

# We are better, connected



# MOBILE WORLD CONGRESS 2021- BARCELONA

Telefónica will be present **ONSITE** in Fira Gran Via in Barcelona at **Hall 3 - 3K31**, as well as in **4YFN**, the innovation event, at **Hall 2 - 2G5**.



The exhibition site is especially prepared to offer high health safety conditions with a Covid19 protocol and access requirements which can be consulted [here](#)

... and **ONLINE** with a **DIGITAL TWIN**



Digital twin available from June 27<sup>th</sup>, 2021 at 15.00 CET



# Transformation is in our DNA

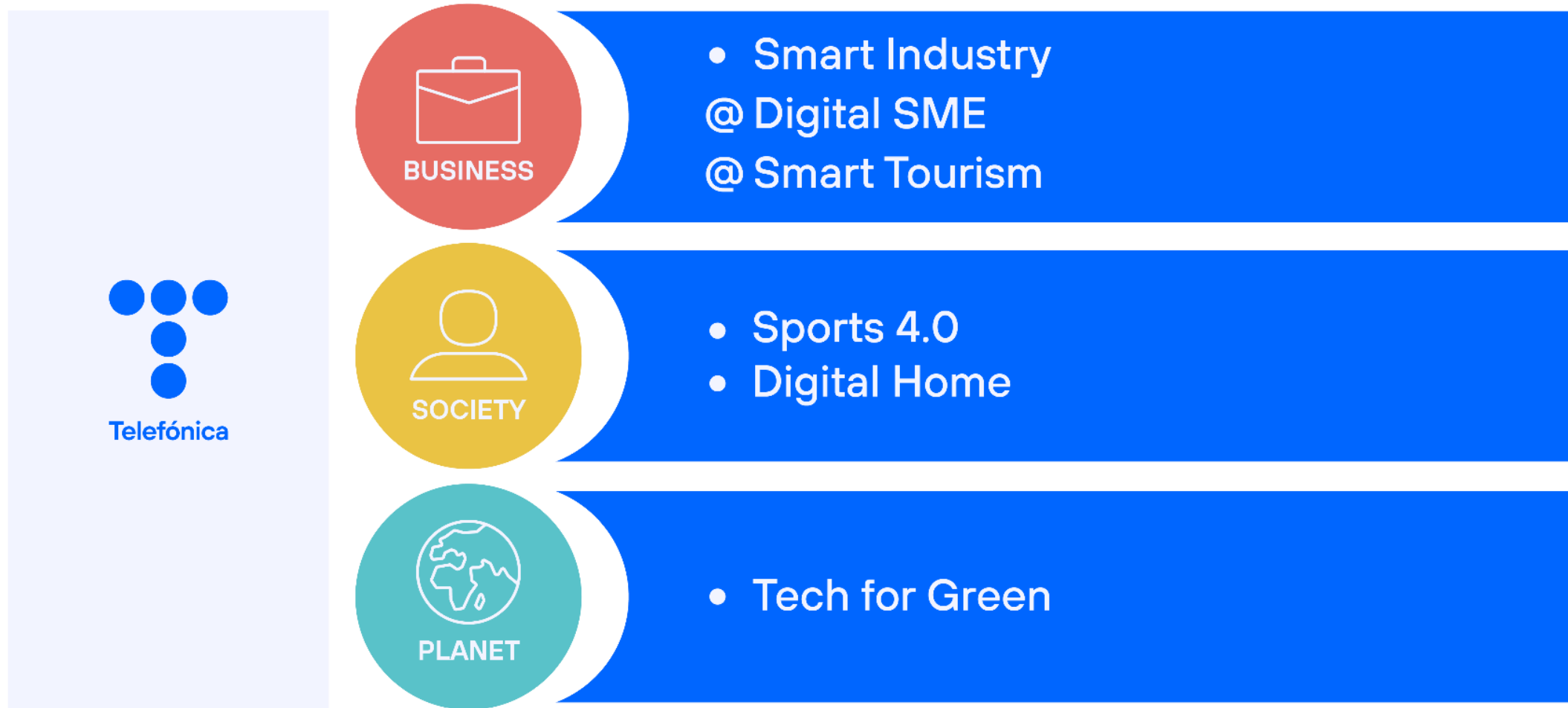
The public health and economic crisis triggered by COVID-19 has focused our minds on the need for a **swifter economic and social transformation** – the only way we can count on a full recovery and get back on track for growth.

We believe that **digitalisation is key** to making this transformation possible. Technologies such as 5G, cloud storage, cybersecurity, AI, big data and IoT will be game-changing — as demonstrated by our extensive catalogue of solutions, applications and use cases. Our capacities and experience make us the **perfect partner for businesses and local authorities** as they take on the digital challenge.

We stand for a **fair, inclusive and sustainable digital transformation**. Our mission is to harness technology for people and planet, lightening the environmental load and offering our clients solutions that get them working more efficiently and sustainably.



