

MWC 2025

Leading Change
Inspiring Progress



Mobile World Congress 2025

3rd March – 6th March 2025, Barcelona

MOBILE WORLD CONGRESS 2025 BARCELONA, FIRA GRAN VÍA

Join us!

ONSITE

Telefónica's Stand | **Hall 3 – 3K31**
4YFN innovation event | **Hall 8.1 – A41**



Check [here](#) the entry requirements to the exhibition site

.... and from 3 to 8 March at our **flagship store in Barcelona** on Pl. Catalunya, an additional and free showcase to the MWC in the city centre, with the new developments presented during the congress by Telefónica and main partners.

ONLINE

Streamed live in our web
<https://www.telefonica.com/mwc>



+ through our immersive
virtual stand

+ through our Living App
on Movistar Plus+

LEADING CHANGE. INSPIRING PROGRESS

Today, connectivity is much more than technology: it is the key to unlocking human potential. By bringing people, ideas and opportunities together, we are driving real and lasting progress in societies around the world. We see every human connection as an opportunity to strengthen our communities, foster inclusion and promote life-enhancing innovations.

Our mission is to make our world more human by connecting lives. A world where everyone can benefit from the power of connectivity.

By bringing technology closer and facilitating global collaboration, we are not just linking devices, we are empowering people. The value of human connection lies in its ability to break down barriers and create opportunities that propel us toward a more inclusive and sustainable future.

As we shape the future of communications, our commitment to progress is unwavering. We believe in the transformative power of technology and the human connections it makes possible. Together, we will continue to lead the way, building networks that enable everyone to thrive and contribute to a better tomorrow.

SUSTAINABLE, TANGIBLE AND HUMAN DESIGN

The design of the stand is based on Telefónica's humanistic vision. We show through visual resources and textures, the technology in an organic, close, tangible and human way.

Large fabric-covered structures trace organic shapes that flow through the space. They act as a skin that lets in light and invites us to explore the environment. We want to evoke a sense of discovery, advancement, movement and connection to a future full of opportunities where Telefónica leads the way.

In addition, we go a step further to represent how, in the age of Earth Computing, Telefónica is the ally that makes our world more human by connecting people's lives, using the spheres as elements that link the earth and the cloud. Each one of these spheres is unique, created and traced by hand by Valencian artisans traditionally dedicated to "*fallero*" work.



PROGRESS
INNOVATION
SUSTAINABILITY

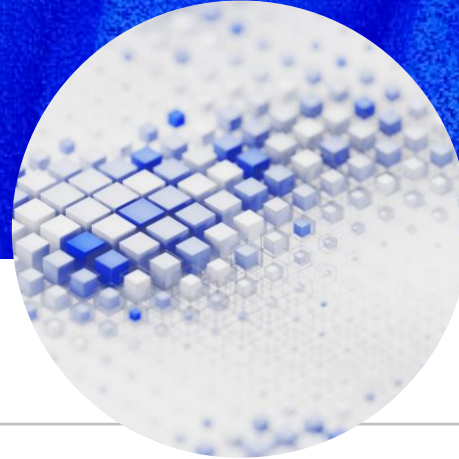
DEMONSTRATIONS AT OUR STAND | Hall 3 – 3K31

Join us onsite and at our virtual stand!



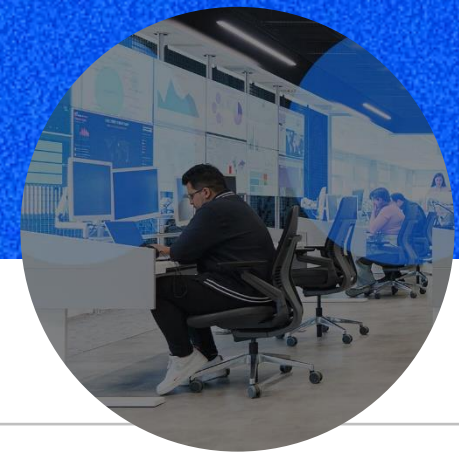
Open Gateway 5G drones

Open Gateway 5G Drones offers an **autonomous drone solution** with our infrastructure, **5G network** capabilities and the integration of our **Open Gateway APIs**.



