



MEDAWEEK 2017 STUDY TOURS OPTIONS:

OPTION 1) AGRO FOOD SECTOR: *Company: ECOVERITAS*

- WHO THEY ARE:** Leading supermarket of organic products in Spain, founded in 2002 by four Catalan families.
 At present, Veritas has established itself as the leading company in Spain in organic food, both for its sales volume and growth rate as for its wide variety of products. The supermarket chain has been a pioneer in the introduction of new products with ecological certification.
- WHAT THEY DO:** Veritas wants to make the consumption of organic certified produce an everyday habit, supporting the environment, local produce, rich tasting foods, health, sustainable and responsible consumption and diversity. They have their team of buyers looking for new products permanently at the best price and with the highest quality, but also they have developed their own organic product, running an ecological bakery. Veritas has opened in the heart of Barcelona to hold cooking workshops and activities linked to the philosophy of "Slow living". It is a space of 300 m2 in the middle of Barcelona, where activities related to food, emotional and emotional well-being will take place. In the hands of the best professionals, we will do cooking workshops based on organic food, talks and practices for personal development and yoga sessions, among others. Terra Veritas is born as a response to the demand of numerous clients to know the benefits of food, how to cook them, understand what effects they produce in us, to be able to talk experts in the field.
- WHERE THEY ARE:** c/ Diputació, 239 CP 08007 Barcelona, Spain.
 Located in Barcelona city centre.
- WHEN:** 24th November 2017 - 15.30 – 17:30

SUPERMERCATS
veritas[®]
 MENJAR DE VERITAT



OPTION 2) ICT SECTOR: *Company: 22@BARCELONA THE INNOVATION DISTRICT*

- **WHO THEY ARE:** The municipal society 22 ARROBA BCN, S.A.U., was created in 2000 by Barcelona City Council with the aim to promote and manage the foreseen transformation for 22@Barcelona project, who's mission is to make Poblenou's old industrial areas a magnet for business, science, technology and cultural activities, which will help consolidate Barcelona's position as one of the main innovation and knowledge-economy platforms in the world. This transformation process has been underway since 2000 and has led to substantial improvements in the district's physical environment thanks to careful urban planning and management and the implementation of an ambitious infrastructure plan, all of which allow the district to offer modern spaces where the most innovative companies can coexist with universities and training, research, and technology transfer centers, as well as housing, facilities and green areas.
- **WHAT THEY DO:** As an agent of economic development, the 22@Barcelona company actively participates in the economic promotion of this productive district, boosting its capacity to innovate and driving both the attraction and retention of talent, as well as the international projection of its business, science and teaching activities.

22@Barcelona district integrates the different agents constituting the system of innovation -cutting edge companies, universities and training centres, and centres of research and transfer of technology - with different agents of promotion that facilitate interaction and communication among them.

22@Network (Association of companies and institutions located in the 22@Barcelona district).

It is made up of businesses and organizations in the 22@Barcelona district that understand that innovation and knowledge must be an active part of their organization, regardless of the sector they work in. This association aims to increase competitiveness and internationalization of companies located in the 22@Barcelona district, truly making it Barcelona.

Currently, the 22@Network association has 120 member, including technology companies like Indra, T-Systems, Futurlink, Microsoft, Infonomia, Gaes, Ecotènia, Informàtica El Corte Inglés, Yahoo! and institutions like UOC, UPF, IL3-UB and Barcelona Activa, among others.

For more information: <http://www.22network.net>

- **WHERE THEY ARE:** Carrer de la Llacuna, 162, 08018 Barcelona, Spain.
- **WHEN:** 24th November 2017 – 09.00 – 11:00

OPTION 3) TEXTILE SECTOR: Company: DESIGUAL

- **WHO THEY ARE:** Desigual is a clothing brand headquartered in Barcelona, Catalonia, Spain, which is notable for its trendy patchwork designs, intense prints, graffiti art, asymmetrical designs (hence the name) and flamboyant splashes of colour. Founded in 1984 by Swiss businessman Thomas Meyer on the island of Ibiza, Desigual was managed by Manel Adell from 2002 until December 2013. Manel Jadraque then became the new CEO. The fourth most important Spanish fashion company at the moment.
- **WHAT THEY DO: *CONCEPT.*** Desigual claims to have a philosophy based on positivity, tolerance, commitment and fun. Each season the Desigual design team, comprising 25 designers, prepares a collection of over 1,000 items, including clothes and accessories, built around a unified concept. Desigual opted for the construction of a global brand when ten years ago it began its foreign activity. Its managers consider that their domestic market is not Spain but Europe. And in addition, they see cultural diversity as a source of wealth and values that are very coherent with their brand essence
WHAT THEY DO: *LOGISTICS.* Since July 2015, the Desigual universe has had its operations center in Viladecans (Barcelona), on a platform of 23,500 m2, which expands the capacity of the 15,000 m2 center in Gavà, and the subcontractors in New Jersey (USA) and Hong Kong. Desigual put its new Distribution Centre into operation where the main production (in Asia 75% of the production is made), Portugal, or even Mataró (Barcelona) the orders destined to its more than 500 stores, 2,800 department stores, 7,500 multi-brand stores, and other 9,000 points of sale, and also to the homes of the customers who have bought online (which already represent about 10% of total sales).
- **WHERE THEY ARE - *HANGAR DESIGN CENTRE and HEADQUARTERS:*** Passeig del Mare Nostrum, 15, 08039 Barcelona (Beachfront headquarters on the Mediterranean in Barcelona's Barceloneta neighborhood).
http://www.desigual.com/en_GB/about-us/



- **WHEN: 23th November 2017 - 09.00 – 11:00 (To be confirmed)**