

MWC2024
100 Years
Leading Change



Mobile World Congress 2024

26 February – 29 February

MWC2024

100 Years
Leading
Change

MOBILE WORLD CONGRESS 2024
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 February 22nd to March 2nd at our **flagship store in Barcelona**, Plaza Catalunya 16, an additional and free window to the MWC. Check [here](#) all the activities



MWC2024

100 Years
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Change

ONLINE

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



+ Through our immersive
virtual stand



+ Through our **Living App**
on **Movistar Plus+**



100 years leading change

We've turned 100 years old. A century of making our world more human by connecting people's lives. What a ride!

But now, it's not time to get nostalgic. It's time to prepare for a new era. Because in these times we live in, we are witnessing a strange paradox: while the life expectancy of people is getting longer and longer, the life of companies is getting shorter and shorter. For a company to survive for more than a hundred years is a complete anomaly. And this anomaly can be explained by a single reason: its ability to change.

Telefónica's history is one of anticipating change. We were born as a voice company and moved to data, from copper to fibre, from operating in a single country to becoming a global company. A company forged, from its very foundation, in change.

And now we are committed to change again. Change to lead a new era of progress. A revolution capable of rewriting history of businesses and people... and yes, also our own.

There is great value to be captured by the telco industry. Times that are opening a new world of business opportunities, where Open Networks are key to foster innovation while driving profitable and sustainable growth. With this goal ahead of us, it is not time to ask "What if..."? but "How we will make it happen".

We've been doing it for a hundred years, imagine what we can do in the next 100.



Let's imagine ourselves beyond limits with Lang Lang

Time | Monday 26th, February 19:00-20:00

Venue | Gran Teatre del Liceu, La Rambla 59, Barcelona

Creative direction | Igor Cortadellas

With the collaboration of Ericsson
By personal and non-transferable invitation

A unique concert in which Lang Lang will explore the limits of technology to share his emotions and talent with the audience

Music and technology merge in a world where the digital and physical worlds come together to transport us to a new world of emotion

The special session "*The technology behind the Liceu Gala Concert*" will be held the following day on Tuesday 27th February, 16:00-16:30, at the Telefónica's Agora in MWC Hall 3-3K31 and [online](#).

