

For Immediate Release:

FC BARCELONA TO MOVE ITS COMMERCIAL OPERATIONS IN AMERICA FROM NEW YORK TO DOWNTOWN MIAMI

With the support of the Miami Downtown Development Authority, the Club will open a new commercial space in one of the key cities for the country's soccer community and a hub for Latin America

MIAMI – APRIL 30, 2025 – FC Barcelona announced today that it will relocate the club's commercial operations to downtown Miami the epicenter of soccer business in the United States and a hub for connection with Latin America, from New York City,. This move comes after the Club received a business incentive grant from the [Miami Downtown Development Authority \(DDA\)](#) and will continue to elevate FC Barcelona's presence in North America.

"The city of Miami has become a hub for soccer in the United States and for us it makes sense to establish our commercial operations in one of the key markets for the Club's business," said Joan Laporta, president of FC Barcelona. "We look forward to exploring all the synergies that can be established to provide the best Barça experiences to our fans throughout America"

The Club and Miami DDA have reached an agreement to collaborate on efforts to promote the Barça presence in America and the expansion of the FC Barcelona brand in one of the key markets for the Club's business. The Club will open a business space in downtown Miami focused on managing FC Barcelona's assets in the region as well as promoting the search for new opportunities to bring potential investors closer and offer new experiences to the Barça community on the continent.

"From youth leagues to diehard fans, look around Miami and it's clear we are a city that loves soccer," said Christina Crespi, CEO and Executive Director of the Miami DDA. "Bringing a historically recognized Club like FC Barcelona to downtown Miami is a testament to the rich business ecosystem in our district, and being able to leverage our business incentive program shows the power of partnership businesses get with the Miami DDA. This move not only strengthens our identity as a premier destination for world-class sports but will also fuel significant economic growth and create new jobs in the urban core."

FC Barcelona's history with the United States dates back to 1937 when the first soccer team became ambassadors for the Republic and the Generalitat of Catalonia during the Spanish Civil War. Since then, the Club's relationship with the United States has subsequently been extended with various visits by the first men's, women's soccer teams and men's basketball team, as well as the opening of the first international offices in New York in 2016. FC Barcelona currently has two Barça Academies Pro (Miami and New York), a Barça Residency Academy (Arizona) and three Barça Academies (Chicago, Carolinas and Austin) as well as more than 200 supporter clubs and millions of followers on the Club's different social media networks. During 2024, more than 54 soccer camps were held in 35 cities throughout the United States, with nearly 8,000 players participating.

The Miami DDA's business incentive program focuses on attracting businesses and retaining top talent in the urban core. Within the last year the agency has awarded more than \$820,000 to new businesses to the district, which encompasses the Central Business District, Brickell and the Arts & Entertainment district in downtown Miami, creating a thriving business environment. To learn more about business opportunities in downtown Miami, visit www.MiamiDDA.com

About the Miami Downtown Development Authority (Miami DDA)

The Miami DDA is an agency of the City of Miami funded by a special tax levy on properties within its district boundaries. It is governed by a 15-member Board comprised of three public appointees and 12 downtown property owners, residents and/or workers who are tasked with overseeing the direction of the agency and setting policy. The agency is committed to grow, strengthen, and promote the economic health and vitality of downtown Miami. As an agency of the City of Miami, the Miami DDA advocates, facilitates, plans, and executes business development, quality of life, planning and capital improvements, and marketing and communication strategies. Visit www.MiamiDDA.com for more information.