

# Agenda

View the 2019 Conference Agenda and begin planning your MWC Barcelona experience.

Search

MON 25 FEB	TUE 26 FEB	WED 27 FEB	THU 28 FEB
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09:00

**Keynote 1: Intelligently Connecting the World**

Conference

- 🕒 09:00 - 10:30
- 📍 Hall 4 - Auditorium 1
- 🏠 Industry 4.0

**Amazon Entertainment and Home Series**

Presented by: Amazon

Partner Programmes

- 🕒 09:00 - 18:00
- 📍 Meeting Room - CC1.2
- 🏠 Disruptive Innovation

10:00

**Building Products for Growth – Session 1**

Presented by: Amplitude Analytics

NEXTech Labs

- 🕒 10:00 - 10:30
- 📍 Hall 8.0 – NEXTech Lab Theatre

**GLOMO Awards: Fourth Industrial Revolution Live Presentation**

Glomos

- 🕒 10:00 - 10:30

**The Seven Lies of Corporate Venturing**

4YFN

- 🕒 10:00 - 11:00
- 📍 Fira Montjuïc Hall 8 - Summit Stage

**Redefining inclusion**

Ministerial Programme (invite only)

- 🕒 10:00 - 11:00
- 📍 Hall 4 - Auditorium A

**Women4Tech Inside Track: Rock Your Profile**

Presented by: Women4Tech

GSMA Seminars

- 🕒 10:00 - 12:00
- 📍 South Entrance CC 1.5

**Salesforce Customer Success Theater – Monday**

Presented by: Salesforce

Partner Programmes

- 🕒 10:00 - 16:30
- 📍 Salesforce Garden
- 🏠 Disruptive Innovation

10:30

**Networking Break**

Conference

- 🕒 10:30 - 11:00

**Monetizing the Complexities of IoT – Monday**

Presented by: Logisense

11:00

### 4YFN Opening Ceremony

4YFN

🕒 11:00 - 11:30

📍 Fira Montjuïc Hall 8 - Banco Sabadell Stage

### "A Modern Day Fairy Tale – Structure vs Innovation" How to Close that Deal!

4YFN

🕒 11:00 - 11:40

📍 Fira Montjuïc Hall 8 - Agora Stage

### Future of the Robotics Sector: New Tendencies and Opportunities

4YFN

🕒 11:00 - 11:45

📍 Fira Montjuïc Hall 8 - Mint Studio

### Grow your Startup with Google

4YFN

🕒 11:00 - 11:45

📍 Fira Montjuïc Hall 8 - Purple Studio

### VC vs. CVC vs. Venture Client: What Is Better?

4YFN

🕒 11:00 - 12:00

📍 Fira Montjuïc Hall 8 - Summit Stage

### AI: Beyond the Hysteria and Hype

Conference

🕒 11:00 - 12:10

📍 Hall 4 - Auditorium 5

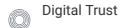


### Maintaining Consumer Trust in a Digital Economy

Conference

🕒 11:00 - 12:10

📍 Hall 4 - Auditorium 2

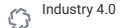


### Digital Transformation: Reinventing your Customer Relationships

Conference

🕒 11:00 - 12:10

📍 Hall 4 - Auditorium 3

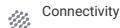


### What's Keeping Operator CTOs up at Night?

Conference

🕒 11:00 - 12:10

📍 Hall 4 - Auditorium 4



### Wellness Life with Taiwan Smart Tech Solutions

Presented by: Taiwan Excellence

Partner Programmes

🕒 11:00 - 12:30

📍 Hall 8.0 - NEXTech Theatre E



11:30

### Keynote Announced Soon!

4YFN

🕒 11:30 - 12:00

📍 Fira Montjuïc Hall 8 - Banco Sabadell Stage

### How will Service and Humanoid Robots Shape our Lives?

4YFN

🕒 11:30 - 12:00

📍 Fira Montjuïc Hall 8 - Garden Stage

### Data is the New Seat Belt: 5 Reasons Why Automatic Collision Notification must be on Every Phone in 2019

Presented by: Zendrive

NEXTech Labs

🕒 11:30 - 12:00

**Keynote featuring Magic Leap**

4YFN

🕒 11:30 - 12:00

📍 Fira Montjuïc Hall 8 - Banco Sabadell Stage

**Transforming society through IoT**

Ministerial Programme (invite only)

🕒 11:30 - 13:00

📍 Hall 4 - Auditorium A

**Visions of digital leadership**

Ministerial Programme (invite only)

