Port de Barcelona

Press release

15.03.2021

The new Economic Impact Study of the Port of Barcelona will measure the added value of digitalisation

- **The Study will also consider social and environmental indicators to assess the benefits that the Port brings to the economy and society.**
- **140 companies especially representative for their type of activity and implementation in the logistics sector were selected to conduct the study.**

The Port of Barcelona has begun the process of collecting data to produce its new Economic Impact Study of commercial and digital activity. The study aims to assess the Port's commercial dimension and especially to learn what added value it generates in the economy of its hinterland, as well as collecting data from other indicators to further assess the scope of its environmental and social impact.

This study is a follow-up to other previous ones, such as the Economic Impact Study that was completed in 2010. Since that time, the Port has undergone major changes at all levels, with a particular focus on innovation and digitalisation as the main factors of competitiveness that the Port Community of Barcelona has incorporated over the last ten years.

Highlighting the efforts made by the Port Community of Barcelona

Consequently, the surveys underlying this new study pay special attention to digitalisation, since this is the first time a port has launched a study of this nature. The study will thus highlight the efforts made by companies in the Port Community of Barcelona in technological investments in all operational and commercial areas —digitalising processes, automation and digital management of different operations, development of PORTIC, innovation in digital services, etc.— which have clearly enhanced the Port's competitiveness.

Port of Barcelona president Mercè Conesa stated that this study "should help us to attach a figure to the qualitative improvement that our port has made in recent years, during which a key role has been played by the development of digital technology, a factor that is creating a more competitive

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Port of Barcelona, with a growing territorial scope, a lower environmental impact; in short, a more productive port that is improving the competitiveness of companies and the society it serves."

"I am convinced that the Port of Barcelona would not have the capacity it has today without the firm commitment to digitalisation made by companies, and now is the time to assess the benefits it has brought us", added Mercè Conesa.

In addition to quantifying economic aspects like the Port's contribution to Catalan and Spanish Gross Domestic Product (GDP), for example, the survey also aims to analyse the other benefits that port activity generates in its surrounding area. Aspects such as employment generated directly by port activity or the reduction of the environmental impact thanks to the measures implemented in the various companies of Barcelona Port Community are covered in specific sections.

The company Ecoatenea conducted the Economic Impact Study of the Port of Barcelona's commercial and digital activity. Ecoatena is specialised in these types of analysis, for which it selected a series of companies that are especially representative of the Port, both in terms of type of activity and presence in the logistics sector. It is currently gathering data for this purpose, a process that will end in April.

The Port president "thanked the companies and the various associations of the Port of Barcelona for their participation and involvement in this work" on behalf of the people running the study.

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PHOTO: Aerial image of the Port of Barcelona.



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