

# BNEW

BARCELONA NEW ECONOMY WEEK

**2024 7-10 October**

CONNECT,  
EMPOWER &  
TRANSFORM

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

Organized by:

**ZF** | CONSORCI  
barcelona  
ZONA FRANCA

# 7 EVENTS

CONNECTED TO EACH OTHER

AVIATION HEALTH DIGITAL INDUSTRY TALENT  
SUSTAINABILITY MOBILITY EXPERIENCE

The **Barcelona New Economy Week - BNEW** is a physical and digital B2B event that brings together unique events in **Aviation, Digital Industry, Mobility, Sustainability, Talent, Health** and **Experience**, all of them with a common denominator: **the new economy**.

**BNEW** is a different and unique event because it is the first with a hybrid character: a physical event that is supported by a digital platform, to facilitate the presence of people from all over the world.

**GREEN DEAL** event  
**A TAILOR-MADE** event  
**A CREATIVE & SENSITIVE** event



8.000  
NETWORKING  
CONTACTS

+12.500  
ATTENDEES

1.500  
STARTUPS

103  
COUNTRIES

4 DAYS



# WHAT DOES BNEW OFFER YOU?

The value proposition of each of **BNEW**'s unique events is based on **3 fundamental aspects**:

## KNOWLEDGE

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

## NETWORKING

Access an extensive contact list, schedule meetings, and get face-to-face and digital contacts. Create productive relationships, optimizing time with the right target. Don't put limits on your business, we help you generate the maximum opportunities for your company.

## INNOVATION & TALENT

The ideal platform to launch disruptive services and products. A space to discover the latest in innovation and trends in each sector. Strengthen your competitive advantages now more than ever.





# TO WHOM IS IT DIRECTED?

## GLOBAL SECTORIZED MICRO-EVENTS

The fifth edition of **BNEF** will feature seven transcendental sectors for the new economy, some of which have already been represented since the event's inception in 2020.

This format allows professionals from different economic sectors, industries, small and medium-sized enterprises, large corporations, Administrations and Institutions and Startups to be reached at the same time.

### BNEF

#### AVIATION

The new economy focuses on aviation, a sector in which sustainability and innovation play a fundamental role.



### BNEF

#### HEALTH

Health is present in all areas of our lives, including Industry 4.0, which promotes innovation in health through new technological and digital tools.



### BNEF

#### DIGITAL INDUSTRY

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



### BNEF

#### TALENT

Responses to the new training needs that are being created as a result of the changes in consumption and production posed by the new economy and industry 4.0.







# TO WHOM IS IT DIRECTED?

## GLOBAL SECTORIZED MICRO-EVENTS

### BNEW

#### SUSTAINABILITY

Solutions for private companies and public bodies. Sustainability is one of the priorities of the SDGs set out in the 2030 Agenda.



### BNEW

#### MOBILITY

The private sector and the public sector come together to offer the best solutions and the most transgressive proposals in mobility.



### BNEW

#### EXPERIENCE

A channel where you can enjoy the gastronomy, culture and design of a city of reference in these sectors such as Barcelona.





# BARCELONA, WORLD CAPITAL OF THE NEW ECONOMY

**BNEW 2024** will be held at **DFactory Barcelona**, a unique building in the city of Barcelona with open, diaphanous, digital spaces, and committed to the 2030 Agenda. A disruptive and innovative event that is committed to the possibilities, new forms and change of economic paradigm offered by new technologies. And all this in Barcelona, the benchmark city in Europe for the new economy, which is firmly committed to this new way of doing things and has a broad 4.0 business ecosystem.

## It helps

to reactivate the economy of our territory and the business fabric

## Drive

the New Economy

## It offers

a great value proposition to the main economic sectors

## Create

opportunities among the 5 sectors that will be present

## Accelerate

innovation and support talent





# FACE-TO-FACE AND MULTI-SECTOR NETWORKING

Since its inception, **BNEW** has been characterized by its networking potential, especially online. In this new edition, it will be further enhanced, if possible, with face-to-face networking activities, immersive experiences, afterworks... **DFactory Barcelona** will become the venue for the face-to-face event of all attendees at **BNEW 2024**.

This multisectoral and transversal nature, which will continue to be promoted in this new edition, is one of the main differentiating factors of **BNEW**.







# A TRANSGRESSIVE EVENT THAT IS MARKING THE FUTURE OF EVENTS

**BNEW** was the first event to be held after the lockdown, created and devised during the state of alarm. Despite the restrictions, it has managed to establish itself as an inspiring meeting point and driver of the economy. One of the hallmarks of BNEW is its transgressive nature, which has been a revolution and has marked the future of new events. This edition, with greater attendance, will be a new step in the consolidation of the benchmark event of the new economy.

- A hybrid event with a physical and **face-to-face part and a digital part** that complement each other and give access to it to everyone. Because the world is getting smaller, more global and interconnected and BNEW is a clear example of this.
- Creating synergies between the seven sectors of activity, exploring opportunities and moving forward together in a collaborative environment. BNEW 2023 carried out **96 agreements with clusters and professional entities**.

## WHAT DOES BNEW OFFER YOU?

- **3 knowledge TV sets**, two sectors of activity in each of them.
- A powerful **digital platform** for **networking**.
- **Innovation and Talent**.







# 3 KNOWLEDGE SETS

## 7 SECTORS OF THE NEW ECONOMY

An innovative program with:

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

100 PANELS,  
DEBATES &  
SESSIONS

140  
HOURS OF  
CONTENT

350  
TOP  
SPEAKERS





# A UNIQUE DIGITAL PLATFORM FOR NETWORKING

Fostering **networking** among its participants is one of BNEW's priority objectives. To do this, it has a digital platform that uses algorithms based on **AI** (Artificial Intelligence) to create **B2B** agendas, optimizing the time of participants with the right target.

## **BCONNECTED** PARTICIPATES IN NETWORKING

### **BEXPANDED**

Meetings with entrepreneurs and professionals to grow your business.

### **BKEY PLAYER, BEFFICIENT**

Save time in searching for contacts and visits to potential customers.

### **BFOCUSED**

Achieves results in a few hours for 4 days.

### **BLINKED**

List of attendees to be able to follow up later.

## BNEW Figures 2023

12.508  
PARTICIPANTS

7 SECTORS  
CONNECTED TO  
EACH OTHER

A SINGLE  
PLATFORM TO  
CONNECT  
THEM ALL

# INNOVATION & TALENT

**BNEW's** digital platform allows all its visitors to access all the **innovation and the latest trends** in each sector with presentations and a directory categorized by type of product and service.



