

# Welcome to Europe – Barcelona Mission 2016

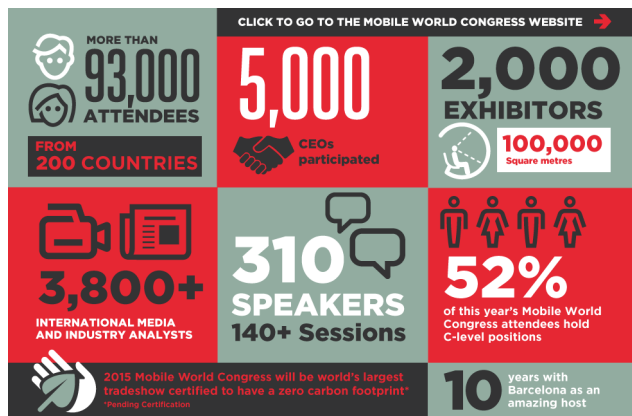
## MOBILE SECTOR B2B MISSION

### THE MISSION

In February 2016 alongside the [GSMA Mobile World Congress](#), a 3-day B2B mission will be organised offering a unique opportunity for Japanese companies operating in the mobile sector to gain insights on the latest mobile communications trends from visionaries and innovators, as well as to meet the local government officials and the ICT industry leaders to explore on collaboration opportunities.

The mission will mainly consist of:

- Visit to the Mobile World Congress 2016, an exhibition with more than 2,000 companies displaying the cutting-edge products and technologies that define the future of mobile.
- Participation in the Brokerage Event organised by ACCIÓ within the MWC, a matchmaking event where participants can meet potential partners for product development, manufacturing and licensing agreements, joint ventures or other types of partnership.
- Visit technological centres related to the selected sectors in order to show the most highlighted technologies, research projects and business opportunities.



Barcelona's GSMA Mobile World Congress is the world's leading event for the mobile industry, bringing together the telecommunication sector's top companies and professionals. In 2016, it will be staged once again in Barcelona.

Hundreds of the world's best organisations come to Mobile World Congress each year because they know that it's the best place to meet with the entire global community of mobile leaders, innovators, disrupters and thinkers. Around 30 Japanese companies had a stand in the 2015 Mobile World Congress (see more information at <http://www.mobileworldcongress.com/2015-exhibitors/>).

### DATES

**22-24 February 2016**

### DEADLINE FOR REGISTRATION

Feel free to send your expression of interest using the link below. The deadline for registration is: **27 November 2015**  
<http://een-japan.eu/ja/content/february-2016-barcelona-mission>

### MINIMUM NUMBER OF PARTICIPANTS

The mission will be held if at least **5 companies** have registered before the deadline

## ABOUT BARCELONA, CATALONIA

Located in the north-east corner of the Iberian Peninsula, Catalonia is a leading region in Spain in innovation and manufacturing. It is the Spanish region with the highest GDP per capita and with just 16% of the Spanish population it accounts the 25% of all Spanish exports. 41% of the foreign companies located in Spain are in Catalonia. It is also a leading region in tourism, concentrating 28% of the Spanish tourism.

Catalonia enjoys a dynamic, industrial, diverse and extremely business friendly economy. Historically a trading nation, Catalonia's economic activity has always depended on its ability to connect to the rest of the world. Motivated by necessity, Catalonia has developed over the years the skills of reaching out and connecting to the rest of the world, which has become one of the area's major talents and has made Catalonia an unbeatable meeting point for international business.



## SECTOR TARGETED

The mission will cover sectors related to mobile technologies such as:

### HARDWARE

- Augmented Reality
- Antennas, aerial, masts and towers
- Backhaul solutions
- Batteries
- Bluetooth accessories
- Core network equipment
- Embedded mobile
- Encryption and security equipment
- Geolocation
- Femtocells
- In-building systems
- IoT / M2M
- IP networking equipment
- Location technologies and services
- Middleware
- Mobile devices accessories
- Mobile devices
- Mobile multimedia devices
- Modems
- Monitoring systems and equipment
- NFC
- Beacons
- Power systems
- Semiconductors
- SIM cards and Smart cards
- Telemetry systems
- Test and measurement equipment
- Virtual Reality
- Wearables

### SOFTWARE

- Augmented Reality
- Application development
- Big Data / Open Data
- Content management
- CRM, ERP, etc. system
- Data analysis
- Data compression
- Games
- Geolocation
- IoT / M2M
- Messaging
- Mobile browsers
- Mobile entertainment
- Mobile security systems
- Mobile social networking
- MobileTV
- Network operating software
- NFC
- Beacons
- VOIP Systems
- Virtual Reality
- Wearables

### SERVICES/OTHERS

- Big Data / Open Data
- Business support systems
- Consultancy
- Cloud Computing
- Device management
- Digital rights management
- Education and training
- Financial clearing and settlement
- Fraud management and solutions
- Geolocation
- Managed network services
- Mobile advertising and marketing
- Mobile financial services
- Network Management
- Network operator
- Network planning and design
- Operational support systems
- Outsourcing
- Roaming solutions
- Systems integration

## JAPANESE DELEGATION PROFILE

This mission is targeted to Japanese SMEs and research centres operating in the mobile sector and with an interest in technology transfer and research opportunities in the Catalan and international markets.

