

ClusterXchange in Barcelona – EXCELIVING

Discovering innovative products and business models
of the furnishings value chain in Barcelona / October 17-20

The EXCELIVING Project

The [EXCELIVING project](#) aims to address the challenges to promote a favourable ecosystem to give the European Habitat value chain a competitive lead in the promotion of healthy, age-friendly and sustainable living spaces. In this sense, the EXCELIVING project has a multi-stakeholder and multi-sectoral approach involving different European clusters related to development of solutions for a healthy, sustainable and age-friendly Habitat.

The ClusterXchange Event

The ClusterXchange events in the EXCELIVING project allows visitors to learn and stay with a host organisation from another country with financial support of a grant. These exchanges aim at helping SMEs within the partnership, design and fine-tune their business models, develop new partnerships, explore new business opportunities abroad and secure funding for business and innovation to reach proof of technology and grow beyond that. In addition, it enhances the innovation process by providing professional and sectoral support to entrepreneurs and start-ups.



Host partner: [AMBIT-Living Spaces Cluster](#) and [SMARTECH](#)

Country: Spain

Location: Barcelona

Duration: 4 calendar days (3 full days)

Dates: October 17 – October 20, 2023

Topic: **Discovering innovative products and business models of the furnishings value chain in Barcelona**

Objectives:

- Discover innovative products and business models in the furnishings & smart spaces sector (themed tours in Barcelona).
- Know the main trends and innovations in the contract hospitality sector and interact directly with the main Spanish companies in the sector ([interihotel fair](#) in Barcelona).
- Networking between companies and other international entities (> 10 countries) of the furnishings & smart spaces value chain (B2B and C2C event at interihotel).
- Identify synergies and opportunities for collaboration between the EXCELIVING clusters to deploy our common strategy and our new portfolio of services (partnership meetings).



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Day 1 - 17 October 2023

Location: [Showroom WEcontract BCN](#) ([address](#))

Welcome & Visit | 14:00 pm – 16.00 pm

14.00 am | **Welcome and opening sessions**

- Welcome, EXCELIVING project and agenda of the CXC / AMBIT cluster
- Round of presentations / All participants
- Twinning programme / Cluster Habitat Sustentável
- EXCELIVING Helpdesk / AMBIT cluster

15.00 am | **Visit to the WEcontract BCN showroom**



Visit to the [WEcontract BCN](#) showroom of AMBIT cluster with its showroom manager. It is a project joined by 15 companies for promoting the contract hospitality channel. It is a space visited by specifiers (designers, interior designers, architects...) to be inspired and learn about the latest trends for interior design and contract projects in Barcelona. We will learn about its innovative business model.

Location: [MATERFAD - Barcelona's Materials Centre](#) ([address](#))

Tour | 17.00 pm - 18:30 pm

Tour organized by AMBIT (guide: [Julio Rodrigo](#))

16.30 pm | **Visit to the materials library of MATERFAD – Barcelona's Materials Centre**



Guided tour of the materials library [MATERFAD](#) with an explanation by Robert Thompson, the scientific director of the centre. The session will present the most relevant materials held in the materials library for the furnishings sector, followed by a discussion with the materials expert to more deeply examine them and their applications. During the tour, participants can interact with the materials and consult the online database.



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Location: [Restaurant Ca l'Andreu](#) ([address](#))

Networking dinner | 20:30 pm

20.30 pm | **Networking dinner at the restaurant Ca l'Andreu**



Networking dinner at [Ca l'Andreu Restaurant](#) with typical Catalan and Mediterranean cuisine.

Day 2 - 18 October 2023

THEMATIC TOURS – Discovering innovative products and business models in Barcelona

For the day 2, we have organized 4 thematic tours to discover first-hand innovative products and business models of the furnishings and smart space sectors. We will do it walking around Barcelona and guided by an expert in the field, who, in addition to taking us to the places, will provide us with the necessary knowledge and context to properly understand what we are going to see and discover. Unfortunately, the tours overlap... so you will have to choose which one you want to attend, one in the morning and one in the afternoon.

