



BARCELONA 27 FEB-2 MAR 2017

THE NEXT ELEMENT

#MWC17

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THE NEXT ELEMENT



BARCELONA 27 FEB-2 MAR 2017

Mobile is at the heart of innovation. Innovation is at the heart of mobile. And now, in a super-connected world, everything being created is mobile or has a mobile component. Mobile-enabled cities. Mobile-driven homes. Mobile-intelligent vehicles.

It's the force behind every emerging innovation, every forward-thinking idea. It's simply **Elemental**.

Our yearly event provides the best venue for mobile industry business opportunities and deal-making. Mobile World Congress includes an exhibition with more than 2,200 companies displaying cutting-edge technologies; a world-class conference featuring visionary keynotes and discussions; the industry's best networking opportunities; and the annual Global Mobile Awards ceremony, which recognises innovative mobile solutions and initiatives around the world.



HIGHLIGHTS

Mobile World Congress, or MWC, is an annual gathering for the mobile industry and related industries, organised by the GSMA, and held in Barcelona, Spain, the Mobile World Capital.

We work all year long to bring the following together to create the world's best mobile event:

- a world-class exhibition highlighting more than 2,200 exhibitors (page 8)
- an award-winning conference programme featuring leaders and visionaries (page 17)
- outstanding networking opportunities (page 13)
- the industry's innovators, who are recognised at the annual Glomo Awards (page 11) and who show us a glimpse of the future at 4YFN (page 10)

Our attendees tell us repeatedly that they can accomplish more in four days than they can in a month's worth of meetings or in a year's worth of travel, because everyone who is part of the industry is in Barcelona for MWC.



ARE YOU GOING TO BE AT MWC17?

In 2016, we hosted more than 101,000 mobile professionals from over 200 countries. In 2017 Industry leaders will gather, network, showcase, and exchange ideas - and you can't afford to miss it. Make your plans now to see how Mobile is The Next Element at Mobile World Congress in February 2017, in the Mobile World Capital Barcelona.

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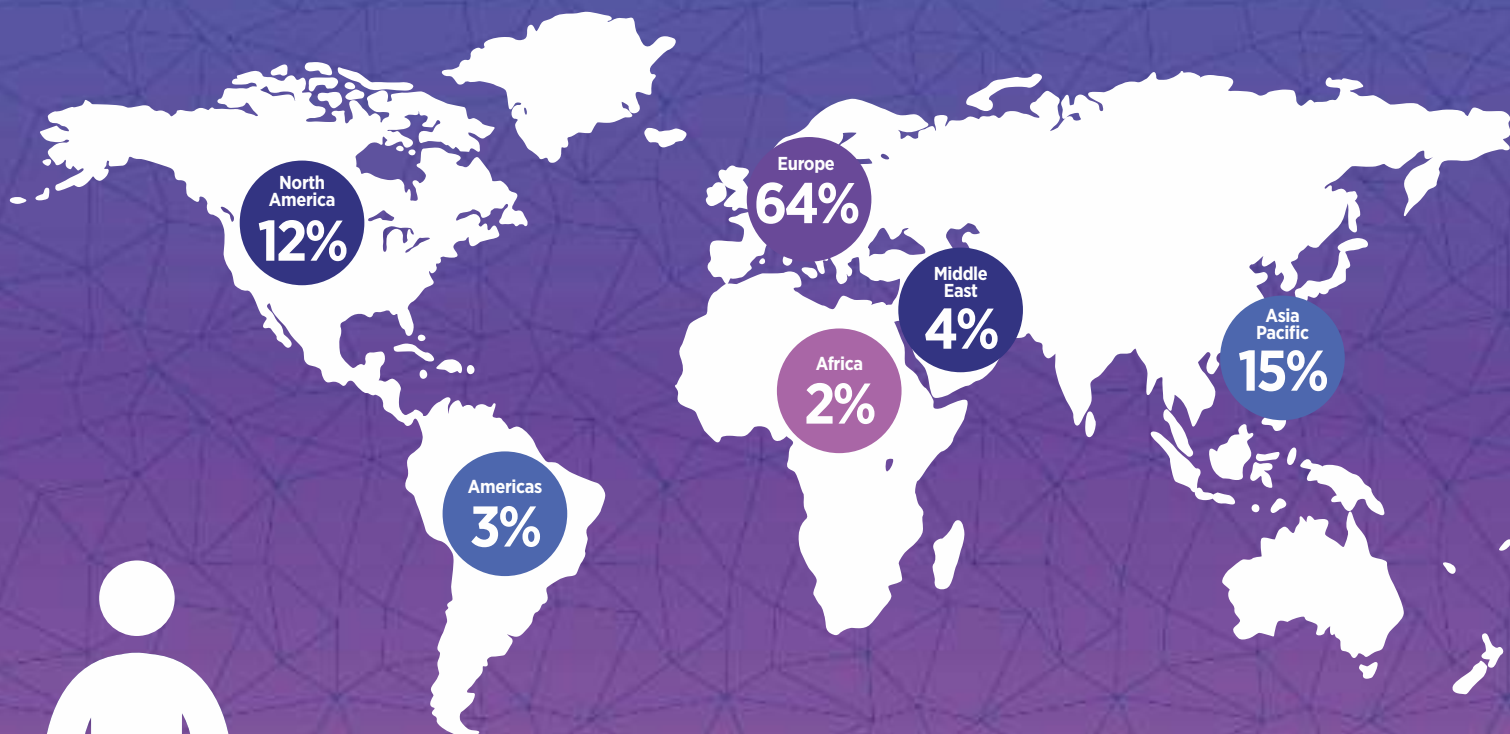


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MWC at a Glance



101,000
ATTENDEES



57%
total senior-level



5,500
CEOs Participated

84%

described MWC as the **most important event** in the mobile industry

74%

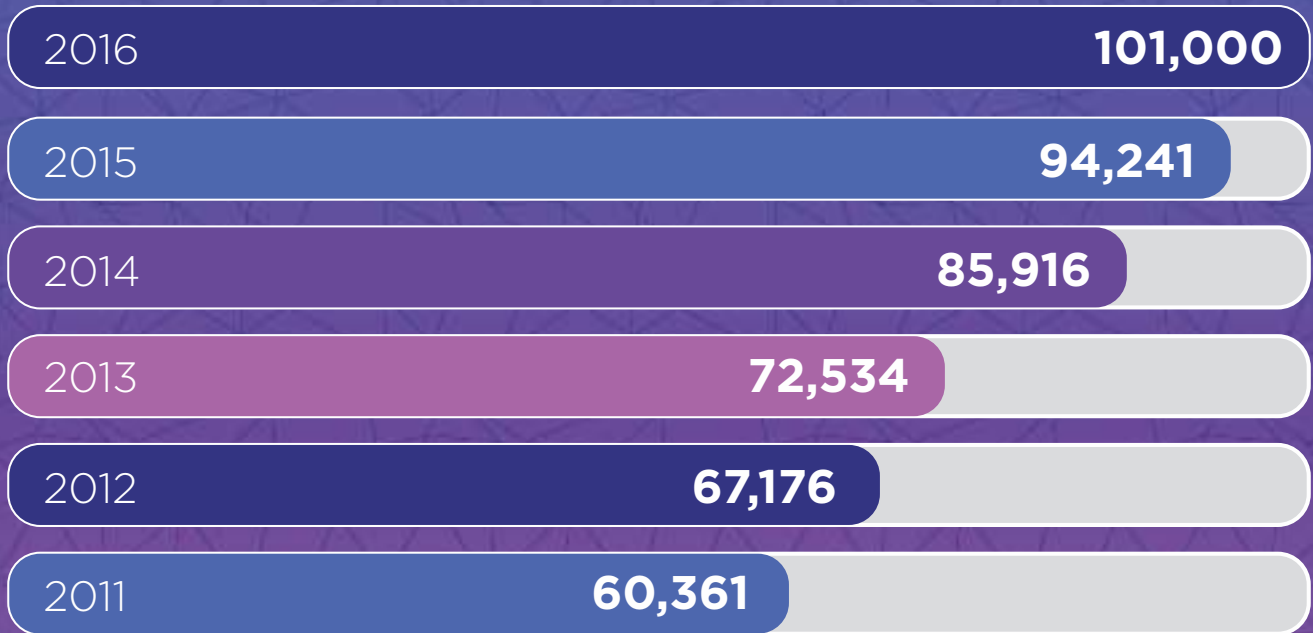
of attendees say that MWC is the **most relevant event** for the mobile industry



2,200
EXHIBITORS



12%
OF ATTENDEES FROM OPERATORS



3 Years
Carbon Neutral



A CARBON
NEUTRAL
EVENT

50%

say they **rate MWC a 10 out of 10**, as the **most important mobile event** of the year

81%

of attendees will absolutely
be at #MWC17

Getting to Know the Venue

Mobile World Congress takes place in Barcelona, Spain, at two venues, Fira Gran Via and Fira Montjuïc.

THE PHYSICAL ADDRESS OF THE VENUE IS:

Fira Gran Via
Av. Joan Carles I,
64 08908 L'Hospitalet de Llobregat,
Barcelona

Fira Montjuïc
Avda. Reina Maria Cristina,
s/n 08004
Barcelona

Unless otherwise noted, all events take place at Fira Gran Via. However, selected events, including 4YFN, will take place at Fira Montjuïc, a venue 4 km down the road.

HALLS 1,2,3, CONGRESS SQUARE, THE UPPER WALKWAY & DAILY MEETING ROOMS IN 8.1 AND CC1

DATE	HOURS
Monday 27 February	07:30 – 22:00
Tuesday 28 February	07:30 – 22:00
Wednesday 1 March	07:30 – 22:00
Thursday 2 March	07:30 – 16:00

HALL 4

DATE	HALL HOURS	CONFERENCE SESSIONS
Monday 27 February	08:00 – 19:00	09:00 – 18:45
Tuesday 28 February	08:00 – 19:00	09:00 – 18:00
Wednesday 1 March	08:00 – 19:00	09:00 – 17:00
Thursday 2 March	08:00 – 16:00	09:30 – 15:10

HALLS 5, 6, 7, 8.0 NEXTECH & 8.1 APP PLANET

DATE	HOURS
Monday 27 February	09:00 – 19:00
Tuesday 28 February	09:00 – 19:00
Wednesday 1 March	09:00 – 19:00
Thursday 2 March	09:00 – 16:00

Halls 5, 6, 7, 8.0 NEXTEch & 8.1 App Planet Open Hours 09:00 – 19:00



Mobile World Capital Barcelona

Mobile World Capital Barcelona is an initiative driving the mobile and digital transformation of society while helping improve people's lives globally.

With support of the public and private sector throughout Barcelona, Catalonia and Spain, MWCcapital focuses on three areas: the **empowerment** of new generations, professionals and citizens in the use of digital technologies; the digital **transformation** of industries; and the acceleration of **innovation** through digital-based entrepreneurship.

Collectively, our programmes are positively transforming Education, Industry and the Economy.

MWCcapital hosts the Mobile World Congress and delivers 4 Years From Now [4YFN], a business platform for the startup community.



Come visit us at CONGRESS SQUARE 70 (CS70).

+Info at www.mobileworldcapital.com





New & Improved for MWC17

NEW FEATURES FOR 2017

You may have attended MWC in the past, but don't miss out on all of the new and improved features and programmes for 2017. We have a lot in store for you upon your arrival in February, we hope you're excited!



CIÈNCIA + TECH Joves MOBILE
**SCIENCE + TECH
MEETS MOBILE**
FIRA MONTJUÏC 27 FEB - 2 MAR 2017

YoMo: The Youth Mobile Festival

Over four days, YoMo Barcelona will welcome up to 20,000 10 - 16 year old school children from across Catalonia and Spain to one huge showcase of science and technology. This fun, free, and educational event will help them learn more about careers in Science, Technology, Engineering, Design/Art and Math (STEAM). With live theatre shows, interactive workshops, and dozens of hands-on activities, there will be something to engage every young person. YoMo brings classroom learning to life - demonstrating the exciting and rewarding career opportunities that are available in the mobile and STEAM ecosystem. YoMo is an event of Mobile World Congress and in collaboration with Mobile World Capital.

Please note, a MWC badge does not provide access to YoMo. Should you wish to visit YoMo please apply for a pass here www.yomobcn.com/professional-pass. For more information visit www.yomobcn.com



MWC Ambassadors

This year, we're placing specially trained 'MWC Ambassadors' in 36 hotels across Barcelona during MWC event days to provide attendees with assistance as well as a plethora of information surrounding the event. These ambassadors can answer transport and MWC-specific questions about event programmes, but can also give you information about services around each hotel and Barcelona sights. Learn more by searching for 'MWC Ambassadors' on our website.



Women 4Tech

The GSMA unveils an important new programme at MWC designed to address the gender gap in the mobile industry: **Women4Tech**. Comprising a series of events and activities over the four days of Mobile World Congress, Women4Tech focuses on increasing the inclusion of women in the mobile industry and showcasing best practices and industry action for female leadership in the digital age. Women4Tech supports the UN Sustainable Development Goals, particularly SDG 5 (Gender Equality).

