



## TRANSFORMATION TO BOOST THE NEW ECONOMY

### **EL CONSORCI DE LA ZONA FRANCA DE BARCELONA TENDERS A PUBLIC SERVICE CONTRACT FOR A 4.0 ECONOMY STRATEGIST, AS PART OF ITS EXCEPTIONAL BACKING OF INNOVATION**

**Barcelona, November 7, 2017.-** El Consorci de la Zona Franca de Barcelona (CZFB) has reinforced its commitment to innovation, both in its organization as well as in its corporate mission, and has decided for the first time in its history to tender the public signing for the executive who is to direct its new 4.0 Economy area.

This exceptional public contest for the 4.0 Economy director, open to companies specialized in human resources selection, offers the Head Hunters' companies to handle their proposals within the deadline of next November 22<sup>nd</sup>. This economic offer will be opened on December 14<sup>th</sup>, 2017.

As explained in the specifications, **"El Consorci is determinedly backing the investing in technology, innovation and in adapting the full potential of the 4.0 Economy to its value proposal for its area of influence,"** an initiative that **"will evolve thanks to the incorporation of institutional partners that will play a key role in the development of the project "**.

The company intends to undertake this transformation towards a new advanced industry by the hand of partners specialized in technology and innovation, in order to cover specific aspects. Thus, institutional collaboration agreements and advisory agreements with different partners are being finalized both in the sociological field (which focuses on social trends), as well as in technology (at the forefront of technical knowledge), academia (giving proximity to the world of start-ups and business angels) as well as in the business sector.

The new head of 4.0 Economy will be part of the company's top executives, will have its own team, and must implement and consolidate the transformation project, acting as its promoter, coordinating resources and external suppliers and managing its administrative and financial basis.

Experience and relationships with the main centers of technological development in the national and international vanguard will be valued for the job candidacy, as well as having an innovative and commercial profile (see the specifications).

The CZFB is a public entity for economic revitalization that operates mainly in the metropolitan area of Barcelona, which manages its assets and manages Barcelona's Industrial Estate and its Free Trade Zone. It favors the international projection of Barcelona, Catalonia and Spain in the industrial, logistics, real estate and exhibition areas.

With a corporate mission aimed at the economic and social progress based on the creation of economic activity, this entity that recently celebrated its centenary has contributed, in each historical cycle, to the growth of its area of influence with pioneering initiatives for its time.

The governing body of El Consorci, its institutional plenary board, is formed by representatives of the Government of Spain, the Barcelona City Council and the main entities of the city's economic sphere, a governing body whose decisions reflect its spirit of agreement and the boosting of public-private collaboration.

Click <http://ftpw.el-consorci.com/web/seucentral.jpg> to download an image of the corporate headquarters of the CZFB at Avenida Parc Logístic of the Zona Franca.

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