**Basic information about Catalonia**

With 7,5 million inhabitants and a surface area of 32,107 square kilometers, Catalonia is a diverse territory, with extensive mountains, inland depressions, and a coastline that stretches for 214 km. Catalonia is very rich in natural scenery, with 14 sites declared to be natural parks and protected areas. Barcelona is among the most visited cities in Europe. Catalan culture, architecture and history have developed its own unique and universal identity over the centuries.

Historically a trading nation, Catalonia’s economic activity has always depended on its ability to connect to the rest of the world. Its location in the Mediterranean and its transport infrastructures, as well as its trading, entrepreneurial and open economy have made it a top rank strategic position in the south of Europe with Barcelona as an unbeatable meeting point for international business.

Industrial activity, which represents nearly 21% of the Catalan GDP, has grown particularly in the Barcelona area, and it has also developed in many industrial cities all over the country. Half of the Catalan economy has either a direct or indirect relationship with the industrial sector, innovative, dynamic and diversified.

Food, chemicals, motor vehicles, energy and pharma are the main industrial sectors. And today, this strong industrial base and a powerful ICT sector are key elements making Catalonia a driving force in industry 4.0. Catalonia has shown its commitment to 3D printing, it is leading the field in connected vehicle testing, in robotics applied to intelligent logistics management systems or in excellence in big data. And many companies are firmly committed to Barcelona, the Mobile World Capital to do business and develop technology here.

Together with industry, trade and tourism are important activities. Tourism accounts for 12% of Catalan GDP and has become one of the most notable economic activities. With more than 18 million foreign tourists (2016), Catalonia is one of the top European destinations

Catalan culture has developed its own unique and universal identity over the centuries. The innovative flair, creativity, capacity to absorb different influences, co-existence and tolerance values has shaped a culture that is both national and cosmopolitan. Traditionally, art and thought trends seep into Catalonia as a result of the country's geographic location, open to the Mediterranean and European countries, and also due to the leading spirit and attraction created by Barcelona.

* **Catalonia, leading agrifood cluster**

The Catalan agrifood industry is one of the most dynamic export sectors of the Catalan economy, as evidenced by the increase year after year, both in the economic volume of exports as well as the percentage that the Catalan agrifood sector represents compared to the total of sectors. Catalonia guarantees the production of food quality, traceability and food safety.

With €10,069 million in exports, €9,695 million in imports, and a 99.66% coverage ratio, the Catalan agrifood sector concentrates 21.8% (2016) of total Spanish agrifood exports and is home to 26.3% of the regularly exporting companies in the Spanish agrifood sector. Meat products are the strongest exporting subsector, followed by fine food, fruit and vegetables, olive oil and wine & cava.

With over 3,700 food and beverage companies and 19.8% of the industrial GDP, the food and beverage sector is Catalonia’s most important industry. It employs 17.9% of the workforce, and generates a turnover of over €25bn. The Catalan food and drink sector represents 23.7% of the Spanish food and drink turnover. Meat is the main subsector (35%) in turnover, followed by fine food (26’88%), fruit and vegetables (9%), oil (7%) and winbe and cava (6%).

* **Some F&B figures**
* 10,069 M€ - export
* 6,350 - thousand tons exported
* 99.66% - coverage rate
* 47.20% - export growth in recent years
* 14.27% - third largest sector exporter of Catalonia
* 12% - of total catalan foreign investment
* 18% - total export of the industrial sector
* 15% - of GVA
* 19.8% - of industrial GDP
* 25,200 M€ - turnover
* 75,700 - workers
* 5933- export companies
* Foreign investment - €575 million
* **Catalonia a creative gastronomy hub**

Creativity, a strong culinary tradition and the huge variety of local products have put Catalan cuisine firmly on the map of world gastronomy. In the prestigious list of World’s 50 Best Restaurants, Catalan restaurants have been ranked number one seven times in the las 15 years.

Catalonia is the Spanish region with the most Michelin stars, with 54 restaurants having received the French accolade. The RD&I departments of the agrifood industry in Catalonia are the main divers of innovation in the sector.

* <http://www.pladegastronomia.cat/pdf-reduced-version/>
* <https://en.wikipedia.org/wiki/Catalan_cuisine>
* <http://act.gencat.cat/wp-content/uploads/2012/06/CataloniaGastronomy.pdf>
* <http://www.catalunya.com/what-to-do/savour/the-essence-of-catalan-gastronomy-local-products>
* <https://www.youtube.com/watch?v=NaDXXsM3E1o>
* **Useful links**
* <http://catalonia.com/catalonia-barcelona/>
* <http://web.gencat.cat/en/temes/catalunya/coneixer/>
* <http://web.gencat.cat/en/temes/catalunya/coneixer/territori-poblacio/>
* <http://web.gencat.cat/en/temes/catalunya/coneixer/cultura-llengua/>
* <http://web.gencat.cat/en/temes/catalunya/coneixer/politica-economia/#bloc1>
* <http://universitatsirecerca.gencat.cat/en/01_secretaria_duniversitats_i_recerca/universitats_i_recerca_de_catalunya/recerca/>

* **About the organization of Prodeca, promoting #Catalanfood**

Catalan Agrifood Export Promotion Agency (Prodeca) is a public company under the Department of Agriculture, Livestock, Fisheries and Food of the Government of Catalonia.

Prodeca provides support services in foreign trade and internationalisation to the agrifood sector in Catalonia.

* We run programmes on getting started in the export market, market diversification, promoting sales, and consolidating an overseas presence.
* We offer customised services in international expansion to entities and companies that have specific internationalisation needs.
* We generate international positioning plans for gastronomy under the Catalonia brand, with the aim to promote catalan food products.

The Catalan Agrifood Export Promotion Agency staff is qualified and experienced in promoting sales in the agrifood industry, with professionals specialised in the diferent agrifood sectors

* [www.prodeca.cat](http://www.prodeca.cat)
* <http://agricultura.gencat.cat/ca/inici>

* **Contact for press**

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