Catalunya Meetings & Mobility
Catalonia, the MICE destination for Automotive & Sustainable Mobility

A key destination for any kind of professional motor event

- Test drive
- Car launch
- Press trip
- Network training
- Team building
- Motorsport hospitality
- Photoshooting and filming
- Roadshow
- Off road experience
- Congress & Trade show

Catalonia, driving force of the automotive sector

+20 R&D centres dedicated to the Automotive industry
+3,000 charging stations
Seat & Cupra headquarters
+10,000 companies in the sector

Top Automotive manufacturing region in Southern Europe

10 reasons to choose Catalonia

- Barcelona, hub of sustainable mobility
- Connectivity and proximity
- Mediterranean climate, culture and gastronomy
- Ecosystem for electric and autonomous cars
- Landscapes and roads for all tastes
- International and specialised talent hub
- Expertise in Automotive events
- Automotive tradition
- Unique MICE offering

Proving grounds

- Circuit de Barcelona-Catalunya
- Applus IDIADA
- Parcmotor Castelloli
- Circuit Calafat
- Les Comes
- Can Padró
- baSSella experiences

Host destination

First-class circuits and testing facilities

Automotive tradition

Unique MICE offering