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The **Fundació Barcelona Promoció** (FBP) is an organization of the Barcelona Chamber of Commerce Group that offers institutional guidance services in the European capital Brussels. It also provides “ad hoc” consulting services for Catalan and Spanish companies aiming at increasing advantage of the still little known opportunities in European and Northern African markets. The FBP holds a cooperation agreement with the Association of Mediterranean Chambers of Commerce (ASCAME), whose General Secretariat is located permanently in the seat of the Barcelona Chamber of Commerce.

ORIGIN AND MANAGEMENT OF THE FBP

The FBP was created in 1987 in order to promote the candidature of the City of Barcelona for the organization of the XXV Olympic Games that were celebrated with great success in 1992. After this event, the former *Fundació Barcelona Olímpica* was renamed as *Fundació Barcelona Promoció*. Currently, the heads of the FBP are at the same time members of the Chamber of Commerce of Barcelona. Just to mention one example, the President of the FBP is Miquel Valls, who is also the President of the Chamber.

The Executive Vice-President, Ramon Masià, holds one degree in Law and one in Economics from the University of Barcelona and a member of the plenum of the Barcelona Chamber of Commerce.

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A Foundation for Business
Promotion of the Barcelona
Chamber of Commerce

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EU
CORPORATE
DIPLOMACY

FBP Consultancy Services

INSTITUTIONAL GUIDANCE SERVICE
IN BRUSSELS

AD HOC CONSULTANCY IN NEW
EUROPEAN MARKETS

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INSTITUTIONAL GUIDANCE SERVICES IN BRUSSELS

The flagship Corporate Diplomacy program is the institutional guidance service that the FBP offers in order to approach the client company to the principal institutions of the European Union: The European Commission, the European Parliament and the sectoral associations that have their seat in Brussels. The aim is to help our clients to anticipate changes in trends in their sector resulting from a complicated interplay of laws and often conflicting interests.

In the end, the FBP develops a continuing and silent strategy on a medium or long term in cooperation with the client so as to strengthen the credibility and influence of the company in the areas determined as priorities.

INSTITUTIONAL REPRESENTATION

The FBP facilitates the access to the institutions of the European Union and gives advice on how to maximise influence. Therefore, the FBP holds a liaison office within the office of the Spanish Chamber in Brussels, Rue du Luxembourg 19, close to the European institutions, which enables us to work most effectively for our client companies.

USING THE EUROPEAN NETWORK OF CHAMBERS OF COMMERCE

The Barcelona Chamber of Commerce has direct access to **Euro-chambres** and to all the other chambers of the European Union.

Additionally, the FBP holds close relations with a selected number of European chambers by means of bilateral agreements that enable it to:

- access to sectoral organizations related to your business activity in those regions where you wish to increase your commercial presence;
- reach qualified professionals who can represent continuously the interests of our client before those institutions and associations.



AD HOC CONSULTANCY IN NEW EUROPEAN MARKETS

The single market of the European Union offers to our companies an opportunity to extend their business in other European countries and, therefore, to raise their market share outside of their traditional territory, relying on the advantages of the free movement of people, goods, services and capitals.

Since it is integrated into the European system of chambers of commerce, the FBP offers “ad hoc” consultancy services in any of the member states of the Union.

The FBP collaborates with the client companies in order to:

- analyze export potentials in new markets
- determine the best sales channels for your products and services
- search direct customers, importers or distributors

This FBP consultancy service, supported by the Barcelona Chamber of Commerce and other European chambers, has a strong practical focus. Hence, it is not only limited to studies and recommendations, but also puts the theoretical conclusions of these studies into practice, according to the interests of the contracting company.



FBP WORKING METHOD

A team of senior consultants with experience in this kind of services will work together with your company in order to:

- get to know your organization, your management team, your corporate strategy, your commercial strategy, your products and composition of sales.
- analyze the potential of these products and services in the selected markets.

The FBP is directly responsible for all this work and also for proposing the client Company external consultants who will help them to maximize the efficiency of the assignment.



THE FEES FOR THE FBP CONSULTANCY SERVICE

The FBP will provide an estimate of fees in order to cover the necessary activities to introduce and position your company in the new target markets.

This FBP fees are determined by means of a contract and are composed of:

- a fix amount
- a variable amount depending on the reached results, following the criteria agreed on in the contract

Extra expenses will have to be approved by the client who will be charged accordingly.

This proposed system aims at establishing a right balance between a reasonable cost for the internationalization of your company and incomes for the FBP that secure the sustainability and quality of the offered services.



CONTACTS

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