



DES – Digital Enterprise Show 2022 hold its sixth edition in Malaga from 14th to 16th June

## **Begoña Villacís and Jaume Collboni step into the ring to "confront" visions of innovation at DES – Digital Enterprise Show 2022**

**Malaga, 14 June 2022.**- On the first day of the [DES- Digital Enterprise Show 2022](#), **Jaume Collboni**, First Deputy Mayor of Barcelona City Council, and **Begoña Villacís**, Deputy Mayor of Madrid City Council, have took part in a revolutionary ring where they have vindicated the collaboration between the two cities to promote talent and innovation throughout Spain.

*"I believe that we will be stronger if we are united"* has said Villacís during her speech. *"The neighbours of Madrid and Barcelona share the same problems, and the best way to break down walls and non-existent borders is through collaboration between the two cities"*, has stressed the Madrid leader. Jaume Collboni has also emphasised the need for *"collaboration between the two great Spanish cities"* to generate and attract talent because, in his words, *"the economy of the future, the digital economy that we are seeing in Malaga, is based on talent"*. For this reason, Collboni has highlighted, we must work together to *"attract and generate talent, and share it with Madrid, with Malaga and with the rest of the Spanish cities"*.

### **Shared challenges**

The two representatives have discussed the talent challenge facing Spain. Creating it, capturing it and retaining it are the three lines of action that are being developed through numerous initiatives that they have explored in depth. The Deputy Mayoress of Madrid has highlighted the super-specialization developed by the City Council in recent years with specific projects such as the video game campus, with which *"we have been able to appear in international indexes such as the Financial Times or the Mori Index"*.

### **Cities to live in**

Begoña Villacís and Jaume Collboni's speech at DES2022 have been a joint defence of cities as spaces where people live and work. *"We need a balance between work and family life"* has emphasised Villacís, and she has explained that in Madrid they are achieving this *"by eliminating obsolete by-laws and developing others"* which are allowing the capital to become a city in which work-life balance can be successfully carried out.

Jaume Collboni has stressed that *"cities are the most important subjects and protagonists of this century. We do not have all the tools we would like, but we are fundamental for the creation and attraction of talent"*. The First Deputy Mayor has called for a greater institutional role. *"We have to be spaces of opportunities, but we are above all spaces where people live, and we need tools to be able to create them"*.