



# Alberta at MWC 2025

March 3-6, 2025

Barcelona, Spain

[mwcbarcelona.com](http://mwcbarcelona.com)

## Join the Alberta Technology Trade Mission to Mobile World Congress (MWC) 2025

MWC is the largest mobile event in the world, combining an industry exhibition with a congress that features leading international mobile operators, vendors, visionaries and content owners.

### Each year, the scope of MWC expands into new and emerging industry segments:

- 108,000+ Attendees
- 2,300+ Exhibitors
- 400+ Operator Companies
- 208 Countries

### Key Themes of the 2025 event include:

- 5G Inside
- AI+
- Connect X
- Enterprise Re-invented
- Game Changers
- Our Digital DNA

With a significant annual participation of more than 100 Canadian companies, Alberta's government, in collaboration with provincial government partners from Ontario, Quebec and British Columbia and the Canadian Trade Commissioner Service, is once again coordinating a dynamic Alberta presence at MWC in 2025.

### Become part of the Alberta/Canada pavilion at MWC 2025

Alberta's government is the lead for the Alberta delegation to MWC 2025. The Alberta Pavilion, which is part of the larger Canadian Pavilion at MWC 2025, provides Alberta companies the opportunity to showcase their products, services and technologies to a large global audience to help enhance international trade and market access.

### Benefits:

- Access to pre-show preparation to maximize your attendance at MWC 2025.
- Use of the Alberta Pavilion tradeshow booth, which is part of the larger Canadian Pavilion, for matchmaking and networking.
- Opportunities for B2B meetings.
- Participation in networking events.

### Costs:

- There is no cost to participate in the mission. The Alberta Pavilion tradeshow booth will be made available free of charge to the participating companies for matchmaking and networking activities.
- Companies will need to cover other costs such as airfares, accommodations, ground transport and meals.

### Note:

- Participation is based on a first come, first served basis.
- **A limited number of complimentary exhibition visitor passes (est. value \$1,100.00) are available - one per company. These will be allocated on a first come, first served basis.**

Deadline to register: November 1, 2024

#### To register, contact

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