



BARCELONA  
26 - 29 FEBRUARY 2024

# Sponsorship Opportunities

Delivering content, branding, marketing  
and lead generation tools to meet your  
event marketing objectives

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# MWC Barcelona 2024

## Explained

# MWC Barcelona 2024

**We unlock the full power of connectivity  
so that people, industry and society thrive**

Mobile has been at the forefront of innovation for over three decades. From the Nokia 3210 to the Tesla Model Y, we continue to build upon our revolutionary successes – evolving technology and looking forward to a future that early tech pioneers could never have dreamed of.

As well as innovation in technology, the connectivity industry offers the world new opportunities, new revenue streams, new landscapes and even new vocabulary. Welcome to the hyperconnected and hyperreality world!

Every generation has a mission. Ours is digital everything. And it is going to take all of us, every industry – and every community to get there.

**Be a part of the technological shift at  
MWC Barcelona 2024.**

## 26 February - 29 February 2024

“ Why wouldn't you be at MWC? MWC is the foremost event in the world and if you are in technology and you're not there, or if you have connectivity in your Rolodex, then you should be there. I've been coming to MWC for two decades and it is the premier event so now it's time for Tonomus to show our products and services to the industry  
**Beverly Rider, CEO, TONOMUS Venture Studio (NEOM)** ”







# How do we create the world's largest platform?

We have an international team of subject matter and skill experts creating a variety of features, communities and platforms at MWC to ensure the breadth and depth in the audience we engage with. Here are some of the most prominent features which make MWC Barcelona the largest and most influential connectivity event:

<b>Keynote Stage</b>	<b>Conference</b>	<b>Exhibition</b>	<b>Mobile World Live</b>	<b>Industry City</b>	<b>Ministerial Programme</b>	<b>4YFN</b>	<b>GSMA Summits</b>
Our carefully selected stellar keynotes set the compass for the next 12 months	Our acclaimed conference programme convenes global experts to discuss and share on both the core and the upcoming hot topics facing our industry	The exhibition halls showcase technology in action, foster networking and drive billions in closed deals	The year-round editorial arm of GSMA, producing exclusive original journalist content, live events, videos in popular daily formats	In this new content, networking and demo feature area we explore how connectivity is reshaping fintech, manufacturing and smart mobility	This invite-only programme for ministers and regulators ensures global policy evolves with technology	This is the startup event within MWC, the heartbeat of the show, featuring pitch stages, startup pods and a number of tech programmes	Led by selected topic specialists – we host the debates our industry needs to have
<b>Partner Programmes</b>	<b>Roundtables</b>	<b>Meeting Services</b>	<b>Topic Tours</b>	<b>Broadcast Studio</b>	<b>Networking Hubs</b>	<b>Global Mobile Awards</b>	<b>Media Village</b>
We build state-of-the-art theatres for brands to deliver their custom content to an eager audience	We collaborate to deliver intimate, highly professional gatherings of targeted experts in a purpose-built area	Brands who want to connect with bespoke audience groups work with us on our concierge service	We enable audiences to deep dive into specialist topics that matter to them and explore the showfloor	Our live-streamed open stage TV studio delivers coverage of the conference and hard-hitting partner content	We host theme specific and general networking spaces to enable our audience to meet with like-minded contacts	The industry's most prestigious award programme, over 200 independent analysts judge and recognise the innovation shaping our sector	We have a dedicated space for press and journalists to ensure real time access to onsite press announcements



02

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# Sponsorship Overview

# Why sponsor at MWC Barcelona 2024?



## Increase brand awareness



### Learn more



Increase brand awareness amongst key buyers from leading brands in the industry. MWC has truly unique reach within our industry and adjacent markets.

- 8.5m web page views of mwcbarcelona.com
- 202 countries and territories in attendance
- 2,400 international journalists and analysts

## Drive sales leads



### Learn more



Create new touchpoints with existing clients and support your sales efforts by attracting new clients. The best experts, buyers and influencers know and love MWC.

- >50% attendees director level and above
- 10k networking meetings set up daily on MWC app
- 88,500 attendees at MWC23

## Position your organisation as thought leaders



### Learn more



Associate your brand with the MWC content programmes and elevate your position as an expert in the industry with memorable experiences.

- Around 1m unique viewers of keynote sessions on MWC Barcelona, Mobile World Live and partner platforms
- 1,000+ speakers across the event

## Distinguish yourself from the competition



Enhance your brand's visibility by leveraging the event's marketing and PR campaign and stay ahead of your competitors.



THE WALL STREET JOURNAL.  
BARRON'S GROUP

euronews. FORTUNE

FINANCIAL TIMES

Further info in the appendix





# Inspire and Lead

Sponsors from a range of backgrounds and budgets come to do business at MWC Barcelona. See how some of them presented themselves at MWC Barcelona



See appendix for the MWC Barcelona 2023 highlights video







# What opportunities are there?

Past MWC shows have welcomed over 110,000 delegates, which ensures the right people are present for you. Sponsoring at MWC enables you to target the specific groups of relevant, qualified and interested potential clients that you most want to meet.

As you navigate this information, have a think about the gaps in your overall event marketing plans.

- Do you leave the show with enough leads?
- Are you meeting the right people?
- Do you have a product to launch?

**What format do you prefer?**



**Speaking opportunities**



**Networking events**



**High-profile branding**

**What are you seeking to achieve?**



**Thought leadership**



**Brand awareness**



**Lead generation**



# What have others done in the past?

## Targeting non-telco industry verticals

MWC is well known as the premier event for mobile and telecoms but now more than half of its attendees come from adjacent industries such as healthcare, automotive and manufacturing.

A managed services company wanted to meet with senior delegates to working in connected vehicles to discuss new revenue models and opportunities in the broader V2X ecosystem, from connectivity to data intelligence and explore what the connected vehicle future look like.

After discussing all of the potential solutions with their dedicated account manager, MWC supported in running an invite-only roundtable event where they would seek out and invite execs according to a defined brief.

The type and level of delegates the client wanted to attract were C-levels from diverse sectors ranging from Tier 1 Car manufacturers, OEMs, Electric Vehicles companies and industry analysts. The MWC meeting services team's role was to generate event awareness to this targeted demographic and then to identify and engage with prospects that fit that professional profile set by the client. They not only secured a balanced representation of qualified candidates at the roundtable but secured enough engagement to be able to also arrange one-to-one discussions with prospects during the event.

[Read more on Roundtables](#)



## Launching an innovative new product and brand

A major aeroplane manufacturer spun out a High Altitude Platform System (HAPS) business that can deliver connectivity from the sky, staying aloft for extreme amounts of time.

With MWC's considerable following in the connectivity sector that cuts across industry verticals, it attracts more and more senior delegates interested in how connectivity solutions enable business goals in certain sectors. In this case MWC has a considerable attendee base from within the smart mobility, automotive and aeronautical industries.

MWC worked with this brand on a complex logistical challenge to bring their full-scale aircraft to the event and present it to the MWC audience in-person.

Alongside this, they became Supporting Sponsors of the Industry City Smart Mobility Summit where they had high-profile branding across the event's marketing campaign and around the show to promote this new spun-out subsidiary brand. They also presented and spoke within a panel on the public stage where they could share more insights and elevate themselves as thought leaders amongst the other experts within the summit.

[Read more on Industry City](#)





“

As AGM, we had an incredible experience attending MWC Barcelona this year. We were able to showcase our latest innovation, the G2 Guardian, and received an overwhelming positive response from attendees. The event was extremely well-organized, and we had the pleasure of working with the GSMA.

”

**Xiao Ming, President of Global Sales, ZTE Corporation**

“

The level of professionalism in GSMA team's execution was unparalleled, and it helped to make the entire experience of HONOR's first Mobile World Congress activation productive and enjoyable. The team was prompt, professional, and knowledgeable. I highly recommend GSMA to the company looking for a reliable organization to help plan and execute an exceptional conference.

”

**Ray Guo, CMO, HONOR Device Co., Ltd**

“

Totogi knocked it out of the park at MWC Barcelona in 2023! Demand for meetings exceeded expectations, our demos were a hit, and the quality of executive-level conversations made this event a smashing success for our team. Additionally, we were proud to sponsor the inaugural MVNO Summit, where I spoke to a standing-room-only crowd. The energy was palpable, and we're already looking forward to next year!

