

Barcelona MBA Day[®]

18th October 2018

Make it happen!

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Barcelona Global

Our Mission

We want to make **Barcelona** one of the **world's best cities** for talent and economic activity.



58 corporate protector members
119 corporate members
9 individual protector members
669 individual members

Barcelona MBA Day[®]

Barcelona MBA Day allows to **600 MBA** international students from **IESE, ESADE** and **EADA** to know first-hand the industrial, economic, cultural and entrepreneurial Barcelona.

Leaders from top companies, research centers and cultural institutions in the city will welcome and explain to these future global executives their business model, its connection with Barcelona and the potencial the city has to become a global city.

With the collaboration of:

RBA

With the support of:

Damm
Fundació

GRUPO **JULIÀ**

TORELLÓ
CAVA

Why Barcelona? Because it's in our name!

Brains

Top 4 most preferred city to live and work in the world according to the Boston Consulting Group

35 technology centres have landed in Barcelona in the last three years

Accessible and Well Connected

Airport:

- 7th busiest airport in Europe
- 2nd European airport most connected to Europe
- 32 intercontinental destinations

Port:

- Only city in the southern Europe that gathers over 5km of port in the Mediterranean

Fast train connection:

- 2h 30' from Barcelona to Madrid
- 5h from Barcelona to Paris

Research*

13th top most innovative city worldwide and 5th in Europe

5th worldwide and 5th in Europe in scientific academic publications

2nd in Europe in ERCs grants

* Source: www.gencat.cat

Culture and Creativity*

6th city in the world by number of cultural attractions per capita

12% of the total jobs related to creative industries

9 UNESCO World Heritage Sites within Barcelona

* Source: Totally money 2017

Environmentally Friendly and Quality of Life

One of the top 25 global cities in terms of environmental sustainability according to the Sustainable Cities index in 2016

Sustainable mobility represents 85,6% of inner-city journeys in Barcelona

92% of residents are satisfied with the city and the neighborhood where they live

The city promotes the green economy, which in 2016 represented 3% of all employment and offers huge potential

Leadership

3rd worldwide city in number of delegates and international congresses

2nd biggest trade fair site in Europe

Open

24% of the population is foreign

The 4th city in Europe by number of international bednight stays (16,3M)

The 8th main urban in the world receiving investment projects

New Economy and Entrepreneurship

Start-Up hub with 1.100 start-ups

3rd most attractive city to set up a business, after Berlin and London

9th entrepreneurial digital city among 60 cities in Europe

3rd 5G economy at European level

Ambition

We do have the ambition to become one of the best cities in the world for talent and economic activity. And we know that you'll help on make this ambition become true.

Partners:

