



# Barcelona Shanghai Bridge

—  
14 October - 18 November 2021



# Commemorating the 20th Anniversary of the Sister-City Agreement between **Shanghai and Barcelona**

## Barcelona - Shanghai Bridge

14 October - 18 November 2021





# Barcelona-Shanghai Bridge

2021 marks the **20th anniversary** of the signing of the **Shanghai-Barcelona Sister-City Agreement**. City relations were initiated by the former Mayor of Barcelona, Mr Pasqual Maragall and the then Mayor of Shanghai, Mr Zhu Rongji, with the signing of a Memorandum in 1988. In 2001 the former Mayor of Barcelona, Mr Joan Clos and the Vice Mayor of Shanghai Municipal Government, Mr Zhou Muyao, officially signed the twinning agreement.

The cities' commitment to this long-standing friendship has inspired Barcelona City Council to organise the **BARCELONA-SHANGHAI BRIDGE to commemorate this special occasion in collaboration** with the Foreign Affairs Office of the Shanghai Municipal People's Government.

## Two cities with common goals

Where East meets West, **Shanghai and Barcelona** are cities that **share common goals**. Both cities are **economic engines** in their territories and beyond, **open to international trade and commercial exchange**.

Both cities have a **long history of culture and traditions** and are proud of their **strong identities** and recognised **global city-branding**. Both are well-known internationally and renowned for being centres for creativity, design, and talent attraction, among other strengths.

Barcelona and Shanghai **value innovation and entrepreneurship**. Both cities are global references with **excellent business ecosystems for landing international start-ups and scale-ups** in their markets.

## When and how

The timeframe of the **BARCELONA-SHANGHAI BRIDGE STARTS** during "**Smart City Expo Shanghai**" (14 October), spanning over the China International Import Expo (CIIE) (5-10 Nov). It **CLOSES** with the "**Smart Cities World Congress EXPO Barcelona**" (18 November).

The BRIDGE will host a **series of planned events and activities** carried out by different **public and private stakeholders** from Barcelona-Catalonia and their Shanghai-China counterparts.



The **activities** will cover different areas such as **city diplomacy, culture, economy, education, innovation and tourism**. The majority of these **events** will be **online**, but some will be held **offline**.

The **BARCELONA-SHANGHAI BRIDGE** is coordinated by the Departments of **International Relations and City Promotion of Barcelona City Council** with the support of the **Foreign Affairs Office of Shanghai Municipal People's Government**.

# A unique keepsake commemorating the 20th anniversary of the twinning agreement between Barcelona and Shanghai

On 14 October, at 9 am, the Shanghai Post Office will issue a collectable set of 5,000 stamps, matching postcards and envelopes celebrating the Barcelona-Shanghai Bridge. All attendees to the Smart Cities Expo Shanghai will receive a free set. The stamp will also be available for purchase from post offices across China.

## 01. Stamp



## 02. Postcard



## 03. Envelope





# Programme July 2021

## CULTURE

### Temporary Joan Miró exhibition “Women, Birds, Stars” on at the Museum of Art Pudong (MAP) in Shanghai

This special temporary 4-month exhibition is one of the first to be featured by the newly unveiled MAP and can be visited from 8 July to 7 November.

**Organisers:** Shanghai Pudong New Art Museum, Joan Miró Museum Foundation in Barcelona, and the Creative Industry Department of Barcelona City Council

## 📍 Shanghai only

**8 July - 7 November 2021**  
**Museum opening hours**

**On-site event:** Museum of Art Pudong  
2777 Binjiang Avenue, Pudong, Shanghai, China  
**Participation:** Open to the general public

# Programme October 2021

## OPENING DELIVERY

### Smart City Expo Shanghai (SCE) Welcome Speech

Opening video message by 3rd Deputy Mayor of Barcelona City Council, Ms Laia Bonet, responsible for the 2030 Agenda, Digital Transition, Sports, Mobility, Territorial and Metropolitan Coordination, and International Relations.

**Organisers:** Fira de Barcelona and CCIPT Shanghai in collaboration with the Department of International Relations of Barcelona City Council.

