

eurecat!

Excelencia e Innovación



We turn events into an opportunity to learn, know and inspire, boosting Knowledge and Technology transference to companies and society.

Events with impact

1. Eurecat, innovating with business
2. Interdisciplinary integration
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1. Eurecat, innovating with impact

1

The main technology center in Catalonia and one of the largest private research organizations in southern Europe.

2

We work together with companies of any size and sector in the various phases of R&D&I.

3

We accelerate innovation, reduce spending on scientific and technological infrastructure, lower risks, and provide specialized knowledge tailored to business needs.

4

Our multi-sectoral and multi-technology approach allows us to address complex challenges and tackle major issues in areas such as technology, the environment, and energy.

5

We have highly advanced infrastructures and laboratories in water technology, medical devices, personalized nutrition, embedded electronics, artificial intelligence in industrial environments, lightweight materials and cognitive robotics, among other fields.

6

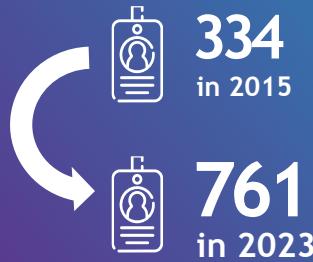
Our extensive network allows us to be close to our clients: with offices throughout Catalonia and a presence in Madrid, Malaga and Chile.

A challenge! ...
That offers big opportunities



Committed team, close to the company

We have a results-oriented team, committed to each project to provide excellent service to the company.



57%
men



43%
women



25%
doctorate



2. Multi-technology integration



Industrial Area

1. Advanced materials and new manufacturing processes
2. Functional printing and embedded devices
3. Collaborative and cognitive robotics
4. Functional textiles
5. Chemicals
6. Modelling and simulation
7. Product development



Digital Area

1. Sensor systems and IoT
2. Data science and analytics
3. Artificial intelligence
4. Cybersecurity
5. Multimedia technologies
6. Digital Health



Biotechnology Area

1. Nutrition and health
2. Omic sciences
3. Biotechnology



Sustainability Area

1. Water
2. Soil
3. Air
4. Energy
5. Waste
6. Environmental impact
7. Batteries
8. Climate change



The standout value of Eurecat:

Our interdisciplinary capabilities enable us to address complex challenges.

Specialized in science and technology

We are specialized in seven big areas to provide a comprehensive response to the main social, economic and environmental challenges.



Water technology



Medical devices



Personalized nutrition



Functional polymers



Artificial Intelligence in Industrial settings



Lightweight materials



Advanced robotics

3. Eurecat events presentation



Eurecat Events offers the innovative experience of the Eurecat technological centre

with more than 15 years in the field of promotion and dissemination.

Each of our events is an opportunity to learn, know, get inspired, and above all help in the positioning of the image of your company.

We contribute to offering wide range of knowledge and the latest trends related to Information and Communication Technologies applied to different business sectors and social areas.



EURECAT EVENTS

VIDEO

4. What we offer?

Learning, knowledge, inspiration



Ad-hoc congresses
or sponsoring



Hackathons



Contests



Sectorial
symposiums



Workshops



Awards



Other types of
dissemination

4. What we offer?

Measurable results



Brand visibility

- Dissemination of our events to a wide customer database segmented by sectors or markets
- Large collaboration network within the innovation ecosystem that give us support spreading our calls



Strategic positioning

- Participation in the thematic contents of the congress
- Delivery of promotion material to the attendees
- Interaction spaces B2B to raise awareness of the benefits of the Brand or the solution



High convocation power

- More than 6.000 registrations to our 2022 events.



Ad-hoc projects for companies

- Specialized in a specific technology or sector.



