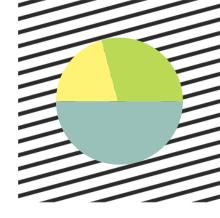
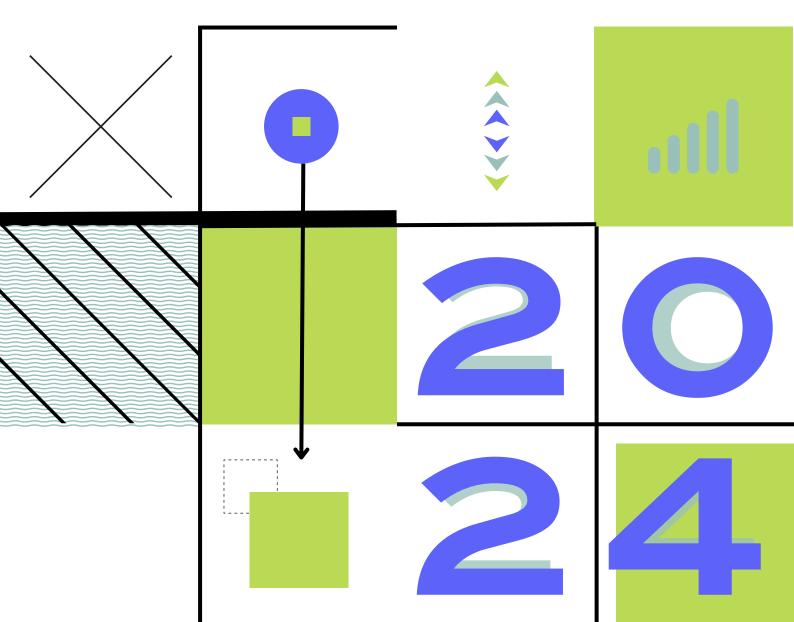
SMES
Sustainable Marketing
Engineering School



ANNUAL ACTIVITY REPORT



INDEX



At SMES, our mission is to train the future leaders of marketing engineering.









Presentation

Who We Are

2.1 ORIGIN AND **PHILOSOPHY**

Course Syllabus

Activities

1. OPENING OF THE SPACE

2. WORKSHOP: "MARKETING

ENGINEERING"

3. INNOVATION DAY

4.MEP PROGRAM

5.JANUSZ DABROWSKI

6.MIGUEL SUFFO

7. VISIT TO FELDSCHLÖSSCHEN

8. VISIT TO VITRA

9. MEP CLOSING CEREMONY

MESSAGE

from the Founder & CEO of BYP Global and President of SMES.

Pepe Benavides Córdoba

Hello everyone,

It is an honor to address all of you who now hold this Activity Report from SMES - Sustainable Marketing Engineering School. One year ago, this project was born from the firm belief that education in marketing and engineering needed to evolve, integrating innovation, sustainability, and design into a single discipline. Today, as we look back, we can proudly say that SMES has been more than just a school - it has been a space for learning, creativity, and transformation.

SMES has been the stage for unique experiences. We have worked with passionate students. renowned professors, and leading companies that have trusted in our vision. Through workshops, lectures. international visits, and real-world projects, we have shown that education is not just about theory, but about the ability to apply knowledge in real and challenging contexts.

Each activity carried out represented a step forward in our mission.

All the experiences we share with you here have made SMES a benchmark in the training of future leaders in marketing engineering.

What we have lived during this first year has reaffirmed our purpose: to create a school where marketing engineering, design, and beauty coexist in harmony, generating real impact in the industry and in the world. The closing of our first edition does not mark an end, but the beginning of a new chapter—one in which we will continue evolving, expanding our horizons, and training the next generations of professionals capable of transforming the market with creativity and responsibility.

I am deeply grateful to every student, professor, collaborator, and company that has been part of this journey. SMES is a reflection of the passion, effort, and ambition of all those who believed in this project. The future awaits us with new opportunities, new challenges, and above all, with the certainty that we are building something truly unique.

