

## Mobile World Capital Barcelona gathered the digital ecosystem at Mobile Lunch 2024



*From left to right: Jaume Collboni, Mayor of Barcelona; Pere Aragonès, President of the Generalitat de Catalunya; José Lu s Escriv , Minister of Digital Transformation; and Francesc Fajula, CEO of MWCcapital.*

**Barcelona, February 25th, 2024** - Nearly 400 representatives from institutions, corporations, and the city's entrepreneurial ecosystem gathered today at Mobile Lunch 2024, organized by Mobile World Capital Barcelona. Ahead of MWC Barcelona, Mobile Lunch is an annual event that aims to provide a networking space for MWCcapital's founding partners, the ICT community, institutions, businesses, entrepreneurs, investors, and academia.

The event featured speeches from the President of the Generalitat de Catalunya, **Pere Aragon s**, the Mayor of Barcelona, **Jaume Collboni**, the Minister of Digital Transformation, **Jos  Lu s Escriv **, the CEO of GSMA Ltd., **John Hoffman**, and the CEO of Mobile World Capital Barcelona, **Francesc Fajula**.

According to **President Pere Aragon s**, "at the present Catalonia is in a position to play a leading role in all technological fields. We have the assets to do so and the resources". In 2024, for the first time, the budget for innovation and development will exceed 1,000 million euros", he announced, adding that the government of the Generalitat is convinced, as Antoni T pies said, that "the world only moves forward if we push it". Aragon s concluded by saying that "I have no doubt that the Barcelona/MWC binomial explains the success of a congress that is surpassing itself year after year, without a doubt".

Meanwhile, **Mayor Jaume Collboni** stated that "Barcelona has become the city to be in if you want to invest, if you want to innovate and if you want your business to grow. Barcelona is the city with the lowest unemployment figures in Spain and the one that creates the most skilled jobs".

According to **Minister José Luís Escrivá**, "we have to initiate a great debate to decide where we set the limits of transformative technology. That is why the ministry is reinforcing human capital and pushing from the public sector to start up start-ups and strengthen the modern technology industry".

Additionally, **Francesc Fajula** emphasized that "MWCcapital encompasses a vibrant ecosystem, supported by exceptional professionals and the commitment of institutions and corporations to be a driving force for change, allowing us to build a more equitable and sustainable digital future." He also stated, "At MWCcapital, we are committed to fostering an innovative, international Barcelona, rich in talent and humanistic technology. We work to consolidate and make it more real than ever."

**Mr Hoffman** concluded the event by stating, "We are delighted to host MWCcapital at MWC, and this year I am particularly excited about the launch of MWCcapital's digital talent event, Talent Arena, in Hall 3. It will include a 48-hour GSMA Open Gateway Hackathon, where 12 teams will explore various use cases facilitated by the GSMA's Open Gateway innovative common network API framework. It promises to be an energetic and inspiring experience and I wish all teams the best of luck."

Furthermore, this year's gastronomic proposal featured a disruptive offering led by Ver Aguas, a project spearheaded by women, with Laura Veraguas upfront, working with a vision based on sustainability, innovation, and proximity. New technologies have played a crucial role in the project, balancing technological innovation perfectly with the essence of gastronomic tradition.

The event took place at the headquarters of the Fundació Antoni Tàpies, located in a modernist building, an example of Barcelona's industrial architecture and the work of the architect Lluís Domènech i Montaner. This coincides with the celebration of the *Year Tàpies*, marking the centenary of the birth of the painter, a reference in 20th-century avant-garde art.

### **About Mobile World Capital Barcelona**

*Mobile World Capital Barcelona is a public-private foundation that promotes the digital development of society to build a more inclusive, equitable and sustainable future through the humanistic use of technology. MWCcapital contributes to the positioning of Barcelona as a global benchmark in the digital field and consolidating MWC's legacy throughout the year by promoting initiatives in the field of technology transfer, the promotion of digital talent, the development of innovative technological projects with social impact and the generation of knowledge.*

*MWCcapital hosts MWC in Barcelona, is the founder of 4YFN and connects citizens with the latest digital trends through Jump2Digital and Tech&Play.*

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