

PRESS RELEASE

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

- The fifth edition of Welcome IT Day has brought together more than 400 students from over 90 countries, with the aim of connecting them with the local digital ecosystem and facilitating their access to professional opportunities.
- The event featured 18 leading companies seeking to attract and retain technological talent in the city.
- In 2024 alone, 1,881 new IT professionals from outside Catalonia joined the workforce, specialising in fields such as cybersecurity, web application development and cloud technologies.



Barcelona, 14 November 2025. – Mobile World Capital Barcelona held the fifth edition of **Welcome IT Day** this morning at Sala Apolo, an initiative organised in collaboration with **Barcelona City Council** that has become a key meeting point for international students and the city's technology companies.

The event, which aims to foster employability and retain digital talent in Barcelona, gathered more than 400 students from over 90 countries worldwide. Participants came from some twenty universities and educational centres, including UPC, UB,

UOC, UAB, UPF, ESIC, SGS and La Salle, as well as technology academies such as Ironhack, Núcleo Digital School and IT Academy, among others.

One of the main attractions of Welcome IT Day is the networking area, which enables connections between students and companies. This year's edition welcomed 18 leading firms with technological development projects requiring specialised digital profiles. The companies participating in the event included HP, Dow Jones, Boehringer Ingelheim, AstraZeneca, Desigual, CaixaBank Tech, Zurich, NTT Data, Pepsico, Schneider Electric, MediaMarkt, Allianz Technology, Seat Code, Roche Diagnostics, Vueling, Seidor, Indra and Dsm-Firmenich. Throughout the day, students were able to interact directly with representatives of these companies, share experiences and explore potential career opportunities within Barcelona's digital ecosystem.

With this fifth edition, Welcome IT Day has strengthened its position as a key platform for connecting talent and industry at a crucial time for Barcelona's technology sector, as the city continues to champion innovation, internationalisation and the integration of highly trained technological professionals.

Over the past decade, the demand for digital professionals has grown steadily, reaching 35,000 job offers in 2024 alone – a 120% increase compared with 2018. As a result, Barcelona has consolidated its status as an international talent hub: one in three digital professionals is foreign, and in 2024 a total of 1,881 new workers from outside Catalonia joined the sector, particularly in key areas such as cybersecurity, web application development and cloud technologies, reinforcing the city's position as a global benchmark in innovation and technology.

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, and the development of innovative technological projects with social impact. MWCcapital hosts MWC in Barcelona, is the founder of 4YFN and connects the international community of developers with the Talent Arena project.

For more information:

Víctor Solvas – vsolvas@mobileworldcapital.com – 663 201 406

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

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

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