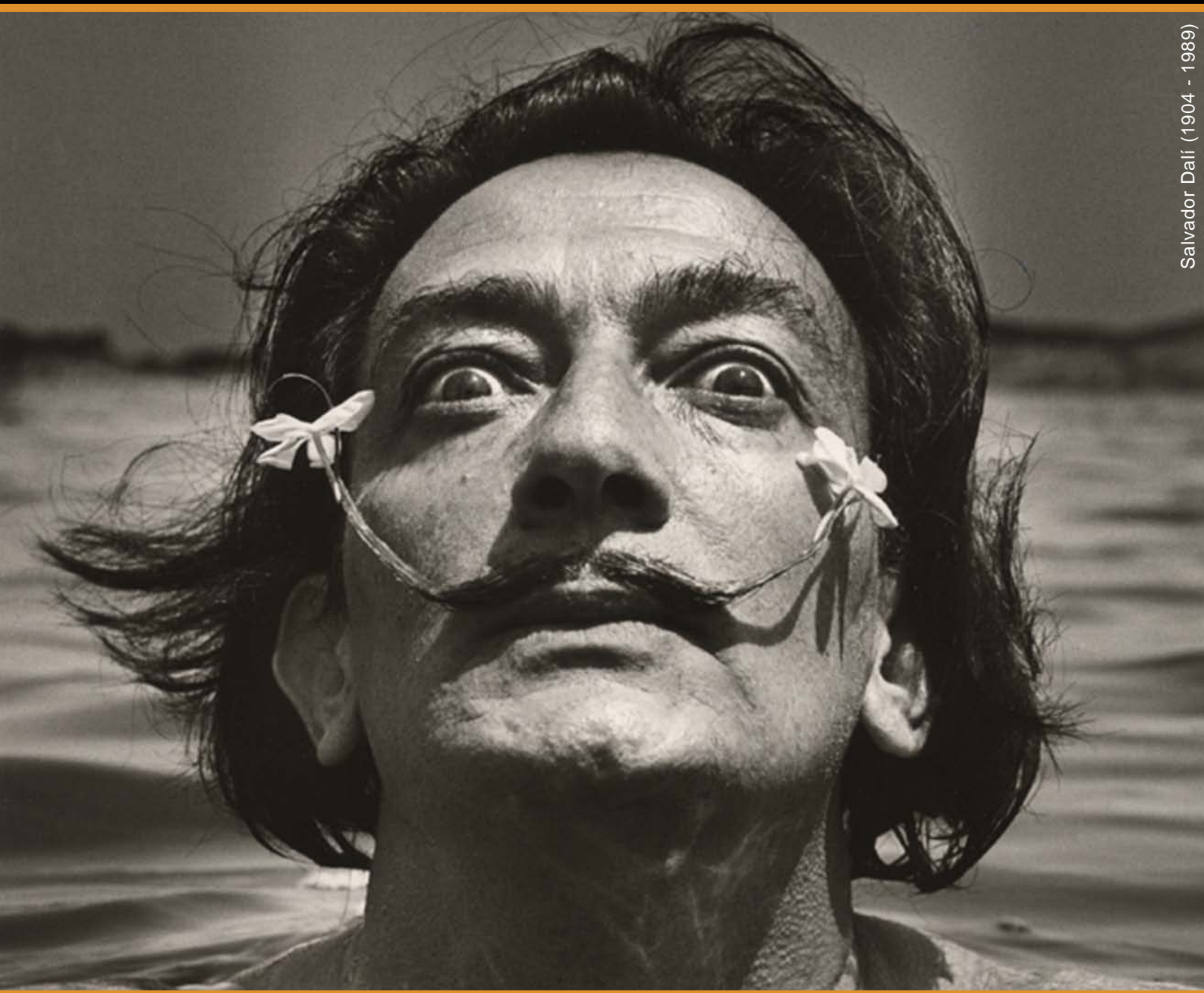


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Hotel Omm / Terrace

Hotel Omm / Suite



Moo Restaurant



Cuines Santa Caterina



Negro Rojo



Bestial



Bestial

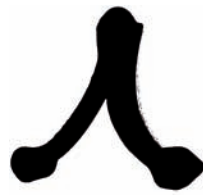
# GRUPO TRAGALUZ BARCELONA

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**Ion de la Riva**  
General Manager  
Casa Asia  
[www.casaasia.es](http://www.casaasia.es)