”

**Danielle Royston, CEO/Founder, TelcoDR & Acting CEO, Totogi**

“

MWC is back, baby!

The latest conference was the most impactful MWC to date - a great opportunity for our team to meet with global leaders in mobile, enhancing DT's relationships across the app developer, mobile carrier and advertiser ecosystem, driving actionable connections and interest in DT's comprehensive offering."

”

**Matt Tubergen, SVP Strategic Partnerships, Digital Turbine**





“

It's amazing how many pre-arranged meetings we had, and with almost no last minute cancellations. Amidst all that has been going on in the world that is outside of our control, it makes it all the more impressive.

We had meetings with the well-established and good long-time customers of ours, as well as meetings looking into joint opportunities for new business.

In addition to pre-booked meetings, we had quite a number of qualified visitors coming to look for a solution to problems.

”

**Napatech**

“

Attending the MWC Barcelona 2023 and partnering with the GSMA Team for the 5G Futures Summit left us feeling exhilarated. The experience was nothing short of remarkable, as we collaborated with a team that was highly organized and proactive in ensuring that all objectives were met successfully.

”

**Vincent Wen, Brand Director, Whale Cloud**

“

MWC 2023 was a resounding success that banished any lingering concerns about the long-term future of in-person events after two years of devastation from the pandemic.

The GSMA reported over 88,500 attendees, a figure short of its peak of 109,000 in 2019 but well up on the 61,000 of a year ago. There were more than 2,400 exhibitors, sponsors and partners, including CCS Insight, which exhibited at the event for the first time and participated in several discussions.

Although the event took place against a tough economic and geopolitical backdrop, there was a clear sense of excitement running through the Fira Gran Via.

As we predicted, this was a strong year for MWC as delegates and exhibitors returned in greater numbers. MWC 2023 showed what will come next in mobile networks, infrastructure, devices and supporting technologies.

”

**Geoff Blaber, CEO, CCS Insight**

““

MWC23 was a great opportunity to get together as an industry, to discuss market trends, share experiences, and showcase new products and services.

It was also a good time to bring together our team, customers, and partners, to learn about their highest priority challenges and work on innovative solutions.

””

**Nicole Chattin L., Events Manager, Mobileum**

““

MWC is back and busier than ever! The event has always been a very unique platform where we can meet all our business partners, potential clients and generate leads to follow up with the rest of the year, truly a place where business is done

””

**Irina Drössler, Head of SMS, Novametro**

““

A big thank to GSMA, providing a professional platform for the global communication industry for technical communication and product launch.

It was our honor to be there, attending our product launch event with China Unicom and Unisoc company and we look forward to contributing to the industry and enriching people's lives, via Tozed's 5G CPE.

””

**Mr Shan, CEO, Tozed Kangwei Intelligent Technology**

““

Infosys had an outstanding experience at its first-ever Mobile World Congress. The number of high-impact conversations we had over the event's four days was phenomenal. It is one of the only global events which guarantees a confluence of the CXOs from the entire ecosystem powering the communications industry. We had an opportunity to network with decision-makers and showcase the best of Infosys and received great feedback from all stakeholders, internal and external. The congress echoes our thoughts on how leaders must nurture four key dimensions of a successful and sustainable digital transformation – People, Planet, Prosperity, and Partnerships.

We would be remiss if we did not mention the outstanding organizing team who worked with us throughout the planning stages so that we could reap the maximum benefits.

””

**Noushir Jagmag, Associate Vice President, Infosys**

““

MWC23 was a great opportunity to get together as an industry, to discuss market trends, share experiences, and showcase new products and services.

It was also a good time to bring together our team, customers, and partners, to learn about their highest priority challenges and work on innovative solutions.

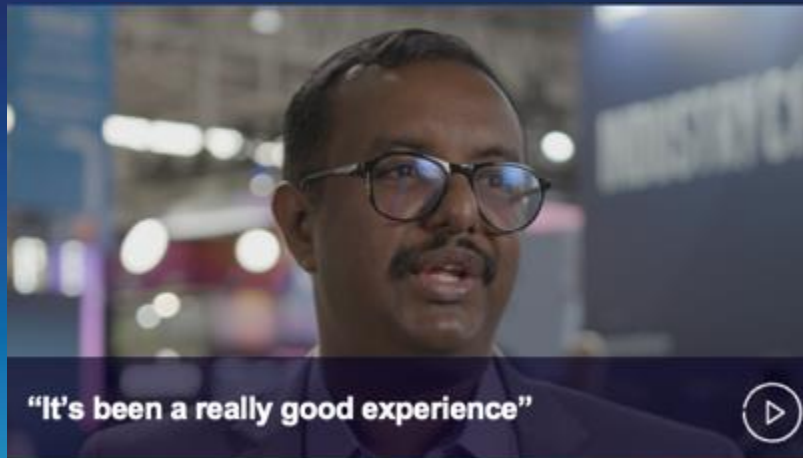
””

**Nicole Chattin L., Events Manager, Mobileum**





Matt Roberts from **Amdocs** shares his passion and excitement for their **podcast sponsorship** at MWC2023



Hear Abin Chacko Moozhiyil from **Kyndryl** talk about the value they find in being MWC **event theme sponsors** for OpenNet



Watch Frances Yu from **Deloitte's** Unlimited Reality business discuss the metaverse at MWC and their **Reality+ event theme sponsorship**



See JP Jolly from **JP Morgan** discuss how they decided to attend and sponsor MWC for the first time as **Industry City FinTech Summit Lead Sponsor**





"The content was excellent this year"



Hear Emmanuel Lalloz from **Accenture** discuss their **Industry City Knowledge Partner sponsorship** and what **MWC** means to them



"This has been very important to us"



Karyn Twaronite from **EY** shares her thoughts on their **Diversity 4 Tech Programme Headline sponsorship**



"We are honoured to be the **Headline Security Sponsor** this year at **MWC**"



Patricia Murphy from **Palo Alto** talks to us about the development of their go-to-market strategy and how their **Headline Security sponsorship** ties into it



"This was an opportunity that was too big to miss"



Hear Shaun Scanterbury from **EY** add further feeling on EY's sponsorship of the **Diversity 4 Tech Programme** as **Headline Sponsor**



03

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# Sponsorship Opportunities



# Sponsorship opportunities



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**Event Themes**



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**Partner Programmes**



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**Broadcast Studio**



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**Ministerial Programme**



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**Diversity 4 Tech**



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**Roundtables**



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**Meeting Services**



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**GSMA Summits**



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**Industry City**



# Event Themes

The most prominent exposure threaded throughout the event and the only guaranteed way into the prestigious MWC conference. Significant amounts of high-profile branding are enhanced with content and speaking opportunities.



**Best suited for:** brands looking to align themselves with the overall event around a specific hot topic and maximise coverage via a mix of formats and activations

## Branding

- You will be acknowledged as event theme sponsor across MWC Barcelona 2024, online, in email, on social media, in the press, in the show Daily magazine, on the app, within the conference and throughout the event on static and digital signage
- This includes logo branding, commercials, company descriptions, video testimonials, quotes, video content, social media posts, advertorial and coordinated PR activity
- This is truly the most wide-reaching, visible and exclusive branding possible across the event campaign and in Barcelona

## Lead Generation

- Conference session attendee data provided for opted-in attendees, numbering in the thousands
- Leads from webinar campaign provided, 400-450 on average

## Content

- An exclusive opportunity to appear with a 10 minute opening presentation at the beginning of your chosen theme's conference track on Day 1
- Opportunity to explore further possibilities in MWC Conference via Call for Speakers process
- Be our keynote streaming partner, interviewed on stage pre- and post-keynote and live-streamed, where you will analyse the session alongside our analysts and other experts
- Participate in the MWC Preview Week pre-event webinar linked to the overall theme marketing campaign, supported by a GSMA Intelligence analyst in moderating
- Run your own roundtable event for a deeper discussion with 25 selected guests

## Access

- A large number of complimentary passes provided
- Access to the event press list (including contact details, where available) pre-show

**£220,000**

**MWC**  
GSMA

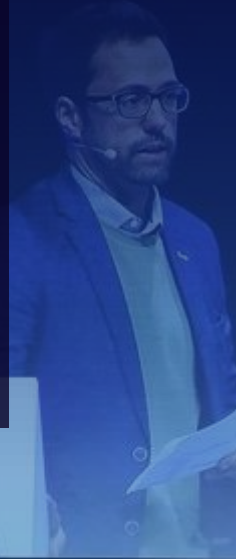
BARCELONA  
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# Partner Programmes



The level of professionalism in the MWC team's execution was unparalleled and it helped to make the entire experience of HONOR's first MWC activation productive and enjoyable. The team was prompt, professional and knowledgeable. I highly recommend MWC to any company looking for a reliable organisation to help plan and execute an exceptional conference.

