

Barcelona Munich Day[®]

March 10th 11:15am, Munich

Barcelona, a city to invest



Barcelona
Global



IESE Business School Campus
Maria-Theresia-Straße 15
81675, Munich

[Register here](#)

Barcelona Global together with IESE Business School is pleased to invite you to the 'Barcelona, a city to invest' panel and networking lunch

With the participation of business leaders linked to Barcelona and other worldwide leaders from the industrial and business areas

Agenda

11:15am Registration

11:30 am Welcome

Jaume Armengou

Secretary General and lecturer in the Managerial Decision Sciences department at IESE Business School

Pau Guardans

Chairman of Barcelona Global

11:45 am Keynote

Jürgen Stackmann

Member of the Board of Management of the Volkswagen Passenger Cars Brand with responsibility for 'Sales, Marketing & After Sales'

12:15 pm Round table moderated by Gonzalo Rodés

Honorary President of Barcelona Global

Fernando Carro

CEO of Bayer 04 Leverkusen

Timo BueteFisch

Co-founder & CEO of Cooltra

Ana Campón Alonso

CFO Siemens Spain

CaixaBank

(TBC)

With the participation of: CBRE. Cuatrecasas. Deutsche Handelskammer für Spanien

Closing by:

Jaume Collboni

Deputy Mayor - Economy, Work, Competitiveness and Tax Office at the Barcelona City Council

1:30 pm Networking lunch

With wine tasting of Barcelona Pyrenees wines by Castell Encus with Raül Bobet