

Press release

BARCELONA GLOBAL SHOWS 640 INTERNATIONAL MBA STUDENTS THE ECONOMIC POTENTIAL OF THE CITY

- **The objective of MBA Day is to show future executives of global companies, who are in Barcelona to study their 2-year programme, the industry, science and innovation currently being developed in the city.**
- **The initiative was organised for 640 students, 85% of them international, from the following business schools: IESE, ESADE, EADA, UPF Barcelona School of Management, ESIC and IQS. 50 companies and research centres based in Barcelona also took part.**

Barcelona, 20th October 2022.- Barcelona Global has hosted an event for 640 MBA students, 85% of them international, to show these future executives the economic potential of the city and reveal Barcelona's capacity to generate business and attract and retain talent.

This is the fourth edition of the MBA Day programme, developed in collaboration with the main business schools in Barcelona: IESE, ESADE, EADA, UPF Barcelona School of Management and for the first time this year, ESIC and IQS, all of which occupy top positions in the European and global rankings:

IESE (3rd in the FT 2021 Best European Schools ranking), ESADE (9th position), EADA (25th position), UPF Barcelona School of Management (AMBA accredited), ESIC (22nd Bloomberg Business Week) and IQS (Best Master's programme to offer international experience FT 2021).

Out of the 640 students that took part in the event, 348 are studying their MBA at IESE; 183 at ESADE; 46 at EADA; 25 at the UPF Barcelona School of Management; 20 at ESIC and 19 at IQS. The average age of all participants is 30 years old and 85% are from abroad.

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

The goal of this initiative is for future global executives to gain first-hand knowledge of the entrepreneurial, economic and research-oriented side of the city, and to encourage them to consider developing their professional career in Barcelona or becoming global ambassadors for Barcelona once they complete their studies.

A total of 50 companies, hospitals, science and research centres took part in the event, opening their doors to the participants, who were welcomed by senior management.

During the day, the students were divided into 23 groups with each group carrying out two visits: one to a large company and another to a research centre. Each group was accompanied by a guide, who are all participants of the Barcelona 2040 programme on leadership and the city, recently launched by Barcelona Global, with 37 participants taking part, 20% from abroad.

The Barcelona MBA Day concluded with an event at the MACBA Museum of Contemporary Art in Barcelona, with the participation of the CEO of Barcelona Global, Mateu Hernández, as well as three business school Alumni who decided to stay in Barcelona after completing their MBAs to develop their companies in the city. These Alumni are Anthony Vallance-Owen, MBA ESADE (2020-2022) who is a Senior Global Corporate Development Manager at Werfen; Sana Khouja Laout, MBA EADA (2013-2014) Founding CEO of Zeena and finally, Ramon Estrada, MBA IESE (2004-2006) who is a Coach for founders and CEOs.

Barcelona, a global hub for higher education

Barcelona is the fourth city in the world for attracting international MBA talent, only behind London, Boston and New York and just ahead of Silicon Valley, according to the ESADE MBA City Monitor survey 2022.

These data show that Barcelona has the capacity to become a global hub for higher education, a sector that attracts over 5.1 million students, who travel abroad every year to study a university degree. Yet Spain still has a long way to go before it joins the global elite, dominated by countries such as the United States, the United Kingdom, Australia, Singapore and in Europe, Holland and Denmark.

Companies and research centres

A total of 50 companies and science and research centres took part in the initiative: Ace Alzheimer Center, Accenture, AdSalutem Institute, Affinity, Agrolimen, Alba Synchotron, Asabys, Barcelona Supercomputing Center, Catalana Occidente, CIDOB, Consorci BarcelonaZona Franca, Centre for Genomia Regulation (CRG), Cooltra, Dexeus Dona, EPSON, Esteve, Ferrocarrils de la Generalitat de Catalunya, Freixenet, Fundació Damm, Fundació PasqualMaragall, GB Foods, Grifols, Grupo Godó and Grupo Julià.

The programme also received collaboration from: Hospital Sant Joan de Deu, Hospital de Santa Creu i Sant Pau, Hutchinson, IBEC, Institut Català de Nanociència i Nanotecnologia (ICN2), Institut de Microcirurgia Ocular (IMO), Institut de Recerca Biomedica (IRB), Institut Josep Carreras Leukaemia, La Roca Village, MACBA, Mediapro, Mediktor, Mercabarna, NTT DATA, Parc de Recerca Biomèdica (PRBB), Prensa Ibérica, Puig, Quadpack, Saba, Sant Pau Recinte Modernista, SAP, Tech Barcelona, Telefónica, Torelló, Unibail-Rodamco-Westfield and Hospital Vall d'Hebron.