



MOBILE.<sup>TM</sup>  
WORLD CONGRESS

Barcelona | 25 – 28 February 2013



## THE NEW MOBILE **HORIZON**

[www.MobileWorldCongress.com](http://www.MobileWorldCongress.com)

An event of

Official Media Partners



Bloomberg



TIME  
FORTUNE

THE WALL STREET JOURNAL.



## THE NEW MOBILE HORIZON

The mobile ecosystem is expanding at lightning speed, with endless innovation and new applications of mobile technology. From contactless payments and augmented reality to embedded devices and connected cities – mobile technology is changing the landscape. The impact mobile will have on the world is limitless.

Even the landscape of Mobile World Congress will look different than it has in the past. While the Mobile World Capital Barcelona remains our host, the event is relocating to a state-of-the-art new facility, Fira Gran Via. More information on our even-larger new venue is available on page 4.

Whether you've attended 'MWC' for years or are joining us for the very first time, Mobile World Congress 2013 will showcase the industry's news, leadership and excitement better than any event before.

### At Mobile World Congress 2013:

- CEOs of the world's most influential companies will share their visions of the mobile landscape while inspiring attendees in our **thought-leadership Conference** (page 6)

- More than 1,500 of the industry's leading suppliers of mobile devices, services and technologies will be part of the **most exciting and anticipated exhibition of the year** (page 30)
- **App Planet** will bring together more than 12,000 application developers to be energised, educated and challenged (page 18)
- The world's largest consumer brands will join us for **mPowered Brands**, where we accelerate marketers' knowledge of mobile as a marketing medium (page 21)
- We'll recognise the industry's greatest achievements, new technologies, innovative devices and ideas through the 18th Annual **Global Mobile Awards** (page 27)

During the four-day event, more than 70,000 senior mobile professionals will network and exchange ideas – some of which may further change the landscape of mobile. We invite you to join us in Barcelona for Mobile World Congress 2013 as together we explore the **New Mobile Horizon**.



## Table of Contents

<b>Fira Gran Via, Our New Venue</b>	<b>4</b>
<b>Conference Agenda at a Glance</b>	<b>5</b>
<b>Keynote Speakers</b>	<b>6</b>
<b>Conference Programme</b>	<b>7</b>
<b>Featured Programmes</b>	<b>16</b>
■ App Planet	18
■ mPowered Brands	21
■ Partner Events	23
■ Forum Series	24
<b>Ministerial Programme</b>	<b>26</b>
<b>Global Mobile Awards</b>	<b>27</b>
<b>GSMA Seminars</b>	<b>28</b>
<b>My MWC</b>	<b>29</b>
<b>Exhibition</b>	<b>30</b>
<b>Exhibitor &amp; Sponsor Opportunities</b>	<b>32</b>
<b>Mobile World Congress Sponsors &amp; Partners</b>	<b>33</b>
<b>Featured Programmes Sponsors &amp; Partners</b>	<b>34</b>
<b>Airfare &amp; Accommodation</b>	<b>37</b>
<b>Choose Your Pass</b>	<b>38</b>
<b>Registration Information</b>	<b>40</b>
<b>City Information</b>	<b>42</b>
<b>Mobile World Live</b>	<b>43</b>



# Fira Gran Via, Our New Venue

## Introducing our New, Larger Venue for MWC 2013 and Beyond

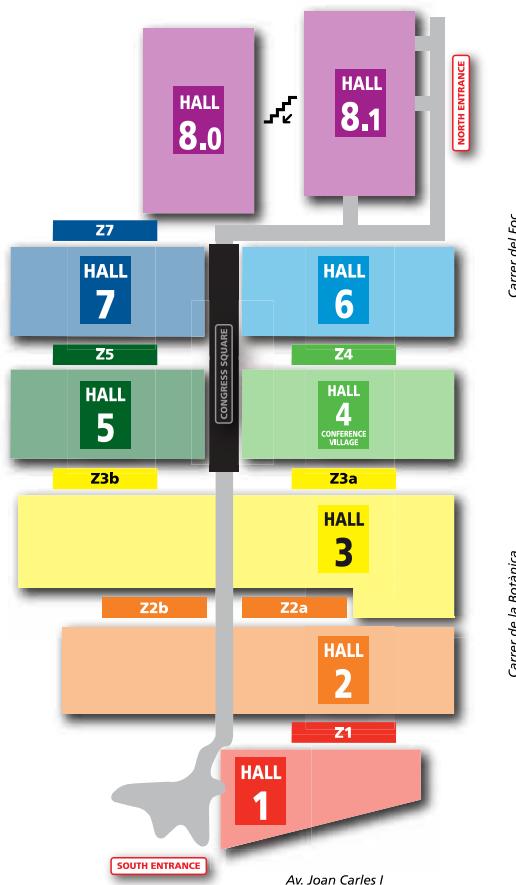
We are pleased to introduce you to Fira Gran Via, the exciting, new home of Mobile World Congress. Located just down the road from our old location, Fira Gran Via is a large state-of-the-art event space which will allow the show to grow and expand.



The physical address of Fira Gran Via is:

**Av. Joan Carles I, 64  
08908 L'Hospitalet de Llobregat, Barcelona**

## Fira Gran Via - Hall Map



## Layout

Fira Gran Via is comprised of eight exhibition halls under a single roof. The layout begins with Hall 1, located at the South Entrance, and continues to Hall 8 and the North Entrance. In the heart of Fira Gran Via lies Congress Square (shown in black on the map below), which is sure to be a great meeting and gathering point.

Halls 1 through 7 are single-level spaces. But thanks to a dual-level walkway connecting the halls, complete with moving sidewalks, escalators and elevators, there's plenty of space for our 70,000 attendees to move along quickly. The only dual-level hall is Hall 8, which will host App Planet, mPowered Brands, and Exhibition space (Hall 8.1), and theatre events such as our Forum Series, App Developer Conferences (ADCs), mPowered Brands Theatres, and Partner Events, as well as our Ministerial Programme (Hall 8.0).

Halls 1, 2 and 3 contain Hospitality Suite and Meeting Room space. Halls 3, 5, 6, 7, 8.1, and Congress Square will contain Exhibition stands. Hall 4 will hold our Conference programme.

## Size

Last but not least, our new home is larger and will give Mobile World Congress the opportunity to continue to grow and expand in the years to come. Fira Gran Via boasts 240,000 square metres of space under one roof, meaning Fira Gran Via is both 50% larger than our previous location, and will be unaffected by February's changing weather.

Take The Tour!  
Visit [www.mobileworldcongress.com/orientation](http://www.mobileworldcongress.com/orientation)

- Virtual Fly-Thru – Take a walk through Fira Gran Via to become comfortable with our new surroundings
- ‘Where Is It?’ Feature – Get to know where standard event features can be found
- Transportation and Logistics – Learn the transportation options for the new venue
- Travel Times – Estimated travel times from hall to hall so you can plan your schedule

# Conference Agenda at a Glance



**Monday 25 February**

09:30 - 11:00	11:30 - 13:00	14:00 - 15:30	16:00 - 17:30	18:00 - 18:45
Keynote 1: Industry Perspective – Mobile Operator Strategies	Networking Break	Keynote 2: Vertical Disruption	Building the Ecosystem for NFC Services  Apps: Start-ups, Innovation and Building a Successful Business  Evaluating the Business Case for Mobile Cloud Services  Business Transformation: Reshaping Mobile in the Digital Revolution	M&A, JVs & Partnerships  Apps: Evolving Ecosystems  Big Data: Big Questions, Big Value?  Business Transformation: Reshaping the Operator

**Tuesday 26 February**

09:00 - 10:30	11:00 - 12:30	14:00 - 15:30	16:00 - 17:30	18:00 - 18:45
Keynote 3: Connecting the Next 4 Billion to the Internet	Networking Break	Keynote 4: Future of Communications	Smaller but Smarter: Making a Success of Small Cell Networks  Marketing: Brands Go Mobile  Mobile Identity: Opportunities and Challenges for Service Providers  Future of the City: Smarter Cities, Smarter Living	Whose Network? Emerging Network Business Models  Marketing: How Not to Build a Mobile Campaign  Regional Focus: Sub-Saharan Africa  Mobile Entertainment: The Rise of the Digital Global Event

14:30 – 16:30 Global Mobile Awards Ceremony

**Wednesday 27 February**

09:00 - 10:30	11:00 - 12:30	14:00 - 15:30	16:00 - 17:30	18:00 - 18:45
Keynote 5: Operating in the Cloud	Networking Break	Keynote 6: Mobile in Media	Health: Achieving Scale through Partnerships  Back to the Future: Mobile Innovation 2023  Learning from Consumer Behaviour  Future of the Enterprise: Can Mobility Transform Business?	Health: Innovating for Global Health  Perspectives from VCs  QoE: Enriching the User Experience, Enriching the Operator?  Retail Therapy: Enhancing the Shopping Experience through Mobile

**Thursday 28 February**

09:30 - 11:00	11:30 - 13:00	14:30 - 16:00	
Keynote 7: Mobile as a Platform for Innovation	Networking Break	Technology Evolution: Network Operations for Optimal Service Delivery  Mobile Money: Navigating the Mobile Wallets Landscape  Future of the Home: Battle for the Consumer  Connected Living: Business Models in Service Delivery	Technology Evolution: Revolution in the RAN & Core  Mobile Money: Enabling Mobile Money Services in Emerging Markets  Devices: MWC Round-up and a Look to the Future  Connected Living: The Automotive Sector Moves Up a Gear

Admission to the conference programme and keynotes is included in Silver, Gold and Platinum Passes. Conference agenda as of 15 November. Agenda subject to change; the most up-to-date information is available on [www.mobileworldcongress.com](http://www.mobileworldcongress.com)

# Keynote Speakers



The 2013 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.

