

Barcelona

50TH CONGRESS • 28 AUG - 1 SEP 2012 • HOTEL ARTS

AIJA

28 August-1 September 2012 | BARCELONA 2012

Time goes by, so slowly, and AIJA is reaching it's first half century. Yes, we are about to celebrate it's 50th annual Congress, and when it comes to celebrate which venue could be better than a seaside Spanish city? With its mild climate, its lively beaches and a vibrant nightlife, Barcelona is the best location for the occasion.

In addition to the attractiveness of a Mediterranean city, Barcelona has a large variety of historical and cultural attractions: the gothic center, Picasso's Museum, the modernist buildings, Gaudí's work or the latest works of Jean Nouvel or Calatrava.

Although Barcelona has become a very cosmopolitan city, you still have the opportunity to experience the Spanish flavour in its gastronomy and flamenco shows. Walking down the *Ramblas* and visiting the marina is a must.

Besides its tourist attractions, Barcelona is the engine of Catalonia and one of the most important business centers in Spain. It has a very significant foreign investment concentrated in the transport and logistics sector. Barcelona's leading industries are mainly textile, motor, agri-food and chemical.

Due to its convenient location and accommodation capacity, Barcelona was able to successfully host the Olympic Games in 1992, really unforgettable for those of us who had the opportunity to live them intensively. Nowadays, Barcelona hosts a high number of trade shows each year. Barcelona International Airport, located 13 km from the city center, has direct connections with the main European cities, as well as with Latin and North-American cities.

Even those who have not yet experienced Barcelona may have already seen its locations through very well known Spanish or international movies, *All About My Mother*, by Pedro Almodóvar or the recent *Vicky, Cristina, Barcelona* by Woody Allen; listened to its local musicians such as Montserrat Caballé, Joan Manuel Serrat or the band Estopa; or wore the last collection of *Mango* or *Custo Barcelona*. You sure have heard about the unstoppable FC Barcelona (*Barça*) winning the fourth Champions League!

Recently a new verb has been invented by the Spanish people, "*mediterranean*". It's still not admitted by the Royal Spanish Academy but it concentrates all and every single of the foregoing reasons. It's life, sun, passion and the perfect mixture of hard work and fun. If you really want to experience its meaning, you definitely must reserve your holidays for last week in next year's August. Are you AIJA? Do you want to *mediterranean*?.... then don't miss Barcelona 2012!!

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