

(Presentation)



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(Why a consultancy service?)

Information and knowledge are nowadays two key factors for business competitiveness and for the development of society.

BCF Consultors is a company specialised in market research, in the study of different business segments, and their geographical impact, and in giving advisory services to business, institutions and public entities.

The main objective of its professional services is to enhance the added value of the information and knowledge assets in these organisations and consequently improve their competitiveness and quality.

(Why BCF Consultants?)

BCF Consultants offer its services based on four main principles:

- **Innovation**, in order to ensure an optimal and timely adaptation of their clients to the ever-accelerating changes in their current business environment.
- **Client-tailored nature of service**, oriented to fulfill the specific needs of every particular client.
- **Quality**, in order to satisfy as best as possible its clients' expectations and develop a long term collaboration relationship.
- **Meticulousness, professionalism and independence**, as it is formed by a team of experts from different specialised disciplines, guaranteeing the technical quality of their work, the confidentiality of information and the optimal use of the available resources.

(What is BCF Consultors?)

BCF Consultors has a long professional service record:

BCF Consultors, works for companies, professional and business associations, public entities, foundations and other non-profit organisations. **BCF Consultors'** experience background in the consulting environment allows it to have the necessary resources to meet the challenges of its clients: analysis and improvement of management systems, service quality and marketing, design of strategic plans, analysis of business segments and markets, definition and evaluation of public policy, project feasibility studies, creation and organisation of business and statistical information systems, etc.

Core members of **BCF Consultors** participate in teaching activities at different universities and training programs. This aspect of their professional activities contributes to the permanent improvement of the **BCF Consultors** team, both in the theoretical and practical aspects of their work.

BCF Consultors participates in an international network specialised in research and consultancy.

In addition, **BCF Consultors** issues an annual *Directory of Business Services*, the only one that offers a comprehensive listing of these activities, in Catalonia.

(What do we do?)

Theoretical and practical studies:

Due to the rapid changes in markets and society, **BCF Consultants** carries out in-depth systematic studies, providing an analysis of the main business segments and economical scene. These studies are the basis for specific developing policies and action strategies for their clients.

Preparation and treatment of information:

Since there is an over-abundance of available information, **BCF Consultants** selects, develops and structure the most relevant one for the decision-making processes of their clients, and for the strategical assessment of their activities.

Advisory services:

In order to facilitate a fluent and effective transfer of knowledge, **BCF Consultants** provides advisory and consulting services to companies, institutions and public entities, and more specifically to their management teams.

Information and training services:

The work of **BCF Consultants** is also carried out through other services for companies and institutions: organisation of conferences and seminars, design training and other educational courses design, the Directory of Business Services edition, etc.

(In which environments do we work?)

Services:

The increasing share of tertiary sector in today's society has set up an intensive growth and transformation process in service activities, both on the public and the private scenes.

This creates the need to develop working methods aimed to stimulate innovative processes in service organisations and companies, to promote integration and effectiveness of services associated with the industry, to modernise the structure and operation of public administrations and also those of non-profit organisations, etc. In addition, providing service activities requires ongoing quality improvements, an environment in which **BCF Consultants** also offers its services through the design of marketing plans, development of client-provider relationships and customer service programs, perceived quality studies, etc.

Tourism:

Tourism is one of the sectors of major economical impact on our country, and is therefore an activity of great strategic importance to the development of many cities and regions.

Tourism business competitiveness maintenance and improvement, requires the design of strategical business, sectorial and territorial plans, the analysis of the degree of satisfaction of visitors during their stay at their destination, the definition of a quality management model for tourism services, etc. **BCF Consultants** has worked for many years both in mass tourism studies and in new market segments: mountain-area tourism, cultural tourism, city tourism and mainly, the meeting and congress market.

Culture and communication:

The cultural and communications segments are currently facing important future challenges because of the rapid globalisation of these activities, and the appearance of new forms of production and consumption of information content and leisure time.

It is therefore necessary to redefine the public cultural policies, modernise the management of these activities, set up local and international networks for creating and producing cultural activities, to integrate and concur with other entities in the sector, etc. **BCF Consultants** has many years of experience in this field, and has specifically worked in the public cultural sphere (museums, libraries, etc.), in the arts (theatre, music, etc.), in the culture and communication industries (books, audio-visual material, etc.), etc.

Training:

Training constitutes an essential element in the development of the most advanced societies, both because of the importance of teaching productive skills, and the influence this has in configuring a system of values and consumption guidelines.

In view of this, it is necessary to perform a systematic follow-up of the evolution of training activities with regard to the challenges of the information society, an evaluation of the suitability of the training system and employment demand, the improvement of the transfer of knowledge from top research and education institutions to companies, etc. **BCF Consultants** has observed an increasing demand for studies and advisory services in this field.

Digital economy:

The progressive consolidation of the information society has given way to a new framework for the development of economic activity, in which new opportunities, and many uncertainties arise.

