

## Jump2Digital, Mobile World Capital Barcelona's grand digital talent festival, expects to double its participation with more than 5,000 attendees

- The initiative, that already beat a record of participation with 2,500 people last year, aims to connect new digital professionals and those who want to reinvent themselves with companies in the digital world
- The third edition of the event will take place for the first time at Fira Barcelona and will feature a lineup that includes the most popular influencers of the moment, such as Cristinini, Nate Gentile, astronaut Sara García or youtuber Luzu
- Jump2Digital is promoted by the Ministry of Economic Affairs and Digital Transformation, the Generalitat of Catalunya and the Barcelona City Council, through Barcelona Activa and aims to consolidate itself as the reference event for digital talent

**Barcelona, October 4, 2023.-** Mobile World Capital Barcelona presented today its third edition of Jump2Digital, the benchmark event for digital talent that this year plans to double participation and reach 5,000 attendees. The initiative connects new digital talent with companies in the digital sector with a playful, dynamic, and participatory proposal.

The event, which will take place for the first time at Fira Barcelona Montjuic venue, will host workshops where more than 1,800 people are expected to participate, with activities aimed at new digital talent such as *Speed Dating*, in which more than 800 interviews will be carried out; a Hackathon with more than 100 participants and 200 mentorings held by experts in the sector. In addition, the conference will bring together the main *stakeholders*, companies, and training centres of the technological ecosystem in order to incorporate new talent into the market. The icing on the cake of this edition is the poster of invited *influencers* who once again have been selected among some of the most powerful digital content creators of the moment such as **Cristinini, Luzu, Sara García, Nate Gentile** or **Ana Freire** and who will talk about Artificial Intelligence, Computer Science, Big Data or digital talent gaps.

The *gaming* and AI sector will have a special role in Jump2Digital 2023, where the public will be able to attend specific presentations and workshops related to these sectors and will also find a dedicated space to test *indie* video games developed in Barcelona.

Together with the CEO of Mobile World Capital Barcelona, **Francesc Fajula**, and the Director of Digital Talent, **Jordi Arrufí**, three of the disseminators and content creators who will participate in the event have intervened in the presentation, such as **Nate Gentile, Miriam González** and **Carlos Santa Engracia**.

For the CEO of Mobile World Capital Barcelona, **Francesc Fajula**, this event is "an opportunity to bring together young talent, companies, disseminators, educational centres and institutions in a transgressive environment that challenges new professionals to define a future marked by digitalization". **Fajula** adds: "Jump2Digital puts the focus on people, because we do not only

value talent, but we also strive to generate spaces for creation, professional development and for professionals to explore the latest digital trends."

### **Eight top-level influencers open the Jump2Digital poster**

**Luzu**, who began his career as a *gamer* is one of the pioneers in content creation in vlog format that today has more than 20 million followers on YouTube; **Nate Gentile** is a Uruguayan youtuber specialized in hardware with more than 4 million followers and has been rated by Forbes as one of the 100 most influential Spanish-speaking youtubers; **Cristinini** is a streamer and eSports presenter with more than 3 million followers on Twitch that places her in the 9th position of Spanish-speaking streamers with more views on the platform; **Sara Garcia** is a molecular biologist and the first Spanish woman selected by the European Space Agency to participate in a mission in space. Moreover, **Ana Freire**, engineer and disseminator in computer science and technology who works as a teacher and researcher at the Universitat Pompeu Fabra, will also attend the event, as well as **Miriam González**, disseminator in programming, with a powerful speech oriented to gender balance in the technology sector; **Dot CSV**, disseminator of artificial intelligence with more than 700,000 followers on Youtube; and **Carlos Santa Engracia**, disseminator and co-founder of Topes de Gama, with more than 5 million followers. These are some of the first confirmed for Jump2Digital 2023.

Jump2Digital is an initiative of Mobile World Capital Barcelona, promoted by the Ministry of Economic Affairs and Digital Transformation, Generalitat de Catalunya and Barcelona City Council, through Barcelona Activa, and with the collaboration of 30 companies such as CaixaBank, Damm, PepsiCo, Sanofi and Nestlé, among others.

### **Mobile World Capital Barcelona**

Mobile World Capital Barcelona is an initiative that promotes the digital development of society and helps improve people's lives globally. With public and private support, MWCcapital focuses its activity on four areas: the acceleration of innovation through digital entrepreneurship; the transformation of industry through digital technology; the growth of digital talent among new generations and professionals; and reflection on the impact of technology on our society. Together, the programmes are positively transforming the economy, education and society.

MWCcapital hosts MWC in Barcelona and is the founder of 4 Years From Now (4YFN), the business platform for the startup community present at all MWC events around the world.

### **For further information:**

Estel Estopiñan – [eestopinan@mobileworldcapital.com](mailto:eestopinan@mobileworldcapital.com) - 656 25 83 94

Emily Henley – [ehenley@mobileworldcapital.com](mailto:ehenley@mobileworldcapital.com) - +34 - 673 004 102

Sergi López – [s.lopez@romanrm.com](mailto:s.lopez@romanrm.com) - 649 354 568