The keynote programme will headline this unparalleled agenda and will feature the highest level of speaker from established and new companies in the broad mobile ecosystem.

## Confirmed keynote speakers include:

**Franco Bernabè**

Chairman  
GSMA  
Chairman & CEO  
Telecom Italia Group

**Suk-Chae Lee**

CEO  
KT Corporation

**Lars Nyberg**

President & CEO  
TeliaSonera

**Anne Bouverot**

Director General  
GSMA

**Gary Kovacs**

CEO  
Mozilla

**Talmon Marco**

CEO  
Viber

**Randall Stephenson**

Chairman & CEO  
AT&T

**Susan Whiting**

Vice Chair  
Nielsen

**Vittorio Colao**

Chief Executive  
Vodafone

**Robin Li**

CEO  
Baidu

**Stephen Elop**

President & CEO  
Nokia

**René Obermann**

CEO  
Deutsche Telekom

**Kaoru Kato**

President & CEO  
NTT DOCOMO

**Hans Vestberg**

Chairman & CEO  
Ericsson

**Paul Jacobs**

Chairman & CEO  
Qualcomm

# Conference Programme

Day 1

Monday, 25 February



## Keynote 1: Industry Perspective – Mobile Operator Strategies

**09:30 – 11:00**

In the opening keynote of the 2013 Mobile World Congress, the CEOs from some of the world's largest and most important operators discuss the challenges and opportunities the future holds for the mobile industry.

**Networking Break**  
**11:00 – 11:30**

## Keynote 2: Vertical Disruption

**11:30 – 13:00**

As more and more verticals and business sectors adopt mobile technology, the Connected Lifestyle seems ever closer to being realised. What can we learn from the success stories and setbacks alike? Join CEOs from across the value chain as they share their thoughts and experiences of the transformative power and disruptive nature of mobile.



**Networking Break**  
**13:00 – 14:00**

## Building the Ecosystem for NFC Services

**14:00 – 15:30**

The latest developments in the NFC market, with a particular focus on the retail and transportation sectors and the opportunities and challenges in each.

## Apps: Start-Ups, Innovation and Building a Successful Business

**14:00 – 15:30**

What does it take to build and run a successful apps business? From idea to execution, from funding to marketing, hear from the people who have been there and are doing that in mobile apps.

## Evaluating the Business Case for Mobile Cloud Services

**14:00 – 15:30**

Evaluating the business case for mobile cloud services and examining the opportunities to monetise mobile cloud services successfully.

# Conference Programme

Day 1

Monday, 25 February



## Business Transformation: Reshaping Mobile in the Digital Revolution

**14:00 – 15:30**

The pressures that are driving operators to rethink their approach to business are also being felt throughout the mobile ecosystem. What does it take for key players to rethink and remake themselves for 2013 and beyond? Find out during this session.

### Networking Break 15:30 – 16:00

## Mergers & Acquisitions, Joint Ventures, and Partnerships

**16:00 – 17:30**

As the mobile ecosystem evolves, the lines dividing competitors from partners blur as players from different parts of the value chain seek better positioning in this ever-changing competitive landscape. This session will discuss the latest and hottest M&A activities as well as strategic partnerships of all sorts involving operators, software companies, content providers, internet players and others.

## Apps: Evolving Ecosystems

**16:00 – 17:30**

How is the apps ecosystem changing as apps move further into the mainstream? Experts from across the board will discuss the current state of the apps industry, and will consider how the roles and responsibilities within it are adapting as the apps market evolves.

## Big Data: Big Questions, Big Value?

**16:00 – 17:30**

We've all heard plenty of hyperbole about the 'tsunami' of data generated daily in modern life and about the huge potential it will have for business – as well as the dire warnings about privacy and trust. But what are the tangible opportunities in mobile big data and how should we make the most of them?

## Business Transformation: Reshaping the Operator

**16:00 – 17:30**

The rules have changed for the mobile industry in the past five years, and today demands a radical rethink of operations to enable new services. Carrying out change while making the most of existing business is a difficult balancing act; in this session, pioneering operator C-level leaders discuss their visions, as well as the pain points and surprises they've experienced in leading their companies through genuine business transformation.

### Networking Break 17:30 – 18:00

## Mobile World Live Keynote

**18:00 – 18:45**



**Day 2****Tuesday, 26 February**

## Keynote 3: Connecting the Next 4 Billion to the Internet

**09:00 – 10:30**

With less than a third of the world's population connected to the Internet, mobile technology will be instrumental in bringing the next 4 billion people online. From the networks and devices to the services themselves, find out how the online landscape will evolve as the internet community continues to grow over the coming years.



## Networking Break 10:30 – 11:00

## Keynote 4: Future of Communications

**11:00 – 12:30**

As internet-based services continue to encroach on operator margins, the mobile industry is reaching an important crossroads. CEOs from both sides of the debate will take to the stage to share their vision on how the industry will need to evolve in the face of this fundamental shift in consumer behaviour.

## Networking Break 12:30 – 14:00

### Smaller but Smarter: Making a Success of Small Cell Networks

**14:00 – 15:30**

There are some impressive first movers in small cell deployments but there is still a long way to go before the technology is mature. In this session attendees will gain some valuable insights into how small cell capabilities are developing and the new business opportunities that these enable for operators.

### Marketing: Brands Go Mobile

**14:00 – 15:30**

Brands are moving out of the experimental stage with mobile advertising and marketing, and many now embrace it as fundamental to their communications strategy. Hear from some of the world's top brands about how they went mobile.

### Mobile Identity: Opportunities and Challenges for Service Providers

**14:00 – 15:30**

Mobile network operators, through the secure element of the mobile phone, are well-placed to provide mobile identity services to customers – particularly by leveraging the cloud. This session will explore the opportunities and threats for service providers in driving the development and adoption of mobile identity services.

# Conference Programme

Day 2

Tuesday, 26 February



## Future of the City: Smarter Cities, Smarter Living

**14:00 – 15:30**

Making a city smart, efficient and sustainable is a formidable task, but one that many public and private-sector bodies around the world agree will be a crucial evolution in the way we live. Hear from the experts at the forefront of this transformation about mobile's contribution to the future of the city.

### Networking Break 15:30 – 16:00

## Whose Network? Emerging Network Business Models

**16:00 – 17:30**

Technical, cost and planning regulations are driving the increased adoption of multiple business models for network ownership such as network sharing, wholesaling and outsourcing. This session examines these trends and their implications for network ownership, customer ownership, regulation and service delivery.

## Marketing: How Not to Build a Mobile Campaign

**16:00 – 17:30**

They say we learn from our mistakes - in this session, mobile marketing experts will do the next best thing and help you learn from theirs.

## Regional Focus: Sub-Saharan Africa

**16:00 – 17:30**

Sub-Saharan Africa is one of the fastest-growing regions globally for mobile penetration, usage and revenues. Buoyed by innovation and increased political stability it nevertheless faces significant challenges; the solutions that are being implemented in the region have the potential to teach the mobile industry across the rest of the planet.

## Mobile Entertainment: The Rise of the Digital Global Event

**16:00 – 17:30**

The 2012 London Olympics has been celebrated in the media as the first example of a digital Olympic Games. With more global events on the horizon, this session will examine the role of mobile in the digital consumption and distribution of live multi-screen content at the 2012 Olympics and at future large-scale, global events.