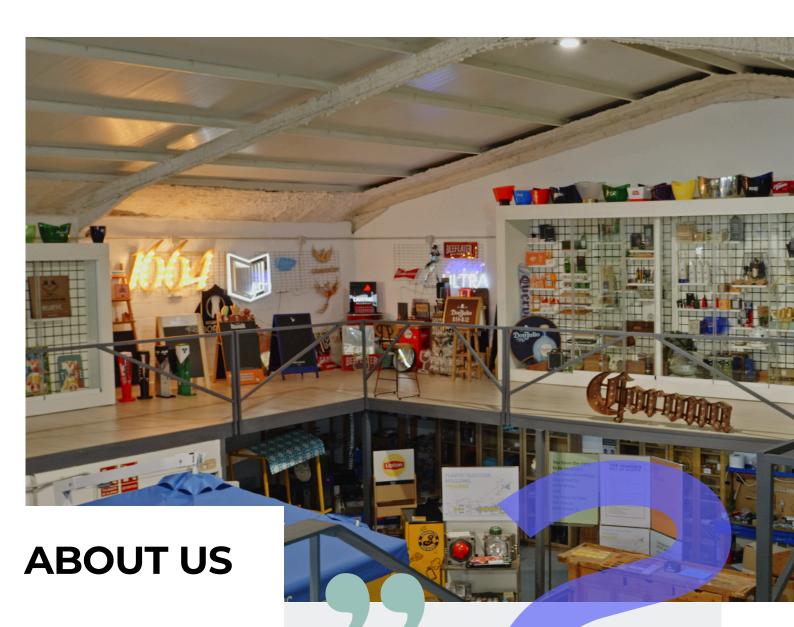
Let's keep innovating, let's keep

creating.

"Art without engineering is dreaming. Engineering without art is caculating".

Steven K. Roberts

Seville, March 18th, 2025



SMES, powered by BYP Global, is an institution that collaborates provides technical with and support to educational and training programs in marketing engineering, promoting the development of future professionals with a sustainable vision. It also plays a supporting role in the strategic development of training applied to the fields of marketing, innovation, and sustainability, aligned with the

needs of the global job market.

We play as a team



MEP (Marketing Engineering Program) is an educational program offered at SMES, whose mission is to train the future leaders of marketing engineering by applying innovative and technological strategies to today's business challenges.

Our approach combines advanced methodologies, practical case studies, and real-world business experiences, providing our students with the key tools to succeed in an increasingly competitive market.

2.1 Origin and Philosophy

SMES emerged as a pioneering initiative within BYP Global to transform the way marketing is conceived and applied in the industry.

We believe in the importance of sustainable, efficient marketing that is aligned with future needs—integrating technology, data, and creativity into strategic decision-making.



COURSE SYLLABUS





During the last quarter of 2024, the 1st Edition of the MEP 2024 was delivered, covering a wide range of topics that integrate engineering, marketing, and sustainability.

Our goal is to train young engineers in the field of marketing engineering, providing them with direct access to the professional world. That is why we always work with real cases and professionals from within BYP Global.

Students gain knowledge in Engineering and Material Technologies, exploring areas such as food technology, lighting systems, and materials in industrial processes. The program also delves into Marketing and Market Research, covering topics from brand management to market analysis.

The training includes key subjects such as Quality Management and Eco-Design, with a focus on sustainability and continuous improvement. Students also receive instruction in Business Management and Finance, addressing budget control and cost analysis.

In addition, students have the opportunity to study Logistics and Packaging, History and Theory of Art, and Leadership and Communication, providing them with a comprehensive perspective to face today's market challenges and to develop innovative and sustainable solutions.