## 📍🌐 Online + participation in Shanghai

**14 October 2021**

**9:05 - 9:20 am Barcelona / 3:05 - 3:20 pm Shanghai**

**Online Platform:** Tomorrow.City Track

**Language:** English and Mandarin Chinese

**Participation:** Registered participants: [Tomorrow.City](https://www.tomorrow.city)

## ECONOMY

### China Mentoring Programme + Business Agenda

Targeted at Catalan companies that want to grow in the Chinese market. Case studies and experiences will be shared in working groups of up to 10 people in each of the 4 online sessions.

**Organiser:** Barcelona Chamber of Commerce

## 🌐 Online

**14 October / 28 October / 11 November / 25 November**  
**9:30 - 11:00 am Barcelona**

**Online Platform:** Barcelona Chamber of Commerce

**Language:** Spanish

**Participation:** A paid event via registration: <https://www.cambrabcn.org/internacionalitzacio/assessoraments-internacionalitzacio/mentoring-internacional-?call=903795>

## TOURISM

### City Promotional Video Exchange

A promotional video exchange brings Barcelona to Shanghai and Shanghai to Barcelona, sharing and showcasing the best the metropolises offer the visitor.

**Barcelona social media channels used to broadcast Shanghai's promotional video:**

- Barcelona Tourism Board social media links:**
  - Webpage: [visitbarcelona.com](https://www.visitbarcelona.com)
  - Facebook: [facebook.com/visitbarcelona](https://www.facebook.com/visitbarcelona)
  - YouTube: [youtube.com/visitbarcelonaofficial](https://www.youtube.com/visitbarcelonaofficial)
  - Instagram: [instagram.com/visitbarcelona](https://www.instagram.com/visitbarcelona)
  - Twitter: [twitter.com/VisitBCN](https://twitter.com/VisitBCN)
  - Twitter (institutional/corporative version): [twitter.com/BarcelonaTourism](https://twitter.com/BarcelonaTourism)
- Casa Asia social media links:**
  - Webpage: [casaasia.es](https://www.casaasia.es)
  - Twitter: [twitter.com/CasaAsia](https://twitter.com/CasaAsia)
  - Facebook: [facebook.com/casaasia](https://www.facebook.com/casaasia)
  - Instagram: [instagram.com/casa.asia/](https://www.instagram.com/casa.asia/)
  - LinkedIn: [linkedin.com/groups/2941548/](https://www.linkedin.com/groups/2941548/)
  - YouTube: [youtube.com/user/casaasia](https://www.youtube.com/user/casaasia)

**Organisers:** Barcelona Tourist Board, Foreign Affairs Office of the Shanghai Municipal People's Government with the collaboration of Casa Asia

**Shanghai social media channels used to stream Barcelona's promotional video:**

- Shanghai Municipal Foreign Affairs Office (FAO) official site:**
  - <http://wsb.sh.gov.cn/>
  - FAO Weibo: [https://weibo.com/shfao?is\\_all=1](https://weibo.com/shfao?is_all=1)
  - FAO official WeChat account (上海外事): <https://mp.weixin.qq.com/>
- Shanghai People's Association for Friendship with Foreign Countries (SPAFFC):**
  - Official WeChat account (上海友协): <https://mp.weixin.qq.com/s/7isif8p9l7wmzoDhFylznQ>
  - SPAFFC's WeChat Video Channel
  - SPAFFC's Tiktok: <https://www.douyin.com/>
  - SPAFFC bilibili: <https://space.bilibili.com/>
- Other Social Media Links:**
  - Eastday official website: <http://www.eastday.com/>
  - Eastday official WeChat account: <https://mp.weixin.qq.com/>
  - Eastday Weibo: [https://weibo.com/eastdaynews?is\\_all=1](https://weibo.com/eastdaynews?is_all=1)
  - Shanghai Daily (Shine): <https://www.shine.cn/>
  - Shanghai Daily (Shine) WeChat Official Account: <https://mp.weixin.qq.com/s/H6EIEGjQyz-ebiDYgvCWPA>

## 🌐 Online

**Permanent streaming starting from 14 October 2021**

**Online Platform:** Social media channels

**Participation:** Visit social media links listed

## ECONOMY

### LANDING Export Sales Platform

An introduction for Shanghainese companies regarding how to access EU and Mediterranean markets from Barcelona.

The project, which is a work in progress, is organised by the Barcelona Chamber of Commerce and CCPIT Shanghai as an example of closer economic collaboration under the auspices of the 20th Sister-Cities Agreement.