High level networking

- Opportunity to promote R&D projects, products and innovative services
- Participation and interaction in highly qualified and specialized innovative ecosystems



Large media impact

- Integration of sponsor participation in media releases, in which the patient topic generates repercussion and interest to the media
- Important virality of our messages and events through social media

5. How we do it?

The process

✓ Identification of growing market opportunities

✓ Analysis of our customer needs

✓ Generation of promotion and dissemination services to help to solve our customer's needs

✓ Production of sustainable over time and economically viable events

Being part of a structure composed by more than 650 professionals integrated in R&D unities specialized in different strategic sectors, allow us to give a holistic response to the market needs. Our process highlights innovation and is based in fundamental concepts integrated in a system:



We work with competence-based teams of experts in the markets in which we operate

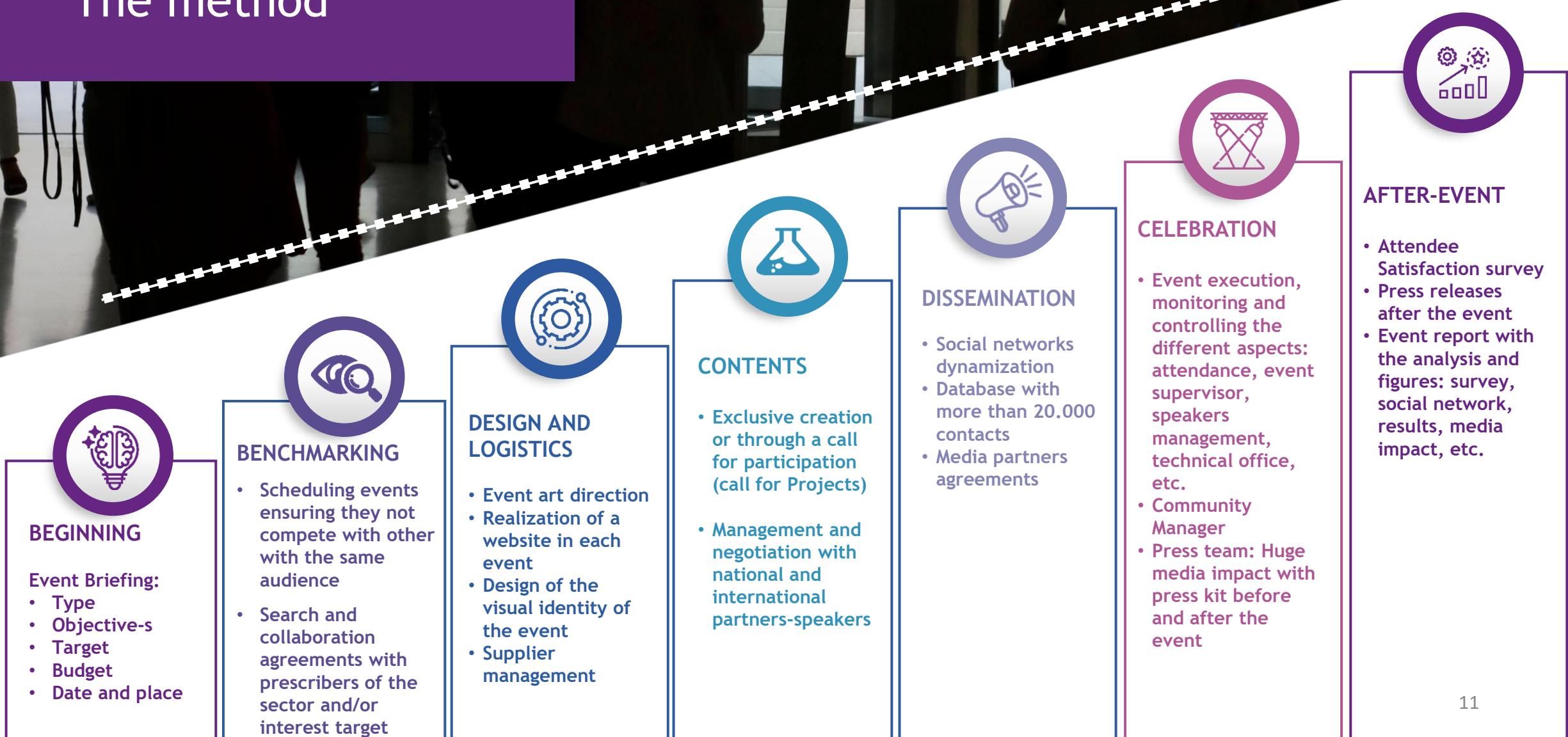
We create value to our proposals

We work with innovation business structures