CASA ASIA

With its headquarters in Barcelona, Casa Asia has become a reference point and a center for cultural information on Asia and the Pacific, and has provided the city with a meeting point between the Spanish society and the Asian world.

Ion de la Riva (Caracas, 1959), driving force behind Casa América in Madrid and Casa Asia in Barcelona, is also the Ambassador in Special Mission for Spain's action plan Asia-Pacific 2005-2008: "Casa Asia was created as a tool and catalyser of the Spanish administrations' efforts, initiatives and actions to achieve Spain's greater presence in Asia and Pacific Region. The initiative to create Casa Asia was meant to ensure Spain's presence in the commercial, financial and political sphere of Asia, with the aim to encourage the active participation of all public Spanish institutions as well as economic agents and social representatives to meet this new challenge.

In recent decades Asia has become one of the world's most dynamic areas, with the highest demographic and economic growth in the world. Over 50% of the world's population is concentrated in this region and it accounts for approximately 25% of global GDP.

Inaugurated in June 2003, Casa Asia is a platform, a window open to the Asia-Pacific region, with the priority objective of promoting and carrying out projects and activities that contribute towards greater mutual awareness, boosting relations between Spain and Asian and Pacific countries particularly in institutional, economic, academic and cultural spheres.

Since Casa Asia foundation in 2003, the increase of programs in our head-quarters in Barcelona has been a constant, accompanied by a growth of activities in a number of cities in the rest of Spain. I founded Casa América in Madrid and Casa España in La Habana, Cuba, but my real wish was to create Casa Asia because I have been always deeply fascinated by Asian culture and values. When the Casa Asia project started to define itself in my mind, I was actually living in China, and I was absolutely sure that the best Spanish strategic position for its headquarters would be Barcelona, because, as one of the most important and vibrant cities in the Mediterranean, Barcelona has always looked towards the East, towards the Route of Silk, the finest route ever of commerce and culture.

The implementation of Casa Asia in Barcelona aims to recover for its region, Catalonia, the international role that deserves by own right, in relation with its prolongation towards the Mediterranean and Orient. Barcelona embraces over 70% of total Asian investments in Spain, especially from Japan. Catalonia holds a great community of Asian businessmen, and we are sure that the best is yet to come. With the celebration this year 2007 of the Year of Spain in China, we aim to attract also Chinese business, joint-ventures and investments, and I am positive that the excellent bilateral relations between Spain and China will bring plenty of fruitful benefits and results for both countries in the near future".

Ion de la Riva, General Manager, Casa Asia



Fountain and stairs



Show windows



Mosaic Detail



Sala Manila



Rosa María Esteva  
Tomás Tarruella

Co-Presidents  
Grupo Tragaluz

[www.grupotragaluz.com](http://www.grupotragaluz.com)



Since Rosa M<sup>a</sup> Esteva and her son, Tomás Tarruella, started their first business adventure it has been already 15 years. Group Tragaluz embraces 12 trendy and successful restaurants with unique ambience and with their own characteristics and style: Negro, Principal, Tragarrapid, Tragamar, El Japonés, Bestial, A Contraluz, Cuines de Santa Catarina, Tragaluz, Agua, Tragaluz Catering, Bar Lobo, and in process to open La China. Currently consolidated as an empire of quality and prestige in Catalonia, Rosa M<sup>a</sup> Esteva explains how everything started:

“I started alone and my son decided to join me right from the beginning. I always had plenty of people having lunch or dinner at home, not only my four children, but also their friends, so I have been always used to have people around eating with us.