**Organisers:** Barcelona Chamber of Commerce and CCPIT Shanghai

**14 October 2021 onwards**

**Participation:** Private event

## OFFICIAL LAUNCH

### Smart City Expo Shanghai (SCE) Gala Smart City Awards

Speech by 1st Deputy Mayor of Barcelona City Council, Mr. Jaume Collboni, responsible for Economy, Work, Competitiveness and Treasury, to officially inaugurate the SCE and public launch the BARCELONA-SHANGHAI BRIDGE.

**Organisers:** Fira de Barcelona and CCIPT Shanghai in collaboration with the Department of City Promotion of Barcelona City Council.

 **Online + participation in Shanghai**

**15 October 2021**

**1:40 - 2:00 pm Barcelona / 7:40 - 8:00 pm Shanghai**

**Online Platform:** Tomorrow.City Track

**Language:** English, Chinese and Spanish

**Participation:** Open to the public via registration:  
[Tomorrow.City](https://tomorrow.city)

## ECONOMY & INNOVATION

### Showcasing Shanghai & Barcelona, two e-Mobility Capitals

Urban moves are continuously changing. Electric vehicles, connected cars, optimized bicycle routes, autonomous driving and micromobility options are gaining traction in cities, as they also become connected to public transit. In the midst of the debates on the regulation of the newest forms of transportation, including universal safety standards, cities are struggling to redefine their urban mobility vision to adapt to this new scenario and plan ahead to achieve a seamless, multimodal and integrated mobility.

**Organisers:** Barcelona Port Authority, Smart Cities World Expo Congress

 **Online + participation in Shanghai**

**15 October 2021**

**9:55 - 10:55 am Barcelona / 3:55 - 4:55 pm Shanghai**

**Online Platform:** Tomorrow.City Track

**Language:** English

**Participation:** Open to the public via registration:  
[Tomorrow.City](https://tomorrow.city)

## CULTURE & EDUCATION

### CineClub FICB: Stories of Shanghai

A series of films about Shanghai in original version with Spanish subtitles will be shown at the Confucius Institute Foundation headquarters in Barcelona (FICB).

Screenings will be complemented by a film presentation followed by a discussion.

20 October: **THE GODDESS** - 神女

Director: Mr Wu Yonggang. Year: 1934. Duration: 80 mins.

27 October: **LA JOYA DE SHANGHAI** - 摇啊摇，摇到外婆桥

Director: Mr Zhang Yimou. Year: 1995. Duration: 107 mins.

3 November: **HISTORIAS DE SHANGHAI (I WISH I KNEW)** - 海上传奇

Director: Mr Jia Zhangke. Year: 2010. Duration: 113 mins.

10 November: **THE EIGHT HUNDRED** - 八百

Director: Ms Guan Hu. Year: 2020. Duration: 149 mins.

**Organisers:** Confucius Institute Foundation in Barcelona (FICB) and CineAsia.

 **Barcelona only**

**20 October / 27 October / 3 November / 10 November**  
**6:00 pm Barcelona**

**On-site event: Confucius Institute Foundation in Barcelona (FICB),** c/ d'Elisabets, 10, 08001 Barcelona

**Language:** Original Version Subtitled in Spanish

**Participation:** Free admission via registration (limited capacity): [www.confucio-barcelona.es](http://www.confucio-barcelona.es)

## ECONOMY & TOURISM

### Update with Chinese Airlines

A session to exchange information on current intercontinental flight connections between Chinese cities and Barcelona takes place during the *World Routes 2021 Milan* online event.

**Organiser:** Barcelona Air Routes Development Committee (CDRA)

 **Online**

**20 October 2021**

**Morning session**

**Online Platform:** World Route Development Forum

**Language:** English

**Participation:** Private event

## ECONOMY

### Webinar: Shanghai & Barcelona. Catalonia-China in the eyes of businessmen

A roundtable with Catalan companies based in Shanghai to share their experiences in China and an interview with Invest in Shanghai about key aspects of doing business in the Chinese market.

This webinar will take place during the Internationalization Week, an annual event organised by ACCIO Catalonia Trade & Investment.

