

INDUSTRIES

67% 

TELCO system

33% 

of attendees represented industries beyond mobile

MEDIA

700

international media outlets and industry analysts

THOUGHT LEADERS

300  

speakers

37,300*

COMPANIES IN ATTENDANCE

9,147

ATTENDEES

FROM 143

countries and territories

+33% YOY

POLICYMAKERS

GSMA Policy Leaders Forum

39

delegations

35

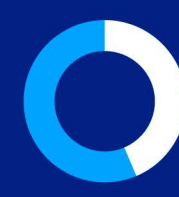
countries and territories

4

intergovernmental organisations

across Latin America, Asia, the Middle East, Eurasia and Africa

BUSINESS AND TECHNOLOGY LEADERS

40% 

international speakers

from sectors outside the core mobile ecosystem

 36%

C-suite level attendees



GLOMO

2026 AWARDS ASIA

9 AWARDS

EXHIBITION

400+

exhibitors, sponsors and partners

25%

new exhibitors this year

CHINA SOCIAL MEDIA

18,004,529

total social impressions

186,981

engagements

INTERNATIONAL SOCIAL MEDIA

1M

views of the keynotes and Humanoid Robot Football Penalties Challenge across the MWC Shanghai website, socials and media partners' platforms



170,000

social impressions



14,400

engagement and clicks



52,000

views

WEB STATS

150,000

total website users

220,000

total website sessions

INFLUENCERS MARKETING

60

KOLs across Douyin, Wechat and Rednote

2,687,749

impressions

100,342

read

2,085

comments

