CATALUNYA RE THINK MEETINGS
Due to its continuous innovation spirit, Catalonia is firmly committed to use technical developments as a transforming driver for MICE. Catalonia is positioned to provide forward-looking professional events.

- Meeting playgrounds
- 7 Inspirational Ideas
- Innovation catalogue
Catalonia is one of the major innovation and technology hubs in the world.

Catalonia is establishing itself as a global technological benchmark thanks to a strong and growing ICT industry, its digital infrastructures, talent and university and research centres.

Brands such as Siemens, Facebook, Epson, Ricoh, Cisco or Microsoft, among a largest multinational list has chosen Catalonia to set up its technological centres.
Innovation leaders

**Catalonia**

**TOP 5**
Most advanced territory in the EU
(Digital Economy and Society Index)

**TOP 5**
EU territory in mobile coverage and fast broadband
(Digital Economy and Society Index)

**1st**
Southern Europe’s most attractive region for foreign investment in technology
(fDi Magazine. Financial Times)

**1st**
Autonomous community in Spain with the highest number of innovative business
(DGI-ACCIÓ)

**Barcelona**

**1st**
Global tech city (not capital)
(Tech Cities Index)

**TOP 5**
Most innovative European city
(Innovation Cities Index)

**TOP 5**
City number of international congresses
(ICCA)

**1st**
Southern Europe Start-up Hub
(EU-Startups)
Catalonia, tech friendly

Catalonia stands up for innovation and technology as the main point of its strategy to consolidate its position as leading and reference destination for meeting tourism.

The Catalonia MICE offer is together with the most advanced technology.
Barcelona is the Mobile World Capital, the international reference city for innovation and talent in the field of mobile phone, where the Mobile World Congress takes place. The mobile technology world congress par excellence lasts just a few days, but its legacy lasts all year round and reaches Catalonia with initiatives such as the Mobile Week, an open space for reflection about the impact of digital technology on society through art, science, and technology.
Barcelona, the venue for major technology and innovation conferences

The Catalan capital is an international leader in future technologies and, at the same time, a centre of interest for conferences and fairs on technology and digital innovation. Barcelona, year after year, is equipped and prepared for large, innovative, and transforming international events.
“Catalonia is a destination that meets talent, innovation and life”

Carles Grau, CEO Mobile World Capital Barcelona
Catalonia is an international reference smart country which works hard to use technology for tourism digital transformation and promotion of smart destinations. Barcelona, the first smart city in Spain and the fourth in Europe, is the most important, but there are also different projects and smart initiatives around Catalonia aimed to improve the visitor experience. Places or destinations such as Lloret de Mar have developed a modern technological infrastructure, an intelligent system which captures information procedurally, analyses and understands real-time events to facilitate decision-making and visitor interaction.
In Catalonia innovation meets social commitment.

Responsible technology

Sustainability and legacy are key elements for planning and developing professional meetings and events. Catalonia is committed to responsible meetings tourism and new technologies (touchless, big data, artificial intelligence, Internet of Things, virtual reality...) applied to MICE play an important role in this strategy to promote the implementation of sustainable development objectives. Moreover, with the aim of positioning Barcelona as the capital of Technological Humanism, the Catalan capital is hosting the Digital Future Society Global Summit where international renowned figures in the field of technology debate the ethical future regarding the accelerated digitalisation we are facing.
Meeting playgrounds

Catalonia is talent, expertise business, knowledge, and dynamism.
The innovation meeting point

Locations with a magnificent network of meeting spaces and environments adapted and equipped to host all kind of disruptive events with new technologies as an added value.
Barcelona

The innovative spirit and the aim to apply these advantages in a wide range of fields have made Barcelona a world reference in architecture, tourism, scientific research, knowledge... and MICE. With leading meeting venues such as Fira de Barcelona, CCIB and the Palau de Congressos de Catalunya among others, the Catalan capital and its surroundings are a claim for professional event organisers in search of personality, sustainability, creativity, and innovation.

