

The landing support service for international talent in Barcelona reaches 2,000 users

- » The Barcelona International Welcome Desk has become consolidated for the attraction and retention of talent in the city, mainly catering to highly qualified professionals, entrepreneurs and university students
- » 60% of the services are for people from outside the EU, and 40% from European countries
- » The Barcelona International Welcome Desk is, in addition, the municipal service for welcoming the members of the Barcelona 2024 America's Cup teams and their families



Two years after its launch, the Barcelona International Welcome Desk, the office for welcoming international talent in the city of Barcelona, has supported nearly 2,000 people from 111 different countries.

The Welcome Desk aims to facilitate the arrival of international talent that has just arrived in the city or is about to do so. Its target audience are investors, entrepreneurs, researchers, highly qualified professionals, international telecommuters and university students. These are also the target defined as priority by the various State regulations for the attraction of international talent,

such as those known as the Entrepreneurs Law (law 14/2013) and the Startups Law (law 28 /2022).

The Welcome Desk has carried out more than 6,700 actions to support newcomers in the city. The support is defined, mainly, in three areas: information on practical aspects for living in the city; advice on areas linked to international mobility, such as procedures for foreigners, taxation and social security; and processing a selection of important formalities upon arrival, such as registration in the municipal register or obtaining residence and cohabitation permits, and speeding up ID procedures, among others.

Likewise, the Welcome Desk also connects users to other municipal resources of a professional nature, such as the Glòries Entrepreneurship Centre or the Business Support Office of Barcelona Activa.

This welcome service is promoted by Barcelona City Council, in collaboration with other key public and private agents, such as the Delegation of the Government of Spain in Catalonia, the private non-profit association Barcelona Global, the association of companies 22@NetworkBcn, Catalonia Trade & Investment-ACCIO and the Barcelona Mobile World Capital Foundation. Furthermore, it has now been agreed to expand the collaborating organisations of the service and to add business associations and the field of local ecosystem research which bring together companies and entities that recruit international talent.

A sign that Barcelona continues to consolidate its position as a European leader in investment attraction and promotion strategies is the recognition by the prestigious Financial Times group (fDi Magazine) that in its latest report on European Cities and Regions of the Future 2023/ 24, places the city as the best in Europe in this category, surpassing capitals such as London, Berlin, Dublin and Madrid.



60% of users are from outside the EU

The main profile of Welcome Desk users is people under 40 years old, with university studies who have been living in Barcelona for less than 6 months when they contact the service, and who move to the city with the motivation of working as highly qualified professionals, or pursuing university studies.

The ten countries of origin of the most users are, in order: Italy, the United Kingdom, the United States, India, France, Germany, Colombia, Russia, Turkey and Argentina. Together, they represent more than 50% of the total number of countries (111). 60% are requests from outside the European Union, and 40% from European countries.

The newcomers represent an important opportunity in terms of talent, given that they are qualified people with a professional career ahead of them. Thus, it is considered that offering them a good welcome and helping to make it easy for them to settle down can have a positive influence on their first impression of the city and so that they stay in the city, beyond the time they had initially planned, to develop their long-term professional and personal project. In other words, making newcomers feel welcome is ultimately a measure of talent retention.

The teams of the Barcelona 2024 America's Cup use the Welcome Desk

Barcelona City Council, in collaboration with the Delegation of the Government of Spain in Catalonia, has launched a fast-track attention channel, for the members of this year's America's Cup teams and their families.

In total, the Welcome Desk has facilitated more than 650 procedures related to this major event, regarding registration in the municipal register, obtaining ID documents or processing digital certificates. In addition, in collaboration with the organising body, AC Barcelona, and the Barcelona Nautical Capital Foundation, a welcome guide has been published with information and resources for living in Barcelona.

[Link](#) to the America's Cup dossier