

# Barcelona, the **digital** talent capital

Mobile World Capital Barcelona, created initially to host the Mobile World Congress (MWC), is a public-private organization that activates the strategic potential of technological and digital innovation for society. Its vision is to capitalize on current and future opportunities derived from the transformation and evolution of the economic, scientific, educational, and social environment, fostering the generation of knowledge and the development of solutions and initiatives to address the challenges faced by the interconnected and global citizenry.

Its mission is to promote the mobile and digital transformation of society with the aim of improving people's lives globally, and it is organized into four areas of work:

- **Innovation:** focuses on optimizing and viability of ideas for the development of connection programs between investors, large corporations, startups, and university research centers, scientists, and experimentation laboratories.

- **Technology:** promotes development to drive and promote the technological-digital transformation of the industry and other productive sectors.

- **Talent:** aims to position Barcelona as a capital of digital talent through the reorientation of professional profiles towards the digital sector and the attraction and retention of international talent to our ecosystem.

- **Knowledge:** consists of a series of events and promotion initiatives, shared knowledge generation, and dissemination aimed at the community in general, generating local, national, and international impact.



## International talent:

Fighting the digital talent gap has become the main lever to ensure Barcelona's competitiveness as a technology hub. Such a challenge can only be addressed by working in partnership with all agents who are part of the solution.

One of the major areas of action is the attraction and retention of international talent. To this end, in partnership with the Barcelona City Council, it promotes activities to connect international students who are currently studying in Barcelona with companies seeking digital professionals.

Throughout the year, they organize different activities aimed at these students. In October, an event is organized to welcome the community of new students who have landed in the city of Barcelona and provide an overview of the city's main technological companies and entities. In May, a day is organized to invite international students to visit the headquarters of the city's main technology companies through tours and meetings with recruiters.

## Jump2digital:

It is the main event aimed at digital talent in Barcelona that aims to raise awareness of digital professions and connect new digital talent with the sector through a day designed to facilitate knowledge dissemination and connection between professionals, companies, and educational centers.

It is a free event under registration and open to new digital talent, in which companies and educational centers also participate, and where multiple activities are carried out such as talks with top speakers, coding workshops, mentoring, speed dating between talent and recruiters, hackathon, experiences with technology, music, food corners, etc.

Next edition will be on November 17, 2023, at Fira de Barcelona trade fair in Montjuic located in Plaza España.

Every year, Mobile World Capital Barcelona analyzes the state of digital talent in Barcelona through the Digital Talent Overview 2023 report.

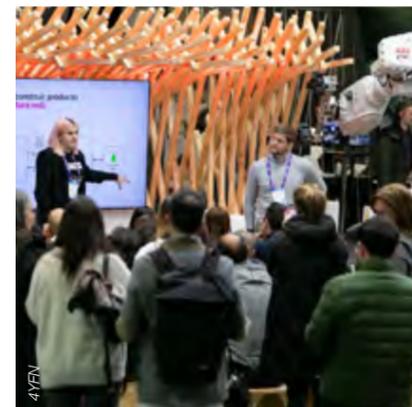
## About Digital Talent in Barcelona

In the period 2018-2022, Barcelona has generated 33,200 new ICT jobs (+49%). After adding 7,404 digital professionals in 2021, Barcelona reached 100,920 ICT jobs in 2022, a growth of 8% compared to 2021 and 49% compared to 2018. If the digital marketing specialist profile is considered, the current figure is 108,685 jobs.

**One in four job offers in Barcelona is now digital.**  
In 2022, 32,276 digital job offers were published. This figure is double the demand for jobs in 2018 (15,856) and represents a 35% growth compared to 2021. While in 2018, one in ten job offers were digital (11%), by 2022, they will be one in four (26%).

**Web Development, App Development, CRM/ERP and Cloud Consultants, the most in-demand specialisations.**  
Professionals in Web Development (39,660), UX/UI (20,755) and CRM/ERP Consultants (11,070) account for 71% of ICT employment. Web Development was the most offered position in 2022, with 11,219 vacancies. Among the most popular digital professions, companies experience greater difficulty recruiting cybersecurity specialists (2.97 professionals per job vacancy) and Cloud (7.63 professionals per vacancy).

**Demand for Artificial Intelligence specialists has tripled in the last year.**  
The job vacancies showing the greatest

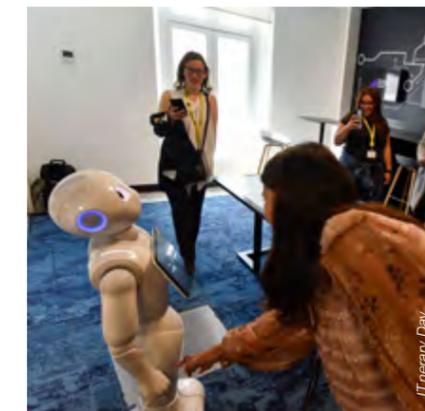


increase in the last year have been in artificial intelligence (+312%) and 3D printing (+70%). In terms of ICT professionals, Blockchain (+109%), Artificial Intelligence (+87%) and IoT (+79%) have seen the greatest growth in the volume of talent.

**In the last five years, the number of women in ICTs has doubled.**  
If in 2018, there were around 15,000 women in digital professions, by 2022, there were more than 29,000. This acceleration has increased women's weight in the digital professionals' group from 22% to 28.7%.

Digital Marketing (46%) and UX/UI (43%) are the professions with the highest female presence.

**Nearly half of the digital talent entering the market in 2022 came from outside Catalonia.**  
Barcelona has attracted nearly 14,000 digital professionals since 2018, 3,300 of which last year. Overall, the weight of digital professionals from other territories was 32.4% in 2022. The specialisations with the highest



proportion of talent from other regions are cybersecurity (43.8%), app development (42.3%) and web development (33.8%).

London, with 11.56%, and Madrid, with 10.97%, are the cities that export the most talent to Barcelona.

**ICT vocations are growing: between**

**university degrees and ICT vocational training, 5,230 students graduated in 2022, 26% more than the previous year.**  
In 2022, 2,350 students in Catalonia graduated with ICT degrees (1,869 in 2021), 39% more than in the 2017-2018 academic year. The UPC (768) and the UOC (465) have the most graduates.



ICT Vocational Training in the Barcelona metropolitan area generated 2,880 graduates in 2022, significantly more than the 2,285 of the previous year. The specialisations that generated the most graduates were microcomputer systems and networks (1,237), system administration (528) and cross-platform application development (524).

**The average salary of a digital professional in Barcelona in 2022 46,940, 39% more than in 2018 (€33,783) and +12.6% compared to 2021.**  
Cybersecurity (€56,000), API (€53,800) and Artificial Intelligence (€51,600) are the highest-paid profiles. Digital Marketing is the profession whose salary is furthest from the average, with an average gross salary of €32,500.