

**MWC**<sup>™</sup>  
GSMA

BARCELONA  
26 - 29 FEBRUARY 2024



# MWC24

**FUTURE FIRST**

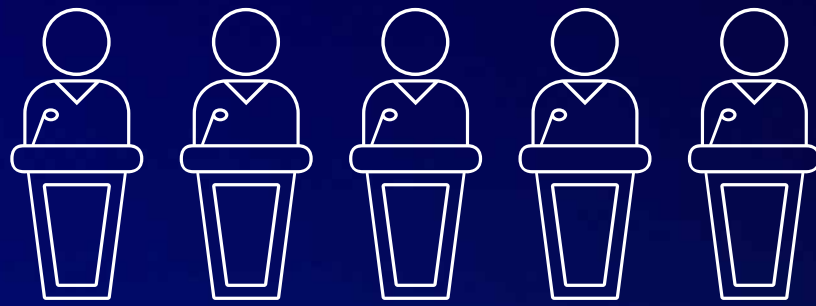
2024 Report | 26 - 29 February

# MWC Barcelona 2024 in numbers

**MWC**  
GSMA  
BARCELONA

**59%**  
ATTENDEES  
FROM SECTORS ADJACENT TO  
THE MOBILE ECOSYSTEM

**35**  
COUNTRY  
PAVILIONS



**1,100+**  
SPEAKERS AND  
THOUGHT LEADERS

IN PERSON ATTENDEES FROM

**205**  
COUNTRIES  
& TERRITORIES

OVER

**101,000**

**TOTAL**  
ATTENDEES

TO MWC AND  
4YFN 2024



**MORE THAN 40%**  
FEMALE CONFERENCE  
SPEAKERS ACROSS 18 STAGES



**51%**

DIRECTOR  
LEVEL  
AND  
ABOVE

**70%**

INTERNATIONAL  
ATTENDANCE

REPRESENTATIONS FROM OVER

**28,000**  
ORGANISATIONS

OVER

**2,700**  
EXHIBITORS

**180**

DELEGATIONS TO  
THE MINISTERIAL  
PROGRAMMES

REPRESENTING

**140**  
COUNTRIES



AND

**70+**  
MINISTERS





# MWC Barcelona 2024 in numbers

**MWC**  
GSMA  
BARCELONA

**10M+**  
PAGE VIEWS OF

**MWCBARCELONA.COM**

OVER THE EVENT CAMPAIGN

**405,000+**  
MESSAGES SENT  
THROUGH THE  
NETWORKING APP



**4Y  
FN**

**930** EXHIBITORS

**450** SPEAKERS

**250+** STARTUP PITCHES

1,000+ INVESTORS WITH COLLECTIVE FUNDS TOTALLING  
**€50 BILLION EUROS**

**7** 4YFN PROGRAMMES  
INCLUDING DIGITAL HEALTH, UNIVERSITY  
& SPIN-OFF HUB, GREEN TECH, FINTECH,  
IMPACT, INVESTORS AND FOUNDERS

