

## **48. HiT Barcelona**

### **MUNICIPALITY**

Barcelona

### **DESCRIPTION OF PROJECT**

HiT Barcelona is an initiative promoted by the Barcelona Strategic Metropolitan Plan, with participation and support from the Spanish Ministry of Industry, Tourism and Trade, the Catalan Government, Barcelona City Council, Barcelona Chamber of Commerce, laCaixa and Fira de Barcelona. It was agreed by these entities, which constitute its executive committee, that Fira de Barcelona should organise the event.

HiT Barcelona aims to make Barcelona a reference point on the global agenda for innovation processes, particularly in sectors which make intensive use of technology.

The first edition, devoted to three sectors (health, clean and renewable energies, and information and telecommunications technologies), took place on 17, 18 and 19 June 2009 on the Montjuïc site of Fira de Barcelona. It was attended by 2,010 Spanish and international delegates, 72.7% of whom came from outside Spain.

HiT (with the backing of laCaixa) hosted the final phase of a worldwide competition for entrepreneurs and innovative business projects, with participants including the most important business schools in the world. A high-level committee, coordinated by Professor Jerry Engel of Berkeley University in California, selected the most interesting projects.

### **PROJECT ADDRESS**

[www.hitbarcelona.com](http://www.hitbarcelona.com)

### **RESPONSIBLE**

Aleix Planas, Director of HiT Barcelona.