



**ECCP
MATCHMAKING
EVENTS** ★

An initiative of the European Union



**CLUSTERS MEET
REGIONS**



PALMA
SPAIN

14 · 15
MAY 2025

**CLUSTERS AS DRIVERS OF REGIONAL TRANSITION
FROM LINEAR TO CIRCULAR ECONOMY**

PARTICIPANTS BOOKLET

#ClustersMeetRegions | #ECCPMatchmaking

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f European Cluster Collaboration Platform - ECCP

CLUSTERS MEET REGIONS

Background

The Clusters Meet Regions event In Palma, Spain will take place on 14-15 May 2025, organised by the European Cluster Collaboration Platform (ECCP) on behalf of the European Commission, in collaboration with the General Directorate of Innovation and Digital Transformation of the Government of the Balearic Islands and Fundació Bit.

Themed “Clusters as Drivers of Regional Transition from Linear to Circular Economy,” the event will explore how clusters can accelerate the shift towards sustainable economic models, positioning Palma and the Balearic Islands as key actors in circular economy innovation. While globally known for its thriving tourism sector, the Balearic Islands are now taking bold steps towards economic diversification, focusing on innovation, sustainability, and digital transformation as strategic priorities.

Since its inception in 2022, the Clusters Meet Regions series has been hosted in various EU regions to strengthen the connection between clusters, policymakers, and regional stakeholders at all levels. These workshops aim to support the economic development of the host regions while fostering the exchange of best practices where clusters are essential drivers of economic transition.

The Balearic Islands present a unique context for this edition of Clusters Meet Regions. While the islands are known for their tourism sector, they are also taking significant steps to diversify their economy. This includes strengthening innovation ecosystems and prioritizing the development of new sectors that contribute to sustainability and resilience. The islands are committed to achieving social, economic, and environmental balance by adopting circular economy principles.

In 2024, the Balearic Islands were recognized as a “Regional Valley of Innovation” for their advances in circularity, reflecting their dedication to sustainable development. The Clusters Meet Regions event in Palma will serve as a platform to highlight the region’s innovation potential, increase its participation in European projects, and strengthen the local and European productive fabric.

The event will address circular economy models and the strategies that companies and organizations can adopt to improve their resource efficiency and sustainability practices. It will focus on fostering collaborations and creating synergies among European clusters, helping regions tackle shared challenges while accelerating the transition to clean and competitive economies.

GENERAL INFORMATION



The event is taking place on 14-15 May 2025.

The Conference venue for 14 May 2025: Son Espanyol Business Center, (Parc Bit), Laura Bassi Street, 1, 07121 Palma.

For more information about the venue, [click here](#).

The event is scheduled to start at 10:00 AM. We kindly ask all participants to arrive at Son Espanyol Business Center (Parc Bit) by **9:30 AM** to ensure that everyone has enough time to register on-site and take their seats in the meeting room.

The event programme features a diverse range of activities, including:

- **Keynote speeches** from industry leaders and policymakers
- **Panel discussions** on regional and European cluster strategies
- **Matchmaking sessions** for networking and collaboration
- **Site visits** to innovation parks and industry leaders

The latest agenda of the event is available [here](#).

Please, register via B2Match and plan your attendance at Clusters meet Regions seminar and matchmaking meetings



Registration link for B2Match: [click here](#)

- Register to participate in the 2-day Cluster meet Regions seminar:
 - Choose sessions to attend
 - Site visits – there will be 4 parallel site visits. Please, chose your preference during the registration
- Express your explicit interest in the Matchmaking event and book your meetings
 - Start booking meetings – Meeting requests must be accepted, otherwise they cannot be scheduled.
 - Schedule your own meetings - Each matchmaking meeting will last for **20 minutes**.
 - On the day of the MME, please check your meetings' agenda (and download it)

MAIN VENUE & MEETING POINTS

Locations 14 May 2025

Conference venue:

Son Espanyol Business Center, (Parc Bit), Laura Bassi Street, 1, 07121 Palma.

<https://maps.app.goo.gl/vj5jTjFHEGxrUHn17>

Transportation from City Center to Parc Bit:

08:45 – Pick-up locations:

1. Joan Miró Avenue, 184 <https://maps.app.goo.gl/PzNVXz5qZgmKJxuL6>



2. Gabriel Roca Avenue, 17 <https://maps.app.goo.gl/U2mXda1EnqXe4spC6>



Arrival & Parking at Parc Bit:

Parking

First entrance

<https://maps.app.goo.gl/BHy8vdcSYiyF9vNi9> -

Second entrance

<https://maps.app.goo.gl/T8c6pKyzKqd7wwk78>

Bus stops close by:

<https://maps.app.goo.gl/AvP1r1UVMPPrKdQJE9>

Evening venue:

**Son Espanyol
Business Center**

<https://www.parcbit.es/wparcbitfront/>

Laura Bassi Street, 1

<https://g.co/kgs/JuAkXtk>

07121 Palma

Arrival & Parking:

First entrance

<https://maps.app.goo.gl/BHy8vdcSYiyF9vNi9>

Second entrance

<https://maps.app.goo.gl/T8c6pKyzKqd7wwk78>

Bus stops close by:

<https://maps.app.goo.gl/AvP1r1UVMPPrKdQJE9>

Locations 15 May 2025

Matchmaking Event

Location: Parc Bit, Carrer Laura Bassi, 1, Nord, 07121 Palma, Illes Balears

<https://maps.app.goo.gl/vj5jTjFHEGxrUHn17>

Transportation from City Center to Parc Bit:

08:30 – Pick-up locations:

1. Joan Miró Avenue, 184

<https://maps.app.goo.gl/PzNVXz5qZgmKJxuL6>



2. Gabriel Roca Avenue, 17 <https://maps.app.goo.gl/U2mXdalEngXe4spC6>



Site visits by:

Meeting point for bus shuttles: 15 May 10:00am

<https://maps.app.goo.gl/fBkepFryuFGcuCmD9>

TIRME <https://www.tirme.com/es>

ADALMO <https://www.adalmo.es/inicio/>

Fundació Deixalles <https://www.deixalles.org/>

Astilleros de Mallroca <https://www.astillerosdemallorca.com/en/about/>

HOTEL AND ACCOMMODATION

Hotel Catalonia Majorica (pick up at Joan Roca Avenue, 184; 6-minute walk)

Link: [Hotel Catalonia Majórica - WEB OFICIAL - Catalonia Hotels & Resorts](#)

Further hotel recommendations:

Pick up at Joan Miró Avenue, 184

- Gpro Valparaíso & Spa 5* (11-minute walk)
Link: [Hotel GPRO Valparaíso Palace & Spa en Palma de Mallorca. Web Oficial](#)
- Amic Horizonte Hotel 3* (8-minute walk)
Link: [Hotel Amic Horizonte](#)
- Hesperia Ciudad de Mallorca Hotel 4* (8-minute walk)
Link: [Hesperia Ciudad de Mallorca | Hesperia Hoteles | Web oficial](#)
- BQ Augusta Hotel 4* (8-minute walk)
Link: [BQ Hoteles en Web Oficial](#)

Pick up at Gabriel Roca Avenue, 17

- Artmadams Hotel 4* (6-min walk)
Link: [\[WEB OFICIAL®\] Hotel Artmadams 4* - Palma de Mallorca](#)
- Palma Bellver Hotel 4* (2-min walk)
Link: [Hotel Palma Bellver affiliated by Melia, hotel in Palma de Mallorca | Melia.com](#)
- Mirador Hotel 4* (4-min walk)
Link: [\[OFICIAL®\] Hotel Mirador | Paseo Marítimo - Palma de Mallorca](#)
- Costa Azul Hotel 4* (4min-walk)
Link: [Hotel Costa Azul | Palma de Mallorca | Web oficial](#)

OTHER USEFUL INFORMATION

The Balearic Islands are strategically located in the western Mediterranean, off the eastern coast of Spain. The archipelago's central position between Europe and North Africa provides excellent access to major European markets, especially via air and sea routes.

Covering an area of 5,040 square kilometers, the Balearic Islands comprise four main islands—Mallorca, Menorca, Ibiza, and Formentera—with Mallorca being the largest and most populous. The island is home to Palma, the capital, and several growing towns such as Inca, Manacor, Lluçmajor, Alcúdia, and Sóller.

Mallorca's economy thrives on a combination of tourism, agribusiness, maritime industries, and increasingly, technology and sustainable development. While tourism remains the main driver—attracting over 10 million visitors annually—sectors like renewable energy, digital services, health tech, and circular economy initiatives are gaining momentum.

Parc Bit (Parc Balear d'Innovació Tecnològica) hosts companies focused on ICT, biotechnology, and audiovisual media. It is a growing hub for startups and digital nomads, supported by programs encouraging innovation, digitalization, and internationalization.

Despite its modern infrastructure, Mallorca maintains its natural charm offering mountains, beaches, and protected areas like the Serra de Tramuntana, a UNESCO World Heritage Site. The region's agricultural traditions also persist, with high-quality local products such as wine, olive oil, and almonds.

Mallorca boasts excellent infrastructure, with the Son Sant Joan International Airport in Palma ranking among Spain's busiest. The island is connected by a modern road network, regional rail services, and major ports like Palma and Alcúdia, which support both passenger and freight transport. Investments in sustainable mobility and inter-island connectivity continue to enhance accessibility and economic resilience.

With a population of nearly 960,000, the island combines vibrant urban life with rural tranquility. Its strategic location, economic diversity, and commitment to sustainability make Mallorca and the Balearic Islands an increasingly attractive destination for business, innovation, and quality living.



Travel to Mallorca

Palma is a well-connected city, easily accessible by air. Whether you are arriving from within Spain or internationally, there are several transport options available to ensure a smooth journey to the event.

By air

From the airport you can take the bus or take a cab. You can also use the various car rental agencies at the airport to hire a car.

For flight schedules and more details, visit the official airport website:

- Son Sant Joan Airport: <https://www.aena.es/es/palma-de-mallorca.html>