



Share Like & Follow Barcelona

Ambassadors of the City of Barcelona campaign illustrating the strengths of this forward-thinking city

February 21, 2018

ICFO is proud to be an ambassador of a campaign launched by the city of Barcelona coinciding with the Mobile World Congress that will help spread the image of a strong, cohesive city and the center of attraction of economic activity.

The campaign, which will be essentially digital, uses the tag line 'Share Like Follow' which are commonly used to share messages on social networks, with the hashtag #sharelikefollowBCN.

The campaign incorporates the website www.always.barcelona, aimed at both citizens of



Barcelona and visitors to the city, where information can be found to develop a business, invest, study or do research.

Barcelona is where we find support and inspiration to conduct frontier research, collaborating with world-renowned scientists from around the globe. Help spread the word!