

5. HiT Barcelona 09

HiT (Hothouse for Innovation and Technology) is a project promoted by the Barcelona Metropolitan Strategic Plan which enjoys the participation and support of the Spanish Ministry of Industry, Tourism and Commerce, the Generalitat of Catalonia, Barcelona City Council, Barcelona Chamber of Commerce, Fira de Barcelona, the Caixa d'Estalvis i Pensions de Barcelona and the universities of the metropolitan area of Barcelona.

HiT aims to be a global initiative enabling Barcelona to be positioned as a reference point in innovation processes. Especially, in sectors that make intensive use of technology in their business development.

HiT is conceived as a space where the basic components of innovation can come together - research, funding, major companies and entrepreneurs – and where the different actors interact to generate business opportunities.

The benefits that this initiative will bring to the metropolitan environment of Barcelona are of different types. For entrepreneurs, it represents the opportunity to increase their network relations that facilitate the visibility of their projects and their capacity to attract capital. Moreover, the worldwide reference of an initiative of these characteristics gives a definite boost to Barcelona and its metropolitan area in the worldwide map of innovation. Finally, HiT contributes recognition for the science sectors, which play a key role in innovation processes.

The singular nature of this initiative is given by the lack of a similar worldwide reference in other cities. Consequently, the capacity for attraction that the HiT will have with respect to the groups it is geared towards will be greater.