



4. HiT Barcelona

MUNICIPALITY

Barcelona

HEADING

HiT Barcelona is intended to position the city as a unique point of reference in the global agenda of innovation processes.

DESCRIPTION OF PROJECT

HiT (Hothouse for Innovation and Technology) Barcelona is a project promoted by the Barcelona Metropolitan Strategic Plan with the participation and support of the Spanish Ministry of Industry, Tourism and Trade, the Government of Catalonia, Barcelona City Council, the Barcelona Chamber of Commerce, Barcelona Trade Fair and laCaixa. These bodies constitute its Executive Committee and have agreed to Barcelona Trade Fair organising the event.

HiT Barcelona 09 will be a global meeting place for the basic components of innovation – research, funding, large enterprises, entrepreneurs – which will interact to create business opportunities and transverse relationships between the three sectors highlighted this year: health, clean energy and ICTs.

The initiative is expected to make the city of Barcelona a touchstone for innovation, above all in sectors that make intensive use of technology in their business. This first edition focuses on three sectors: health, clean and renewable energy, and information technologies and telecommunications.

The first edition of HiT Barcelona will take place on 17, 18 and 19 June 2009 at the Montjuïc Barcelona Trade Fair site. On the first day there is a plenary congress on innovation, with intervention by world leaders in key areas for innovation. The remaining two days are given over to the three sectors themselves, with talks and round tables, a networking area, space to present innovative products, and an innovation tournament between the initiatives presented.

One particularly lively event planned at HiT Barcelona is a contest between the business projects selected by top business schools and world centres of excellence. Prizes to be awarded during HiT Barcelona itself will include giving winning companies the opportunity to set up in Barcelona.

HiT Barcelona is expected to greatly benefit Barcelona's metropolitan area, particularly by giving business people the opportunity to extend their networking, enhancing the visibility of their projects and their capacity to attract capital.

PROJECT ADDRESS

www.hitbarcelona.com

RESPONSIBLE

Alex Planas, Director of HiT Barcelona.