Organiser: ACCIO, Catalonia Trade & Investment

🌐 Online

22 October 2021  
9:30 - 11:00 am

Online Platform: ACCIO

Language: Catalan & English

Participation: Open to the public via registration:  
[www.accio.gencat.cat](http://www.accio.gencat.cat)

# Programme November 2021

## EDUCATION

### Barcelona-Shanghai Universities Conference

A discussion between university Vice-Chancellors and Professors responsible for International Affairs programmes.

The aim is to expand ties with Chinese universities based on current collaboration, share programmes of common interest and explore new ways of encouraging student, professor and research exchanges.

- Universitat Autònoma de Barcelona - East China University of Political Science & Law
- Universitat de Barcelona - Shanghai University of Finance & Economics
- Universitat Pompeu Fabra - Fudan University
- Universitat Politècnica de Catalunya - Shanghai Jiao Tong University

Organisers: Casa Asia and the Confucius Institute Foundation in Barcelona, collaborating with the Barcelona University Centre (BCU).

🌐 Online

3 November 2021

9:00 - 10:30 am Barcelona / 4:00 - 5:30 pm Shanghai

Online Platform: Barcelona-Shanghai Bridge Webinar

Language: Chinese-Spanish Simultaneous Translation available

Participation: Open to the public via registration at,  
[casaasia.es](http://casaasia.es)

## ECONOMY

### North Bund International Shipping Forum, First edition - "Decarbonizing Shipping and Ports"

Organised within the framework of the China International Import Expo (CIIE) with participation by the Barcelona Port Authority.

Organiser: Shanghai Municipal Transportation Commission and the Ministry of Transport

📍 Shanghai only

3 November 2021

2:00 - 5:00 pm Shanghai

On-site event: **W Shanghai-The Bund**, 66 Lvshun Rd, Shanghai, China

Language: Chinese & English

Participation: Private event

## CULTURE

### People Bridging Cities. 9,824km. Shanghai-Barcelona

A roundtable sharing the experiences of Barcelonian and Shanghainese professionals living in both cities. Crossed experiences / Intertwined lives / People building bridges.

- **Mr Sergi Torrent**, Managing Director, Greater China Region, La Liga
- **Ms Inma González Puy**, Director, Miguel de Cervantes Library in Shanghai
- **Mr Joaquín Gay-Liébana Jover**, General Manager, founder of KDE Studio Shanghai Communications Agency
- **Mr Hongyu Wu**, Architect in Barcelona
- **Xue Taowen**, Managing Director, Catalonia Trade&Investment Shanghai Office
- **Mr Zhou Minkang**, Professor of the Autonomous University of Barcelona (UAB) & codirector of the Confucius Institute Foundation in Barcelona (Moderator)

Organisers: Casa Asia, Confucius Institute Foundation in Barcelona and the Miguel de Cervantes Library in Shanghai

🌐 Online

9 November 2021

12 midday - 1:00 pm Barcelona / 7:00 - 8:00 pm Shanghai

Online Platform: Barcelona-Shanghai Bridge Webinar

Language: Chinese-Spanish Simultaneous Translation available

Participation: Open to the public via registration at:  
[casaasia.es](http://casaasia.es)



## ECONOMY & CULTURE

### ProWine Shanghai Exhibition

Catalan wineries taking part will have the chance to meet potential buyers and distributors. There will also be an area for presentations by the different "Protected Designation of Origin" (PDO) forming part of the European project TTD.EU - **Quality wines from the heart of Europe**, where visitors will be able to gain a broader knowledge of Catalan PDO's and tastings.

**Organiser:** Prodeca (Catalonian Agri-Food Promotion Agency)

📍 **Shanghai only**

**9 - 11 November 2021**

**Exhibition opening hours**

**On-site Event: ProWine Shanghai Fair, Shanghai New International Expo Center (SNIEC),** Pavilion W4 & W5, 2345 Longyang Rd, Shi Ji Gong Yuan, Pudong, Shanghai, China

**Participation:** Professional wine producers, exhibitors, importers, distributors, dealers and buyers

## ECONOMY & INNOVATION

### Barcelona Innovative Day / Shanghai

Join the high-level forum that brings together the most prominent stakeholders from academia, research, startups, industry, and public institutions from Barcelona and Shanghai to strengthen relations between both ecosystems; promote the excellence of their research institutions, universities and companies; showcase best practices in science, innovation and higher education; and engage with Barcelona's top professionals based in Shanghai.

