

FOR IMMEDIATE RELEASE

July 9, 2024

OVER 500 REPRESENTATIVES FROM THE EUROPEAN HIGHER EDUCATION SECTOR WILL MEET THIS WEEK IN SITGES (BARCELONA)

- **This year EU Business School will host the QS Higher Education Summit, the most privileged conference within the sector in Europe. The primary focus of this year's event will be sustainability management, covering multiple perspectives from within the higher education sector.**
- **Over 500 delegates from 350 higher education institutions will attend the QS Higher Education Summit. Four principal conferences will be led by 94 sector leaders, together with multiple round tables and networking events.**
- **Representatives from the Spanish Government, the Generalitat de Catalunya and Barcelona City Hall will attend the inauguration ceremony, together with the presidents of both QS and OMNES Education Group.**

Tuesday, July 9, 2024, Barcelona –EU Business School, an international business school headquartered in Switzerland with campuses in Geneva, Barcelona and Munich, in addition to its Digital Campus, will host the 2024 QS Higher Education Summit, the most prominent higher education conference in Europe. This marks the first occasion of the event being held in Spain.

The inauguration ceremony will take place between 9:00 and 9:30 (a.m./p.m.) on Thursday, July 11. Various sector leaders will be in attendance, including Director-General of the Spanish Service for the Internationalization of Education (SEPIE), Alfonso Gentil Álvarez-Ossorio, representing the Spanish Government; Director-General of Knowledge Transfer and Society for the Department of Research and Universities, Laia Arnal, representing the Generalitat de Catalunya; the Counselor for Competences in Education, Josep Lluís Franco Rabell, representing Barcelona City Hall, together with the President of QS, Nunzio Quaquarelli, and the President of OMNES Education Group, the French higher education group with which EU Business School collaborates, José Milano.

Following the opening ceremony, Executive Vice President of SEAT, Laura Carnicero, will lead the principal conference, discussing inclusivity within the hiring process and the development of women's careers in traditionally male-dominated sectors.

QS is the most established global provider of services, analyses and studies for the higher education sector. Its conferences, which are held once a year in the Americas, Asia and Europe, bring together international recognized leaders and experts with the goal of addressing the challenges, opportunities and trends within the sector. Specifically, QS is recognized at the global level for its university and business school rankings, within which higher education institutions in Spain continue to rise in position.

The QS conference in Europe always takes place during the summer, which on this occasion has given rise to the opportunity for representatives from the attending institutions to explore destinations outside of Barcelona. As such, the Hotel Melià in Sitges has been selected for guests to stay from Thursday 11 to Friday 12 of July, allowing them the choice to remain in the coastal enclave or to stay in Barcelona during the weekend.

The previous European conference took place in Dublin, hosted jointly by the Irish Government and the University of Dublin, while the Government of the Dominican Republic and the University of the Caribbean hosted the conference for the Americas. Macau University of Science and Technology, together with Lingham University, held the conference in Asia. Between 400 and 500 delegates from around 300 sector entities – such as universities and business schools based on the continent, in addition to service provider companies - typically attend the European conference. Educational institutions are represented by presidents, rectors and vice-rector - primarily from branches of research, quality and internationalization – and directors within areas of accreditation and rankings etc. The conferences also welcome a large number of representatives from state public, regional and local administrations with competences in higher education.

The focus of the 2024 QS European Summit will be: Changemakers in Sustainability: New Visions of Europe Higher Education by Empowering Young Minds. Multiple expert panels and four keynote addresses will explore this overarching theme, with various representatives from the University System of Catalunya (SUC) participating in the discussions.

The conference agenda can be viewed via the following link:

<https://qshesummits.com/europe/agenda/>

The list of conference speakers is available via the following link:

<https://qshesummits.com/europe/agenda/2024-speakers/>

EU Business School strengthens its growth in Spain, opening its third campus in Barcelona the day before the QS conference.

The day before the opening of the QS Higher Education Summit, EU Business School will open its third campus in Barcelona. The Upper Sarrià Campus is located in Calle de Osi, 7, in the district of Sarrià-Sant Gervasi. The new space features over 4,000 square meters across two adjacent buildings, which have four and six floors respectively. The two buildings are linked via the ground floor, which houses a large open reception area, filled with natural light. The campus is home to 23 classrooms, a cafeteria, auditorium, six large terraces and also areas for group work and leisure, all equipped with the latest technology. With a minimalist, contemporary design, the buildings have been designed in accordance with sustainability standards and educational excellence. The Upper Sarrià Campus has capacity for 900 students and constitutes an investment of over three million euros for the school.

About EU Business School:

EU Business School was founded in 1973. It currently has schools in Geneva (opened in 1987 and constitutes the school's headquarters), Barcelona (the largest campus, opened in 1989), and Munich (opened in 1991), in addition to its Digital Campus (opened in 2012) which is based within Barcelona. These locations offer cosmopolitan environments with thriving economic sectors.

EU Business School has always worked closely with companies, ensuring that multinationals and large companies are within geographic reach of its campuses in order to provide students with outstanding professional opportunities through transversal contracts.

The inauguration of the new campus in Barcelona brings the school's total space to 10,000 square meters, allowing for the academic provision of its internationally recognized foundation (preparatory), bachelor (degree level), master and MBA programs, which are offered exclusively in English. A total of 95% of the members of EU's student community come from over 130 countries.

EU Business School also provides company administrative and directorial studies with specializations including artificial intelligence and digital communication. Courses are available in person and online, with the latter permitting a global reach. The school's annual turnover in 2024 was 60 million euros.

Since 2022, EU Business School has formed part of OMNES Education Group, a leading French private higher education institute. As a result of this collaboration, EU Business School has been able to offer more international opportunities to its students, consolidate its future investment and business strategy, create process synergies and share knowledge with a globally recognized group within the sector.

For more information, please contact:

Alba Aragüés
a.aragues@euruni.edu
+34 678 655 623