

Hear direct from SpideRadio on MWC Shanghai

Introduction

SpideRadio Telecommunication Technology Co., Ltd. focuses on the end-to-end research, development and manufacturing of wireless access network (RAN) technologies. It's a technology-driven, market-oriented global IoT and communications solution provider, supported by a comprehensive product portfolio, deep technical expertise and a strong understanding of global regulatory and compliance requirements.

Rooted in China while maintaining a strong global outlook, SpideRadio continues to expand across international markets. In recent years, the MWC platform has enabled SpideRadio to engage with customers from Central Asia, Southeast Asia, the Middle East, Africa, Latin America, Europe and North America, plus efficiently identify target markets to expand its global footprint and exchange insights on cutting-edge technologies.



Bian Hongai, COO, SpideRadio, explains the value that exhibiting at MWC Shanghai brings to the company.

Q1

There are numerous technology exhibitions – why exhibit at MWC Shanghai?

SpideRadio closely follows global developments in the communications industry and actively participates in the GSMA's global events. As one of Asia's most influential connectivity events, MWC Shanghai has long served as a key platform for SpideRadio to engage with emerging technologies, gain regional market insights and connect with global partners.

Three key factors motivated SpideRadio's participation:

- **High industry value:** MWC Shanghai brings together operators, equipment vendors, system integrators and vertical-industry users across the entire industry value chain, making it an ideal platform to understand technology evolution and identify collaboration opportunities.
- **Strong international reach:** Backed by the GSMA's global ecosystem and deeply connected to the worldwide MWC network, the event enables direct engagement with customers from the Middle East, Africa, Europe, the Americas and the Asia-Pacific region.
- **Strong alignment with Chinese innovation:** As a Chinese communications company, SpideRadio values the opportunity to showcase its end-to-end, self-developed RAN technologies and share China's innovation with the global ecosystem.

Q2

What specific strategies did you implement to maximise engagement with your target audience – and which yielded the most positive results?

MWC Shanghai enabled SpideRadio to engage with a large number of high-quality leads from multiple regions, particularly Central Asia, the Middle East, Southeast Asia and Africa. Many customers expressed clear requirements related to RAN replacement, private network deployment and rural coverage. They were seeking comprehensive solution providers capable of addressing these needs end to end – an area where SpideRadio demonstrated strong alignment. On-site discussions were both in-depth and highly productive.

Lead conversion was driven through a structured and effective process:

- **High-quality technical engagement:** Live demonstrations of SpideRadio's multi-standard integrated base stations, integrated RAN solutions and small-cell products, combined with real-time interaction with technical experts, helped rapidly establish technical credibility and trust.
- **Post-event project follow-up:** Immediately after the event, SpideRadio formed joint sales and technical task forces to manage exhibition leads as dedicated projects, ensuring tailored solutions, rapid response times and accelerated decision making.
- **Pilot-first deployment approach:** For customers with clear deployment needs, SpideRadio prioritised test networks and pilot projects to validate solutions in real-world environments, reduce decision barriers and ultimately secure full-scale cooperation.



Through this structured pathway — from intent capture and technical validation to customised solutions, pilot testing and full deployment — SpideRadio has made meaningful progress in shaping its international market strategy.

Q3

Can you share a success story that best reflects the value of MWC Shanghai to your business?



MWC Shanghai is not only a catalyst for commercial cooperation but also a global stage for SpideRadio to showcase technological innovation.

At MWC Shanghai, SpideRadio engaged with an operator team from an African country where large regions still lacked effective mobile network coverage. Traditional vendor solutions were costly and complex to deploy, plus they failed to address connectivity challenges over many years.

At the event, the customer showed strong interest in SpideRadio's integrated 2G/4G/5G solution, particularly the newly designed 2G system. Featuring high transmission power, long-range coverage, ease of deployment and low energy consumption, the solution enabled highly cost-effective network rollout in remote and rural areas. Following the event, both parties quickly initiated

technical alignment and a small-scale pilot deployment. Using SpideRadio's solutions, the customer successfully extended mobile coverage to rural communities, enabling local residents to access stable mobile services for the first time.

The company is committed to transforming breakthrough technologies into inclusive connectivity experiences, supporting a smarter and more connected digital future.

Q4

What unique advantages does MWC Shanghai offer in terms of connecting international and Chinese markets or fostering innovation exchange?

MWC Shanghai's unique value lies in its position at the intersection of China's technological innovation and the global communications ecosystem.

- **Strong industry clustering:** China's strengths in 5G, IoT, device manufacturing and network equipment are showcased in a concentrated manner, providing international customers with complete, deployable technology pathways.
- **Powerful global resource integration:** Organised by the GSMA and supported by global operator and technology alliances, MWC Shanghai inherently facilitates international collaboration, enabling global partners to align with Chinese technologies.
- **Depth of innovation exchange:** Across fields such as network architecture, AI, cloud and virtualisation, MWC Shanghai provides a level of technical depth and professional dialogue that is difficult to replicate at other regional events.

MWC Shanghai is not merely a technology showcase, but a critical bridge connecting China's innovation capabilities with global market opportunities.

Q5

You also participated in MWC Kigali and MWC Doha. How do you view the GSMA and the global MWC platform?

In 2024, SpideRadio participated in MWC events in Shanghai, Kigali and Doha, gaining a direct and comprehensive understanding of the unique value of GSMA as a global platform.

Unlike regional exhibitions, GSMA's core strength lies in its ability to present a clear global cross-section of communications markets at different stages of development:

- **In Shanghai**, SpideRadio engaged at the forefront of global technological innovation.
- **In the Middle East**, the company addressed mature-market priorities related to network capacity, cloud-native architecture and core network evolution.
- **In Africa**, SpideRadio gained critical insights into practical challenges such as coverage extension and foundational network deployment.

For SpideRadio, the GSMA's value extends beyond scale and visibility. In MWC Shanghai, it's created an efficient platform for cross-regional dialogue, enabling rapid identification of differentiated market needs and precise matching with appropriate solutions. This holistic perspective and the aggregation effect define the essence of a truly global industry platform.

Q6

Based on your past success, what new plans or expectations does your company have for participating in the next MWC Shanghai?

SpideRadio plans to deepen its engagement across three key directions:

- **Launching next-generation end-to-end solutions:** Building on its comprehensive product portfolio, SpideRadio will introduce next-generation RAN solutions with higher performance, improved energy efficiency and broader coverage, including new integrated base stations, enhanced converged core networks and AI-enabled network management systems.
- **Expanding in-depth technical engagement with international customers:** Targeted technical dialogues will be held with partners from the Middle East, Africa, Latin America and Europe to accelerate the transition from pilot projects to large-scale deployments.
- **Sharing Chinese innovation and forward-looking insights:** Through the MWC platform, SpideRadio aims to engage with global partners on key topics such as rural coverage, low-cost network deployment, industry private networks, and the convergence of cloud and AI, sharing China-based innovation experiences and insights.



SpideRadio firmly believes that MWC Shanghai will continue to serve as a core hub linking China and the global communications industry. With an open and collaborative approach, SpideRadio Telecommunication Technology Co., Ltd. will actively participate in global ecosystem development, helping Chinese technologies and solutions create greater value on the world stage.

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