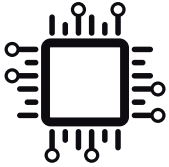


巴塞罗那中欧物流枢纽

Barcelona China's European Logistics Center

BARCELOC



ELECTRONIC
PRODUCTS

Looking for a **LOGISTICS HUB** for receiving electronic products from Asia and distributing them in the markets of Southern Europe and the Mediterranean/Africa? **BARCELONA is your best choice**

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

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

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

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

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

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

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

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

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

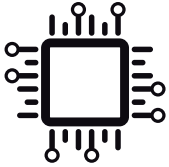
A favourable environment for electronics sector products. More than 10,700 companies in the ICT industry operate in Catalonia/Barcelona, with more than 70,000 employees.

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

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电子产品

您是在寻找一个分销亚洲电子产品到欧洲南部和地中海/非洲地区的**物流枢纽**吗？**巴塞罗那是您最好的选择。**

巴塞罗那有很好的市场优势以及迅速增长的电子产品消费能力。

目前为止欧洲南部和地中海/非洲地区国家（西班牙，意大利，葡萄牙，摩洛哥，阿尔及利亚，突尼斯，希腊，土耳其，埃及等）是不太成熟但也是成长迅速的高科技电子产品的消费市场(世界经济论坛 WORLD ECONOMIC FORUM)。

非洲有强烈的使用价格低廉的智能手机的倾向，在那里已经有超过十亿的移动电话(ERICSSON REPORT)。

基础设施水平高，为电子产品产业量身定制的物流服务以及具有竞争力的成本价

巴塞罗那有主要服务于高附加值货物集装箱以及海陆分销途径的港口，国际机场以及专业物流作业区（其仓库依照当前操作标准，其内部高度超过10.5米）和安全设施。

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)。它拥有一个为电子行业量身定制的专业物流供应，安全标准高，海关便利设施(保税区以及海关仓库)和比其他欧洲国家在海关通关手续中更便利的显著优势。

巴塞罗那人事，储存及运输成本均比欧洲北部国家低。自2007年起，加泰罗尼亚的物流用地价格下降了35%。

把巴塞罗那作为一个替代欧洲北部的物流枢纽。

电子产品行业中存在供应链区域化的趋势，目的是为了适应不断变化的市场需求 (F.L.H ANNUAL UPS SURVEY)。

巴塞罗那与生产市场(中国以及其他亚洲国家)以及分销点(欧洲南部和地中海/非洲地区)的距离更接近，并可以同时分销到欧洲和非洲这两个市场，这样可以帮助均衡已经成熟的市场和一些在强势发展中的市场之间的差异。

对电子产品行业更有利的环境优势

加泰罗尼亚和巴塞罗那有超过一万多个ICT（信息和通信技术）行业的企业和七万多名从业人员。

加泰罗尼亚政府支持TECNIO网络，一个集超过3500个企业的研发及信息通信技术行业的平台。此外，巴塞罗那获得欧洲创新资本城市荣誉(CAPITAL PRIZE 2014)，也是新一代智能城市中的一员。直至2018年，巴塞罗那还是世界通信中心(MOBILE WORLD CAPITAL)举办地以及世界移动通信大会总部(MOBILE WORLD CONGRESS)。