A more sustainable STAND

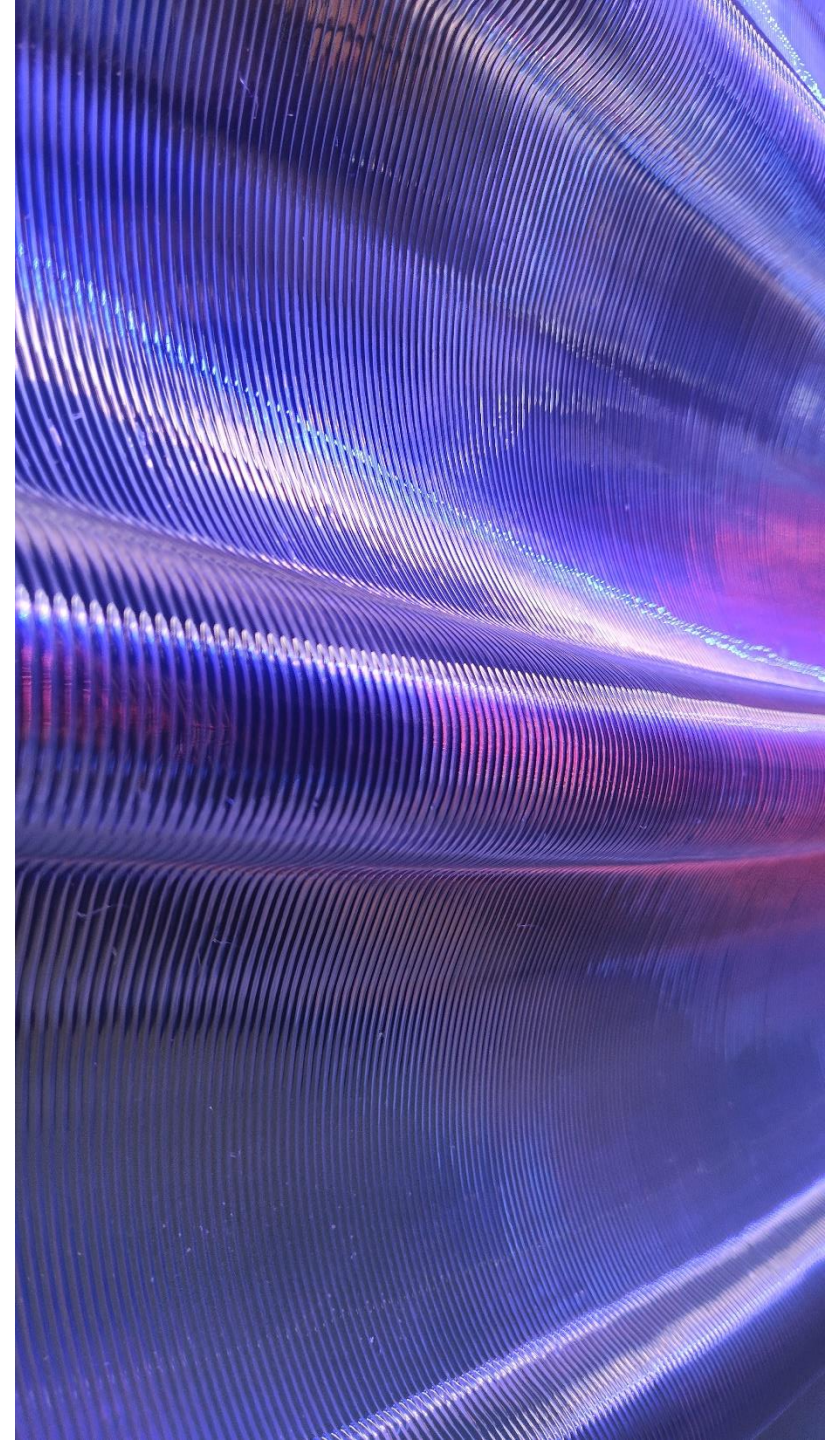
Hall 3 – 3K31

Let's imagine ourselves as protagonists of a future that inspires us to continue improving. We arrived at Mobile World Congress with the illusion of creating a stand that looks to the future with optimism.

Let's imagine ourselves more sustainable, with a stand in which we use part of the material with 3D printing, built line by line with an organic design aligned with our aesthetics, recycled and recyclable. Innovation in production through vertical 3D printing robots reduce the production chain to a minimum, allowing us to drastically reduce CO₂ emissions.

Let's imagine ourselves creating common spaces, with a stand where we put people at the centre. We will transform the Agora into an immersive space where, in addition to putting technology at the service of people, the content will take us on a journey through the company's 100 years, celebrating all that we have done and the legacy that is yet to come. Telefónica, 100 years leading change.

Telefónica, 100 years leading change.



DEMONSTRATIONS AT OUR STAND | Hall 3 – 3K31

Join us onsite and at our virtual stand!



Telefónica Open Gateway

Transforming networks into developer-ready platforms to boost a new generation of digital services



Smart Industry: Leading the Change

Revolutionizing industry 4.0 with smarter solutions: driving efficiency, growth, and sustainability



Telefónica Edge Haptic Arena

Enter the VR, Edge Cloud and Low Latency Arena to enjoy the ultimate gaming experience



Holographic meetings for the people

The next-gen solution for holographic meetings powered by Telefónica's 5G and Edge networks

ON DEMAND DEMO

And don't forget to ask us about AI inside, and about our *Indoor Insights* flow control, the Wifi 6E @6Ghz, the Snippet's solution for capturing customer attention with personalised video campaigns, our digital helpdesk powered by Wise CX (from Wayra), as well as our demos in other stands*!