## COSTS

Covered by the mission organisers:

- Up to 3 nights of hotel per participating company (covered by EUJC)
- Local transport costs (transport to visited companies, 3<sup>rd</sup> day) (covered by host organisation)
- Welcome and networking events (covered by host organisation)

Covered by the participating company:

- Travel from/to Japan.
- Local transport from airport to the hotel, from the hotel to the Barcelona Fair.
- Lodging costs after the 3<sup>rd</sup>-night stay
- Any other costs not expressly covered by the organisers (lunch and dinner,)
- The entrance to the MWC. Participants to the mission will benefit of a special price for the exhibition MWC visitor pass

## PROGRAMME (Provisional)

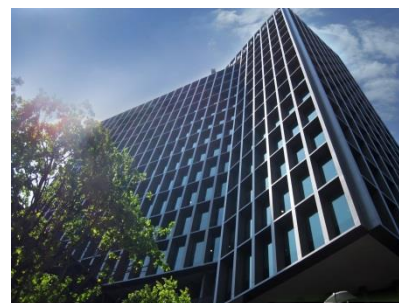
	Morning	Afternoon	Evening
21 <sup>st</sup> February 2016	Arrival from Japan – Stay at selected hotel		
Day 1 22 <sup>nd</sup> February 2016	<b>10h-10.30h: Welcome</b> <i>Brief/informal introduction of ACCIÓ and the MWC2016, at the Barcelona Fair by the ACCIÓ EEN Catalonia Coordinator</i>	<b>11h-18h:</b> Brokerage Event MWC (meetings with companies and other participants) + Tailored visit to the Fair	<b>18h: Cocktail + Networking event</b> <i>With ACCIÓ EEN team, EEN partners and Catalan companies</i>
Day 2 23 <sup>rd</sup> February 2016	<b>9-17h:</b> Brokerage Event MWC (meetings with companies and other participants) + Free visit to the Fair	<b>9-17h:</b> Brokerage Event MWC (meetings with companies and other participants) + Free visit to the Fair	<b>Free time</b>
Day 3 24 <sup>th</sup> February 2016	<b>9-10h:</b> <b>Presentation of the Catalonia regional economy and ACCIÓ SME support services</b> <i>By the CEO of ACCIÓ (at ACCIÓ headquarters)</i> <b>10-12h:</b> Visit to Technological Centre 1 <b>12-14h:</b> Visit to Technological Centre 2	<b>15h-17h:</b> Visit to Technological Centre 3  <b>17-18h:</b> Visit to the Mobile World Centre	<b>Free time</b>
25 <sup>th</sup> February 2016	Departure to Japan		

\* The whole programme will be held in English (no Japanese translation available).

## PLANNED VISITS

### I2CAT

I2CAT is a mission-oriented research centre that promotes R+D+i activities on advanced Internet architectures, applications and services. The centre stands up for a new open innovation framework, fostering the collaboration between companies, public administration, the academic environment and end-users. I2CAT has a wide experience in multiple national and European R+D+i projects, leading research lines in new fixed & mobile network architectures, wireless sensor networks, and content-based multimedia technologies, with the aim to develop new products, services and applications in the fields of eHealth, Smart Cities & Smart Regions, Advanced Manufacturing and Culture/Creativity. In 2006, I2CAT was recognized by the European Network of Living Labs as the first “open living lab” in Spain and one of the first in Europe.



**Website:** [www.i2cat.net](http://www.i2cat.net)

### EURECAT-Barcelona Digital

An advanced technology centre in the field of ICTs: cross-over technologies that are the key for strengthening the industry and for the emergence of new business opportunities. They direct their knowledge and technological capacities to the MARKET's NEEDS, thereby offering value-added proposals and innovative services to business and society through applied research, technology transfer, and the dissemination of digital innovation. Their areas of specialisation in R&D include Health, Safety, Mobility and energy, and Food and the environment.



**Website:** [www.bdigital.org](http://www.bdigital.org)

### Barcelona Supercomputing Center



BSC-CNS (Barcelona Supercomputing Center – Centro Nacional de Supercomputación) is the National Supercomputing Facility in Spain and was officially constituted in April 2005. BSC-CNS manages MareNostrum, one of the most powerful supercomputers in Europe, located at the Torre Girona chapel. The mission of BSC-CNS is to investigate, develop and manage information technology in order to facilitate scientific progress. With this objective, special dedication has been taken to areas such as Computer Sciences, Life Sciences, Earth Sciences and Computational Applications in Science and Engineering.