🕒 11:30 - 13:00

📍 Hall 4 - Auditorium B

11:40

**Futurism: Internet of Bodies**

4YFN

🕒 11:40 - 12:10

📍 Fira Montjuïc Hall 8 - Agora Stage

12:00

**3, 2, 1 Datathon!**

4YFN

🕒 12:00 - 12:15

📍 Fira Montjuïc Hall 8 - Garden Stage

**Think and Act Spatially: Jared Ficklin**

4YFN

🕒 12:00 - 12:30

📍 Fira Montjuïc Hall 8 - Banco Sabadell Stage

**NGI as a Catalyst for Europe – organized by SpeakNGI as part of the NGI Programme**

4YFN

🕒 12:00 - 12:45

📍 Fira Montjuïc Hall 8 - Purple Studio

**Mind Hygiene: How to Take Care of Your Brain in the Digital Age**

4YFN

🕒 12:00 - 12:45

📍 Fira Montjuïc Hall 8 - Mint Studio

12:10

**Economic Gaming Re-Imagined for 5G: Who Will Capture the New Value in the 5G Future X Network Era?**

4YFN

🕒 12:10 - 12:30

📍 Fira Montjuïc Hall 8 - Agora Stage

**Networking Break**

Conference

🕒 12:10 - 12:30

12:15

**Female Founders**

4YFN

🕒 12:15 - 12:45

📍 Fira Montjuïc Hall 8 - Garden Stage

**Seamless Experience Thanks to Digital ID – Monday**

Presented by: Belgian Mobile ID

NEXTech Labs

🕒 12:15 - 12:45

📍 Hall 8.0 – NEXTech Lab Theatre

🌐 Digital Trust

12:30

**GLOMO Awards: Device Live Presentation**

Glomos

🕒 12:30 - 13:00

**Powering Innovation through Fintechs & Startups**

4YFN

🕒 12:30 - 13:00

📍 Fira Montjuïc Hall 8 - Banco Sabadell Stage

**Keynote 2: AI Innovation, Ethics & Diversity**

Conference

🕒 12:30 - 13:30

📍 Hall 4 - Auditorium 1

🕒 12:30 - 14:00  
📍 Fira Montjuïc Hall 8 - Agora Stage

**Mobile Connect: The rise of digital identity**

Presented by: Identity

GSMA Seminars

🕒 12:30 - 14:30  
📍 South Entrance CC 1.5

12:45

**People First: Building Ideas that Thrive in a Connected World**

4YFN

🕒 12:45 - 13:15  
📍 Fira Montjuïc Hall 8 - Garden Stage

13:00

**The Decentralization of Everything: Transformation of Global Economy and Lifestyle**

4YFN

🕒 13:00 - 13:30  
📍 Fira Montjuïc Hall 8 - Banco Sabadell Stage

**Innovation Drives Business: Integrating Disruptive Products & Services into a Telco's Portfolio**

4YFN

🕒 13:00 - 13:45  
📍 Fira Montjuïc Hall 8 - Mint Studio

**Serverless for developers**

4YFN

🕒 13:00 - 13:45  
📍 Fira Montjuïc Hall 8 - Purple Studio

**Networking lunch**

Ministerial Programme (invite only)

🕒 13:00 - 14:30  
📍 Hall 4 - Ministerial Programme Lounge

**GSMA Applied AI Forum**

Presented by: Applied AI Forum

GSMA Seminars

🕒 13:00 - 19:00  
📍 Hall 3 - CC3

13:15

**AI & Machine Learning in Travel & Tourism – Powered by Mobile World Capital**

4YFN

🕒 13:15 - 14:00  
📍 Fira Montjuïc Hall 8 - Garden Stage

13:30

**Embracing the Future: Innovating Together**

4YFN

🕒 13:30 - 14:00  
📍 Fira Montjuïc Hall 8 - Banco Sabadell Stage

**Networking Lunch**

Conference

🕒 13:30 - 14:30

**Unlocking the benefits of 5G for the Enterprise Market**

Conference

🕒 13:30 - 14:30  
📍 Hall 4 - Auditorium 3  
🔄 Industry 4.0

**Pressing the “Self-disrupt” Button: Lessons from the Front Lines**

Conference

🕒 13:30 - 14:30  
📍 Hall 4 - Auditorium 5  
🔄 Disruptive Innovation

**Intelligent Connectivity for a Data-Driven Future**

Presented by: Globalfoundries

NEXTech Labs

🕒 13:30 - 14:45  
📍 Hall 8.0 – NEXTech Lab Theatre  
🔄 Connectivity

Hall 8.0 - NEXTech Theatre B  
 Industry 4.0

**What's Hot at MWC Tour**

Topic Tours

14:00 - 17:00  
 South Entrance  
 Disruptive Innovation

**Hackathon Miro in Cube final**

4YFN

14:00 - 17:00  
 Fira Montjuic Hall 8 - Summit Stage

14:15

**GLOMO Awards: Consumer Live Presentation**

Glomos

14:15 - 14:45

**Retail & Digital Commerce Tour**

Topic Tours

14:15 - 17:15  
 South Entrance  
 Industry 4.0

14:30

**Keynote 3: Immersive Content**

Conference

14:30 - 15:30  
 Hall 4 - Auditorium 1  
 Immersive Content

**5G: Are we in danger of a new digital divide?**

Ministerial Programme (invite only)