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CONFERENCES IN OUR AGORA

Hall 3 – 3K31

Hybrid format:

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



● **LIVE DEMOS**
IN OUR AGORA

**Tactical 5G
Bubbles: Drones
& Robots**

**AI logistics &
Computer
Vision**

**mSurgery:
Immersive Virtual
Operating Theatre**

**5G Multicam
VR 360**

Agora agenda [here](#)

♡ Sessions broadcasted in English and Spanish



MWC2024 – Telefónica's AGORA sessions Hall3 stand 3K31 or online with live questions

Monday 26th February 2024

11:00
11:45 [Smart Tourism and Destination Digitalization](#)

12:45
13:30 [\(Re\)create the Future of Intelligent Digital Services](#)

14:00
14:30 [Urban air mobility: safe, autonomous and cleaner](#)

14:45
15:15 [Telefónica's Network evolution: Softwarization and automation ...](#)

15:30
16:15 [First steps of Open Gateway in Telefónica](#)

16:30
17:00 [DEMOTOUR – Live demonstrations](#)

Tuesday 27th February 2024

10:00
10:45 [Immersive virtual operating room. Revolutionising the future of robotic surgery with mSurgery](#)

11:00
11:30 [Press conference](#)

12:00
12:45 [Holographic meetings for the people:The next-gen solution pow. by Telefónica's 5G and Edge network and Matsuko](#)

13:15
14:15 [Beyond automation: responsible AI in business unveiled](#)

15:00
15:45 [Mobile network sharing: A new development model for Latin America](#)

16:00
16:30 [The technology behind the Liceu Gala Concert](#)

16:45
17:30 [Utig, a successful collaboration among the European Telcos in the Advertising space](#)

18:00
18:30 [Discover how Telefónica is becoming an enabler of Web3 and XR](#)

Wednesday 28th February 2024

10:00
10:45 [Industrial Resilience: the Importance of OT Connectivity & Cyber Security](#)

11:00
11:30 [Press conference](#)

12:00
12:45 [Tactical 5G bubbles and network slicing in public networks: Robotics and augmented reality in critical situations](#)

13:00
13:45 [Green and digital transition in key sectors: Water and Energy](#)

14:00
14:30 [Towards a New Generation of Edge and Cloud](#)

15:30
16:00 [Wayra Unleashed: A Tale of Telco Transf. in the Open Gateway Galaxy](#)

16:15
17:00 [Industry 4.0 – digital transformation enabled by private networks](#)

17:30
18:15 [AI logistics – The artificial intelligence revolution in logistics centers](#)

Thursday 29th February 2024

10:00
10:30 [Augmented employee experience: Generative AI use cases](#)

11:00
11:30 [5G Multicam – VR 360 in Real Time](#)

12:00
12:30 [How Startups and Corporates disrupt the market together – The WiseCX, Telefónica and Wayra case](#)

 With live demos

Monday 26th February 2024

Time

Session/Speakers

11:00 – 11:45

- [Smart Tourism and Destination Digitalization](#)

Natalia Bayona - CEO ONU Tourism | **Antonio Pérez** - Benidorm Mayor & president of Alicante Council | **Javier Martínez Gilabert** - General director of digital transformation, Region of Murcia | **Carmen Alonso Cañada** - Head of Business Development, Telefónica Tech | **Frederic Vieuxmaire** - Tourism Business Development, Telefónica España | **Diego López Román** - Head of Business Process, Telefónica España

 ADD TO GOOGLE CALENDAR

12:45 – 13:45

- [\(Re\)create the Future of Intelligent Digital Services](#)

Chema Alonso - Chief Digital Officer, Telefónica & CEO de Telefónica Innovación Digital | **Jason Zander** - EVP, Strategic Missions and Technologies, Microsoft | **Vala Afshar**, Chief Digital Evangelist, Salesforce | **Lang Lang**, pianist

 ADD TO GOOGLE CALENDAR

14:00 – 14:30

- [Urban air mobility: safe, autonomous and cleaner](#)

Victoria Jing Xiang - COO Europe and Latam, Ehang | **Alfredo Serret** Global IoT Director, Telefónica Tech

 ADD TO GOOGLE CALENDAR

14:45 – 15:15

- [Telefónica's Network evolution: Softwarization and automation as a way to boost monetization and efficiency](#)

