



**MOBILE
WORLD CAPITAL
BARCELONA**

Mobile World Capital Barcelona Setting up a new generation mobile smart city

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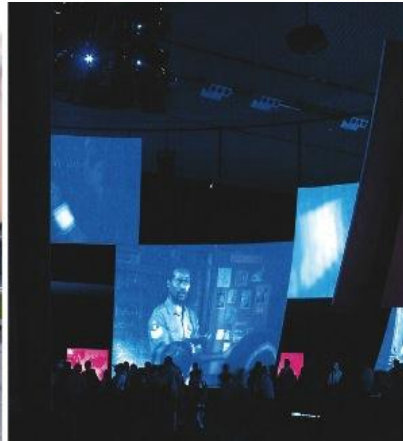
What is the Mobile World Capital Barcelona?



The GSMA Mobile World Congress

The mobile industry's largest worldwide B2B event

- New venue from 2013 until 2018.



The Mobile World Festival

Events oriented to promoting and spreading mobile usage to everyone

- First edition during Summer 2013



The Mobile World Centre

The capital's permanent showroom space

- Centre launch on January 2013



The Mobile World Hub

The Mobile World Capital as a best mobile ecosystem to develop cross industry services

- Competence centers strategy definition in 2012
- In production from 2013

What is the Mobile World Hub?

A unique physical B2B center that incorporates all the capabilities and infrastructures associated with the development of Mobile World Capital Solutions.

Mission

Develop a **new industrial sector** around **mobility** and **transform Barcelona** into the world's **leading mobile city**.

Vision

1- Barcelona as a global **Mobile Hub**:

- Production and **design of mobile solutions**
- Deployment of mobile solutions to **improve people's quality of life**
- Creation of **business, training and service** initiatives that **differentiate Barcelona from other cities**.

2- Position **Barcelona** globally as a **technological city** with **high value-added services**.

3- Development of **high technology clusters**.



MWHub Capabilities

mProgram
mLaw
mNews
mTalent
mEntrepreneurship
mCluster

MWCapital Solutions

mWallet
mSmart city
mHealth
mContent
mTravel

Mobile World Hub - What are the triggers towards the vision?

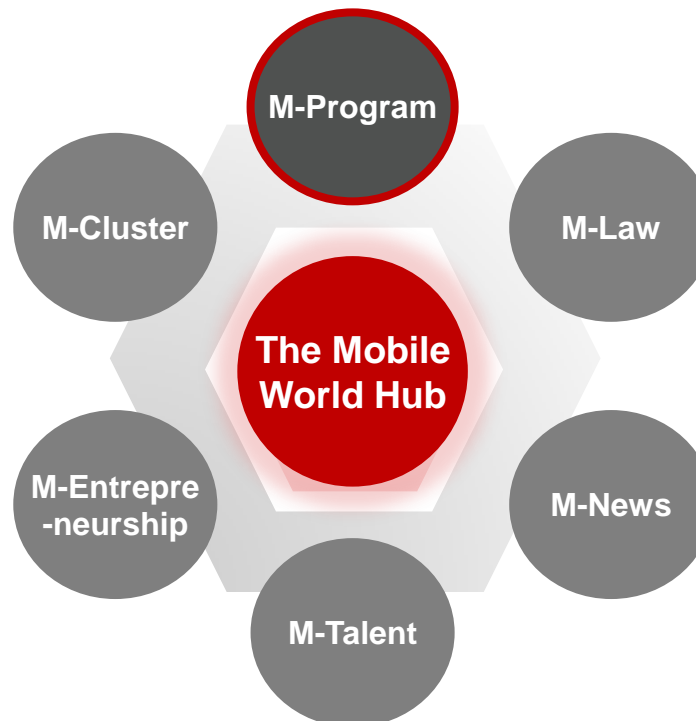
The Barcelona Mobile Plan: six strategic actions are to be activated to accomplish the Mobile World Capital's vision

CAPABILITIES

- Multi-industry mobile innovative initiatives with socio-economic impact

- Creation of a mobility cluster promoting co-creation:
 - ✓ Industries
 - ✓ Research & academia
 - ✓ Prof. associations