We gather complete innovation ecosystems

5. How we do it?

The method



6. Global figures 2022 Eurecat Events

27

Sponsors



111

Collaboration entities



4.100

Assistentes únicos

+ 7.600

People registered to
our events



95%

Of attendees
recommend to
assist to our
events



6. Global figures 2022 Eurecat Events



+100
Media impacts



27
Media
Partners



+350
speakers



+4000
Attendees



+17.500
Followers in
Twitter

7. Sponsor Benefits

Email marketing campaigns with the logo of the sponsor to a segmented data base by market or sector

Brand site in the event website

Wide viralization throughout social media

Mention and special thank in the welcoming session day of celebration of the event

Video-interview to a company representative with dissemination throughout different channels

Dissemination campaign to the press with media releases prior, during or after the event in which the sponsor is mentioned

Inclusion of the brand in the marketplace hand by hand of a stakeholder of the innovative system

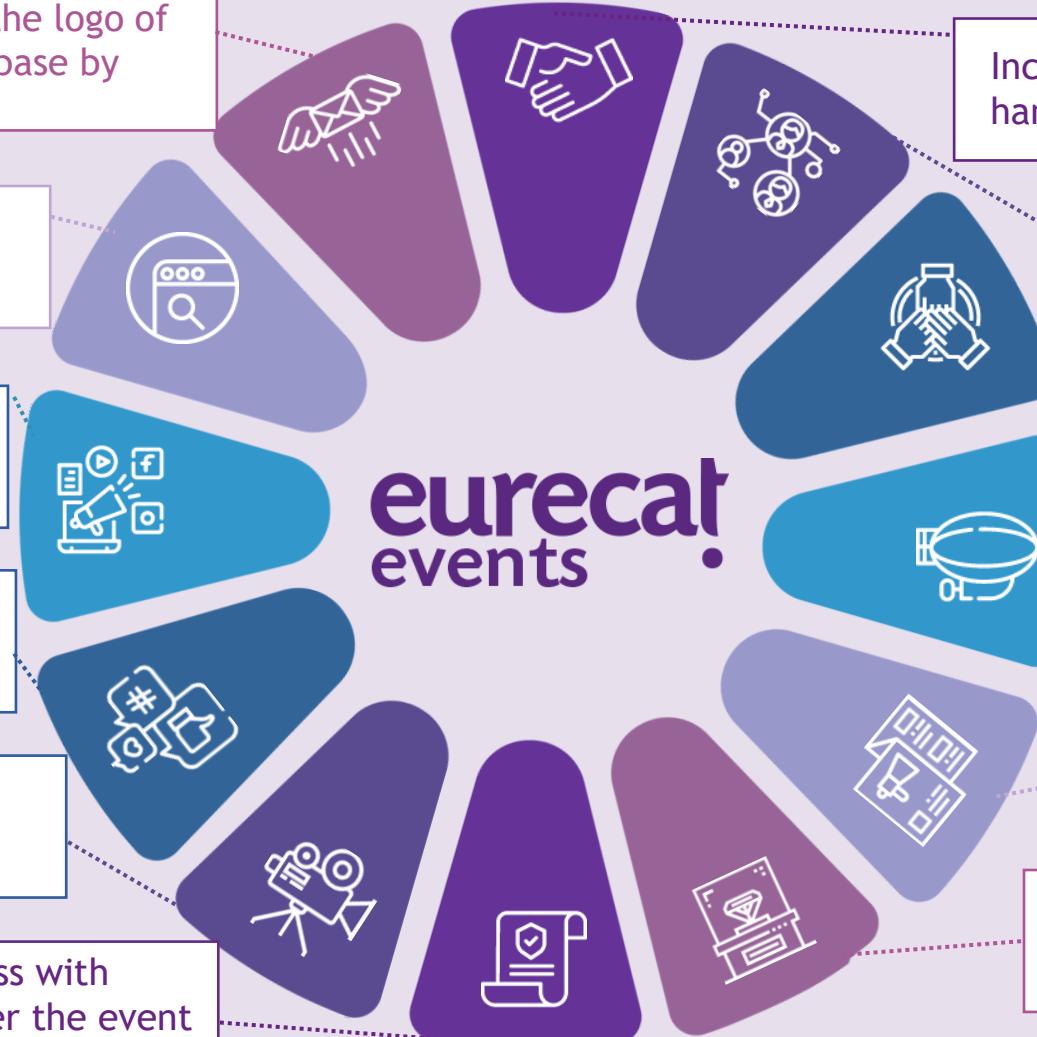
Exceptional networking and interaction with strong business or R&D project possibilities