**Ray Guo, CMO, HONOR Device Co., Ltd**



## Partner Programme

- Set on state-of-the-art theatres in the heart of the venue, a partner programme is a half day or full day conference event designed by you.
- This offers you the stage to deliver custom-crafted thought leadership – industry insights, company solutions, product roadmaps, announcements, product and service demonstrations, case studies, or workshops – to your invited audience. Network with your peers in your programme breaks, build on existing relationships and meet new business prospects.



**Best suited for:** companies who want control and flexibility over content whilst leveraging the MWC audience and logistical support.

## Power Hour and Power 90

Any company can choose the shortlist of the best clients to receive their messaging. With MWC's logistical and marketing support, you can deliver a tailor-made event over 60 or 90 minutes to such a select audience at a lower investment level.



**Best suited for:** companies seeking to deliver an impactful one-off presentation, panel, press conference or similar that doesn't demand a full day of content.

# Partner Programmes



## Marketing Support

- Event details listed on MWC website and app
- Event details integrated into MWC agenda, alongside main conference sessions
- Partner Programme registration integrated into main MWC registration process
- Logo & hyperlink on Sponsors & Partners page of website
- Mention in relevant marketing email communications
- Branding within theatre and on external digital signage
- Dedicated marketing manager from GSMA to support activities

## Operational Support

- Theatre set-up and seating
- Stage set-up
- Audio visual / IT equipment
- Onsite staff
- Catering options available at additional cost

## Registration Support

- Complimentary passes for you and your guests
- Invitation system setup, training and use
- Lead Generation through Partner Application System
- Onsite scanning solutions

## Additional Services

A GSMA Intelligence analyst or Mobile World Live journalist could be hired to moderate or host your session. Our analyst team could also research, brainstorm and curate session content and speakers with you

	Half Day	Full Day	Power Hour	Power 90
100 seats	£42,500	£80,750	£13,950	£25,950
150 seats	£58,500	£109,950	£15,950	£31,950
250 seats	£82,750	£164,500	£18,250	38,950
350 seats	£99,750	£199,950		



# On-Stand Partner Programme

Stand out as a thought leader and drive traffic to you by delivering custom-crafted content to an invited audience, directly from your exhibition stand.

Rather than occupying a separate location to run your content, you have the opportunity to take advantage of the MWC conference agenda and RSVP system to promote and encourage an audience for your content



**Best suited for:** companies with content already on-stand who need help sourcing an audience

## Benefits

- Make use of your custom on-stand facilities rather than the partner programme theatres
- Keep all of your key staff in one place, on-stand
- Capitalise on the increased traffic flow on your exhibition stand to promote your wider products and services to new and existing contacts
- Benefit from the reach of the MWC marketing campaign efforts to promote the event content schedule
- Scan the badges of attendees to capture lead data with a specific topic linked

## Package Features

- List one event each day of MWC
- Receive contact details of the attendees registering online for your event
- Vet and select the attendees you want to attend with our specially-built registration portal
- Your session is further promoted with a dedicated Partner Programme page on [mwcbarcelona.com](https://mwcbarcelona.com)
- Have control over how your information is presented, with ability to update pre-show
- Option to add a host/hostess with badge scanner to welcome guests and assist with scanning for lead data

**Limited spaces available. £44,000 per location**

# Broadcast Studio



**Best suited for:** companies seeking live-streamed hybrid content on a well-attended open showfloor stage and re-usable video assets for use in year-round marketing campaigns

This is an intimate TV-style studio designed to host live-streamed coverage of the MWC conference and exciting footage from the wider show floor. As the home of Mobile World Live TV, a session here allows you to reach a global online audience whilst aligning with the world-leading MWC conference agenda, senior-level interviews and top content. You are left with a high-quality marketing asset for use in future campaigns. This truly delivers amongst the best hybrid speaking opportunities of its class.

## Package Features

- A 30-minute content session in the dedicated Broadcast Studio, an open stage on the showfloor. Suitable for fireside chats and keynote presentations
- Your session is live-streamed on [mwcbarcelona.com](https://mwcbarcelona.com) and then hosted on demand on [mobileworldlive.com](https://mobileworldlive.com) for you to have a professional reusable content asset to leverage year-round
- Run a hybrid content opportunity to reach a wider audience and more eyeballs

## Data Analytics and Lead Generation

- Data Analytics reporting provided post-event on views and in person engagements
- Access to scanned in-person attendee lead information and online viewing figures

## Brand Awareness

- Your session is listed in the main MWC agenda on website and MWC App on one of the main conference stages
- Your session is further promoted with a dedicated Partner Programme page on [mwcbarcelona.com](https://mwcbarcelona.com) and with a listing on the Mobile World Live website
- A wide multi-channel marketing campaign is run to help you with attracting an audience, both for in-person attendees and online
- Further promotion of the MWC VOD content will help to attract continued lasting attention
- Presence on the MWL daily newsletter
- Opportunity to upgrade to a wider MWL marketing package, including live broadcast on 100+ screens throughout the venue

**Limited spaces available. £40,150**

# Ministerial Programme



The Ministerial Programme is a unique forum for the world's most influential telecommunications leaders to unite and discuss the challenges and opportunities facing the mobile sector.

The programme further enables and celebrates the positive socio-economic impact mobile connectivity has played in both developing and developed countries. Delegates explored opportunities for mobile to deliver additional value across many adjacent industries and identified key policy drivers to continue advancing the digital economy and society.



**Best suited for:** companies seeking to raise their profile with governmental, organisational and industry bodies working on global issues including spectrum and sustainability.

## Headline and supporting sponsorships available, which deliver:

- Speaking opportunities in front of this elite audience
- Access to the room for selected delegates to network with their senior peers
- Branding in the room to have a lasting impact on the attendees
- Pre- and Post-event inclusion in the event marketing campaign, reaching thousands
- Lead generation provided from the opt-in attendees to the event, an incredible dataset
- Use of meeting space to host private discussions with delegates

**Prices from £50,000**



# Ministerial Programme 2023 in numbers





**"I think the Ministerial Programme weaves a really unique energy through MWC"**

Hear GSMA's Chief Marketing Officer Lara Dewar share her thoughts on the importance of the Ministerial Programme, its uniqueness and what she looked forward to in the MWC2023 agenda



**"The Ministerial Programme provides a platform to share knowledge and learn from each other"**

Catch up on the MWC2023 Ministerial Programme highlights video and hear from John Giusti, GSMA's Chief Regulatory Officer as well as speakers, sponsors and attendees of the 2023 edition

# Diversity 4 Tech Programme



**Best suited for:** companies seeking to align with GSMA DE&I values and raise their profile in association with this important goal

## Diversity 4 Tech Summit

**Platinum Sponsor – One Available**  
**£40,000**

Presentation and panel

- Video during summit
- Platinum-level branding and marketing

**Gold Sponsor - Two Available**  
**£30,000**

- Presentation or panel
- Gold-level branding and marketing

## Diversity 4 Tech Roundtable

**Roundtable Sponsor – Two Available**  
**£53,006**

Five guests to invite-only roundtable

- Logo within marketing campaign and invitations
- Branding in roundtable room

This important programme of MWC showcases the mobile ecosystem's collective commitment to this strategic business priority to accelerate change and impact so that people, industry and society thrive.

D4T brings together expert thought leaders who inspire, connect and share solutions for equality, diversity and inclusion. Formed of a well-attended two-day Summit, an invite-only roundtable, a networking event and an award presentation sponsors of this programme will be highly visible as they help to enact change in the industry.

**Rates from £30,000**



# Roundtables



**Best suited for:** companies who have a very targeted idea of their ideal clients and seek an all-in-one package to host and discuss with them

There are many situations where your marketing objectives are best served by reaching wide audiences through our brand exposure and thought leadership sponsorships. There are also others where a targeted, intimate get-together of a smaller group of customers, industry partners and key prospects is a more successful format.