### Networking Break 17:30 – 18:00

## Mobile World Live Keynote

**18:00 – 18:45**



**Day 3****Wednesday, 27 February****Keynote 5: Operating in the Cloud****09:00 – 10:30**

Mobile operators seem ideally poised to take a central position within the cloud computing ecosystem. How can operators leverage their assets to ensure they remain as relevant as possible in this rapidly evolving and competitive IT revolution?

**Networking Break  
10:30 – 11:00****Keynote 6: Mobile in Media****11:00 – 12:30**

The advent of the Internet has already had dramatic and far-reaching consequences for traditional media. A second round of disruption is under way as consumers rely more and more on their mobile phones and other devices as a new access point for content, news and entertainment. How will the media and advertising landscapes shift in response, and what can the mobile industry learn from industries that have already had their models tested by digitalisation and the Internet?

**Networking Break  
12:30 – 14:00****Health: Achieving Scale through Partnerships****14:00 – 15:30**

How can mobile reach its potential to improve both the outcomes and the economics of global health? One way is through cross-industry partnerships that will allow mHealth solutions a scale that would be out of reach to the mobile industry in isolation. Experts in this session will discuss the progress and challenges in partnering for health.

**Back to the Future:  
Mobile Innovation 2023****14:00 – 15:30**

Visit the future of mobile communications at the next-generation mobile innovation session in Mobile World Congress 2013. This demo-heavy session will attempt to predict the mobile future through pitch presentations from young, inventive start-ups and keynote speeches from established industry innovators.

**Learning from Consumer Behaviour****14:00 – 15:30**

Around the world, mobile experiences are redefining how consumers act and what they want from their telecoms provision. This session will discuss the opportunities that await those who can respond effectively.

# Conference Programme

Day 3

Wednesday, 27 February



## Future of the Enterprise: Can Mobility Transform Business?

**14:00 – 15:30**

This session will explore how enterprises of all sizes and from a variety of industries are embracing mobility to achieve tangible business benefits.

### Networking Break 15:30 – 16:00

## Health: Innovating for Global Health

**16:00 – 17:30**

Taking a look at what's new and what's coming through in mobile health. During this session innovators will showcase the future of health, from new uses for standard mobile technology to new devices with the potential to revolutionise the field, while examining what makes an enabling environment for mobile health innovation.

## Perspectives from VCs

**16:00 – 17:30**

Venture capital firms are constantly looking for investment opportunities that can deliver the next home run in terms of returns. Due to its massive global scale, the mobile ecosystem is a fertile ground for this type of investment approach. This session will discuss the latest trends, hottest investment areas and their perspectives for the next 12 months.



## QoE: Enriching the User Experience, Enriching the Operator?

**16:00 – 17:30**

The mobile user's overall Quality of Experience (QoE) has never been more important to operators, or as tricky to measure and manage. Hear how leading players are improving this situation to deliver, control and monetise the QoE end users are looking for.

## Retail Therapy: Enhancing the Shopping Experience through Mobile

**16:00 – 17:30**

This session will examine the latest uses of mobile technology within the retail environment. It will showcase the latest developments online, in-store and across key retail applications to provide an overview of the real opportunities and challenges for service providers in the retail space.

### Networking Break 17:30 – 18:00

## Mobile World Live Keynote

**18:00 – 18:45**



**Day 4****Thursday, 28 February****Keynote 7:  
Mobile as a Platform for Innovation****09:30 – 11:00**

Mobile technology has proven itself to be a remarkable platform for innovation, with smartphones now the dominant computing platform. In the final keynote of the 2013 Mobile World Congress, pioneers of the new digital revolution will share their insights and experiences on what it takes to become a successful innovator in the mobile space.

**Networking Break  
11:00 – 11:30****Technology Evolution: Network Operations for Optimal Service Delivery****11:30 – 13:00**

Heterogeneous networks incorporating Wi-Fi, LTE, and 2G/3G technologies are becoming a reality; find out how to manage them efficiently in this session.

**Mobile Money: Navigating the Mobile Wallets Landscape****11:30 – 13:00**

How mobile network operators, banks, retailers and payment providers are going to market with their wallet services to drive customer adoption and gain competitive advantage.

**Future of the Home:  
Battle for the Consumer****11:30 – 13:00**

In a 'connected home' players in fixed and mobile telecoms, ISPs, entertainment, consumer electronics, home automation and utilities can all extend their reach into each other's share of the wallet. Who can bring these services together in workable propositions for the end user, and where is the mobile opportunity?

**Connected Living:  
Business Models in Service Delivery****11:30 – 13:00**

Take a look at the latest developments in Connected Living, with a high-level look at the key vertical sectors driving the industry. How can we build the ecosystem to drive the next wave of connected services?

**Networking Break  
13:00 – 14:30**

# Conference Programme

Day 4

Thursday, 28 February



## Technology Evolution: Revolution in the RAN and Core

**14:30 – 16:00**

Cloud computing, software-defined networking and improvements in processing technologies are starting to enable a radically different generation of network with a very different cost base. This session reveals some of the experiences at the cutting edge.

## Mobile Money: Enabling Mobile Money Services in Emerging Markets

**14:30 – 16:00**

How mobile operators and other service providers are enabling the mobile money ecosystem to achieve scale and drive the continued adoption of mobile money services for the under-banked and unbanked.



## Devices: MWC Round-Up and a Look to the Future

**14:30 – 16:00**

Too busy to catch up on all the new devices debuting and being showcased at MWC? In this session, experts will debate the trends and stand-out announcements from the event, and will consider what's next for mobile devices.

## Connected Living: The Automotive Sector Moves Up a Gear

**14:30 – 16:00**

This session will present an evaluation of the automotive industry, one of the strongest market sectors in connected services, and how stakeholders are working together to achieve scale and deliver profitable automotive solutions.



WELCOME TO



MOBILE  
WORLD CAPITAL™  
BARCELONA

Visit us at  
Mobile World Capital - Barcelona  
Congress Square

To arrange a visit or for more information go to [www.mobileworldcapital.com](http://www.mobileworldcapital.com)  
or contact [info@mobileworldcapital.com](mailto:info@mobileworldcapital.com)

Founding Partners:



Ajuntament  
de Barcelona



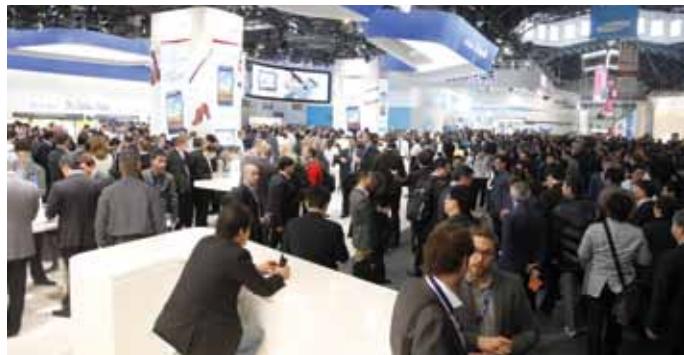
Generalitat  
de Catalunya

Fira Barcelona



# Featured Programmes

Featured programmes are focused on a specific audience or industry topic. These include:



**App Planet**, which encompasses the mobile apps universe



**mPowered Brands**, which centres on mobile marketing



**Partner Events**, used to explore new programme initiatives, emerging market trends, product development, or important announcements

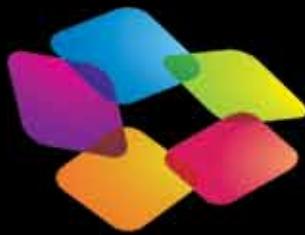


**Forum Series**, day-long sessions on industry topics such as Mobile Cloud and Mobile Security

## Featured Programmes At A Glance

	Monday, 25 February	Tuesday, 26 February	Wednesday, 27 February	Thursday, 28 February
<b>App Planet Exhibition</b>		A four day forward-looking app-focused exhibition showcasing the framework that shapes, enables, and drives the app industry which includes networking opportunities for the like-minded developer community to relax, network, and explore.		
<b>App Developer Conferences</b>	Nokia	Car Connectivity Consortium Plantronics	Samsung	WIP
<b>mPowered Brands</b>	InternetQ	Nielsen	Mobile-Loco InternetQ	
<b>Partner Events</b>	Fastback Networks	GTI Summit MasterCard		
<b>Forum Series</b>	LTE Forum Mobile Security Forum		Mobile Cloud Forum	





App Planet



# EXPANDING THE MOBILE APPS UNIVERSE

App Planet, now in its fourth year at Mobile World Congress, will once again connect the developer community with the greater mobile ecosystem to explore the ever expanding mobile apps universe.

