



MWCTM
Las Vegas

IN PARTNERSHIP WITH
ctiaTM

CONNECTIVITY UNLEASHED

2022 Report

September 28 – 30, 2022

MWC LAS VEGAS 2022 IN NUMBERS



MWCTM
Las Vegas

IN PARTNERSHIP WITH
ctiaTM

4
THEMES

5G CONNECT,
CLOUDNET,
INTERNET OF
EVERYTHING
& TECH HORIZON

55,000

UNIQUE VIEWS TO

MWCLASVEGAS.COM

OVER THE EVENT CAMPAIGN

20.1%

C-SUITE
EXECUTIVES

AMONG ATTENDEES

OVER

8,200

TOTAL
ATTENDEES



TO MWCLV 2022



70

HRS

CONTENT
DELIVERED



ONLINE IMPRESSIONS

ACROSS THE SOCIAL
CAMPAIGN AND EVENT

334,000



IN PERSON ATTENDEES FROM

83

COUNTRIES
& TERRITORIES



65.4%

ATTENDED

FROM CORE
INDUSTRIES

MWC LAS VEGAS 2022 IN NUMBERS



MWCTM
Las Vegas

IN PARTNERSHIP WITH
ctiaTM

NEARLY
350
EXHIBITORS



OVER

2,300

TOTAL BROADCAST
VIEWS OVER THE
EVENT WEEK



20 PARTNER
CONFERENCES



OVER
62%

DIRECTOR
LEVEL
AND
ABOVE



34.6%

ATTENDED FROM

**VERTICAL
INDUSTRIES**

9

COUNTRY
PAVILIONS

OVER

19%

INTERNATIONAL
ATTENDANCE

OVER

70

JOURNALISTS

300+
SPEAKERS

ACROSS THE ENTIRE EVENT



MWC22 | FULL HIGHLIGHTS



[View video in slide show mode.](#)



MWC

Las Vegas Sponsors

Event Partner



An Event of



Industry City 5G Showcase Partner
Welcome Party Sponsor



CloudNet Theme
Headline Sponsor



Tech Horizon Event Theme
Headline Sponsor



5G Connect Event Theme Headline
Sponsor



Security
Headline Sponsor



Industry City Smart Mobility Summit
Headline Sponsors



Industry City Manufacturing Summit
Headline Sponsor



CloudNet Event Theme Featured Sponsor
Exhibition Floor Lounge Sponsor



IoE Event Theme
Featured Sponsor



Tech Horizon Event Theme Featured
Sponsor



5G Connect Event Theme
Featured Sponsors



VIP Networking Lounge Sponsor



Welcome Party Sponsor



OpenRAN Roundtable Sponsor



Official Podcast Sponsor



MWC

Las Vegas Sponsors

5G Connect Event Theme Supporting Sponsors



CloudNet Event Theme Supporting Sponsors



IoE Event Theme Supporting Sponsors

Tech Horizon Event Theme Supporting Sponsors

Private Networks Summit Headline Sponsor



OpenRAN Summit Headline Sponsor



eSIM Summit Sponsors



Private Networks Summit Supporting Sponsor



Industry City Metaverse Partner Programme



Industry City FinTech Summit Supporting Sponsors



OpenRAN Summit Supporting Sponsors

Partners



Tech Talk Partners



Intelligence Partner



Keynote Speakers

Meet our Keynote Speakers who are re-inventing what it means to be connected



Adolfo Hernandez
VP Global Telco Industry,
AWS



Alex Barkaloff
Founding Member, Strategic
Marketing & Innovation, XLA



Alex Katouzian
SVP & General Manager, Mobile,
Compute & XR, Qualcomm
Technologies



Callie Field
President, Business Group, T-
Mobile USA



David Christopher
EVP & General Manager, AT&T Business
Development and Alliances; Chairman,
CTIA



Ed Finger
Chief Financial Officer, Las
Vegas Convention
& Visitors Authority



Erin McPherson
Chief Content Officer,
Verizon



Jeff Luong
President, Broadband
Access & Adoption,
AT&T



Krista Bourne
Chief Operating
Officer, Verizon



Mats Granryd
Director General,
GSMA



Meredith Atwell Baker
President and CEO,
CTIA



Michael Sherwood
CIO,
City of Las Vegas



Mike Finley
CEO,
Boingo Wireless



Shahid Ahmed
Group EVP, New Ventures
& Innovation, NTT



Zach Katz
President & Chief Commercial Officer,
Faze Clan

INDUSTRY CITY

MWC Las Vegas 2022 featured the brand new Industry City. This demo, networking and content zone at the event showcased how the FinTech, Manufacturing, and the Smart Mobility industries are leading in connected technology.



NTT was thrilled to play a leading role in Industry City at MWC Las Vegas 2022. This created a terrific environment to interact with clients and partners – current and potential – and allowed them to experience first-hand demos that enable a new wave of interconnected industries.

MWC Las Vegas 2022 also served as a great setting for NTT to make two significant announcements that generated global interest.

Overall, the event was a success for NTT, allowing us to generate interest in our solutions and drive awareness for our brand. We look forward to continuing our partnership in 2023.



