

## **Turisme de Barcelona expresses its support for the GSMA and will be working on more than 127 congress bids until 2025**

- **As a collaborating entity with the MWC, the consortium expresses its full support for the GSMA for taking “a difficult decision that is the result of circumstances beyond its control and a worldwide alert”**
- **Eduard Torres: “The MWC is a very important congress due to its size and impact on our productive fabric. However, our overall assessment of the city as a meetings destination reveals that we have an extremely solid, diversified model that will allow us, once again, to overcome adversity”**
- **Barcelona Convention Bureau is working on 127 congress bids for the coming years**

**Barcelona, 13th February 2020** .- This morning, the CEO of Turisme de Barcelona, **Eduard Torres**, expressed his full support for the GSMA and the difficult decision it had to take regarding an event that has a major impact around the world and clear repercussions on the productive fabric of the city and the country. He also wanted to send out a message of confidence and optimism about “a near future, full of success due to the extremely solid model we have all created in the organisation of major events and congresses”.

Turisme de Barcelona’s congress programme, the Barcelona Convention Bureau, is currently attending the latest Integrated Systems Europe (ISE) in Amsterdam. It is the world’s most important audiovisual show and attracts more than 8,000 professionals. Next year its headquarters will relocate to Barcelona. Torres went on to say, “this is excellent news resulting from our work with other institutions and just one of many

examples that reaffirms the importance of our ongoing promotional activities to attract congresses through the BCB programme. And we will continue to work in this direction”.

The BCB specialises in and presents bids to host congresses and meetings in Barcelona with a mid-term projection that enables us to confirm congresses until 2025.

This year, the city has more than 33 congresses confirmed that will attract over 1,000 delegates. We are currently working on more than 100 bids to host new ones. The most important congresses this year are the IoT Solutions World Congress, the World Congress on Gastrointestinal Cancer and the International Society of Blood Transfusion (ISBT) Congress.

“Together with Paris and Vienna, Barcelona has remained in the top 5 cities that have hosted the most congresses and most delegates for the past 19 consecutive years. This is further proof that we have a solid meetings and business destination model”.

“We are a benchmark congress destination, with the technological, medical and pharmaceutical sectors at the forefront”, Torres stated. Last year, Barcelona hosted three out of the five leading medical congresses (oncology, diabetes, urology) and has a long list of events confirmed for the next five years.

Turisme de Barcelona has made itself available once again to work with the GSMA on the 2021 Mobile World Congress, to lead the support and personalised assistance programme for delegates, in terms of accommodation, transport, information about the city, safety and linguistic support.

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715