A central element of the programme is the **Women4Tech Summit**, which is scheduled for Thursday, 2 March and will explore four key themes: **Women Empowering Technology**; looks at gender equality and career development; **Women Encouraging Technology**; centres on mentoring and youth education; **Women Transforming Technology**; focuses on women in communication and vertical sectors; and **Women Innovating in Technology**, examines women as entrepreneurs and innovators.

Accenture is the Women4Tech Summit Official Sponsor. Beyond the Summit, the Women4tech programme includes activities such as Women4Tech Speed Coaching and Networking sessions; the Women4Tech Glomo Awards for Outstanding Achievement in Mobile Industry Leadership sponsored by Syniverse; specialised MWC Tours; a Women4Tech panel on Mobile World Live TV; and Women4Tech initiatives at 4YFN. See all Women4tech [activities](#).

MOBILE EXPLORERS CLUB

Mobile Explorers Club will once again bring a unique Mobile World Congress experience to children of registered Congress attendees. This year it offers unrestricted access to YoMo: The Youth Mobile Festival: an exciting, educational, but - most importantly of all - fun experience for the children taking part. Explorers will learn new skills and discover the world of science and technology through hands-on interactive educational programme in a friendly and safe environment.

Mobile Explorers Club will be held as part of YoMo throughout MWC for 8 to 15-year-old children. The Club will operate across all four event days inside Montjuïc Hall 1, providing a variety of activities to educate, entertain and educate your children (including tours of the Congress and Four Years From Now) while parents attend or work at the event. Attendees can come on any day with registration in advance essential.

For more information please go to www.mobileworldcongress.com/mobile-explorers-club/



Take a culinary adventure through **Meet & Eat**, an initiative in partnership with L'Hospitalet City Council. Back for a second year, this networking opportunity was created for the foodie/business-minded person who craves just a little more out of MWC. Let us take you on a journey that will not only give you a taste of the culinary delights Spain has to offer but will also maximise your networking experience. And as a bonus to this unique networking opportunity, enjoy watching live music and artistic performances while interacting with locals. Meet & Eat is located in L'Hospitalet, Plaza Europa, within walking distance from the South Entrance at Fira Gran Via venue and in 2017, it will hold up to 16 food stands.

New this year, there will be a Networking Area with a special menu and beer tasting. Be sure to take advantage of this culinary networking experience!



NEXTech

Hall 8.0 NEXTech is the future

Hall 8.0 now focuses on Next Generation technology including an area dedicated to the most forward-thinking, innovative companies currently disrupting the mobile ecosystem. NEXTech Hall 8.0 combines a state-of-the-art exhibition with a thought leadership lab and partner programmes to create an incredible new destination at MWC17. The NEXTech Pavilion showcases companies at the forefront of VR/AR, Robotics, and Artificial Intelligence. In addition, a Drone Zone in partnership with IDE features some of the largest

commercial and industrial drone manufacturers in the world. The ever popular IoT Pavilion is expanding in size to showcase more innovations in the field of IoT. Within the exhibition, the NEXTech Lab is an open theatre where next generation companies provide thought leadership and successful case studies including a Drone Summit hosted by IDE on Thursday, 2 March. Be sure to add NEXTech Hall 8.0 to your must-see list at MWC17 for a glimpse into the cutting-edge technology of the future.

Targeted Networking Events

Back for 2017, MWC will be hosting free-to-attend **Targeted Networking Events**. These events will bring together like-minded individuals with similar interests related to a specific vertical of the mobile industry. Each evening different topics will be covered to ensure that you can network and do business in a relaxed and informal environment within the networking gardens.

Situated in the upper walkway gardens, attendance is on a first come, first served basis, up to the maximum 100 person capacity. The idea is to help you meet the right people amongst the noise and excitement of the event. Come along to the gardens to network with attendees with similar business interests, have a drink and enjoy the entertainment!

Join us for some great networking events including:

Monday

The Next Element of Voice & Text Messaging by AMD Telecom

16:00-18:00, Zone 5 Networking Garden

Tuesday

Fighting automated online fraud by Eset

16:00-18:00, Zone 5 Networking Garden

Mobile NOW – Innovating for today and tomorrow by EY

16:00-18:00, EY Networking Garden

Xaxis Guaranteed Outcomes

16:00-18:00, Xaxis Guaranteed Outcomes Networking Garden

Wednesday

Women4Tech Coaching & Networking Event

17:00- 19:00, Zone 5 Networking Garden



Exhibition

Best in the industry

Over all four days of Mobile World Congress, the most prominent companies in the industry will showcase the newest technologies and most innovative products. With an exhibition spanning nine halls, this year will feature over 2,200 companies across 100,000 square feet of space. Get started early, we're sure you will need the full four days to get through it all!

Prominent companies

The industry's most distinguished and innovative companies will return this year including **AT&T, Cisco, Deutsche Telekom, Ericsson, Ford Motor Company, Google, Huawei, IBM, Lenovo, LG, NEC, Nokia Qualcomm, Samsung SK Telecom, Sony, Telefonica, VMware, Vodafone** and **ZTE**. We are always bringing in new exhibitors and industry verticals to broaden your experience further. New exhibitors for 2017 include: **DJI, Darkmatter, Mercedes, Verizon** and **Volkswagen**.

Enhanced through expansion

This award-winning exhibition spans nine halls in addition to spaces throughout Congress Square and outside at Fira Gran Via. If you thought last year was great, this year will be even better. And remember to visit Hall 4, as it now contains exhibition that is open to everyone. Be sure to stop in and explore, interact and learn from our top-notch exhibitors.

A pavilion for Everything

Throughout the venue, we feature various zones and pavilions, scattered throughout the main exhibition halls, intended to highlight particular industry sectors. Whether you are interested in App technology, IoT, cloud capabilities, sustainability, wearables, drones or Next Gen technologies we have a pavilion for you. Or, maybe you are looking to interact with a certain country or region? We have over 40 country pavilions for you to meet your target audience.

APP PLANET

For app developers and the app community

Hall 8.1 App Planet

CLOUD PAVILION

Integrating smart cloud solutions

Hall 8.1 App Planet

DRONE ZONE

Immerse yourself in the world of drones

Hall 8.0 NEXTech

GREEN TECHNOLOGY PAVILION

Discover efficient and sustainable products

Hall 7

GSMA PAVILION

Learn about GSMA programmes and initiatives

Hall 4

MOBILE MONEY PAVILION

Use of mobile money applications

Hall 7

WEARABLES PAVILION

Get involved with the latest in wearable technology

Congress Square

COUNTRY PAVILIONS

Search for your country's flag and interact with others

Located throughout the venue

IOT PAVILION

Experience the newest innovations in Internet of Things

Hall 8.0 NEXTech

GRAPHENE ZONE

Hall 8.0 NEXTech

Join the GSMA in the heart of the GSMA Innovation City

You can make a real difference with GSMA Membership; not just to your business but to your industry and to society. Visit us in our new location in Hall 4 to find out more about the benefits GSMA Membership offers.

Our Members are invited to join us in our exclusive Members Lounge for networking and cocktails Monday through Wednesday, 16:00 – 19:00. Watch Mobile World Live TV with us in the GSMA Innovation City and enjoy live interviews, highlights from Congress and coverage of the Mobile World Live keynotes.

For more information on Membership visit:
www.gsma.com/membership

Follow us on Twitter @GSMA



INNOVATION CITY

EXPLORE • CONNECT

For the latest information, visit www.mobileworldcongress.com

GSMA Innovation City – NOW IN HALL 4

Introducing our biggest and most immersive Innovation City yet, where we invite you to Explore and Connect with us, and each other.

EXPLORE underpins everything we do at Mobile World Congress, and this year's GSMA Innovation City will allow visitors to **CONNECT** with even more innovative mobile products and services than ever before. Delegates can get hands-on with the latest mobile innovations in the automotive, transport, health, industry, enterprise, utilities and many other sectors, including immersive exhibits that talk to the hot topics of 2017: 5G, IoT and Security & Identity.

GSMA Innovation City, one of the most visited and reported-on exhibits at Mobile World Congress, welcomes new City

Partners in 2017 – **Huawei** and **UNLIMIT powered by Reliance**.

With even more experiential exhibits to explore, our city has outgrown its previous home and will now take up residence in Hall 4. Connect with the GSMA, as well as previously confirmed companies **AT&T**, **Cisco Jasper**, **KT Corporation** and **Sierra Wireless**, in this unique, experiential exhibition space to explore real-world examples of the technologies, products and services that will bring benefit to global consumers and businesses.

Key GSMA initiatives including Connected Living, Mobile Connect and Network 2020, as well as GSMA Membership, will all feature in the Innovation City, through experiences that showcase how a connected industry is stronger, and innovation is thriving across multiple markets.

Visit us [here](#).

Stay in Touch with MWC News

This year we're making it even easier for news of the show to be seen and heard around the world. We're excited to bring back the Broadcast Village in Congress Square, so that major media companies such as CNN and CNBC will be in the centre of the exhibition when broadcasting live from the show. And to make sure you're on top of the latest news between now and the event, be sure to search out Mobile World Congress and our hashtag **#MWC17** on your favorite social media. Our exhibitors use this hashtag to share their plans and build up excitement around our award-winning exhibition.

For more information, please visit [here](#).



4YFN | Connecting Startups



PRESENTED BY MOBILE WORLD CAPITAL BARCELONA AND GSMA
Monday 27 February – Wednesday 1 March

Fira Montjuïc

Back for their magnetic fourth year, 4YFN attracts international startups, investors, accelerators and corporations from all four corners of the globe. Discover more about 4YFN, the international startup business networking platform.

The programme will showcase specific themes for each day of the event:

Day 1 – Disrupted by Mobile: will focus on how mobile can improve society and people's daily lives

Day 2 – Internet of Things: designed to help enterprises advance through mobile innovation and data analysis

Day 3 – Digital Media: highlights how digital media enhances people's lives and aids education and communication

Three full days will feature:

- **3** Startup Competitions
- **15,000+** Attendees
- **275+** Speakers
- **650** Startups
- **40** Workshops
- **5,000+** Arranged Meetings
- **18,000SQM** of Exhibition Space

Speakers Announced:

The event will feature over 275 speakers including industry leaders, such as:

Sir Martin Sorrell, **WPP Group**, CEO

JP Rangaswami, **Deutsche Bank**, CDO

Yossi Vardi, **4YFN**, Chairman

Michael Spiegelman, **Netflix**, Director of Product Innovation

Fernando Fanton, **Just Eat**, CTO

How to Participate:

Come to 4YFN

MWC attendees have free access to the full three day programme as part of their pass. 4YFN takes place at the Fira Montjuïc during Mobile World Congress and can be reached by metro, taxi or by a free shuttle bus every 10 minutes!

Exhibit in the Innovation Market

The hub where innovation grows! Reserve a booth in the 4YFN exhibition hall and be one of the pioneering tech startups that are disrupting the mobile ecosystem today. There are also areas available for acceleration programmes and corporations.

If you'd like to be part of the Innovation Market, visit www.4yfn.com/mwc/ where you can find out everything from one day demo booths to full-blown customised packages.

Invest

Looking to invest in the latest cutting-edge ideas or simply seeking to form a long-lasting collaboration with another like-minded business partner? Join the 4YFN Investors Club and get exclusive information, only accessible as a member and have one-to-one pre-scheduled meetings with the startups of your choice during 4YFN. Sign up [here](#)

Partner/Sponsor with Us

There are many packages available that offer a wide range of opportunities to enhance your presence within the global mobile entrepreneurial space. To find out more, visit: www.4yfn.com/mwc/

The Stage is Set for the 22nd Glomo Awards!



The mobile industry's most coveted, eagerly awaited and longest established awards are building toward their 22nd year at Mobile World Congress 2017.

The deadline for entries has passed, but with 40 awards in play, it's now over to the Judges to decide the nominees and winners, to be announced in early 2017!

The Global Mobile Awards feature eight brand new awards for 2017 that highlight the latest technologies, products and services impacting the mobile industry. These include:

- Best Mobile App for the Connected Lifestyle
- Best Mobile App for Virtual or Augmented Reality
- Best Mobile App for Business
- Outstanding Contribution for LTE Evolution to 5G
- Best IoT Innovation for Mobile Networks
- Outstanding Mobile Contribution to the UN SDGs
- Women4Technology – Mobile Industry Leadership (Individuals)
- Women4Technology – Mobile Industry Leadership (Organisations)

#GMA17

The Glomo Award 2017 umbrella categories are:

- The Connected Life Awards
- Best Mobile Services
- Social & Economic Development
- Best Mobile Apps
- Best Mobile Technology
- Government Leadership Award
- Outstanding Achievement

The winners of these, and all other categories, will be revealed at a series of ceremonies, across the four days of Mobile World Congress and broadcast on Mobile World Live TV at the show and to a global audience via www.mobileworldlive.com Full details of the schedule and ceremonies will be announced in early January 2017. Stay tuned at www.globalmobileawards.com or subscribe to updates at www.globalmobileawards.com/awards-contact/

It's not too late to partner with us to support the Glomo Awards and raise your profile at the world's leading mobile event. Contact us for more information sales@mobileworldcongress.com

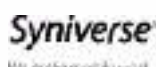
GLOMO SPONSORS



Best Mobile Technology and
Social & Economic Development



Best Mobile Services



Outstanding Achievement
Women4Tech Sponsor





JOIN THE EXCITEMENT OF MWC TOURS!

