

## Jump2Digital's third edition breaks participation record with more than 7,000 attendees

- The initiative, aimed at connecting new digital professionals and those who want to reinvent themselves with companies in the digital world, has almost tripled the 2,500 participants who attended last year's edition.
- A Speed Dating, a Hackathon, personalized mentoring or experiences with artificial intelligence, among other initiatives, are some of the highlights of the event.
- During the day, more than 800 interviews were conducted between the participating companies and applicants for jobs in the digital field, of which between 25% and 30% are estimated to find employment.

**Barcelona, November 17<sup>th</sup>, 2023.-** More than 7,000 people participated in the third edition of Jump2Digital that took place today at Fira Montjuïc, organized by Mobile World Capital Barcelona. The event on digital talent, already a benchmark in southern Europe, is aimed at connecting new digital professionals and those who want to reinvent themselves with companies in the digital environment.

Participation has exceeded expectations throughout the day, in which attendees have been able to take part in the different scheduled activities, including formats such as unique technological experiences, workshops and video games, among others. In addition, this edition has had some of the most powerful digital content creators of the moment such as **Cristinini, Luzu, Sara García, Nate Gentile or DotCSV**, who have talked about Artificial Intelligence, Computer Science, Big Data or digital talent gaps, before a mostly young audience.

For **Francesc Fajula**, CEO of Mobile World Capital Barcelona, "the third edition of Jump2Digital has exceeded all expectations and has allowed us to consolidate the event as an essential meeting point for all the agents involved in the digital world". "Workshops, mentoring, technological experiences that have even allowed us to design the Barcelona of the future, and exceptional disseminators have generated a very interesting combo that is revolutionizing the digital talent community in Barcelona," added Fajula.

This is the first of the three editions of Jump2Digital to take place at Fira de Barcelona, which reflects the increasingly crowded nature of the event, thanks to the growing interest of this initiative from the public to which it is directed.

### **Jump2Digital, bigger and more versatile than ever**

The event has once again demonstrated its ability to connect new talent with companies in the digital sector, offering a playful, dynamic, and participatory experience. To this end, the public has been able to attend different workshops given by leading training centres; activities aimed at new digital talent such as a Speed Dating, a Hackathon with more than 100 participants and more than 200 mentoring sessions by experts in the sector.

In total, more than 800 interviews were conducted during the day between the participating companies and applicants for jobs in the digital field, of which between 25% and 30% are estimated to find employment.

The third edition of Jump2Digital has once again been promoted by **CaixaBank Group, which, as the main partner and benchmark company in the technological and digital field, has participated with the involvement of mentors and speakers from the financial group in the agenda of activities of the event, such as Speed Dating or the Hackathon.** The support of CaixaBank and its subsidiaries for Jump2Digital responds to the financial group's commitment to the challenges posed by digital transformation and, specifically, to its interest in bringing young and digital talent closer to the business sector.

Among the companies that have participated in this edition of Jump2Digital are also **Bayer, Zurich, PepsiCo or Softonic**, which have been able to meet various profiles of digital talent and have had the opportunity to be part of the different activities offered by the program. In addition, some 40 companies have already been present in the two previous editions, thus contributing to the consolidation of this event, which is among the most important in Europe.

### **The most prominent content creators on the current scene**

One of the most curious activities of the day was the enigmatic professional chess player, **Rey Enigma**. This character, who hides his identity under a checkered suit and a mask, has challenged himself with some attendees to play simultaneous chess games for four hours straight. The presence of Rey Enigma, together with the wide range of experiences offered at the event, such as Photobooth AI, an F1 simulator and Roombattle, have contributed to making Jump2Digital an indispensable event and a benchmark in the digital sector.

The event was also attended by **Francesc Fajula**, CEO of Mobile World Capital Barcelona, Jordi Valls, Deputy Mayor for Economy, Finance, Economic Promotion and Tourism of Barcelona City Council, **Gina Tost**, Secretary of Digital Policies of the Generalitat de Catalunya and **Josefa Beltran**, Deputy Delegate of the Government in Barcelona, who made a tour of the different spaces and activities to inaugurate the event was made.

Jump2Digital is an event of Mobile World Capital Barcelona, promoted by the First Vice-Presidency of the Government of Spain-Ministry of Economic Affairs and Digital Transformation, Generalitat de Catalunya, Barcelona City Council through Barcelona Activa and also has CaixaBank Group as main partner of this edition.

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

Mobile World Capital Barcelona is an initiative that promotes the digital development of society and helps improve people's lives globally. With public and private support, MWCcapital focuses its activity on four areas: the acceleration of innovation through digital entrepreneurship; the transformation of industry through digital technology; the growth of digital talent among new generations and professionals; and reflection on the impact of technology on our society. Together, the programs are positively transforming the economy, education, and society.

MWCcapital hosts MWC in Barcelona and is the founder of 4 Years From Now (4YFN), the business platform for the startup community present at all MWC events around the world.

#### **For further information:**

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