



YOUR INNOVATION HUB:

MOBILE WORLD CONGRESS

<https://mwc2019.b2match.io/>

**Brokerage event
Barcelona, 26-28 Feb**

ACCIÓ



Generalitat de Catalunya
Government of Catalonia



[MWC Barcelona](#) is the largest mobile event in the world, bringing together the latest innovations and leading-edge technology from more than [2,400 leading companies](#), with a highly-rated [conference programme](#) assembling today's visionaries to explore the hottest topics influencing the industry.

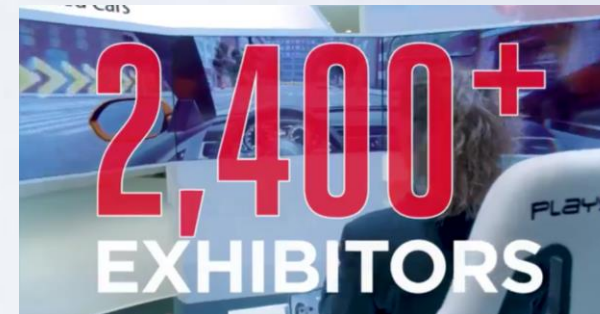
2018 Highlights



107,000+
ATTENDEES



7,700+ CEOs



2,400+
EXHIBITORS



2,000+
ATTENDEES
MINISTERIAL PROGRAMME



3,500+
INTERNATIONAL MEDIA

MWC BROKERAGE EVENT

- The Brokerage Event is a B2B matchmaking where 20-minute bilateral meetings are scheduled according to each participant availability, interests and goals to find international business and technology partners.
- In the framework of the Mobile World Congress, ACCIÓ is now organizing its 14th Brokerage event. Companies participating have either a project, expertise, product or service related to ICT technologies.
- We usually support around **400 participants** who hold an average of **8 meetings** each. The brokerage event is very international, as there are usually around 40 different nationalities.

88%

of the participants state that the organization of the event has been "Good" or "Excellent"

83%

of the participants affirm that the event has met or exceeded their expectations

49%

of the meetings have been valued as "cooperation agreed" or "cooperation possible"

***The participation to the brokerage event is free of charge!**

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BROKERAGE EVENT 2018 KEY FIGURES

- 470 participants from 40 countries
- 1,400 scheduled meetings
- An average of 8 meetings per participant

TOP 5 COUNTRIES PER NUMBER OF PARTICIPANTS

- SOUTH KOREA 40 participants
- FRANCE 39 participants
- POLAND 27 participants
- BELGIUM 16 participants
- SWEDEN 14 participants

PARTICIPANTS' ORGANIZATION TYPE

- 80% Startups/SME
- 8% MNE
- 3% R&D institution/university
- 3% Association
- 7% Other

PARTICIPANTS' AREAS OF ACTIVITY (multiple choice question)

COMPANY SERVICES

- 52% Developer / distributor of software solutions
- 45% Information Technologies Services
- 36% App Developer

TECHNOLOGY

- 38% Big data
- 37% IOT / M2M
- 35% Design / User Interface
- 32% Artificial Intelligence / Machine Learning

MAIN INDUSTRY CLIENTS

- 64% Smart cities and public services
- 60% Connected vehicle, mobility and logistics
- 37% Retail / digital marketing
- 28% Industrial systems
- 28% Health & Ageing

INNOVATION HUNTERS

Large companies participate to the brokerage event searching for new technologies/solutions in the following topics. **Request them a meeting and explain them what you can offer!**



Mobility, transport
and logistics



E-Health,
ageing



Smart cities &
eGovernment



E-leisure, e-sport
and e-tourism



Retail & digital
marketing



Cybersecurity &
industry 4.0

Technologies the corporates are looking for:

#Bigdata

#Bluetooth

#VirtualReality

#AugmentedReality

#ConnectedCar

#Design / UI / UX

#ArtificialIntelligence /

#MachineLearning

#CloudComputing

#Geolocation

#Wearable

#Robotics

#LTE / #Wimax

#Security / #Privacy

#NFC / #iBeacons

#Blockchain

#WAN / #MAW / #LAN / #Wifi

#PAN (Personal Area Network)

#IOT

#5G

#RFID

#Batteries

- Check who are the **INNOVATION HUNTERS**
- Within the first 6 months after MWC 2018 brokerage event **5 Corporates reported they had started a collaboration** with startups they met.

WHO WE ARE

- **ACCIÓ (Catalonia Trade & Investment)** is the Catalan Government's agency for foreign investment and business competitiveness.
- Headquartered in Barcelona, **ACCIÓ (Catalonia Trade & Investment)** operates from 40 offices around the world, covering 110 markets.



WHAT WE DO

- We promote **innovation, internationalization, trade and funding** of Catalan companies and startups. We also organize trade missions in countries chosen strategically for their business and Technology cooperation opportunities.

ENTERPRISE EUROPE NETWORK

- Catalonia Trade & Investment is also member of the Enterprise Europe Network (EEN), the world's largest support network for small and medium sized businesses (SMEs).





CONTACT US

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