MWC Tours is your opportunity to join a guided topic tour. You will be led by an industry expert and visit exhibitors that will educate you on the topic, provide insights, and inspire your thinking.

Join a topic tour with fellow MWC attendees and make new connections. Learn more about the topic and gain new resources that can help you meet your goals.

Add MWC Tours to your experience now!

Visit us at www.mobileworldcongress.com/exhibition/mwc-tours

* Registration for Mobile World Congress is required before indicating your interest to attend a tour and a small fee is required.

2017 MWC Topic Tours



5G & NFV

Virtualising the Path to 5G

Learn the status and impact of SDN and NFV, the initial use cases on the journey towards virtual realisation, and the technology requirements currently in consideration for next generation networks.



Enterprise

Strategies for the new digital workforce

Join our Enterprise Tour to discover trends in analytics, CRM and IT infrastructures. Learn how developers are handling the security risks related to big data. Our industry experts and exhibitors are on the cusp of this new "Industrial Revolution."



Consumer IoT

Foundations of IoT

You will go on a focused experience to interact with some of the leading companies in the IoT space. We will cover the full spectrum from infrastructure to consumer endpoints, so you can explore how IoT fits into your business.



IoT Security

Keep the Internet of Things Ecosystem Connected and Safe

Learn the risks inherent in multiple, complex and inter-connected systems. You will engage with exhibitors who are tackling these issues head-on by developing proactive security measures in processes, coding, passwords, encryption and other techniques.



Content & Media

Delivering Fast and Engaging Digital Messaging

Now more than ever, content needs to be optimised for mobile viewing and personalised for target audiences. The Content and Media Tour will lead you to exhibitors who are delivering fast and high-quality user experiences across a vast array of locations, customers and devices.



Mobile Advertising

Marketing and Analytics for Apps and Mobile Solutions

Take a crash course in mobile advertising and learn how to measure and market your apps and mobile centric solutions. You will also discover the latest in VOIP, user account privacy solutions, and other technological advancements.



Emerging Tech

How and When to Adapt New Technology

You will discover which innovations are already being tested in the marketplace and identify user trends and retail preferences. The advances in AI, Bots, Machine Learning VR, AR and Wearables are opening up new opportunities every day.



Retail & Digital Commerce

Distributed Commerce in a Mobile World

The Retail & Digital Commerce Tour aims to show attendees the latest in in-store digital and technical advancements, as well as displaying innovative shopping and retail solutions that can be applied wherever the shopper may be to make the buy happen.

Custom Experience

Don't leave your event experience to chance – make sure your time at MWC is well-planned and successful. Tell us your business objectives while at Mobile World Congress and we will create a custom experience that matches your requirements.



Corporate Experience

Corporate Experience is a tailor-made programme for executives seeking to advance their organization's mobile and technology strategy.



Government to Business Experience

Government to Business Experience connects government organisations with business leaders, and helps you make the most of your time while learning about the latest technologies and meeting with key businesses in the mobile ecosystem.

To create your Custom Experience contact us at mwctours@mobileworldcongress.com

Networking



The opportunities to network with fellow mobile leaders are endless at Mobile World Congress. Networking is a central component to the event and we want you to make the most of it. So, what do you need to know?

Who is Attending - Check out My MWC!

First and foremost, you'll create the majority of your connections through the GSMA Official My MWC event app. Be sure to opt in during registration to use our exclusive attendee networking tool. Search for attendees in the database or use the matchmaking tool to find suggested connections with similar interests.

Open-Air Networking Gardens

We invite you to experience the action and variety of the Networking Gardens. Located on the Upper Walkway and the lower levels, we have expanded our space to include 11 difference environments. **Adobe, Android, Citi, EY, Twitter, Xaxis** and **Visa** are sponsoring the networking gardens for 2017. These areas are conducive to networking or

meeting with other attendees, or simply taking advantage of some down time between activities.

Networking Events

You're invited to stop by any of our **Networking Spaces** to enjoy complimentary food and drinks, as well as musical entertainment, in each Networking Space. In addition to these **official events**, many exhibitors and partners host events at their stands. Take advantage of these unique opportunities as they are announced!

Networking Lounges

Located in various locations throughout the venue, we offer casual networking spaces for you to network, meet with clients, read industry publications provided by our media partners, catch-up on email, or simply relax. Gold & Platinum Pass

holders may visit us in the VIP Networking Lounge sponsored by PwC, located in Hall 4. All pass holders may join us in the other Networking Lounges: MWL Networking Lounge at Congress Square, Hall 8.1 App Lounge sponsored by Kochava, Hall 8.0 NEXTech Lounge and the Newsstands in Hall 3.

Non-Traditional Networking

Strike up a conversation with those nearby, whether you're waiting for transportation at the train platform or taxi rank, or waiting for your meal at one of our many dining outlets. A lot of great networking also takes place upon the close of the day at private events and parties, or over dinner at one of Barcelona's many wonderful restaurants. Restaurant booking information is on our website.



TALK ABOUT #MWC17

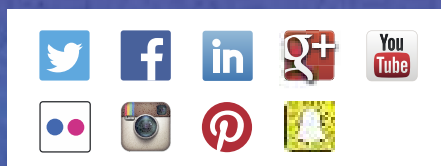


Social media continues to play an important role at Mobile World Congress – we love to hear from you before, during and after the show. At last year's event, we responded to over 1,000 queries about the event over social media, as we monitored and tracked over half a million mentions of the show. We trended for over 48 hours over the first few days of the show and saw over 13,000 photos tagged with the MWC16 hashtag.

This year, we're going to continue reading all your comments on social media, responding to queries and bringing you all the latest news and updates across all of our social media channels including Facebook, Google+, LinkedIn, Snapchat and Twitter. We will be using #MWC17 as this year's hashtag – please make sure you use this and be part of the conversation!

Connect With Us

You can find us on the majority of the major social channels. Visit our [social media](#) page today!



MY MWC EVENT APP

#MWC17

#MWC17 in the palm of your hand

The **My MWC event app** provides you with key event information in the palm of your hand. Explore the event agenda and plan your schedule. Check out the exhibitor listing and make notes or favourite those you plan to meet onsite. Network with other attendees, send messages and plan your meetings. My MWC will also give you recommendations on sessions to attend, exhibitors to visit and potential attendees to network with.

Do all this and more with the My MWC event app. Download the App and take advantage of the following features:

Seamlessly access the venue using the Digital Badge	Plan your event ahead by reviewing the agenda and exhibitor listing	Build your personalized schedule based on your interests such as conference sessions, speakers, and exhibitor information	Recommendation engine: Find personalised information based on your interests and profile including recommended sessions, attendees and exhibitors
Navigate the venue using the 3D mapping tool from your hotel to your favourite stand	Enrich attendee profile through a new tagging system	Network with event attendees and directly to exhibitors	Enhanced visibility for exhibitors

The My MWC event app is available to download in the Android and iOS App Stores. Download this free app today!





Women4Tech



The GSMA unveils an important new programme designed at MWC to address the gender gap in the mobile industry: Women4Tech, comprising a series of events and activities –for men and women- over the four days of Mobile World Congress. Focused on increasing the inclusion of women in the mobile industry and showcasing best practices and industry action for female leadership in the digital age, Women4Tech supports the UN Sustainable Development Goals, particularly SDG 5 (Gender Equality).

A central element of the programme is the **Women4Tech Summit** which is scheduled for Thursday, 2 March and will explore four key themes: **Women Empowering Technology**; looks at gender equality and career development; **Women Encouraging Technology**; centres on mentoring and youth education; **Women Transforming Technology**; focuses on women in communication and vertical sectors; and **Women Innovating in Technology**, examines women as entrepreneurs and innovators.

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Women Empowering Technology

Integrating gender equality into the mainstream of our work environments, sharing best practices and strategic advice.

Women Encouraging Technology

Education, inspiring role models, thought leaders and career mentoring relationships are critical to bridging the gender gap.

Women Transforming Technology

Gender diverse teams make better decisions and mirror the societies they build for and communicate with.

Women Innovating in Technology

Naturally gender diverse communities make better complex problem solving and increase innovation.



Women4Tech

Official Sponsor Women4Tech Summit

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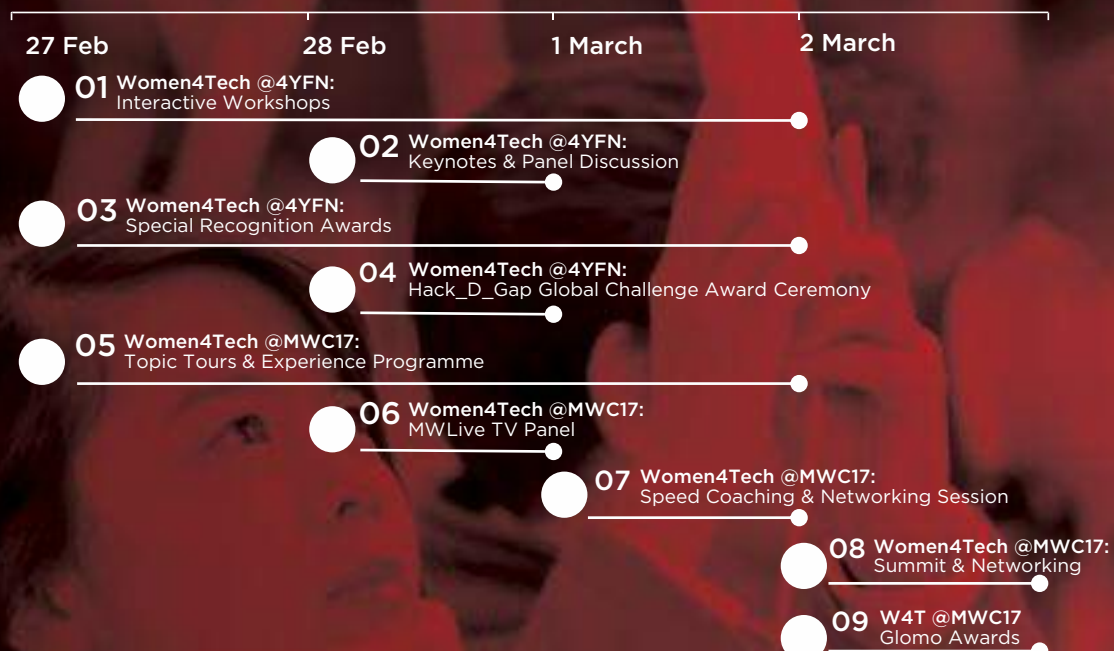
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Help us spread the word on Women4Tech! #GSMAW4T #MWC17 #4YFN



Now in its twelfth year, the Ministerial Programme at Mobile World Congress is a unique forum where CEOs, ministers, regulators and policymakers from around the world come together to discuss the challenges and opportunities of the mobile sector. Last year's programme attracted nearly 1,500 attendees, including representatives from 168 governments and international organisations and the world's most influential telecommunications leaders.

Continuing from last year's theme of 'Connecting Everyone and Everything to a Better Future', the 2017 Ministerial Programme will champion the positive socio-economic impact mobile has had in both developing and developed countries. Over three days, the event will bring together senior government and industry leaders to exchange views on the state of the mobile industry, and the policies and initiatives that can maximise value for citizens in our digital age.

Invitations are open to:

- National telecommunications, finance and health ministries;
- Telecommunications regulatory authorities and central banks;
- Senior representatives from selected international organisations and intergovernmental bodies; and
- C-level and senior regulatory representatives from the mobile industry, including network operators and vendors.



To view the 2017 programme or register your interest in attending, please visit [**www.ministerialprogramme.com**](http://www.ministerialprogramme.com)

Keynote Speakers



The 2017 Mobile World Congress conference programme will become a central stage for the mobile industry. Across four days the industry's premier conference platform will continue to highlight the impact of mobile on individuals and businesses, in developed and developing markets across a growing range of industries.



John Stankey,
CEO, AT&T
Entertainment Group,
AT&T Services Inc.