PROGRAM

MODULES	
1	 Engineering and Material Technologies Food Technology Lighting Systems and Light-Based Technologies Materials and Processes: Ceramics, Paper, Textiles, and Leather Metallic Materials Engineering Plastic Materials Engineering Wood and Forming Methods
2	Marketing and Market Research • Branding Technology and Brand Management • Fundamentals of Marketing • Market Research and Analysis
3	Quality Management and Eco-Design • Sustainability Management and Eco-Design • Quality Management
4	History and Theory of Art
5	Business Management and Finance • Finance, Budget Control, and Risk Management • Cost Study and Variance Analysis
6	Logistics and Packaging • Logistics and Supply Chain Management • Packaging Technology and Design
7	Leadership and Communication Leadership and Team Management Communication Skills and Public Speaking Strategy Formulation and Analysis



FACULTY

MODULES AND FACULTY			
Engineering and Material Technologies	Francisco Ferrete Alcobet Ángela Jiménez Ortíz Álvaro Hernández Lois Rafael Meléndez Jardi Carlos López Márquez Natalia Galiano Benítez Ignacio Puig Troup		
Marketing and Market Research	Pepe Benavides Córdoba Ignacio González López de Lemus Sonia Pastrana Moncayo		
Quality Management and Eco-Design	Rosario Barón Barbadillo Beatriz Díaz Gandul Nerea Gómez Alfaro Marta Fernández de Villalta		
History and Theory of Art	Ignacio Trujillo Berraquero Ricardo Piñero Moral		
Business Management and Finance	Rocío Feria Mezquita Jimmy López Ballen		
Logistics and Packaging	Jaime Hedrera Cordon Alejandra García Jiménez		
Leadership and Communication	Ignacio Olazábal Elorz. General de Caballería (DEM) Valentín Escribano Medina		





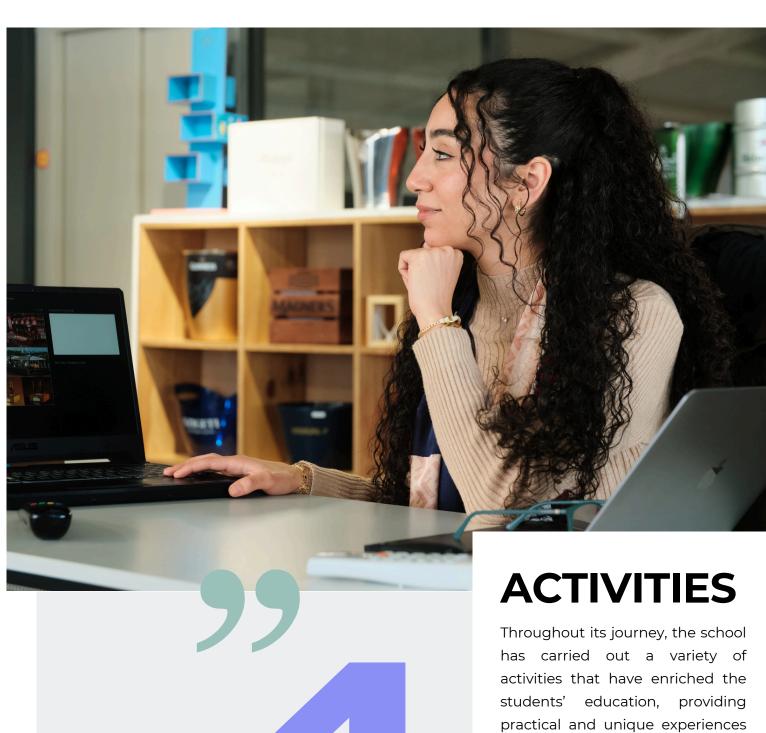
During the MEP 2024, we had a teaching team made up of toplevel experts across various disciplines, ranging from engineering and design to business management and communication.

Our faculty includes specialists in materials engineering, with indepth expertise in ceramics, new metals. plastics, and technologies applied to sustainable production. We also welcomed professionals marketing and market research, offering strategic insights into branding, trend analysis, and the development of innovative products.

In the field of quality management and eco-design, guided instructors students through the implementation of sustainable and efficient models. Additionally, the program featured experts in the history and theory of art, providing a perspective unique on relationship between aesthetics and functionality in design.