Quantum-Safe Networks

We evolve our **networks** to be **quantum-safe**, combining traditional and post-quantum cryptography in the face of future threats. We will demonstrate how we apply it in the network, services and utilities.



Digital Operations Center

Take a look at our **Digital Operations Center** from where we provide a comprehensive and global service for the **supervision and operation of Cybersecurity and Cloud services**.

And don't forget to ask us about our **AI projects** like our **indoor insight** behavioural analytics, our **AI Customer Experience Suite** by [wisecx.com](https://www.wisecx.com) (from Wayra) and our demos at other stands*

CONFERENCES IN OUR AGORA

Hall 3 – 3K31

Hybrid format:

Open space with direct site entrance.

Also [Online](#) | in our **web**, our **virtual stand** or **living app** in Movistar+, or on demand, to the recorded conferences.



LIVE DEMOS IN OUR AGORA

- Drones end-to-end
- Beyond the cloud: edge computing and the future of distributed AI
- Technologies for Health – CatEye and 5G blood intelligent monitoring
- Cybercriminals with credentials
- Smart Agro 5G: intelligent forecasting system for vineyards
- Security in the age of AI
- Gen AI to for employee service experience

[Agora agenda here](#)

♡ Sessions broadcasted in English and Spanish 

MWC2025 – Telefónica’s open AGORA sessions Hall3 stand 3K31 or [online](#)

Monday 3rd March 2025

10:45
11:30 Open collaboration to innovate →

13:00
13:45 Federated multidomain 5G test ranges for NATO countries →

14:00
14:40 Telefónica Open Gateway: driving revenue growth →

16:00
16:30 Demotour: live demonstrations session →

Tuesday 4th March 2025

09:30
10:05 End-to-end drones: next generation services →

10:30
11:00 Press Conference: Present and future of Telefónica's networks →

11:15
12:00 Quantum technologies and public-private collaboration →

12:15
13:00 Showcase: Quantum-safe technologies at Telefónica →

13:15
13:45 Driving the development of a European cloud-edge continuum →

14:00
14:30 Network for AI →

15:00
15:45 Network Slicing: revolutionising critical communications in 5G →

16:00
16:40 Satellite connectivity: critical infrastruct., emergencies and the global IoT →

17:00
17:30 Cybercriminals with credentials →

18:00
18:30 Digital Forensics with Leicester Police: blueprint for police investigations →

Wednesday 5th March 2025

09:30
10:05 Beyond the cloud: edge computing and the future of distributed AI →

10:30
11:00 5G innovation & monetization: Network Data Analytic Funct. (NWDAF) potential →

11:30
12:15 Showcase: Technologies for Health - CatEye, 5G blood intelligent monitoring and the Internet of Things →

12:30
13:00 We invite SMEs to join the AI revolution →

13:15
13:45 Security in the age of AI →

14:00
14:30 Barcelona Supercomputing Center (BSC) AI Factory: what's in it for me? →

15:15
15:45 Green algorithms, from risk to opportunity →

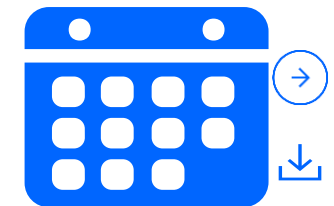
16:00
16:30 Resilient digitalisation in industry: technology, agility, and competitiveness →