Meeting point: Nest City Lab or Impact Hub Barcelona **TBC**

Tour 1: Circular Economy | 9.30 am - 12.30 pm

Tour organized by AMBIT (guide: [Àlex Jiménez](#), CEO of [Nutcreatives](#))

9.30 am | **Circular Economy Tour**

The circular economy tour seeks to show some of the most relevant companies and places of reference in 22@, the neighbourhood of Barcelona with the highest concentration of start-ups and innovation, within the sustainability sector.

Spaces to be visited:

Nest City Lab or Impact Hub: They are business incubators that promote entrepreneurship with criteria of environmental and social sustainability. We will start the route in one of the two spaces (to be determined) and we will listen to how they promote the creation of positive impact businesses of multiple sectors.



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Talk on circular economy: In the meeting point Alex Jiménez, the tour guide, will explain some basics about circular economy, how can design can help solve the environmental challenges we are facing, and some highlights about what projects has Barcelona to face the climate emergency.

Medi@-tic Barcelona Activa building: The Media-TIC Building is an innovative construction designed to serve as a meeting point for companies and professionals. It has a very innovative façade with large cushions capable of inflating and deflating to provide more insulation and shade. It is located within the streets of the first Superilla Barcelona, an urban project that has become a world reference that cities around the world are imitating.

Simbiosy company: They are experts in the design and implementation of industrial symbiosis strategies, an essential tool for the application of circular economy concepts in the productive fabric of a territory. At Simbiosi they analyze the industrial ecosystem to map material flows and help companies establish synergies between them.

Simon 100 showroom: Simon, the international electrical equipment company, has a showroom and future corporate headquarters at 22@ in Barcelona. It is a space where you can see the company's products and understand its design philosophy, which has recently obtained Cradle to Cradle sustainability certification.

Meeting point: **TBC**

Tour 2: Digitalization | 9.30 am - 12.30 pm

Tour organized by SMARTECH (guide: [Agustí Padrós](#))

9.30 am | Digitalization Tour

The objective of the Digitalization Tour is to explore and showcase cutting-edge technologies and digital transformation initiatives implemented within the Catalonia and Barcelona region. Attendees will gain insights into how digitalization is enhancing processes, increasing efficiency, and fostering innovation, ultimately contributing to an organization's growth and success. The tour will highlight real-life use cases and provide a comprehensive understanding of the organization's digital journey.

Spaces to be visited:

Fab Lab Barcelona: Fab Lab Barcelona is a renowned creative space and research hub affiliated with the Institute for Advanced Architecture of Catalonia (IAAC). It serves as a fabrication laboratory where innovators, entrepreneurs, students, and makers can access state-of-the-art tools and technologies for rapid prototyping and digital manufacturing. The lab fosters collaboration, knowledge exchange, and experimentation, empowering individuals to turn their ideas into tangible projects. Equipped with 3D printers, laser cutters, CNC machines, and other advanced equipment, Fab Lab Barcelona facilitates a wide range of interdisciplinary projects, spanning architecture, robotics, art, and sustainable design. It plays a vital role in promoting open-source principles and driving the democratization of digital fabrication, enabling participants to explore innovative solutions and push the boundaries of what's possible.



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[Barcelona Supercomputing Center](#): The Barcelona Supercomputing Centre (BSC) is a prestigious research institution located in Barcelona, Spain. Specializing in high-performance computing, advanced simulation, and big data analytics, BSC plays a vital role in driving innovation and scientific progress across diverse fields.

It houses state-of-the-art supercomputers and cutting-edge technologies, enabling researchers to tackle complex global challenges such as climate modelling, healthcare, astrophysics, and materials science. BSC actively fosters interdisciplinary collaborations and partnerships, both regionally and internationally, to address multifaceted problems and inspire cross-disciplinary research.

Committed to open science principles, the center promotes knowledge sharing, making its resources and findings accessible to the global scientific community. Through training programs and workshops, BSC nurtures the next generation of computational scientists, empowering them to shape a more informed and promising future.



Location: **TBC**

Networking lunch for participants of Tour 1: Circular Economy | 13:00 pm

13.00 pm | **Networking lunch between participants of Tour 1 at the restaurant **TBC****

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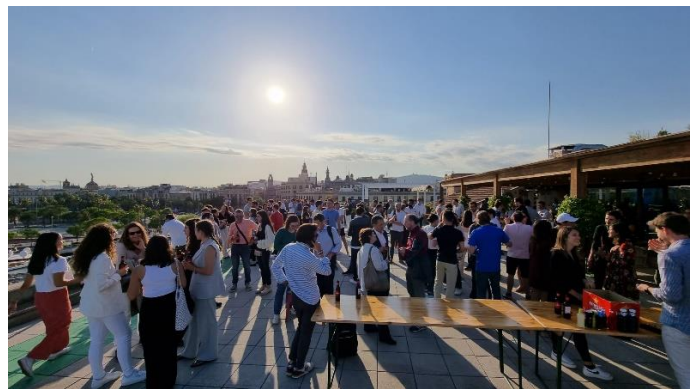
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Location: [Pier01 Barcelona Tech City \(address\)](#)

Networking lunch for participants of Tour 2: Digitalization | 13:00 pm

13.00 pm | **Networking lunch between participants of Tour 2 at the Pier01 rooftop**



Meeting point: [Fundació Bit Habitat \(address\)](#)

Tour 3: Innovation and Social Innovation | 15.30 am - 18.30 pm

Tour organized by AMBIT (guide: [Àlex Jiménez](#), CEO of [Nutcreatives](#))

15.30 am | **Innovation and Social Innovation Tour**

The objective of the tour is to see some projects, some privately financed, others public-private collaboration, that stand out for generating innovation, the use of new technologies, or looking for new ways to incorporate citizens with innovative management models.

Spaces to be visited:

Bit Habitat: It develops programs and services to promote and facilitate urban innovation in Barcelona to face global challenges and together improve the city of today and tomorrow. They have four lines of work: urban challenges, financing, experimentation, and reflection.

Talk on citizen innovation: a person responsible for Bit habitat will tell us about their operating model, the projects they are developing and the impacts they are generating in the territory at the level of social innovation.

Project of citizen participation of renovation of the Peru street: This project has involved residents through a participatory process, with the aim of rethinking Calle Perú in Barcelona. It is a street where, due to the large number of schools it has, the streets are limited by large fences. A modular fence design has been developed with various uses for citizens, while an online platform allows the relevant agents to be identified for that area of the city.



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Takatà project: Takatà is a project that seeks to recover fabrics and other waste from the nautical sector, generated on the Barcelona coast, to produce a line of handmade bags and backpacks, generating employment in the Barceloneta neighbourhood.

Meeting point: [Pier01 Barcelona Tech City](#) ([address](#))

Tour 4: Innovation and Startup | 15.30 am - 17.00 pm

Tour organized by SMARTECH (guide: [Agustí Padrós](#))

15.30 am | **Innovation and Startup Tour**

The objective of the evening tour is to provide aspiring entrepreneurs, investors, and industry enthusiasts with a unique and immersive experience, focusing on understanding the key factors that drive startup growth. The tour will visit the Pier01 Tech City, a renowned innovation hub for startups located in the vibrant city of Barcelona, Spain.

During the tour, participants will have the extraordinary opportunity to witness first-hand the dynamic environment of Pier01 Tech City, which serves as a thriving ecosystem for entrepreneurial growth and innovation. Interacting with successful startups within the hub, attendees will gain invaluable insights into the strategies, best practices, and challenges faced by these companies as they navigated their journey towards sustainable growth.

Spaces to be visited:

[Pier01 Barcelona Tech City](#): Pier01 is a prominent innovation hub located in Barcelona, Spain, situated in the iconic building known as the "Palau de Mar." It serves as a vibrant ecosystem for startups, entrepreneurs, and established companies, fostering collaboration and technological advancements. The space provides a creative environment for networking, idea exchange, and mentorship, attracting a diverse range of industries, including technology, digital media, and design.

