

Introduction.

Productive industries and the Catalonia brand

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Economy of identity is the one relying on incorporating a set of intangibles in the shape of properties attached to their geographical origin for a significant part of overall competitiveness. It is hence a way – not the only one – of differentiating that is available especially to industrialised countries. This way of stating the own singularity is becoming increasingly relevant in a global world in which emerging countries compete with price as their big selling argument.

The potentialities of territorial identity as a differentiation item are not restricted to selling goods and services but they can also have an impact on many other areas of business, from attracting talent to seizing investment, including all those activities with an international view having an indirect effect on the economy (trust of capital markets, attracting headquarters and international meetings, agreements and treaties, etc.).

The articles of this section will focus on actual or possible relations between different business areas and the Catalonia brand. There is a certain consensus that in some areas like tourism, identity can play a prime role in competitiveness of the industry, which has been acknowledged by the [World Tourism Organisation](#).

What is valid for tourism in a narrow sense also applies to a certain extent to many other areas related with leisure, from food and the Mediterranean diet to most of trade, from festivals and celebrations to sports and other events, from nature and landscape to wine tourism. They are all areas in which identity is a key item in attracting visitors or selling products, and it only depends on us to place the emphasis on articulating or commercialising them.

Many business areas we just mentioned are closely related with other industries and able to

drag them along. Agrofood products are a clear example, and one article deals with the success of [the Catalunya Denomination of Origin](#), which could be easily extended to other agrofood products as many other countries (e.g. Italy) and regions (e.g. Andalusia) do.

Culture is in all its forms of expression another product in which identity plays or can play a crucial role in appearing before the world and selling abroad. Material events, from craftsmanship to architecture, from urban and industrial design to fashion, are also analysed in the following pages. Despite the whole progress made so far, there is still a long way to go. The most traditional and immaterial cultural forms (e.g. audiovisual production, books, music, plastic and scenic arts) are also a straightforward example of the possibilities identity provides in addressing the international market.

Closely related with culture, the language, considered by many to be rather an obstacle, not only states our difference but our language record places us in a vantage position to cater for the needs of the global economy in the area of multilingualism.

Identity and other productive industries are addressed in both the panel discussion and other articles describing specific cases of companies and organisations (beverage, fashion, cosmetics, sports, etc.) that made out of Catalan or Barcelona identity their competitive strategy. However, they are still isolated cases and it is difficult to find examples in industries with a strong potential in this area like furniture, motor vehicles or small apparel.

Finally, an interesting approach is done on the role the identity of Barcelona and hence Catalonia plays in attracting researchers, professionals, managers and entrepreneurs, that is, talent, capital and business.