

6. bizbarcelona

MUNICIPALITY

Barcelona

HEADING

Bizbarcelona, meeting point for people with an entrepreneurial mindset, is the key event that offers solutions for SMEs and business people seeking and finding business opportunities, advice, financing, inspiration and support.

ECONOMIC AND TECHNICAL DETAILS

Details 2012 edition

- 11,892 visitors
- 90 exhibitors
- 22,300 m² total exhibition space
- 144 *bizcommunity* organisations
- 127 lectures and 185 speakers
- 936 advice sessions by 256 experts
- 14 networking activities
- 1.514 interviews between business people and investors

PROJECT DESCRIPTION

bizbarcelona is the macro-event for business and entrepreneurial initiative in Catalonia where solutions are offered for creating businesses, making them grow, internationalising them, innovating, evolving and reinventing them. The most common visitor profile is someone between twenty-five and forty-five, a graduate, who describes themselves as an entrepreneur, self-employed or SME. In 2012, 95.5% of participants recommended attending bizbarcelona.

Organised by Fira de Barcelona and promoted by Barcelona City Council (Barcelona Activa), the government of Catalonia, "la Caixa", Barcelona Provincial Council, the Barcelona Chamber of Commerce and the Zona Franca Consortium.

The next edition takes place on 5 and 6 June 2013, at the Montjuïc venue of Fira de Barcelona (trade fair). One new feature will be the division of seminar and workshop content into five main areas, covering the creation, consolidation and transformation stages of the company. Entrepreneurs and SMEs will therefore find tailor-made sessions on:

- Sales and internationalisation
- 2.0 communication and customer relations
- Company funding and management
- Innovation in products and services
- New opportunities and trends

Networking activities are back again this year: "Speed Dating" for extending network contacts; "Connecta VIP" for interviewing directors of major companies; "the Wall" and "Video Pitch" for presenting individual business projects; the "Finance Marketplace" for finding investors, and many more.

Advice sessions are also growing: expert guidance and consultation on different areas of the company. Another feature repeated this year is "Àrea Saló", giving floor space to companies that offer services and products to entrepreneurs, SMEs and the self-employed.

PROJECT ADDRESS

www.bizbarcelona.com

RESPONSIBLE

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