Mats Granryd,
Director General,
GSMA



Sunil Bharti Mittal,
Founder & Chairman,
Chairman-Elect,
Bharti Enterprises, GSMA



Eugene Kaspersky,
Chairman & CEO,
Kaspersky lab



Chang Gyu-Hwang,
Chairman & CEO,
KT Corporation



Takashi Niino,
President & CEO,
NEC Corporation



Reed Hastings,
Founder & CEO,
Netflix



John Hanke,
Founder & CEO,
Niantic



Rajeev Suri,
President & CEO,
Nokia



Bob Moritz,
Global Chairman,
PwC



Allison Kirkby,
President & Group CEO,
Tele2



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



John Martin,
Chairman & CEO,
Turner



Jeff Lawson,
Founder, CEO & Chairman,
Twilio



Arnaud de Puyfontaine,
CEO,
Vivendi



Patrick Gelsinger,
CEO,
VMware

Mobile World Congress 2017

Conference Programme Hall 4

Monday 27 February				
09:00 - 10:30	Keynote 1 - Auditorium 1			
10:30 - 11:00	Networking Break featuring the Showcase Stage 1			
11:00 - 12:10	The Industrial Internet	Artificial Intelligence: Chatbots and Virtual Assistants	Mobile Operator Digital Transformation	The Disruptive Impact of Blockchain
	Auditorium 2	Auditorium 3	Auditorium 4	Auditorium 5
12:10 - 12:30	Networking Break			
12:30 - 13:30	Keynote 2 - Auditorium 1			
13:30 - 14:30	Networking Lunch featuring the Showcase Stage 2			
14:30 - 15:30	Keynote 3 - Auditorium 1			
15:30 - 16:00	Networking Break featuring the Showcase Stage 3			
16:00 - 17:30	Autonomous Vehicles	Building Positive Engagements with the Connected Consumer	5G Beyond the Hype: Value and Building Blocks	Innovations in News, Media & Publishing and Mobile First and Localised Content
	Auditorium 2	Auditorium 3	Auditorium 4	Auditorium 5
17:30 - 18:00	Networking Break featuring the Showcase Stage 4			
18:00 - 18:45	Keynote 4 - Auditorium 1			
Tuesday 28 February				
09:00 - 10:30	Keynote 5 - Auditorium 1			
10:30 - 11:00	Networking Break featuring the Showcase Stage 5			
11:00 - 12:00	Keynote 6 - Auditorium 1			
12:00 - 12:15	Intermission			
12:15 - 13:15	The Future of Messaging Platforms: Engagement, eCommerce and the	The Digital Enterprise and Employees	Mobile VR: Enhancing the Entertainment Experience	Accelerating Financial Inclusion
	Auditorium 2	Auditorium 3	Auditorium 4	Auditorium 5
13:15 - 14:00	Networking Lunch featuring the Showcase Stage 6			
14:00 - 15:00	Cars as a Service	Consumer Data: Privacy and Opportunity	Optimising for Exceptional Video Experiences	AI Assisted Society: Digital Health and Beyond
	Auditorium 2	Auditorium 3	Auditorium 4	Auditorium 5
15:00 - 15:30	Networking Break featuring the Showcase Stage 7			
15:30 - 16:40	Smart Cities, Connected Citizens	NFV: A Re-Examination	Disrupting the Marketplace: The Sharing Economy	Sustainable Development Goals: Industry Case Studies
	Auditorium 2	Auditorium 3	Auditorium 4	Auditorium 5
16:40 - 17:00	Networking Break			
17:00 - 18:00	Keynote 7 - Auditorium 1			

Wednesday 1 March				
09:00 - 10:30	Keynote 8 - Auditorium 1			
10:30 - 11:00	Networking Break featuring the Showcase Stage 8			
11:00 - 12:10	Enabling IoT Platforms	Network Analytics and Machine Learning	The Power of Personalisation	Disruption in Digital Finance
	Auditorium 2	Auditorium 3	Auditorium 4	Auditorium 5
12:10 - 12:30	Networking Break			
12:30 - 13:30	Keynote 9 - Auditorium 1			
13:30 - 14:15	Networking Lunch featuring the Showcase Stage 9			
14:15 - 15:40	Enabling IoT Security	Disruption at the Network Edge	Acquire, Aggregate, Partner? Creating value for Telcos in Content	Artificial Intelligence: Automation and Robotics
	Auditorium 2	Auditorium 3	Auditorium 4	Auditorium 5
15:40 - 16:00	Networking Break			
16:00 - 17:00	Keynote 10 - Auditorium 1			

Thursday 2 March				
09:30 - 11:00	Keynote 11 - Auditorium 1			
11:00 - 11:30	Networking Break featuring the Showcase Stage 10			
11:30 - 13:00	Mobile Innovation: The Start Up Pitch Showcase	Consumer Advertising and the MNO	AR/VR Software, Platforms and UIs	5G Impact
	Auditorium 2	Auditorium 3	Auditorium 4	Auditorium 5
13:00 - 14:00	Networking Lunch - The Wrap*			
14:00 - 15:10	The Fan Experience	Social Engineering: Hacking the User	The AR/VR Hardware Challenge	Session TBC
	Auditorium 2	Auditorium 3	Auditorium 4	Auditorium 5

Conference Programme

The conference programme remains the central focus of Mobile World Congress. Over four days the programme will provide essential information on the progress of the mobile industry.

For full session descriptions, visit the [conference agenda here](#).

DAY 1 Monday 27 February



09:00 - 10:30

Keynote 1

Hall 4 Auditorium 1

10:30 - 11:00

Networking Break featuring the Showcase Stage 1

Hall 4, Showcase Stage

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Confirmed Speakers:

Moderator: Steve Brumer, Partner, **151 Ventures**
Neel Juriasingani, Founder & CEO, **Boxer Internet**
Miguel Arias, COO, **CARTO**
Andrea Sommer, Founder & CEO, **Hiver**

11:00 - 12:10

The Industrial Internet

Hall 4 Auditorium 2

Industrial Internet and massive IoT have the opportunity to increase productivity and streamline industrial manufacturing technology by accumulating and making sense of data from production lines and equipment. Furthermore, it allows manufacturers to become predictive, understanding when and where faults are likely to occur, mitigate risk and reduce downtime. The opportunity to use data to increase productivity is not only beneficial to a firm, but to broader society as well.

Confirmed Speakers:

Moderator: Venkat Atluri, Senior Partner, **McKinsey & Company**
Mike Troiano, VP IoT Solutions, **AT&T**
Humera Malik, CEO & Founder, **Dat-uh**
Dr. Thomas Engel, Manager, Technology Innovation Strategy, **John Deere**
Enrique Herrera, Principal, Connected Services, **OSIsoft**

11:00 - 12:10

Artificial Intelligence: Chatbots and Virtual Assistants

Hall 4 Auditorium 3

Join this session to find out how advances in natural language processing are powering a new wave of chatbots and virtual personal assistants that are set to radically transform how we interact with the world around us.

Confirmed Speakers:

Gummi Hafsteinsson, Product Management Director, **Google Assistant**
Kriti Sharma, Director, Bots & AI, **Sage**
Tom Vandendooren, Chief Business Development Officer, **Sentiance**



**11:00 - 12:10**

Mobile Operator Digital Transformation

Hall 4 Auditorium 4

Mobile operators across the world face the twin challenges of slowing growth and ongoing disruption of core services by new internet players, even as the broader mobile ecosystem continues to see significant revenue growth. This session highlights and discusses the opportunity and steps required for operators to undertake digital transformation to benefit from these opportunities and gain a share of the incremental revenues, by developing new business models and skills to compete effectively.

Confirmed Speakers:

Moderator: John Jackson, Research VP, Mobile & Connected Platforms, **IDC**

Bruno Jacobfeuerborn, CTO, **Deutsche Telekom AG**

Paul Michael Scanlan, CTO, Carrier BG, **Huawei**

Meinrad Spenger, CEO, **MÁSMÓVIL (Yoigo)**

Alexander Rusli, CEO, Indosat **Ooredoo**

Bénédicte Javelot, CSO, **Orange Group**

11:00 - 12:10

The Disruptive Impact of Blockchain

Hall 4 Auditorium 5

The blockchain's ability to record data such as transactions, contracts and agreements and have them verified by users of the distributed ledger means that the technology has the potential to disrupt across a wide range of industries. This session intends to explore different use cases for the blockchain, from financial services to digital identity, and where it is expected to make an impact.

Confirmed Speakers:

Moderator: Dave Birch, Director, Innovation, **Consult Hyperion**

Ryan Shea, Co-Founder, **Blockstack**

Kelly Olson, Director, Distributed Ledger Technology, **Intel**

Julio Faura, Head of R&D and Innovation, **Santander**

12:10 - 12:30

Networking Break

Hall 4

12:30 - 13:30

Keynote 2

Hall 4 Auditorium 1

13:30 - 14:30

Networking Lunch featuring the Showcase Stage 2

Hall 4, Showcase Stage

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Andrea Sommer, Founder & CEO, **Hiver**

14:30 - 15:30

Keynote 3

Hall 4 Auditorium 1

15:30 - 16:00

Networking Break featuring the Showcase Stage 3

Hall 4, Showcase Stage

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Confirmed Speakers:

Moderator: Steve Brumer, Partner, **151 Ventures**

Gillen Bilbao Baró, Founder & COO, **Innroute**

16:00 - 17:30

Autonomous Vehicles

Hall 4 Auditorium 2

Managing the transition from manually driven cars to autonomous, and preparing the infrastructure to facilitate this technology will be a lengthy challenge from a technological and societal stand point. The mobile network is at the heart of the autonomous vehicle. Low latency, always-on and fail-proof are just some of the key requirements for cars. Will 5G be enough to handle this demand?

Confirmed Speakers:

Moderator: Alastair Hayfield, Senior Director, IHS Automotive Technology, **IHS Markit**
Martin Hunt, Head of Automotive, **BT**
Jeff Massimilla, Vice-Chair, **Auto-ISAC** & Chief Product Cybersecurity Officer, **General Motors**
Alex Mangan, Product Marketing Manager, Automotive Experience & Automated Driving, **Here**
Daniela Gerd tom Markotten, Head of Digital Services & Solutions, **Mercedes-Benz Trucks**
Serkan Arslan, Director, Automotive, **NVIDIA EMEA**
Antonio Mauro, CISO, **Octo Telematics**
Ogi Redzic, SVP, Connected Vehicles & Mobility Services, **Renault-Nissan**
Olivier Beaujard, VP, Market Development, **Sierra Wireless**
Thomas Born, Chief Security & Privacy Officer, **Vodafone Automotive**
Nikolai Reimer, Head of Mobile Online Services & Connectivity, **Volkswagen**

16:00 - 17:30

Building Positive Engagements with the Connected Consumer

Hall 4 Auditorium 3

Brand equity equals margin, but that's tough in today's market. To maintain relevance and profitability, operators need to identify relevant and impactful moments to interact with their customers, to be perceived as a valued brand in the connected consumer's crowded world. There is a need to invest in infrastructure, products and services whilst ensuring customers have a great experience at every touch point. Operators have an opportunity to reimagine their brand and go beyond traditional ways of thinking.

Confirmed Speakers:

Moderator: Teresa Cottam, Founder & Chief Strategist, **Telesperience**
Susan Buttsworth, CEO, **3 Solutions (Hutchison Whampoa)**
Jason Spero, VP, Global Performance Solutions, **Google**
Dave Labuda, Founder, CEO & CTO, **MATRIX Software**
Stephen Waldis, Founder, Chairman & CEO, **Synchronoss Technologies**
JC Oliver, Global Chief Creative Officer, **Unlockd**



16:00 - 17:30

5G Beyond the Hype: Value And Building Blocks

Hall 4 Auditorium 4

Many people are still unclear about what 5G is and what value it will add. There are clear qualitative differences between 5G and forerunner technologies, while significant steps have been made towards realising it. This session will showcase 5G's real significance and highlight progress towards real 5G to date.

Confirmed Speakers:

Moderator: Peter Jarich, VP, Consumer Infrastructure Services, **Current Analysis**
Dino Flore, Director General, **5GAA**
Stuart Revell, External Engagement Advisor, **5GIC**
John Naylor, CTO & Founder, **CBNL**
Hayim Porat, CTO, **ECI Telecom**
Ulf Ewaldsson, CTO, **Ericsson**
Yang Chaobin, President, 5G Product Line, **Huawei**
Jin-Hyo Park, SVP, Head of Network Technology R&D Centre, **SK Telecom**
Rui Frazao, CTO, **Vasona Networks**

16:00 - 17:30**Innovations in News, Media & Publishing and Mobile First and Localised Content**

Hall 4 Auditorium 5

In order to remain relevant and diversify revenue streams, news, media and publishing businesses are re-imagining their business strategies and innovating in their approach to delivering news and content. Long-form, short-form, off-platform, user-generated and citizen journalism are all being embraced as part of this transformation. In mobile-first, or mobile-only markets, in Latin America, Africa and South East Asia, the need for relevant, localised content has never been greater. In this two part session, hear from a range of companies revolutionising the delivery of video and content globally, from developed and developing markets.

Confirmed Speakers:

Henk Van Niekerk, Head of International Publisher Services, **AOL**

Jeff McElfresh, President, DIRECTV **Latin America**

Noemi Ramirez, Chief Digital Officer, **EL PAÍS**

Madhav Chinnappa, Director, Strategic Relations, News & Publishers, **Google**

David Gilarranz, VP Digital & Innovation, **Millicom**

17:30 - 18:00**Networking Break featuring the Showcase Stage 4**

Hall 4, Showcase Stage

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18:00 - 18:45**Keynote 4**

Hall 4 Auditorium 1



"Mobile World Congress is where it's at for the biggest mobile announcement of the year"

Yahoo News

DAY 2

Tuesday 28 February

09:00 - 10:30**Keynote 5**

Hall 4 Auditorium 1

**10:30 - 11:00****Networking Break featuring the Showcase Stage 5**

Hall 4, Showcase Stage

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Confirmed speakers:

Moderator: Steve Brumer, Partner, **151 Ventures**

Angshujyoti Das, Founder & CEO, **Express Weather**

Leonardo Valente, CTO, **LivePanel**

11:00 - 12:00**Keynote 6**

Hall 4 Auditorium 1

12:00 - 12:15**Intermission**

Hall 4

12:15 - 13:15

The Future of Messaging Platforms: Engagement, eCommerce and the Consumer

Hall 4 Auditorium 2

Messaging apps have over 4 billion monthly active users. Whatsapp and Wechat are among the most popular apps for consumers. Messaging is poised to become the new foundation for building platforms and ecosystems. Apps are adding new features, enabling conversational commerce and including advertising, chatbots and payments. The messaging platform wars have only just begun.

