

# 24 - 27 February 2020 Barcelona - Spain

## Outline - Holland Pavilion @ Mobile World Congress 2020



### Introduction

The internet let economies grow. The online world stimulates employment, creates entire new job profiles and contributes to welfare and prosperity. Anyone who ignores the digital revolution misses out on opportunities. This revolution is in full swing. The challenge for the Netherlands is to preserve our leading position in the area of digital infrastructure and vertical applications. This will strengthen our competitive position and increase exports, make us more attractive as a country to get registered and achieve sustainable growth.

The prerequisite is, however, that the Netherlands, both public and private parties, actively implement the digital agenda. That would mean: undertake all of these efforts and investments to fully exploit the benefits of IT and digitization for society and our economy. A superfast, (hyper-)connected, future-proof digital infrastructure throughout The Netherlands is an essential part of this endeavour.

Over the past 20 years, the Dutch communications market has developed and changed at a rapid pace. The mobile and fixed communication networks are among the absolute top in terms of quality, coverage and speed. These networks have become an indispensable resource for Dutch society. This increases social dependence as digital infrastructure has become a utility. It is also a precondition for economic growth in the Netherlands with positive effects on many economic sectors, and is a lubricant for the development of new products and services. These developments illustrate that there is a basic need. A technology like 5G is even being developed with the explicit objective to provide the widest possible range of services. And for the rollout of 5G, a fibre optic infrastructure and modern data centres are essential and pre-conditional elements, one simply cannot do without the other. Together these sectors form the new engine of a sustainable economy and social relevance.

### 5G Initiatives

The Netherlands is already experimenting with 5G in cities such as Groningen, Eindhoven, Amsterdam, Rotterdam and The Hague that we would like to showcase in the programme.

### MWC Barcelona 2020 - 24-27 February 2020

MWC Barcelona 2020 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.



MWC Barcelona 2020 features extensive learning opportunities from dozens of partner-led programmes, GSMA seminars, summits and more. Everything you need to know about the industry, today and beyond, can be found here. With over 110.000 key decision-makers expected to attend, MWC Barcelona 2020 promises to expand your professional network and help you achieve your business and technology goals. MWC Barcelona 2020 serves a diverse global audience by bringing together broad technology industries to share, promote, and advance intelligent connectivity.

### **Holland Pavilion @ MWC Barcelona 2020**

The Dutch high-tech sector ranks amongst the top globally and is a major force in the development of new technologies with multiple applications and implications for the Communication Sector. The Dutch ecosystem is truly unique, with an intense focus on collaboration, open innovation and multi-discipline thinking. It is this eclectic development environment that keeps our start-up scene thriving, our emergent technology ranking high and it makes us a significant influencer in the global communications and technologies market. The Netherlands has the most competitive economy in the EU, and ranks 4th in the world. The Netherlands also ranks 4th on the 2018 Global Innovation Index (GIS). It is for this reason that you want to be present at the Holland Pavilion and be part of a game changing eco system.

### **Enterprise Summit – Organizer of the Holland Pavilion**

Enterprise Summit is responsible for the organization of the Holland Pavilion in co-operation with the Dutch Government, The Hague InnovationQuarter, The Hague Security Delta, World Startup Factory and leading Dutch organizations like Broadforward, Porting XS and Sectra which all contribute to the innovative development of a thriving eco system within the Communications industry. Enterprise Summit unites all parties before, during and after the MWC Barcelona 2020.

### **Holland Pavilion**

#### **Holland Pavilion - Goal**

Holland Pavilion is the home base and launch pad for all Dutch attendees. It will host a variety of tech companies as well as a great mix of Public and Private partners. With more than 110.000 visitors every year MWC is primarily about meeting with partners, forging new connections and creating exiting new business opportunities. Holland Pavilion has been designed from the principle to help accelerate the Dutch business community to achieve their ICT goals and is proud to organize this event for the 4<sup>th</sup> consecutive time.