Pier01 offers state-of-the-art facilities and resources to support the development of innovative projects and products. It hosts various events, workshops, and accelerators, stimulating entrepreneurship and encouraging the growth of disruptive businesses. Through its strategic location in Barcelona's thriving tech district, Pier01 contributes significantly to the city's reputation as a major hub for technology and innovation.



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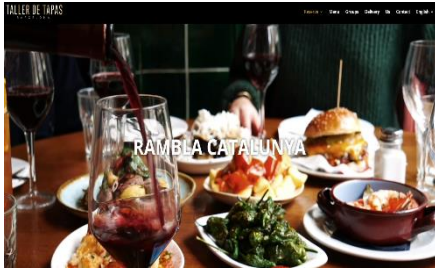
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Location: [Restaurant Taller de Tapas](#) ([address](#))

Networking dinner | 20:30 pm

20.30 pm | **Networking dinner at the restaurant Taller de Tapas**



Networking dinner at the [Restaurant Taller de Tapas](#) with typical Spanish dishes.

Day 3 - 19 October 2023

[INTERIHOTEL](#) – The design event for hotels and restaurants

During this day 3 we are going to visit the [interihotel](#) international fair, organized by the cluster AMBIT, and we are going to interact directly with the main Spanish contract hospitality companies (> 175 exhibitors) and learn about the main trends and innovations in the sector. Interihotel brings together hospitality design professionals for three days in Barcelona with visitors from over 40 countries. Exhibiting brands, innovative spaces, trends, and the people who define the impact of design on this sectorial world will come together on October 18, 19, and 20 at this event.

Location: VIP lounge in [interihotel](#) ([address](#))

Welcome & Visits 1 | 10.00 am – 13.00 pm

10.00 am | **Welcome and agenda of the visits. Meeting point: VIP lounge.**

- Welcome and agenda of the visits / AMBIT cluster

10.30 am | **Visit to the concept rooms of interihotel**



Guided tour of the 2 concept rooms of [interihotel](#). Concept rooms are an essay of ideas relating to the future - near and distant - of hotels. Two creative studios offer innovative proposals that explore how the creative disciplines can help hotels to grow, not only from the interior design point of view, but also as a business model. A vision that transcends the traditional function assumed by interior design in order



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to address a new way of understanding the profession.

11.00 am | **Visit to the Virtual reality concept rooms with hologram technology of interihotel**



Guided tour of the virtual concept rooms of [interihotel](#). We will visit the concept rooms in a virtual reality installation. You will be able to interact within the virtual designed interior together and simultaneously with other users, through their holograms. An innovation never seen before in an event in the sector.

11.30 am | **Free visit to interihotel**

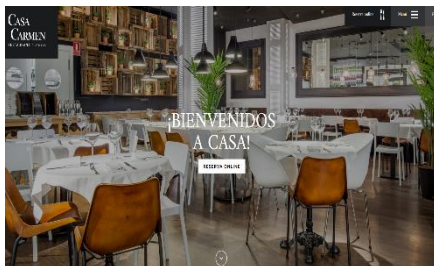


Free visit to the [interihotel](#) fair, with more than [175 exhibiting companies](#) and a complete program of conferences and workshops (some of them in English). You will have time to interact freely with those companies that are interesting for you and if you inform us in advance, we will contact your selected companies to notify them that you will visit them.

Location: [Restaurant Casa Carmen](#) ([address](#))

Networking lunch | 13:30 pm

13.30 pm | **Networking lunch between EXCELIVING & ALLVIEW at the restaurant Casa Carmen**



Networking dinner at the [Restaurant Casa Carmen](#), Mediterranean cuisine <https://tallerdetapas.com/en/rambla-catalunya/>. We will share the dinner with the partners of the [ALLVIEW](#) project - Alliance of Centers of Vocational Excellence in the Furniture and Wood sector. ALLVIEW is made up of 22 partners (VET centres, universities, clusters, associations, technology centres, employment agencies, consultancies...), therefore, it will be an excellent opportunity for networking EXCELIVING – ALLVIEW. With ALLVIEW partners we will meet more times, so there will be more opportunities for further develop the networking.