Confirmed Speakers:

Moderator: Pamela Clark-Dickson, Principal Analyst, Consumer Services, **Ovum**
Aseem Chandra, VP, Adobe Experience Manager & Adobe Target, **Adobe**
Harper Reed, Next-Gen Commerce, **PayPal**

12:15 - 13:15

The Digital Enterprise and Employees

Hall 4 Auditorium 3

The digital transformation affects both employees and the culture and layout of traditionally "offline" businesses. The inevitable shift to online and mobile has created a need for different skillsets within the workforce, different processes and tools for employees to fulfil their responsibilities. What tools, networks and equipment do companies and employees require? How can operators shift their business models to be a Network as a Service provider and capitalize on this opportunity?

Confirmed Speakers:

Moderator: Nick McQuire, VP, Enterprise Research, **CCS Insight**
Andrew Toy, Product Management Director, **Google**
Zack Weisfeld, GM, Microsoft Accelerators, **Microsoft**
Didier Duriez, SVP, Orange Global Solutions for Business, **Orange Business Service**
Art King, Director, Enterprise Services, **Spidercloud Wireless**
Isabelle Droll, CIO, **TUI Group**



12:15 - 13:15

Mobile VR: Enhancing the Entertainment Experience

Hall 4 Auditorium 4

This session will focus on how VR can transform the future of video, entertainment and user-generated content, become more accessible while also increasing the level of quality content to consumers. We will examine how much capacity networks need in order to effectively process VR material and how to maximise delivery efficiency. What systems need to be built that approach consumers on their devices and how should VR be packaged and bundled with existing offerings.

Confirmed Speakers:

Moderator: Jefferson Wang, Senior Partner, **IBB Consulting**
Amit Singh, VP, Business & Operations, VR, **Google**
Arthur van Hoff, CTO & Founder, **Jaunt**
Andrew Hawken, Co-Founder, **Mesmeris**
Bill Rusitzky, CRO, **THX Ltd**
Raheel Khalid, Chief Engineer VR, **Verizon**

12:15 - 13:15

Accelerating Financial Inclusion

Hall 4 Auditorium 5

Marking a decade in mobile money, this session will welcome a panel of high-profile leaders in financial inclusion. Examining how the mobile money industry has disrupted the financial services sector over the last ten years, this session will discuss regulatory and commercial achievements and further opportunities for delivering digital and financial inclusion for women.

Confirmed Speakers:

Harmeen Mehta, Global CIO, **Bharti Airtel**
Yasmina McCarty, Head of Mobile for Development, **GSMA**
Cynthia Gordon, CEO, Africa, **Millicom**
Michael Joseph, MD, Mobile Money, **Vodafone**

13:15 - 14:00

Networking Break featuring the Showcase Stage 6

Hall 4, Showcase Stage

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Confirmed Speakers:

Moderator: Steve Brumer, Partner, **151 Ventures**
Gillen Bilbao Baró, Founder & COO, **Innroute**
Leonardo Valente, CTO, **LivePanel**

14:00 - 15:00

Cars as a Service

Hall 4 Auditorium 2

Connected vehicles will not only be driverless, but ownerless, especially in crowded urban areas, where cars remain unused 95% of the time. In order to deliver a regular tailored service, partnerships are forming between media companies, automotive manufacturers and other ecosystem players. Increasingly, traditionally functional objects such as vehicles or homes are becoming adaptable enough to mould themselves to the preferences and tastes of their users. A lack of ownership does not have to mean a less personal experience.

Confirmed Speakers:

Moderator: Barbara Peng, VP, Research, **Business Insider**
 Joel Myers, Founder, Chairman & President, **AccuWeather**
 Dieter May, SVP Digital Business Models, **BMW**
 Klaus Entenmann, CEO, **Daimler Financial Services AG**
 Rob Moore, CTO, **Hertz**
 Jason Collins, VP IoT Marketing, **Nokia**
 Manik Gupta, Head of Product, Maps, **Uber**

**14:00 - 15:00**

Consumer Data: Privacy and Opportunity

Hall 4 Auditorium 3

People lack transparency over how their data is being used. This is a growing business and ethical issue threatening the trust that enables most services to function. Operators can act as the consumer's champion, enhancing their relationship with users and increasing their value. This session explores how.

Confirmed Speakers:

Moderator: Fatemeh Khatibloo, Principal Analyst, **Forrester Research**
 Jon Fisse, CEO & Founder, **Atomite, Inc.**
 Julian Ranger, Chairman & Founder, **Digi.me**
 Rimma Perelmutter, CEO & Founder, **Mobile Ecosystem Forum**
 Ludovic Levy, VP, Global Data Strategy & Governance, **Orange**

14:00 - 15:00

Optimising for Exceptional Video Experiences

Hall 4 Auditorium 4

Mobile data traffic is set to grow 15 fold by the end of 2017, driven mainly by video. Customer expectations for high quality video must be met. Content delivery at the network edge, the latest techniques in optimisation and technologies such as LTE Broadcast, all offer opportunities to deliver unparalleled video experiences.

Confirmed Speakers:

Moderator: Aditya Kishore, Practice Leader, Video Transformation, **Light Reading**
 Lior Netzer, VP & GM Emerging Mobile Business Unit, **Akamai**
 Matt Stagg, Head of Mobile Video & Content, **EE**
 Rashmi Misra, Head of Worldwide Media & Entertainment, **Hewlett Packard Enterprise**
 Eric Black, CTO Digital, **NBC Sports**
 Don Shilliam, Director, Network Architecture & Strategy, **Nike, Inc.**

14:00 - 15:00

AI Assisted Society: Digital Health and Beyond

Hall 4 Auditorium 5

Artificial Intelligence will greatly enhance our ability to extract meaningful insights from the huge datasets we now have access to, providing the catalyst for radical changes in how we address some of the most important challenges facing the world today. The most compelling examples can be seen in medical research, but as we further develop AI technology, we can expect its assistance in tackling climate change, critical resource management and population movements to name just a few.

Confirmed Speakers:

Moderator: Martin Garner, SVP, **CCS Insight**
 Mike Sutcliffe, Group Chief Executive, **Accenture Digital**
 Denis Gilhooly, Founder & Executive Director, **Mobile Alliance on Pandemics (MAP) Action 2030**
 Cedric Hutchings, VP, Digital Health, **Nokia Technologies**
 Nathalie Goutines, Head of Solutions Development, Africa, **Orange Healthcare**
 Rick Valencia, President, **Qualcomm Life**



15:00 - 15:30

Networking Break featuring the Showcase Stage 7

Hall 4, Showcase Stage

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Confirmed Speakers:

Steve Brumer, Partner, **151 Ventures**
Angshujyoti Das, Founder & CEO, **Express Weather**

15:30 - 16:40

Smart Cities, Connected Citizens

Hall 4 Auditorium 2

Whilst most smart city deployments exist in silos, common platforms are emerging to facilitate communication. As more cities become 'smart' they can learn more from each other, make more decisions and share more insights with experts to continue to improve its citizens' quality of life. How can common platforms help build synergies within and between cities, allowing them to share information and services? What is the social and environmental impact of a smart city?

Confirmed Speakers:

Moderator: Ricardo Tavares, CEO, **TechPolis**
Mike Zeto, GM & Executive Director, **AT&T Smart Cities**
Jessica Ellis, Strategic Partnership Board Member, **Bristol is Open**
Doug Webster, VP Service Provider Marketing, **Cisco**
Daniel Baluta, Mayor, Sector 4, **City of Bucharest**
Andrey Belorezov, Deputy CIO, **City of Moscow**
Shao Zhi Qing, Deputy Director, Shanghai Commission of Economy & Informatization, **City of Shanghai**
Alphonso Jenkins, Deputy Commissioner, Telecommunications Planning, **NYC Department of Information Technology & Telecommunications**
Rosalía Simón, Global Smart Cities Director, **Telefónica**

15:30 - 16:40

NFV: A Re-Examination

Hall 4 Auditorium 3

Network virtualization was originally developed "to address the ossification of the internet" - far from today's focus. How NFV develops as a technology will determine how operators can deliver and monetize their network capabilities and the business models they can support. The industry needs to examine this - do so here.

Confirmed Speakers:

Moderator: Grant Lenahan, Partner & Principal Analyst, **Appledore Research Group**
Kishen Mangat, Senior Director, Mobility Group, **Cisco**
Diego Lopez, Chair of NFV ISG, **ETSI**
Alan Carlton, MD & VP, **InterDigital Europe**
Daniel Joseph Barry, VP Positioning & Chief Evangelist, **Napatech**
Tim Yeaton, SVP Infrastructure Business, **Red Hat**
Neil Holmquist, VP Marketing & Product Strategy, Cloud & IP, **Spirent Communications**

15:30 - 16:40

Disrupting the Marketplace: The Sharing Economy

Hall 4 Auditorium 4

The sharing economy is a democratised marketplace connecting consumers and providers of technology-driven services, from accommodation and cars to online staffing. Proponents believe that the sharing economy encourages community-building, reduces inequalities, brings more wage-earning opportunities, and is better for the environment. Opponents argue that the sharing economy is displacing traditional, secure jobs and creating part-time, low paid work. This session will discuss how the sharing economy is transforming how services are provided and consumed.

Confirmed Speakers:

Moderator: Barry Jaber, Partner Strategy Consulting, **PwC**
Chris Lehane, Head of Global Policy, **AirBnB**
Graeme Risby, CEO & Co-Founder, **HiyaCar**

15:30 - 16:40

Sustainable Development Goals: Industry Case Studies

Hall 4 Auditorium 5

The mobile industry has a critical role implementing the UN's Sustainable Development Goals (SDGs) by 2030. Mobile networks continue to transform the world and this session will examine uses of technology for sustainable development and humanitarian goals, exploring the needs, feasibility and execution of mobile technology in both developing and developed communities.

16:40 - 17:00

Networking Break

Hall 4

17:00 - 18:00

Keynote 7

Hall 4 Auditorium 1

DAY 3

Wednesday

01 March

09:00 - 10:30

Keynote 8

Hall 4 Auditorium 1

10:30 - 11:00

Networking Break featuring the Showcase Stage 8

Hall 4, Showcase Stage

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Moderator: Steve Brumer, Partner, **151 Ventures**
Benjamin Levy, CEO, **IsItYou, Ltd.**

11:00 - 12:10

Enabling IoT Platforms

Hall 4 Auditorium 2

By 2025, Machina Research estimates that public and private enterprises will be spending over US\$1 Trillion on IoT. As the volume of services, data and opportunities continue to expand, enabling technologies and platforms will need to surface and be widely adopted to create an IoT ecosystem across industry sectors. Enabling IoT solutions should aim to facilitate synergies between use-cases to create economies of scale, and identifying the core network technology that will uphold and meet demand.

Confirmed Speakers:

Moderator: Matt Hatton, CEO & Founder, **Machina Research**
Francisco Salcedo, SVP & Head of Etisalat Digital, **Etisalat**
Patrick Zhang, President, Marketing & Solutions Department, Products & Solutions, **Huawei Technologies Co., Ltd**
Harriet Green, GM, Watson Internet of Things, Commerce & Education IBM Executive Staff, **IBM**

Raj Talluri, SVP, Product Management, **Qualcomm**
Vicente Muñoz, Global IoT Chief Officer, **Telefónica**
Adil Kaya, CEO, **SIGOS**
Tan Tong Hai, CEO, **StarHub**

11:00 - 12:10

Network Analytics and Machine Learning

Hall 4 Auditorium 3

Operators have never had a shortage of data and metadata to use for network optimisation; the challenge has lain in bringing it together and analysing it in ways which provide usable lessons. Improvements in data collation and, above all, in the application of machine learning and automation to network problems is delivering some significant improvements in efficiency and performance today. Drawing on case studies from different parts of the globe, we examine how operators are improving the use of their existing assets as well as gaining better insights for decisions about their networks' future development.

Confirmed Speakers:

Moderator: Rohit Mehra, VP Network Infrastructure, **IDC**
Patrick Ostiguy, President & CEO, **Accedian**
Stephen Bowker, CEO, **Cardinality**
Patrick Buttner, CEO, **Eirteic**
Brendan O'Reilly, CTO, **Telefónica UK**
Thierry Langlais, Senior Services Director, **ZTE**

11:00 - 12:10

The Power of Personalisation

Hall 4 Auditorium 4

The combination of personalisation and recommendation when applied to video is a powerful tool, offering a user-friendly, personalised content experience is critical. This session will showcase innovative personalised experiences and cover how the industry can use content delivery methods to enable best viewing experiences, bringing seamless delivery of video across a multitude of platforms.

