

15. Barcelona Mobile World Capital

MUNICIPALITY

Barcelona

HEADING

Mobile World Capital Barcelona targets entrepreneurship in an exclusive event as part of the MWCongress 2014, 4 Years From Now (4YFN), which aims to become the leading week for entrepreneurship in the mobile universe.

IDENTIFYING DETAILS

- Barcelona will be Mobile World Capital for the period 2012-2018
- This capital role is promoted by the Spanish Ministry of Industry, Energy and Tourism, the Government of Catalonia, Barcelona City Council, Fira de Barcelona, and GSMA
- The economic impact for the entire period is estimated at €3,459 M

PROJECT DESCRIPTION

Mobile World Capital Barcelona (MWCB) is an initiative that will turn the city into a benchmark for mobile technologies. A place where people, companies and institutions work together to take advantage of the potential of the mobile technologies as an element for transforming everyday life, creating new business opportunities. MWCB is the driving force behind the development and internationalisation of the business fabric.

One of the pillars of the MWCB is its industrial project, being developed through five strategic programmes: the Entrepreneurship and Innovation Programme (EIP), the International Competence Centers Programme (ICCP), the Mobile Transformational Programme (MTP), the European Mobile Programme (ENP) and the Barcelona Mobile Forum (BMF).

Another pillar of this industrial and business project is the Mobile World Congress, the main meeting point and business and knowledge hub in the world scenario of the mobile communications ecosystem, held from 24 to 27 February 2014. There is also 4 Years From Now (4YFN), an international meeting which bring supply and demand into contact and encourage knowledge transfer and networking among over a thousand entrepreneurs, professionals, startups, accelerators, incubators and investors from around the world.

The Mobile World Center will also play an outstanding social and civic role, at its space in Plaça de Catalunya Square, Barcelona, inaugurated in February 2013. There will be accompanied by other events in the city calendar directly or indirectly linked with mobile solutions. One of these is the Mobile World Festival, a celebration of the mobile life style through leisure and entertainment.

PROJECT ADDRESS

www.mobileworldcapital.com

RESPONSIBLE

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