Partner with us to host such a live event, whether as a roundtable of like-minded experts sharing their knowledge and industry best practices, or a workshop, training event, or similar gathering of critical individuals.

We will support with everything you need to make the event a contributor to your event goals but, more importantly, to leave a lasting positive impression on your customers and partners.

## We can help you with:

- Professional venue for up to 25pax, with networking space and A/V set up
- Onsite host/hostess staff
- Sourcing of 16 delegates based on your brief of the ideal target candidates
- Onsite meet-and-greet of delegates
- Listing in the event agenda, with ability to vet and curate interested delegates

## You can also benefit from:

- Further assistance with audience acquisition according to a defined brief
- Moderator/host to drive the discussion
- Bespoke research to be delivered by one of our GSMA Intelligence experts
- Development of session content
- Catering during networking event

**£44,000**

We had the great pleasure of working with the GSMA Team to support our roundtable event. The team was proactive, highly responsive to feedback / input and very accommodative when issues arose that required quick pivoting. I would highly recommend using their services for organizing a roundtable event at future conferences

**Brad Rose, Chief of Staff to Global Unlimited Reality Practice Lead, Deloitte**



““

We engaged with the MWC Meeting Services team ahead of running a customer roundtable at the FIRA in Barcelona. Our brief about the type and level of delegates we wanted to attract was very specific and presented a challenge for the team to identify and recruit the correct people.

I am very pleased to say that the MWC Meeting team identified and engaged with a large list of potential candidates and were not only able to fill the slots at the round table, but also arrange for one-to-one discussions with people who were not able to attend on the day.

The team engaged with us on a regular basis, to keep us up to date on event recruitment and to discuss and adjust the delegate profile, based on availability.

A worthwhile exercise for Tata Communications and very well supported by the MWC Meeting team. Thank you.

””

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**Ben Bannister - Director - Mobility & IoT Services,**  
Tata Communications

““

We engaged the GSMA team for organizing a Chief Marketing Officer (CMO) round table during MWC2023. We had a very specific set of stakeholders from a defined industry and I am pleased to share that the event was extremely successful with a well-structured agenda and extremely good participation.

The GSMA team was extremely responsive and worked closely with our team to ensure we connected to the right audience.

It was a pleasure to work with you all on this project and thanks for all the great work.

””

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**Suryadeep Verma, CMO, Comviva**

# Meeting Services



**Best suited for:** for companies looking for help with finding targeted, high-quality actual meetings with existing and new prospects

“The lead generation team led by Kimonas and Elena was super attentive and cooperative, with their help we were able to meet with targeted and qualified leads making the full time worthwhile at MWC.”

**Marketing Manager, Progessoft**

At a giant and diverse event like MWC, making sure you reach the right decision makers is more important than ever before. Our new concierge meeting services can ensure you maximise your time and return on investment at the event and make meaningful connections.

We offer an end-to-end solution via a dedicated team who excel in qualifying and arranging meetings with your ideal target executives, allowing you to make the connections that matter effortless.

If time is money, then spending it in the company of the right people is an investment and partnering with us on the concierge meeting services helps you to extract further value from your existing activities.

## We can help you with:

- Pre-qualified, pre-arranged, face-to-face meetings with your selection of customers, partners and industry executives
- Securing the ideal participants for roundtables, workshops, private dinners, lunch briefings and other live events at MWC

## We will support you with:

- A consultative briefing process to identify key meeting prospects
- Personalised outreach from highly experienced MWC team
- A designated account manager, providing timely periodic updates
- Reminder messages to the guest with onsite meet-and-greet service
- Post-campaign reporting

**£14,000 per 8 introductions**

**MWC**  
GSMA

BARCELONA  
26 - 29 FEBRUARY 2024





“

“The meetings GSMA were able to secure for us were of value to us and enabled us to meet with some white space prospects and senior stakeholders from existing accounts we wouldn't have been able to reach ourselves.

The team were efficient in the pre-planning and incredibly proactive on site to ensure meetings happened. A very valuable tool to broaden our reach on site and ensure we are meeting with the right people amongst the 1000's at MWC.”

”

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**Alex Riches, EMEA Event and Marketing Manager, ServiceNow**

“

“This experience has been very fruitful, I have no doubt about it. Allow me to express my gratitude for your cooperation and proactive efforts throughout the process.

Meeting the team was a pleasure and your attentiveness to detail was exceptional, making the entire experience worthwhile. I'll be in touch for the next MWC!

”

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**Natalie Katje, Marketing Manager, Progresssoft**



04

# Industry City

# Introducing

# INDUSTRY CITY

We are on the journey to digital everything, and we the telecom sector can't get there by ourselves; it will take boundary-pushing leaders and innovating powerhouses from across all sectors to truly achieve a digital future.

For 2024, Industry City embeds the connected industries deeper into the roots of the conference programme, the exhibition and the networking features of the event.

**Discover a show floor dedicated to the future of key industry verticals such as fintech, manufacturing, healthcare, supply chain and automotive. Industry City is the destination where the most influential investors, decision makers and thought leaders create a truly digital future.**

Industry City  
Knowledge Partner



Industry City  
Supporting Partner



Security  
Headline Sponsor



Manufacturing  
Lead Sponsor



Smart Mobility Lead  
Sponsor



FinTech Lead  
Sponsor



Smart Mobility  
Supporting Sponsor



FinTech  
Supporting Sponsor







# Industry City Sponsorship Opportunities

Every industry is on a transformative journey towards **connected and intelligent production, products and customer service.**

Industrial Internet of Things, Industry 4.0, smart production, smart transportation, machine learning, big data, AI, service automation – the names may change, but it is always about **the seamless connection between the digital and real world.** And by using digital processes in industry, allows the manufacturing and delivery of products and services to become more flexible, energy-efficient individualised and cost effective.



**Mobile Telecoms is now a horizontal industry. Transforming every industry.**

# Industry City Audience Analysis 2023



**3,582 Attendees**  
**1,614 Companies**  
**117 Countries**



**682 CxOs**  
50% Director and above



**1,471 Industry  
Representatives**  
41% Adjacent industry  
sectors / 59% Core  
telecoms industry sectors

## Industry City

- Manufacturing Summit
- FinTech Summit
- Smart Mobility

## Audience Analysis

- 3,582 unique attendees from 1,614 companies
- 49.5% Director/VP/C-level including 682 C-Level attendees
- Attendees from 117 different countries
- 765 guests at the three networking receptions



Catch up on Industry City

# Industry City Manufacturing



NTT

Lead Sponsor 2023

## Manufacturing Summit

### Sessions

- Accelerating the 5G Smart Factory & Warehouse Digital Transformation
- Digital Reality in the Industrial Metaverse
- Enabling the New Era of Industry with Purpose
- Forging success through the power of partnerships
- Remote Control - Connecting an Industrial Revolution
- The Role of Edge and Cloud Services in Shaping a New Era of Manufacturing

### Audience Analysis

- 53.5% Director/VP/C-level including 332 C-Level attendees
- 207 Attendees from Energy/Utility, Smart Manufacturing, AI/Robotics, Automotive/Transportation, Healthcare, Agritech, IoT and Fast-Moving Consumer Goods
- 159 guests at networking reception



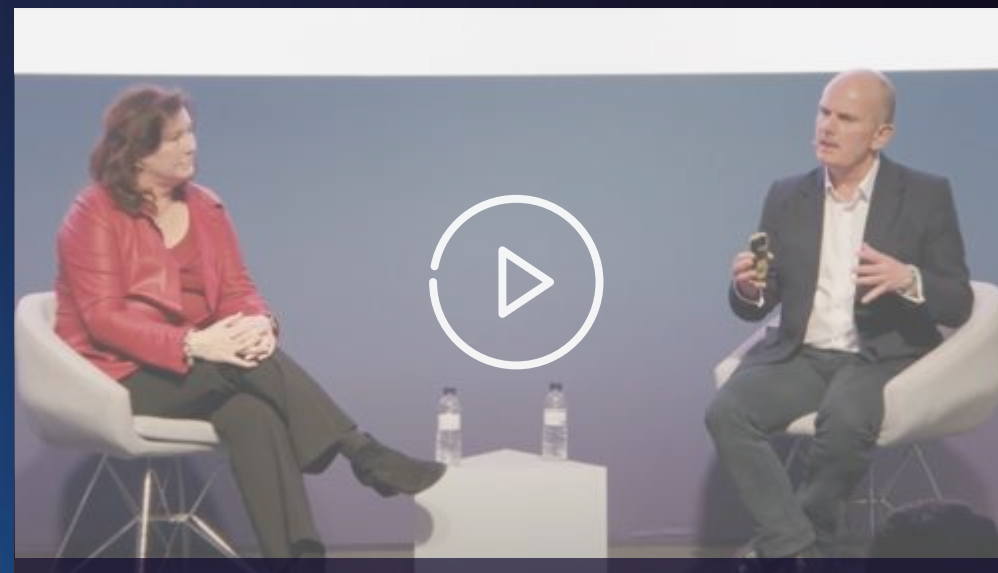
**1,235 Attendees**  
**672 Companies**  
**79 Countries**