Confirmed Speakers:

Moderator: Jamie Turner, CEO, **SIXTY**
Per Borgklint, SVP, Chief Innovation Officer & Head of Business Unit Media, **Ericsson**
Thomas Crampton, Global MD, Social@Ogilvy & Mather, **OgilvyOne**
Nick Snowdon, Director, TNS UK, **TNS**
Helen Lawrence, Head of Creative Agencies, **Twitter**
Martyn Baker, Agency Development Director, EMEA, **Twitter**
Matt Beal, Director, Innovation & Architecture, **Vodafone**

11:00 - 12:10

Disruption in Digital Finance

Hall 4 Auditorium 5

Disruption in financial services is unprecedented today. Established players and start-ups are offering a variety of digital financial services aimed at different customer segments, and use channels such as mobile devices, ATMs, and point of sale systems. Emerging technologies are increasingly being integrated into financial services to gain efficiencies, improve the customer experience and offer more personalised services. This session will explore disruption in financial services, from the technology enablers to the business models.

Confirmed Speakers:

Moderator: Samee Zafar, Director, **Edgar, Dunn & Company**

Pere Nebot, Chief Information Officer, **CaixaBank**

Dror Oren, Co-Founder & VP, Product, **Kasisto**

Anuj Nayar, Head of Global Initiatives, **PayPal**

Rocky Scopelliti, Global Industry Executive, **Telstra Corporation**

12:10 - 12:30

Networking Break

Hall 4

12:30 - 13:30

Keynote 9

Hall 4 Auditorium 1



13:30 - 14:15

Networking Break featuring the Showcase Stage 9

Hall 4, Showcase Stage

Following its resounding success at Mobile World Congress 2016, we are bringing the Showcase Stage back for 2017. This stage is designed to showcase the brightest new companies, people and ideas that our audience otherwise wouldn't typically encounter, it is set up to facilitate short, impactful and informal conversations and demonstrations with the audience. The stage will be based outside Auditorium 1 in the Conference Village, Hall 4. Demonstrations will take place during allocated networking breaks and lunches.

Confirmed Speakers:

Moderator: Steve Brumer, Partner, **151 Ventures**

Benjamin Levy, CEO, **IsItYou, Ltd.**

14:15 - 15:40

Enabling IoT Security

Hall 4 Auditorium 2

The GSMA estimates that worldwide IoT security will increase by 73% by 2019 to US\$195 million to address security in IoT deployments. Security is at the heart of enabling IoT. The Enabling IoT Security session will explore best practice security strategies for IoT deployments, discuss the impact of security on the different layers and explore the opportunities for cross-industry consensus on security for devices, sensors and users alike.

Confirmed Speakers:

Moderator: Stuart Carlaw, Managing Partner & Chief Research Officer, **ABI Research**

Ian Ferguson, VP, WorldWide Marketing & Strategic Alliances, **ARM**

Jason Porter, VP Security Solutions, **AT&T**

Vince Steckler, CEO, **Avast**

Macario Namie, Head of IoT Strategy, **Cisco Jasper**

Mechthild Rohen, Head of Unit for 'Internet of Things', DG CONNECT Communications Networks, Content & Technologies, **European Commission**

Rami Avidan, Director M2M, **Tele2 Group**

Shawn Welsh, SVP, Product Line Management & Marketing, **Telular**

14:15 - 15:40

Disruption at the Network Edge

Hall 4 Auditorium 3

The growth in network traffic to be managed in the coming years is staggering, no matter whose projections you use. It will demand massive boosts in RAN, backhaul and fronthaul resources. At a time when many operators' revenues are stable or declining, how can these demands be met without proving ruinously expensive? Only through radical reinvention of the technology and business models being used. Happily, such reinvention is taking place and is producing exciting results. In this session we share some of the most striking from around the world.

Confirmed Speakers:

Moderator: Monica Paolini, Founder & President, **Senza Fili**

Steve Greaves, Co-Founder & CEO, **CCS**

Bruno Jacobfeuerborn, CTO, **Deutsche Telekom AG**

Michael Clever, SVP Mobile Broadband, **Nokia**

JP Hemingway, CMO, **O3B Networks**

Steve Papa, CEO, **Parallel Wireless**

Günther Ottendorfer, COO, Technology, **Sprint**

14:15 - 15:40

Acquire, Aggregate, Partner? Creating value for Telcos in Content

Hall 4 Auditorium 4

Content is an area of huge potential for growth for operators. There are many routes into, and business model approaches for, content. Whichever strategy operators adopt, they will face a number of challenges. Re-positioning from a connectivity provider to content provider takes significant commitment in terms of time and investment, but the payoffs can be great.

Confirmed Speakers:

Moderator: Sam Evans, Partner, **Redshift Strategy**
Tony Goncalves, Entertainment Group SVP-Strategy & Business Development/Otter Media, **AT&T**
Erik Arveschoug, MD, Corporate Bank, Head of EMEA Telecom Media & Technology, **Citi**
Martin Glenn, CEO, **FA**
Efe Cakarel, CEO & Founder, **Mubi**
Dan Reich, SVP, Multiplatform Products & Strategy Development, **Viacom Inc.**

14:15 - 15:40

Artificial Intelligence: Automation and Robotics

Hall 4 Auditorium 5

Robots are already taking over the world, efficiently and successfully replacing humans to build, defend, heal, explore and entertain. How is AI helping to drive this highly complex technology revolution and what insights into the future of this exciting field can existing deployments provide?

Confirmed Speaker:

Ben Scott-Robinson, Founder, **Small Robot Company**

15:40 - 16:00

Networking Break

Hall 4

16:00 - 17:00

Keynote 10

Hall 4 Auditorium 1

DAY 4 Thursday 02 March

09:30 - 11:00

Keynote 11

11:00 - 11:30

Networking Break featuring the Showcase Stage 10

Hall 4, Showcase Stage

Following its resounding success at Mobile World Congress 2016, we are bringing the Showcase Stage back for 2017. This stage is designed to showcase the brightest new companies, people and ideas that our audience otherwise wouldn't typically encounter, it is set up to facilitate short, impactful and informal conversations and demonstrations with the audience. The stage will be based outside Auditorium 1 in the Conference Village, Hall 4. Demonstrations will take place during allocated networking breaks and lunches.

11:30 - 13:00

Mobile Innovation: The Start Up Pitch Showcase

Hall 4 Auditorium 2

This session will feature a panel of founders and investors who will discuss what it takes to become a successful enterprise. Start ups will undertake a series of fast paced pitch presentations, showcasing their product or service live. The audience will get to decide and vote on the best pitch.

Confirmed Speakers:

Moderator: Paul Lee, DTTL TMT Head of Research, **Deloitte**
Keith Teare, Founder & Chief Product Officer, **Archimedes Labs LLC**
Vicente Vento, CEO, **Deutsche Telekom Capital Partners**
John Occhipinti, Partner, **Relay Ventures**
Ana Segurado, Global Director, **Telefónica Open Future**

Pitch Presenters:

Daniel Guevara, Socio-Director, **lotnet**
Kenny Ewan, CEO & Founder, **WeFarm**
4YFN Monday Winner
4YFN Tuesday Winner
4YFN Wednesday Winner



"One of the biggest tech trade shows of the year: Mobile World Congress"

CNET

11:30 - 13:00

Consumer Advertising and the MNO

Hall 4 Auditorium 3

Operators are sitting on a wealth of under-leveraged consumer data. It's estimated that mobile operators can increase global data revenues by \$47 billion by upselling using real-time customer context. Bringing together multiple data sets and applying sophisticated analytics can provide intelligent, contextually-aware offers, for themselves and as a product for other brands to utilise. Recent acquisitions demonstrate that operators are repositioning themselves as media & advertising focused businesses to make the most of the advertising opportunity.

Confirmed Speakers:

Nitesh Patel, Director, Wireless Media Strategies, **Strategy Analytics**

Mark Connon, Chief Mobile & Data Officer, **AOL, a Verizon Company**

Mike Harkey, VP, Business Development, **Foursquare**
Dan Rosen, Global Director, Advertising, **Telefónica**

11:30 - 13:00

AR/VR Software, Platforms and UIs

Hall 4 Auditorium 4

The success of AR and VR will depend on a number of software centric issues. Both markets will share common solutions, compounded by the melding of AR and VR, but the different segments these will serve will require significantly different approaches to UI design, functionality and content support.

Confirmed Speaker:

Ralph Osterhout, Founder & CEO, **Osterhout Design Group**

11:30 - 13:00

5G Impact

Hall 4 Auditorium 5

From revolution to evolution, 5G will change the way mobile works and how it is used. The impact of 5G will spread far beyond greater speeds, higher throughput or greater energy efficiency. 5G Impact will offer a platform to showcase 5G in action today. Network technology, innovative services and life-changing applications will all be featured through live and interactive demonstrations.

Confirmed Speakers:

Moderator: Jennifer Pigg Clark, VP, Network Research, **451 Research**

Asha Keddy, VP, Communications & Devices Group & GM, Next Generation & Standards, **Intel Corporation**
Durga Malladi, SVP Engineering, **Qualcomm**

13:00 - 14:00

Networking Lunch: The Wrap

Hall 4

14:00 - 15:10

The Fan Experience

Hall 4, Auditorium 2

Connectivity is shaping the way in which we watch and experience live sporting events. We have reached a stage where simply attending an event does not suffice, fans want to become active participants in the social experience. This session will showcase some of the most innovative applications that are enhancing the fan experience.

Confirmed Speakers:

Moderator: Tony Poulos, Managing Editor, **DisruptiveViews**
Kaj Phoenix, Mobile Product Manager, **Arsenal Football Club**

Michael Davies, SVP, Field & Technical Operations, **FOX Sports**

Jim Rushton, Global Leader & Partner, Sports & Entertainment Practice, **IBM Interactive Experience**

Dori Gurwitz, VP, New Business, **LISNR**

Miheer Walavalkar, Co-Founder & Chief Business Officer, **LiveLike**

Andre Lorenceau, Founder & CEO, **LiveLike**

Stefan Rupp, CEO & Chief Digital Officer, **Swisscom Event & Media Solutions Ltd.**

14:00 - 15:10

Social Engineering: Hacking the User

Hall 4 Auditorium 3

People are the biggest vulnerability for today's operators, experts say; the habits that make us human can be 'hacked'. What can operators do to encourage safer behaviour for their customers and staff? What part can we all play? Featuring hackers and heroes under Chatham House rules, find out here.

Confirmed Speakers:

Moderator: Toni Sless, Director, **Into Consultancy & Risk Avengers**

Chris Roberts, Chief Security Architect, **Acalvio Technologies**

Domingo Guerra, Co-Founder & President, **Appthority**
Avi Turgeman, Founder, CTO & VP Business Development, **BioCatch**

Dror Liwer, Chief Security Officer & Co-Founder, **Coronet**

Rebecka Cereding Angstrom, Acting Head of Consumerlab, **Ericsson**

Michael Covington, VP Product, **Wandera**

14:00 - 15:10

The AR/VR Hardware Challenge

Hall 4 Auditorium 4

Will AR headsets become a mass consumer product? Will VR ready smartphones cannibalise the VR market or will fully mobile VR headsets help drive mass adoption? Join this session to learn how the AR and VR market can move from niche to mass market in the coming years.

14:00 - 15:10

Session TBC

Hall 4 Auditorium 5



THE MMIX PARTY 2017

THE OFFICIAL MOBILE WORLD CONGRESS PARTY

TUESDAY 28 FEBRUARY 2017

FURTHER DETAILS TO BE ANNOUNCED SOON!

TICKETS STRICTLY LIMITED.

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BARCELONA 27 FEB-2 MAR 2017

GSMA Seminars

At Mobile World Congress, the GSMA hosts a range of seminars designed to provide insights and updates on key GSMA and industry initiatives. **GSMA Seminars** are held across all four days of Mobile World Congress and will focus on topics such as Mobile Connect, 5G, the Internet of Things (IoT), Mobile for Development, Privacy, eSIM, and GSMA Marketplace.

The GSMA Seminars take place in CC1, located just above the South Entrance.

Monday 27th February

11.00 – 13.00

Mobile Connect

Delivering global mobile identity services

13:30 – 15:30

Network 2020

5G – Beyond Technology into Business Impact

16:00-18:00

Mobile for Development

Innovate to lead: A new approach to delivering customer value, revenue and impact

Tuesday 28th February

09:30-11:30

Network 2020

A New Global Platform for Conversations, Chatbots & Commerce

12:00 – 14:00

Connected Living

IoT Elements: Bringing the Smart City to Life

14.30 – 16:30

Mobile Connect

Evolving the landscape for high security authentication (PSD2, biometrics and block chain)

17:00 – 18:30

Remote SIM Provisioning for Consumer Devices

e-SIM

Wednesday 1st March

08:30 -10:30

GSMA Marketplace

Best Practices for Procurement in the Mobile Ecosystem

11.00 – 13.00

Mobile Connect

How global brands are protecting consumers and reducing fraud

13:30 – 15:30

Connected Living

Mobile IoT (LPWA) – Open for Business

16:00 – 17:30

Drones, Phones and Automobiles: Privacy and Transparency Across the Mobile Ecosystem

16:00 – 18:00

Mobile for Development

Innovate to lead: Taking new mobile solutions from concept to scale

Thursday 2nd March

09:30 – 11:30

Mobile World Capital

A mobile identity solution to streamline public and private institution's delivery of digital services

Please note, if you are invited to pre-register for a session this does not give you access to Mobile World Congress. In order to attend you **MUST** register for a Mobile World Congress Pass via [here](#)

Due to limited capacity pre-registering does not guarantee a place, but will give you access to priority queuing which will close 10 minutes before the scheduled seminar. Access to GSMA Seminars is granted on a first come first served basis.