**Organisers:** SciTech DiploHub - Barcelona Science and Technology Diplomacy Hub in partnership with top universities, research centres, start-ups and public institutions working in science, technology, and innovation from both cities.

🌐 **Online**

**11 November 2021**

**10:00am - 2:00 pm Barcelona / 5:00 - 9:00 pm Shanghai**

**Online Platform:** Barcelona Innovation Day Shanghai Webinar

**Language:** English

**Participation:** Registration by invitation

[www.scitechdiplohub.org](http://www.scitechdiplohub.org)

## CULTURE & EDUCATION

### "Cities, Travel and Literature. A dialogue between Chen Danyan and Gabi Martínez"

*Chen Danyan (1958). After completing her degree in Chinese Literature at the Eastern China Normal University worked as a reporter for the 'Children's Epoch Magazine'. In 1984 she won the Shanghai Young Writer's Prize and received the UNESCO Prize for Peace and Tolerance for «A Girl».*

*Gabi Martínez (Barcelona, 1971) is a writer, screenplay writer and journalist. Known mainly for his travel books, he is considered one of the most significant representatives of Spanish travel literature. He received the 2012 Continuarà Award from TVE Catalunya for his literary career. Finalist of the II Camino del Cid International Travel Literature Prize in 2008.*

**Organiser:** Casa Asia in collaboration with the Miguel de Cervantes Library in Shanghai

🌐 **Online**

**17 November 2021**

**12:00 midday Barcelona / 7:00 pm Shanghai**

**Online Platform:** Casa Asia Webinar

**Language:** Chinese-Spanish Simultaneous Translation available

**Participation:** Open to the public via registration at:

<https://www.youtube.com/user/casaasia>

# Summary

## July 2021

**Temporary Joan Miró exhibition "Women, Birds, Stars" on at the Museum of Art Pudong (MAP) Shanghai**

8 July - 7 November 2021 - Museum opening hours

## October 2021

**Smart City Expo Shanghai (SCE) Sister-Cities Dialogue**

14 October 2021 - 9:05 - 9:20 am Barcelona / 3:05 - 3:20 pm Shanghai

**China Mentoring Programme + Business Agenda**

14 October / 28 October / 11 November / 25 November - 9:30 - 11:00 am

**City Promotional Video Exchange**

Permanent streaming starting from 14 October - Social media channels

**LANDING Export Sales Platform**

14 October 2021 onwards

**Smart City Expo Shanghai (SCE) Gala Smart City Awards**

15 October 2021 - 1:40 - 2:00 pm Barcelona / 7:40 - 8:00 pm Shanghai

**Showcasing Shanghai & Barcelona, two e-Mobility Capitals**

15 October 2021 - 9:55 - 10:55 am Barcelona / 3:55 - 4:55 pm Shanghai

**CineClub FICB: Stories of Shanghai**

20 October / 27 October / 3 November / 10 November - 6:00 pm Barcelona

**Update with Chinese Airlines**

20 October 2021 - Morning session

**Webinar: Shanghai & Barcelona. Catalonia-China in the eyes of businessmen**

22 October 2021 - 9:30 - 11:00 am

## November 2021

**Barcelona-Shanghai Universities Conference**

3 November 2021

9:00 - 10:30 am Barcelona / 4:00 - 5:30 pm Shanghai

**North Bund International Shipping Forum**

3 November 2021 - 2:00 - 5:00 pm Shanghai

**People Bridging Cities. 9,824km. Shanghai-Barcelona**

9 November 2021

12 midday - 1:00 pm Barcelona / 7:00 - 8:00 pm Shanghai

**ProWine Shanghai Exhibition.**

9 - 11 November 2021 - Exhibition opening hours

**Barcelona Innovative Day / Shanghai**

11 November 2021

10:00am - 2:00 pm Barcelona / 5:00 - 9:00 pm Shanghai

**"Cities, Travel and Literature. A dialogue between Chen Danyan and Gabi Martínez"**

17 November 2021

12:00 midday Barcelona / 7:00 pm Shanghai

Promoted and Organised by:



**Ajuntament  
de Barcelona**



**FOREIGN AFFAIRS OFFICE OF  
THE SHANGHAI MUNICIPAL  
PEOPLE'S GOVERNMENT**

Co-organiser and Collaborators:

