



HKU Undergraduate International Entrepreneurial and Innovation Experience to Barcelona BUSI-1806 June 01-07, 2025

Unveiling Barcelona's Innovation Ecosystem!

Barcelona's innovation ecosystem is gaining global attention. With over €1.5bn invested in startups in 2023, the city has emerged as a vibrant hub for technology and entrepreneurship, boasting several successful 'unicorns' and attracting major venture capital. Positioned as a key European tech center, Barcelona's robust infrastructure, access to capital, and talented workforce make it a prime destination for entrepreneurs and investors. Known for its cutting-edge developments in smart cities, AI, and biotech, Barcelona is setting new records in innovation and technology. Our program offers insights into Spain's thriving startup culture, empowering participants to enhance their business value propositions and pioneer new success models.

Program highlights include:

- Firsthand encounters of global business and management in today's fast-paced and ever-changing globalized business environment
- Interact with local entrepreneurs, visit local companies, learn about local business trends, geopolitics and economic policy and how this effects business
- Engage in dynamic lectures and immerse in Spain's history, culture, and gastronomy.

Assessment Criteria:

- 20% Pre-Trip reading & assignment
- 35% Attendance and active participation in lectures, workshops, and discussions
- 15% Individual Field Trip Journal
- 30% Group Culture & Company Analysis Presentations



**Innovation & Entrepreneurship
Learning Experience**



**Ecosystem
Encounters**



**Tours and Activities
Cultural & Historical**



**Food and
restaurants**



Transportation

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**Sunday
June 1**

- Welcome Lecture with refreshments at hotel
- Private Walking Tour of Barcelona
- Opening Dinner



**Monday
June 2**

- Lecture: Geo-political overview of Spain & Europe
- Company visit: Casa SEAT
- Free time to explore the city!



**Tuesday
June 3**

- Lecture: EU Monetary & Economic Policy focused on Spain
- Company Visit: Norrsken House
- Tour of Barceloneta neighborhood, fresh food market & beach front
- Spanish Cooking Workshop



**Wednesday
June 4**

- Company Visit: Tech Barcelona
- Lecture: Big data, AI and the Fourth/Industrial Revolution
- Free Evening to explore the city!



**Thursday
June 5**

- Company visit: Estrella Damm Factory
- Group Lunch @ Barcelona Restaurant
- Guided Tour of Sagrada Familia
- Free evening to enjoy the city!



**Friday
June 6**

- Workshop @ ESADE Sant Cugat Campus
- Lecture: International business transactions & doing business with Spain
- Final Dinner & Flamenco Show



**Saturday
June 7**

- Guided tour of Casa Batllo
- Check out and store luggage at the hotel
- Free time to explore the city!
- Make own way to airport

Meals included: light snack, dinner

12:30 Arrive at Hotel
*Store luggage at hotel concierge



13:00 Welcome lecture with refreshments

14:30 Check in to Hotel



15:30 Meet in Lobby for Private Walking Tour of Barcelona

This tour offers a tailored, immersive experience of the city's rich history and culture. Led by a knowledgeable local guide, you'll explore iconic sites like the Gothic Quarter, as well as hidden gems off the beaten path. Along the way, learn about Barcelona's unique blend of modernist and Gothic architecture, its vibrant art scene, and deep-rooted Catalan traditions. Perfect for those looking for a personalized, in-depth exploration of one of Europe's most dynamic cities.



18:30 Walk to restaurant for opening dinner



19:00 Opening Dinner



21:30 Walk back to hotel



Meals included: breakfast at hotel

09:15 Meet in hotel conference room (*Sala Malaga*)



09:30 **Lecture: Geo-political overview of Spain & Europe with Jorge Galindo, Deputy Director, Esade EcPol Center for Economic Policy**

This compelling lecture will delve into centuries of Spanish history, from the medieval kingdoms to the modern democratic state, unraveling the threads that have woven the intricate tapestry of the Iberian Peninsula. Explore the geopolitical dynamics that have shaped Spain's role within the European Union, examining the nation's influence on regional policies and its relationships with neighboring countries. Whether you're a history buff, a political enthusiast, or someone eager to grasp the intricacies of Spain's global connections, this lecture promises a thought-provoking exploration of the historical and geopolitical forces that have shaped the nation and its role in the broader European context.



