

SWOT

Zona Franca

	Strengths	Weaknesses
Inside	<p>initial investment has been made political consent to develop the area Visibility and brand Barcelona Connection to the city and to the airport/ Metro Line Proximity to both La Fira 1 la Fira 2 grounds. Existing industry: Harbour and Logistics in full operation Ecosystem Engineer (KI and robotics for different sectors in the ZF building)</p>	<p>Multitude of ownerships (federal and region) Lack of place-based strategy and feasible, reliable and clear narrative Lack of a masterplan for the entire zone Beach Area might be an unfavourable starting point (gentrification) Distance to the existing urban centre and life Planning rights and incentives linked to rebound (negative impacts)</p>
	Opportunities	Threats
Outside	<p>The area is large enough to allow for different functions</p> <ul style="list-style-type: none">• Attractive Location between Montjuïc and the Sea• Industrial heritage• Fair revival• Airport extension• Link the development with local talent development and attract foreign talents (new industries, start-ups, vocational and academic education)• Other port developments can be used for creating a pathway to establish a self-sustaining ecosystems• Concepts like innovation clusters, revised superblocks, smart&sustainable cities, climate emergency, triple helix (academia, industry and government relationships), CE might be seen as a benefit for investors	<p>Unclear legislation Lack of regulations No definitions of key concepts (talents) No definition of the transformational governance Opportunity driven development and patchwork Lack of time framework for the transportation investments the site needs to be connected to the city center along the port.</p>