#### **Holland Pavilion – Activities**

- **Presentation Pods:** Partners can have a place at the pavilion to give a presentation to their audiences.
- **Meeting Place with Hospitality Desk:** Holland Pavilion is a great meeting place and we offer a superb hospitality service desk. Organizations can make reservations to meet interesting people at the pavilion, show a presentation or book one of the available meeting rooms. We offer a coffee corner with various drinks including a snack and sandwich service.
- **Tours:** MWC Barcelona 2020, even for returning visitors, can be a little overwhelming. There is new business potential around every corner and the halls are packed to the ceiling with vendors, corporates and start-ups. To ensure your visit to MWC Barcelona 2020 successful (in terms of your business and event goals) we are delighted to be offering a series of event tours, a Government Mobility Tour and an Innovation Mobility Tour. If you are a Public or Private organization serious about doing business at MWC Barcelona 2020 these tours will not only be invaluable, but essential. Over these three days we connect our participants with their target organizations, unlocking access to our extensive partner network and providing tours to organizations which are 'invite only'.
- **Networking Drinks:** Get connected and catch up with Government officials, friends, partners and business associates at the Holland Pavilion Networking Drinks which will be organized daily during the course of the entire event. It is a great way to relax, connect, share insights, discuss ideas and find new inspirations.

- **Dutch Community Dinner:** The Dutch Community dinner at The Chipiró in Barcelona is all about sharing knowledge, discuss opportunities and building international relationships and contacts. It's a place designed to 'unwind': Allowing hundreds of Dutch participants a chance to not only take a break from the hectic congress pace but give you the opportunity to meet like-minded partners, businesses and Government officials during a nice dinner in a zero-pressure environment.
- **4YFN (4 Years From Now) afternoon – join the international Start-Up Community:** Meet the headline inspirational speakers, founders of ground breaking digital companies, executives, futurists and leading experts who attended 4YFN 2020 in Barcelona. 4YFN held their biggest event ever during their 6th edition



of the world's largest exhibition for the mobile industry, MWC Barcelona 2020, supporting start-ups, investors and companies to connect and launch new business ventures together. Holland Pavilion organizes an afternoon tour to this event which will be held at Barcelona city centre. NBSO / RVO is organising Dutch representation at 4YFN with another pavilion.

- **Community Keynote Speeches:** If you are looking for more in-depth knowledge around the Dutch Communication Eco System, you should not miss out on these keynote speeches where keynote presenters from both the public- and private sector will provide insight in their goals, policies and activities to stimulate the Dutch society and economy with advanced digital communication infrastructure initiatives.
- **In Holland Buggy Service:** Those of you who have been visiting MWC know that the event can not only be a bit overwhelming but also know that the entire footprint of both the exhibition and conference area is enormous. As we don't want our participants to waste time reaching their destinations, we offer a buggy service at 3 stretches inside an outside the conference and exhibition centre.
- **Interviews:** Do you have a great story to tell or like to highlight something that you want to bring under the attention of either the Dutch Community and/or the broader MWC audience? The Holland Pavilion can facilitate you in making an exclusive interview which will be posted on the Holland Pavilion media channels and/or the MWC billboard displays which are located throughout the entire event centre.
- **Social Media Campaigns:** During the entire event Holland Pavilion will be active on Social Media to promote its pavilion, participating organizations, relevant content and activities. Participants and partners will have the opportunity to join in and create awareness and share thoughts, ideas and content.
- **Outreach to (inter)national press/media:** Our media partners, Executive People and Dutch IT Channel, present during the entire event can cover press and media releases including writing and editing of articles. This offers an excellent opportunity to showcase your organization and/or management team.

