

Barcelona MBA Day[®]

19th October 2023

#studyinBarcelona

Make it happen!



Barcelona
Global

eada[®] business school
barcelona

EAE Business School
Barcelona

esade
RAMON LLULL UNIVERSITY

esic

IESE
Business School
University of Navarra

IQS
PERSONA CIENCIA EMPRESA
UNIVERSITAT RAMON LLULL

upf. BARCELONA
SCHOOL OF
MANAGEMENT

Barcelona Global

Our Mission

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



75 corporate protector members

172 corporate members

7 individual protector members

968 individual members

Barcelona MBA Day[®]

Barcelona MBA day allows to **600 MBA** international students from **EADA, EAE, ESADE, ESIC, IESE, IQS** and **UPF Barcelona School of Management** 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:


AMERICA'S CUP
EXPERIENCE

GRUPO  JULIA

Why Barcelona? Because it's in our name!

Brains

- Best city in the South of Europe to live and work
- 10th worldwide city in livability
- 20th Most competitive city in the world
- 23rd best place for a good work-life balance

Accessible

- 1st Accessible European City Airport
- Ranked 7th European Airport in direct connectivity
- El Prat reaches 33M users so far this year, of which 23M were international
- Port de Barcelona is the 8th major container-receiving port of Europe

Research and investment

- 1st European city with the best strategy for attracting foreign investment
- 2nd best startup city in the south of Europe
- The city has 90 research center projects
- 6th Europe's biggest startup hubs
- More than 10 unique scientific and technical facilities of international reference

Culture

- 4th best European city for culture
- Host city of the America's Cup 2024
- 5th Worldwide city for gastronomy
- 7th most important sports city of the world

Environment

- 17th city in quality of the natural environment in Europe
- 13th best bike-friendly city in Europe
- 17th city in the world with a more sustainable mobility ecosystem

Leadership

- 4th most attractive European city for foreign MBA students
- 6th city in the world in attracting international talent
- 6th most attractive city to work for global talent

Open

- 1st best Spanish city and 2nd best European city for digital nomads
- 21,9% foreign population
- 176 different nationalities

New Economy and Entrepreneurship

- 3rd preferred European city to locate a startup
- 3rd smartest city of the year
- 8th startup hub city in the European Union
- 6th 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:

accenture

Agrolimen²¹



asabys



cooltra

Damm Fundació

etnia O BARCELONA

fundación pasqual maragall

GB FOODS

GRIFOLS



HUTCHISON PORTS BEST



MARTI DERM LA FÓRMULA



NTT DATA



QUADPACK

TORELLÓ VITICULTORS



wayra Telefónica Innovation