I am a very active person and I always need to do something new. As soon as I got divorced, I tried my chances as a businesswoman, and I have to say we are very pleased with the result. We are deeply attracted to original atmospheres and different designs. Each one of our establishments has its own personality, flavor, and unique touch. The place to build our restaurants is of extreme importance for us: first we literally need to fall in love with the place, and then we start thinking what to build in it.

We always care about elegant and contemporaneous ambiances, in line with the expectations and needs from our customers.

Our aim was that, no matter which mood a customer feels when going out for lunch or dinner, they always find the best alternative within Group Tragaluz. We offer the perfect place to have a wonderful lunch or dinner, plus the best charming and perfect atmosphere”.

Tomás Tarruella, Co-President of Group Tragaluz and son of Mrs. Rosa M<sup>a</sup> Esteva, adds: “Quality of food is fundamental for us, but we also care to the maximum about the smallest details: the flowers, the right illumination, a piece of art or the right music are basic to create the special touch that determines each of our restaurants style. We also share different opinions, preferences and interests within our family when finding a new establishment. My sister, Sandra Tarruella, is an interior designer and has acquired a very important role in the design aspect of the whole group. When we find the right place, our illusion always surpasses the risks.”

Beyond the restoration business, Rosa M<sup>a</sup> Esteva and Tomás Tarruella started their first experience in the hotel business with Hotel OMM, that has become a true landmark in Barcelona and one of the most trendy and concurred hotels in the city.

Rosa M<sup>a</sup> Esteva explains: “What is different and special about Hotel OMM is that it is a cosmopolitan meeting point where foreigners customers mix with Barcelona citizens that go there to enjoy a drink in the lounge or to relax in our spa. Plus, it is located right by Barcelona’s commercial and fashion district by excellence, the Paseo de Gracia, and only a few steps away by foot from Gaudi’s Casa Batlló and La Pedrera. It all makes it a great and special place to stay, plus of course its design...that has won many different awards from London and NY. The latest came from Germany, where it has been classified as the Best Design Hotel in the world”.

Tomás Tarruella adds: “We also created the Fundación Niños del Mundo – Foundation Children of The World-. We give 100% of our customers donations straight to the children, since Group Tragaluz charges with all infrastructure expenses of the Foundation. We have also worked with a Nepal medical centre, we have almost finished a water prey in Kenya, and we will soon open day-care centers for children in Turkana, África”. Overall, Group Tragaluz is a true story of success from every point of view, and a true gift to the city of Barcelona.

**EL JAPONES**

[www.eljaponesdeltragaluz.com](http://www.eljaponesdeltragaluz.com)

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Michael Goldenberg

C.E.O  
La Roca Village

[www.larocavillage.com](http://www.larocavillage.com)

Value Retail Management, the American multinational specialized in the commercial segment of luxury outlets, opened La Roca Village in Barcelona in 1996, and Las Rozas Village in Madrid in 2000. Today, both constitute two icons of outlet centres, where we can find the most prestigious international brands in a luxurious atmosphere. Michael Goldenberg, General Manager of Value Retail in Spain, explains its success in Spain:

“Spain is very exciting country, Spanish people are very nice and open, weather is wonderful, and the country has an amazing cultural heritage. Overall, Spain is an ideal country to combine tourism and shopping, and a very important market for Value Retail International, that embraces eight outlet centres in Europe: La Roca Village in Barcelona, Las Rozas Village in Madrid, Bicester Village in London, La Vallée near Disneyland Resort in Paris, Fidenza Village, between Milan and Bologna in Italy, Wertheim Village in Frankfurt, Maasmechelen Village in Brussels, and Ingolstadt Village in Munich.

Our philosophy is oriented to settle open-air luxury outlets near to cosmopolitan cities that also act as powerful tourism destinations. We offer a unique concept for high level shopping, reaching 130 million potential customers that live within 2 hours distance of those cities, as well as the millions of tourists that visit them.

Our customers can enjoy quality products and brands at exceptional prices, surrounded by a unique and pleasant atmosphere.

Inspired in Catalan architecture, La Roca Village is an interpretation of a 19th century village, strategically located near to Barcelona and very close to the Costa Brava, one of the most popular Spanish tourism destinations. With easy access by A7 highway, La Roca Village has become a reference both for residents and foreign tourists attracted by fashion, where they can find designs from Valentino, Gucci, Dolce & Gabbana and Burberry among other top international brands.

In Madrid, Las Rozas Village is exceptionally located in a residential luxury and prestige area adjacent to Spain's capital, 25 minutes away the northwest Madrid and in the middle of important tourism routes as Segovia and El Escorial. The outlet centre attracts millions of cosmopolitan Madrid residents, plus 2,8 millions tourists that visit the region every year. In Las Rozas they can find Hugo Boss, Carolina Herrera, Camper, Antonio Miró, Timberland, Mandarin Duck, Levi's, Versace and TAG Heuer, among others. The project's architecture and its thematic design of construction has been conceived as an imaginative interpretation of the most famous shopping streets in the world in Beverly Hills, Paris, London, Milan, Rome, Moscow and Shanghai.

All our outlets are provided with a pleasant landscape, good and attractive installations, buildings that respect the architecture and culture of each zone, and excellent services and restaurants.

China is a very important market for us as a group, because they love luxury shopping, and we are already present in China through strategic marketing actions. At a group level, we have had already over 16.000 Chinese customers among several of our European centres, and we certainly encourage them to visit our outlets in Spain”.

Michael Goldenberg, General Manager of Value Retail in Spain





**Arnaldo Muñoz**

Regional General Manager Southern Europe EasyJet

[www.easyjet.com](http://www.easyjet.com)



EasyJet is currently the second low cost airline in Europe but the first one operating from the main European airports. Market leader in U.K, EasyJet is also the second biggest company operating in Paris and Milan airport. Arnaldo Muñoz, General Manager for Spain and Portugal, explains EasyJet competitive advantages: "We offer the best relation quality-price of the market and we are the best choice for short escapes and city breaks around Europe, since 50% of our passengers spend from 2 to 3 nights in their chosen destination. But besides being very aggressive with our prices, we are extremely careful about our product. Our philosophy is about to reduce prices only in the aspects that are secondary for the passenger, as for instance the catering on board, but the fact is that half of our savings come from operation efficiency: we do not cut on what is truly important, as it is punctuality, quality, service, and above all, security is top priority for the company. We fly new generation airplanes with the best crew in Europe, we are the leading low cost airline in number of destinations, operating from more than 75 airports and with 350 routes within Europe, and we take our passengers to their real final destination. When we say Barcelona we mean Barcelona Prat, when we say Paris we mean Orly or Charles de Gaulle, when we say London we mean Luton, Stansted and Gatwick, and when we say Milan we mean Malpensa, because we value our passengers time. We have completely changed the European tourism scene and we have been able to create and develop a new profile of tourist. 25% of all tourists that arrive to Barcelona do it with EasyJet, and it will soon be the same case in Madrid and Málaga. Currently we have 17 bases in Spain and 124 airplanes, and our objective is to multiply per three the size of the company in five years, when we expect to have 400 planes. We carry smart passengers, so I encourage Chinese tourists that come to Europe to visit several cities in the same trip, to choose EasyJet for their air transportation. We will take them to Barcelona, Madrid, Ibiza, Málaga, Bilbao, Plama de Mallorca or Valencia, from Berlín, Genève, London, Liverpool or Bristol, among many others".

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## MADRID LAS ROZAS VILLAGE

## BARCELONA LA ROCA VILLAGE

Disfrute del lujo de gastar menos en Las Rozas Village y La Roca Village Outlet Shopping. Nuestros Villages acogen varias de las más prestigiosas marcas del mundo, con boutiques que ofrecen colecciones de temporadas anteriores con descuentos de hasta el 60% todo el año. Visitenos como parte de sus vacaciones este año.

[www.LasRozasVillage.com](http://www.LasRozasVillage.com)

[www.LaRocaVillage.com](http://www.LaRocaVillage.com)

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Fidel Sust i Mitjans

General Manager  
Circuit de Catalunya

[www.circuitcat.com](http://www.circuitcat.com)

The Circuit de Catalunya is one of the most modern tracks prepared to hold important motor racing competitions. Inaugurated in 1991 by the Generalitat de Catalunya (Catalan government), the RACC (Royal Automotive Club), and the Montmeló Town Council, the circuit calendar includes competitions as the F-1 Spanish Grand Prix and the Catalan Motorcycling Grand Prix. Fidel Sust, General Manager, explains Circuit of Catalonia 16 years of activity:

"Next stop is Spanish Formula One Grand Prix on May 13th. The fact that Fernando Alonso, F1 world bi-champion is Spanish has given a very important boost to the F1 sport in Spain, and Catalan pilots as Pedro Martínez de la Rosa and Marc Gené have also help to impel the activity and international projection that Circuit of Catalunya has achieved worldwide.

Last year 2006, Circuit de Catalunya was the circuit that received more public during the championship. This fact itself implies a challenge for us to keep improving, not only in the number of people that we are able to receive, but most importantly in the quality of our services and installations:

We can absorb 130.000 people in one day. Spectators of the race arrive at 6 a.m. and leave around 5 p.m, so people spends around 11 hours in the circuit, where they eat, drink, do some shopping...in summary they generate plenty of synergies within the circuit services. The circuit has a global surface area of 120 hectares, 48.000 m2 of paddock surface, 32.000 car park spaces, 36 cameras of closed TV circuit, 25 TV giant screens viewable from everywhere, 2 transformer stations with 3000 kw in all, 48 boxes, 37 hospitality lounges at the pit building, 18 Suites and 18 boxes at the Main Grandstand, 1.230 m2 of Media Centre surface (Press and Briefing Room), permanent restaurant with a capacity up to 200 people, 8 permanent bars for races and other events, car wash tunnel, petrol station, outside areas for 4x4 activities and 2 heliports.

From the very first day that a F-1 race is finished, we already start selling tickets for next year. We have a network of international sales agencies worldwide and a very useful website in which one can visualize through our videos how the race will be seen depending on the position chosen, and buy the ticket accordingly. The website also provides all information needed in terms of calendar, how to get there, etc. In this aspect we are proud of our leadership, since only a very few circuits in the world offer these options in their websites.

Our best asset is quality, which brought us to have currently 15.000 affiliated members.

The F-1 championship brings Catalonia, Barcelona and our circuit worldwide exposure once a year has a great tourism impact in the area, since all foreign visitors that come to attend the Championship also stay for a few days to enjoy the marvellous tourism attractions that Catalonia has to offer. I am sure Chinese tourists would be delighted to come and see our F-1 championship. They have a magnificent circuit in Shanghai, and we are working closely with some important travel agencies in Shanghai in order to introduce our circuit and attract Chinese visitors to come during their stay in Europe."



# HOTELS



**Robert Torregrosa**  
Manager  
Hotel Rey Juan Carlos I  
[www.hrjuancarlos.com](http://www.hrjuancarlos.com)

The Hotel Rey Juan Carlos I – Business & City Resort, member of The Leading Hotels of the World, was inaugurated days before the Olympic Games of Barcelona '92. Roberto Torregrosa, General Manager, explains the competitive advantages of being the only Business & City Resort fully integrated in the heart of the city



