

## John Hoffman and Francesc Fajula inaugurate Talent Arena, MWC Barcelona's new digital talent space



From left to right: CEO of GSMA Ltd., John Hoffman and CEO of Mobile World Capital Barcelona, Francesc Fajula.

**Barcelona, February 27<sup>th</sup> 2024.**- John Hoffman, CEO of GSMA Ltd., and Francesc Fajula, CEO of Mobile World Capital Barcelona, inaugurated this morning the new Talent Arena at MWC Barcelona. This initiative, carried out in collaboration with GSMA, Barcelona City Council, Generalitat de Catalunya and CaixaBank as main partner, marks a significant milestone in the positioning of Barcelona as a global epicentre for digital talent.

Talent Arena aims to position Barcelona as an international leader in the field of digital talent, offering a meeting point for professionals, corporations, institutions and training centres.

Professionals from the technology sector will have the opportunity to expand and share knowledge on key topics such as Artificial Intelligence, Software Engineering, Data Science and Microchips. In addition, an Open Gateway hackathon will happen in the stand to explore the potential of APIs to strengthen Barcelona's technology ecosystem and contribute to growth and innovation in the sector globally.

### **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 the positioning of Barcelona as a global benchmark in the digital field and consolidating MWC's legacy throughout the year by promoting initiatives in the field of technology transfer, the promotion of digital talent, the development of innovative technological projects with social impact and the generation of knowledge. MWCcapital hosts MWC in Barcelona, is the founder of 4YFN and connects citizens with the latest digital trends through Jump2Digital and Tech&Play.*

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