



SECTOR OVERVIEW

Organizations and Business

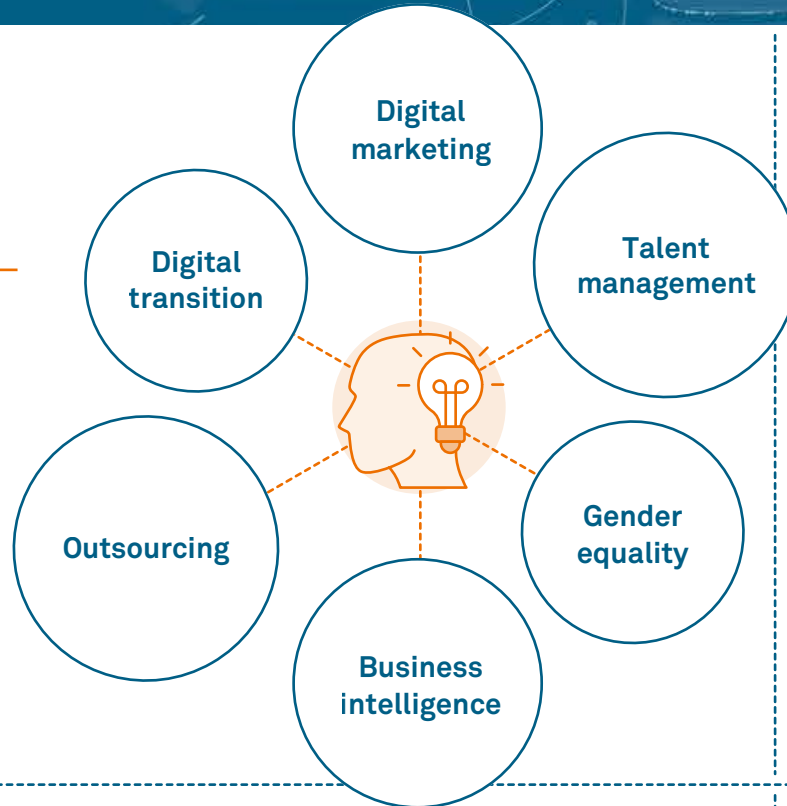


IN A NUTSHELL

Includes activities provided within the company or contracted by other firms or organizations (private or public), and that have the purpose of **enabling business activity**.

Four sectors of activity:

- Finances
- Business management
- Marketing and public relations
- Legal services and security



DIGITAL TRANSFORMATION



SEO/SEM



Agile/Scrum



Data visualization



Electronic invoicing



Cybersecurity



Big Data

SECTOR STRENGTHS IN BARCELONA



Numerous top-level **business schools**.



Fira de Barcelona: international positioning in the field of professional fairs and congresses.



In the top of the **best european cities to create a startup**.



Creation of employment due to the incorporation of **TIC and digital transition** in companies.

434,626

companies in the services sector in Catalonia.

5.5%

Barcelona's GDP corresponds to administrative activities and auxiliary services.

6%

Catalonia's GDP is from legal and accounting activities of consultancy and technical services.

THE MOST WANTED

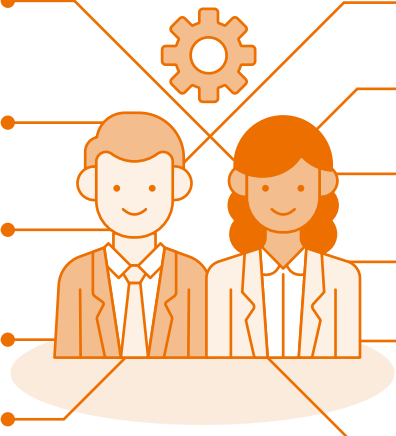


Professional profiles



Skills

- Business Development Manager
- Market Research Analyst
- Talent Management Technician
- Marketing Consultant
- Project Manager



- Knowledge in legislation
- Decision-making with analytical models
- Calculation skills
- Leadership and motivation
- Holistic vision of the organization
- Networking



THE FUTURE OF THE SECTOR

- Greater importance of **talent management** in companies: **attraction and retention**.
- Development of **corporate identity** to enhance a sense of belonging and differentiation.
- Productivity increases derived from task **automation with artificial intelligence**.



CHALLENGE

Professional profiles with **multiple paths for job placement** and specialization, but with the need for professional **requalification in a digital context**.

Do you want to work in **Organizations and Business**?

On the Barcelona Treball website, you will find resources to continue learning about the sector and boost your job search process.