



Services and Programmes for Commerce, Restaurant Trade and Consumer Affairs - 2022

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The Key to Boosting your Business

The commercial fabric makes Barcelona a unique, dynamic, plural, prosperous and Mediterranean city. It is the economic driving force, but it is also responsible for filling its streets with life: the quality of life of the citizens depends on the commercial offer.

In the city's neighbourhoods, traditional family shops, big international brands and more innovative establishments go hand in hand to offer local residents everything they need. Shopkeepers – many of whom have formed commercial groups, associations and guilds – work every day to be more competitive, to improve sustainability, and to offer quality and locally sourced products to the public.

That's why Barcelona's commerce is one of the strategic lines of work of the Barcelona City Council. Through Barcelona Activa, the Barcelona City Council's Directorate of Commerce, Restaurant Trade and Consumer Affairs is promoting services and programmes to improve your business, foster generational changeover and help you make the leap into the digital world, and more.

Discover how we can help!

To keep up to date with Commerce
in Barcelona:

ajuntament.barcelona.cat/comerc/en

[@BCN_Comerc](https://twitter.com/BCN_Comerc)

Support for Companies and SMEs

Barcelona City Council offers a range of **services and programmes to support commerce** through Barcelona Activa, as well as training activities, advice and support from an expert team, tailored to the needs of the city's commercial sector.

The Business Support Office (OAE) is the **point of reference for SMEs and businesses in Barcelona**, and its aim is to support and improve the city's economy and business network.

The OAE is the place to meet, find information and get advice on the development and strengthening of the commercial sector, a key sector in the economic structure of our city.

What do we Offer?

Through the services of the OAE, we attend to the needs of companies and businesses in a personalised manner with a technical team that provides assessment and support in all strategic areas for their management and growth.

The Business Support Office also makes the **Espai Barcelona**, an innovative audiovisual area located on the ground floor of the MediaTIC Building (C/ Roc Boronat, 117), available to entities and organisations for holding corporate meetings and attending visits.

*Everything you need
to make your
business grow*

Barcelona Activa supports the strengthening and competitiveness of Commerce with the aim of fostering the creation of wealth and quality employment in the city.

**empreses.
barcelonactiva.cat/en**

Business Services

Catalogue of Specialised Services for the Restaurant and Commerce sectors



Information and Municipal Procedures

Do you want to get information, consult or carry out any procedure with the City Council?

A professional team will advise you on the main procedures necessary to develop an economic activity in the city and will support you throughout the process with the aim of resolving any doubts and helping you every step of the way.

The service includes access to detailed information on various procedures such as: usage plans, technical queries, processing of communications of minor works and notifications, queries on open files and information on the transfer of licences, and others.



“Barcelona Activa was a key factor when it came to looking for funding, it allowed us to find the necessary capital to take Jack Beds to the next level.”

Alejandro Arrufat Calvo
JACK BEDS STORE

Business Funding

Do you want to improve or make your business grow? Do you need money to fund it?

If you need funding, the professionals at the OAE can provide guidance and support in the process of applying for and obtaining financial resources.

The service provides access to existing financial products, both bank and alternative, depending on the specific needs of the business, with the guarantee of Barcelona Activa.



“We didn’t know how to go about funding the project we had always dreamed of, a craft brewery, so they helped us to analyse all the options and put us in contact with financial institutions.”

Alexander Lazarowicz
BARNA BREW SL

In collaboration with:

Bank financing: Banc de Sabadell, BBVA, CaixaBank, Caixa d’Enginyers, etc.

And **alternative funding** platforms.

Talent Management

Are you looking to hire and you can't find the right person?

When your business needs to incorporate new human resources, technical experts will provide you with information and advice, assisting you throughout the process, from identifying vacancies, recruiting staff, pre-selection and sending candidates.

Staffing needs can be covered through different types of employment contracts, which we will also inform and advise you on.

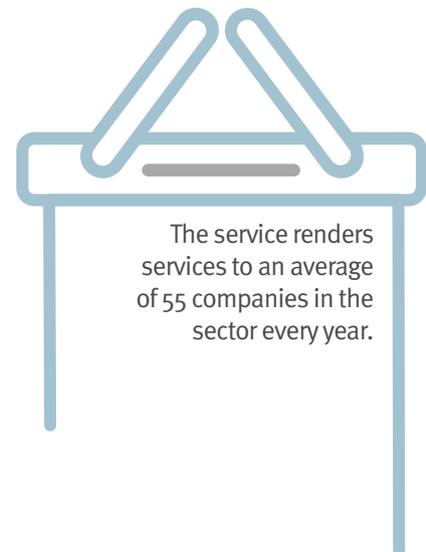


Internationalisation

Do you want to sell abroad and don't know how to go about it?

