

## Local tech talent warms up for MWC with an encounter with John Hoffman



This Thursday, the GSMA, as the organiser of MWC Barcelona, highlighted Barcelona's technological talent emerging from public *bootcamps* promoted by Barcelona City Council. In an institutional event that is already warming up for the 2024 edition of MWC, the CEO of GSMA Ltd., John Hoffman, visited the facilities of the Cibernàrium 22@ accompanied by the Deputy Mayor for Economy, Finance, Economic Promotion and Tourism, Jordi Valls, the Councilor for Economic Promotion and President of Barcelona Activa, Raquel Gil; and the President of the Telefónica Foundation, Luis Prendes. GSMA has delivered 500 tickets for MWC-4YFN to students from the IT Academy and 42 Barcelona.

The Councilor for Economic Development, **Raquel Gil**, has praised the role of the IT Academy, which in the period 2019-2023, has trained 2,747 people, and especially its promotion of female talent: 40% of the students in 2023 were women, a percentage that is well above the average of the sector (28% in 2022 in Barcelona, according to the *Digital Talent Overview 2023*).

In his closing words, the Deputy Mayor for Economy, Finance, Economic Promotion and Tourism, **Jordi Valls**, highlighted the role of the MWC as a "springboard" for local talent: "The presence of the MWC in Barcelona acts as a springboard for companies, entrepreneurs and professionals in the world of telecommunications, but above all we want it to be a generator of opportunities for the development of talent". Valls has radiographed that currently a quarter of job offers in the city are already in the digital field, 35% more than in 2021.



The president of the Telefónica Foundation, Luis Prendes, also spoke at the event. The Foundation is, together with the Generalitat and the City Council, the promoter of the 42Barcelona project. The GSMA wants to highlight local technological talent emerging from innovative and cutting-edge instruments and bring it closer to MWC and, for the second consecutive year, awards tickets to MWC to students of the IT Academy and 42 Barcelona. There was also a table where several students from both programming academies shared their experiences.

The IT Academy is Barcelona Activa's highly specialised ICT programme/academy. The training it provides is aligned with the ICT talent needs of companies in the city of Barcelona and focuses on training for future web programmers and specialists in Data Analytics. 42Barcelona is a programming campus that occupies 1,600m<sup>2</sup> of the Barcelona Activa Technology Park, a space where innovation, creativity and technology converge, in the heart of the Nou Barris district. Since it opened, more than 800 students have already passed through the campus.