17:00
17:30 Smart Agro 5G: intelligent forecasting system for vineyards →

18:00
18:30 Wayra roundtable (TBC) →

Thursday 6th March 2025

11:00
11:30 Gen AI to enhance and transform employee service experience →



Detailed Agenda

 With live demos

Content

Digital Health

Green Tech

Fintech

University & spin-off hub

Corporate innovators

Founders programme

Investors Programme

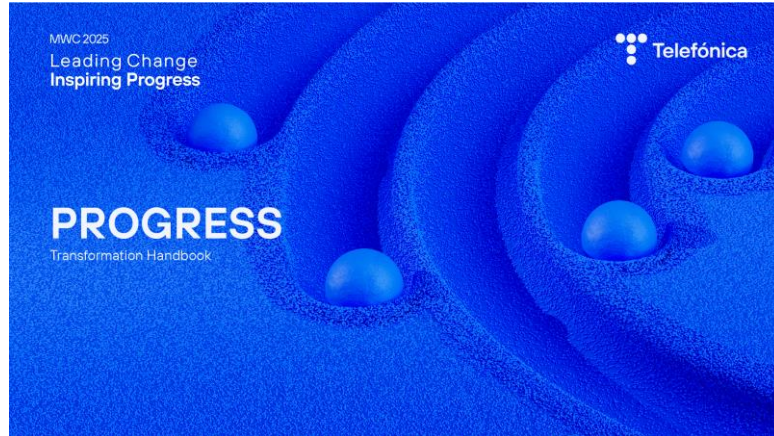


Activities of
Telefónica/Wayra
@4YFN

35 startups
4 partners

	Lunes 3	Martes 4	Miércoles 5	Jueves 6
9h-14h	<u>Ciudadela</u> (Spain)	<u>Wise CX</u> (HISPAM)	<u>RapiHogar</u> (Spain)	<u>Asfin</u> (Spain *EOI)
	<u>Bit2Me</u> (Ventures)	<u>Galtea</u> (Spain)	<u>Capably</u> (Spain)	<u>Seven Sector</u> (Spain *INCIBE)
	<u>AGRIN'PULSE</u> (Spain *LVI)	<u>Internxt</u> (Spain)	<u>Inspira AI</u> (Brazil)	<u>Zerod</u> (Spain *INCIBE)
	<u>Pointee</u> (Germany)	<u>Aiphoria</u> (UK)	<u>Alias Robotics</u> (Spain)	<u>Axelia</u> (Spain *INCIBE)
	<u>Mitigant</u> (Germany)	<u>WEECOVER</u> (Spain)	<u>Devengo</u> (Spain)	<u>Trendimensional</u> (Spain *EOI)
14h-19h	<u>Remuner</u> (Spain)	<u>OMNILOY</u> (Spain)	<u>Bankuish</u> (HISPAM)	
	<u>Legit.Health</u> (Spain)	<u>Shakers</u> (Spain)	<u>M.IA</u> (Spain *EOI)	
	<u>KPI6</u> (Italy *Alaian)	<u>Hiya</u> (*Ventures)	<u>Beegol</u> (Brazil)	
	<u>Neural Fashion</u> (Spain *Desigual)	<u>Securing Sam</u> (UK)	<u>Mitiga</u> (*Ventures)	
	<u>Bondio</u> (UK)	<u>Kymatio</u> (Spain)	<u>Spectronite</u> (Germany)	

TELEFÓNICA'S TRANSFORMATION HANDBOOKS COLLECTION | 2025 EDITION



[Download our handbooks](#)

CONFERENCES IN MWC GSMA

Fira Gran Vía

Opening Keynote & Driving Europe's Digital Future Keynote and Telefónica's presence at more than 25 **conferences** across the **GSMA MWC** and **4YFN** programmes



KEYNOTE 1: OPENING

THE GATEWAY TO A NEW FUTURE

Mon, 3 Mar
09:30 -10:45 CET

Location **Hybrid**
MWC Main Stage, Hall 4

KEYNOTE 4:

DRIVING EUROPE'S DIGITAL FUTURE: LEADERSHIP IN ACTION

Mon, 3 Mar
15:15 -15:45 CET

Location **Hybrid**
MWC Main Stage, Hall 4



TELEFÓNICA'S PARTICIPATION AT THE
[GSMA CONGRESS HERE](#)



MWC 2025

Leading Change Inspiring Progress

We believe in the transformative power of technology and the human connections that drive us toward a better future.

Want to *find out* more?

telefonica.com/mwc