Yelamate Mallikarjuna Rao - CTIO, Telefónica Germany | **Cayetano Carbajo** - Director of Core, Transport and Platforms Telefónica, Global CTIO

 ADD TO GOOGLE CALENDAR

15:30 – 16:15

- [First steps of Open Gateway in Telefónica](#)

David del Val - Telefónica Open Gateway Director | **Débora Bortalasi**- VIVO, B2B Executive Director | **Federico Vega**, CEO frete.com | **Albert Lang-Itau**, Technology Exec. | **Pablo Benito Martín**- Deloitte, Technology Consulting Partner | **Antonio Galdo**- Salesforce, Sr. Director, Solution Engineering

 ADD TO GOOGLE CALENDAR

16:30 – 17:00

- [DEMOTOUR – Live demonstrations session](#)

Guillermo Bataller - Transformation and innovation projects manager, Telefónica España

 ADD TO GOOGLE CALENDAR

Tuesday 27th February 2024

Time

Session/Speakers

10:00 – 10:45

- [Immersive virtual operating room. Revolutionising the future of robotic surgery with mSurgery](#)

Eva Aurín - eHealth Expert, Telefónica España | Óscar García - Innovation Expert, Telefónica España | Dr. Jordi Tarascó, Germans Trias i Pujol Hospital | Dr. José M^a Balibrea, Germans Trias i Pujol Hospital

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11:00– 11:30

- [Press conference](#)

 ADD TO GOOGLE CALENDAR

12:00 – 12:45

- [Holographic meetings for the people: The next-gen solution powered by Telefónica's 5G and Edge network and Matsuko](#)

Maria Vircikova - CEO of Matsuko | Chris Penrose - Global Head of Business Development Telco, NVIDIA | Alex Harmand - Core and Platforms Technologies Manager, Telefónica Global CTIO | David Moro - Head of Service Platforms, Telefónica Global CTIO

 ADD TO GOOGLE CALENDAR

13:15 – 14:15

- [Beyond automation: responsible AI in business unveiled](#)

Elena Gil - IA & Big Data Director at Telefónica Tech | Javier Magdalena - Automation and CRM Director at Telefónica Spain | Carolina García Vázquez - Head of AI at Telefónica Global CTIO | Gabriela Ramos - UNESCO Assistant Director-General for Social and Human Sciences

 ADD TO GOOGLE CALENDAR

15:00 – 15:45

- [Mobile network sharing: A new development model for Latin America](#)

Mauricio Lizcano - Minister TIC of Colombia | Cesar Martín, Minister TIC of Ecuador | Teresa Gomes - CEO Internet para Todos | Alfonso Gómez Palacio - CEO Telefónica Hispam | Andrea Folgueiras - CTIO Telefónica Hispam | José Juan Haro - Chief Wholesale and Public Affairs Officer Telefónica Hispam

 ADD TO GOOGLE CALENDAR

16:00 – 16:30

- [The technology behind the Liceu Gala Concert](#)

Enrique Blanco - Telefónica Global CTIO | Andrés Vicente - President & CEO Ericsson Spain & Portugal | Igor Cortadellas - Creative and artistic director of the show | Ian O'Connell - Co-founder Musion 3D

 ADD TO GOOGLE CALENDAR

16:45 – 17:30

- [Utqi, a successful collaboration among the European Telcos in the Advertising space](#)

Marc Bressel - CEO, uTIQ | Nuria de Andres Santos - Head of Global Media, Telefónica S.A. | José Luis Nuñez Vivanco - Chief Strategy Officer, Unidad Editorial | David del Val - Director, Telefónica Digital Innovation

 ADD TO GOOGLE CALENDAR

18:00 – 18:30

- [Discover how Telefónica is becoming an enabler of Web3 and XR](#)

Yaiza Rubio - Chief Metaverse Officer, Telefónica | Daniel Hernández - VP Devices & Consumer IoT Telefónica | Mark Raynes - Head of Solutions at Chainlink Labs