Featuring App Developer Conferences (ADCs), an App-focused exhibition, and unique networking opportunities, App Planet will provide all participants with the opportunity to learn about and explore the latest developments and innovations in this rapidly changing area.

[www.MobileWorldCongress.com/AppPlanet](http://www.MobileWorldCongress.com/AppPlanet)



App Planet is a part of

**MOBILE.**  
**WORLD CONGRESS**  
Barcelona | 25 – 28 February 2013

Official Sponsor:



Generalitat de Catalunya  
Government of Catalonia

Supporting Sponsors:

CARCONNECTIVITY  
consortium

NOKIA

SAMSUNG

wiP JAM  
Connecting Developers

# App Planet



## App Planet

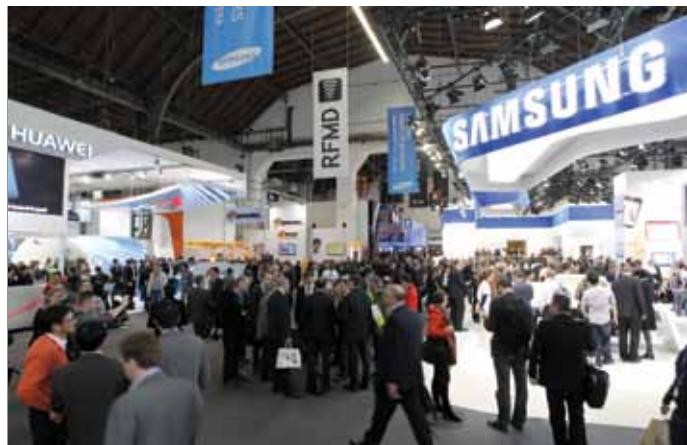
Celebrating its fourth year at Mobile World Congress, App Planet – *the Centre of the Apps Universe* – will again connect the application developer community and ecosystem to explore The New Mobile Horizon. For four days, a number of high profile programmes will be presented by various industry leaders and will focus on the explosive growth in the mobile apps market. App Planet will also feature exhibition, product and service demonstrations, networking, and workshops from some of the largest and most influential mobile industry companies.

### Official Sponsor



**Generalitat de Catalunya**  
Government of Catalonia

App Planet will be located in its new home, Hall 8. The Exhibition will take place in Hall 8.1 and all App Developer Conferences will be held in Hall 8.0. We are building on the success of last year and will again provide opportunities for developers and mobile professionals, including operators, value-added service providers, and equipment and device manufacturers from around the world, to sharpen their knowledge as well as connect and network with other major apps influencers.



App Planet is open to all pass holders each day of Congress and will focus on the latest technology from the fast-moving apps community. Attendees can expect:

- More than 200 app specific exhibitors in a state-of-the-art facility
- Networking throughout App Planet
- App Developer Conferences (ADCs) which focus on the most influential mobile platforms in the marketplace



A forward-looking app-focused exhibition showcases the framework that shapes, enables, and drives the app industry. More than 200 app-specific exhibitors showcase their products before 12,500 members from the developer community.

## Networking

App Planet provides the perfect place for the like-minded application developer community to relax, network, and explore the New Mobile Horizon. Networking opportunities include:

- Visiting Exhibition Stands
- Attending App Developer Conferences
- Mix and mingle in the App Lounge

The App Lounge, a Wi-Fi enabled area within App Planet, serves as a central meeting point for the developer ecosystem to discover how mobile connects, entertains, informs, and inspires us. During Mobile World Congress 2013, this hot spot will serve as a place to relax, read complimentary publications from our media partners, and join fellow developers to exchange ideas on how one can enable, lead, and accelerate the future of mobile.

### Supporting Sponsor – App Lounge

#### inneractive.

The App Monetization Exchange



## ADCs

App Developer Conferences (ADCs) are day long conferences that reach the application developer community. Programmes feature keynote presentations, panel discussions, and encourage audience interaction on a wide range of topics. Attendance at ADCs is granted by invitation from our ADC sponsors.

**Thursday, 28 February**  
**Hall 8.0 Theatre District, Theatre B**

### WIPJam @ MWC13



It's the biggest and the best Day for Developers at MWC. WIPJam is back for Year 6! This year look for more Storytelling, UnPanels, Discussion Groups and Pitches. Back by popular demand are interactive demos, a coding challenge plus a surprise or two! Get connected to industry leaders and other developers; learn about the tools and resources to shoot your way to the top!

WIPJam Sessions are interactive and definitely not boring so start banking your zzz's now for the last day of MWC. No PPT, No Panels and No Ties!

Tune in to the updates and call for participation at [www.wipconnector.com](http://www.wipconnector.com)





mPOWERED  
BRANDS

mPowered Brands is a part of



MOBILE.  
WORLD CONGRESS

Barcelona | 25 - 28 February 2013



# DECODING THE FUTURE OF MARKETING



Scan to  
Learn More

mPowered Brands, a programme at Mobile World Congress, is aimed at leveraging and advancing Marketing, Advertising, Media and Retail solutions as consumers increasingly shift their attention to their mobile devices. Take advantage of our flexible-use Theatres and Ambassador mobile learning tours to engage and educate your partners at the world's largest mobile event.

Empower your brand at  
[www.MobileWorldCongress.com/Engage-with-mPowered-Brands](http://www.MobileWorldCongress.com/Engage-with-mPowered-Brands)

Supporting Sponsors:

internet<sup>q</sup>

MOBILE LOCO  
SOCIAL LOCAL MOBILE CONVERGED

nielsen

Shelly Palmer  
digital leadership<sup>®</sup>

WIN  
GALLUP  
INTERNATIONAL



## mPowered Brands Theatres

mPowered Brands Theatres are the place where marketers discuss and debate their needs related to mobile; where mobile thought leaders, country and demographic experts offer insights; where solution providers simplify the challenges of multi-channel marketing that increasingly includes mobile. Our 2012 mPowered Brands sponsors included content presented by: Acision, ADTECH, comScore, Exicon, GSMA mWomen Seminar, Google, McCann Worldgroup, mCRUMBS, Microsoft Advertising, Mobile-Loco by Converge Labs, Nielsen, Shanghai International Film Festival and Soli.

More than 1,670 people attended the mPowered Brands Theatre programmes at MWC 2012. Our 2013 programmes will be announced soon; visit [www.mobileworldcongress.com/mpoweredbrands-overview](http://www.mobileworldcongress.com/mpoweredbrands-overview) for the current schedule.

Video Highlight

Relive the highlights of  
mPowered Brands from MWC 2012

## mPowered Brands Zone

A mobile marketing-centric exhibition area located in Hall 8.1 where marketers, ad agencies, media companies and fulfillment technology companies showcase their offerings, content, insights and solutions to brands and their agencies.



# mPowered Brands



**Tuesday, 26 February**  
**Hall 8.0 Theatre District, Theatre E**

**Nielsen Presents: An Uncommon Sense of the Consumer**



The mobile ecosystem continues to evolve, innovate and develop new applications which allow consumers to engage with these connected technologies. Join Nielsen, a global information and measurement company operating in 100 countries, Tuesday, 26 February, to gain a unique understanding of the New Mobile Horizon, how these shifts are impacting consumer decision-making, and how companies can leverage this foresight into winning strategies.

## **mPowered Brands Mobile Ambassadors**

In its second year at Mobile World Congress, the mPowered Brands Mobile Ambassador programme serves the business community by providing educational and knowledge-broadening experiences that accelerate business leaders' knowledge and utilisation of mobile as a marketing and service delivery medium.

## **Shelly Palmer** digitalleadership™

We are pleased to announce, as part of the Mobile Ambassador programme, Shelly Palmer, the prolific author and American TV personality who speaks on a wide range of topics relating to the challenges of digital disruption, is bringing his Digital Leadership Series to Mobile World Congress. Shelly Palmer and his team of experienced tour guides will conduct bespoke tours during the event for business leaders who seek to rapidly get up to speed on mobile industry trends and opportunities to build an actionable roadmap for their business. To learn more about the Shelly Palmer Digital Learning Series and how you can participate, please visit: [www.mobileworldcongress.com/mpoweredbrands-ambassadors](http://www.mobileworldcongress.com/mpoweredbrands-ambassadors)

## **Mobile Industry Training Workshops Coming to MWC 2013**

For 2013, we are thrilled to announce we're offering training courses targeting key business decision-makers. Training courses will be delivered by respected and experienced organisations specialising in enabling executives and organisations to develop and execute a focused mobile strategy. We will announce the selected training opportunities later this year.