### Holland Pavilion – Target Groups

MWC 2020 is no longer solely for mobile operators. It is about a variety of partners in a digital communications eco system which all contribute to the creation of an advanced digital and sustainable communications infrastructure to create the necessary societal and economic benefits. The entire spectrum from mobile applications to digital infrastructure will be present at MWC Barcelona 2020 and Holland Pavilion. The following target groups are present at this event:

- Government
- Government related utility services (train, harbour, airport)
- Operators (fixed and mobile)
- Service Providers (IoT, AI, Automotive, Health, Fintech, Robotics, Security, etc)
- Software suppliers

- Data Centres and Cloud Providers
- System Integrators
- Investors and Startup Communities
- Infrastructure Construction Companies
- Consultancy Companies
- Industry Body Representatives and Lobby Organizations

### **Holland Pavilion – Facilitators, Partners and Sponsors**

Holland Pavilion is offering a variety of services to participants at the pavilion. These services are broken down into generic services for all participants facilitated by the Dutch Government and Industry Body Representatives, specific services organized by partners and services, organized in packages for our sponsors.

### **Holland Pavilion – Sponsor Packages**

Enterprise Summit has a broad variety of attractive sponsor packages available which are specifically designed around the mentioned activities in this outline and the offered promotional and awareness activities by the Dutch Pavilion. Prices vary depending on the required mix of activities and promotion.

More information about the content of the sponsor packages can be found on our website: [www.nlmwc.com](http://www.nlmwc.com).

Please contact the following persons in case you are interested in a sponsor package or like to partner with us:

Karel Helsen	<a href="mailto:karel@enterprisesummit.nl">karel@enterprisesummit.nl</a> Mobile: +31 613 491 027
Mark Beerman	<a href="mailto:mark@enterprisesummit.nl">mark@enterprisesummit.nl</a> Mobile: +31 651 197 275

### **Holland Pavilion – Media Partners**



### **Holland Pavilion – Highlights 2019**

A few of the highlights from last year's event:

- More than 15 Public – Private partnerships, including Ministries, The Hague Partners, ABN AMRO, PortingXS, Broadforward, Sectra, etc.
- More Than 10 incoming missions of international delegations.
- 25 Government and Innovation Tour organizations.
- More than 425 registered attendees for Dutch Community Dinner.
- National Coverage in Algemeen Dagblad, Telegraaf and many others media channels
- Involvement and presence from Dutch and Foreign Embassies.
- Facilitated by Netherlands Business Support Office (NBSO), focusing on trade- and investment stimulation.
- Reviews & Experiences:
  - The participating organizations assessed the Holland Pavilion as “very satisfactory” in terms of atmosphere, presence and look and feel;
  - Strong Networking Opportunities and New Bizz opportunities;
  - A lot of international visitors visited the Holland Pavilion, a direct consequence of an attractive program and services, organized international meetings and the hospitality services.



### **Intelligent Connectivity: The 5G Era**

5G is more than just a generational step, it represents a fundamental transformation of the role that mobile technology plays in society. As demand for continuous connectivity grows, 5G is an opportunity to create an agile, purpose-built network tailored to the different needs of citizens, industry and the economy.

Connectivity: The 5G Era at MWC20 aims to highlight how next-generation networks will form the basis of wide-reaching value creation and economic impact. We will take a broad look at the enterprise connectivity ecosystem, from implementation, to use cases, scalable platforms, business models, spectrum, regulation, and investment to the business and cultural challenges of working with new and diverse markets/industries. Realising the full potential of global connectivity is both complex and challenging, but the opportunity is near limitless in its application and impact.

### **Artificial Intelligence (AI)**

With a market projected to reach \$70 billion by 2020, artificial intelligence is poised to have a transformative effect on consumers, enterprises, and governments around the world. While there are certainly obstacles to overcome, consumers believe that AI has the potential to assist in medical breakthroughs, democratize costly services, elevate poor customer service, and even free up an overburdened workforce, allowing humans to spend more time engaged in high-level thinking, creativity, and decision-making.

Separating hype from reality remains a challenge, as does understanding the full impact of the increasingly complex technology we are implementing.