as well as its brand new structure: “Since January 2007, we are fully operated and managed by the Barcelona-based Husa Group, a well-established and prestigious company founded in 1930 dedicated to hotel and restaurant services that boasts over 200 establishments in 125 cities and employs around 2.800 professionals. This will further impulse our international recognition as one of the best city resorts in the world, compiled out of The Royal Fitness, The Royal Catering, and the state of the art Catalonia Palace of Congresses, all of it surrounded by our restaurants, pools and catalogued spectacular gardens. Our main objective is to consolidate the complex as a top reference of congresses, convention and incentives tourism at national and international level, and to refresh the leading position of our thermal offer through our urban spa, member of The Leading Spas of the World. Our most important and valuable asset is people. We give extraordinary attention to the quality of service we provide our customers. The aspect in which our five stars Great Luxury category excels, beyond our state of the art installations and privileged location, is the attitude of our professional team. We excel in luxury, especially related to service. The Resort has also been through a spectacular renovation in some areas, such as the Executive Floor, that offers amazing views to the city and all the services that a business customer may need in a very private space”.

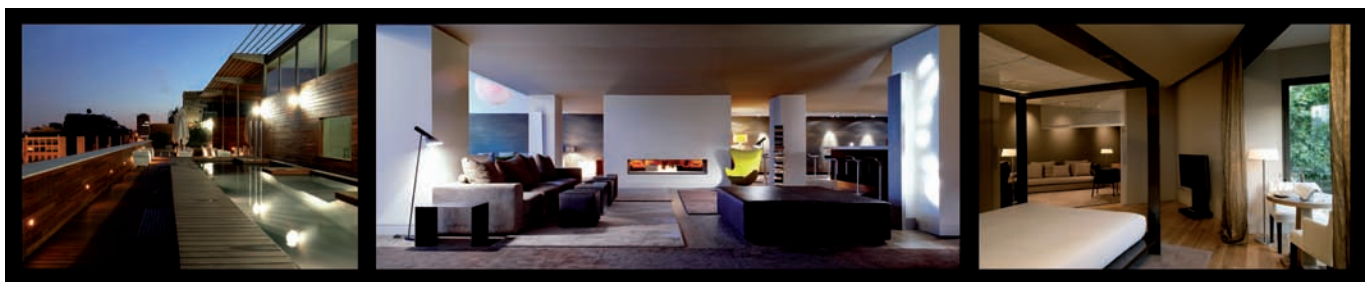


**Pablo Fernández-Valdés**  
Director  
Hotel OMM  
[www.hotelomm.es](http://www.hotelomm.es)

Barcelona has always been synonymous of design and architecture, but under the local empire of Grupo Tragaluz, Hotel OMM stands out as its maximum expression. Pablo Fernández-Valdés, Director of Hotel OMM, describes this unique space in the heart of Barcelona:

“Our 59 rooms combine rare elegance and contemporary design with natural day-light, and are fully equipped with high quality sound systems, internet access and phone lines. Our extraordinary location just off the wide and stylish Passeig de Gracia, - the city classiest avenue with a plethora of top brand boutiques and

restaurants, provides easy 5 minute walking distance to Gaudi's masterpieces La Pedrera and Casa Batlló, and they are visible from the Hotel's impressive roof terrace, a singular space with an open-air pool dressed with pure white sofa deckchairs and a fantastic view. Plaça Catalunya and La Rambla are 15 minute walk away. The Hotel OMM restaurant is called MOO Restaurant, and is directed by the Roca brothers whose own restaurant in Girona, Celler de Can Roca, has 2 Michelin stars. MOO combines exquisite recipes of haute cuisine with a strict selection of wines, which turns this unique space into an essential place for quality lovers. Attached to the Hotel there is also our lounge club OMM Session, a place to see and be seen, open to the city, with fully equipped stage, screens and spectacular light technology. Guests are also invited to relax in our magnificent Spa and Health Club. In summary, Hotel OMM is a mixture of wellness, modernity, design and hospitality, a true reflection of Barcelona's soul and lifestyle”.



