

## 14. Barcelona Mobile World Capital

### MUNICIPALITY

Barcelona

### HEADING

Barcelona is Mobile World Capital until 2018. As well as hosting the Mobile World Congress, the concept has been extended to other areas such as the Centre, the Festival and the Hub, which put on activities throughout the year for the general public.

### ECONOMIC AND TECHNICAL DETAILS

- Barcelona will be mobile world capital for the period 2012-2018
- The Mobile World Centre will be located at the corner of Portal de l'Àngel and Plaça Catalunya and the Hub will be located in the MediaTIC building in Carrer Roc Boronat, 17, in the 22@ district
- The Mobile World Festival will have several venues due to the diverse activities planned
- The economic impact for the entire period is estimated at €3,459 M

### PROJECT DESCRIPTION

Since 2006, GSMA has been organising the Mobile World Congress in Barcelona. Its impact on the local economy is estimated at 1,500 million euros and it has positioned Barcelona as an international benchmark in mobile technology.

In July 2010, GSMA reported that it would be opening an international tender for six cities to determine which would host the congress from 2013 to 2017. The Mobile World Congress has also become part of a wider project which GSMA has called Mobile World Capital, whereby activities not only take place during the congress but throughout the year, through different initiatives known as the Centre, the Festival and the Hub.

After a year of processing the candidates, on 22 July 2011 GSMA proclaimed Barcelona as Mobile World Capital ahead of cities like Milan, Munich and Paris, and finally for the period from 2012 to 2018.

In 2012, the Barcelona Mobile World Capital Foundation was set up and staff were hired to handle all the Mobile World Capital projects. The physical locations of the Centre and the Hub were been decided and several mobility projects were set up in the health and payments areas using mobile devices. In addition, an international steering committee was set up, formed of representatives from throughout the world.

In February 2013 the Mobile World Centre is expected to be inaugurated and the Mobile World Congress 2013 will be held from 25 to 28 February, in the Fira de Barcelona Hospitalet de Llobregat trade fair venue. Other events are planned as part of the Mobile World Festival in June, September and October, and mobility projects are to continue in different sectors: health, payment, contents, smart city, etc.

### PROJECT ADDRESS

[www.mobileworldcapital.com](http://www.mobileworldcapital.com)

### RESPONSIBLE

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