If you are interested in training opportunities, please contact [learning@mobileworldcongress.com](mailto:learning@mobileworldcongress.com)



# Partner Events

Our partners use this occasion to gather and discuss new programme initiatives, emerging market trends, product development, or important announcements. It is an excellent way to network with industry peers, develop new relationships, and collaborate on common goals.

These diverse events will be conducted by various partners and will speak to both wide audiences and private groups.



**Tuesday, 26 February**  
**Hall 8.0 Theatre District, Theatre B**

## LTE TDD/FDD INTERNATIONAL SUMMIT



The Global TD-LTE Initiative (GTI) with China Mobile will hold its seventh LTE TDD/FDD International Summit (GTI Summit) at Mobile World Congress. The Summit is focused on promoting the convergence of LTE TDD and FDD and accelerating TD-LTE deployment in global markets. Leaders from mobile operators pioneering the adoption of TD-LTE will join executives from companies across the ecosystem, as well as other industry watchers, to discuss the state of the market and explore the key factors and requirements to drive broad-scale adoption and successful commercialisation of this technology.

For more information, visit [www.lte-tdd.org](http://www.lte-tdd.org)

# Forum Series

Forums are one-day programmes focused on a specific topic. A Forum consists of sessions led by different Forum Presenters. The Forum Presenters will develop their session content to align with the Forum topic.

## Featured Forums Currently Scheduled:

### LTE Forum

The 4G revolution in mobile data is underway in Europe, North America, and Asia. Join us as the LTE Forum Presenters share their vision on the latest advances in LTE and how this all-IP architecture continues to revolutionise current network designs, providing challenges and opportunities for network operators.

**Monday, 25 February**  
**Hall 8.0 Theatre District, Theatre D**

**LTE Forum is presented by:**



Upon global acceptance in 2012, the industry is now facing challenges around efficient and effective LTE network deployment. As we enter the Cloud Era, technology and architecture innovations are keys to deliver the user experiences promises. ZTE and a panel of operators and vendors will bring their insight into this topic.



### Mobile Security Forum

Smartphones and tablets are the logical next target for viruses, malware, and spyware. The Mobile Security Forum is designed to enable developers and solution providers to focus on mobile security issues and learn about new tools and techniques coming to the market.

**Monday, 25 February**  
**Hall 8.0 Theatre District, Theatre A**

**The Mobile Security Forum is presented by:**



AdaptiveMobile, joined by a panel of leading industry experts, will share the very latest advances in mobile security, unveil the results of unique industry research into consumer security expectations, and showcase how the world's leading fixed and mobile operators are protecting their subscribers and driving new revenues through advanced network security.



## MNO Developer Cloud Forum

Cloud computing is revolutionising mobile application delivery as well as the MNO's role in the cloud space. The MNO Developer Cloud Forum Partners will explore how operators are competing in this space by providing efficient 4G networks with the capability and capacity to operate their own cloud platforms.

**Wednesday, 27 February**  
**Hall 8.0 Theatre District, Theatre D**

**MNO Developer Cloud Forum is presented by:**



### The Realities of Deploying Network, Session and Application Control in the Cloud

Network, session and application control planes are destined for virtualization. Rising above the hype and rhetoric, Metaswitch has defined a clear path towards the deployment of this critical carrier infrastructure within private cloud environments. In this workshop, Metaswitch outlines a realistic roadmap while detailing the intricacies involved in achieving this goal.



**MNO Developer Cloud Forum is presented by:**



### ZTE CoCloud Leading Service & Technology Innovation

Cloud computing is regarded as the next revolution of science and technology industry, which will bring fundamental changes to working and business models. ZTE is the earliest manufacturer of cloud computing technology for research and commercial use and possesses nearly 200 cloud computing patents. Join ZTE and a panel of operators and vendors as they bring their insight on this topic.

## NFC Challenge

GSMA will be holding an NFC Challenge during MWC 2013. The competition will be open to exhibitors in the NFC industry with commercialised NFC-related apps, products, services and/or solutions. Submissions will be evaluated by a team of secret judges at the submitting exhibitor's stand during the first two days of the Congress. There will be prizes for the winner of the NFC Challenge and their company and the winning submission will be featured in the Show Daily. There is no entry fee and the entry deadline will be mid-February 2013. If your company is interested in entering the NFC Challenge or would like to know more, please contact us at [nfcchallenge@mobileworldcongress.com](mailto:nfcchallenge@mobileworldcongress.com)

# Ministerial Programme



## Ministerial Programme 2013

An integral part of Mobile World Congress, the annual GSMA Ministerial Programme is a high-level platform for dialogue between governments, regulators and senior representatives of the mobile industry. The programme offers an invaluable opportunity for policy makers and industry leaders to discuss relevant industry topics from both a policy and industry perspective. Topics in 2013 will include the role of mobile in delivering future healthcare, mobile's socio-economic impact on the developing world, infrastructure planning for mobile broadband, emerging opportunities for mobile, and regulatory frameworks to maximise investment.

Last year the Ministerial Programme attracted senior decision makers from 132 delegations, including 60 government ministers and 75 regulatory authority heads. More than 140 delegations and 65 government ministers are expected to attend this year.

To learn more about the Ministerial Programme, visit [www.ministerialprogramme.com](http://www.ministerialprogramme.com)

### Platinum Sponsors



### Supporting Sponsor



### Who Can Attend?

Attendance at the Ministerial Programme is granted by invitation only, and according to the following criteria:

- National telecommunications ministries
- National telecommunications regulatory authorities
- Senior representatives from selected international organisations and inter-governmental bodies
- C-level and senior regulatory representatives from the mobile industry, including mobile network operators and vendors



# Global Mobile Awards



## Enter the Global Mobile Awards

Honouring excellence and innovation in mobile communications, the GSMA 18th Annual Global Mobile Awards is **Calling the Rising Stars of the New Mobile Horizon!** Enter the Awards today!

The GSMA Global Mobile Awards recognise and celebrate all the contributions made to the ever-evolving and developing mobile industry. Companies and organisations from all over the world are welcome to enter in our wide range of categories covering all parts of the mobile industry. Our awards encourage and support entries which grow and enhance the mobile eco-system with noticeable benefits to the wider industry.

The awards will be judged by a panel of independent experts, analysts, journalists, academics and, in some cases, mobile operator representatives. The GSMA will announce the shortlist of nominations for each category late January 2013.

A full list of categories, deadlines and award criteria can also be found on [www.globalmobileawards.com](http://www.globalmobileawards.com)

**Don't delay - There are only days left to enter the 2013 Global Mobile Awards!**



## Global Mobile Awards Ceremony

Tuesday, 26 February

14:30 – 16:30, Hall 4 (Conference Village)

The 2013 Global Mobile Awards will include 37 awards in the following categories:

- The Connected Life Awards
- Best Mobile Services
- Social & Economic Development
- Apps of the Year
- Best Mobile Handsets & Devices
- Best Mobile Technology
- Government Leadership Awards
- Outstanding Achievement Award

Eligible finalists, Platinum, Gold and Silver Pass holders, as well as accredited media, are eligible to attend. For more information, please visit [www.globalmobileawards.com](http://www.globalmobileawards.com)

### Apps of the Year Category Sponsor



### Social & Economic Development Category Sponsor



For further information or to become a sponsor of the 2013 Global Mobile Awards, please contact the GSMA at [awards@globalmobileawards.com](mailto:awards@globalmobileawards.com)

# GSMA Seminars

Open to all Mobile World Congress attendees, GSMA Seminars provide insight and developments on key GSMA and industry initiatives. They offer a unique opportunity to hear from industry experts and further your knowledge in the topical areas that really matter to the industry. Seminar topics will include Mobile NFC, Connecting Living, Spectrum, Rich Communications and Mobile Identity.



The seminars will run throughout the four days of Mobile World Congress and will be open to all attendees on a first come, first served basis. The full session descriptions and schedule will be available soon. Visit [www.mobileworldcongress.com/gsma-seminars](http://www.mobileworldcongress.com/gsma-seminars) for current information.



