

Barcelona MBA Day – 18th October

#studyinBarcelona

BARCELONA GLOBAL PRESENTS THE CITY TO MORE THAN 600 FUTURE INTERNATIONAL EXECUTIVES

La first edition of Barcelona MBA Day organised by Barcelona Global together with IESE, ESADE and EADA took place on the 18th of October with the aim of introducing newly arrived students to the city's competitive areas (Business, Research and Culture)

The 600+ students, first-years on full time MBA programmes, 90% of whom are international, will live in Barcelona for the next two years.

The day ended with visit to the RBA auditorium where students met with entrepreneurs and heard about their experiences since graduating as MBAs.

Barcelona Global aims to convert excellence in higher education in to the new attribute of the Barcelona brand, associated with talent. With some of the best Business Schools in the world and important universities, Barcelona could become the city of reference for higher education.

Barcelona is already one of the world references for higher education with three of the best Business Schools in the world, IESE, ESADE and EADA, and sixth most popular destination for MBA students after Boston, New York, London, Paris and Chicago according to a ranking produced by ESADE.

Barcelona Global in collaboration with the principal Business Schools of Barcelona has initiated a programme to promote excellence in higher education as a strategic economic sector for the city. The first edition of **Barcelona MBA Day** was an opportunity to present Barcelona to more than 600 first-year full time MBAs students who will live and study in Barcelona over the next couple of years. Most arrived at the end of August.

Throughout the day the students, from more than 120 different countries, mostly America, Brazil, India, China and Germany, were divided into groups of 25 and took part in a series of tours guided by a member of Barcelona Global, to large companies, research centres and cultural institutes. Barcelona MBA Day counts with collaboration from 60 different businesses and institutions.

The objective of **Barcelona MBA Day** is that future global executives discover the entrepreneurial, economic and cultural sides to the city firsthand and inspire them to become ambassadors for Barcelona after finishing their studies and returning to work in the rest of the world.

The tours ended with a closing ceremony in the RBA auditorium with students, representatives from places visited on the tours, directors from participating Business Schools, members of Barcelona Global who had acted as guides and members of the Directive committee.

The higher education sector is an economic sector of strategic interest not only for the impact it has on the economy but also from the point of view of enabling future global CEOs to really get to know the city and attracting top talent to strengthen the economic fabric of the city.

Barcelona MBA Day is one more example of the implication and interest given by Barcelona Global for the positioning and constant improvement of the Barcelona brand.