This theme will explore the real potential of AI, how we must manage such a profound technological revolution and its impact on our professional and personal lives.

## Industry X

Using a blend of new technologies like industrial IoT, big data, analytics, AI, robotics, 3D printing and machine learning, industries can unlock new revenue and engagement models with customers, employees and partners.

Forecasts on the potential of Industrial IoT and Digital Transformation vary wildly, but one thing they do agree on, is that it is a huge opportunity. Below are a small selection of statistics;

- There are expected to be more than 64B IoT devices worldwide by 2025
- The global IoT market is forecast to be worth \$1.7T in 2019
- By 2022, 100% of the global population is expected to have LPWAN coverage
- IoT has the potential to generate \$4T to \$11T in economic value by 2025
- The main revenue driver for 54% of enterprise IoT projects is cost savings
- More than 80% of senior executives across industries, on average, say IoT is critical to some or all lines of their business in 2018
- 97% of organizations feel there are challenges to creating value from IoT-related data
- The IoT in Banking and Financial Services market size is expected to grow to \$2.03B by 2023

(Source: Business Insider, IoT Analytics, Gartner, Intel, McKinsey, PwC, Ovum)

What and where is the opportunity and its challenges? What are the business models? How do the opportunities differ by vertical and solution? Equally, how are they similar and therefore scalable? What is the role of the operator, and each stakeholder in the value chain? Many questions remain, but the potential is limitless.

## Media & Entertainment

Mobile has been a hugely disruptive force in Media & Entertainment industry. Mobile's unprecedented distribution network, largely driven by 4G and smartphones, has reduced the barrier to entry and created new distribution models and consumption behavior, which has seen traditional premium revenue models, channels and even trust eroded. 5G has the potential to be even more disruptive, and equally a catalyst for innovation.

The new era requires a much more immersive, timely and personalised premium experience to replace these traditional revenues. An experience that blurs the line between the physical world and digital world.

As the appetite and expectation for AR, VR and other forms of richer immersive content grows, the impact on networks, event venues and overall consumer engagement will grow, presenting huge challenges to everyone involved in these now intertwined industries. Not least among these challenges, is how we make revenue and profit margin have a closer relationship with the growth in consumption and use of network capacity, especially at the advent of 5G.

## Security & Privacy

Cyber security has always been a huge, if at times inconvenient, topic. More recently mobile telecoms security has been under heavy scrutiny, especially around 5G, due to its vast potential and use cases, which makes it an area of geo-political interest.

In terms of privacy, recent scandals have also eroded trust in the digital ecosystem, around the ability to behave ethically. Coupled with the growing introduction and interest in legislation around privacy and the ethics of data usage as we enter the AI era, we are at a pivotal juncture in the evolution of the Internet.

Industry must understand its growing responsibilities and work to create the right balance with consumers, governments, regulators and industries.

## **Our Planet**

Mobile technology has the power to help societies from the individual level, to positively impacting the earth's ecosystem. From aides for people with disability to energy consumption and sustainability checks, the world needs, now more than ever, our sector to be a fundamental contributor to creating a safe, clean and equitable world for all. The "Our Planet" related activities at MWC20 will discuss the connected technology industries responsibilities to the environment and underserved people, including the unconnected and accessibility for the disabled, among others.

## **Customer Engagement**

Customer engagement has been a key battleground for brands, service providers and governments for decades, but its evolution and importance has accelerated in recent years driven by the internet, mobile and then smartphones.

Expectations of a 24/7 personalised and timely customer interaction, across any channel have never been higher. To achieve this, you must have a comprehensive customer engagement strategy and adopt a range of technologies to collect often vast amounts of data and then automate and scale the interactions across any channel and any user interface.

The internet has globalised this battleground, now all service providers are compared with the world's best. The Customer Engagement will look at examples across all industries, to understand how you can set the benchmark for customer engagement, retain and gain customers and grow revenue.