<b>Monday, 25 February</b>	
Energy+Mobile for Development	09:00 - 11:00
Taking Mobile Agriculture Innovation To Market	11:30 - 14:00
Mobile Identity: Putting the 'I' Back Into I.D.	14:30 - 16:30
Mobile: A Lifeline in Disasters	17:00 - 19:30
<b>Tuesday, 26 February</b>	
Future-Proofing mAutomotive Solutions	08:30 - 10:45
New Business Models in Action	11:00 - 12:00
mEducation: Accelerating Market Delivery	12:15 - 13:30
Rich Communications & OTT – A Fusion of Two Worlds	14:00 - 16:30
Near-Field Communication: Mobilising Transport Services	17:00 - 19:00
<b>Wednesday, 27 February</b>	
Generation 'M': How Young People Are Driving and Innovating The Mobile Industry	09:00 - 10:30
Why The Mobile Future Depends On Future Spectrum	11:00 - 12:30
Near-Field Communication: Energising the Mobile High Street	13:00 - 15:30
Mobile Money for the Unbanked	16:00 - 18:30
<b>Thursday, 28 February</b>	
OneAPI	08:30 - 10:30
Solving A Global Problem: Implementing mDiabetes Solutions	11:00 - 12:15
mHealth: Making A Positive Difference To End Users	12:30 - 13:30



My MWC, the Mobile World Congress event portal, will return for its fourth year with many exciting improvements and new features. My MWC is designed to enhance your MWC experience by helping you plan your schedule for our world-class conference, maneuver through the world's largest industry exhibition, and network with 70,000+ key decision-makers. With My MWC, you aren't limited only to the four days in Barcelona, but have access to exclusive content before, during, and after the event.

The online portal will seamlessly sync with the new Mobile World Congress mobile app, available in early December. Plan your trip prior to your arrival in Barcelona and then access all your information via your smartphone while onsite.



## My MWC Features

- **Personalised Event Schedule\*** – Browse the schedules and select which sessions you want to attend, then access your personal schedule while onsite
- **Favourite Speakers\*** – Browse the list of speakers and bookmark the ones you don't want to miss
- **Conference Presentations\*** – Access speaker presentations after the event
- **Attendee Networking** – Browse the list of attendees or search attendees based on keywords
- **Business Matchmaking** – Discover who you should meet by searching on interests or business roles (buyer, seller or partner)
- **Messages & Meeting Requests** – Once you find who you want to meet, send them a message or request a meeting while you're in Barcelona
- **Favourite Exhibitors** – Browse the vast list of exhibitors and bookmark the ones you want to visit, then find them quickly in the interactive venue maps
- **News & Social** – Stay informed through the integrated news and social feeds. Follow the #MWC13 hashtag or see updates on the MWC Facebook group directly through the portal or mobile app
- **3-D Exhibition Maps** – Plan your route through the new Gran Via venue with our 3-D interactive exhibition maps (coming online in December)

As in the past, My MWC will be the only place to access and download the conference presentations after the event, so make sure you opt-in during registration.

Log in today at <http://bit.ly/mymwc2013> and start planning with My MWC!

\* Functionality available to Conference Attendees (Silver, Gold and Platinum pass holders) only

# Exhibition

The exhibition at Mobile World Congress provides an excellent opportunity to see the latest products, solutions and technologies. Attendees will have ample time to speak with telecoms personnel; IT, software and services creators, and more.

The exhibition features more than 1,500 companies from 60+ countries and occupies more than 90,000 square metres of exhibition and hospitality over eight halls. While you're onsite, be sure to visit these zones and pavilions where you can find themed exhibits and displays:



## Operator Village

New for 2013! The Operator Village located in the heart of Congress Square showcases products and services for GSMA Members and Mobile Network Operators.



## App Planet Exhibition

A forward-looking app-focused exhibition showcasing the framework that shapes, enables, and drives the app industry. More than 200 app-specific exhibitors showcase their products before 12,500 members from the developer community.



## Embedded Mobile Devices Pavilion

This market-development programme is designed to accelerate the adoption of wireless connectivity in a wide range of devices across the consumer electronics, healthcare, automotive and utilities sectors. Visit this area if your intent is to experience mobile's future possibilities.



## Green Technology Pavilion

This pavilion exhibits solutions to motivate decision-makers seeking to understand alternatives to the rapidly rising energy costs of network expansion and maintenance. Stop by to see the latest green power technologies with a growing community of mobile network operators seeking green alternatives.



## GSMA Pavilion

Join GSMA in the heart of Congress Square where we will be showcasing the key areas of work in the fields of **Mobile NFC**, **Rich Communications**, **Spectrum**, **Connected Living** and **Mobile Identity**. Visit us to find out how your business can benefit from the GSMA Membership and learn about how you can become engaged with specific initiatives and programmes that are driving our industry's strategy. You can also watch our 'big screen' exclusive coverage of Mobile World Live TV and the Mobile World Live Keynotes.



## Mobile Cloud Pavilion

The Mobile Cloud Pavilion explores how bringing together cloud technology vendors and the greater mobile technology ecosystem will define and develop the potential of cloud computing in the mobile space.





## Mobile Health Pavilion

Visit the Mobile Health Pavilion to investigate how to catalyse the expansion of the global Mobile Health market through partnership with telecoms and healthcare sectors. See the latest mobile health devices and talk to the companies making strides in this important industry.



## mPowered Brands Zone

A dedicated mobile marketing-centric area where marketing agencies, marketing services providers, and associated vendors showcase their offerings, content, insights, and solutions for mobile marketing excellence.



## NFC & Mobile Money Pavilion

The increased use of smartphones in the developed world and the rising popularity of applications are driving the use of mobile banking services. See for yourself the services being offered in the mobile finance ecosystem and talk to those developing industry assets and driving the industry's requirements for standardisation, certification and processing.



## Wi-Fi Zone

New for 2013! Brought to you by the Wireless Broadband Alliance (WBA), the Wi-Fi Zone will promote the work of the WBA organisation and its rapidly expanding membership. Stop by for presentations from key WBA figures and members, executive briefings, and product showcases.



## Exhibition & Hospitality Hours

Date	HOSPITALITY AREAS AND CONGRESS SQUARE: (Halls 1, 2, 3 & Congress Square)	EXHIBITION AREAS (Halls 5, 6, 7, 8.1 [App Planet])
Monday, 25 February	07:30 - 22:00	09:00 - 19:00
Tuesday, 26 February	07:30 - 22:00	09:00 - 19:00
Wednesday, 27 February	07:30 - 22:00	09:00 - 19:00
Thursday, 28 February	07:30 - 16:00	09:00 - 16:00

Please note that Exhibitors have different access times than those shown above; see the Exhibitor Manual for details.

# Exhibitor & Sponsor Opportunities



## Become an Exhibitor at Mobile World Congress

Participate in Mobile World Congress by purchasing an exhibition stand or hospitality suite. An exhibition stand gives you an unrivalled opportunity to demonstrate and showcase your products and services.

### Benefits of Exhibiting at Mobile World Congress

- Face-to-face meetings with your best prospects
- Recognition for products and services
- New partnerships and alliances
- Complimentary exhibition passes

But hurry, the exhibition for 2013 is filling up fast!



## Highlight Your Organisation through Sponsorship

Enhance your brand, increase your exposure, and attract visitors to your stand or website by becoming a sponsor of Mobile World Congress.

We offer a variety of sponsorship types and price points. Do you want to be seen as a leader in a particular field, such as Augmented Reality, Cloud or LTE? Perhaps you want to target VIPs, CEOs or members of the media. Whatever your goal or client strategy, we're sure to have – or can create – an opportunity that will complement.

By affiliating your brand with the world's foremost mobile industry event, you can take a leadership position within the global mobile industry. Sponsorships at Mobile World Congress deliver cost-effective marketing exposure and branding of your company to your target audience.



Choose from these target groups:

- Ministerial programme
- Global Mobile Awards
- Attendee promotions
- VIP promotions
- Networking & hosting promotions
- Press & Media promotions

In addition, if your objective is to deliver your thought leadership – industry insights, company solutions, product roadmaps, announcements, product and service demonstrations, case studies, or workshops – consider:

- App Developer Conference
- mPowered Brands Session
- Forum Series Session
- Partner Event

Ensure your company stands out from the competition!

To contact the GSMA regarding exhibition, hospitality and sponsorship opportunities, please e-mail

**sales@mobileworldcongress.com** Explore Exhibitor Case Studies at [www.mobileworldcongress.com/exhibitor-interviews](http://www.mobileworldcongress.com/exhibitor-interviews) to learn about the first-hand experiences and benefits that come from participating in Mobile World Congress.

# Mobile World Congress Sponsors & Partners

## Official Global Partner



## Official Suppliers



## Official Media Partners

Bloomberg



TIME  
FORTUNE

THE WALL STREET JOURNAL.

