

BARCELONA GLOBAL CONNECTS 660 INTERNATIONAL MBA STUDENTS WITH THE BARCELONA BUSINESS ECOSYSTEM

- **The Barcelona MBA Day aims to introduce future executives of global companies to the potential of the city's industry, science, innovation, health, culture, and sports.**
- **This year, 660 students – 80% international – from the business schools IESE, ESADE, EADA, UPF Barcelona School of Management, IQS, and EAE, as well as 20 companies, research centers, and cultural entities from Barcelona, are participating in the event.**

Barcelona, October 15, 2025.- Barcelona Global brought together 660 MBA students today, 80% of them international, with the aim of showcasing the city's economic potential and educating future leaders of global companies about the city's professional opportunities and Barcelona's ability to generate business and attract investment and talent.

The MBA Day programme celebrates its seventh edition this year and is developed in collaboration with Barcelona's leading business schools: IESE, ESADE, EADA, UPF Barcelona School of Management, IQS, and EAE.

Of the 660 students participating in the event, 347 are pursuing their MBA at IESE; 169 at ESADE; 40 at EADA; 39 at UPF Barcelona School of Management; 37 at IQS; and 27 at EAE. The average age of all students is 30 years old, and 80% are international.

The Barcelona MBA Day programme aims to connect students, who will live in Barcelona for approximately two years, with the city's economic ecosystem, its business and industrial sectors, science and research centres, entrepreneurship, startups, logistics and services, hospitals, as well as cultural and sports organizations.

The goal is for future global executives to discover firsthand the most entrepreneurial, economic, industrial, and research-driven side of Barcelona and to encourage them, upon completion of their studies, to consider developing their professional careers in Barcelona or becoming ambassadors for the city abroad.

Ambition and quality of life

To this end, the executives and technical teams of the 20 companies, organizations, and hospitals, scientific, and research centres participating in the day welcome groups of students, open the doors of their offices, and engage in conversation with them.

During the day, the students were divided into 21 groups, each of which participated in one or two routes. Each group was accompanied by a student from the Barcelona 2040 programme on leadership and the city, the seventh edition of which was launched this week with the participation of 34 young people.

The Barcelona MBA Day concluded with an event at Tibidabo, attended by its director, Rosa Ortiz, and the president of Barcelona Global, Ramon Agenjo, who highlighted Barcelona's economic, research, and industrial potential and encouraged the students to develop their professional careers in the city once they complete their studies.

"Few cities like Barcelona can boast companies, research centres, and institutions like the ones you have seen today, and a powerful cultural, gastronomic, and sports industry. Barcelona is a city where global ambition combines with quality of life, and that weighs heavily when deciding where to pursue a professional career," said Ramon Agenjo.

A total of 20 companies and science and research centres participated in the initiative: Accenture, Asabys, Bayer, Cooltra, Damm, Fútbol Club Barcelona (FCB), Gran Teatre del Liceu, Hospital de la Santa Creu i Sant Pau, Hospital del Mar, HP, IAAC Valldaura Labs, Institut de Ciències Fotòniques (ICFO), Mango, Mediapro, Merlin Properties, Miura Partners, Palau de la Música, Telefónica, Vall d'Hebron Research Institute (VHIR), and Vueling. The event also included collaborations with Tibidabo, Freixenet, and Julià.

About Barcelona Global. A private, independent, non-profit association made up of 281 leading companies, research centres, entrepreneurs, business schools, universities, and cultural institutions in the city, and more than 1,020 professionals who want to make Barcelona one of the best cities in the world for impactful talent and economic activity.

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