“Thanks @GSMA for the best Mobile World Congress so far!”

@europeansting



“This Mobile World Congress was the year when the world’s biggest smartphone expo went beyond the smartphone. We’ve seen VR headsets, 360-degree cameras, home security robots, convertible tablet/laptop hybrids and much more during our week in Barcelona.”

Giz Mag



“Thanks @4YFN_MWC, great opportunity for projects, meet people, amazing keynote. best start up event @ TT_Tecnosistemi @haikumedia @mwc16”

Pietro Polini @ppolini



Partner Programmes at a Glance



Programme details and agenda are available at www.mobileworldcongress.com/events/partner-programmes/

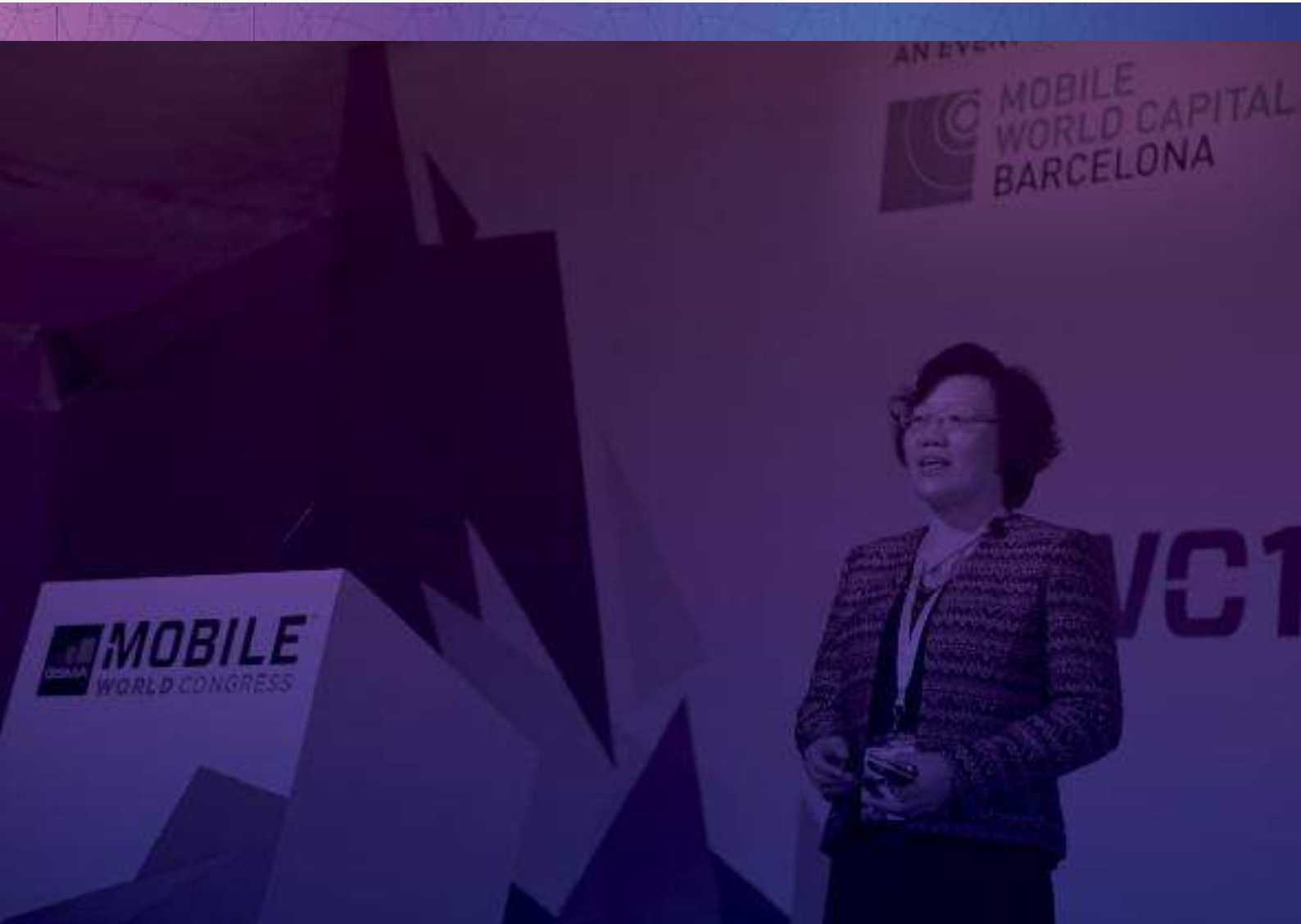
MONDAY, 27 FEBRUARY	TUESDAY, 28 FEBRUARY	WEDNESDAY, 01 MARCH	THURSDAY, 02 MARCH
Partner Events: <ul style="list-style-type: none"> • Adobe • Gionee • MMS • Taiwan Excellence • Verizon • ZTE 	Partner Events: <ul style="list-style-type: none"> • GTI • IAB • IBM • McCann Worldgroup • Philips • PwC • Verizon Professional Training: <ul style="list-style-type: none"> • Award Solutions 	Partner Events: <ul style="list-style-type: none"> • Check Point • mSchools • MMIX Summit 2017 • Neustar • Palo Alto Networks • Visa • Verizon Professional Training: <ul style="list-style-type: none"> • Award Solutions 	Partner Events: <ul style="list-style-type: none"> • Graphene Flagship • Graphene Pavilion • Verizon • Women4Tech Summit Power Hour: <ul style="list-style-type: none"> • Amplitude • AppBoy • Icar • National Instruments • PGI

Partner Programmes offer attendees the opportunity to engage and learn from some of the top organisations in the industry. Each programme is developed and presented by leaders of mobile innovation. These unique programs provide valuable insider knowledge about the rapidly growing mobile ecosystem.

The programmes are comprised of:

PARTNER EVENTS	PROFESSIONAL TRAINING	POWER HOURS
Full or half-day co-located events developed and led by our corporate partners. These partners determine the content and topics covered which can include new programme initiatives, emerging market trends, and, or product development. Any attendee interested in learning about what is up and coming in the mobile ecosystem shouldn't miss these programmes.	Sessions take place over two days and are led by Award Solutions, our Technology Training Partner. Topics include LTE, 5G, IoT, SDN, and NFV.	Don't miss these quick-paced sessions that cover a variety of topics. Each session is an hour long, and deliver a specific message, announcement, or demonstration from an industry leading company.





How to Attend a Partner Programme

Partner Events and Professional Training sessions are open to all Congress attendees. It is highly recommended you indicate your interest in attending these programmes as they are very popular and reach capacity quickly. Our partners determine the criteria for admittance into their programme and review requests to determine if attendee meets their qualifications.

1 STEP 1

Visit any Partner Programme page on the MWC website

2 STEP 2

Click on the “Indicate Your Interest” button for the programmes you are interested in. You may apply for multiple programmes

3 STEP 3

Your requests of the selected programme will be sent to the Partner for consideration

4 STEP 4

An email will be sent to you from the Partner with their decision and information on next steps

Partner Programmes

DAY 1

Monday, 27
February



**Transform Your Business
with Powerful Digital
Experiences**
15:00 - 17:00

**Adobe Networking
Reception (Invitation Only)**
17:00 - 19:00
Networking Garden



Inspiring Your Smile
11:00 - 13:00
Hall 8.0 NEXTech Theatre C



Modern Marketing Summit
09:30 - 16:30
Hall 8.0 NEXTech Theatre B



11:00 - 12:30
Hall 8.0 NEXTech Theatre F



09:00 - 19:00
Hall 3



2017 Global IoT Summit
15:00 - 19:00
Hall 8.0 NEXTech Theatre D

DAY 2

Tuesday, 28
February



GTI Summit 2017
09:15 - 12:00
Hall 8.0 NEXTech Theatre A



**Surviving in a Mobile-Only
Marketplace: Strategies of
Top Marketers and
Publishers to Connect with
Consumers**
09:00 - 17:30
Hall 8.0 NEXTech Theatre C



**Mobile & Cognitive:
Business by Design**
10:00 - 13:00
Hall 8.0 NEXTech Theatre B

**Reinvent with Mobile, IoT
and Cognitive**
15:00 - 19:00
Hall 8.0 NEXTech Theatre B



**Being HumanFirst In A
Digital World**
10:00 - 18:30
Hall 8.0 NEXTech Theatre F



09:00 - 19:00
Hall 8.0 NEXTech Theatre E



Digital Revolution Summit
10:30 - 17:30
Hall 8.0 NEXTech Theatre D



09:00 - 19:00
Hall 3

DAY 3

Wednesday, 1
March



Check Point
SOFTWARE TECHNOLOGIES LTD.

15:00 – 19:00

Hall 8.0 NEXTech Theatre B



MMIX Summit 2017

09:00 – 19:00

Hall 8.0 NEXTech Theatre C

m Schools

A programme of
**MOBILE
WORLD CAPITAL
BARCELONA**

**mSchools Changing
EducationTogether**

09:30 – 13:30

mSchools Edu_Hack

15:30 – 18:30

Hall 8.0 NEXTech Theatre A

neustar

**OneID for Trusted Brand
Connections**

09:00 – 12:30

Hall 8.0 NEXTech Theatre E



**Threat Prevention –
Internet of Things**

09:45 – 10:45

**Next-Gen Security in
SDN/NFV Deployments**

11:30 – 12:30

Hall 8.0 NEXTech Theatre F



Visa Ready Summit

14:30 – 19:00

Hall 8.0 NEXTech Theatre F

verizon

09:00 – 19:00

Hall 3

DAY 4

Thursday, 2 March



GRAPHENE FLAGSHIP

**From Datacom to IoT,
Enabled by Graphene**

09:30 – 16:00

Hall 8.0 NEXTech Theatre F



**Women
4Tech**

Women4Tech Summit

09:00 – 14:30

Hall 8.0 NEXTech Theatre A

Official Summit Sponsor:

accenture

verizon

09:00 – 19:00

Hall 3



Professional Training

Award Solutions is the premier provider of advanced wireless and IP training worldwide. Join Subject Matter Experts as they share their best-in-class knowledge in advanced wireless / IP technologies.



Unlicensed LTE, IoT, And 5G

Tuesday, 28 February

10:30 - 16:30

Hall 8.1, CC8.17 A/B

Orchestration For SDN And NFV

Wednesday, 1 March






10:30 - 16:30

Hall 8.1, CC8.17 A/B

Power Hour Sessions at a glance

Don't miss these quick paced sessions that cover a variety of topics. Each session is an hour long, and deliver a specific message, announcement, or demonstration from an industry leading company.

SESSIONS TAKE PLACE THURSDAY 2 MARCH IN HALL 8.0 NEXTECH

	10:00 - 11:00	11:30 - 12:30	13:00 - 14:00
Theatre D	 <p>The Future of Mobile Communication is Here with PGI</p>	 <p>Next-Gen Intimacy: Get Personal with Customer Connections</p>	
Theatre E	 <p>The Future of Identity - Expert Panel</p>	 <p>Wireless Communications In 2020: Making 5G A Reality</p>	 <p>What We've Learned from One Trillion User Actions</p>

Choose your Pass



	EXHIBITION VISITOR PASS €799	SILVER PASS €2,199	GOLD PASS €2,699	PLATINUM PASS €4,999
My MWC Networking Network with fellow #MWC17 attendees before, during and after the event, via the website or our mobile app	◆	◆	◆	◆
Exhibition More than 2,200 exhibitors showcasing the latest products, devices and technologies	◆	◆	◆	◆
4 Years From Now (@ Fira Montjuïc) A gathering of entrepreneurs, investors and innovation enthusiasts	◆	◆	◆	◆
MWC Tours Maximize your experience with event tours focused on key industry topics (additional fees may apply, custom tours available)	◆	◆	◆	◆
GSMA Seminars Insights and developments on key GSMA and industry initiatives	◆	◆	◆	◆
Partner Programmes Partner Events, Professional Training, Power Hours & more! (Conditions may apply. See individual programmes for details)	◆	◆	◆	◆
Keynotes & Conference Sessions Includes post-event access to conference presentations		◆	◆	◆
Glomo Awards (Global Mobile Awards) Join us Tuesday, 28 February for the awards presentation and watch as the industry's best receive recognition		◆	◆	◆
GSMA Intelligence Report Receive a complimentary copy of the quarterly GSMA Intelligence Report			◆	◆
Mobile Explorers Club Enjoy our mobile & tech programme for kids ages 8-15.			20% off posted rates	30% off posted rates
VIP Networking Lounge Access Find a seat, hold a meeting or make new contacts in the exclusive VIP Networking Lounge			◆	◆
Conference Lunch Network with fellow attendees in the centre of the action			◆	◆
Dedicated Pre-Event Customer Service Receive expedited assistance when contacting our customer care team			◆	◆
Dedicated Pre-Event Concierge Plan your event with ease with your very own Platinum Concierge				◆
The Platinum Experience Experience unparalleled networking opportunities and exclusive access to key industry leaders				◆

Pricing Notes & Discount Information

- Passes provide access to all four event days
- Prices shown above do not include VAT
- GSMA Members are eligible to receive a 30% discount on all passes sold by the GSMA
- The official currency of Mobile World Congress is the Euro
- Accepted forms of payment are credit cards and wire transfer

Make the most of your MWC experience by upgrading your Pass, learn more [here](#).