Matt Preschern, **Chief Marketing and Demand Generation Officer at NTT Ltd.**

Industry City
5G Showcase Partner



Smart Mobility Summit
Headline Sponsor



Manufacturing Summit
Headline Sponsor



FinTech Summit
Supporting Sponsors





INDUSTRY CITY

in numbers for 2022

 **1,044** UNIQUE ATTENDEES TO THE
 **INDUSTRY CITY STAGE** 
 
 

FINTECH 
286 UNIQUE
ATTENDEES

49% DIRECTOR
LEVEL
AND ABOVE

SMART MOBILITY
 **275** UNIQUE
ATTENDEES

METaverse 
252 UNIQUE
ATTENDEES

14% **C-LEVEL**
AMONG ATTENDEES →

MANUFACTURING
111 UNIQUE 
ATTENDEES 



The HUB

The HUB, our startup and innovation zone, launched this year to help startups, investors and companies learn, connect and start new business ventures together. Developed in partnership with StartUp Vegas, the HUB featured content sessions, fireside chats and LevelUps – StartUp Vegas’ pitch event for startup founders.

Exhibiting in the HUB and taking part in the program were sixteen startups selected by Mobile World Capital, the public-private initiative that hosts MWC Barcelona and founded 4 Years from Now (4YFN).

“Very impressed by the whole event and especially the programming for this year's startup HUB stage: 16 companies pitched, 4 speakers, and 2 panels. I'm blown away by the participation and the quality of the companies.

I personally had a great time and look forward to MWC Las Vegas 2023!

”

Heather Brown, Founder and President, **Startup.Vegas**

Presenting Partner



Supporting Partner



Supporting Partner



Client testimonials

“

MWC is a very important fair for us. ARIES-TM (Romanian Association for Electronic and Software Industry, Timisoara branch) has taken Romanian brands along with many popular strong names in the industry to MWC Las Vegas 2022, showcasing the latest in first-hand technology. This exhibition has been great and the quality of visitors has been excellent across the three days. We are really excited to start taking next steps for MWC Barcelona 2023.

”

Daniel Giurea, President, **Airies-MT**

“

The Government of Ontario, Canada participated at MWC Las Vegas with excellent prospects and potential sales due to the high quality of the attendees. We look forward to future participation.

”

Mauricio Ospina, Area Director,
Ontario Government

“

JMA Wireless received significant value in attending and exhibiting at MWC2022 in Las Vegas. Our booth and meeting space were very well attended and the quality and level of engagement by senior executives was very well received. We plan on being a significant exhibitor again in Ls Vegas for 2023 and have also increased our presence at MWC2023 in Barcelona as a result of the high value we see in the GSMA events. Thank you GSMA!

”

Diana Krupa, VP of Marketing, **JMA Wireless**

“

It was great to work with GSMA team to host our private 5G seminar at MWC Las Vegas 2022. We got over 472 applicants to our seminar, and we had a great line-up of speakers and attendees. We are looking to host our private 5G seminar again at MWC Las Vegas 2023.

”

Alex Besen, Founder CEO, **The Besen Group LLC**

MWC22 | Highlights



Media Partners

Official Media Partner

THE WALL STREET JOURNAL.
BARRON'S GROUP

MOBILE
WORLD LIVE

Supporting Partners

a.list

AMERICA
DIGITAL

CIOReview

COL-
LAB
NXT

COMMUNICATIONS
TODAY

CONNECTED
America

CONNECT-WORLD

CVTA
CONNECTED VEHICLE TRUCK HOUSING

universitycomm, inc.
STEAM
M A K I N G

GLOBALPLATFORM

GREENSPUN
MEDIA GROUP

iHeart
MEDIA

INSIDER
INTELLIGENCE

Inside Towers

iot for all

IoT NOW
HOW TO RUN AN IoT (ENABLED) BUSINESS

ME TECH
MEDIA & ENTERTAINMENT
TECHNOLOGIES

MicroWave
Journal

MOBILE
FILM
FESTIVAL

MEF
MOBILE ENTERTAINMENT
FESTIVAL

MTT

PARKS
ASSOCIATES

RADIO+TELEVISION
BUSINESS REPORT

sdx central

TELECOM Review

Telecom
WORLDWIDE

TS TeleSemana.com

TCA
TRUSTED
CONNECTIVITY
ALLIANCE

TyN
MAGAZINE

Vanilla

Via Satellite

MWC Las Vegas 2023

**We unlock the full power of connectivity
so that people, industry and society thrive**

Mobile has been at the forefront of innovation for over three decades. As we continue to build upon our revolutionary successes – evolving technology and looking forward to a future that early tech pioneers could never have dreamed of.

As well as innovation in technology, the connectivity industry offers the world new opportunities, new revenue streams, new landscapes and even new vocabulary.

Welcome to the hyperconnected and hyperreality world!

Every generation has a mission. Ours is digital everything. And it is going to take all of us, every industry – and every community to get there.

**Be a part of the technological shift at
MWC Las Vegas 2023.**

September 26 – 28, 2023

A big
Thank you!



For enquires contact:
sales@mwclasvegas.com

#MWC22