This profound transformation is reflected in many ways: in the emergence of a new knowledge-based economy, in the research of new forms of commerce through the information networks, in the central nature of the technological transfer processes, in the development of new training and leisure time options, etc. The high growth that characterises the evolution of these markets, because of rapid technological change, demands a capacity for agile and up-to-date response by **BCF Consultors**.

Territory:

Territory is the scene on which economic, social and cultural development takes place, and therefore constitutes the reference point from which the definition of public and business strategies evolve.

The analysis of reality from a local or regional perspective, as well as the evaluation of the available resources in a given part of the country, lead to a better understanding of the geographic localisation of economic activity and settle the basis to define stimulating measures for its development. The experience of **BCF Consultors** in carrying out studies from a territorial perspective, cover a wide range of business segments, among which one can highlight services to business, tourism, culture, housing, etc.

(Who we work and have worked for?)

The clients of BCF Consultors:

The **BCF Consultors** team has rendered services to the following organisations:

Ajuntament de Barcelona.
Ajuntament de Calvià.
Ajuntament de Girona.
Ajuntament de Lleida.
Ajuntament de Lloret.
Ajuntament de Manresa.
Ajuntament de Sabadell.
Ajuntament de Salou.
Ajuntament de Torroella de Montgrí.
Ajuntament de Vilanova i la Geltrú.
Àrea de Cultura de la Diputació de Barcelona.
Àrea de Joventut i Turisme de la Diputació de Barcelona.
Àrea de Govern Local de la Diputació de Barcelona.
Àrea de Promoció Econòmica i Ocupació de la Diputació de Barcelona.
Asociación de Ferias Españolas – AFE.
Associació Benestar i Desenvolupament – ABD.
Associació Catalana d'Empreses de Vídeo Industrial i Professional – ACEVIP.
Associació Catalana de Productors Cinematogràfics i Audiovisuals – ACPCA.
Associació de Promotors i Constructors d'Edificis - APCE.
Associació d'Editors en Llengua Catalana - AELC.
Audiovisuals Eikonos, S.A.
Ayuntamiento de Gijón.
Ayuntamiento de Las Palmas de Gran Canaria.
Ayuntamiento de Madrid.
Ayuntamiento de Pamplona.
Ayuntamiento de San Sebastián.
Barcelona Convention Bureau - Turisme de Barcelona.
Burson Marsteller.
Caixa de Balears – Obra Social i Cultural de “Sa Nostra”.
Cambra de Comerç de Barcelona.

Cambra del Llibre de Catalunya.
Camerdata.
CEDEA.
Centre d'Informació i Desenvolupament Empresarial - CIDEM.
Col·legi de Gestors Administratius de Catalunya.
Companyia d'Aigües de Sabadell - CASSA.
Confederación Española de Gremios y Asociaciones de Libreros - CEGAL .
Consell Català del Llibre Infantil i Juvenil.
Consell Comarcal del Baix Empordà.
Consell del Col·legi d'Agents de la Propietat Immobiliària de Catalunya.
Consell Superior de Cambres de Comerç de Catalunya.
Conselleria de Cultura de la Generalitat Valenciana.
Conselleria de Cultura del Consell Insular de Mallorca.
Consorci Català de Promoció Exterior de la Cultura - COPEC
Consorci de la Zona Franca
Departament d'Economia i Finances de la Generalitat de Catalunya.
Departament d'Educació de la Generalitat de Catalunya.
Departament d'Indústria, Comerç i Turisme de la Generalitat de Catalunya.
Departament de Cultura de la Generalitat de Catalunya.
Departament de Medi Ambient i Habitatge de la Generalitat de Catalunya.
Departament de Política Territorial i Obres Públiques de la Generalitat de Catalunya.
Departament de Comerç, Turisme i Consum de la Generalitat de Catalunya.
Donosita Convention Bureau.
ENHER – ENDESA.
Espot Esquí Parc, S.A. - COPCISA.
Federació d'Entitats Locals de les Illes Balears - FELIB.
Federación Española de Sociedades de Archivística, Biblioteconomía y Documentalistas - FESABID.
Fòrum Universal de les Cultures Barcelona 2004, S.A.
Fundació Bosch i Gimpera de la Universitat de Barcelona.
Fundació Jaume Bofill.
Fundación Auditorio Alfredo Krauss – Palacio de Congresos de Las Palmas de Gran Canaria.
Gijón Convention Bureau.
Gobierno de Navarra.
Gremi de Llibreters de Barcelona i Catalunya.
Hispacoop.
Institut Botànic de Barcelona.
Institut Català d'Indústries Culturals.
Institut d'Educació Contínua - IDEC.
Institut d'Estadística de Catalunya.
Institut de Cultura de Barcelona.