- Promote mobile start-up creation and attraction:
 - ✓ Venture Capital
 - ✓ Incubation

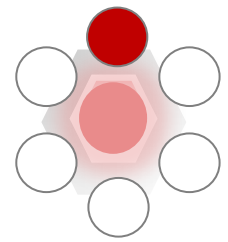


- Become a normative referral:
 - ✓ Standardization
 - ✓ Regulation and arbitration court

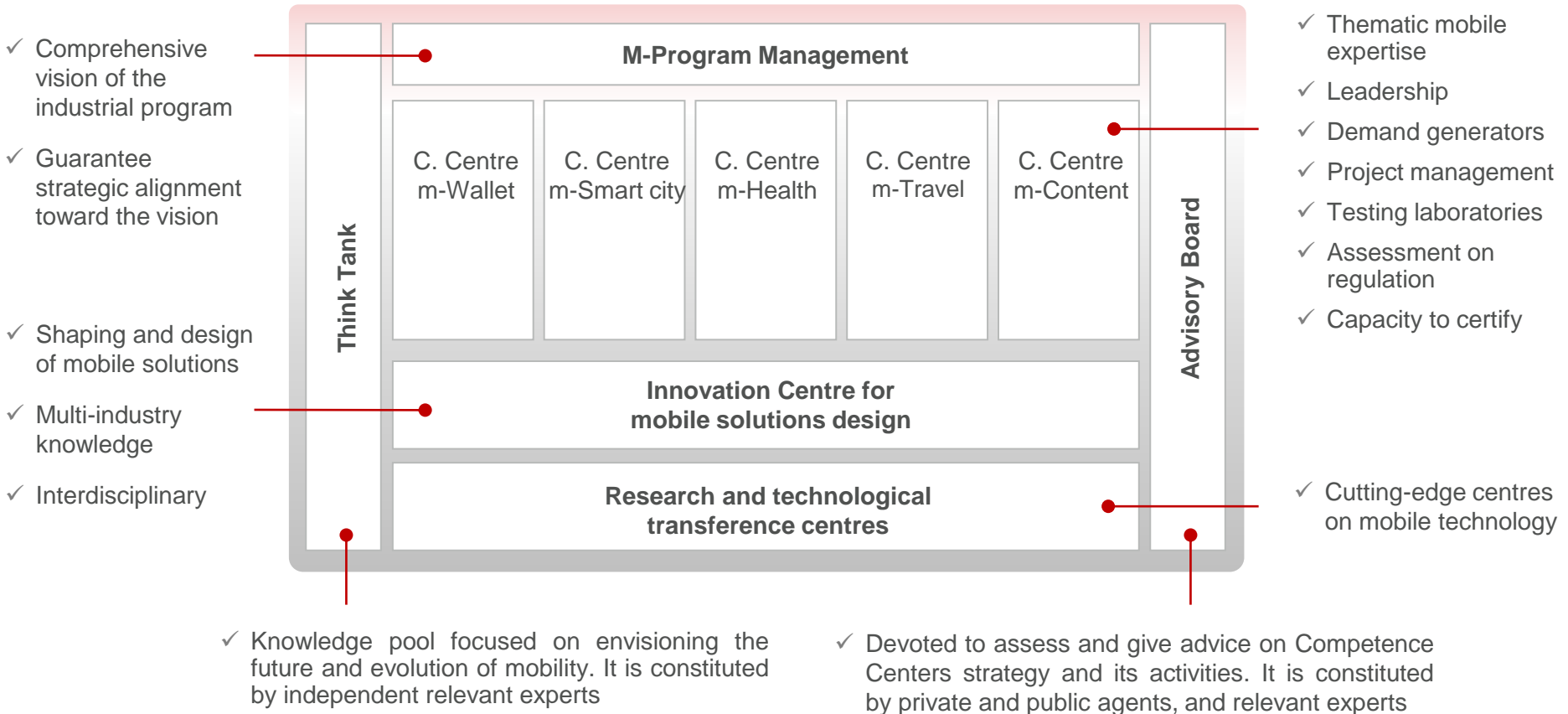
- Spread Barcelona as the best mobile ecosystem:
 - ✓ New mobile case studies
 - ✓ Best practices
 - ✓ Research papers on mobility

- Education mobility program:
 - ✓ Mobile Management School
 - ✓ Mobile University Research

What are the enablers of the M-Program?



Competence Centres are the instruments that centralize capabilities and assets needed for the development of initiatives



Mobile World Capital - Solutions

The Mobile Capital Solutions act as an ecosystem stimulator for developing mobile projects with the engagement of all relevant agents from the public and private sectors.



mWallet

To use your “smartphone” as a virtual wallet with related “smart services”.



mSmart city

To integrate urban services by way of mobile technologies.



mHealth

To use mobile telecommunications in health care services.



mContent

To improve customers' experience with enriched multimedia mobile services

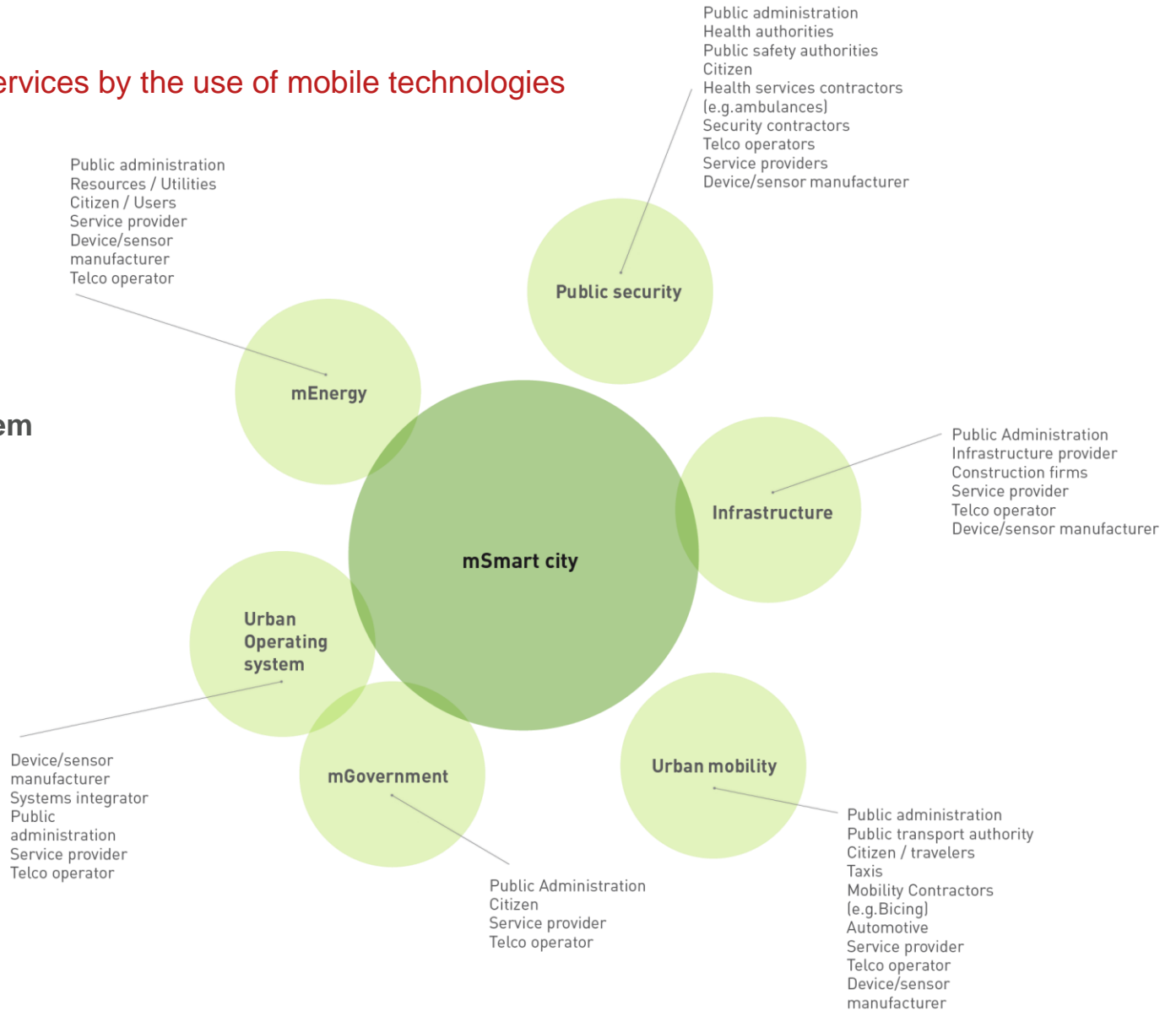


mTravel

To enhance travelling experiences and safety.