**332 CxOs**  
54% Director and above



**207 Industry  
Representatives**



Catch up on Manufacturing Industry City 2023





# Industry City FinTech

J.P.Morgan Lead Sponsor 2023  
worldpay Supporting Sponsor 2023

## Sessions

- Fighting Back Against Financial Crime
- Network as the Digital Core of Innovation
- Payments - Driving Digital Transformation
- Powering Innovation
- The Rise of Fintech Disruption
- Thriving in Adversity - Financing Strategies within the Communications Supply Chain

## Audience Analysis

- 1,349 unique attendees from 697 companies
- 53.7% Director/VP/C-level including 323 C-Level attendees
- 371 Finance/FinTech attendees, of which 108 C-Level
- Attendees from 97 different countries
- 327 guests at networking reception



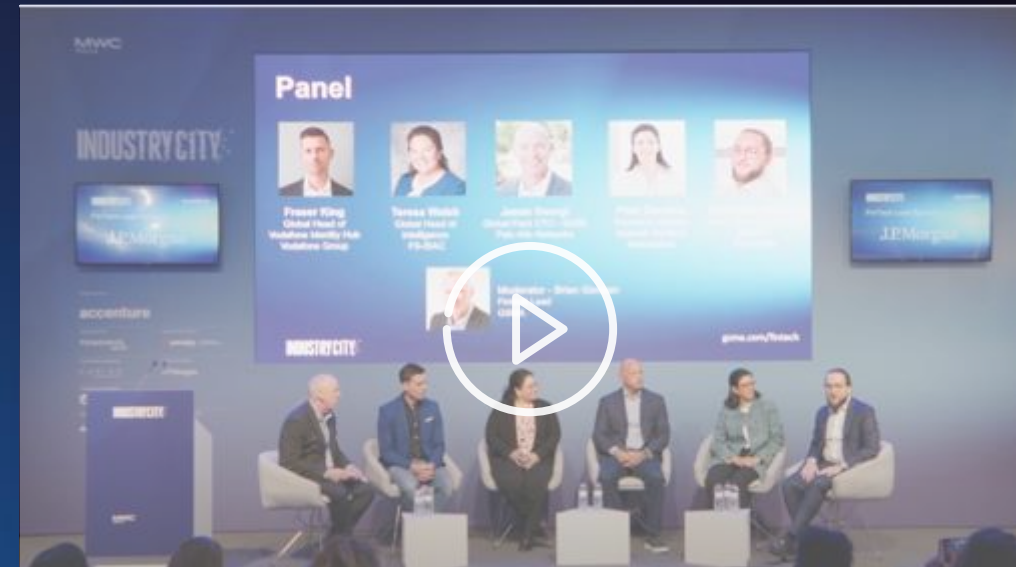
**1,349 Attendees**  
**672 Companies**  
**97 Countries**



**323 CxOs**  
54% Director and above



**371 Finance/FinTech representatives**  
**108 Finance CxOs**



Catch up on FinTech Industry City 2023

# Industry City Smart Mobility



C A R I A D Lead Sponsor 2023

AALTO Supporting Sponsor 2023

## Sessions

- Connect Beyond the Sky
- Connectivity and Innovation on the Move
- Delivery Beyond Speed
- Open Ecosystem – Enabling the Best Customer Experience
- Reach for the Impossible
- Travel Beyond Cars

## Audience Analysis

- 39% Director/VP/C-level including 135 C-Level attendees
- 272 Attendees from Automotive/Transportation
- 279 guests at networking reception



**998 Attendees**  
**551 Companies**  
**75 Countries**



**135 CxOs**  
39% Director and above



**272 Industry Representatives**



Catch up on Smart Mobility at Industry City 2023



# Full Package Benefits - Industry Lead Sponsor

Content	Pre-Event Branding	Onsite Branding
<ul style="list-style-type: none"><li>▪ Host a 30 minute session on the Industry City Stage. Decide on the topic, agenda and speaker shortlist, whilst aligning with the overarching industry summit.</li><li>▪ Deliver a presentation in a relevant industry summit.</li><li>▪ Participate in a <b>pre-event</b> Industry City focused webinar</li><li>▪ Participate in a <b>post-event</b> Industry City focused webinar</li><li>▪ Host Industry networking drinks within Industry City Lounge, following the Summit sponsored by Company. Catering to be provided by the Organizer. Format, time, duration to be confirmed by the Organizer.</li></ul>	<ul style="list-style-type: none"><li>▪ Prominent presence within the "Sponsors and Partners" section <a href="#">mwcbarcelona.com</a> and event app, with 100 word company description and hyperlinked logo</li><li>▪ Logo branding of the dedicated Industry City pages on the Event website</li><li>▪ 60 word quote, headshot and 2 min video on dedicated Industry City pages on Event website</li><li>▪ Your logo included alongside the Industry City Summit details on the GSMA conference programme and throughout the website</li><li>▪ Access to the Event press list (including contact details, where available)</li><li>▪ Opportunity to submit a news story to be published in the Press Zone, of up to 500 words and one photo, relative to Company's participation at MWC Barcelona 2023. Company has the opportunity to coordinate with the Organizer's PR team to establish synergies and activity. Organizer to arrange introductory call with relevant parties</li><li>▪ Referenced in social media announcing Company's sponsorship, published by the Organizer across both MWC and GSMA channels</li><li>▪ Provide a thought leadership quote and photo for a social media post</li><li>▪ Your sponsorship announced in a pre-event email to MWC database</li><li>▪ Be acknowledged as sponsor of the Summit in one pre-event email sent to relevant GSMA Community / Working Group and within a community/working group meeting</li><li>▪ Company to receive one feature piece in a pre-event email with an image, 5 word title, 25 word blurb and a link to an MWC Barcelona page for full content</li><li>▪ Any separate networking event held within your Industry City exhibition stand or within the Industry City Lounge to be promoted in a pre-event email and social media post.</li></ul>	<ul style="list-style-type: none"><li>▪ Your logo on relevant Industry City event signage throughout the venue, both static and digital, co-branded with standard event branding</li><li>▪ Your logo prominently found on stage design</li><li>▪ Your logo included within housekeeping slides displayed on Industry City stage screen. Housekeeping slides are played on rotation during attendee walk in, networking breaks and walk out.</li><li>▪ Opportunity to supply a 30 second video advert to be played at within Industry City networking lounge.</li></ul>

Receive Industry City Summit session attendee **lead data** for the sessions you participate in on Industry City and in the pre- and post-event webinars, for attendees who have opted-in



# Industry City Sponsorship Opportunities Industry Lead Sponsor

Industry City is an exhibition, networking and content hub, featuring demonstrations, stage sessions and discussions relating to key industry verticals powered by the core MWC technology sector – connectivity.



**MWC**  
GSMA

BARCELONA  
26 – 29 FEBRUARY 2024



**Best suited for:** companies from adjacent markets or from core MWC brands looking to meet new audiences, raise their profile in wider areas and benefit from the ultimate marketing mix.

## Branding

You will be acknowledged as Industry Official Sponsor for MWC Barcelona 2023 online, in email, on social media, in the press, on the app, on stage, within Industry City and throughout the event on static and digital signage

## Speaking

You will deliver your own 30 min session in the industry Summit, host Industry networking drinks, deliver a keynote presentation and speak in pre-event and post-event industry webinars

## Access

- A large number of complimentary Discovery passes to attend the event.
- Access to the Event press list (including contact details, where available) pre-show

## Lead Generation

Access to the leads from attendees of all content sessions for your chosen industry vertical

**MWC2024 Industry  
Lead Sponsors**



C A R I A D  
A VOLKSWAGEN GROUP COMPANY

J.P.Morgan

**£175,000**

1 available for Manufacturing, Smart Mobility and FinTech



# Industry City Sponsorship Opportunities

## Industry Supporting Sponsor



Industry City is an exhibition, networking and content hub, featuring demonstrations, stage sessions and discussions relating to key industry verticals powered by the core MWC technology sector – connectivity.



