- Annual Hubside Seminar
- Herbalife Extravaganza and Convention Nationale Prodémial
- Crestron Next Road Trip Europe
- Global Software Architecture Summit (GSAS)
- NewAge Dare to Dream
- Expo Esports
- Golden Nail Congress
- Expo Arab Weddings

Institutional, cultural and association activities

- Corporate event for the Mediterranean Corridor
- 2nd Turespaña Convention
- National event commemorating the Day of the Mossos d'Esquadra police force
- Event commemorating the Day of the National Police

- Day of the Guàrdia Urbana police force
- International Tianguis Market of Magical Towns (Mexico)
- Public examinations for entry into the Barcelona City Council and Guàrdia Urbana police.
- ERC (Republican Left of Catalonia party) Congress
- PSC (Catalan Socialist party) event
- Brazil elections
- National Research Awards
- 50th anniversary celebration of the Polytechnic University of Catalonia (UPC)
- Degree graduation ceremonies, ESADE, ESIC Business & Marketing School, EEBE-UPC, MBA ESADE, ESADE, ESERP, as well as the Prevent scholarship award ceremony.
- Kangaroo Tests and Cambridge University Exams
- AECC - Catalan Association Against Cancer charity night, charity dinner of the Pere Tarrés Foundation and meeting of the ALFA volunteers of the Pascual Maragall Foundation
- La Marató de TV3 Telethon
- Lectures by Cardinal Tagle, Prem Rawat and Daniele Di Benedetti
- Super Sábado
- World CBC Awards
- ZingDay
- Magic Legacy European Tour
- Future Cheer

Filming, advertising and photography

During 2022, more than twenty film shoots for adverts, films and photo sessions were carried out, including the following:

- Recording of the series *Sin Huellas*, *Nostramo*, *The Crown*, *Hotel Barcelona*, *Red Wine* and *Cuerpo en Llamas*.
- Shooting of the films *Upon Entry*, *The Diplomat* and *Societat Negra*.
- Shooting of adverts for Lexus, Zalando, Smile, Expedia Nevada, Sleepers, Prada, Nike, Natra, Yamaha, Toyota, Ford, H&M and Montblanc.
- Photo sessions for OTTO and Hyundai advertising campaigns.

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- Castings for the programme Eufòria on TV3 and recording of the Pàgina Dos programme on TVE

Sports events

- Barcelona Half Marathon
- Jean Bouin race
- La Mercè race
- Zurich Barcelona Marathon
- Women's race

Popular and festive events

- National Day of Catalonia
- Festival of la Mercè: concerts and closing fireworks and music show
- Oktoberfest, German-style party in Plaça de l'Univers
- Pride Barcelona

- Circuit Festival Barcelona
- Horroween
- Three Kings Parade or Barcelona and Hospitalet de Llobregat
- Barcelona New Year's Eve party

Concerts

Several shows were held throughout 2022, mostly at the CCIB.

- Concerts by Ricardo Arjona, India Martínez, ZAZ, Fito Páez, Dead Can Dance and Ólafur Arnalds.
- Shows by Dani Martínez and 'Estirando el Chicle Live'
- Musicals This is Michael, God Save the Queen, Mecano Musical Experience-Cruz de Navajas.
- Performances and festivals: Sketches Musicals 2022, Cadena Dial's 'Únicos', 'Rock en Familia', GospelFest, Cantajuego, La Granja de Zenón, Snatam Kaur and 'Hijo Único' with George Harris.

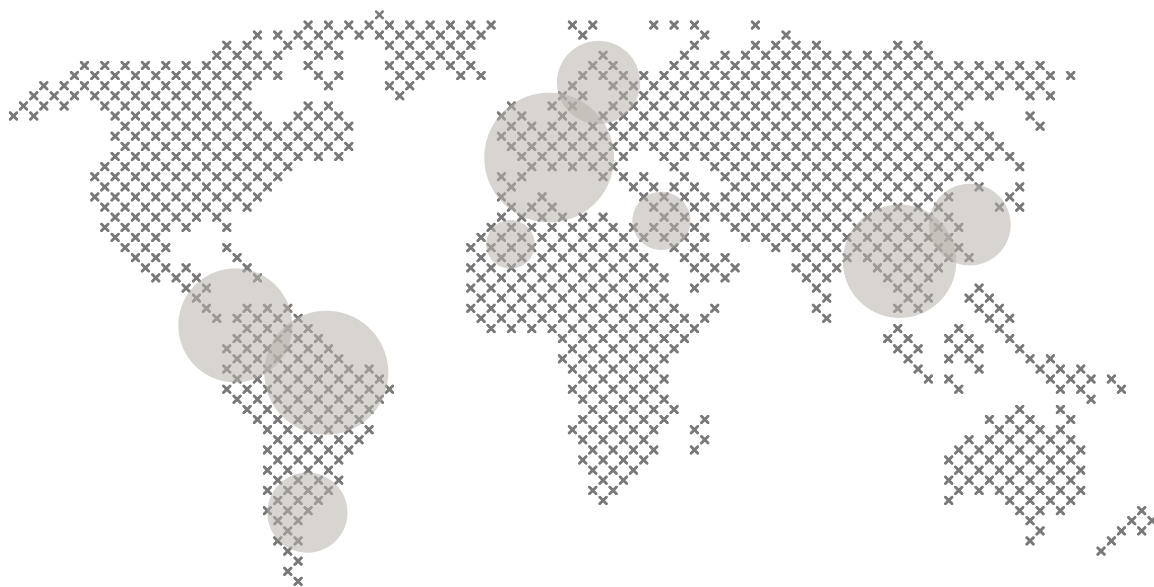


Fira de Barcelona around the world

With the aim of exporting its trade fair experience and, at the same time, promoting the internationalization of companies, Fira de Barcelona organizes, together with local operators, industrial and technological fairs in other countries and offers consulting and trade fair management services to other venues and organizers.