10:45 **Coffee break**



11:00 **Lecture continued**



12:00 **Lunch break** (*buy your own lunch locally*)

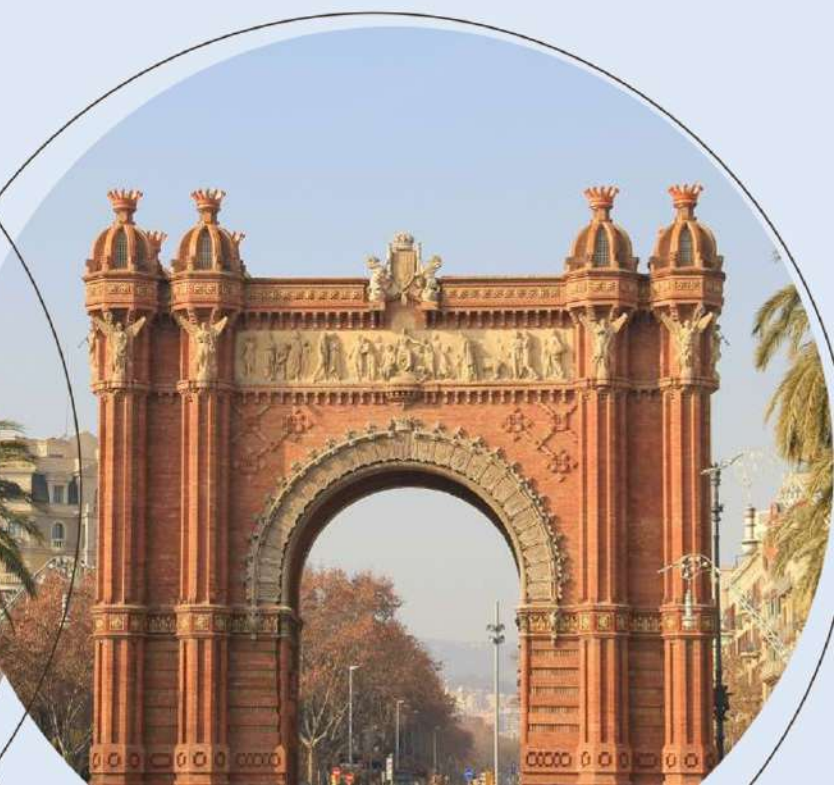


13:30 **Meet in hotel lobby to walk to Casa SEAT**



14:00 **Company visit: Casa SEAT**

15:30 **Free afternoon to explore and enjoy the city!**



Meals included: breakfast at hotel, dinner



08:30 Meet in hotel conference room



09:00 Lecture: EU Monetary & Economic Policy with a focus on Spain

This interactive lecture will explore the framework and mechanisms that guide the EU's approach to economic governance, with a particular focus on Spain. We will examine Spain's integration into the Eurozone, its adaptation to the EU's monetary policies, and the impact of these policies on the Spanish economy. Key topics include the role of the European Central Bank, fiscal constraints under the Stability and Growth Pact, and Spain's response to economic challenges such as the global financial crisis and recent economic reforms. Through this analysis, we aim to understand Spain's unique position within the broader context of EU economic policy.