**Best suited for:** companies from adjacent markets or from core MWC brands looking to meet new audiences, raise their profile in wider areas and benefit from the ultimate marketing mix.

### Branding

You will be acknowledged as your chosen vertical's Supporting Sponsor for MWC Barcelona 2023 online, in email, on social media, in the press, on the app, on stage, within Industry City and throughout the event on static and digital signage

### Speaking

You will run a keynote presentation and speak on a relevant panel of experts on one of the Industry City content sessions

### Access

- A large number of complimentary passes to attend the event and invite customers
- Access to the Event press list (including contact details, where available) pre-show

**MWC2023 Industry Supporting Sponsors**

AALTO

worldpay



**£60,000**

2 available for Manufacturing, Smart Mobility and Financial Services



# Full Package Benefits - Industry Supporting Sponsor

Content	Pre-Event Branding	Onsite Branding
<ul style="list-style-type: none"><li>▪ Deliver a presentation in a relevant industry summit</li><li>▪ Participate in a panel discussion on a relevant industry summit</li></ul>	<ul style="list-style-type: none"><li>▪ Logo within the "Sponsors and Partners" section <a href="http://mwcbarcelona.com">mwcbarcelona.com</a> and event app, with 100 word company description and hyperlinked logo</li><li>▪ Logo branding of the dedicated Industry City pages on the Event website</li><li>▪ Access to the Event press list (including contact details, where available)</li><li>▪ Referenced in social media announcing Company's sponsorship, published by the Organizer across both MWC and GSMA channels</li><li>▪ Your sponsorship announced in a pre-event email to MWC database</li><li>▪ Be acknowledged as sponsor of the Summit in a pre-event email sent to relevant GSMA Community / Working Group and within a community/working group meeting</li></ul>	<ul style="list-style-type: none"><li>▪ Your logo on relevant Industry City event signage throughout the venue, both static and digital, co-branded with standard event branding</li><li>▪ Your logo prominently found on stage design</li><li>▪ Your logo included within housekeeping slides displayed on Industry City stage screen. Housekeeping slides are played on rotation during attendee walk-in, networking breaks and walk-out</li></ul>





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# GSMA Summits



# Introducing GSMA Summits at MWC Barcelona 2024

In its central industry role, the GSMA at its heart is a member organisation representing and supporting the work of hundreds of industry brands. [Read more here.](#)

In helping to strive towards common goals and foster innovation and growth within our industry, the GSMA brings together expert speakers and thought leaders at a series of summits at MWC events.

Looking at today and tomorrow's pressing technology challenges, new standards and systems, questions of business and engineering, **these summits are your opportunity to speak and present your organisation in front of an eager, targeted group of technology experts and buyers.**

## eSIM Summit

Platinum Sponsors



Gold Sponsors



## 5G IoT Summit

Platinum Sponsor



Gold Sponsor



## 5G Futures Summit

Security Headline Sponsor



Platinum Sponsors



Gold Sponsors



## MVNO Summit

Gold Sponsor



# GSMA Summits

## MWC Barcelona 2024



"It was a real pleasure for us at G+D to participate in the 5G IoT Summit for the third year running. We very much appreciated the GSMA team's support with the planning of the event, and the professional organization overall which resulted in well-chosen lead and sub themes, knowledgeable speakers and meaningful insights. A valuable experience which has provided us with excellent results in terms of brand awareness among our target groups"

**Head of Marketing, Connectivity & IoT Business at Giesecke+Devrient**

### eSIM Summit

This event will focus on eSIM adoption and the macro trends of the global market. Sponsors will have the opportunity to meet with top-level experts from the eSIM industry including operators, device manufactures, service providers and others, and will present in front of them to explain their opportunities, services and solutions for the market.

#### Catch up on eSIM Summit 2023

- Scaling eSIM in 2023 and Beyond: New Developments, Market Trends and Consumer Behaviour
- eSIM Helping Scale IoT to Reach its Full Potential
- Unlock the full potential of eSIM to better scale with minimum impact on the planet
- Expand your vision through unlimited opportunities enabled by the eSIM
- Democratising Connectivity: how eSIM is fueling an invisible revolution

#### MWC2023:

246 attendees from 166 companies  
52% Director Level and Above

### 5G IoT Summit

A sponsor here will join the IoT ecosystem players that have implemented new cellular technologies in the 5G era with innovative business models to be hugely successful. We will hear how IoT data is being used to save money, time and resources. And finally, we hear from the customer who has deployed these solutions in their everyday business operations.

#### Catch up on 5G IoT Summit 2023

- Evolving from Mobile IoT to Massive IoT to build sustainable long-term solutions for customers.
- Sustainable and secure large scale IoT Solutions in the Energy and Environment
- Emerging Innovation enabling better Global coverage and value for customers

#### MWC2023:

298 attendees from 210 companies  
65% Director Level and Above



# GSMA Summits

## MWC Barcelona 2024

“Attending the MWC Barcelona 2023 and partnering with the GSMA Team for the 5G Futures Summit left us feeling exhilarated. The experience was nothing short of remarkable, as we collaborated with a team that was highly organized and proactive in ensuring that all objectives were met successfully”

**Vincent Wen, Brand Director, Whale Cloud**



### 5G Futures Summit

Following on from its debut year at MWC 2023, the 5G Futures Summit will hear how next generation 5G networks will revolutionise business with its promise for huge changes in global, local and private connectivity via the innovative technologies like Network Slicing, Telco Edge Cloud, 5G-Advanced and Cloud Edge Computing, combined with AI and ML technologies.

With the promise of increased bandwidth, ultra-low latency, enhanced security, 5G Futures Summit sponsors will burn through the hype and outline the value on offer and detail advanced 5G use cases for enterprise customers and mobile users.

#### Catch up on 5G Futures Summit 2023

- The Power of Open APIs to Federate Cloud Networks
- To Infinity and Beyond with 5G-Advanced
- Strengthening 5G Security in 2023
- Driving Supply Chain Resiliency for Open RAN development

#### MWC2023:

373 attendees from 201 companies

46% Director Level and Above

### MVNO Summit

Some reports suggest that worldwide only 20% of conceived MVNOs survive... so what does it take to create the ultimate, sustainable, MVNO business model? What factors come into play when prioritising virtual network attributes and industry-play? What differentiates the leaders from the followers... and the failures? Which are the industry partnerships that matter most?

Following on from the hugely successful debut in 2023, an MVNO Summit sponsor will appear on the same stage as pioneering MVNOs that have implemented innovative business models and businesses that have diversified their core offering, building up an MVNO arm to scale and differentiate.

#### Catch up on MVNO Summit 2023

Supercharging MVNOs with personalisation

- Digital-first: supercharging consumer and IoT connectivity for MVNOs
- MVNO's role in the future of sustainable IoT
- Navigating beyond Connectivity: IoT MVNO Landscape & Outlook
- Opportunities and threats to long-term MVNO success


#### MWC2023:

372 attendees from 219 companies

46% Director Level and Above

# GSMA Summits

## MWC Barcelona 2024



Whilst Security Summit is best suited to security practitioners dealing at the tactical level with current and near-term challenges using today's technologies and solutions, SEC CON will focus on a more high-level strategic audience thinking about the policies and business impacts coming in the near-term

### Security Summit

The GSMA Fraud and Security group plays a key role as a central focus for industry collaboration to address fraud and cybersecurity issues within the mobile ecosystem and will be adding an exciting new event to the GSMA Summit series this year.

**Open to the full MWC audience of security experts and concerned parties**, we will:

- Explore how the mobile ecosystem can build stronger security resilience, covering key security topics within infiltration, access exploitation and availability compromise
- Discuss the significant and emerging security landscape threats which have impacted the mobile telecommunications landscape in the last year and the predictions for the year ahead
- Hear perspectives from operators and vendors on security adding value to the industry and not being seen just as a cost
- Deliver empowering messages to both end users and enterprises to make better security decisions

Join us as a sponsor of Security Summit and deliver your expertise and leadership on the key security technologies, solutions and applications alongside similar industry figures in front of a keen and relevant audience.

