

The First Edition of Talent Arena will Unite the Global Developer Community at Montjuïc venue of Fira During MWC Barcelona 2025

- Driven by Mobile World Capital Barcelona, in collaboration with GSMA, Barcelona City Council, Generalitat de Catalunya and the Ministry of Digital Transformation and the Civil Service to promote learning, networking and professional growth.
- Speakers include Apple co-founder Steve Wozniak, Google's vice-president, Xavier Amatriain, and tech influencers like Nate Gentile and Dot CSV.
- The event will address cutting-edge topics like artificial intelligence, software engineering, cloud computing, cybersecurity, quantum technology and NewSpace.
- The GSMA Open Gateway Hackathon and DevCon Summit for developers focused on network APIs, will relocate to Talent Arena in 2025 to expand the exploration of digital experiences.
- Talent Arena aims to make Barcelona a top destination for generating and attracting digital talent.



GSMA's CEO and director, John Hoffman, and the CEO of Mobile World Capital Barcelona, Francesc Fajula, introducing Talent Arena

Barcelona, November 13, 2024.- Mobile World Capital Barcelona has announced the launch of the first edition of Talent Arena, set to take place **from 3-5 March at the Montjuïc venue of Fira de Barcelona, Hall 8**. Co-located with MWC Barcelona 2025, Talent Arena will bring together developers, leading tech companies, and educational institutions, creating a dynamic environment for learning, networking, and professional growth in digital technology.

Spanning three action-packed days, attendees will immerse themselves in workshops, live technology demos, and multiple hackathons. Also, offering over 200 expert speakers sharing their insights on the digital talent ecosystem, emerging technologies, and industry trends.

The presentation of the first edition of Talent Arena 2025 will be presided over by the Deputy Mayor of Barcelona, **Jordi Valls**, the Secretary for Digital Policy of the Generalitat de Catalunya, **Maria Galindo Garcia-Delgado**, the Secretary of State for Digitalization and Artificial Intelligence in the Government of Spain, **María González Veracruz**, the CEO and director of GSMA Ltd., **John Hoffman** and the CEO of Mobile World Capital Barcelona, **Francesc Fajula**.

Talent Arena is an initiative of **Mobile World Capital Barcelona** with the collaboration of **GSMA, Barcelona City Council, the Generalitat de Catalunya and the Ministry of Digital Transformation and the Civil Service**. Also, the event is supported by the private sector, with companies such as Grupo CaixaBank (Main Partner), which will showcase technological innovation projects and address issues like digital inclusion; Schneider Electric (Event Sponsor); and Eurofirms Group (HR Sponsor), all demonstrating their commitment to digital talent and continuous learning.

Barcelona, a Hub for Digital Talent

The event seeks to reaffirm Barcelona as a global benchmark in the digital sector, acting as an international hub for the entire digital ecosystem. Talent Arena will run alongside MWC Barcelona- the world's largest and most influential connectivity event- and 4YFN, which focuses on empowering the start-up ecosystem. We will have the entire digital ecosystem in the same city on the same dates.

With this, MWCcapital aims to consolidate Barcelona as a top-tier destination for generating and attracting digital talent, relying on a strong base of over 122.185 professionals in ICT sectors and more than 140 tech hubs. The event offers valuable networking opportunities with industry leaders, fostering collaboration and mentorship among attendees.

Continuous learning and innovation are prioritized, equipping participants with the skills and knowledge needed to excel in an ever-evolving technological landscape.

Talent Arena 2025: Activities and Themes of the Present and Future

Talent Arena will address key topics such as artificial intelligence, software engineering, cloud computing, cybersecurity, and future technologies like Quantum computing, Microchips or NewSpace. Additionally, themes related to sustainability and the management of digital talent in an increasingly demanding environment will also be discussed.

Among the 200 speakers who are experts in ICT and leaders of technology companies are speakers such as Apple co-founder **Steve Wozniak**; former world chess champion and AI promoter, **Garry Kasparov**; Google's vice-president of Product, **Xavier Amatriain**; Open-Source expert and former Microsoft Azure Office executive, **Sarah Novotny**; the head of AI at Meta, **Cristian Canton**, and Former Senior Developer Engineer at Space X, Blue Origin & Starlink, **Lauren Lyon**, among others. In addition to technology disseminators such as **Nate Gentile** and **Dot CSV** will also participate. Furthermore, companies will showcase success stories and technological advancements, providing developers with valuable insights, while attendees will have the opportunity to learn about **educational offerings** in their sector and tools for excelling in recruitment processes.

Key highlights of the event include the **GSMA Open Gateway** hackathon, a global initiative designed to foster innovation in programmable networks using APIs, enabling participants to develop collaborative technological solutions. For the first time, the GSMA Open Gateway DevCon will move to Talent Arena. This developer-focused summit, led by the GSMA, will showcase the potential of network APIs and their ability to revolutionise digital experience development.

Moreover, Talent Arena's activities will extend beyond the conference walls through an agreement between MWCcapital and **iryo**, which will launch a high-speed train connecting Madrid and Barcelona, bringing together talent from both cities.

A Decisive Step Following the Success of the Pilot Edition

Building on the success of the pilot edition at MWC Barcelona 2024, which attracted tech professionals from leading companies, Talent Arena is set to reach new heights in 2025 with an expanded and ambitious first edition. Last year's proposal, covering a 1,500 sqm space, showcased the enormous potential of this initiative. Now, Talent Arena will grow to 20,000 sqm, with three days exclusively dedicated to digital talent.

- [Talent Arena 2025 press registration](#)



Mobile World Capital Barcelona board of trustee's representatives

About Talent Arena

Talent Arena is the main European event dedicated to digital talent, organized by Mobile World Capital Barcelona and co-located with MWC Barcelona 2025. For the first time, digital professionals, world-leading technology companies and educational institutions will come together to create a hub for learning, networking and professional growth. In collaboration with the GSMA, the Ministry of Digital Transformation and the Civil Service, the Generalitat de Catalunya, the Barcelona City Council and with the support of CaixaBank as main partner and Schneider Electric as Event Sponsor, Talent Arena plays a key role in fostering the next generation of technological talent in Europe.

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 positioning Barcelona as a global benchmark in the digital field and consolidating MWC's legacy throughout the year, 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 the MWC in Barcelona, is the founder of 4YFN and connects citizens with the latest digital trends through key events.

For more information:

Emily Henley – ehenley@mobileworldcapital.com – +34 673 004 102

Estela López – e.lopez@romanrm.com – +34 654 741 683

Àlex Palau – a.palaul@romanrm.com – +34 651 579 415

Eva Soler – e.soler@romanrm.com – +34 665 038 781