## Supporting Sponsors

myriad™



## Supporters



# Featured Programmes Sponsors & Partners

## Ministerial Programme

Platinum Sponsors



Supporting Sponsor



## Global Mobile Awards

Apps of the Year  
Category Sponsor



Social & Economic  
Development Category  
Sponsor



## App Planet

Official Sponsor



Generalitat de Catalunya  
Government of Catalonia

Supporting Sponsors



Media Partners



## mPowered Brands

Supporting Sponsors



Media Partners





MOBILE.<sup>TM</sup>  
WORLD CONGRESS

## Partner Events

Fastback Networks  
presented by



LTE TDD/FDD International  
Summit presented by



Master Card presented by

## Forum Series

LTE Forum presented by MNO Developer Cloud Forum presented by



Mobile Security Forum presented by



## Supporting Partners



CloudTimes



**EECatalog**



GLOBALVISION magazine



mobile  
communications international



**Pipeline**

RACONTEUR

globalsmart.com  
SMART CARD TECHNOLOGY INTERNATIONAL

**Stuff**

TELCO  
PROFESSIONALS  
Your Opinions Online

**Telecom Handel**

telecoms.com

Telefonía  
COMUNICACIONES PARA TODOS

Übergizmo

Vanilla  
PLUS  
[www.vanillaplus.com](http://www.vanillaplus.com)

Wireless Intelligence



# MOBILE ASIA EXPO

## 亚洲移动通信博览会

Shanghai | 26-28 June 2013 ■ 上海 | 2013年6月26至28日

# CONNECTING THE FUTURE

## 联动未来

Mobile is connecting the world in a dramatic and breath-taking fashion. It bridges generations, builds communities, ignites ideas and tears down the barriers which separate us. Mobile Asia Expo will accelerate this effect by showcasing the mobile trends and solutions that will transform our lives today and tomorrow.

This 3-day event will include a premiere thought-leadership conference, an international technology exhibition, world-class networking opportunities and several featured programmes – including App Planet, Innovation Labs and various formalised industry trainings – all converging in Shanghai to connect the mobile future.

**Join us in Connecting the Future!**



[www.MobileAsiaExpo.com](http://www.MobileAsiaExpo.com)



Scan to  
Learn More

# Airfare & Accommodation

## Airline Discounts



### International Travelers Save Up To 20% with the Star Alliance Network

The Star Alliance™ Members Airlines have again been appointed as the Official Airline Network for GSMA Mobile World Congress 2013.

To obtain the Star Alliance Conventions Plus discounts please follow the below steps to access the Conventions Plus online booking tool:

- Visit [www.staralliance.com/conventionsplus/delegates](http://www.staralliance.com/conventionsplus/delegates)
- Under "Delegates login" enter conventions code **LH22S13**
- The online booking tool opens in a separate window

Registered participants plus one accompanying person travelling to the event are automatically granted a discount of up to 20%, depending on fare and class of travel booked.

The participating airlines for this event are:

- Adria Airways
- Aegean Airlines
- Air Canada
- Air China
- ANA
- Asiana Airlines
- Austrian Airlines
- Blue1
- Brussels Airlines
- Croatia Airlines
- EgyptAir
- Ethiopian Airlines
- LOT Polish Airlines
- Lufthansa
- Scandinavian Airlines
- Singapore Airlines
- South African Airways
- SWISS International Air Lines
- TAM Airlines
- TAP Portugal
- THAI
- Turkish Airlines
- United
- US Airways

## Hotel Accommodation



Barcelona Business Pass

Once again, we are proud to appoint Barcelona Business Pass (BBP) as our Official Supplier for Hotel Accommodations for Mobile World Congress. In partnership with the Barcelona Hotel Association, BBP has secured a range of great accommodation solutions at every price point and is ready to assist with accommodation bookings at more than 300 hotels from two-star budget to five-star luxury in the Barcelona area.

BBP has negotiated with the majority of the city's hotels to provide the best possible rates for MWC attendees. BBP's rates are usually 25% to 50% lower than rates on the direct market (depending on the type of room). So save time and money by using this one-stop solution.

**Book your accommodation today while great locations and prices are still available!**

Tel: +34 93 550 03 50

Fax: + 34 93 414 17 86

Email: [mobileworldcongress@b-beyond.com](mailto:mobileworldcongress@b-beyond.com)

Web: [www.mobileworldcongress.b-beyond.com](http://www.mobileworldcongress.b-beyond.com)



# Choose Your Pass

Mobile World Congress 2013 has something for everyone and we offer four types of passes to meet the needs of all attendees. Whether you'd like to browse the exhibition, attend the industry's best thought-leadership conference, or experience five-star platinum networking, we have an offer for you:

	Exhibition Visitor Pass (EVP)	Silver Pass	Gold Pass	Platinum Pass
<b>My MWC</b> <i>Our exclusive event planning tool</i>				
<b>Exhibition</b> <i>1,500 exhibitors showcasing the latest products, devices and technologies</i>				
<b>GSMA Seminars</b> <i>Insight and developments on key GSMA and industry initiatives</i>				
<b>Featured Programmes</b> <i>App Planet, mPowered Brands, Forum Series, Partner Events and more! (Note that pre-registration and acceptance may be required for attendance)</i>				
<b>Keynotes &amp; Conference Sessions</b> <i>Includes post-event access to conference presentations via My MWC</i>				
<b>Global Mobile Awards Ceremony</b> <i>Tuesday, 26 February. Watch as the industry's best receive recognition</i>				
<b>Wireless Intelligence Report</b> <i>Receive a complimentary copy of the Fourth Quarter Wireless Intelligence Report</i>				
<b>VIP Networking Lounge Access</b> <i>Find a seat, hold a meeting or make new contacts in the exclusive VIP Networking Lounge</i>				
<b>Congress Lunch</b> <i>Network with fellow attendees in the centre of the action</i>				
<b>Dedicated Pre-Event Customer Service</b> <i>Receive expedited assistance when contacting Mobile World Congress Customer Care</i>				
<b>Pre-Event Mobile World Live Webinar</b> <i>Participate in a pre-event update from key leaders in the mobile ecosystem</i>				
<b>The Platinum Experience</b> <i>Experience unparalleled networking opportunities and exclusive access to key industry leaders</i>				
Pass Price	€699	€2,199	€2,699	€4,999

## Pricing Notes & Discount Information

- GSMA Members are eligible to receive a 30% discount on all purchases
- The official currency of Mobile World Congress is the Euro
- Above prices do not include VAT
- Accepted forms of payment are credit cards and wire/bank transfer

This year, a Mobile World Congress pass has more value than ever before. One of the ways we've done this is through our expanded opportunities for our Gold and Platinum Pass holders.

## VIP Networking Lounge



Once again, we're bringing an elite lounge atmosphere to the centre of Mobile World Congress!

Included in the Platinum and Gold Passes, the VIP Networking Lounge will offer you an ideal place for conversing with fellow industry leaders. Whether you want to make connections with attendees, sit quietly or catch up with the office back home, you'll find a comfortable spot in the VIP Networking Lounge to do so. Amenities include:

- Complimentary food and beverages, including a selection of beer and wine
- Access to complimentary wireless Internet connections, computer workstations, printing and photocopying services
- Comfortable seating groups to accommodate casual meetings, and enclosed meeting rooms for more formal or private meetings

Meeting rooms may be booked upon arrival. (Meeting rooms are complimentary for Platinum Pass holders and available to Gold Pass holders for a nominal fee.)

The VIP Networking Lounge is easily accessible and centrally located on the Upper Walkway between Halls 2 and 3.

### Tip!

Throughout this brochure, look for the Pass Icons shown below to help you identify which activities are included in your chosen pass!



## The Platinum Experience



The Platinum Experience at Mobile World Congress offers an exclusive experience for our most distinguished attendees. Whether you're looking for outstanding networking opportunities or simply first-class treatment, the Platinum Experience is for you!

The Platinum Experience includes:

- An elite, private networking reception where you can mingle with industry CEOs, GSMA senior management and other Platinum Pass attendees
- Preferred, five-star treatment on site, including reserved seating and an exclusive Fast Track entrance at the Conference keynotes and the Global Mobile Awards ceremony, as well as a dedicated customer service at the Platinum Pass Help Desk, located inside the VIP Networking Lounge
- Unlimited access to the VIP Networking Lounge with complimentary food, drinks, and business services, as well as meeting space reserved exclusively for Platinum Pass holders
- Pre-event dedicated customer service contacts for the GSMA and Barcelona Business Pass
- Onsite dedicated customer service at the Platinum Pass Help Desk
- Platinum-level service at the Barcelona airport, to facilitate your departure

Learn more at [www.mobileworldcongress.com/the-platinum-experience](http://www.mobileworldcongress.com/the-platinum-experience)



## Upgrade Your Pass at any time!

If you wish to upgrade your pass, you pay only the difference between the listed pass prices. Upgrade an Exhibition Visitor Pass to a Silver Pass for €1,500, or a Silver Pass to a Gold Pass for just €500! Save time on site by upgrading before you arrive by logging in to the registration system at any time.