IPMARK.
Knowledge Industry Publications, Inc., New York.
KONIC.
Las Palmas de Gran Canaria Convention Bureau.
Luna Disseny-Comunicació.
Lleida Convention Bureau.
Madrid Convention Bureau.
Management-Technologie-Economie. Toulouse - DLA.
Mancomunitat de Municipis de l'Àrea Metropolitana de Barcelona.
MD de Miguel Diaz, S.A.
Microsoft.
Ministerio de Cultura.
Oberon Cinematogràfica, S.A.
Plaza & Janés, S.A. - Grupo Bertelsmann España.
Porta 22. Barcelona Activa. Ajuntament de Barcelona.
ProEixample, S.A.
Promoció Econòmica de l'Àrea Metropolitana de Barcelona.
Qualitat Promocions.
REDESA.
Secretaría de Turismo – Ministerio de Economía.
Spain Convention Bureau – Federación Española de Municipios y Provincias - FEMP.
Transports Metropolitans de Barcelona.
Turespaña . Secretaría de Turismo. Ministerio de Industria, Comercio y Turismo.
Turisme de Barcelona.
Turisme de Catalunya. Generalitat de Catalunya.
Unión Patronal Metalúrgica - UPM.
Universitat Autònoma de Barcelona.
Universitat de Barcelona
Universitat Pompeu Fabra de Barcelona.
Universitat Ramon Llull de Barcelona.

(How do we work?)

Quality protocols:

To ensure the quality of the services provided by **BCF Consultors**, a system of quality policies are available. They cover the main areas of activity of the company: customer service, information preparing and processing techniques, data security and confidentiality, material resources management, the internal and external communication processes of the company, etc.

Quality certificate:

BCF Consultors is certified by the ISO 9001:2008 since November 2000. The certification was given by the **Applus Certification Technological Centre** number EC-0741/01.

BCF Consultors is a member of the **IQUA –Internet Quality Agency–**, adopting therefore its codes of conduct and its measures of self-regulation.

Classification and registrations:

BCF Consultors has been:

- Classified in the L group, 03 subgroup, B category, as a services bidder for the Ministerio de Economía y Hacienda.
- Listed:
 - European Investment Bank.
 - World Bank and Interamerican Development Bank. DACON: Data on Consulting Firms Registry.
 - Experts of the Committee of the Regions of the European Union.
 - Asian Development Bank. DACON Registry.

- Municipal Registry of bidders of the Ajuntament de Barcelona.
 - Registry of bidders of the Generalitat de Catalunya.
 - Registry of bidders of the Diputació de Barcelona.
 - Registry of bidders of the Ministerio de Economía y Hacienda.
 -
- Approved:
- Diputació de Barcelona.
 - Ajuntament de Barcelona.

Data Protection:

BCF Consultors's databases are all recorded at the file of the Data Protection Registry of the Data Protection Agency.

Preservation of the environment:

BCF Consultors is an organisation committed to the preservation of the environment. Therefore, the activities of the company are carried out in accordance with saving material and energy resources and an optimal management of waste materials principles.

Environment Certification

BCF Consultors is certified by the ISO 14001:2004 since December 2005. The certification was given by the **Applus Certification Technological Centre** number MA-0398/05.

Information and communication technologies:

BCF Consultors places among its main activity priorities, to take full advantage of the new opportunities offered by the information and communication technologies. For this reason, since its foundation, the company has had a multi-annual modernisation and improvement plan of the organisational resources in this field.

Fundació Kontrast:

Since its foundation, **BCF Consultants** has been allocating a percentage of its benefits to finance a research grant. The research must aim at hastening sustainable development in third world countries (either in the social, economic, educational, cultural or technological sphere).

The success of this initiative and the support showed by other firms and professionals, who share these same ideals, led **BCF Consultants** to create the Fundació Kontrast.

Network of professional contributors:

BCF Consultants has a wide network of specialised contributors who participate with the company in giving an optimal response to the needs of its clients.

Internationalization :

BCF Consultants is a founding member of the RESER (Réseau Européen Espace et Services), which is a European network of university departments, consultants and research groups working in the field of services.

Furthermore it collaborates with professionals, companies and universities from all over the world regarding its different specialization areas: tourism, culture, housing,

(Who are we?)

The BCF Consultors team:

The core of BCF Consultors is formed the project directors and coordinators:

Ezequiel Baró: Professor of Applied Economics at the University of Barcelona. Project-Manager.

Miquel Flamarich: Partner-Director. Professor of the EUTDH at the Autonomous University of Barcelona. Project-Manager.

Isabel Gol: Studies in Engineering. Management.

Bea Ferrer: Administration and Business Management Studies. Project-Coordinator.

Irene Gómez del Moral: Studies in Sociology and Market Research. Project-Technician.

Susana Moreno: Studies in Business. Assistant manager.

Elisabet Terrades: Studies in Political Sciences. Project-Technician.

Guillem Vich: Studies in Sociology. Project-Technician.

Xavier Cubeles: Professor of Audio-Visual Economics at the Pompeu Fabra University of Barcelona. Project-Manager.

Gemma Latorre: Studies in Political Science. Project-Coordinator.