14:30 - 15:45  
 Hall 4 - Auditorium A

**IoT Tour**

Topic Tours

14:30 - 17:30  
 South Entrance  
 Industry 4.0

**MEF's Future of Mobile Summit**

Presented by: MEF

Partner Programmes

14:30 - 17:30  
 Hall 8.0 - NEXTech Theatre E  
 Industry 4.0

14:45

**Sustainable Smart Cities Tour**

Topic Tours

14:45 - 17:45  
 South Entrance  
 Industry 4.0

15:00

**Crypto-based Secure Communications**

Presented by: Adeya

NEXTech Labs

15:00 - 15:30  
 Hall 8.0 - NEXTech Lab Theatre  
 Disruptive Innovation

**Reinvention and the Power of Pairs**

4YFN

15:00 - 15:30  
 Fira Montjuic Hall 8 - Banco Sabadell Stage

**Is Multimodality a Real Thing? Who Takes the Cake? Mobility of Today**

4YFN

15:00 - 15:45  
 Fira Montjuic Hall 8 - Garden Stage

▼ Fira Montjuïc Hall 8 - Agora Stage

**Venture Capital is Boring. Discover New Alternatives to Finance Your Startup. By Sabadell Venture Capital Banco Sab...**

4YFN

🕒 15:00 - 15:45

📍 Fira Montjuïc Hall 8 - Mint Studio

**Blockchain and ICOS 2.0: What's Up Doc in Regulation?**

4YFN

🕒 15:00 - 15:45

📍 Fira Montjuïc Hall 8 - Purple Studio

**Huawei Product & Solution Launch: 5G is On**

Presented by: Huawei

Partner Programmes

🕒 15:00 - 16:45

📍 Hall 8.0 - NEXTech Theatre D

🌐 Connectivity

**RCS Business Messaging: Intelligently Transforming Consumer Experiences**

Presented by: Future Networks

GSMA Seminars

🕒 15:00 - 17:00

📍 South Entrance CC 1.5

**AI & Robotics for Smart Cities and Smart Gardens**

Networking

🕒 15:00 - 17:00

📍 Husqvarna Garden

**Cloud for Intelligent Business – Alibaba Cloud Summit and New Product Release**

Presented by: Alibaba Cloud

Partner Programmes

🕒 15:00 - 17:50

📍 Hall 8.0 - NEXTech Theatre F

🌐 Disruptive Innovation

**5G & NFV Tour**

Topic Tours

🕒 15:00 - 18:00

📍 South Entrance

🌐 Connectivity

**Samsung Mobile Business Summit**

Presented by: Samsung

Partner Programmes

🕒 15:00 - 18:00

📍 Hall 8.0 - NEXTech Theatre A

🌐 Industry 4.0

**5G Summit 2019 — Embracing 5G Era**

Presented by: ZTE

Partner Programmes

🕒 15:00 - 19:00

📍 Hall 8.0 - NEXTech Theatre C

🌐 Connectivity

15:30

**Get Ready for the Future of Customer Experience**

4YFN

🕒 15:30 - 16:00

📍 Fira Montjuïc Hall 8 - Banco Sabadell Stage

**Networking Break**

Conference

🕒 15:30 - 16:00

**Transformative AI Tour**

Topic Tours

🕒 15:30 - 18:30

📍 South Entrance

🌐 AI

**Keynote Announced Soon!**

### Intrapreneurship in Action!

4YFN

🕒 15:45 - 16:15

📍 Fira Montjuïc Hall 8 - Garden Stage

### Convert IoT Data to Cash – Monday

Presented by: Seluxit

NEXTech Labs

🕒 15:45 - 16:15

📍 Hall 8.0 – NEXTech Lab Theatre

🔗 Industry 4.0

### The Business of Creating Amazing Consumer Experiences

Conference

🕒 15:45 - 16:45

📍 Hall 4 - Auditorium 2

🔗 Immersive Content

### The Edge Computing Opportunity: Intelligent & Distributed

Conference

🕒 15:45 - 17:00

📍 Hall 4 - Auditorium 4

🔗 Connectivity

### Mobile Advertising & Apps Tour

Topic Tours

🕒 15:45 - 18:45

📍 South Entrance

🔗 Immersive Content

16:00

### A New Era in Money with Visa

4YFN

🕒 16:00 - 16:30