Designed for companies in the commerce sector that want to start an internationalisation process, the service includes an analysis and initial advice on international business and provides a specific training programme on internationalisation and gaining access to new markets.

We also provide access to supplementary programmes run by other public bodies.



Digitalisation

Grants for digital transformation

The situation generated by Covid-19 and its evolution has demonstrated the importance of having a presence in the digital environment. Thus, in order to improve the level of **digital maturity of establishments** and to respond to the **new needs of the citizens**, the Directorate of Commerce, Restaurant Trade and Consumer Affairs of the Barcelona City Council has activated a line of subsidies.

The line of subsidies can be applied for by:

- **Individual retail establishments.**
- **Municipal market stalls.** Other collective retail commercial establishments, such as shopping centres, galleries and commercial premises, are excluded.
- **Individual commercial establishments** providing any of the **following** services:
 - Mechanical repair shops and services
 - Photography and audiovisual services
 - Copy and print shops
 - Repair services
 - Retail travel agencies
 - Dry cleaners and laundries
 - Hairdressers, beauty salons and clinics
 - Ready-made food and catering services
 - Bars and restaurants
 - Veterinary clinics with a physical shop



[ajuntament.barcelona.cat/comerc/es/
subvenciones-para-la-transformacion-digital-
del-comercio-de-proximidad-y-la-restauracion](https://ajuntament.barcelona.cat/comerc/es/subvenciones-para-la-transformacion-digital-del-comercio-de-proximidad-y-la-restauracion)

Business Advisory Services

Do you want to improve your online presence?

This service allows you to **improve the level of digitalisation** of your business with expert technical advice and support to help you in the implementation of improvements in the following areas:

- Presence of the company on the internet, whether through web plans, social networks or other online media.
- Company's online communication and marketing strategy.
- Use of online sales channels.
- Digitalisation of the company's management processes in the field of using computerised management systems such as CRM and ERP, or the use of tools that facilitate collaborative work and teleworking.

Do you want personalised advice that will allow you to grow your business?

This service provides you with personalised support to diagnose and define the improvement actions that your business needs.

We also provide guidance on training actions and programmes adapted to the needs of each business and/or organisation with the aim of increasing their strength and competitiveness.



Through this service, you will receive information and advice on the [Kit Digital](#) grant for the implementation of digital solutions for small businesses, micro-enterprises and self-employed people.

Transferring Companies

Personalised advice should you have a local business or service that you want to pass on or if you want to give continuity to an existing establishment.

We are promoting a support programme for business transfer processes by means of a web space for the exchange of information and expert assistance during all the stages of the purchase and sale process.

“With this service it is easy to get your future business, as they give you support throughout the whole business transfer process.”

Mònica Ramírez
MERCERIA DATOT

Do you want to sell your business?

We provide personalised advice to businesses that wish to sell and support them in the appraisal, negotiation and conclusion of the agreement with the new owner.

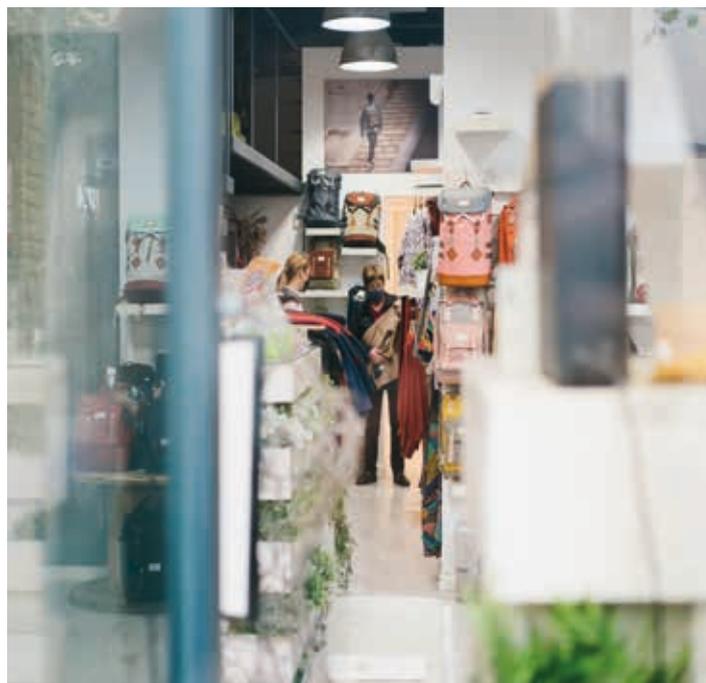


Do you want to make your business grow by acquiring an existing company?