12:00 Lunch break (buy your own lunch locally)



13:30 Bus to company visit



14:00 Company Visit: Norrskén House



15:30 Walking tour of Barceloneta and food market



17:30 Walk to cooking class



18:00 Spanish cooking workshop (dinner included)




21:00 Bus back to hotel



DAY 4 | BARCELONA

WEDNESDAY, JUNE 4

Meals included: breakfast at hotel

-  **08:45** Meet in lobby for bus to **Company visit**
-  **09:30** **Company visit Tech Barcelona** (group 1)
-  **10:30** **Company visit Tech Barcelona** (group 2)
-  **11:30** **Free time** (*buy your own lunch during this time*)
-  **13:30** **Meet at designated pick-up spot for bus back to hotel**
-  **14:00** **Lecture: Big data, AI and the Fourth/Industrial Revolution with Carlo Sala**
Delve into how these technologies are impacting the finance sector with Carlo Sala, Professor of Finance at ESADE
-  **15:30** **Coffee break**
-  **15:45** **Lecture continued with Carlo Sala**
-  **16:30** **Free evening to explore and enjoy the city!**



DAY 5 | BARCELONA

THURSDAY, JUNE 5

Meals included: breakfast at hotel, lunch

-  **09:30 Meet in lobby for bus to Estrella Damm Factory.**
-  **10:00 Company visit: Estrella Damm Factory.**
Ronda de Ponent, 41, 08820 El Prat de Llobregat, Barcelona
-  **12:00 Group Lunch at Barcelona Restaurant** *(included)*
-  **13:30 Group 1 - walk to Sagrada Familia**
(24 minutes walk from restaurant)
-  **14:15 Group 1 - Guided tour of Sagrada Familia & Basilica**
The Sagrada Familia is a one-of-a-kind temple, for its origins, foundation and purpose. Fruit of the work of genius architect Antoni Gaudí, the project was promoted by the people for the people. Five generations now have watched the Temple progress in Barcelona. Today, more than 140 years after the laying of the cornerstone, construction continues on the Basilica.
-  **14:00 Group 2 walk to Sagrada Familia**
(24 minutes walk from restaurant)
-  **14:45 Group 2 Guided tour of Sagrada Familia & Basilica**
-  **16:30 Free evening to enjoy the city!**



Meals included: breakfast at hotel, lunch, dinner

-  **08:00** Depart by bus to ESADE Sant Cugat Campus
-  **09:00** Meeting and event at ESADE with undergraduate students and local ecosystem stakeholders
(Catered lunch included)
-  **14:00** Bus back to hotel
-  **15:00** Lecture: International business transactions & doing business with Spain
- 17:00** Time to get ready for dinner
-  **18:30** Bus to closing dinner
-  **19:30** Closing dinner at Xalet de Montjuic *(included)*
-  **20:00** Bus to Flamenco show
-  **22:00** Live Flamenco show
-  **23:15** Bus back to hotel



DAY 7 | BARCELONA

SATURDAY, JUNE 7

Meals included: breakfast at hotel

09:30 Check out of the hotel and store luggage

 **10:00 Meet in hotel lobby to walk to Casa Batllo**

 **10:30 Guided tour of Casa Batllo**

A UNESCO World Heritage site and an icon in Barcelona, a must see for those who want to discover Gaudí's work and modernism at its finest. It is also one of the most highly rated cultural and tourist attractions, welcoming 1 million visitors every year.

 **12:30 Walk back to hotel**

Make your own way to the airport



Recommended Restaurants in Barcelona - [Link](#)

Free evening to Enjoy the vibrant scenery of Barcelona:

1. **Stroll down La Rambla** - A bustling pedestrian street with street performers, shops, and cafes.
2. **Magic Fountain of Montjuïc** - Enjoy the spectacular light and music show at night (check schedule for specific days).
3. **Sunset Walk along the Port** - Take a leisurely stroll along Port Vell or Port Olímpic to enjoy the sunset and the lively atmosphere.
4. **La Barceloneta Beach** - Close to the port area, it's a great place to relax in the evening, people-watch, or even join a beach volleyball game.
5. **Rambla del Mar** - This pedestrian walkway stretches out into the water from Port Vell, offering scenic views and a relaxing environment.

Nightlife:

1. **Poble Espanyol** - A village-like area with bars, clubs, and live music, great for a diverse nightlife experience.
2. **Barri Gòtic (Gothic Quarter)** - Explore small bars and clubs tucked away in narrow streets, offering a unique nightlife charm.