

PRESS RELEASE

EADA Business School and UVic-UCC sign a collaboration agreement to promote the digital transformation of SMEs in Catalonia

Both organizations will bring together the Digital Transformation Postgraduate Course for SME Managers, subsidized with Next Generation EU funds, and will promote the digital transformation of small and medium-sized companies in Catalonia

Vic, October 30, 2023. [EADA Business School](#) and the [Universitat de Vic-Universitat Central de Catalunya \(UVic-UCC\)](#) have signed today a collaboration agreement to promote training for the digital transformation of a total of up to 100 executives of small and medium-sized companies in Catalonia, in presence of the top officials, specifically, Josep Eladi Baños, Rector of the UVic-UCC, and Jordi Díaz, Dean of EADA. The agreement reflects the will of both institutions to strengthen the ties that unite them, and to open the door to new future projects in a relationship that goes back a long way.

The agreement focuses on publicizing the Postgraduate [Program in Digital Transformation for SME Managers](#), 100% subsidized by Next Generation EU funds (European Union and the Ministry of Economic Affairs and Digital Transformation), already underway since the middle of the year and which is coordinated by EOI (School of Business Organization) under the “Generation D” Programs initiative to promote the digital transformation of small and medium-sized companies. A conglomerate of business schools, in which EADA is located, are responsible for promoting and carrying out this training program for SMEs in Catalonia in terms of digital transformation.

This collaboration agreement aims to bring this transformative opportunity closer to Catalan SMEs that, through the training of managers and area managers, accelerate their adaptation to the digital context. The program consists of 150 hours and lasts between 6 and 7 months -75% online and 25% in person- and school qualification. There will be two editions on the Vic campus and two on the Manresa campus of the UVic-UCC, which will begin next January. The conditions to access them are that they are companies with 10 to 249 workers residing in Catalonia, and a maximum of 2 directors of the same company.

The Rector of the University, Josep Eladi Baños, recognizes that “this is an opportunity to further enhance the adaptation of the Catalan business fabric towards the digital reality that is so necessary to accelerate. At UVic-UCC we want to participate so that, through training and knowledge transfer, this process, as inevitable as it is real for the business world, is accelerated.”

For his part, Jordi Díaz, Dean of EADA, insists that “it is capital to bring forward this program financed by Next Generation EU funds, which has the clear objective of transforming and adapting our managers and directors so that their companies are more competitive and successful with their activity”.



***EADA Business School Barcelona** was created in 1957 by a group of businessmen and professionals as an independent institution, both from an ideological and economic point of view. In addition to appearing in the renowned international rankings of the Financial Times or The Economist, it has the EQUIS accreditation granted by the EFMD (European Foundation for Management Development) as well as the AMBA, which recognizes the quality of MBA programs..*

***The University of Vic - Central University of Catalonia**, recognized by the Law of the Parliament of Catalonia 5/1997, of May 30, is a university, governed by the Balmes University Foundation, chaired by the mayor of Vic, established in Vic and Manresa . It is a member of the Institut Joan Lluís Vives Network of Universities. It is an institution dedicated to higher education and research through teaching and continued training, and is founded on the principle of university autonomy, expressed in academic freedom, research and study.*