

BARCELONA GLOBAL SHOWS 840 INTERNATIONAL MBA STUDENTS THE CITY'S ECONOMIC POTENTIAL

- **The MBA Day aims to introduce future executives from global companies - who are studying in Barcelona for two years - to the industry, science, innovation, health, culture and sport that takes place in the city.**
- **This year, 840 students, 80% of them international, from the business schools IESE, ESADE, EADA, UPF Barcelona School of Management, ESIC, IQS, and EAE are participating in the initiative, as well as 26 companies, research centres and cultural entities from Barcelona.**

Barcelona, October 16, 2024.- Barcelona Global brought together 840 MBA students today, 80% of them international, to show them the city's economic potential, with the aim of showing future executives of global companies Barcelona's ability to generate business and attract investment and talent.

This year, Barcelona MBA Day celebrates its sixth edition and is being developed in collaboration with the main business schools in Barcelona: IESE, ESADE, EADA, UPF Barcelona School of Management, ESIC, IQS and EAE.

Of the 840 students participating in the day today, 443 are studying their MBA at IESE; 186 at ESADE; 43 at EADA; 60 at UPF Barcelona School of Management; 35 at ESIC, 34 at IQS, and 35 at EAE. The average age of all of them is 30 years old and 80% are foreigners.

The Barcelona MBA Day programme aims to show students, who will live in Barcelona for nearly two years, the economic reality of the city, its business and industrial sectors, science and research centres, entrepreneurship, start-ups, logistics and services, hospitals, cultural and sports entities.

Professional career in Barcelona

This year they will also learn about the impact of an international sporting event such as the America's Cup, which this week pits Team New Zealand against INEOS Britannia in the final regatta, as it is at Bastian Beach, inaugurated to coincide with this event, where the final meeting of all the students takes place.

The aim of the Barcelona MBA Day is for future global executives to discover first-hand the most entrepreneurial, economic, industrial and research side of the city and to encourage them so that when they finish their studies they consider the possibility of developing their professional career in Barcelona or becoming ambassadors of Barcelona abroad.

In total, 26 companies, entities and health and research centres participated in the day, opening their doors to the young people, who were welcomed by the top managers of the companies.

During the day, the students were divided into 21 groups and each of them took one or two routes, depending on the distance. Each group was accompanied by a guide: a student from the Barcelona 2040 programme on leadership and the city, whose sixth edition was recently launched with the participation of 37 young people.

The Barcelona MBA Day concluded with an event at Bastian Beach, attended by the president of Barcelona Global, Ramon Agenjo, who encouraged the students to develop their professional careers in Barcelona and continue here once they have finished their studies.



A total of 26 companies and science and research centers have participated in the initiative: Accenture, Agrolimen, Asabys, Barcelona Supercomputing Center, Bastian Beach, Cooltra, Damm, Etnia, Freixenet, Futbol Club Barcelona (FCB), Glovo, Gran Teatre del Liceu, Grifols, Grup Julià, Hospital de Santa Creu i Sant Pau, HP, Institut de Ciències Fotoniques (ICFO), Mango, Media pro, Miura Partners, NTTData, Palau de la Música, Penguin Random House, SAP, Telefónica and Torelló.