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GSMA

Friday, 14 October 2022

**Thierry Breton**
**European Commissioner for Internal Market**

## MWC Barcelona 2023, 27th February – 2nd March, 2023
## Keynote Speaker Invitation

Dear Commissioner Breton,

On behalf of the GSMA, I would be delighted if you would consider this invitation to participate as a Keynote speaker at MWC Barcelona 2023. As a leader focused on digital society and the importance of connectivity for all, it would be a great honour if you would accept this invitation.

MWC 2023 is the global forum to discuss how mobile technology is driving change across industries through the advancement of 5G, cloud and frontier technologies, as well as the emergence of the metaverse. Next year's programme will focus on *Velocity* and our acceleration to embrace new models of digital innovation that's seen more industries come together than ever before, through mobile connectivity.

As you may know, MWC remains the largest and most influential business-to-business event in the world. And true to its name, this is truly a global event. Here are some top-level figures from our 2022 event post-pandemic:

- More than 60,000 attendees
- More than 30,000 Director, VP or C-level leaders
- More than 7,700 CEOs
- More than 10,000 attendees from industry sectors, including finance, manufacturing and gaming
- More than 160 delegations, including 38 ministers
- More than 3,000 individuals representing media outlets and industry analysts from 67 countries

MWC continues to bring together representatives from across the entire digital ecosystem and adjacent industry verticals, from global tech leaders and start-up founders to government representatives and regulators to share their views and experiences on how a healthy and vibrant digital ecosystem can further drive innovation to continuously and sustainably, transform people's lives.

As a leader who recognizes the challenges and opportunities of a digital society, your participation in the event is of paramount importance to us. It would represent an excellent opportunity to continue the discussion with European industry CEOs on the future of connectivity in Europe and deliver the vision of the Digital Decade.

Thank you for your support and we very much look forward to hearing from you.

GSMA