If you have a business and you have plans to make it grow, either by expanding or diversifying its activity, an expert team will advise you on the potential of acquiring companies as a means to business growth.

Through the service, we will assist you in the process of planning the operation and in the process of finding businesses for sale that may be of interest to you, as well as during the negotiation and formalisation phases of the operation.

Furthermore, once the operation has been formalised, you will also receive specialised advice during the six months following the operation.



Associative Reinforcement

Do you want to strengthen your business?

For the purposes of continuing with the promotion and strengthening of the city's commercial network, the Directorate of Commerce, Restaurant Trade and Consumer Affairs at Barcelona City Council periodically calls for applications for subsidies and grants intended for local commerce and catering establishments.

There is an annual call under the name “**Local commerce and economic promotion**”, to provide support in actions related to stimulation, communication, training, sustainability, professional support for project management and the improvement of digitalisation.



Census of Economic Activities on Ground-floor Premises

**Do you know how many shops there are in Barcelona?
Do you know how many restaurants there are in each district?**

The Directorate of Commerce, Restaurant Trade and Consumer Affairs periodically carries out the Census of economic activities on ground-floor premises in Barcelona in order to find out how the city's commercial fabric is performing.

The census is updated periodically by means of large-scale field operations that make it possible to identify the ground-floor premises that have an economic activity.



Browse using the new interactive viewer and access a wide range of open and up-to-date data to discover the state of Barcelona's commerce.

Technical- Professional Training

Training and Employment
Programmes for
the Commerce and
Restaurants Sector



Free Online and Face-to-face Training Courses

Get up to speed with the technical and professional skills you need to develop a job, update your knowledge or make it easier to move into a new professional sector, such as Commerce and the Restaurant Trade.

Professional Training for Employment

For those people seeking to gain access to the sector or professional accreditation, we offer training courses that include work experience in companies, lasting between 630 and 750 hours, and which are free of charge.

- [Professional certificate in sales activities](#)
- [Professional certificate in international marketing and sales](#)
- [Professional certificate in ancillary trade activities](#)

All courses at:

Training to find a job

Training Linked to Unique Projects

Promotes the potential of professional careers in the markets and local commerce for young people aged up to 29 years.

Commerce

- [Professional certificate in sales activities](#)
- [Butcher's assistant](#)
- [Charcuterie assistant](#)
- [Sales assistant selling locally-grown organic products](#)

Restaurant trade

- [Professional certificate of basic restaurant and bar operations](#)

Treball als barris / Work in the neighbourhoods

- [Catering assistant training](#)

Sectoral Reskilling

Acquire specific knowledge that is required in the city's economic and business sectors. These short courses are also free of charge and are given at specialised training centres. The courses are offered in three formats: online, hybrid and face-to-face.

In the area of Commerce and the Restaurant Trade, knowledge of local and artisanal products is currently being cultivated.

- BIO and local produce
- Artisanal cheese making
- Workshop on brewing craft beer
- Sale of salted cod
- Sale of chicken
- Sale of cooked legumes
- Preserves and jellies workshop
- Elaboration of artisanal vegan burgers

Training in professions with the highest demand with [Sectorial reskilling](#) courses.



Language Reskilling

Languages are the key competences in the growth and positioning of companies. Barcelona Activa and the Escoles Oficials d'Idiomes (EOI) offer language training in the fields of commerce, marketing, international trade and the restaurant sector.

Choose the language that best suits you, study and obtain the A1, A2, B1, B2 or higher level certification, according to your knowledge.

The training is delivered online.

- English for Business
- English for Restaurant establishments
- English for the Hospitality Industry

Get your European-level certification with the [Language Reskilling](#) courses.



All courses at:

Training to find a job

Specialist Training

Online Training for
the Commerce and
the Restaurant Trade



Free Online Training Courses

The economic support is among a set of measures implemented jointly by the Department of Commerce Restaurants and Consumer Affairs and Barcelona Activa, which also includes the necessary advice to create a digitalisation plan and access to a training catalogue with more than 50 courses to follow online.

Digitalise your Business

Start the digital transformation of your business: improve your internal management skills, learn how to use digital tools to work better and find out what you need to do to digitalise a business.

