

Barcelona

welcomes talent

INITIATIVES FOR ATTRACTING AND RETAINING
INTERNATIONAL TALENT



Ajuntament de
Barcelona



Barcelona 360° Plan for international talent

Talent is today the most decisive factor for a prosperous economy and society. It brings creativity, innovation and diversity. So, making cities attractive for talent will be crucial for their future.

Barcelona is an open, cosmopolitan and welcoming city with a plan to attract international talent and provide a comprehensive approach to their care.

All profiles

Providing customised support



All origins

Dealing with many nationalities



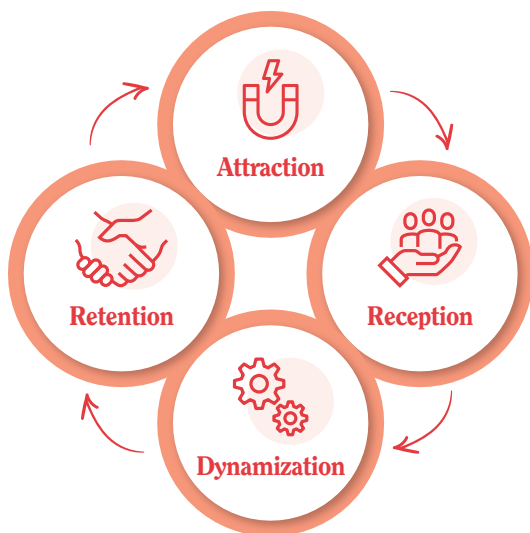
All year round

Always in operation



All stages

Offering support at every stage



We look after the talent that arrives in Barcelona and help them create strong ties and a sense of belonging to the city. Our aim is to ensure that new Barcelonians feel proud of their city and become ambassadors who help promote it and attract new talent.

We are implementing a 360° plan that builds a positive virtuous circle for Barcelona.

All partners

Working together with the ecosystem's key stakeholders



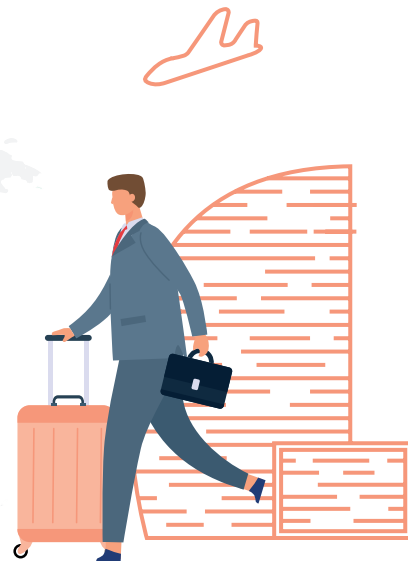


Attraction

We promote Barcelona to the rest of the world and explain its benefits and opportunities for international talent. We also publicise the support and incentive programmes that make Barcelona a great city for carrying out professional or business projects.

- Participation in international fairs and congresses
- Promotion and recruitment missions
- Communication campaigns

Focusing on
digital (STEM)
and
entrepreneurial
talent





Reception

We help international talent with their arrival and settlement in the city by providing information, guidance and advice services specifically aimed at new arrivals or those thinking of moving to Barcelona.

**Meeting all
needs on arrival**

- **Barcelona International Welcome**

- Website with useful resources and information for moving to the city
- The procedures that need to be carried out on arrival, step by step
- Guides, documents, news items of interest and much more

barcelona.cat/internationalwelcome

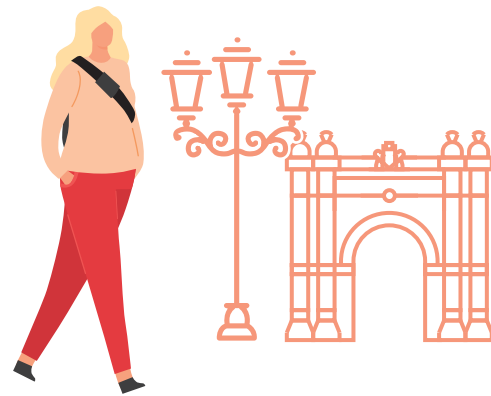
- **Barcelona International Welcome Desk**

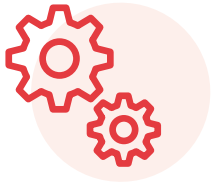
- A personalised care service, both face-to-face and online
- Expert tax and immigration advice
- Processing of priority procedures
- Welcome pack

barcelona.cat/welcomedesk

- **Customised welcome sessions**

- Tips and practical information for specific audiences on the first steps to be taken on arrival in Barcelona





Dynamization

We hold activities both for new arrivals and for people who have already settled in Barcelona to help them develop their potential, connect with the city and become integrated in it.

- **Activities during the year**
 - Seminars, talks, round tables with experts
 - Workshops and practical sessions
 - Networking activities
 - Guided tours or routes
- **Barcelona International Community Day**
 - A major annual meeting that is the leading event for the international talent ecosystem
 - An exhibitor's fair with products and services for the expat community
 - A complete programme of activities

barcelona.cat/internationalcommunityday

General topics:

Personal landing

Career and business

Culture and leisure





Retention

We drive collaboration and synergies with the stakeholders that make up the city's talent ecosystem so that we can all work together to make Barcelona a more open and attractive city of opportunities.

**Boosting
public-private
collaboration**

- **Barcelona Updates**

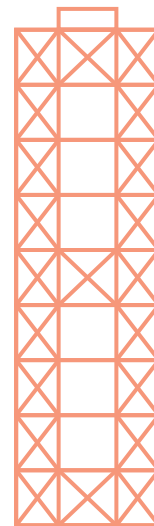
Periodic working sessions carried out with consulates, chambers of commerce and foreign trade offices.

- **Meetings with companies**

Meetings and events with senior managers of foreign companies or international business associations.

- **Focus groups**

Networking and working events with entrepreneurs of different nationalities or expat clubs.



Barcelona, the city for a lifetime project

Join the community!



@welcome_barcelona



Barcelona International Welcome



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Newsletter



barcelona.cat/internationalwelcome

International Economic Promotion Department
Barcelona City Council

