

MWCapital and Vueling join forces to drive digital talent

- The alliance will make it possible to identify, attract and generate professional profiles capable of filling the most in-demand and emerging job positions in a sector that has increased employment by 59.3% over the past 10 years
- The first joint action will be the Digital Talent Flight, which will board more than 150 international developers in Paris on a flight to the Talent Arena on March 4th.
- Vueling will also collaborate with MWCapital on other projects during MWC25, as well as on other talent actions and initiatives to move towards energy efficiency and sustainability.



The President and CEO of Vueling, Carolina Martinoli, and the CEO of Mobile World Capital Barcelona, Francesc Fajula, during the announcement of the partnership

Barcelona, January 9th, 2025.- Mobile World Capital Barcelona and Vueling will collaborate to promote digital talent in the city. This alliance aims to identify, attract and generate professional profiles to fill high-demand and emerging jobs in a sector that has seen a 59.3% increase in job demand across Europe over the past decade.

MWCapital and Vueling will work together on actions to foster profiles that bring the needs of companies closer to the current digital talent pool, contributing to the creation of quality

employment in high-demand areas such as artificial intelligence and cybersecurity, among others.

The first shared initiative will be the Digital Talent Flight, connecting Paris and Barcelona on March 4th with a flight carrying more than 150 international developers to participate in the new Talent Arena congress.

The initiative will also test the skills of younger developers, who will take part in a hackathon before the flight that will challenge them to create AI and IoT solutions to improve Vueling's customer experience. The results of this hackathon will determine some of the passengers for the so-called Digital Talent Flight, where the five best proposals will be presented on board and voted on by Vueling and by senior talent also travelling on this custom aircraft. Finally, a jury will select a winner, who will have the opportunity to explore the real application of their project with the company's team.

With this first joint action, MWCcapital and Vueling will attract technology developers –the most sought-after digital profiles, according to Digital Talent Overview 2024 report by MWCcapital– to the Talent Arena.

Francesc Fajula, CEO of Mobile World Capital Barcelona, said: "Digital talent is essential for the competitiveness of the economy, and this collaboration with Vueling allows us to join forces to foster and drive professional profiles needed to address the challenges and opportunities of the labor market".

For **Carolina Martinoli**, President and CEO of Vueling, "Barcelona is the heart of our operations and the place where we have built our leadership as the main airline at El Prat Airport. With this collaboration with Mobile World Capital Barcelona, we reaffirm our commitment to the city's future, not just in terms of connectivity, but also as a driver of digital talent and innovation".

Barcelona, an international benchmark

With this initiative, MWCcapital and Vueling join forces to strengthen Barcelona's position as a global benchmark in the digital sector and enhance its ties with the rest of Europe.

MWCcapital contributes to the development of the digital sector, which currently hosts more than 122,000 professionals and over 90% of the 140 international tech hubs established in Catalonia.

Vueling is one of the main promoters of innovation in the city, boasting the largest innovation hub in the aviation sector in Spain and a team of over 600 professionals dedicated to technology.

Digital talent, innovation and sustainability

In addition to its presence at MWC25 and collaboration in other digital talent projects, the partnership will also involve Vueling's participation in other MWCcapital innovation initiatives to move towards energy efficiency and sustainability.

Vueling has innovation in its DNA and constantly invests in new technologies to improve its services and adapt to customer needs. Since its founding, it has pioneered the use of digital channels like the website and mobile app, as well as the introduction of initiatives such as online and Smart Watch check-in and wallet payments. Currently, the airline is integrating artificial intelligence to enhance operational efficiency and passenger experience.

Vueling has two innovation hubs in Barcelona and Zaragoza, employing more than 600 tech

professionals including software developers, data engineers, data scientists, AI specialists, cybersecurity experts or cloud engineers. All of them work with agile methodologies to develop disruptive solutions. Its innovation program is based on an agile culture, a zero-obsolence approach, cybersecurity, and a flexible growth system. Through its Innovation Lab, Vueling explores technologies like quantum computing and artificial intelligence to address future challenges in the sector.

Additionally, through its Vueling University program, the company promotes local talent by offering practical and theoretical training to prepare young professionals for the technological and innovative challenges of the aviation sector.

About Talent Arena

Talent Arena is the main European event dedicated to digital talent, organized by Mobile World Capital Barcelona as a co-located event of MWC Barcelona 2025. For the first time, digital professionals, leading global technology companies and educational institutions will come together to create a hub for learning, networking and professional growth. In collaboration with 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 to 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 MWC in Barcelona, is the founder of 4YFN and connects citizens with the latest digital trends through key events.

About Vueling

Vueling, a company belonging to the IAG group, is a benchmark airline in Europe and key to connectivity in Spain.

It is a leader in its main base in Barcelona-El Prat and in other relevant markets in Spain such as Bilbao. It also leads the connection between the peninsula and the Balearic and Canary Islands. At an international level, it is working to strengthen its presence in its international bases such as London-Gatwick or Paris-Orly. During 2024, the company has had a network of 250 routes during the year that have connected 30 countries.

With more than 4,600 employees, Vueling has become the first European Top Employer airline. The company is strongly committed to the decarbonisation of the sector and, as part of the IAG group, has committed to achieving net zero carbon emissions by 2050 through the implementation of the FlightPath Net Zero strategy.

True to its digital DNA, Vueling was the first airline to sell tickets through the mobile application and to have a digital boarding pass with a QR code. The airline also has the largest innovation hub in the sector in Spain.

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