Digitalisation

- [Investments to digitalise a business](#)
- [What do I have to bear in mind when setting up an e-commerce?](#)
- [Chatbots: improve the customer service of your business](#)

Work Better

- [How to efficiently use the digital certificate, electronic signature and e-billing](#)
- [Networking on the internet: create and expand your virtual network of professional contacts](#)
- [Tools and resources for market analysis](#)

Internal Management

- [Business management skills](#)
- [How to interpret your company's figures](#)
- [Innovation in business](#)
- [Where to find funding for your company?](#)
- [The business plan: an action plan to promote a business project](#)

All courses at:

barcelonactiva.cat/comerconline

Create your Business Website

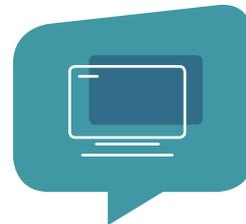
Learn what you need to know to make a good website and position it properly in search engines so that the public can find you easily.

Website Creation

- [What you need to bear in mind to make your business website](#)
- [Learn how to plan a web project](#)
- [Static site generators: a solution for small businesses](#)
- [Wordpress.com: create your website at no cost](#)
- [Wordpress.org: create a website from a local server](#)
- [Architecture of the information: guarantee a good user experience](#)
- [Usability: making a website with the user in mind](#)

Attract Visitors to the Website

- [SEO positioning](#)
- [Connect your business with Google My Business](#)
- [Masterclass: SEO for Wordpress](#)
- [Website metrics with Google Analytics \(basic level\)](#)
- [Website metrics with Google Analytics \(advanced level\)](#)



Make your Business Known

Improve your Internet marketing strategies and make the most of the different channels that the Internet offers you to attract new customers.

Internet Advertising

- [Buying and selling advertising on the Internet](#)
- [Twitter as a marketing and business platform](#)
- [How to reach your customers in a segmented fashion using LinkedIn Ads](#)
- [How to advertise during the AdBlock era](#)



Internet Marketing

- [Create your Digital Marketing Plan](#)
 - [Create and manage your digital newsletter](#)
 - [How to write and create web content](#)
 - [Content marketing: engage with your customers by offering them useful materials](#)
 - [Use storytelling in your marketing strategy](#)
 - [Marketing techniques applied at the point of sale](#)
 - [YouTube for your business](#)
 - [Facebook for your business](#)
 - [Instagram for your business](#)
 - [Create videos for social networks](#)
 - [Videomarketing: how you are viewed on screen](#)
 - [Attract customers with Instagram and Instagram Stories](#)
 - [Masterclass: Food photography retouching](#)
 - [Digital marketing plan for traditional projects](#)
 - [Digital marketing plan for digital projects](#)
-

Increase your Sales

Improve your sales and build customer loyalty by using digital resources, creating online sales channels, or implementing improvements to your physical store.

Sales and Customer Loyalty

- [Commercial interior design](#)
- [Store window displays](#)
- [Masterclass: From Like to Love, attract and retain your clientele](#)
- [Masterclass: Managing your personal brand on LinkedIn to sell more](#)
- [Sales strategy and business plan](#)

All courses at:

barcelonactiva.cat/comerconline

Online Sales (E-commerce)

- [B2B: access new customers and suppliers in electronic markets](#)
- [Social commerce](#)
- [E-commerce without having an online store](#)
- [PrestaShop: create an e-commerce portal with 2.0 features](#)
- [WooCommerce: the Wordpress plugin for creating online stores](#)



Other Services

Programmes
Improvement
Services



Comerç a punt

We come to your business in order to advise you

Personalised professional consultancy programme to promote the reactivation and consolidation of your business

We offer you between 5 and 12 hours of face-to-face advice at the shop itself, and/or online, depending on your needs and availability.

How do we do it?

An accredited professional from the sector will contact you to visit your premises and jointly analyse the current state of your business.

As a result of this diagnosis, a work plan will be drawn up in accordance with the needs detected, which may include recommendations on the following topics:

- Business concept.
- Business strategy and business management, including innovation and responsibility.
- Sales and marketing at the point of sale.
- Digital marketing tools.
- Customer loyalty strategy.

The professional advisor will also monitor the implementation of the Work Plan and will draw on the most appropriate resources from this catalogue of resources and services.

Further information: [🔗 empreses.barcelonactiva.cat/en/web/es/comerc-a-punt](https://empreses.barcelonactiva.cat/en/web/es/comerc-a-punt)

Comerç a punt is a programme run by Barcelona City Council to strengthen the commercial fabric of Barcelona's neighbourhoods. It is promoted by Barcelona Activa and the Barcelona Neighbourhood Plan, with the cooperation of the city's districts.



