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Discover Barcelona on your mobile

- Google in collaboration with the Government of Catalonia (through [Invest in Catalonia](#)) and the City of Barcelona presents the initiative Barcelona Go Mobile
- 26 points of interest across the city have mobile-adapted web pages from today onwards
- The initiative will help them take full advantage of the business potential of the mobile world and deliver a better user experience.

Barcelona, 22 February 2012. From today onwards the city of Barcelona has taken another step towards “mobilization”. Google, in collaboration with the Government of Catalonia (through [Invest in Catalonia](#), the organization to attract foreign investment to Catalonia) and [City of Barcelona](#), has launched the initiative [Barcelona Go Mobile](#). In total, 26 points of interest all over the city: museums, hotels, restaurants...now have mobile-adapted web pages. The aim is to enable companies to open up business through this new channel, reaching more and diverse users, and take a further step towards internationalization. Users will enjoy a better experience when accessing information, products and services.

The huge adoption of smartphones in Spain, as 44% of the Spanish population now has a smartphone[1], is not only transforming the way consumers use the Internet but is opening up business opportunities for companies in this new channel as well. Nearly one in four[2] make purchases on mobile, but [only 10%\[3\] of large Spanish companies](#) have mobile-adapted web pages.

Barcelona becomes the capital of the mobile services and technology industry thanks to the [Mobile World Congress](#) and it has been chosen by the Industry Association (GSMA) as the [Mobile World Capital](#) for the upcoming years. For this reason the city has been selected to implement this initiative with the aim of encouraging other points of interest in both Barcelona and in other cities in Spain to adapt



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“Thanks to this collaboration with Google, we are going to transform, starting with Barcelona, Catalonia into a pioneering region to take full advantage of the opportunity that mobile technology offers to attract and generate business, helping to dynamize our economy and deliver a better experience to citizens,” commented Josep Moragas, CEO of ACC1Ó, the Organization for Business Competitiveness attached to the Department of Business and Employment at the Government of Catalonia.

“Barcelona is being the mobile capital using new technology to improve citizens’ and tourists life quality. We know that by energizing the market of mobile services and apps we are going to become an important point for economic activity which give us a high added-value,” notes Manel Sanromá, CEO at Barcelona City Town Hall.

“Through this initiative we hope that more and more businesses will see the opportunity that being mobile enabled offers to boost business and internationalization as well as understand the importance, from a user point of view, of being able to access content and enjoy products and services on mobile devices,” stated Rikard Steiber, Global Marketing Director, Mobile and Social Ads, Google.

Tourists are among the most frequent users of smartphones, and given that the autonomous region of Catalonia receives over 15 million tourists every year, having a mobile presence is essential for businesses. “Mobilization” of the information of the main points of interest is yet another opportunity to maintain the growth of tourism in the region, creating added value for visitors, as well as enhancing adaptation to the mobile future of many aspects of the economy.



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About Invest in Catalonia

Invest in Catalonia is the Catalan government organization in charge of attracting foreign investment. Its aim is to ensure that business investments are economically and technologically so, and generate wealth and stable, quality employment over the long term in Catalonia. Invest in Catalonia offers tailor-made solutions to companies planning to set up or expand their business in Catalonia. It delivers a confidential, free and personalized service. Since 1985 Invest in Catalonia has helped over 3,500 companies in investment processes, out of which over 600 have been implemented. Invest in Catalonia has its head office in Barcelona and is at your service through the ACC1Ó's 34 Business Promotion Centres worldwide. For more information visit www.investincatalonia.com

About Google Inc.

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, visit <http://www.google.es>.

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[1] TNS Infratest GmbH, Global CATI Enumeration Survey, 2012

[2] Ipsos GmbH Smartphone research, 2012

[4] Research *Smartphone usage in Spain, trends and users behaviour* Ipsos MediaCT Germany 2011