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Meeting point: **TBC**

Cultural tour: Discovering the old town of Barcelona | 15:30 pm – 17:30 h

Tour organized by AMBIT (guide: **TBC**)

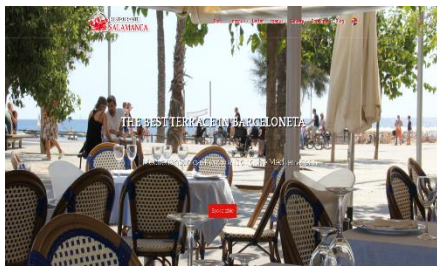
15.30 pm | **Discovering the old town of Barcelona**

TBC

Location: [Restaurant Salamanca](#) ([address](#))

Networking lunch | 20:30 pm

20.30 pm | **Networking dinner between EXCELIVING & ALLVIEW at the restaurant Salamanca**



Networking dinner at the [Restaurant Salamanca](#), Mediterranean gastronomy facing the Mediterranean <https://tallerdetapas.com/en/rambla-catalunya/>. At this dinner we will coincide again with the partners of the [ALLVIEW](#) project - Alliance of Centers of Vocational Excellence in the Furniture and Wood sector. It will be an excellent opportunity for networking EXCELIVING – ALLVIEW.

Day 4 - 20 October 2023

B2B & C2C EVENT – in interihotel

On this 4th and last day, the goal is to do networking. We are going to coincide in the same space with the [5 EXCELIVING clusters](#) and the companies that accompany them, the [ALLVIEW](#) partners and other Spanish companies and entities that we are going to invite to this activity.

First, we will start by networking in **groups** (around topics) and then we will do **individual** networking, with those companies/entities that are of greatest interest to us. Our forecast is to be at least 60 people doing networking !

Location: VIP lounge in [interihotel](#) ([address](#))

B2B & C2C event | 10.00 am – 12.30 pm

10.00 am | **Welcome and opening sessions. Meeting point: VIP lounge.**

- Welcome, EXCELIVING project, helpdesk and agenda / AMBIT cluster



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- Twinning programme / Cluster Habitat Sustentável

10.25 am | **Joint B2B & C2C**

Table 1: International collaborations in the field of education

The objective of this table is to explore options for international collaborations in the field of education among the participating entities. This table is especially aimed at: VET centres, Universities or other entities interested in hosting students/professors.

10 min | Round of presentations / All participants

10 min | Introduction of the topic by an expert (TBC)

10 min | Experience of a VET centre (TBC, HMC ?)

10 min | Experience of a University (TBC, ELISAVA, ULUB ?)

10 min | Q&A and debate among the attendees

30 min | Individual networking

Table 2: International collaborations in the field of innovation projects

The objective of this table is to explore options for international collaborations in the field of innovation projects among the participating entities. This table is especially aimed at: companies, associations, clusters, technological centres, consultants, universities...

10 min | Round of presentations / All participants

10 min | Introduction of the topic by an expert (TBC, ACCIÓ ?)

10 min | Experience of a Technological centre (TBC, CETEM ?)

10 min | Experience of a cluster (TBC, MODACC ?)

10 min | Q&A and debate among the attendees

30 min | Individual networking

11.45 am | **Individual B2B & C2C networking between participants**

For the individual networking, attendees will receive in advance the list and details of all the participants to the B2B & C2C event so that they can book their meetings. In addition, meetings can also be booked on the same day of the B2B & C2C event, as long as the requested person is available. During the lunch you can also do networking in a more relaxed way. Our forecast is that at least 60 people will join the networking !

12.30 pm | **Networking lunch with all the participants of the B2B & C2C event in interihotel**

Lunch will take place in the room where the networking took place, in interihotel.

14:00 pm | **End of the B2B & C2C event**



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