

巴塞罗那中欧物流枢纽

Barcelona China's European Logistics Center

BARCELOC



E-COMMERCE

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

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

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

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

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

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

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

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

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

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

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电子商务

选择**巴塞罗那**为欧洲南部和地中海以及非洲地区**电子商务枢纽**的理由。

比欧洲北部更好的地理位置以及各国之间快速发展的**电子商务市场**。

据2016年亚致力公司的新兴市场物流指标 (AGILITY EMERGING MARKETS LOGISTICS INDEX 2016. TRANSPORT INTELLIGENCE), 欧洲南部以及非洲北部和中东地区国家电子商务市场在显著地增长。这些地区的另一个优势是那些已经在北欧市场比较成熟的电子产品有在地中海南部发展的趋势。除此之外, 巴塞罗那是一个连接南美洲电商市场非常好的基础平台。

欧洲南部和地中海以及非洲地区拥有4亿以上人口, 巴塞罗那作为其中一个城市, 庞大的人口基数, 以及与北欧国家相比更加接近的地理位置与传统文化的双重优势。另外, 巴塞罗那港是欧洲南部大型区域 (2千7百万居民) 的核心港口。

欧洲南部和地中海以及非洲地区内**电子商务B2C和B2B**最专业及多元化的物流供应

国际化和专业化的物流运营商 (DHL SUPPLY CHAIN, DB SCHENKER, KUEHNE NAGEL, DSV, RHENUS LOGISTICS, PANALPINA, AZKARDACHSER GROUP, CEVA LOGISTICS, AGILITY, KERRY LOGISTICS, 等)。电子商务运营商 (MRW, ID LOGISTICS, LOGISFASHION, CELERITAS, ASM, DELCOM, LOGITERS, one2one, TIPSA, ZELERIS, 等.) 以及快递运营商 (FEDEX, UPS, SEUR, NACEX, GLS, 等)。

高效联运系统:海运, 空运, 以及公路运输都集中在10公里范围内。巴塞罗那港是欧洲南部最先进的港口, 其中包括两个高效的集装箱码头, 由和记黄埔 HUTCHISON 和 APMT运营。

加泰罗尼亚/巴塞罗那物流仓库区现代标准用地超过六百万平方米。它的土地, 人事, 能源及设备器材成本均低于欧洲北部。

巴塞罗那作为有竞争力的物流枢纽。

物流成本是阻碍各国电子商务市场发展的重要因素。但在巴塞罗那, 由于跟南欧, 地中海和非洲地区的距离与时间比欧洲北部国家更短, 可以构造一个更有效的分销系统。

在地中海沿岸地区, 巴塞罗那是唯一一个被认定为欧洲最先进的物流分布点之一 (CAP GEMINI INFORM 2016)。除了专业物流供应, 还有海关便利设施 (保税区以及海关仓库) 和比其他欧盟国家在清关手续中更便利的显著优势。

超过5700多个国际企业的总部设在加泰罗尼亚地区。近期, 电商巨头亚马逊公司将在巴塞罗那建立一个大型物流中心。

欧洲南部电子商务领域最具优势的经济环境。

根据最新的金融时报评价, 加泰罗尼亚是欧洲南部城市经济预期排名的领先者。这与它的商业环境, 潜力, 人力资源, 投资激励措施以及生活质量息息相关。巴塞罗那更是吸引投资策略的领导者。

巴塞罗那是电子商务及其相关领域 (数码, 时尚, 灯饰, 包装行业和设计) 产业集群的中心。