Need to Know



ENSURE YOU'RE GOOD TO GO

Complete the Good To Go steps before arriving in Barcelona for the fastest-possible badge collection experience. If you're not Good to Go, onsite badge collection will be more time-consuming, so be sure to complete these four simple steps before arrival:

STEP 1: Complete Your Registration by entering your personal details in your registration account.

STEP 2: Submit Your Payment via credit card, bank / wire transfer, or enter your registration code.

STEP 3: Input Your ID Details by submitting your Passport or EU National ID card information.

STEP 4: Get Your Final Confirmation QR Code, which is available within the My MWC event app or by logging back into your registration account.

You are now Good To Go! Simply show your QR code and required ID (Passport or EU National ID card) at one of our badge collection locations to collect your printed badge.



TAKE THE METRO

The Metro Line 9 Sud is now fully operational and is the perfect transport option for MWC17 connecting the Barcelona Airport to the city with a stop directly underneath Fira Gran Via. It's convenient, fast, and environmentally friendly. In short: this is the most convenient way to reach the venue.

Line L9 Sud connects with three other major Metro lines, so nearly every area of city now has a simpler way to get to MWC. Combined with a free transport pass that covers the four event days, it is more convenient to get around the city than ever before.

Our website has loads of information about the new line – stops, connecting points and lines, hours of service, and much more. Visit www.mobileworldcongress.com/transportation to learn more and plan your journey.



Badge Collection and Registration

Save time collecting your badge with our ever expanding network of locations. We are launching new badge collection locations at Diagonal, Forum, and Glories. We are also offering facilities again at Sants train station and Passeig de Gracia. If you are arriving by air, the airport offers the most convenient option for collecting your badge or registering to attend. **Badge Collection and Registration will be open extra days and longer hours to offer you greater choice.**

	Thu 23 Feb	Fri 24 Feb	Sat 25 Feb	Sun 26 Feb	Mon 27 Feb	Tue 28 Feb	Wed 1 Mar	Thu 2 Mar13
City Centre, Passeig de GraciaA5	09:00 - 20:00	09:00 - 20:00	09:00 - 20:00	09:00 - 22:00	07:00 - 20:00	07:00 - 16:00	CLOSED	CLOSED
Estacio Sants	09:00 - 20:00	09:00 - 20:00	09:00 - 20:00	09:00 - 22:00	07:00 - 20:00	07:00 - 16:00	CLOSED	CLOSED
Diagonal	09:00 - 20:00	09:00 - 20:00	09:00 - 20:00	09:00 - 22:00	07:00 - 20:00	07:00 - 16:00	CLOSED	CLOSED
Hotel Barcelona Princess, Forum	09:00 - 20:00	09:00 - 20:00	09:00 - 20:00	09:00 - 22:00	07:00 - 11:00	CLOSED	CLOSED	CLOSED
Hotel Silken Barcelona, Glories	09:00 - 20:00	09:00 - 20:00	09:00 - 20:00	09:00 - 22:00	07:00 - 11:00	CLOSED	CLOSED	CLOSED
Airport Terminal 1	07:00 - 00:00	07:00 - 00:00	07:00 - 00:00	07:00 - 00:00	07:00 - 20:00	07:00 - 16:00	CLOSED	CLOSED
Airport Terminal 2	07:00 - 00:00	07:00 - 00:00	07:00 - 00:00	07:00 - 00:00	07:00 - 20:00	07:00 - 16:00	CLOSED	CLOSED
South Registration - Gran Via	CLOSED	CLOSED	09:00 - 18:00	09:00 - 20:00	07:00 - 20:00	07:30 - 19:00	07:30 - 19:00	07:30 - 16:00
North Registration - Gran ViaA13	CLOSED	CLOSED	09:00 - 18:00	09:00 - 20:00	07:00 - 20:00	07:30 - 19:00	07:30 - 19:00	07:30 - 16:00

Registration Information



ID Requirements

MWC accepts ONLY Passport or EU National ID card for registration and badge collection. When you arrive in Barcelona, be sure to bring the valid Passport or EU National ID card you used to register to collect your badge.

To learn more go to

www.mobileworldcongress.com/register-plan/id-types/.

Final Confirmation QR Code

You may access your Final Confirmation QR code either by downloading the My MWC event app or logging back into your My Registration account. Once you have accessed your QR code you are Good To Go. Simply show your QR code and required ID (Passport or EU National ID card) at one of our badge collection locations to collect your printed badge.

Badge Collection

Badge Collection locations open before the event on Thursday, 23 February 2017. We are launching new locations in 2017 for added convenience. And after a successful introduction last year, badge collection locations will once again be available at Sants train station and City Centre.

We strongly advise you to check the opening hours and collect your badge at one of the following locations to avoid the rush on Monday:

- Airport T1 & T2B
- Diagonal (new location)

- Hotel Barcelona Princess, Forum (new location)
- Hotel Silken Barcelona, Glories (new location)
- Estacio Sants
- City Centre, Passeig de Gracia

Digital Badge in My MWC event app

The Digital Badge is a feature in the My MWC event app (Android and iOS) which allows you to use your handset to access MWC. Once you download the event app, select 'My Reg & Badge' in the app menu. Those using the Digital Badge will not be required to repeatedly show ID when accessing the venue. Note: Attendees must show their Passport or EU National ID card to collect the printed badge and activate the Digital Badge, and must wear the printed badge at all times.

Visa Information

If you require a supporting visa invitation letter, you may request this from GSMA through your registration account. Follow the instructions in "Step 2 – Personal Data" and complete the request.

You must be fully registered and have paid your registration fee in full, as well as completed the Passport Details section, in order to receive visa support.

If you do not need a visa you should not request a letter. GSMA will not issue supporting information for nationalities that do not require a visa.

Age Requirements, Mobile Explorers Club, and YoMo

Individuals under 16 years of age (including infants) are not permitted entry to the Mobile World Congress venue during build-up, dismantling or on event days. Any exceptions to this policy are in the sole discretion of the organiser of Mobile World Congress and permission must be provided by the organiser, in writing, prior to start of the event - requests for exceptions cannot be made onsite.

Mobile Explorers Club: Gold and Platinum Pass members can enroll their children 8 - 15 years into Mobile Explorers Club. Advance registration prior to the start of the Mobile World Congress is essential.

YoMo: The Youth Mobile Festival is an event of Mobile World Congress and designed for school groups from across Barcelona, Catalonia and Spain to attend. Only delegates and exhibitors whose children are part of school groups who have pre-registered to attend YoMo can participate.

Registration Enquiries

To learn more about these items and other registration enquiries, visit our Registration FAQs at **www.mobileworldcongress.com/register-plan/registration-faq**.

If you require additional registration assistance, email the Registration Team at **registration@mobileworldcongress.com**.

Travel Discounts



New for 2017! MWC attendees can take advantage of these great travel benefits!

We welcome Delta SkyTeam as an official supplier of the event, an exciting partnership created for our attendees. Delta Air Lines has announced that they will be adding additional routes direct from John F. Kennedy International Airport to Barcelona. If you're planning on traveling from North America for MWC17, then be sure to take advantage of these direct routes!

Emirates, an official Partner Airline of MWC is offering special fares to attendees. Emirates has excellent connections to all of the six continents via Dubai with more than 150 current destinations worldwide – and are continually expanding their route network.

SkyTeam Global Meetings would like to offer you seamless air travel to MWC17. Their registered Global Meetings event offers you attractive airfares. Take advantage of exclusive discounts up in both Business and Economy Class.

Mobile World Congress attendees traveling by RENFE train from 25th February to 4th March can now benefit from a 35% discount in all trains with origin or destination in Barcelona.

To get more details on these and other travel discounts, visit our **website** for more information.



Hotel Accommodation



Once again, we are proud to appoint b network as the official accommodation agency for Mobile World Congress 2017. In partnership with the Barcelona Hotel Association, b network has secured a range of great accommodation solutions at every price point and is ready to assist with accommodation bookings at more than 400 properties from Apartments to 5 star luxury in the Barcelona area and on its outskirts.

Click here to reserve your accommodation now!
Book early for the best deals!

Rates and booking conditions for 2017

b network has negotiated with the majority of the city's hotels to provide the best possible rates and booking conditions to MWC attendees. b network's rates are usually between 25% and 50% below the rates on the direct market (depending on the type of room). Booking conditions applied are also more flexible than the direct market. Visit their site to see great options now.

Extend Your Stay

b network has negotiated discounted rates for pre & post event stays! Pre-event rates are applicable until Saturday 25 February 2017 (included) and Post event rates from Friday 3 March 2017 onwards and in some cases from Thursday 2 March 2017.

Ask b network for more information.

b network

Tel: +34 935500350

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Email: mobileworldcongress@b-network.com

Web: www.mobileworldcongress.b-network.com





Barcelona: A Magical City

There are few cities in Europe – or around the world – that have an allure quite like Barcelona.

Whether your interest lies in amazing architecture, sandy Mediterranean beaches, dance and culture, historical significance, vibrant party scenes, or gastronomical delights, Barcelona has something for you. You'll definitely want to soak up the city while you're in town for MWC. Be sure to schedule some time before or after the event to experience the best of Catalonia!

Your Arrival

Most attendees enter the city via Barcelona Airport, which is located just ten minutes away from Fira Gran Via and is served by more than 110 airlines. Of course, the city is also served by the AVE high-speed train, which connects with the European.

Getting Around by Metro Line, L9

Public transport in Barcelona is convenient, inexpensive, and reliable. The Metro L9 that connects the Barcelona Airport to the City makes it even more so.

Line L9 Sud, or L9 for short, connects with three other major Metro lines, so nearly every area of city now has a simpler way to get to MWC. With two stops convenient to Fira Gran Via and a free transport pass that covers all four event days, it is easier and more convenient to get around the city than ever before! So say goodbye to traffic and hello to Metro L9.

Our website has loads of information about the metro line – stops, connecting points and lines, hours of service, and much more. Visit www.mobileworldcongress.com/transportation for more, or to learn about other transport options.



See the Sights

Everyone you ask will name a different Barcelona sight as their favorite. From the pedestrian avenue Les Rambles and the Gothic Cathedral to the as-yet unfinished Sagrada Familia church or the works of Antoni Gaudí, there is much to see.

Visit [Barcelona Tickets](#), Turisme de Barcelona's official shop, you can make purchases online with special discounts and other great offers. With more than 200 activities and experiences, plan your visit to Barcelona and book your tickets now!

Stay Safe

Barcelona is a safe city. Nevertheless, while you are visiting we suggest taking common-sense precautions as you would when visiting any major city, including carrying only as much cash as you need, keeping an eye on your personal belongings, both inside and outside the Congress venue, and remaining vigilant in crowds, restaurants and on public transportation. Watch out for people creating distractions and diversions. Also, we strongly suggest you remove your Congress pass when you leave the venue, so as not to advertise that you're carrying the latest mobile devices.

However, if you do experience a security incident while in Barcelona, please call **+34 900 77 2017**, a free 24-hour security telephone number providing assistance and information during the event days. Making a report helps the city to fight petty crime.

This service covers the entire city of Barcelona - not just the event venue - and the number will be printed on the back of your Congress pass for easy reference.

Be sure to visit www.mobileworldcongress.com/travel for more information



Mobile World Live



Want the latest mobile industry news delivered straight to your inbox 24 hours a day, 365 days a year? Get up to speed with Mobile World Congress before arriving in Barcelona with our multimedia news service Mobile World Live.

Produced by the mobile industry for the mobile industry, Mobile World Live is THE essential multimedia resource keeping mobile professionals on top of the news and issues shaping the market. It offers daily breaking news from around the globe. Exclusive video interviews with business leaders and event reports provide comprehensive insight into the latest developments and key issues. All enhanced by incisive analysis from a team of expert commentators.

With content tailored to four market sectors, Mobile World Live provides the facts to inform every business decision:

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- Asia
- Mobile Devices
- Mobile Money



And that's not all - we publish five regular eNewsletters to keep you up-to-speed:

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- Mobile World Live – Asia
- Mobile World Live – Devices
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What's more Mobile World Live produces webinars, whitepapers, case studies, eBooks, the Show Daily publications for all GSMA events and Mobile World Live TV – the award-winning broadcast service of Mobile World Congress and exclusive home to all GSMA Keynote presentations.

Learn more or contact the Editor at www.mobileworldlive.com.

Catch Mobile World Live TV at Mobile World Congress

Stay ahead of the news with Mobile World Live TV. We broadcast live from the show across giant screens at the venue, online via www.mobileworldlive.com, and across Barcelona on a dedicated TV channel.

Accessible in over 24,000 hotel rooms, our programming includes exclusive interviews with C-level executives from the world's largest operators, device makers and equipment vendors; exclusive live keynotes; panel discussions; press events and reports direct from the show floor. Mobile World Live TV – keeping you informed at all times wherever.

Mobile World Congress Keynotes on Mobile World Live

This year we are delighted to announce that we will also be live-streaming all of the keynotes on a dedicated online channel - Mobile World Live Keynotes - via **mobileworldlive.com** and the My MWC event app. Be sure to take a look!

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