Finally, in the areas of logistics, finance, and leadership, our faculty trained students in strategic decision-making and process optimization. Thanks to this combination of expertise, SMES students received comprehensive education blending creativity, technical knowledge, and business vision to face the challenges of the future.

"Marketers dream of doing great things. Engineers do them."



in the field of marketing engineering.

The inauguration of SMES in September 2023 marked the beginning of a transformative educational journey, where SMES's mission and its holistic approach to engineering, marketing, and sustainability were introduced.



OPENING OF THE SPACE

The inauguration of SMES, held on September 29th, 2023, marked the official launch of the school and its physical space. With the event titled Eco-Design and Sustainability: Seeing the Future with Hope, SMES formally opened its doors.

The day began with a presentation of the school, highlighting its focus on integrating sustainability and design within the field of marketing. The guest speakers, Carlos García-Delgado, PhD in Industrial Engineering and Architect, and Ricardo Piñero, Professor of Aesthetics and Theory of the Arts, addressed key topics such as the creative process and the importance of acting responsibly toward the future.

This event represented the first major step in establishing SMES as a space for education and reflection on sustainability in the world of marketing and design.







WORKSHOP "MARKETING ENGINEERING"





The Marketing Engineering Workshop, held in February 2024, became one of the most significant activities within SMES initiatives, marking a milestone in the students' training. This event was organized in collaboration with the Polytechnic University, AEDI (the Industrial Design Students' Association of the Polytechnic School of Seville), and SCD (Seville City of Design), an annual event organized by the students themselves.

It provided participants with the opportunity to work on real-world projects, applying the knowledge acquired in the classroom and tackling actual business challenges.

During the workshop, students developed innovative proposals in the field of marketing engineering, demonstrating their ability to integrate the disciplines of engineering, design, and sustainability.





"Where others see problems, engineers see opportunities."

INNOVATION DAY

MARKETING ENGINEERING

The event concluded with Innovation Day, where the finalist students presented their projects before a panel of clients and industry experts. During the day, key topics such as innovation and sustainability—two fundamental pillars of the SMES program—were thoroughly discussed.

Additionally, attendees had the opportunity to enjoy a beer tasting led by master brewer Paco Ferrete, enriching the experience and allowing students to further connect with the practical application of marketing engineering in sectors such as food and beverage production and distribution.

This activity was a clear example of how SMES goes beyond theoretical training, offering students experiences that strengthen their professional and creative development.









MEP ACTIVITIES:

FACTORY VISITS AND CULTURAL VISITS

In October 2024, SMES kicked off the academic year with a series of theoretical and practical classes that marked the beginning of an intensive and comprehensive training in Marketing Engineering. Throughout the month, students had the opportunity to visit several specialized workshops focused on lighting, metals, and plastics, allowing them to experience industrial processes and the application of advanced techniques in each area firsthand.

These visits were an extension of the program's hands-on approach, where students not only learn theory but also have the chance to apply their knowledge in real-world professional settings.

In addition to the technical workshops, cultural visits were organized to iconic sites such as the Cathedral of Seville and the Royal Alcázar of Seville. These activities allowed students to connect with beauty and architectural design, broadening their aesthetic perspective—an essential element in marketing engineering, where functionality and aesthetics come together to create innovative solutions.

The start of the course in October laid a solid foundation for the rest of the program, enriching the educational experience by combining theory, practice, and culture—key elements in the holistic development of future professionals in the field of marketing engineering.













EXTERNAL PROFESSORS

JANUSZ DABROWSKI

HH GLOBAL CATEGORY MANAGER





In October 2024, SMES continued its enriching programme by hosting Janusz Dabrowski, Category Manager at HH Global, who gave a talk on industry trends and market expectations for marketing engineers.

