

A photograph showing a group of business professionals in a modern office setting. They are gathered around a table, looking at documents and laptops. The office has large windows and a clean, professional atmosphere.

Organize your next ***MEETING IN CATALONIA***



LOOK AT THE ***SITUATION***

Situated in the north-east of Spain, Catalonia is a Mediterranean land with more than 300 miles of coast line and a magnificent mountain range, the Pyrenees, shared with France.



LOOK **CATALONIA**



- Mediterranean lifestyle.
- Our capital is **Barcelona**, but also: Lleida Girona and Tarragona.
- With **4 International airports**.
- 5 cities to be linked by **high speed train network: AVE** .
- **European leader in cruising:** Barcelona + (Palamós + Tarragona).
- The gateway to the rest of Europe.


LOOK **CATALONIA**

10 Reasons to come to Catalonia:

1. A mild **Mediterranean climate** (17°C, + 300 days of sunshine)
2. **Strategic location and well communicated** (heart of Euro area)
3. **Innovative gastronomy** (56 Michelin stars and talents as *Ferran Adrià*)
4. A highly **dynamic economy** (creative, innovation, open and competitive)
5. **Spain's leader in the tourism industry** (15 millions of international tourists)

LOOK **CATALONIA**

10 Reasons to meet in Catalonia:

6. Diversity of unique meeting places and environments (identity & originality)
 7. Diversity of complementary leisure activities (city & nature)
 8. Talent, creativity and skills of a qualified meeting industry
 9. Great organisational capability (EIBTM, Olympic Games, World Cups...)
 10. Spain's leader in the meeting industry: Barcelona 2nd international meeting destination (ICCA, 2010)
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Business Tourism ***IN CATALUNYA***

NEW SPECIALIZED PROGRAM

- The **Catalunya's commitment** to meetings and business events tourism.
- The **joint efforts of public administrations and the business sector** (local convention bureaux, regional institutions and specialized private sector).
- **With 128 members and professionals** (*public-private*).



Business Tourism ***IN CATALONIA***

- Central office in Barcelona.
- 9 offices in Europe and China to support meeting planners:

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|-------------|------------|
| 1 Madrid | 6 Milano |
| 2 Paris | 7 Helsinki |
| 3 London | 8 Moscou |
| 4 Brussels | 9 Beijing |
| 5 Frankfurt | |





What do you get ?

- Free personal and impartial advice to organizers.
- Collection and distribution of information about infrastructures and services.
- Contact and dialogue with specialized companies and professionals.
- Evaluation, elaboration and presentation of biddings.
- Coordination of prospection visits and educational trips.
- Supply of tourist information material and assistance. .