**2,600  
+**

INTERNATIONAL  
JOURNALISTS  
AND INDUSTRY  
ANALYSTS

**OVER 400k**

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



**6** THEMES

5G AND BEYOND  
CONNECTING EVERYTHING  
HUMANISING AI  
MANUFACTURING DX  
GAME CHANGERS  
OUR DIGITAL DNA



**SOCIAL IMPRESSIONS  
ACROSS LINKEDIN  
GOOGLE AND FACEBOOK**

**35,000,000+**

**TALENT  
ARENA**

48-HOUR OPEN  
GATEWAY HACKATHON

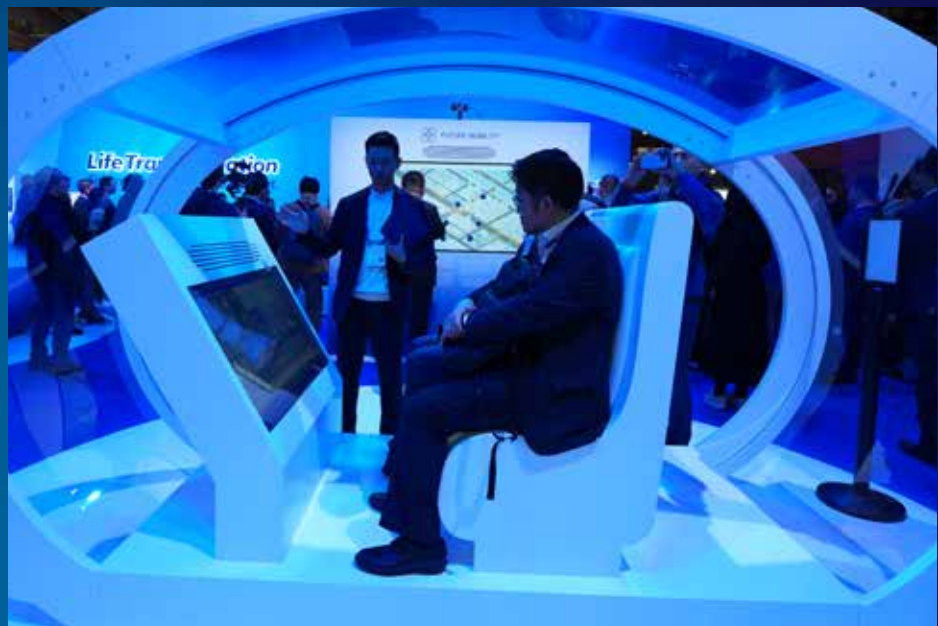
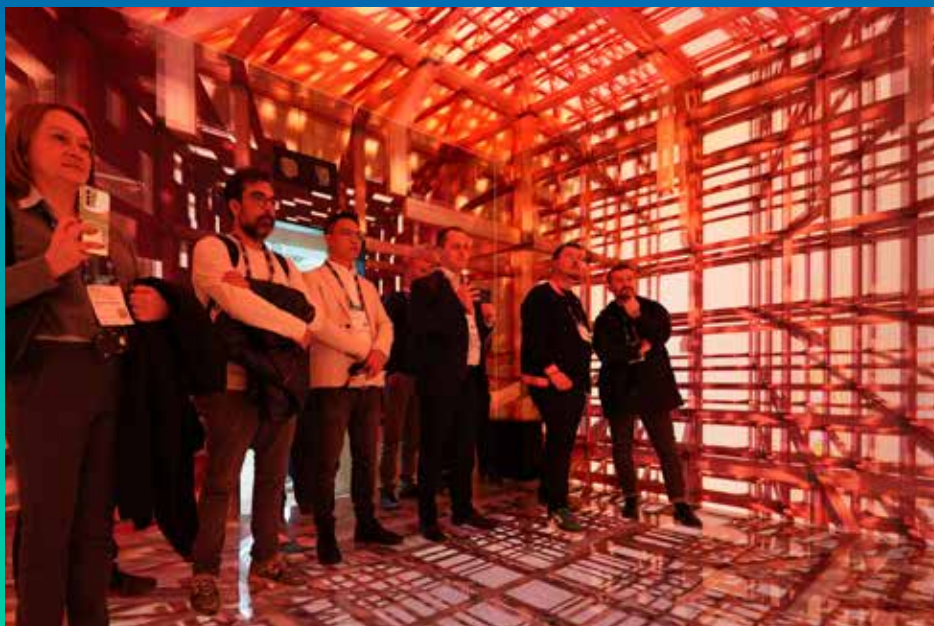
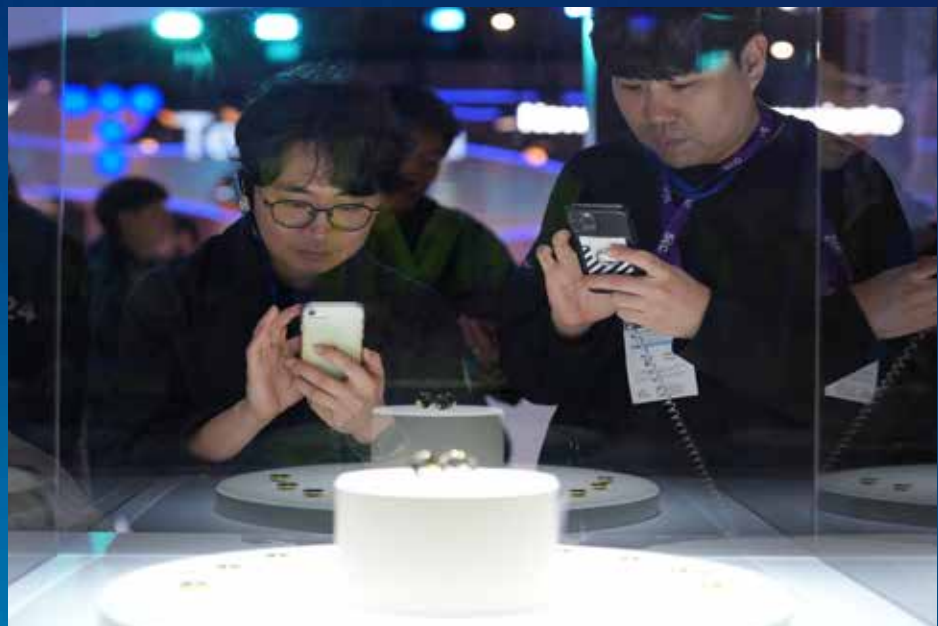
**400+**  
COMPANIES



