

Barcelona MBA Day[®]

20th October 2022

#studyinBarcelona

Make it happen!



Barcelona
Global



Barcelona Global

Our Mission

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



71 corporate protector members

158 corporate members

7 individual protector members

863 individual members

Barcelona MBA Day[®]

Barcelona MBA day allows to **600 MBA** international students from **IESE, ESADE, EADA, UPF Barcelona School of Management, IQS and ESIC** to know first-hand the industrial, economic, cultural, and entrepreneurial Barcelona.

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

With the support of:

[Learn more about the Barcelona MBA Day](#)

GRUPO  **Julià**



Why Barcelona? Because it's in our name!

Brains

Best city in the world.
 9th worldwide city in terms of places to live, visit or invest.
 21st most competitive city in the world.
 50th most preferred city to live and work in the world.

Accessible

3rd Accessible European City
 Airport:
 1st European airport in origin-destination passengers
 El Prat reaches 26.6 million users so far this year, of which 21,497,6656 were international.
 Port:
 Port de Barcelona is the 9th city in terms of increased container traffic in Europe.
 Train:
 2h30' from Barcelona to Madrid.

Research and investment

1st European city with the best strategy for attracting foreign investment.
 2nd city in research center projects
 4th city in the EU with most financial rounds
 7th European city in investment in technology companies.
 More than 10 unique scientific and technical facilities of international reference.

Culture

3rd city in terms of the cultural and creative activity in European countries.
 Host city of the America's Cup 2024.
 11th worldwide city in terms of arts, food, music, culture, and entertainment programming.
 7th most important sports city of the world.

Environment

17th city in quality of the natural environment in Europe.
 50th most sustainable city in Europe.
 14th most sustainable city in Europe.
 17th city in the world with a more sustainable mobility ecosystem.

Leadership

3rd most attractive European city for foreign MBA students.
 6th city in the world in attracting international talent.
 17th city in the world with a more sustainable mobility ecosystem.
 9th most attractive city to work for global talent.

Open

1st Spanish city preferred by digital nomads and 5th in the world.
 21,2% foreign population.
 179 different nationalities.

New Economy and Entrepreneurship

3rd preferred European city to locate a startup.
 3rd smartest city of the year.
 5th startup hub city in the European Union.
 9th European city preferred by investors.

Ambition

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

Companies and institutions that are part of the Barcelona MBA Day:

