



# BNEW

BARCELONA NEW ECONOMY WEEK

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## 2021

**5-8 October**

**CONNECT, BOOST, TRANSFORM**

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

Organized by:

**ZF** CONSORCI  
barcelona  
ZONA FRANCA

# 10 EVENTS CONNECTED WITH EACH OTHER

REAL ESTATE LOGISTICS DIGITAL INDUSTRY  
ECOMMERCE ECONOMIC ZONES MOBILITY  
TALENT SUSTAINABILITY SCIENCE CITY

Barcelona New Economy Week - BNEW is a **physical and digital B2B** event that gathers unique events in the **Logistics, Real Estate, Digital Industry, Ecommerce, Economic Zones, Mobility, Talent, Sustainability, Science** and **City** sectors. They all share a common denominator: **the New Economy**.

**BNEW** is a different and unique event due to its hybrid nature, namely it is a physical event supported by a digital platform so that everyone can be part of it.

A **GREEN DEAL** event

A customized (**TAILOR MADE**) event

An event with the highest **HYGIENIC- SANITARY MEASURES**

A **CREATIVE AND SENSITIVE** event

4 DAYS

+35,000  
ATTENDEES

700  
SPEAKERS

400  
BVILLAGERS





# WHAT DOES BNEW OFFER YOU?

The value of each of the unique BNEW events is based on three fundamental aspects:

## KNOWLEDGE

Develop yourself, expand your knowledge, solve doubts and anticipate the future. Get feedback from other experts in an unprecedented, agile and innovative format. You can't be left behind!

## NETWORKING

Access a wide agenda of contacts, schedule meetings and get new digital contacts. Create productive relationships, optimizing time with the right target. Do not set limits to your business, we help you generate the maximum opportunities for your company.

## INNOVATION & TALENT

The ideal platform to launch disruptive products and services. A space to discover each sectors' latest trends and innovations. Now more than ever is the time to strengthen your competitive advantages.



# WHO IS IT AIMED AT? SECTORIZED MICROEVENTS

Aimed at professionals from different economic sectors, industries, small and medium-sized companies, large corporations, Administrations and Institutions, Startups...

BNEW's second edition will bring together **five new essential** sectors for the New Economy.  
**Featured sectors:**

## BNEW LOGISTICS

Intralogistics and storage, infrastructures, all types of transport, new technologies, supply chain information systems...



## BNEW DIGITAL INDUSTRY

Industries, technological development and innovation centers, 4.0 industry, robotization and automation companies, Artificial Intelligence, IOT and Blockchain.



## BNEW REAL ESTATE

Developers, investors, Proptech, banks and financial entities, real estate advisers, interior design and architecture companies, insurance companies and secondary industry.



# WHO IS IT AIMED AT? SECTORIZED MICROEVENTS

## BNEW ECOMMERCE

e-Logistic solutions, packaging and handling systems, payment solutions and privacy and legal services, disruptive technologies, e-commerce last mile and delivery solutions.



## BNEW ECONOMIC ZONES

Free Zones, technology parks, industrial parks, innovation districts, economic regions, governments and business development agencies.



## BNEW MOBILITY

Private and public sector will meet to come up with the best solutions and most transgressive mobility and proposals.



# WHO IS IT AIMED AT? SECTORIZED MICROEVENTS

## **BNEW** SUSTAINABILITY

Solutions for private companies and public organizations. Sustainability is one of the UN 2030 Agenda and its SDG.



## **BNEW** TALENT

Answers to the new educational needs that are arising due to the consumption and production changes posed by the new economy and the 4.0 industry.



## **BNEW** SCIENCE

Science and innovation have gained relevance in labs, hospitals, research in pharmaceutical industries, engineering companies...



## **BNEW** CITY





The channel to enjoy gastronomy, culture and design of a city where these sectors stand out: Barcelona.





# BARCELONA, WORLD CAPITAL OF THE NEW ECONOMY

**BNEW** is an event that has positioned Barcelona as the new economy capital. The 2020 edition was held in different unique buildings within the city of Barcelona committed to the 2030 Agenda such as the **Francia railway station**, **Casa Seat**, **Movistar Centre** and the **Boquería market**. Thus, BNEW boosts this way the business fabric of Barcelona, a city of reference in the new economy Europe.

| Helps   | Boosts  | Offers   | Creates   | Accelerates                      |
|---|---|--|---|----------------------------------|
| to reactivate our country's economy and business fabric.  | the New Economy.  | a great value supply to the main economic sectors.   | opportunities and synergies among the ten featured sectors.   | innovation and encourage talent. |
|  <p data-bbox="233 1013 446 1033">Francia railway station</p> |  <p data-bbox="620 1013 710 1033">Casa Seat</p> |  <p data-bbox="1006 1013 1161 1033">Movistar Centre</p> |  <p data-bbox="1392 1013 1561 1033">Boquería market</p> |                                  |

# A DISRUPTIVE EVENT THAT IS IMPACTING ON THE NEW EVENTS' FUTURE

**BNEW** was the first event to take place after the confinement, created and born during the state of alarm. Despite the restriction, it became an inspiring meeting point and an engine to boost the economy. One of BNEW's trademarks is its disruptive character. It is a new event never seen before. BNEW has meant a revolution that is having an impact on the future of new events.

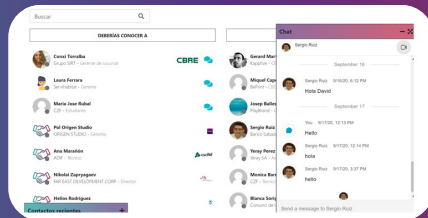
- A hybrid event with a **physical face-to-face presence and a digital platform** that complement each other perfectly so that everybody may access any of them. The world is getting smaller, global and interconnected and BNEW is a clear example of this trend.
- Creating synergies between the ten sectors of activity, exploring opportunities and moving forward together in a collaborative environment. BNEW carried out **72 collaboration agreements with clusters and professional entities**.

## WHAT DOES BNEW OFFER YOU?

• Ten **knowledge TV** sets for each sector of activity.



• A **powerful digital** platform to do **networking**.



• **Innovation and Talent.** More than 150 novelties at the **BVillage**.







# TEN KNOWLEDGE TV SETS TEN SECTORS OF THE NEW ECONOMY

- An innovating format with:

- Debates and pannels
- Inspirational Talks
- Interviews with unique professionals
- TV sets to spread knowledge
- Disruptive experiences
- Commitment to talent

**164 PANNELS,  
DEBATES  
& SESSIONS**

**700  
SPEAKERS**

**240  
HOURS OF  
CONTENT**





# A POWERFUL DIGITAL PLATFORM TO DO NETWORKING

One of BNEW's priorities is to boost **networking** among its participants. In this sense, it has developed a digital platform that uses algorithms based on AI (Artificial Intelligence) to create B2B agendas, optimizing the participants' time with the right target.

## **B**CONNECTED

TAKE PART IN THE NETWORKING ACTIVITIES

## **B**EXPANDED

Meetings between entrepreneurs and professionals to make your business grow.

## **B**KEY PLAYER

Direct contact with quality global decision makers.

## **B**EFFICIENT

Save time searching for prospects and visits to potential clients.

## **B**FOCUSED

Concrete results in a few hours for four days.

## **B**LINKED

List of attendees carry out a follow up later.

## BNEW 2020 FACTS

10,861  
**PARTICIPANTS**

23.271  
**VIRTUAL  
MEETINGS**

133,694  
**CONTACT  
SUGGESTIONS**

# INNOVATION & TALENT

BNEW's digital platform gives access to all its visitors to **all the information and the latest trends** of each sector with presentations and a categorized directory based on the product and service typology.



## BNEW 2020 FACTS

6,582  
INFORMATION  
REQUESTS

52  
STARTUPS

128  
COMPANIES  
AT THE  
BVILLAGE

## AWARD TO THE BEST INNOVATION

BNEW **eCommerce**: Exum

BNEW **Real Estate**: Rimbo Rent

BNEW **Logistics**: Vottun

BNEW **Digital Industry**: E4-3D Engineering

BNEW **Economic Zones**: Oimo Bioplastics



# A HYBRID AND VERY INTERNATIONAL EVENT

**BNEW** was born with a clear **international vocation** and provides all the facilities to connect globally all the sectors that it encompasses. And technology has been key to achieve this goal.



BNEW 2020 FACTS



# A GREAT COMMUNICATION AND PROMOTION PLATFORM

**250,000**  
annual visits  
to the web

**32**  
newsletters

**1.856**  
articles  
published

**+ 7 Million**  
impacts on the  
media campaign

**64**  
national and international  
media partners

**118**  
radio and  
TV appearances



**in** LinkedIn **4,366** contacts

**🐦** Twitter **4,073** followers

**f** Facebook **1,845** fans

**📷** Instagram **654** followers



# FULLY COMMITTED TO THE **2030 AGENDA**

**BNEW** is an event fully committed to and involved with the **Sustainable Development Goals** set by the United Nations **2030 Agenda**.

## **10 reasons not to miss it**

### **BSOCIAL**

Participate in a NEW and responsible event where part of the economic contributions will go to social purposes.

### **BGREEN**

Take part of a NEW event that cares for zero waste.

### **BDIGITAL**

Interact with our NEW DIGITAL Networking Ecosystem.

### **BEQUAL**

Help us build a full-parity event.

### **BFUTURE**

Drive the conversation and be at the 'forefront' of dialogue shaping the NEW economy future.



# FULLY COMMITTED TO THE 2030 AGENDA

## **BKEY PLAYER**

Establish partnerships and collaborations with the industry's key buyers on a local, regional and global level.

## **BLOCAL & GLOBAL**

Benefit from brand exposure & market and sell locally, regionally and globally.

## **BCREATIVE**

Present your session on a totally NEW local, segmented and professional atmosphere that will be shown live globally.

## **BLEADER**

Create and reinforce leadership in front of key markets and buyers with a wide range of branding opportunities.

## **BSEGMENTED**

Launch new products, initiatives and take the opportunity to deliver a presentation, case study or panel discussion to a segmented audience.



**A WORLD  
OF OPPORTUNITIES**

101 ARTISTS

ECONOMIC ZONES

REAL ESTATE

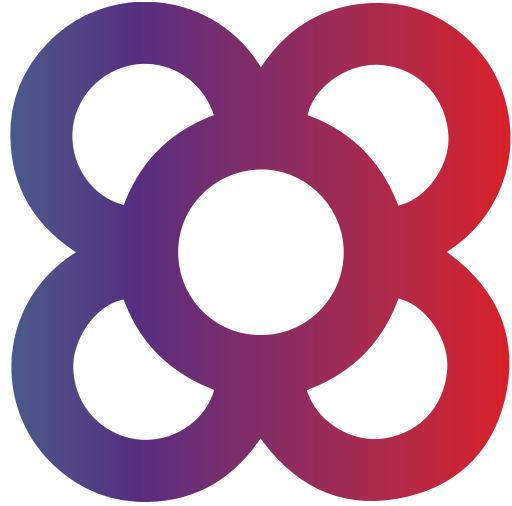
**BARCELONA**

DIGITAL  
INDUSTRY

COMMERCE







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## 2021

5-8 October

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10 EVENTS CONNECTED WITH EACH OTHER

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LOGISTICS

DIGITAL INDUSTRY

REAL ESTATE

ECOMMERCE

ECONOMIC ZONES

MOBILITY

TALENT

SUSTAINABILITY

SCIENCE

CITY

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