

# Barcelona

welcomes talent

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INITIATIVES FOR ATTRACTING AND RETAINING  
INTERNATIONAL TALENT

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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



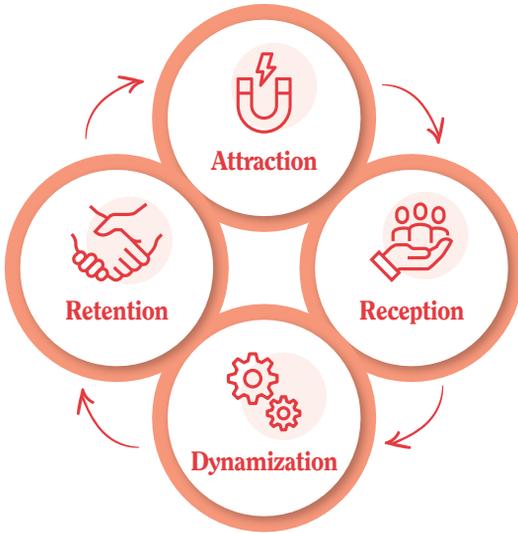
## All year round

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



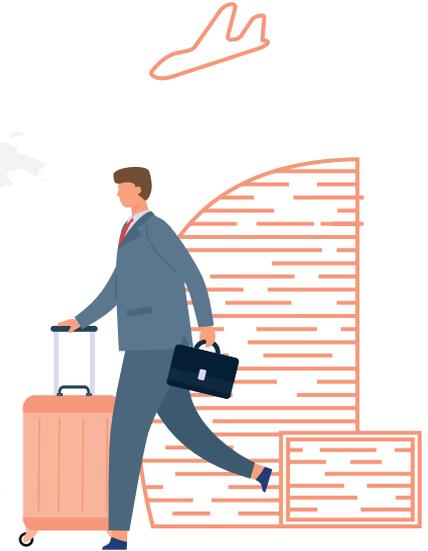


# Attraction

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.

- **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](https://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](https://barcelona.cat/welcomedesk)

- **Customised welcome sessions**

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

**Meeting all  
needs on arrival**





# 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](https://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**

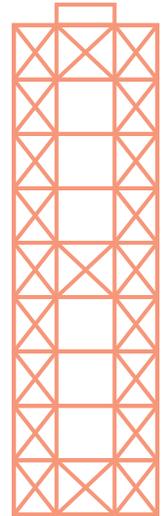
Periodic working sessions carried out with consulates, chambers of commerce and foreign trade offices.

- **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



Barcelona.cat / Barcelona International Welcome



Newsletter



[barcelona.cat/internationalwelcome](http://barcelona.cat/internationalwelcome)

International Economic Promotion Department  
Barcelona City Council