### SEC CON: The State of the Industry – Securing AI

The GSMA was created on the common understanding to build and operate a world-wide mobile telecommunication network without borders. Today, international changes in communication security and supply chain resilience are at the forefront of the evolution of telecommunication. The diverging international challenges require a closer dialogue on security and supply chain between industry and a wide range of ecosystem players.

At MWC Barcelona 2023, we presented a SEC CON event focused on how to keep telecoms secure in times of conflict. This **exclusive, invitation-only, C-Level event** was attended by world leaders and experts from the government and private communities, including intelligence and military.

In its second edition, SEC CON 2024 is set to deep dive into burgeoning AI technologies as they rapidly change the telecommunications horizon and new security challenges come into view.

This upcoming event will host leading security experts experienced in the utilisation of AI, offering their invaluable insights on the threat and risk level posed to the industry and beyond.

Join this discussion on stage this year in front of a high-level, critical audience group as a sponsor of SEC CON 2024.



# GSMA Summits

## MWC Barcelona 2024

“This is a profound change in the way we design and deliver services. In 1987, 13 operators worked together to harmonise mobile voice services and enable roaming and I believe that, 36 years on, GSMA Open Gateway has the potential to deliver a similar impact for digital services.”

Mats Granryd, Director General, GSMA



### OpenGateway Summit

GSMA Open Gateway is a new framework of unified network APIs designed to provide universal access to operator networks for developers. Launched with the support of 21 mobile network operators and now with 27 MNOs covering 60% of global connections, the move represents a paradigm shift in the way the telecoms industry designs and delivers services in an API economy world.

GSMA Open Gateway helps developers and cloud providers enhance and deploy services more quickly across operator networks via single points of access to the world's largest connectivity platform and allows operators new revenue models and partnership opportunities.

For existing members of the initiative this is the home at MWC Barcelona to tell the world's press, industry analysts and budding listeners about the leading role you are taking in innovating in this way.

Vendors, developers and hyperscalers seeking to share their expertise and learnings equally stand to benefit from the buzz and excitement from this seminal event, furthering collaboration and shared learnings front and centre in the industry.

[Read more on GSMA OpenGateway](#)

[Learn about the current APIs](#)

### Satellite Summit

To Be Confirmed



# GSMA Summits 2023 Audience Analysis



“We were proud to sponsor the inaugural MVNO Summit, where I spoke to a standing-room-only crowd. The energy was palpable, and we're already looking forward to next year!”

**Danielle Royston, CEO/Founder, TelcoDR & Acting CEO, Totogi**

## eSIM Summit

- 246 unique attendees from 166 companies
- 51.6% Director/VP/C-Level
- 41 MNO attendees from 34 MNOs, of which 8 C-Level
- 21 MVNO attendees from 17 MVNOs, of which 7 C-Level
- Attendees from 56 different countries

## 5G IoT Summit

- 298 unique attendees from 210 companies
- 65.4% Director/VP/C-Level
- 29 MNO attendees from 29 MNOs, of which 5 C-Level
- 58 IoT attendees from 50 IoT brands, of which 9 C-Level
- Attendees from 49 different countries

## MVNO Summit

- 372 unique attendees from 219 companies
- 66% Director/VP/C-level
- 35 MNO attendees from 31 MNOs, of which 10 C-Level
- 78 MVNO attendees from 54 MVNOs, of which 25 C-Level
- Attendees from 60 different countries

## 5G Futures Summit

- 373 unique attendees from 201 companies
- 45.8% Director/VP/C-level
- 38 MNO attendees from 30 MNOs, of which 9 C-Level
- 40 Network Infrastructure attendees from 23 vendors, of which 2 C-Level
- Attendees from 55 different countries



**1043 Attendees**  
**652 Companies**  
**86 Countries**



**201 CxOs**  
54% Director and above



**102 MNO representatives**  
**79 MNOs**

# GSMA Summits

## MWC Barcelona 2024



**Best suited for:** companies looking to present, speak and place their brand in front of a laser-focussed audience around a certain industry topic, leveraging GSMA's marketing prowess



### Summit Platinum Sponsor

#### Two Available

- Presentation
- Panel speaking opportunity
- Video commercial (10 secs) during summit
- Platinum-level branding and marketing
- Access to leads data of opted-in summit attendees

**£40,000**

### Summit Gold Sponsor

#### Two Available

- Presentation or panel speaking opportunity
- Gold-level branding and marketing

**£30,000**

### SEC CON Supporting Sponsor

#### Three Available

- 5 invitations to this exclusive event
- Presentation
- Panel speaking opportunity
- Prominent branding and marketing in exclusive marketing campaign

**£50,000**

# Bespoke packages



Work with the GSMA to create a bespoke sponsorship package tailored to meet your objectives. These unique arrangements allow you to engage with attendees through innovative, experiential packages designed to fit your brand and goals. If you have an idea for a new sponsorship opportunity or have run successful sponsorships in the past, please contact your Account Manager to discuss implementing this at MWC.

As a sponsor, you benefit from exposure to the MWC database across multiple marketing platforms promoting your activation.

## Examples of bespoke sponsorships include:

- 5G-Powered Race Track
- Circular Economy Demo
- Ride-on Product Demo
- Suspended Full-Scale Aircraft
- Podcast Studio
- Sports Tomorrow Congress
- Drone Zone
- Health Band Challenge
- Connected Car Experience
- Digital Art Installations
- Interactive Sports Zones
- Graffiti Wall
- Wearable Fashion Show
- Capture Congress

**Price On Application**



# Nuclo Restaurant



Located at the very front of MWC, the Nuclo Restaurant is an award-winning restaurant that combines designer cuisine, refined ambience and a select wine cellar – ideal for entertaining guests during MWC.

- Nuclo Restaurant is available for hire:
- each morning of shows days with set up from 6am or 7am and the event running 7am – 10am
- evenings of Days 1, 2 and 3 with set up from 5pm and the event running 7pm – 10pm
- Multiple flexible furniture arrangements are possible
- Wide variety of catering, staffing and entertainment options can be arranged

## Benefits of hosting:

- Exclusive event hosting environment conveniently located at the front of Fira Gran Via
- Elevated profile above your competitors
- Increased recognition to drive traffic to your exhibition stand and website
- Intimate venue to host key clients and potential customers