BCN Retail Lab



In order to help local businesses take advantage of all the opportunities and potential offered by digital technologies to grow their businesses, Barcelona City Council, through Barcelona Activa and the Directorate of Commerce, Restaurant Trade and Consumer Affairs, together with the Technological Circle of Catalonia (CTecno) and the CorEixample Shopkeepers' Association, are the driving force behind the **BCN Retail Lab**.

This innovation project aims to help reactivate and improve the commercial fabric through the digitalisation of the physical spaces of shops, and also seeks to generate data to transform businesses. The aim is to promote the economic and social viability as well as the environmental sustainability of neighbourhood commerce.

🔗 readyfor.cat/en/retail-lab



Impulsem el que fas

Programme of grants to stimulate the installation of economic activity in empty ground-floor premises and to support existing businesses in the most disadvantaged neighbourhoods

🔗 empreses.barcelonactiva.cat/en/web/es/impulsem-el-que-fas

Further information: proximitat@barcelonactiva.cat

APEU

The Urban Economic Promotion Areas (**APEU**) are public-private initiatives that imply a new model of governance that allows the self-management of commercial areas and the better management of their needs. These areas could help Barcelona to promote and reactivate its local commerce.

The Barcelona City Council's Directorate of Commerce, Restaurant Trade and Consumer Affairs is promoting various awareness-raising actions and initiatives aimed at the sector to inform people about the APEU and its development, explaining how it can be useful for businesses.

🔗 barcelona.cat/infobarcelona/es/tema/comercio-y-mercados/formacion-para-impulsar-nuevas-apeu_1163720.html



Actions to Improve Commercial Establishments

Programme of grants for the rehabilitation, restoration, improvement of the external image, accessibility and sustainability of commercial establishments.

Further information: [Instituto Municipal de Paisaje Urbano](#)



Christmas Campaign



The Barcelona City Council's Directorate of Commerce, Restaurant Trade and Consumer Affairs is promoting a key initiative to contribute to the recovery of the city's commercial fabric during the festive season. Every year, grants for the Christmas lighting of the public thoroughfares are awarded to non-profit local traders' associations participating in the project in Barcelona.

🔗 ajuntament.barcelona.cat/comerc/en/service-commerce/grants-and-subsidies

In the same vein, Christmas activities are organised in the neighbourhoods, which showcases the city's shops: local, unique, quality and culturally diverse commerce. The aim is to develop a campaign that mobilises the public towards these commercial hubs to encourage them to buy from the shops in their commercial area.

15 days of artistic activities aimed at all the citizens of Barcelona and shopkeepers in the city.

🔗 ajuntament.barcelona.cat/comerc/en



Aparadors vius

Grants of up to €2,000 to help change external roller shutters, known as solid roller shutters, for ones that make it possible to see the shop window of the commercial activity (punched, mesh or similar) with the roller shutter down, with the following objectives:

1. Improve the commercial attractiveness of the store.
2. Allow both the shop window and the shop's products to be visible after trading hours and to become a 24-hour shop window.
3. Prevents the incivility of graffiti, as the proposed models make them difficult to paint.
4. Bring a greater sense of vitality and cleanliness to the streets where the commercial fabric is located.

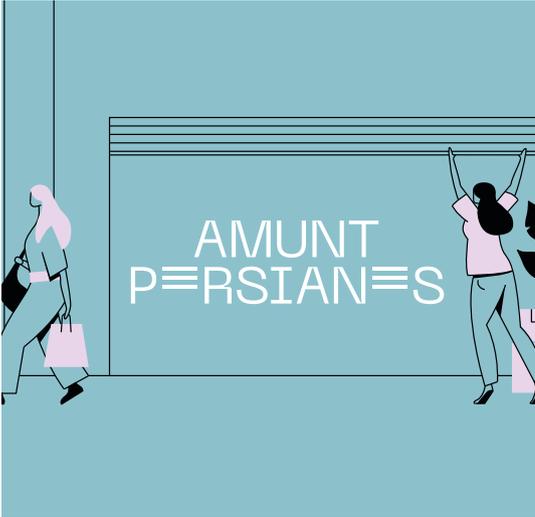
The amount of the subsidy is up to a maximum of €2,000 for each change of roller shutter and a single owner can apply for a maximum of three subsidies.