Participation in the main contents of the congress

High brand visibility thanks to the support of collaboration entities

Delivery of corporate and merchandising material to the attendees

Demonstration spaces in which exhibit solutions to the attendees



8. Team members



Gemma López

Diplomat in Business Sciences from the University of Barcelona (UB), Postgraduate in Training Engineering from UPF, Master in Internet Management from ICT and Master in Strategic Marketing Management from ESADE. She has more than 25 years of experience developing and directing ICT innovation and promotion projects in both the business and corporate spheres. Currently, she directs the Institutional & Business Events department, where a multitude of informative and scientific activities are designed and carried out through conferences and congresses.



Andrea Rius

Graduated in Advertising and Public Relations from the University of Barcelona and Master's Degree in Marketing and Business Management from the Autonomous University of Barcelona. She has more than 15 years of experience in the execution of ICT innovation and promotion projects in the business and corporate field. Throughout his career she has supported multinational companies, SMEs and public and private entities such as Red.es, the STSI of the Generalitat de Catalunya, la Caixa, Microsoft or the Barcelona Chamber of Commerce. Before joining Eurecat, she worked at the BDigital technology center and at Endesa with marketing functions and communication projects.



Noemí Ruiz

A graduate in Documentation from the Autonomous University of Barcelona, she has a Master's Degree in Information and Communication Technology Management from the UOC and a Postgraduate Degree in Event Management and Protocol from the UPF. She has more than 15 years of experience in the technology sector, and particularly in the areas of communication, marketing and event organization. For two years he lived in Sydney (Australia) where he was managing the documentary collection and supporting the reference desk of Gowrie NSW, a pedagogy and education resource center. At the end of 2007, and already back in Barcelona, she worked at the GCA architecture firm where she developed the work of communication manager. Subsequently, she was responsible for communication at CISTIB for 4 years, until she joined Eurecat.



8. Team members



Marta Pla

Graduated in Advertising and PR and Journalism, she has participated in projects in many technological and digital sectors such as R&D, Smart Cities, IoT, Electronic Banking, eHealth, ICT and Education, Industry 4.0, among others; both with companies and in public administration. Event Manager with more than 15 years of experience in the organization of corporate and business events in the technology sector. She has participated in all stages of project management with a clear orientation towards results, conceptualization and writing of proposals, negotiation, planning, organization, team coordination, execution and project closure.



Ana Vázquez

Graduated in Economic Sciences from the University of La Coruña, she has a specialization "Master in International Retail" from the Pompeu Fabra University.

Before joining Eurecat, Ana has developed her professional career in the marketing and/or communication area of companies such as Piaget (Richemont Group), Medina Mayrit (Al-Ándalus Group) or Randstad, among others, where she has performed management functions, budgeting, internal communication, sales analysis, product supply, event organization, supplier management, sales team assistant, etc.



Cora Plaza

Graduated in Advertising and PR. Master in Protocol and Event Management and Direction. Before joining the Eurecat Events team, she has developed her career in the corporate events and business training sector at APD, and in the Startup and Tech sector at Talent Garden (as Community, Hospitality & Events Manager). She has acquired skills in events organization, negotiation and sales, supplier and budget management, office management, internal communication and marketing and communication, among others. She has also worked in the field of communication in agencies such as Oh la là! and in the Promofarma.



9. Contact with us



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Thank you!



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“innovating for business”