

Talent Arena brings together Europe's largest international developer community and strengthens Barcelona's position as the capital of digital talent

- **Over three days, more than 20.000 professionals took part in hackathons, workshops, and conferences featuring global leaders from the tech industry.**
- **Talent Arena 2026 will take place from 2 to 4 March, expanding its offering to establish itself as Europe's premier event dedicated to digital talent.**

Barcelona, 5 March 2025 – Talent Arena, the event dedicated to digital talent organised by Mobile World Capital Barcelona (MWCcapital), has concluded its first edition, reinforcing the central role of digital professionals within the MWC programme. With this initiative, MWCcapital enhances Barcelona's offering during the week when the city consolidates its status as a global tech capital.

From March 3rd and 5th, Talent Arena brought together over 20,000 developers from 115 countries at Fira Montjuïc, with 53% being senior professionals from more than 1,500 companies, establishing itself as a key meeting point for the industry. Over three days, attendees had the opportunity to connect with tech companies, take part in hackathons and innovative workshops, and gain inspiration from 223 sessions led by renowned figures shaping the future of technology.

Throughout the three-day programme, Talent Arena explored the latest trends in areas such as artificial intelligence, cybersecurity, quantum computing, and NewSpace, as well as current topics like Europe's technological sovereignty, the evolution of generative AI, and the challenges of attracting and retaining digital talent in an increasingly competitive environment.

According to **Francesc Fajula**, CEO of Mobile World Capital Barcelona, "The first edition of Talent Arena highlights the essential role of digital professionals in developing the technologies that are transforming the world. It also brings attention to the challenge of talent generation to meet the growth of the ICT sector, which is synonymous with innovation, expansion, and competitiveness

A top-tier programme

One of the key highlights of this first edition of Talent Arena edition was its line-up of speakers. Tech industry legends such as **Steve Wozniak**, co-founder of Apple; **Cassie Kozyrkov**, former pioneer in AI development at Google; and **Garry Kasparov**, grandmaster and AI thought leader. Other international figures included **Sarah Novotny**, expert in collaborative communities, and **Lauren Lyons**, specialist in NewSpace. The content programme featured 40% women who are leading figures in the sector, highlighting female presence in leadership roles within the tech industry.

Alongside these global icons, Talent Arena has brought together leading Spanish professionals heading tech projects in companies and institutions worldwide, such as **Xavier Amatriain**, Vice President of Product at Google; **Pilar Manchón**, Director of Engineering at Google; and **Antonio Torralba**, Head of the AI Faculty at MIT.

One of the must-attend events for Talent Arena participants was the **GSMA Open Gateway Hackathon**. A historic milestone for telecom operators that featured over 100 international developers tackling an innovative technological challenge. For the first time, they were able to test projects in real—not simulated—conditions using data from major telecom providers. Meanwhile, the **GSMA Open Gateway DevCon** brought together companies and developers from around the world dedicated to creating and deploying network API-based services, showcasing use cases and sharing best practices from leading companies such as Nokia, TikTok, China Telecom, and Elmo.

Talent Arena's offering was further enriched with 45 workshops focused on the latest technology trends, drawing an impressive reception, and more than 50 mentors who were on hand to guide developers through emerging industry trends and new career opportunities.

With this first edition now concluded, MWCatal is already preparing for the 2026 edition of Talent Arena, which will take place from 2 to 4 March at Fira Montjuïc. The event will expand its scope once again to strengthen its position as Europe's premier digital talent gathering and further establish Barcelona as a hub for digital professionals. Also, with the expansion of Fira Gran Via, the event will fully integrate into the MWC venue.

About Talent Arena

Talent Arena is Europe's premier event dedicated to digital talent, organized by Mobile World Capital Barcelona and co-located with MWC Barcelona 2025. For the first time, digital professionals, world-leading technology companies and educational institutions will come together to create a hub for learning, networking and professional growth. In collaboration with the GSMA, the Ministry of Digital Transformation and the Civil Service, the Generalitat de Catalunya, the Barcelona City Council and with the support of Caixa Bank as main partner, Schneider Electric and Seidor as Event Sponsor, Salesforce as a supporting sponsor and Eurofirms as a HR sponsor, Talent Arena plays a key role in fostering the next generation of technological talent in Europe.

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 positioning Barcelona as a global benchmark in the digital field and to consolidating MWC's legacy throughout the year, promoting initiatives in the field of technology transfer, the promotion of digital talent, and the development of innovative technological projects with social impact. MWCcapital hosts MWC in Barcelona, is the founder of 4YFN and connects the international community of developers with the Talent Arena Project.

For further information:**Mobile World Capital**

Víctor Solvas, Cerezo · vsolvas@mobileworldcapital.com · +34 663 201 406

Emily Henley · ehenley@mobileworldcapital.com · +34 673 004 102

Roman

Elisa Álvarez · e.alvarez@romanrm.com · +34 602 254 091