# Registration Information



## Cancellations

ALL SALES ARE FINAL. Cancellations and "no shows" will be liable for the entire registration fee. No refunds shall be given. Paid attendees can send a substitution if they are no longer able to attend.

Downgrades of passes are permitted but attendees will still be liable for the full registration fee of the original pass purchased.

Cancellation of travel reservation and hotel reservation are the exclusive responsibility of the registrant. The GSMA reserves the right to cancel your registration without notice for lack of payment as required by the Terms and/or the relevant registration form. GSMA is not responsible for any damages, direct or indirect, resulting from such a cancellation. All payments must be submitted within the time frames set forth in the relevant registration form.

Should GSMA cancel the event, paid registered delegates will be refunded their registration fee only. No other costs, including but not limited to travel and accommodation, will be refunded.

For complete information on GSMA event Terms and Conditions, visit [www.mobileworldcongress.com/event-terms](http://www.mobileworldcongress.com/event-terms)



## Substitutions

Substitutions between attendees from the same company and at the same invoice address may be made by providing the GSMA with written notice of the name of the original attendee and full details of the substitute attendee. Once a badge (Smartcard or Virtual Badge) has been issued or collected, no substitutions are allowed. To arrange a substitution, please e-mail full details of the original and new attendee to [registration@mobileworldcongress.com](mailto:registration@mobileworldcongress.com)



## Age Restriction

Admission to Mobile World Congress is restricted to industry professionals and application developers over the age of 16. In the event a person under the age of 16 wishes to attend, they must secure prior written permission from the GSMA by writing to [registration@mobileworldcongress.com](mailto:registration@mobileworldcongress.com) This policy is strictly enforced.



## Required Photo Identification



Photo identification is required to collect your badge and to enter the venue at all times. Accepted forms of photo ID include driving licence (with photo), national ID cards and passports. We cannot accept any ID with non-European characters (e.g. Chinese, Korean, Arabic or Japanese characters). Please ensure you carry photo ID with you at all times.

**Please note that under no circumstances will badges be given to anyone other than the badge owner.** Photo ID checks will be performed and badges are only given to the person matching the name of the registration and Photo ID. Those attempting to collect badges on behalf of others, even with the owner's Photo ID, will not be given the badge.





## Registration Enquiries

If you have further registration queries, visit [www.mobileworldcongress.com/registration-faq](http://www.mobileworldcongress.com/registration-faq) for our Registration FAQ or contact our registration team:

General Queries: [registration@mobileworldcongress.com](mailto:registration@mobileworldcongress.com)  
Exhibitor Queries: [exhibitorregistration@mobileworldcongress.com](mailto:exhibitorregistration@mobileworldcongress.com)  
Tel: +34 93 274 63 73 (Mon. to Fri. 08:00 - 16:00 GMT)



## Onsite Registration Opening Hours

Date	Airport (Terminal 1)	Fira Gran Via
Saturday, 23 February	09:00 – 18:00	09:00 – 18:00
Sunday, 24 February	07:00 – 20:00	09:00 - 20:00
Monday, 25 February	07:00 – 20:00	07:00 – 20:00
Tuesday, 26 February	07:00 – 19:00	07:30 - 19:00
Wednesday, 27 February	07:00 – 14:00	07:30 - 19:00
Thursday, 28 February	N/A	07:30 - 16:00

\*All timings are provisional.

Confirmed opening times will be on the Registration section on our website [www.mobileworldcongress.com/register](http://www.mobileworldcongress.com/register) closer to the event.



## Onsite Registration

### Final Confirmations

Attendees will receive a Final Confirmation only after they have completed their registration and paid in full. The Final Confirmation email must be brought with you onsite to collect your badge. Only fully paid registrations will be sent a confirmation e-mail.

**Please note that under no circumstances will badges be given to anyone other than the badge owner.** An ID check will be performed and badges will only be given to the person collecting the badge and who matches the name of the registration and official ID. Anyone attempting to collect a badge on someone else's behalf, even with the badge owner's ID, will not be given the badge.

### Fast Track at Barcelona Airport!

Following last year's successful badge collection point at Barcelona Airport in Terminal 1, we will be increasing the capacity of Fast Track badge collection points. More information on badge collection, including a map of registration locations, will be provided on the Registration section on our website [www.mobileworldcongress.com/register](http://www.mobileworldcongress.com/register) closer to the event.

Note: Airport registration usage is limited to Fast Track guests only. Your Final Confirmation will let you know if you are eligible to collect your badge at the airport.

# City Information



## Travelling to and around Barcelona

Barcelona is a large international and domestic destination, with frequent direct flights from most international destinations. More than 110 airlines operate from the Barcelona Airport, which is 10 minutes away from the Congress venue, Fira Gran Via.

The AVE high-speed train connects with the European rail network via Madrid (2.5 hours), and Barcelona is a mere 90 minute drive from France. Barcelona city centre has rapid transport links, including eight metro lines, five FGC lines and an extensive fleet of buses.

Once in town, we encourage attendees to make use of public transportation and Barcelona's excellent underground Metro system combined with the train system, Ferrocarriles de la Generalitat de Catalunya (FGC). More than 10,400 taxis are also convenient and easy to hail. To get to Fira Gran Via, simply ask your driver to take you to Fira Gran Via in L'Hospitalet de Llobregat.

For additional Barcelona travel information, including restaurant booking services and city tour information, visit [www.mobileworldcongress.com/travel](http://www.mobileworldcongress.com/travel)



## Security Tips

Barcelona is a safe city. Nevertheless, while you are here we suggest taking common-sense precautions as you would when visiting any major city:

- Remove your Congress pass upon leaving the venue
- Do not display large amounts of cash; carry only as much as you need
- Keep your personal belongings with you, both inside and outside the venue
- Be vigilant in crowds, restaurants and on public transportation; watch out for people creating distractions and diversions

It helps the city to fight petty crime if you report incidents, so if you're involved in an incident, call **+34 900 77 2013**, a free 24-hour security telephone number for assistance and information during the event days. This service covers the entire city of Barcelona (not just the event venue) and the number will appear on the back of your pass for easy reference.

In the event you do encounter trouble during Congress, we have teams on motorcycles available to travel to you to provide whatever assistance you require.

**There are wonderful sights to explore in town.  
Find information & plan your Barcelona visit at  
[www.mobileworldcongress.com/travel](http://www.mobileworldcongress.com/travel)**

# Mobile World Live

Wish Mobile World Congress happened more often than just once a year? Want to get up to speed on mobile industry news and happenings before arriving in Barcelona?



**Mobile World Live** is the mobile industry's number one communications resource, providing access to video interviews with industry C-Level leaders, panel discussions with industry experts, breaking news, and analysis. The portal extends the reach of our premier industry events Mobile World Congress and Mobile Asia Expo, and serves as an independent resource throughout the rest of the year. The Mobile World Live series continues to grow in content, with its four news channels:

**Mobile World Live – Daily** is the mobile industry's leading news and analysis service. Its team of experienced mobile tech editors analyse the biggest developments in the industry, producing a free daily e-newsletter read by over 35,000 subscribers. The team also produces **Mobile World Live – Apps Briefing**, a twice-weekly e-newsletter service focused on the booming apps market.

**Mobile World Live – Money** serves as a networking hub and information resource for members of the growing mobile money ecosystem. It delivers video interviews, news, analysis, research, webinars and discussions. It gathers the learnings from pioneers and experts in its field, as well as capturing on-location interviews and keynotes from industry executives at the NFC & Mobile Money Summit and similar events.

**Mobile World Live – Health** serves as a vital information resource for both the mobile and health industries. Mobile World Live – Health delivers fresh, dynamic content and networking opportunities to mobile health industry executives in an easy-to-consume, convenient and interactive experience. Mobile World Live – Health contains discussions between members of the mobile health ecosystem, videos of mobile health sessions at GSMA events, interviews with industry executives, health news, research reports and white papers, links to mobile health events and more.



While at Mobile World Congress, you'll want to be sure to catch **Mobile World Live – TV** in your hotel room. Featuring live interviews with industry luminaries, news bulletins, product launches and on-the-ground reporting from all major press events, **Mobile World Live – TV** allows you to stay ahead of all the news from the show.



MOBILE.<sup>TM</sup>  
**WORLD**CONGRESS

[www.mobileworldcongress.com](http://www.mobileworldcongress.com)



In an effort to minimise the environmental impact of our events, the GSMA has created the MWC Green Initiatives programme to promote reduced material usage and waste at Mobile World Congress. This item is delivered digitally to reduce our production of printed materials.