**Website:** [www.bsc.es](http://www.bsc.es)

## Mobile World Centre

The Mobile World Centre is a joint public-private initiative set up by the Mobile World Capital Barcelona Foundation and Telefónica. Located in the heart of Barcelona, the Mobile World Centre is an open platform and state of the art exhibition showroom where citizens are able to understand and experience how mobile is enhancing our lives. It offers a year-round exhibition showroom that combines a broad range of activities, programmes and content exhibitions for all citizens.



**Website:** [www.mobileworldcentre.com](http://www.mobileworldcentre.com)

## B2B MEETINGS

Every year since 2006, a Brokerage Event has taken place at the Mobile World Congress, organised by ACCIÓ, a department of the Catalan Government's Ministry of Enterprise and Labour, supported by the Enterprise Europe Network with the objective of helping European start-ups, SMEs and Research groups from the mobile technology sector to initiate transnational partnerships. It is a great opportunity to network, gain exposure, and explore new business opportunities.

A tailored visit by ACCIÓ staff to the Fair will be offered to the Japanese delegation.

**Link:** 2016 Brokerage Event Link available soon.

- 2015 Brokerage Event: <http://mwcbrokerageevent2015.talkb2b.net/>

## SIDE EVENT - Mobile World Congress

The GSMA Mobile World Congress is the place where mobile leaders to gather, collaborate and conduct business.

The annual event provides the planet's best venue for mobile industry networking, new business opportunities and deal-making. Mobile World Congress includes:

- A world-class conference featuring visionary keynotes and thought-provoking panel discussions
- An exhibition with more than 2,000 companies displaying the cutting-edge products and technologies that define the future of mobile
- The world's best opportunity for mobile industry networking
- The annual Global Mobile Awards ceremony, which recognises the most innovative mobile solutions and initiatives from around the world



Mobile World Congress: <http://www.mobileworldcongress.com/>

## NEAREST AIRPORT

Barcelona-El Prat-: <http://www.aena.es/csee/Satellite/Aeropuerto-Barcelona/en/Barcelona-El-Prat.html> (18 km)

## TRANSFER FROM THE AIRPORT TO THE HOTEL

Direct Bus from the Barcelona airport to the Barcelona City Centre (tickets are available [here](#))

From the City Centre to the hotel and from the hotel to the Barcelona Fair by metro (more information [here](#)) or taxi (more information [here](#))

## HOTEL

Please note that the organizers won't be making any hotel arrangements.

Immediately after the deadline, only once the mission is confirmed, participants will have to book the hotel by themselves

Participants may book their preferred hotel, but In order to avoid fraud, we suggest booking through the Official Accommodation Partner of the MWC at:

<http://www.mobileworldcongress.b-network.com/Default.aspx>

## MORE ABOUT THE LOCATION

### Catalonia

Catalonia has a very diverse orography: in just a few kilometres, it rises from sea level to mountain peaks that are nearly 3,000 metres high.

The pleasures of a Mediterranean lifestyle are known to all, but Catalonia takes it to new levels and manages to mix work and pleasure wisely. It's far more than just outdoor cafés and sandy beaches; it's having the action-packed Pyrenees just a short drive away, food markets full of fresh produce, a rich local gastronomy frequently combined with modern flair, urban centres such as Barcelona imbued with thousands of years of history, and a local population who fill their weekends with never-ending festivities and community events.



Further proof of Catalonia's international character is the busy trade fair activity, with Barcelona being the third most popular city in Europe to stage international events.

According to a study by the ICCA, Barcelona has played host to more congress delegates than any other city over the last five years, with more than 519,000 attendees. Barcelona is also the Mobile World Capital, aimed at driving and developing ground-breaking mobile initiatives that transform how people live and work.

Its cultural diversity, the cosmopolitan atmosphere, and its trading history all mean Catalonia attracts talent worldwide. Thanks to this, both businesses and business professionals from all walks of life are completely at home here.

### Learn more:

Government of Catalonia <http://web.gencat.cat/en/inici/index.html>

Catalonia Trade & Investment <http://www.catalonia.com/en/index.jsp>

## Barcelona

Nestling between the sea and the mountains, Barcelona manifests its powerful spirit in the form of outstanding buildings, cultural centres, charming nooks and crannies, parks, and lots more. Come and experience the city, and fall in love with every little corner.



## ORGANISER

- ACCIÓ, the Agency for Business Competitiveness [www.accio.gencat.cat](http://www.accio.gencat.cat) (Enterprise Europe Network Catalonia, Spain)

## SUPPORTED BY

- EU-Japan Centre for Industrial Cooperation [www.eu-japan.eu](http://www.eu-japan.eu) (Enterprise Europe Network – Japan)

## CONTACT

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For more information and registration, please visit the following webpage:

<http://een-japan.eu/content/welcome-europe-incoming-missions>