ALBA synchrotron

Latest generation particle accelerator attracting researchers and research and development companies from all over Europe.
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One of the first urban innovation districts in the world. It includes a large part of the innovative, technological, and creative sector of Barcelona.
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A land of gastronomic, biomedical, and cultural innovation. With modern services and meeting areas such as the Palau de Congressos de Girona or the Palau de Congressos Olympic, the regions of Girona are also leaders in the MICE industry. Girona, Costa Brava, and the Pyrenees offer the perfect environment for a High & Low-Tech experience.

Supporting space for research, development, and innovation in all fields, especially those related to information technology and medical and biotechnological research.
Lleida and its regions are a European benchmark in agri-food technological innovation and a territory with extensive experience in organising innovative trade fairs and professional events. Lleida, Alt Pirineu and Vall d’Aran have modern equipment, such as the Palau de Congressos – La Llotja, and services for new technological issues of MICE.

It hosts several companies and institutions related with technology, research, and scientific development.
Tarragona

With 3 convention centres in the territory (Palau de Congressos de Tarragona, Port Aventura Convention Centre and firaReus Events) and several areas and services with a specific offer for the MICE segment, Tarragona is also a technological hub for tourism innovation with outstanding initiatives such as the CoE in Tourism Innovation. Costa Dorada or Tierras del Ebro, where the first rural 5G Area in Catalonia is located, offer an exceptional setting for professional events with a high technological component.

Eurecat Tourism Innovation Department

This place contributes to the competitiveness and sustainability of tourism-related activities, places and businesses through innovation, knowledge, and technology.
Meetings love tech

Inspirational ideas for an innovative event

01/ Hybrid and virtual events
02/ Gamification ideas
03/ Low tech activities

04/ Immersive experiences
05/ Technology for security
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07/ Digital nomad
Hybrid and virtual events
Catalunya offers all kind of personalised solutions

- Event organization agencies
- Big Data
- Chroma
- Tech areas
- Virtual platforms
- Virtual Fair platform
- Streaming
- Telecatering
- Transport 2.0
An upward technological trend. Gamification is synonymous with engagement and positive and social experience. The incursion of new technologies has enabled the development of new and innovative gamification tools and dynamics applied to MICE.

Online activities  Tools for interacting with the company
Meetings love tech

03/
Low tech activities

From the Pyrenees, through small thousand-year-old villages and 18 natural parks to the hundreds of kilometres of Mediterranean coastline, Catalonia offers several places -some very closed to Barcelona- where you can enjoy nature. Doing yoga in a volcano in Garrotxa, having dinner under an incredible starry sky in Montsec, taking part in a retreat in a shelter without light or coverage, being a shepherd or beekeeper for a day, immersing yourself in a forest bath..., there are many low-tech experiences you can do in Catalonia to disconnect from devices and connect with nature.
04/

Immersive experiences

New technologies give multi-sensory, dynamic, and customised experiences of great added value for the participants of a professional event. Several innovative solutions are developed in Catalonia: augmented reality, 3D, 360° contents, holograms...

Holograms  Virtual reality
Technology for security

New technologies are very important in ensuring maximum security guarantees for a professional event. Technological solutions for attendance control, capacity control, identification, body temperature control, facial recognition..., are some examples of the benefits of smart technology applied to MICE.
Multi-site meetings

A simultaneous meeting in Sitges and Sidney? A three-way event with Girona, Hong Kong, and Buenos Aires? Multi-site meetings have come to stay, and Catalonia offers several fully equipped places to connect at high speed with the world.
Digital nomad

Catalonia is a perfect place for digital nomads. Its privileged climate and the attributes of the Catalan lands to attract so many entrepreneurs and remote workers are diverse: numerous coworking spaces, Mediterranean lifestyle, rich and diverse business community, sea and mountains nearby, cosmopolitan society, charming locations for inspiration and networking, a good international connection, security and high quality of life.
Innovation catalogue

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CAL BLAY
DES DE 1982

GAU
catering
The Conventions
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