## **AWARD FOR THE BEST STARTUP AT BNEW 2023**

### **BNEW Sustainability:**

Agalytics

### **BNEW Mobility:**

Vecla

### **BNEW Talent:**

HDR

### **BNEW Health:**

Myorcare

### **BNEW Proptech:**

Additive Spaces

### **BNEW Digital Industry:**

Zentinel Machine Data  
Solutions

## **BNEW Figures 2023**

8.3146  
**FACE-TO-FACE  
ATTENDEES**

4.192  
**ONLINE  
ATTENDEES**

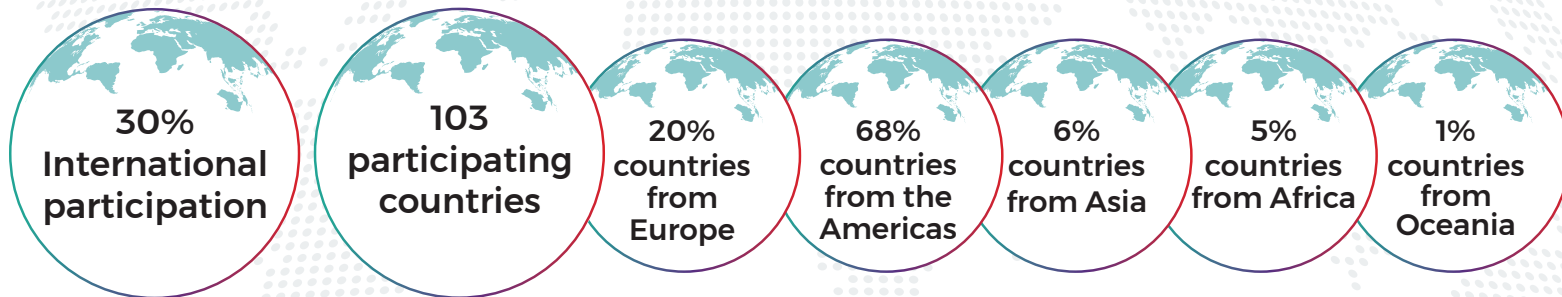
35.000  
**VIEWS**

1.500  
**STARTUPS**



# AN INTERNACIONAL EVENT

**BNEW** was born with a clear **international vocation** and connects the sectors it brings together globally, thanks to technology.



BNEW Figures 2023







# GREAT PLATFORM FOR COMMUNICATION & PROMOTION

265.000  
annual visits  
on the website

42  
newsletters

1.145 articles  
published

20 million impacts  
on the media  
campaign

32 national  
and international  
media partners

63 appearances  
on radio and TV  
programs



LinkedIn **3.824 connections**



X **4.718 followers**



Facebook **1.928 fans**



Instagram **1.904 followers**

BNEW Figures 2023



# FULLY COMMITTED TO THE 2030 AGENDA

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

## 10 reasons not to miss it

### **BSOCIAL**

Participate in a new and responsible event where part of the economic contributions will be allocated to social purposes.

### **BGREEN**

Engage in an event that cares about the environment.

### **BDIGITAL**

Interact with our new digital networking ecosystem.

### **BEQUAL**

Help us create an event that is equal for everyone.

### **BFUTURE**

Lead the conversation and position yourself at the forefront of the dialogue shaping the future of the new economy.



# FULLY COMMITTED TO THE 2030 AGENDA

## **BKEY PLAYER**

Establish connections, associate, and collaborate with key industry buyers at the local, regional, and global levels.

## **BLOCAL & GLOBAL**

Benefit from the promotion and marketing of your brand to sell at the local, regional, and global levels.

## **BCREATIVE**

Deliver your presentation in a completely innovative, segmented, and professional environment that will be showcased simultaneously “live” on a global scale.

## **BLEADER**

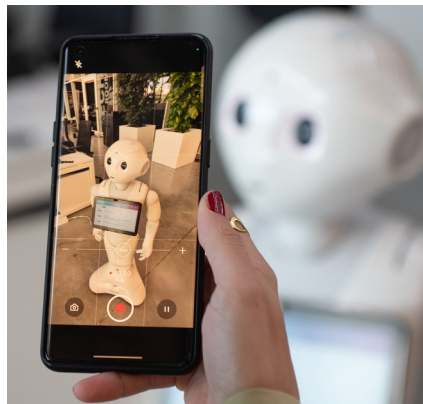
Create and strengthen your leadership in markets and with key buyers through a wide range of opportunities to boost your brand.

## **BSEGMENTED**

Launch new products and initiatives and take advantage of this opportunity to conduct a presentation, case study, or debate to a segmented and specialized audience.



# A WORLD OF OPPORTUNITIES





# BNEW

BARCELONA NEW ECONOMY WEEK

2024 October 7-10

7 EVENTS CONNECTED TO EACH OTHER

**BNEW**

AVIATION

**BNEW**

HEALTH

**BNEW**

DIGITAL INDUSTRY

**BNEW**

TALENT

**BNEW**

SUSTAINABILITY

**BNEW**

MOBILITY

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EXPERIENCE

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