**£23,750 for hire**



# 06

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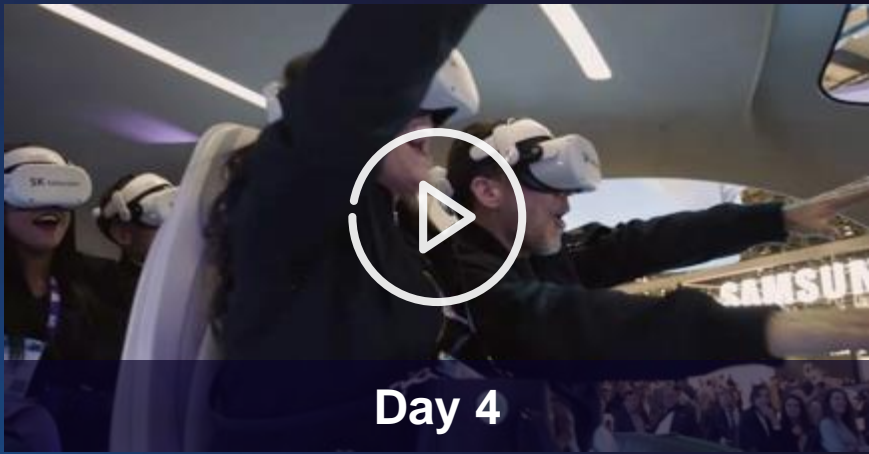
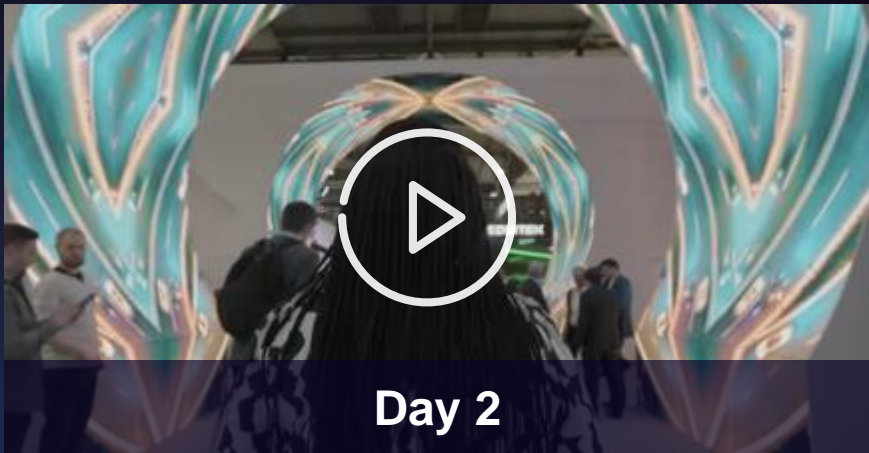
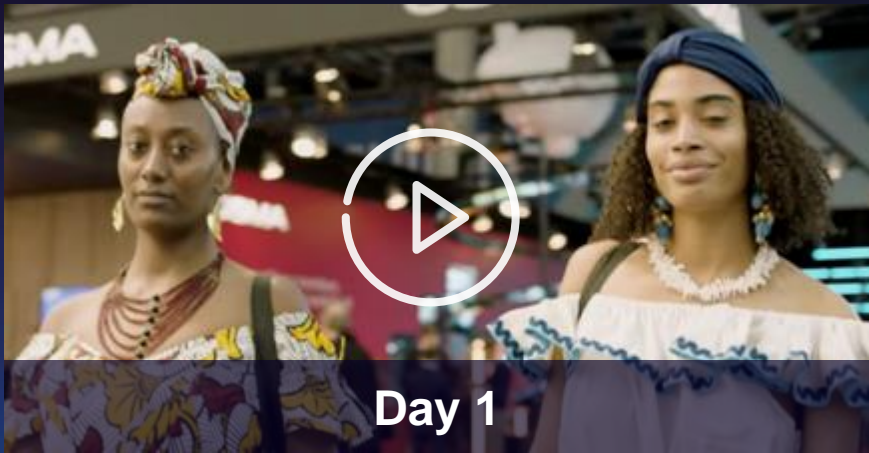
# Appendix

# MWC23 Full Highlights





# MWC23 and 4YFN Daily Highlights



# MWC Barcelona 2023 in numbers



MWC<sup>™</sup>  
GSMA

BARCELONA

56%

ATTENDEES  
FROM SECTORS ADJACENT TO  
THE MOBILE ECOSYSTEM



1,000+

SPEAKERS AND  
THOUGHT LEADERS

IN PERSON ATTENDEES FROM

40

COUNTRY  
PAVILIONS

202

COUNTRIES  
& TERRITORIES

OVER

88,500

TOTAL  
ATTENDEES

TO MWC AND  
4YFN 2023



MORE THAN 40%  
FEMALE CONFERENCE  
SPEAKERS ACROSS 17 STAGES



OVER

50%

DIRECTOR  
LEVEL  
AND  
ABOVE

73%

INTERNATIONAL  
ATTENDANCE

REPRESENTATIONS FROM OVER

28,000

ORGANISATIONS

OVER

2,400

EXHIBITORS

196

DELEGATIONS TO  
THE MINISTERIAL  
PROGRAMMES

REPRESENTING  
151 COUNTRIES

AND 45  
INTERNATIONAL  
ORGANISATIONS

NUMBERS CORRECT AS OF THE SHOW CLOSING



# MWC Barcelona 2023 in numbers



MWC<sup>™</sup>  
GSMA

BARCELONA

**8.5M**  
PAGE VIEWS OF

**MWCBARCELONA.COM**

OVER THE EVENT CAMPAIGN

**ON AVERAGE  
-10k-**

NETWORKING MEETINGS  
SET UP DAILY THROUGH  
THE MWC 2023 APP

4YFN Connecting  
Startups

**800** EXHIBITORS

**375+** SPEAKERS

**250+** STARTUP PITCHES

NEARLY 1,000 INVESTORS ATTENDING  
FROM 39 COUNTRIES AND €41B OF  
FUNDS REPRESENTED AT 4YFN

**8** 4YFN PROGRAMMES  
INCLUDING DIGITAL HEALTH, TECH & PLANET, FRONTIER  
TECH, FINTECH, INVESTORS, DIGITAL HEALTH, EDECH,  
FEATURED PROGRAMMES AND PARTNER PROGRAMME

**2,400**  
+

INTERNATIONAL  
JOURNALISTS  
AND INDUSTRY  
ANALYSTS

**AROUND 1M**

UNIQUE VIEWERS OF  
THE KEYNOTE SESSIONS  
ON MWC BARCELONA,  
MOBILE WORLD LIVE  
AND PARTNER PLATFORMS

**5** THEMES  
5G ACCELERATION  
REALITY+  
OPENNET  
FINTECH  
DIGITAL EVERYTHING

**SOCIAL IMPRESSIONS  
ACROSS LINKEDIN  
GOOGLE AND FACEBOOK**

**35,000,000+**

**88,466**

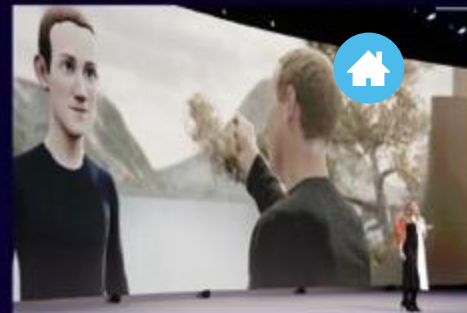
**LINKEDIN  
CONNECTIONS  
GENERATED VIA  
MY MWC**

NUMBERS CORRECT AS OF THE SHOW CLOSING

MWC<sup>™</sup>  
GSMA

BARCELONA  
26 - 29 FEBRUARY 2024









# Keynote Speakers

Meet our Keynote Speakers who are re-inventing what it means to be connected



**Alejandro Agag**  
Founder & CEO,  
Extreme E



**Allison Kirkby**  
President & CEO,  
Telia Company



**Andrew Feinberg**  
Chairman & CEO,  
Netcracker



**Anna Borg**  
President & CEO,  
Vattenfall



**Börje Ekholm**  
President & CEO,  
Ericsson Group



**Carmine Di Sibio**  
Chairman & CEO,  
EY



**Cher Wang**  
Chairperson & CEO,  
HTC



**Christel Heydemann**  
CEO, Orange



**Christine  
Giampaoli Zonca**  
Racing Driver,  
Extreme E



**Dong Xin**  
President & CEO,  
China Mobile



**Doreen Bogdan-Martin**  
Secretary General,  
ITU



**Greg Peters**  
Co-CEO,  
Netflix



**Hyuen-Mo Ku**  
President & CEO,  
KT



**James Taiclet**  
Chairman,  
President & CEO,  
Lockheed Martin



**José María  
Álvarez-Pallete**  
Chairman & CEO,  
Telefónica



**Laila Sanz**  
Racing Driver,  
Acciona/Sainz XE Team



**Lauren Kunze**  
Co-Founder,  
Iconiq



**Lucy Bronze**  
Player,  
FC Barcelona



**Marcus Ko**  
President & CVO,  
Dimple & DigiGooz



**Margherita Delle Valle**  
CFO & Interim  
Group CEO,  
Vodafone Group



**Martha Sazon**  
President & CEO,  
Mynt (Globe FinTech  
Innovations, Inc.)



**Mats Granryd**  
Director General,  
GSMA



**Nicole Lazzaro**  
CEO,  
XEODesign Inc.



**Pekka Lundmark**  
President & CEO,  
Nokia



**Pietro Labiola**  
Group CEO,  
TIM



**Raymond Dolan**  
Chairman & CEO,  
Cohere Technologies



**Sébastien Borget**  
Co-Founder & COO,  
The Sandbox



**Takayuki Morita**  
CEO,  
NEC Corporation



**Thierry Breton**  
Commissioner for  
Internal Market,  
European Commission



**Tim Höttges**  
CEO,  
Deutsche Telekom



**Tjodolf Sommestad**  
President,  
King



**Vicky Brady**  
CEO,  
Telstra



**Vincent Clerc**  
CEO,  
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