

# Mobile World Capital boosts digital talent in Barcelona with the fourth edition of Welcome IT Day

- The fourth edition of Welcome IT Day, held at the Old Estrella Damm Factory Damm, has brought together over 300 students from 89 countries with the aim of connecting them with the local digital ecosystem and facilitating their access to professional opportunities.
- This year, the event focused on networking, with the presence of 21 leading companies in the sector that seek to attract and retain technological talent in the city.



*Welcome IT Day, organized by Mobile World Capital, at the Old Estrella Damm Factory*

**Barcelona, November 15, 2024.** – Mobile World Capital Barcelona today held the fourth edition of **Welcome IT Day**, a key initiative to connect international students with technology companies in Barcelona. This event, organized at **the Old Estrella Damm Factory** and with the collaboration of **the Barcelona City Council**, is an essential event in the city's digital agenda.

The annual meeting, which was attended by more than 300 students from all over the world, aims to facilitate access to **professional opportunities** and contribute to the retention of **technological talent** in the city.

The students, who came from **89 different countries**, had the opportunity to connect with companies in Barcelona's digital ecosystem. Among the countries of origin of the participants are **Peru, Colombia, Italy, Germany** and **France**.

This year's edition has placed special emphasis on networking, with the presence of **twenty-one leading companies in the sector**, such as Allianz Technology, AstraZeneca, AXA, HP, Pepsico, Salesforce, Schneider Electric, or Zurich, among others. Thus, during the day, the students had the opportunity to **connect with representatives of the participating companies**, exchange experiences and explore future career paths in Barcelona.

Welcome IT Day is thus consolidated as a unique platform where companies and digital talent are at a crucial moment for the technology sector in Barcelona, a city that is clearly committed to innovation and the welcome of professionals with technological training.

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