## Exhibition: visitors can explore 6 experiences on digital transformation along 3 axes



@ Experience only available at the digital twin or explained by the gurus at the on-site stand

## Conferences in our AGORA: streamed live and recorded, complemented by our presence at the GSMA's conference event



The auditorium allows for a hybrid format, where visitors can attend on site in **Hall3 stand 3K31** or online, in our **DIGITAL TWIN**, live to ask questions, or on demand, to the recorded conferences

**TELEFÓNICA's  
AGORA  
AGENDA**

**TELEFÓNICA's  
SPEAKERS IN  
GSMA's  
CONFERENCES\***

\* Including conferences in 4YFN, on Social Impact, Fintech, eHealth, Corporate Venture, Connectivity  
Several startups will be present in **4YFN** at Telefónica-Wayra's stand **Hall 2 – Stand 2G5**

# Conference detail at Telefónica's AGORA

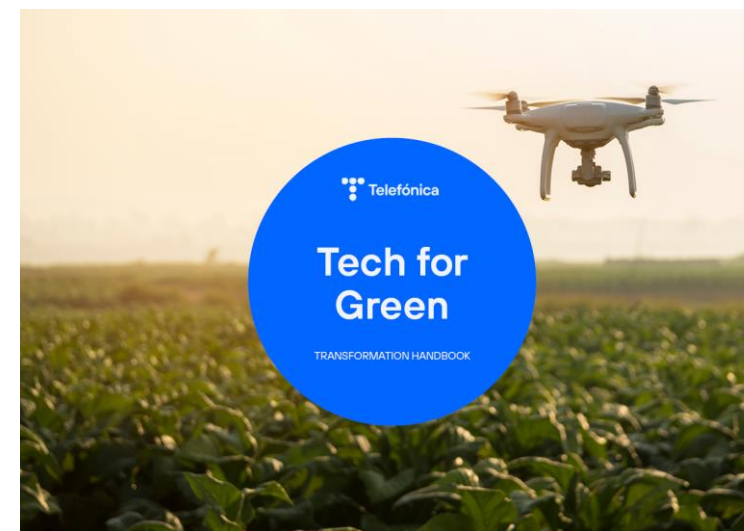
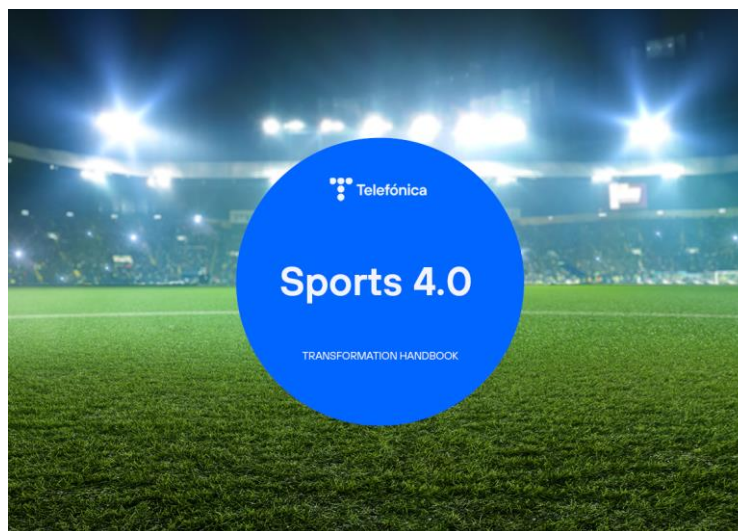
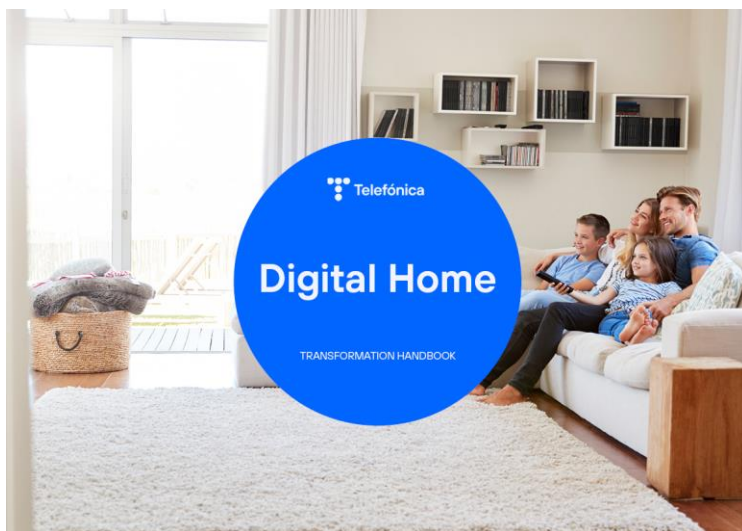
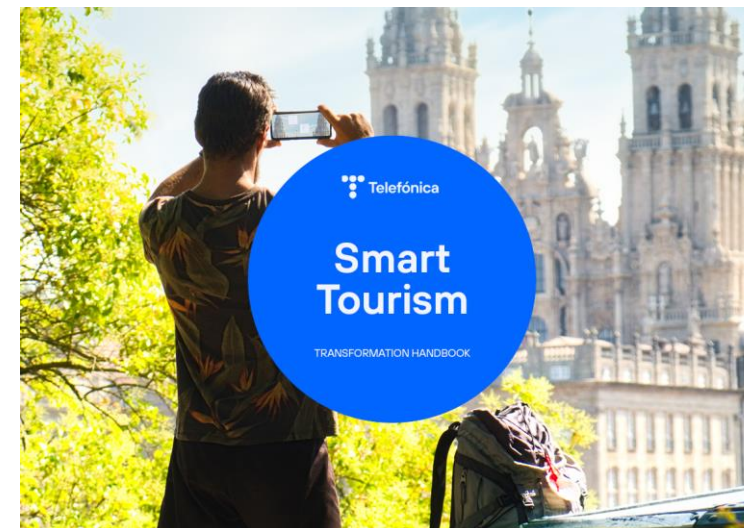
Monday 28th June	12.30-13.00	SMEs facing the Challenge of Digitalisation	Javier Vizcaíno - SMEs Director, Telefónica España
	14.00-14.30	The new people development: technology, health and wellbeing	Pilar Río Maeztu - Vertical Business Development Manager, Telefónica España Marc Espel Ribera - International Project and Product Manager, Teladoc
	15.00-15.30	Digitalisation for a green transition	Laura Fernández Cavas - Climate change and sustainable finance expert, Telefónica
	16.00-16.45	DEMOTOUR	Guillermo Bataller - Transformation and innovation projects manager, Telefónica
	17.30-18.00	Beyond predictive maintenance	Ana Isabel Pardos - TTech IoT&BD/New Business Industria 4.0, Telefónica Yolanda Gómez - Business Unit Manager, Grupo Alava Miguel Mateo - Chief Sales Officer (CSO), Grupo MonoM
Tuesday 29th June	10.00-10.30	5G or what a surgeon, a shipyard, a drone and a tunnel have in common	Mercedes Fernández Gutiérrez - Head of Innovation, Telefónica España Juan Manuel Cambeiro - Network Innovation, Telefónica España
	11.00-11.30	Welcome to the future: current use cases of AI for Autonomy	Marta Antúnez - Director Wayra Barcelona Lorena Senador-Gómez - Commercial & Business Director, Telefónica Ingeniería de Seguridad Jorge Muñoz - CMO, Unmanned Life
	12.00-12.30	Digital farming 4.0: how to manage the sustainability cycle	Andrés Escribano - New Business & Industry 4.0 Director, Telefónica Hugo Scagnetti - CEO Vertical Green
