

Press release

Barcelona Global shows more than 500 MBA students the economic potential of the city and the impact of the America's Cup

- **The MBA Day brings together in its 5th edition 510 students, 80% international, from the business schools IESE, ESADE, EADA, UPF Barcelona School of Management, ESIC, IQS and EAE, with executives from 22 companies, hospital centers and research, cultural institutions and startups**
- **The day will conclude at the America's Cup Experience, where all these students will learn about the economic and social impact that the 37th America's Cup is generating in Barcelona**

Barcelona, 19th October 2023.- Today Barcelona Global has brought together more than 500 MBA students, 80% of them international, to introduce them to the economic, scientific and cultural potential of the city and to show future executives of global companies, Barcelona's capacity to host high-value events such as the America's Cup, and attract and retain impact talent.

The MBA Day program celebrates its fifth edition this year and is developed in collaboration with the main business schools in Barcelona: IESE, ESADE, EADA, UPF Barcelona School of Management, ESIC and IQS and, for the first time this year, EAE, all placed among the top business schools in the European and world rankings.

Of the 510 students participating in the event, 203 are studying their MBA at IESE; 165 at ESADE; 43 at IQS; 41 at the UPF Barcelona School of Management; 36 at EADA; 15 at ESIC and 7 at EAE. The average age of all students is 30 years old and 80% are international.

The Barcelona MBA Day wants to show students -who will live in Barcelona for nearly two years while pursuing their studies- the economic, cultural and sports reality of the city, its business and industrial sectors, science and research centers, entrepreneurship, startups, logistics and services.

The objective of the Barcelona MBA Day is for future global executives to discover first-hand the most entrepreneurial, economic and research aspect of the city and to encourage them so that when they finish their studies they become ambassadors of Barcelona in other global cities.

In total there are 22 companies, science and research centers, hospitals, cultural and sports entities that will participate in the day, opening their doors to young people, who will be received by the top managers of these companies.

This year they will also learn about the impact on the city of an international sporting event such as the America's Cup, which will be held in Barcelona next year and which is already the third in economic impact for the host country, after the Olympic Games and the Football World Cup.

The 37th edition of the America's Cup will generate an economic impact of 1.2 billion euros in Barcelona, in addition to 19,000 jobs, according to data from the Barcelona Capital Náutica Foundation (FBCN).

Likewise, this sporting event will allow Barcelona to develop new social and economic initiatives related to the blue economy, sustainability and marine sciences.

The Barcelona MBA Day concluded with an event at the America's Cup Experience, which included the participation of Daniel Puig, vice president of Barcelona Global and president of the executive committee of the Barcelona Capital Náutica Foundation, the entity that promotes the 37th Sailing America's Cup and his legacy for the city, in addition to Mercè Conesa, general director of Barcelona Global, and Natalia Vía-Dufresne, director of External Relations of America's Cup Experience.

Barcelona, a global hub in higher education

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

These data demonstrate Barcelona's ability to become a global higher education hub, a sector that moves more than 5.1 million students in the world who change countries every year to study a university degree. However, Spain is still far from being among this global elite, formed by countries such as the United States, the United Kingdom, Australia, Singapore and, in Europe, Holland and Denmark.

A total of 22 companies, science and research centers and cultural entities, in addition to the America's Cup Experience and Grupo Julià, have participated in the initiative: Accenture, Agrolimen, Asabys, Barcelona Supercomputing Center, Cooltra, Damm, Etnia, Grifols, Hospital de Sant Pau, HP, Hutchinson, La Roca Village, Gran Teatre del Liceu, MartiDerm, Mediapro, Miura Partners, NTTData, Palau de la Música, QuadPack, Torelló, TSystems and Wayra.