

Barcelona, a world class destination for gaming companies



Access to talent

+ 122,185

digital professionals
Barcelona's cost-effective tech
talent sets it apart and enhances
competitiveness in Europe

+ 146,000

people in the creative sector
and more than **4,000 professionals**
working on gaming

+33%

of digital professionals
come from abroad
(+12.1% from London)

9th

most attractive
city in the world
for talent



Top International Presence

40%

of the world's video game companies
have a presence in Barcelona
Ubisoft, King, Take-Two-Interactive, Scopely, Bandai
Namco, Activision Blizzard, Fun Plus and Io Interactive...

+ 160

Global corporates
tech hubs



Collaborative Mindset

As an entrepreneurial hub, Barcelona distinguishes itself by embodying a collaborative spirit from a business perspective, fostering synergies and partnerships for collective success.

The city hosts several clusters and associations as Game BCN, Tech Barcelona or DeviCat, and events such as the WC, the Barcelona Games World, ESL Competitions, and market accelerators such as the BCN Gamelab.



Vibrant Start-Up Scene

+ 2,102

start-ups,
including more than 600 that are AI-based

7

unicorns
and 12 Barcelona-based
soonicons identified

3rd

most preferred EU hub
for start-up founders



Pioneering Creativity and Innovation

EU region with the highest number of projects carried out
and investments received in the videogame sector, and
the 2nd in job creation.

**Barcelona is emerging as a leading hub for artificial
intelligence research and development.**

Recent advances in generative AI are creating excitement in Barcelona's
academic and start-up communities.