

Netherlands Business Support Office Barcelona
Avenida Diagonal, 611, 6ª - 08028 Barcelona
T: +34 93 419 46 89
E: info@nbso-barcelona.com
W: www.holanda.es / www.handelmetspanje.com
CIF: G65682627



Reino de los Países Bajos



Pioneers in international business

FACTSHEET

SECTOR: MOBILE COMMUNICATIONS

Sector: Mobile Communications

The mobile communications revolution is driving the world's major technology breakthrough and its scope is increasing on a daily basis. Over the last few years, Barcelona has become the Mobile World Capital: technology for mobile phones is developed, tested, and presented to the world from Barcelona. There are many locational advantages for companies within the mobile industry in Barcelona due to among others agglomeration effects: there is a large knowledge infrastructure, the population is highly-educated (54% of all employees work in high knowledge sectors), internationally-orientated (17% of the residents are foreigners), and labor costs are relatively low in comparison to other European countries (in Spain the average labor cost per hour is €20.80, less than the European average of €23.50). Most of the firms in this sector are located within the metropolitan area of Barcelona: in the city itself, Terrassa, Sabadell and L'Hospitalet de Llobregat.

The municipality of Barcelona also stimulates the mobile technologies sector, with a specific program called mStartUp, aimed at developing new mobile businesses through among others an incubator for mobile-technology start-ups (<http://www.mstartupbarcelona.com>). Moreover, there are 37 ICT investment funds, both public and private, operating in the region Catalonia.

Magnitude

Mobile communications and the Mobile World Congress have a major impact on the Catalan and Spanish economy and this is increasing considerably with the Mobile World Capital status of Barcelona that will continue until at least 2018. The economic impact of this status is considerable; only the GSMA Mobile World Congress brings in around €300 million per year and approximately 6500 temporary jobs. The economic prospects for the development of the sector are positive; it is expected that the sector will continue to grow during the next coming years.

The Catalan ICT sector in numbers:

Approximately 10.700 ICT companies

Approximately 73.000 employees.

Turnover: €14.500 million/year

€214 million/year is invested in R&D

Supply Chain

Spain has one of the largest mobile markets in Europe, with effective competition from MNOs and a growing number of resellers. This competition has driven down the cost of mobile calls in recent years. The market has seen great changes, including a growing investment in network upgrades to support mobile technologies.

The main players on the mobile market in Spain are Movistar, Orange, Yoigo, Jazztel, Vodafone, Lebara and Lycamobile. Other important Spanish firms on the market are Ono, Amper, Euskaltel, and Telefónica. Although these companies possess a large share in the market, startups in mobile communications are rapidly appearing which shows that the market is far from saturated and in constant development.

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The Mobile World Congress Event

www.mobileworldcongress.com

Date: 2-5 march 2015

Location: Fira Gran Via, Barcelona

Since 2006 Barcelona annually hosts the GSMA Mobile World Congress, a four-day lasting event, which attracts over 80.000 professionals and entrepreneurs in the mobile telephony sector. This conference brings together the mobile telecommunication sector's top companies and professionals, in total around 800 international operators and 250 companies. It is the world's largest conference for mobile technology, so the place to be to make international contacts, present your product, and get inspired!

Check the list of exhibitors: (<http://www.mobileworldcongress.com/see-do/exhibition/2014-exhibitors/>).

The first edition of the GSMA Mobile World Congress was organized in 1996, and over the years its importance in the mobile communications sector has increased significantly. In 2015, more than 85.000 participants are expected at the conference to exchange ideas, network, and showcase their products. A diverse program is offered to the participants and covers all areas of mobile communications and business; from networking events to technology exhibitions such as the event 'App Planet'. Besides, the conference also offers opportunities for accelerating startups and mobile innovations. Hence, it is a worldwide platform for seeking industry-opportunities and stay up to date on new developments and innovations.

In short, if you are an entrepreneur in mobile communications, make sure to be in Barcelona from the March 2nd until March 5th.

Dutch Entrepreneurship:

Caroline Spek, Danny Frietman - Founders Dutch Mobile Networking Event

See: <http://www.dutchmobilenetworking.com/>

"Barcelona is an interesting place in Europe for Dutch (IT) entrepreneurs and organizations to set up an IT business. The city offers highly educated, creative and multi-language potential workforce and high quality suppliers. Entrepreneurial life is vibrant and deeply rooted into the Catalan business culture. You will find a lot of international and local initiatives like business incubators and networks[AV1][NBSO2]."

"Being an entrepreneur in the IT marketing and media sector in Barcelona offers an extra dimension of possibilities because of the languages, creativity and open spirit of most companies. It is great to see that people are keen and willing to work with an open mind on international projects." – Caroline Spek.

More information:

http://www.catalonia.com/en/businessopportunities/ict_mobile.jsp

<http://www.mobileworldcongress.com/>

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