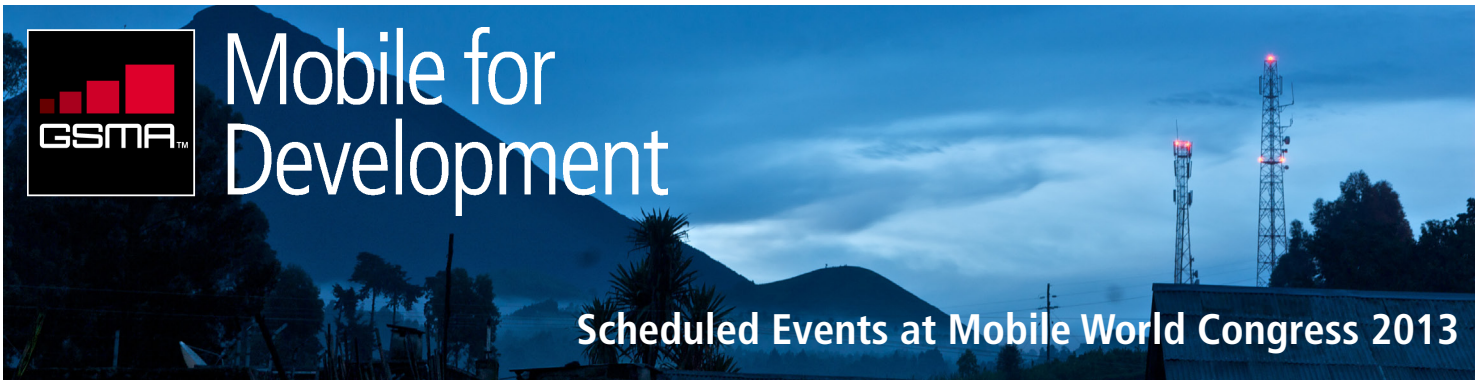


Energy+Mobile for Development

25 February, 09:30 to 11:30, Room CC1.1
GSMA Mobile Enabled Community Services

Come and witness the launch of GSMA's **Mobile Enabled Community Services** programme, with support of the UK Government. The programme aims to improve access to basic energy and water services in underserved communities using mobile technology and infrastructure. Join us as we hear from leading mobile operators, tower companies, energy services and technology companies on innovative partnerships that are delivering value to both the industry and rural communities.

View Confirmed Speakers and Learn More
Contact: Mary Roach

Be sure to visit the Mobile Enabled Community Services Stand in Hall 7 Stand 7E56

Taking Mobile Agriculture Innovation to Market

25 February, 12:00 to 14:00, Room CC1.1
GSMA mAgri Programme

Join experts from the Mobile Agriculture industry for an interactive seminar featuring a panel discussion on Taking Agricultural Value Added Services (Agri VAS) to Market, as well as a spotlight on two innovative uses of mobile technology in emerging market agricultural sectors.

View Confirmed Speakers and Learn More
Contact: Victoria Clause

Mobile: A Lifeline in Disasters

25 February, 17:00 to 19:30, Room CC1.1
GSMA Disaster Response Programme

This session brings together the mobile industry and experts from the humanitarian and technology sectors to discuss the growing recognition of mobile communications as a basic humanitarian need, and the role the mobile industry should play in this evolving space. Drawing from recent disasters in the Philippines, Latin America and the Horn of Africa, panellists will highlight challenges, opportunities and priorities for improved collaboration, service delivery and partnership.

View Confirmed Speakers and Learn More
Contact: Kyla Reid

Meeting Women's Wants and Needs Through Mobile

26 February, 12:00 to 15:00, Room CC1-1.5
GSMA mWomen Programme

Co-hosts Visa, Inc. and Qtel Group. Event features opportunities and case studies for achieving commercial and social objectives by meeting women's mobile needs. Visa and GSMA mWomen release new research on women's wants and needs for mobile financial services. Qtel Group announce the winners of the GSMA mWomen Design Challenge, in partnership with USAID and AusAID.

View Confirmed Speakers and Learn More
Contact: Elisa Minischetti

Mobile Money for the Unbanked Seminar

27th February, 16:30 to 19:00, Room CC1.1
GSMA Mobile Money for the Unbanked Programme

At this event, MMU will share the results of the 2012 Global Mobile Money Adoption Survey. This is the most comprehensive assessment of the state of the mobile money industry, and draws on data from over 70 mobile money deployments which target the unbanked. During this seminar, MMU will also invite some of the world's fastest growing deployments to share insights and best practices on how to develop a successful mobile money business.

Learn More
This is an **invite only event**, so please RSVP to Oonagh Molloy to reserve your place.

Mobile Learning: Moving Beyond CSR – How Operators Can Drive Revenue & Social Impact Through Value Added Services

27 February, 17:30 to 19:00,
Alcatel-Lucent Booth (Hall 3B 114)
GSMA mLearning Programme

This session will showcase some leading projects implemented with or by mobile network operators. Participants will have the opportunity to discuss this dynamic field with key mLearning organisations such as GSMA, the Mobiles for Education Alliance and UNESCO. Research findings for mLearning will be shared during the event, including the most recent joint GSMA – Alcatel-Lucent research study on how mobile technology can help address youth employment.

Learn More
This is an **invite only event**, so please RSVP to Lauren Dawes to reserve your place.