Mobile World Capital Barcelona
mSmart City

To Integrate urban services by the use of mobile technologies



Urban Operating System
Public security
Infrastructures
Urban mobility
mGovernment
mEnergy

Mobile World Capital Barcelona

mSmart City

Preliminary approach route...

Urban Operating System

A common platform that improves city efficiency and enables the provision of innovative mobile services and interconnectivity to businesses and individuals: an integrated city model.

Public security

Mobile services to enhance efficiency and offer new added-value functionalities to law enforcement agencies.

Infrastructures

Assistance in managing and controlling public infrastructures (street lights, road signs, etc.) and building management by the use of mobile technology.

Urban mobility

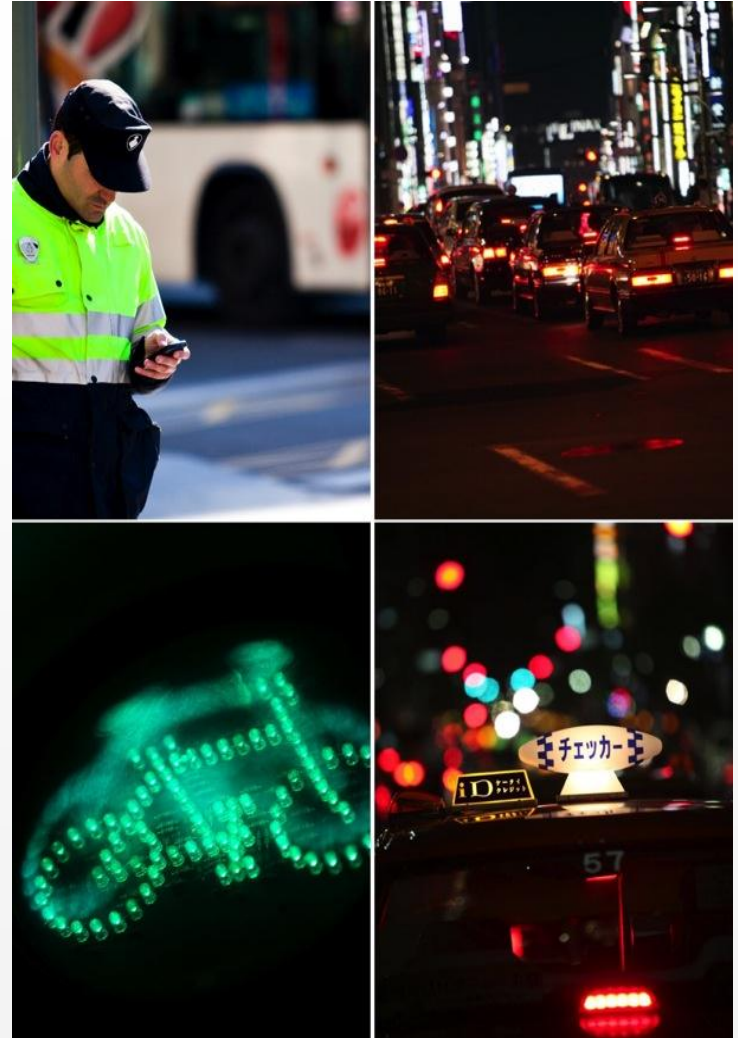
Intelligent fleet logistics: mobile tracking and intelligent routing that helps to reduce journey times, optimize cargo loading and improve the deployment of fleets.

mGovernment

Use of mobile technology and communications in services for government and individuals.

mEnergy

A mobile energy management service which helps users and utility companies manage consumption while improving efficiency.



Mobile World Capital Barcelona

Setting up a mobile smart city test bed



Thank You

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