📍 Fira Montjuïc Hall 8 - Banco Sabadell Stage

### Striking a Balance in the Age of Digital Distraction

Conference

🕒 16:00 - 16:45

📍 Hall 4 - Auditorium 3

🔗 Digital Wellness

### Together, We Ride – Collaboration in Mobility Sector

4YFN

🕒 16:00 - 16:45

📍 Fira Montjuïc Hall 8 - Mint Studio

### Beyond Silicon: Exploring Extreme Future Scenarios

4YFN

🕒 16:00 - 16:45

📍 Fira Montjuïc Hall 8 - Purple Studio

### How Emerging Markets are Leading in Fintech

4YFN

🕒 16:00 - 16:45

📍 Fira Montjuïc Hall 8 - Agora Stage

### Disrupting the Financial Services industry

Conference

🕒 16:00 - 16:45

📍 Hall 4 - Auditorium 5

🔗 Disruptive Innovation

16:15

### Local Startup Heroes: Social Point Powered by Mobile World Capital Barcelona

4YFN

🕒 16:15 - 16:45

📍 Fira Montjuïc Hall 8 - Garden Stage

### Investing in the digital transformation\*

Ministerial Programme (invite only)

🕒 16:15 - 17:45

📍 Hall 4 - Auditorium A

▼ Hall 4 - Auditorium B

16:30

**3 Things Quantum Needs To Succeed**

4YFN

🕒 16:30 - 17:00

📍 Fira Montjuïc Hall 8 - Banco Sabadell Stage

16:45

**Networking Break**

Conference

🕒 16:45 - 17:00

**The Future of the Experience Economy**

4YFN

🕒 16:45 - 17:15

📍 Fira Montjuïc Hall 8 - Agora Stage

**Building Products for Growth – Session 2**

Presented by: Amplitude Analytics

NEXTech Labs

🕒 16:45 - 17:15

📍 Hall 8.0 – NEXTech Lab Theatre

**B2B: Selling at the Lowest Cost for the Highest Margin**

4YFN

🕒 16:45 - 17:30

📍 Fira Montjuïc Hall 8 - Garden Stage

17:00

**Biohacking Onstage: Live Human Chip Implant Show**

4YFN

🕒 17:00 - 17:30

📍 Fira Montjuïc Hall 8 - Banco Sabadell Stage

**The Art of Knocking Out Your Audience: 7 Ways to Nail Public Speaking**

4YFN

🕒 17:00 - 17:45

📍 Fira Montjuïc Hall 8 - Purple Studio

**The Next Billion Dollar Idea**

4YFN

🕒 17:00 - 17:45

📍 Fira Montjuïc Hall 8 - Mint Studio

**Keynote 4: An Intelligent Future for All**

Conference

🕒 17:00 - 18:30

📍 Hall 4 - Auditorium 1

🔄 Industry 4.0

17:10

**GLOMO Awards: Content & Media Live Presentation**

Glomos

🕒 17:10 - 17:40

17:15

**Red Connect: Blood Donor Platform for the Next Generation**

4YFN

🕒 17:15 - 17:35

📍 Fira Montjuïc Hall 8 - Agora Stage

17:30

**4YFN to the Stratosphere: Elevating your Future**

4YFN

🕒 17:30 - 18:00

📍 Fira Montjuïc Hall 8 - Banco Sabadell Stage

**Celebrating the Next Generation Internet**

4YFN

🕒 17:30 - 18:15

📍 Fira Montjuïc Hall 8 - Garden Stage

**Mobile for Development : Catalysing partnerships to support the digital economy**

Presented by: M4D

GSMA Seminars

🕒 17:30 - 19:00

📍 South Entrance CC 1.5


**Mobile Connect Link Networking Event. Meet your new business partners**




17:35

**Trust and Identity**

4YFN


 17:35 - 18:00


 Fira Montjuïc Hall 8 - Agora Stage

17:45

**5G in the City networking reception**

Ministerial Programme (invite only)


 17:45 - 19:00


 Hall 4 - Ministerial Programme Lounge

18:30

**Imagine Express 2019 Final Presentation Innovation Strategy Corporate Venturing & Lean Startup**

4YFN

 18:30 - 19:30

 Fira Montjuïc Hall 8 - Garden Stage