	14.00-14.45	Connected, flexible, smart and safe factories	Manuel López Pérez - Industry Business Development Manager, Telefónica España Alexander Arriola Lizarriturri - CEO Alias Robotics
	16.00-16.45	DEMOTOUR	Guillermo Bataller - Transformation and innovation projects manager, Telefónica
	17.30-18.00	The future mobility: a hyper-connected, safe and sustainable mobility	Leticia López Domingo - 5G & Mobility Services Expert, Telefónica Alejandro Alonso Portero - 5G Innovation Expert, Telefónica
Wednesday 30th June	10.00-10.30	TrustOS, Telefónica's solution to integrate Blockchain into your business	César Rodríguez - Blockchain Specialist at Telefonica Tech, Telefónica
	12.30-13.00	Wayra, 10 years rewriting the rules	Paloma Castellano - Director Wayra Madrid Paul Bojarski - CEO Sceenic   Isabel Hernández - CEO Shaadow   David Pena - CEO Peoople
	14.00-14.30	Innovating in Hospitality and Tourism	Carlos Marin Escriche - Product Management Empresas, Telefónica Andrés Martínez - CEO iUrban
	15.30-16.00	Drones in security, the future is today	Fabián Blanco, CEO Telefónica Ingeniería de Seguridad Miguel Álvaro Fernández - Drone Sales Specialist, Telefónica
	16.30-17.00	DEMOTOUR	Guillermo Bataller - Transformation and innovation projects Manager, Telefónica
	17.30-18.00	Getting value from video in business	Jorge Concejo - Product Manager Video, Telefónica España Sergio Sellers - Product Manager Video, Telefónica España Juan Manuel Cambeiro - Network Innovation, Telefónica España
Thursday 1st July	10.00-10.30	The future classroom: effective and supported innovation for tomorrow's professionals	Enrique García López - Consultant in Education, Telefónica España
	11.30-12.00	Virtual Assistants and robotisation: AI for the people	Bruno Lago Prieto - Business Development Manager, Telefónica España Juan María López Rufo - Business Development Manager, Telefónica España

**CONSULT  
HERE THE  
LATEST UPDATE  
OF THE  
AGENDA**



# Our transformation handbooks collection

Digital twin available from June 27<sup>th</sup> at 15.00 CET  
Transformation handbooks collection available online from June 22<sup>th</sup>, 2021



By browsing in our [digital twin](#) or downloading the transformation handbooks in [our web](#)





Want to *find out* more?

[telefonica.com/mwc](https://telefonica.com/mwc)