 ADD TO GOOGLE CALENDAR

Wednesday 28th February 2024

Time

Session/Speakers

10:00 – 10:45

- [Industrial Resilience: the Importance of OT Connectivity & Cyber Security](#)

Jose Antonio Cascallana - Industrial Cyber Security Product Manager, Telefónica Tech | **María Luisa Redondo Velázquez** - Global Information Security Director, Horse | **Maria Eugenia Borbore** - Vertical Business Dev.Manager, Telefónica Empresas | **Alberto Muñoz** - Industrial Connectivity Product Manager, Telefónica Empresas

 ADD TO GOOGLE CALENDAR

11:00– 11:30

- [Press conference](#)

 ADD TO GOOGLE CALENDAR

12:00 – 12:45

- [Tactical 5G bubbles and network slicing in public networks: Robotics and augmented reality in critical situations](#)

Ángel Alves González - Innovation Expert, Telefónica España | **Leticia López Domingo** - Innovation Expert | **Sergio Gamo Velasco** - STAM Defensa y Seguridad, Telefónica I. Seguridad | **Miguel Borja Cano** - Head of Vertical Drones y Robotization, Telefónica I. Seguridad | **Gustavo Medina** - CEO XReality Factory

 ADD TO GOOGLE CALENDAR

13:00 – 13:45

- [Green and digital transition in key sectors: Water and Energy](#)

Alfredo Serret - Global IoT Director, Telefónica Tech | **Ana Belén Pociña** - Head of ESG Offer and innovation, Telefónica | **Belén Díaz-Guerra Calderón** - Head of the Transport Network Planning area, Redeia | **Guillermo Pascual Gisbert** - Director of Solutions and Technologies division at Veolia

 ADD TO GOOGLE CALENDAR

14:00 – 14:30

- [Towards a New Generation of Edge and Cloud](#)

Juan Carlos García - SVP Technology Innovation and Ecosystems, Telefónica Global CTIO | **Fidel Jesús Fernández Gómez** - Director of technology & IT transformation, Telefónica España | **Daniel Ribaya** - Director of Cloud Products & Services, Telefónica Tech

 ADD TO GOOGLE CALENDAR

15:30 – 16:00

- [Wayra Unleashed: A Tale of Telco Transformation in the Open Gateway Galaxy](#)

Irene Gómez - Director Telefónica Open Innovation & Wayra CEO | **Alex Marti** - CEO & Co-Founder, Mitiga | **Rodrigo Bernardinelli** - CEO & Co-Founder, Digibee | **Maria Vircikova** - CEO & Co-Founder, Matsuko | **Alex Algard** - CEO & Co-Founder, Hiya

 ADD TO GOOGLE CALENDAR

16:15 – 17:00

- [Industry 4.0 – digital transformation enabled by private networks](#)

Sandeep Raithatha - Head of Innovation and 5G Private Networks, Virgin Media O2 Business | **Dario Cesena** - CEO Geprom, Part of Telefónica Tech

 ADD TO GOOGLE CALENDAR

17:30 – 18:15

- [AI logistics – The artificial intelligence revolution in logistics centers](#)

Daniel Guisado - CIO Würth España | **Alejandro Alonso** - Innovation Expert, Telefónica España | **Sergio Sellers** - Product Manager Computer Vision, Telefónica Empresas

 ADD TO GOOGLE CALENDAR

Thursday 29th February 2024

Time

Session/Speakers

10:00 – 10:30

• [Augmented employee experience: Generative AI use cases](#)

Belén Espejo González – Head of People Business Development, Telefónica Empresas
Bruno Lago Prieto – Virtual Assistants and Generative AI Business Development Manager, Telefónica Empresas

 ADD TO GOOGLE CALENDAR

11:00 – 11:30

• [5G Multicam – VR 360 in Real Time](#)

Alejandro Ugarrío - Atleti Lab director and digital development deputy director, Atlético de Madrid
Juan Jose Rodríguez Lupiañez - Innovation expert, Telefónica España
Ana Vega Viejo - Innovation expert, Telefónica España

