

Barcelona, a world class destination for gaming companies



Access to talent

+ 100,900

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

+ 146,000

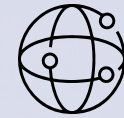
people in the creative sector and it has more than **4,000 professionals working on gaming**

+32.4%

of digital professionals come from abroad (+11.5% 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...

+ 140

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 soonicoms 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.