Fira de Barcelona is present in several countries in:

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



- Fira de Barcelona is a member of the main international trade fair organizations including UFI (The Global Association Exhibition Industry), EMECA (European Exhibition Centres Association) and ICCA (International Congress & Convention Association).
- It has 14 foreign delegations that are complemented with a broad network of collaborators in different countries.

MANAGEMENT OF TWO TRADE FAIR VENUES IN CHINA

Fira de Barcelona co-manages two trade fair venues in China, covering a total area of 240,000 m², which hosted more than 40 events in 2022.

- **Xunzhou Greenland Huaihai International Expo Center:** opened at the end of 2021. It has an exhibition space of more than 66,000 m² which is expected to increase to 136,000 m² in forthcoming phases. It hosted around fifteen exhibitions in 2022, especially in the field of new technologies applied to the automotive sector and urban mobility, machine tools and medical equipment.
- **Nanchang Greenland International Expo Center:** the venue occupies 170,000 m² of exhibition space. Among the most important exhibitions held there in 2022 were the China Association of Clinical Laboratory Practice Expo the National Exhibition and Conference of Traditional Chinese Medicine and the China Educational Equipment Industry Association, considered one of the most important in China.



Nanchang Greenland International Expo Center

24-25 March

Smart City Expo Curitiba

Venue: Barigui Curitiba (Brazil).

Organised by: Fira de Barcelona together with the Prefecture of Curitiba and Vale do Pinhao

This edition exceeded all expectations with 10,200 visitors, 50 companies, 95 speakers and 350 cities.

29-30 March

Smart City Expo Doha

Venue: Msheireb Downtown Doha (Qatar).

Organised by: Fira de Barcelona and the Ministry of Communications and Information Technology of the Government of Qatar

Under the slogan "Sustaining a future of resilience", it brought together 90 companies, 70 speakers and 60 countries who debated the main challenges of urban innovation.

26-29 April

Fecons

Venue: Pabexpo (Havana, Cuba).

Organised by: Fira de Barcelona and Grupo Empresarial Palco

New construction technologies, materials, carpentry, digital transformation and security systems were the focus of this edition that brought together 150 companies from 15 countries.

17-19 May

Expo ANTAD & Alimentaria México

Venue: Expo Guadalajara (Mexico).

Organised by: Alimentaria México and ANTAD (National Association of Self-Service and Department Stores of Mexico)

More than 1,100 companies participated in a gross floor area of 30,000 m² of exhibition space. Alimentaria Exhibitions contributed 70 exhibitors from 23 countries.



24-26 May

Alimentos Cuba 2.0

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

With 135 companies, 70 of which came from 15 countries, it was the first major international fair held in Cuba since the pandemic.



7-9 June

Smart City Expo Latam Congress

Venue: Centre de Convencions Siglo XXI de Mérida (Mexico). Organised by: Fira de Barcelona México

Focused on partnerships for resilience and recovery in Latin America, the seventh edition of SCELIC brought together 300 cities, 300 speakers and more than 100 companies.

22-24 October

Energías Renovables Cuba

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

Focused on the use of renewable sources and energy independence, the conference included an exhibition area with 40 companies and a forum in which 35 experts participated.

14-15 October

Smart City Expo USA

Venue: Miami Beach Convention Center (USA). Organised by: Fira de Barcelona with the collaboration of the National League of Cities and the African American Mayors Association

First edition of this conference in which 100 cities, 200 speakers and 50 companies and institutions participated.



4-6 October

Transporte y Logística

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

More than 80 companies participated in the first call for this exhibition to promote the construction and modernization of airports and ports and promote logistics services and equipment.



12-14 October

Smart City Expo Santiago del Estero

Venue: Nodo Tecnológico de Santiago del Estero (Argentina). Organised by: Fira de Barcelona and Government of the Province of Santiago del Estero

With more than 5,000 visitors, 70 speakers and 40 companies, this first edition focused on sustainability to improve citizens' quality of life.

Fira de Barcelona shows Organizing Committees presidents

As of June 20, 2022

Alimentaria

Antoni Llorens i Tubau

Alimentaria FoodTech

Llucià Casellas i Puig

Automobile Barcelona

Enrique Lacalle Coll

Barcelona Boat Show

Luis Conde Möller

Barcelona Bridal Fashion Week

Jesús Díez Betriu

Construmat

Xavier Vilajoana Eduardo

Barcelona Meeting Point

Pere Navarro i Morera

Barcelona Wine Week

Javier Pagés Font

B-Travel

Martí Sarrate Laplana

Caravanning

Susana Colom

José Manuel Jurado Úbeda

Equiplast

Bernd Roegele Greineisen

Expoquimia

Carles Navarro Vigo

Graphispag

Xavier Armengou Iglesias

Hispack

Jordi Bernabeu González

Hostelco

Pere Taberner Casellas

Festival de la Infància

Núria Basi i Moré

Infarma

Jordi Casas i Sánchez

Liber

Daniel Fernández Gutiérrez

Ocasió

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

Maria Tsavachidis







Fira Barcelona

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