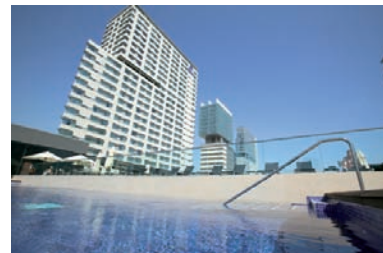


**Maite Illa**

**Director of Business  
Development  
Hotel Hilton Barcelona**

[www.barcelona.hilton.com](http://www.barcelona.hilton.com)

When people stay at the Hilton they are essentially buying a brand name and the assurance of quality and service that goes with it. The 3 Hilton in Spain are based in the Mediterranean coast, two in Barcelona and one in Valencia. Maite Illa, Operations Manager explains:



"Hilton responds to great opportunities, and this area has an amazing potential. The new Hilton Diagonal Mar is a resort in the seaside of Barcelona, with quick access to the beach and practically next door to CCIB, Barcelona's International Conference Centre. Barcelona is a great city to celebrate international meetings, because it offers great balance between business and pleasure facilities, and in this sense Hilton Diagonal Mar provides business travellers with an outstanding alternative. The hotel is luxurious, with a good-sized outdoor pool which pool bar- café has incredible views over the city and over the sea. With 433 impressive rooms and with a ball room with capacity for 1.000 people, we are able to serve the needs of CCIB conventions, that very often need a hotel able to lodge important number of guests in the same establishment. Location plays a very important role also in our brother hotel: Hilton Barcelona. Located in the commercial and financial district of the upper part of the city, Hilton Barcelona also represents brand name, 5 star quality and incredible facilities. Barcelona holds great international events such as 3GSM or Bread and Butter, but plenty of executives that come to Barcelona for the first time for business, come back later on holidays with their family. Currently we get 65% business travellers and 35% holiday travellers, but both of our Hilton hotels offer much more than a hotel, but a totally tailor-made program for our customer needs, along with Hilton worldwide security, quality, and hospitality standards".

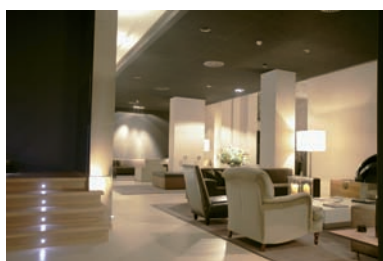
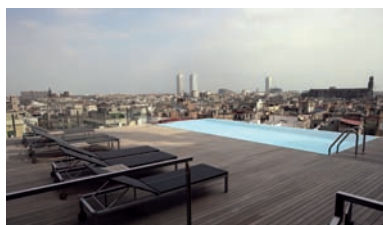


**Silvia de Blas**

**Director  
Grand Hotel Central**

[www.grandhotelcentral.com](http://www.grandhotelcentral.com)

The Born district is one of the most vogueish and fashionable zones in the city. With spectacular views of the entire Gothic district and the ancient city walls, Born is replete with trendy shops, young fashion creators, enchanting bars and surprising restaurants with views of the narrow streets and typical squares or plazas.



opposite to Barcelona Cathedral, we find Grand Hotel Central. "We are nestled in the heart of medieval Barcelona, 10 minutes away The Ramblas, the shopping zone of Plaza Catalunya, the most visited museums, and the seafront" –Explains Silvia de Blas, Grand Hotel Central General Manager -. "The elegant hotel building dates from 1926, and was the official residence of one of the Presidents of the Catalan Government, Mr. Francesc Cambó. The building evokes the Barcelona splendour of the 20's: bourgeois, happy and deliciously European. Completely renovated in a unique atmosphere, the hotel harmoniously combines luxury, modern comfort, generous spaces and quality service. Our 147 rooms are a perfect combination of avant-garde design and relaxed ambience, and our 50 Executive and 22 spectacular Suites stand out for their elegance and cool comfort. Grand Hotel Central has one of the most beautiful swimming pools of Barcelona; perched atop the roof of the building, cool as any in Europe, is graced with a spacious Solarium where customers enjoy a breathtaking view of the city.

The Hotel restaurant, Actual, is directed by Chef Ramón Freixa - voted Spain's best a few years ago and renown internationally for his talent and imagination, and offers an inventive menu, fresh and Mediterranean, combining Market and Catalan cuisine".