

/// DESIGN

OCTOBER 19-21, 2011

The Barcelona City Council invites you as a recognised professional in the world of design to participate in the Leading to Barcelona programme, aimed at business leaders and reputed experts in the design field from New York, London and other European cities, and that will take place in Barcelona from October 19 to 21.

The Leading to Barcelona/Design Programme offers an ideal opportunity to this group of international visitors for debating, sharing ideas and experiences, identifying opportunities and discovering the industry's trends worldwide, through a tailor-made agenda designed to fulfill these objectives.

Barcelona awaits you



LEADING TO BARCELONA /// DESIGN
THE INTERNATIONAL VISITORS PROGRAMME OF BARCELONA



International Economic Promotion

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Ajuntament de Barcelona



LEADING TO BARCELONA



Leading to Barcelona is an international visitors programme driven by the Barcelona City Council with the aim of fostering economic relations and investment opportunities in strategic economic sectors for the city of Barcelona.

THE PROGRAMME

The programme consists of short-length visits to Barcelona (3 days of activities) aimed at a maximum of 10 people, and includes visits, presentations and contacts according to the specific profiles of the participants. Additionally, the programme also gives the possibility to participants of organizing personalized agendas adapted to their own interests during their stay in Barcelona.

THE VISITORS

The programme is aimed at business leaders and decision makers, experts by sector, entrepreneurs and opinion leaders in different economic fields internationally.

Proposals of candidates come from key entities, institutions and professionals of the city of Barcelona and linked to the specific economic activity that is the focus of the programme.

SOME REASONS TO PARTICIPATE IN THE LEADING TO BARCELONA/DESIGN PROGRAMME:

A LOOK TO THE FUTURE

Barcelona is positioned as one of the world's design centres and as a hub of innovation and entrepreneurship where new ideas and collaborations flow among people, firms, design schools and knowledge centres.

SEIZING OPPORTUNITIES

Barcelona offers good opportunities and facilities for the connection and networking with professionals in the design sector. The participants in the Leading to Barcelona Programme will have the opportunity to complete their agendas with interviews or individual meetings tailor-made to their specific needs.

CREATING NETWORKING

Facilitate networking meetings and events with local and international professionals, government officials and institutions of the design sector, as well as Barcelona's main design schools.

THE LATEST TRENDS IN DESIGN

The Leading to Barcelona/Design Programme takes place simultaneously to other design-related events in the city under the Barcelona Design Festival, co-organized by BCD (Barcelona Design Centre) and FAD (Fostering Arts and Design), the two pioneering institutions in the promotion of design in Catalonia. The Leading to Barcelona/Design Programme coincides in particular with the 6th edition of the Barcelona Design Week, one of the key Design Weeks in the international agenda, organized by BCD and held from October 17 to 21.

IN A CITY TO ENJOY

Barcelona is tradition, innovation, design, creativity, culture and modernity, and its quality of life has, in fact, been one of the reasons why designers of all disciplines from more than 50 countries have chosen Barcelona as the centre for their professional activity.

BARCELONA, AT A GLANCE

Barcelona is a consolidated international brand, well-known and recognized as a creative city, a gateway to Europe and as a favourite tourism destination:

- **1st European city for worker's quality of life** (Cushman and Wakefield, 2010)
- **1st tourism destination in Spain, 4th in Europe and 9th in the world** (Trip Advisor)
- **2nd world city in organization of international meetings** (ICCA City Rankings 2009)
- **4th best well-known European city and 5th city for doing business in Europe** (Cushman and Wakefield, 2010)

The city of Barcelona promotes entrepreneurship and attraction of talent. It offers not only incubator facilities for creative industries, but also a full innovation district, 22@Barcelona, that concentrates creative industries, R&D and educational facilities nearly under the same roof.

Barcelona's design reputation is well known worldwide: Barcelona is home of around 5,000 designers from more than 50 countries and the base for nearly 1,000 design-related firms in all fields.

Barcelona's commitment with the design and creative sector is projected to the future. A new Barcelona Design Hub will be operational in 2012, offering 30,000 m² for design-related sectors (product, visual communication, fashion, spaces) and activities (including promotional activities, research and a museum).

