

Wednesday, 06 September de 2023

# Spanish Association of Academic and Professional Marketing

## XXXIV International Marketing Congress Madrid 2023

On behalf of the University of Lleida, Dr. Natalia Daries Ramón will attend and present the Gastrotur project accompanied by the Doctor and Dean of the faculty Eduard Cristóbal Fransi.

ESIC - with more than 55 years of experience in marketing education in Spain - has been a pioneer in disseminating its knowledge in all areas and is delighted to be able to serve as a bridge between AEMARK, which brings together the brightest and most outstanding minds in marketing research, and the Company, offering a space to debate the behavior and interactions between consumers and companies in digital environments, virtual, technical and hyper-connected worlds. We are looking for your ideas and inspiration for Marketing 2023 and a dialogue between applied marketing research and business, which is the true spirit of ESIC and AEMARK.

The conference will be an unforgettable experience and will encourage collaboration between colleagues and universities. In short, a space for the exchange of ideas, trends, inspiration and networking, both for senior and young researchers and doctoral students in a differential atmosphere.



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