The expenditure must have been incurred during the period between 1 January 2022 and 31 December 2022.

The period for submitting applications begins in May and end on 30 September 2022.



Private Ground-floor Commercial Premises Rental Service



Service that connects the owners private ground-floor premises that need to be leased and businesses that require premises, offering advantageous conditions in both cases. For the owner, economic incentives are offered for arranging insurance against non-payment, damage or small repairs to the premises, as well as an evaluation of the business proposal to be installed by Barcelona Activa, in exchange for rental prices, grace periods and/or contract periods that facilitate the installation of the business or service.

🔗 barcelonactiva.cat/en/amuntpersianes

Do you own an Emblematic Shop?



Emblematic shops are a symbol and an expression of Barcelona's identity. For this reason, we offer a personalised and exclusive attention and advisory service. It provides an opportunity to study the economic viability of the business, as well as to identify gaps or shortcomings in different areas.

The City Council also promotes various actions in the fields of promotion and dissemination, as well as the restoration and conservation of heritage.

Directorate of Commerce, Restaurant Trade and Consumer Affairs Services

Ronda Sant Pau, 43-45 - 08015 Barcelona - Tel. 678 454 529

Information: emblematicsdirecciocomerc@bcn.cat

Municipal Consumer Information Office (OMIC)

This is a public consumer service provided by Barcelona City Council offering information, guidance and advice to consumers. The OMIC forms part of the Directory of Public Consumer Services in Catalonia.

The services offered are:

- Information and advice on rights.
- Consumer education campaigns and actions.
- Handling of claims, complaints and reports of incidents filed by residents of Barcelona or companies and establishments based in Barcelona.
- Mediation and conciliation in the case of conflict.
- Information on consumer legislation and regulations.
- Collaboration with consumer associations or other consumer organisations.
- Consumer information campaigns and inspections.
- Consumer Arbitration Board: a free extrajudicial channel that allows disputes between consumers and businesses to be easily resolved. [🔗 juntarbitral.bcn.cat/en](https://juntarbitral.bcn.cat/en)

Services for the self-employed:

- Attention for self-employed people and regulations regarding consumer affairs.
- Providing shops with complaint forms and information about their rights and obligations towards their clientèle.



🔗 ajuntament.barcelona.cat/omic/en

🔗 ajuntament.barcelona.cat/omic/es/el-observatorio/sesiones-informativas-y-de-educacion-en-consumo

Do you know everything that **Barcelona Activa** can do?

- › Support for launching your business idea **emprenedoria.** barcelonactiva.cat/en
- › Extensive catalogue of services to make your business grow **empreses.barcelonactiva.cat/en**
- › Support throughout the job search process **treball.barcelonactiva.cat**
- › Technological training at different levels for everyone **cibernarium.** barcelonactiva.cat/en
- › Advice and activities for projects and organisations involved in the Social and Solidarity Economy **barcelonactiva.cat/ess**



Now even closer to you!

1. Head Office
2. Porta22
3. Sant Agustí Convent
4. Ca n'Andalet
5. Glòries Entrepreneurship Initiative Centre
6. Glòries Incubator
7. Almogàvers Incubator
8. MediaTIC Incubator
9. Business Support Office
10. Technology Park
11. Cibernàrium Nou Barris
12. Nou Barris Activa
13. Cibernàrium 22@
14. InnoBA

○ Assistance points in the city



 **Barcelona Activa**

Barcelona City Council





OAE - Business Support Office
MediaTIC Building
Roc Boronat, 117
08018 Barcelona
(22@ District)
+34 933 209 600



Opening hours:
Monday to Thursday, from 8.30 am to 6 pm,
Fridays from 8.30 am to 2.30 pm.



Access:
Metro - L1 Glòries and L4 Llacuna
Bus - 71, 90, 92 and 192
Bicing - 143, 342 and 393

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-



**Directorate of Commerce,
Restaurant Trade and Consumer Affairs**
direcciocomerc@bcn.cat



**OMIC - Municipal Consumer Information
Office**
Foronda Palace
Ronda Sant Pau, 43-45
08015 Barcelona
+34 010



Opening hours:
Enquiries about consumer affairs:
Mondays to Fridays, 9 am to 6 pm
Queries and/or complaints for the OMIC:
Mondays to Fridays, 9.30 am to 1.30 pm,
appointment only



To make an appointment:
www.bcn.cat/omic



Access:
Metro - L2 Sant Antoni and L3 Paral·lel
Bus - V11, D50, 120, 121
Bicing - 113

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