# MWC24 Full Highlights









# MWC Barcelona Sponsors and Partners





# 4YFN Sponsors











# Keynote Speakers

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



**Julie Sweet**  
Chair & CEO,  
Accenture



**Jim Dukhovny**  
CEO,  
Alef Aeronautics



**Nick Venezia**  
Founder & CEO,  
Centillion.AI



**Yang Jie**  
Chairman,  
China Mobile



**Michael Dell**  
Chairman & CEO,  
Dell Technologies



**Tim Hötting**  
CEO,  
Deutsche Telekom AG



**Frehiwot Tamru**  
CEO,  
Ethio Telecom



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



**Chetan Dube**  
President & CEO,  
Amelia



**Katarina Mellstrom**  
Secretary General,  
Global Child Forum



**Demis Hassabis**  
Co-Founder & CEO,  
Google DeepMind



**Mats Granryd**  
Director General,  
GSMA



**Antonio Neri**  
President & CEO,  
Hewlett Packard  
Enterprise



**Peng Li**  
President, ICT Sales  
& Service,  
Huawei



**Tayma Abdalhadi**  
Generation  
Connect - Arab  
Youth Envoy, ITU



**Mike Fries**  
CEO,  
Liberty Global



**Brad Smith**  
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Microsoft Corporation



**Prof. Sir Konstantin  
Novoselov**  
Professor, National  
University of Singapore



**Christel Heydemann**  
CEO,  
Orange



**Ilana Wisby**  
CEO,  
Oxford Quantum  
Circuits



**Mohamed Kande**  
Global  
Chairman-Elect,  
PwC



**Derrick Ashong**  
CEO,  
TBTM (Take Back  
the Media)



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



**Sigve Brekke**  
President & CEO,  
Telenor Group



**Vicki Brady**  
CEO,  
Telstra Group Limited



**Sunny Lu**  
CEO,  
VeChain



**Rami Rahim,**  
CEO,  
Juniper Networks



**Lara Padilla,**  
Youth Advisory Panel,  
UNICEF



**Carme Artigas**  
Co-Chair AI Advisory  
Body,  
United Nations



**Kaan Terzioğlu**  
Group CEO,  
VEON



**Margherita Della  
Valle**  
Group CEO,  
Vodafone Group



**Aviv Shapira**  
CEO & Co-Founder,  
XTEND



**Matteo Shapira**  
CXO,  
XTEND



**James Kaplan**  
Co-Founder & CEO,  
MeetKai



# GSMA Board



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Chairman & CEO,  
Telefónica.  
GSMA Board Chair



**Gopal Vittal**  
CEO, Bharti Airtel Group.  
GSMA Board Deputy Chair



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Director General,  
GSMA



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Executive Director, America  
Movil; International Relations  
and Government and  
Corporate Affairs



**Igal Elbaz**  
Senior Vice President -  
Technology & Network  
Services, Network Chief  
Technology Officer, AT&T



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Chief Executive Officer -  
Telecommunications Business  
& Group Executive Vice  
President, Axiata Group



**Gao Tongqing**  
Executive Vice President,  
China Mobile



**Jun Li**  
Vice President,  
China Telecom



**Liang Baojun**  
Vice President,  
China Unicom



**Dominique Leroy**  
Board Member for Europe,  
Deutsche Telekom Group



**Hatem Dowidar**  
Group CEO,  
e&



**Frehiwot Tamru**  
CEO,  
Ethio Telecom



**Makoto Takahashi**  
CEO,  
KDDI



**Young Shub Kim**  
President and CEO,  
KT



**Jens Schulte-Bockum**  
Group Chief Operating  
Officer, MTN



**Bruno Zerbib**  
Chief Technology and  
Innovation Officer,  
Orange



**Mathew Oommen**  
President and Member of  
the Board of Directors,  
Reliance Jio



**Yuen Kuan Moon**  
Group CEO,  
Singtel



**Olayan Alwetaid**  
Group CEO,  
STC



**Roberto Nobile**  
CEO,  
Telecom Argentina



**Pietro Labriola**  
Chief Executive Officer and  
General Manager, Telecom  
Italia - TIM



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President and CEO,  
Telenor



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CEO and Managing Director,  
Telstra



**Kaan Terzioğlu**  
Group CEO,  
VEON



**Rima Qureshi**  
Executive Vice President  
and Chief Strategy Officer,  
Verizon



**Margherita Della Valle**  
CEO,  
Vodafone Group Plc



# MWC24 and 4YFN Daily Highlights





# Media Partners

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4YFN Media Partners



# MWC Barcelona and 4YFN 2025

Mobile is putting our Future First. The seismic shift that Generative AI has created means we are readying ourselves for a full scale implementation of emerging technologies and revenue streams. 2024 is becoming a year of opportunity.

Never before has our industry been positioned with such purpose and focus to ensure our digital future is for everyone. And it is going to take all of us, every industry – and every community to get there. This is a future everyone must be ready for.

Join the conversations that matter. Be part of the technological shift at MWC Barcelona 2025.

## 3 - 6 March, 2025



A big  
**Thank you!**



For enquires contact:  
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[sales4yfn@gsma.com](mailto:sales4yfn@gsma.com)

**#MWC24**  
**#4YFN24**