

Antoni Subira

Antoni Subirà i Claus is the former Minister of Industry, Trade and Tourism of the Catalan government; a position he held for a record length of time.

Today, he is a professor in IESE, the business school of the University of Navarra, Chairman of the Advisory Board of The Competitiveness Institute (TCI), Chairman of the Clusters and Competitiveness Foundation (CCR), and is a member of the Advisory Board of Mercapital.

Before joining the Catalan government, Antoni Subirà was professor and MBA Program Director at IESE and a consultant for several companies as: Cepsa, Nestlé, IBM, Autopistas, Ibering and Chairman of the Board of Directors de Premsa Catalana S.A. (editor of the Barcelona journal AVUI).

Following the establishment of democracy in Spain, he entered into politics. “Convergència Democràtica de Catalunya” (CDC) was founded in that period by Jordi Pujol, Miquel Roca, Antón Canyelles ... and Antoni Subirà among others.



In April 1980 Antoni Subirà was elected as representative in the Catalan Parliament, a position (4 successive elections) he maintained until September 1993. He was also the Whip of the parliamentary group of CiU, from February 1982 until December 1989, when he was nominated as the Minister of Industry and Energy. In June 1996, he also assumed responsibility for Trade and Tourism.

During these years, he developed an industrial policy that can be defined through four axes: internationalization, excellence-quality-efficiency, R+D+innovation and equitization. This policy was executed thorough the pioneering use of the "cluster" methodology, developed by Michael E. Porter. As a Minister of Industry, Trade and Tourism, Antoni Subirà was member of a number of Board of Directors: COPCA, Institution of technology of Catalonia, Catalan tourism, International center of numerical methodologies (UPC - Polytechnical Catalan University), Catalana de Iniciatives S.A., the Spanish Institute of Foreign Trade (ICEX) and the International Fair of Barcelona.

He was also a member of the European Commission Experts Committee; chaired by Mr. Esko Aho, who produced the "Creating an Innovative Europe" report (Aho report). Antoni Subirà is Doctor in Industrial Engineering from the Engineering School of Terrassa, Spain and Master of Science from MIT.