

GSMA Stakeholder Meeting – BIG DATA London, United Kingdom 23.April 2013



Dear GSMA Guest,

I would like to welcome you to a GSMA meeting which will take place on April 23 at:
MWB Business Exchange, 55 Old Broad Street, London, EC2M 1RX60.
This information is to provide you with logistics surrounding the event as well as information
you may find useful in planning your stay in London.

Francesca, Gina, Emma & Anthony
The GSMA mAutomotive Team

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Time Zone

Time zone = British Summer Time +1 CET

Travel

To get to the meeting venue at **55 Old Broad Street, London**.

The Old Broad Street venue is in the heart of the City of London on the junction with London Wall and Wormwood Street. Liverpool Street Station is less than 100m away and Bank & Moorgate stations are within a 5 minute walk. The building provides easy access to the underground's Northern, Metropolitan, Circle, Hammersmith & City and Central lines as well as mainline train services to Essex. Regular bus services run along the A10, Bishopsgate and A1211 connecting this centre to the rest of London.



You can access via the following London underground from the following tube stations:

- Liverpool Street
- Bank
- Moorgate

From Liverpool Street underground station:

Please take Old Broad Street exit.

As you walk out of the tube station, turn left and you will find yourself on Old Broad Street.

Walk straight ahead until you pass by La Senza and O2 'shops' which are located on the left hand side, straight after passing these shops turn left into the courtyard.

Here you should see the 55 Old Broad Street building. The venue is located on the first floor.

From Bank underground station:

Head south on Prince's Street towards Mansion House Street

Turn left onto Threadneedle St, Turn left onto Old Broad Street

The venue is located on the right

Moorgate Station underground station:

Head east on London Wall/A1211 toward Moorgate/A501
Turn left onto Old Broad Street, the venue will be on the right

Nearest NCP - Finsbury Square (2 mins walk)

Contacts while in London:

- Emma Kane, ekane@gsma.com
- Mobile:+353860201986

Electronics / Laptop & WiFi Information

All meeting rooms have free access to Wifi.

Credit / ATMs / Cash

There are many ATM machines throughout the city of London
All major credit cards are accepted throughout London.
American Express, Credit cards accepted, Diners Club, Eurocard, MasterCard, Visa
If taking a taxi do check that the Taxi takes credit cards. Most of them do.

Currency

In London the currency is Sterling (GBP – Great British Pound)
GBP £1.00 = USD \$1.48 Euro = €1.14

Climate / Clothing

When you come to London you will soon find out that the British people are all obsessed about the weather and love to talk about it all the time. The main reason is that the weather is hard to predict in this season as it rapidly changes. Recommendation is therefore to bring clothes for both rain and sun. Wind & waterproof jacket. Some smart casual clothing. Temperature is about 5-15 °C in April

Passport and Visas

Non British or European passport holders require a visa to visit Britain. If you require a visa letter to assist you, please contact Emma Kane ekane@gsma.com
The UK Immigration Website: <http://www.ukimmigrationbarristers.com/>

Information on where to stay

If you require a hotel, see list of hotels below, which are easily accessible to the Venue.

GSMA Preferred Hotels

(Rates not included, ask for GSMA or GSMA member rate)

| HOTEL NAME | HOTEL ADDRESS | NEAREST TUBE STATION | CONTACT |
|---|----------------------------------|----------------------|--|
| Club Quarters, Lincoln's Inn Fields | 61 Lincoln's Inn Fields, London, | Holborn, Chancery | GSMA is a member of Club Quarters |

| | | | |
|-------------------------------------|---|---|---|
| | WC2A 3JW | Lane | Rates. To make a booking Phone: +44 (0)2074515800 Email: e_memberservices@clubquarters.com |
| Kingsway Hall Hotel | Great Queen Street, London, WC2B 5BX | Holborn | Please quote the booking code GSMA member for individual bookings. Please note that members have to quote this code upon reservation to get GSMA corporate rate. Once booked and check in under a different rate, they cannot amend the rate Phone: +44 207 309 0909 Email: reservations@kingswayhall.co.uk |
| Citadines | 94-99 High Holborn London, WC 1V 6LF | Holborn | When booking please state you are from GSMA. Once you state you are from GSMA it will be enough to obtain the GSMA rate. Book directly through the reservation center. Phone: 0800 376 3898 Intl +33 1 41 05 79 05 Email: enquiry.europe@the-ascott.com |
| The Strand Palace | 372 Strand London WC2R 0JJ | Minutes from Covent Garden, Charing Cross, Holborn & Embankment | To make a booking Phone +44 (0)2073794737 Email: reservations@strandpalacehotel.co.uk |

City Transportation

Click here you will be able to access the London Underground, DLR, London Overground, London Bus services: <http://www.tfl.gov.uk/modalpages/2625.aspx>

Things to do in London

Use this interactive Map: <http://www.londonpass.com/london-tourist-map/index.php>

mAutomotive Networking Event

Everyone is welcome to join us for Networking Drinks & Canapés @ Madison. Madison is located on the top floor of the 1 New Change Shopping Centre, St Pauls, London, EC4M 9AF. This is a 15 minute walk from the meeting venue.

Date: April 23, 2013

Time: 19:00

Madison ROOFTOP TERRACE
1 NEW CHANGE
ST PAULS
LONDON, EC4M 9AF