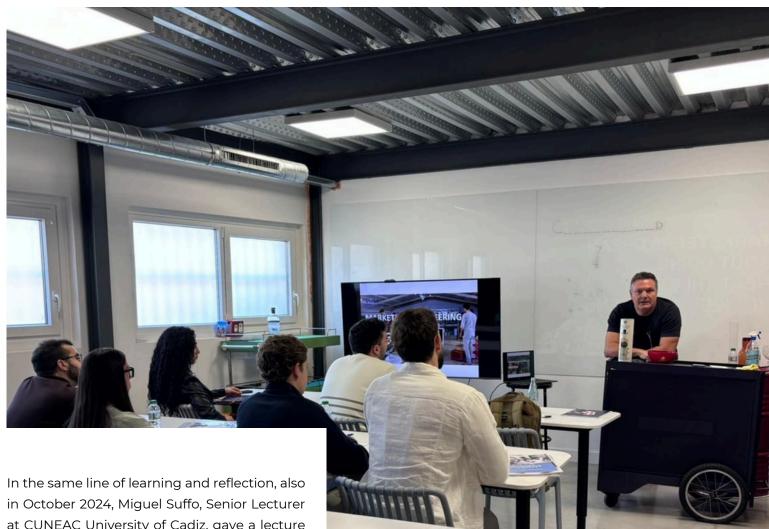
During his intervention, he shared with the students his vision on sustainability and how marketing engineering plays a key role in the transformation of industries towards more responsible and sustainable models.

This event, which allowed for an in-depth and practical exchange of ideas, marked a key moment where students were able to connect with an industry leader and gain valuable lessons for their future careers.



EXTERNAL PROFESSORS: MIGUEL SUFFO

TENURED LECTURER IN THE DEPT. OF MECHANICAL ENGINEERING AND INDUSTRIAL DESIGN OF THE UNIVERSITY OF CADIZ



at CUNEAC University of Cadiz, gave a lecture on circular economy, a key topic within the sustainable approaches of SMES.

In his lecture, Suffo provided students with a detailed perspective on strategies to address waste in industry and how to apply circular economy principles to improve sustainability in design and production processes. His lecture was a unique opportunity for students to learn about and discuss success stories and innovative approaches that integrate the circular economy into marketing industrial design.





VISIT TO FELDSCHLÖSSCHEN END-OF-SCHOOL TRIP

In November 2024, MEP 24 students had a transformative experience during their educational trip to Switzerland, where they visited the Feldschlösschen Getränke AG brewery in collaboration with the school. This event was part of the Innovation & Sustainability Day, a day designed to explore the future of sustainable design.

The day began with a workshop entitled "Blind Materials", in which participants were blindfolded and challenged to explore various materials and products through touch alone. This exercise not only stimulated sensory perception, but also allowed students to assess the quality, sustainability and practicality of materials used in design.





LThe day continued with a session dedicated to sustainability and eco-design, discussing innovative ways to create more environmentally responsible products and packaging. SMES students had the opportunity to present their own projects, demonstrating how responsible design can transform industries and markets, aligning with the sustainability values promoted by the school.

In addition, the students worked together towards an ambitious goal: the creation of the Feldschlösschen Sustainable Catalogue 2025, an initiative that shows how collaboration and innovation can generate design solutions that respect the planet.





VITRA VISIT













During the trip to Switzerland, the students visited Vitra, an international benchmark in design and creativity. The experience allowed them to visualise a future where SMES could have its own university campus, inspired by the values of innovation, sustainability and beauty that Vitra represents.

This moment of reflection on the future of SMES's educational space reinforced the idea that design and creativity should be fundamental pillars in the training of students in marketing engineering.



CLOSING OF MEP'24

Finally, in December 2024, the closing day of the first edition of the Marketing Engineering Programme was held.

This event successfully closed a training cycle, where students presented the knowledge acquired and the projects they had worked on throughout the course. It was a moment of celebration and reflection on how the integration of engineering, design and sustainable marketing can generate innovative solutions to market challenges.

The students shared their learning and highlighted the importance of having been part of a programme that has not only provided them with technical and strategic tools, but also prepared them to ethically and creatively address the challenges of the future.









*Alumnos de la 1º edición de MEP

WE WANT YOU TO GET IT RIGHT

SMES
Sustainable Marketing
Engineering School



Magnesio 9, 41007 Seville, Spain