

## 5. Barcelona Campus, Higher Education Cluster

### MUNICIPALITIES

Municipalities in the Barcelona Metropolitan Area

### TITLE

In the words of the Mayor of Barcelona, Xavier Trias, "The high strategic value of this education, knowledge and tertiary education cluster ensures that it will find its best ally in the City of Barcelona".

### IDENTIFICATION DETAILS

[NO DETAILS]

### PROJECT DESCRIPTION

During drafting of the Barcelona Metropolitan Strategic Plan - Vision 2020, higher education was identified as one of the driving sectors with greatest potential for the economy of the metropolitan area, and it was therefore decided to set up a higher education cluster.

Full implementation of the European Higher Education Area (EHEA) in Catalonia from 2007 on has brought the launch of a broad range of official master's degrees that following verification can be taught by both public and private universities. This enables significant development at this educational level, as it has allowed the incorporation of the city's main business schools, already widely known and highly attractive to foreign students.

Members of the cluster include public and private universities, university foundations, business schools and inter-university post-graduate platforms.

During the 2011 academic year, the following actions were carried out:

- **Preparation for institutionalisation of the initiative**, with the creation of the Barcelona Campus Association.
- **Design and publishing of the dossier "Barcelona and the Higher Education Sector"**, to be used for international publicity, drawing attention to the opportunities and advantages of Barcelona as a top educational option.
- **Guide to master's degrees of global excellence**: a Metropolitan Plan publication that in pursuit of its policies of attracting talent, lists AMB master's that are clearly oriented towards the global student body (advertised and taught in English, with high access requirements, etc.). Over 60 programmes are available from both public and private universities and the guide can be consulted at [www.barcelonaglobalmasters.com](http://www.barcelonaglobalmasters.com)

The experience of compiling this directory demonstrates the efforts universities are making to position themselves internationally, develop tools for the capture of international talent and put some of the courses held in Barcelona in a strongly competitive position on the global stage of higher education. All these advances will favour the constitution of this education cluster.

### PROJECT ADDRESS

[no web site]

### RESPONSIBLE

Cluster Promotion Committee: PEMB, Barcelona City Council and representatives of Catalan universities.