 ADD TO GOOGLE CALENDAR

12:00 – 12:30

• [How Startups and Corporates disrupt the market together – The WiseCX, Telefónica and Wayra case](#)

David Cabrera - CEO, WiseCX
Fernando Asín – Head Marketing SMEs, Telefónica España
Matilde de Almeida - Business Development, Wayra

 ADD TO GOOGLE CALENDAR

Telefónica/Wayra at 4YFN Innovation | **Hall 8.1 – A41**

Content

Digital Health
Fintech
Green Tech
Founders
Woman Innovators
Impact
Investors (Wayra Sponsor)

Activities of
Telefónica/Wayra
@4YFN

28 startups
4 partners



Monday, February 26th

Tuesday, February 27th

Wednesday, February 28th

Thursday, February 29th

Morning

- [Fundación Valenciaport](#) (Partner)
- [GrabrFI](#) (BCN)
- -
- [Remuner](#) (BCN)
- [Depasify](#) (MAD)

- [Hotelbeds](#) (Partner)
- [Red Sift](#) (UK)
- [Erudit](#) (Hispania)
- [Uelz](#) (BCN)
- [Localyze](#) (GER)

- [EULAC](#) (Partner)
- [Galactify](#) (GER)
- [Bcas](#) (MAD)
- [Tachyonix](#) (BR)
- [Chaindots](#) (Hispania)

- -
- [Bia Power](#) (BCN)
- [Apolo Kids](#) (BCN)
- [Unmanned Life](#) (BCN)
- [Floorfy](#) (Hispania)

Afternoon

- [Desigual](#) (Partner)
- [Omniflow](#) (UK)
- [Hiya](#) (TEF Ventures)
- [Digibee](#) (BR)
- [Shakers](#) (MAD)

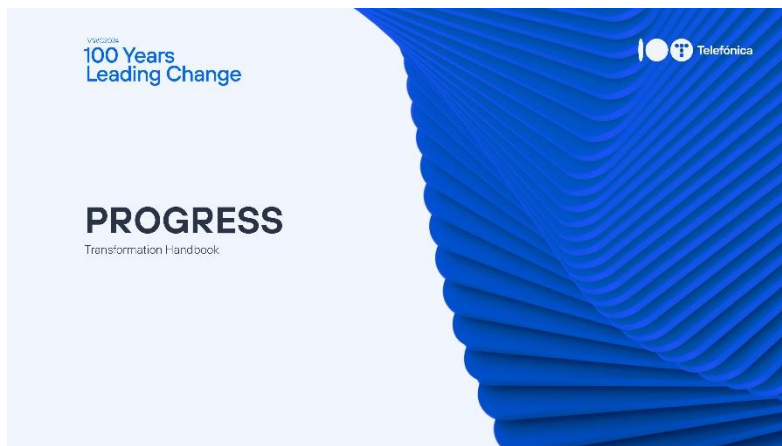
- [Bit2me](#) (TEF Ventures)
- [Mindverse](#) (GER)
- [Cafler](#) (BCN)
- [Bankuish](#) (Hispania)
- [Knok](#) (Alaian)

- [PortAventura World Parks & Resort](#) (Partner)
- [Gandolapp](#) (OpenTop / Inn Services)
- [Airallo](#) (TEF Ventures)
- [Wenalyze](#) (MAD)
- [Beegol](#) (BR)

MWC2024

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TELEFÓNICA'S TRANSFORMATION HANDBOOKS COLLECTION | 2024 EDITION



MWC2024

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CONFERENCES IN MWC GSMA

Fira Gran Vía

Opening Keynote

and Telefónica's
presence at more than
30 **conferences** across
the **GSMA MWC** and
4YFN programmes

MWC
GSMA

BARCELONA
26 - 29 FEBRUARY 2024

**4Y
FN**

KEYNOTE 1

OPEN GATEWAY - THE ART OF WHAT'S POSSIBLE



When

Mon, 26 Feb: 09:30 - 10:45 CET

Hybrid

Location

MWC Main Stage

 **MOBILE**
WORLD CONGRESS

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



Want to *find out* more?

telefonica.com/mwc