MOBILE
WORLD CAPITAL
BARCELONA

m-Health Competence Center

Friday, December 14th, 2012

What is the Mobile World Capital Barcelona?

The GSMA Mobile World Congress

The mobile industry's largest worldwide B2B event

- **New venue from 2013 until 2018.**

The Mobile World Festival

Events oriented to promoting and spreading mobile usage to everyone

- **First edition during Summer 2013**

The Mobile World Centre

The capital's permanent showroom space

- **Centre launch on Jan 2013**

The Mobile World Hub

The Mobile World Capital as a best mobile ecosystem to develop cross industry services

- **Competence centers strategy definition**
- **Project running on 2013**

Mobile World Capital Barcelona

Mobile World Hub

The mission is to develop a new industrial sector around mobility and transform Barcelona into the world's leading mobile city.

- Multi-industry mobile innovative initiatives with socio-economic impact

- Creation of a mobility cluster promoting co-creation:
  - ✓ Industries
  - ✓ Research & academia
  - ✓ Prof. associations

- Become a normative referral:
  - ✓ Standardization
  - ✓ Regulation and arbitration court

- Promote mobile start-up creation and attraction:
  - ✓ Venture Capital
  - ✓ Incubation

- Spread Barcelona as the best mobile ecosystem:
  - ✓ New mobile case studies
  - ✓ Best practices
  - ✓ Research papers on mobility

- Education mobility program:
  - ✓ Mobile Management School
  - ✓ Mobile University Research

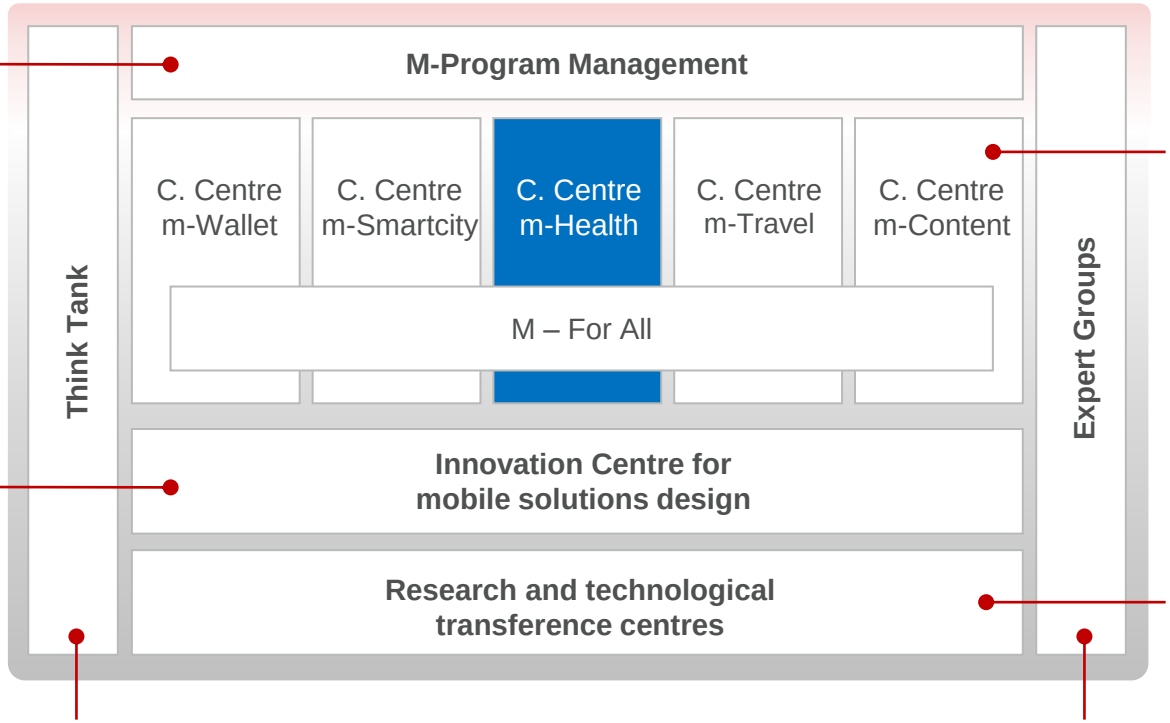
…positioning Barcelona globally as a technological city with high value-added services.

What are the enablers of the M-Program?

Competence Centres are the instruments that centralize capabilities and assets needed for the development of initiatives

- ✓ Comprehensive vision of the industrial program
- ✓ Guarantee strategic alignment toward the vision

- ✓ Shaping and design of mobile solutions
- ✓ Multi-industry knowledge
- ✓ Interdisciplinary



- ✓ Thematic mobile expertise
- ✓ Leadership
- ✓ Demand generators
- ✓ Project management
- ✓ Testing laboratories
- ✓ Assessment on regulation
- ✓ Capacity to certify

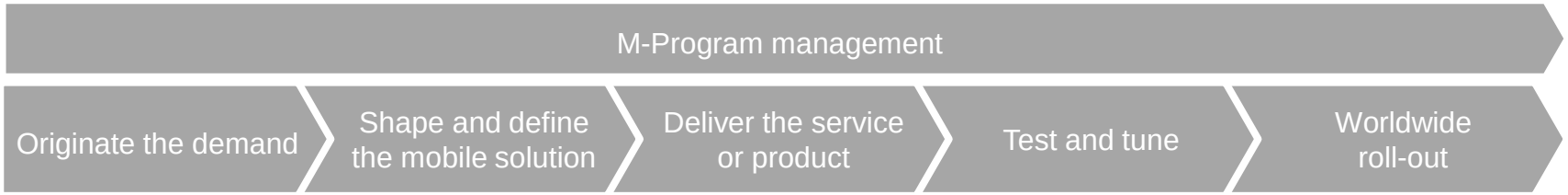
- ✓ Cutting-edge centres on mobile technology

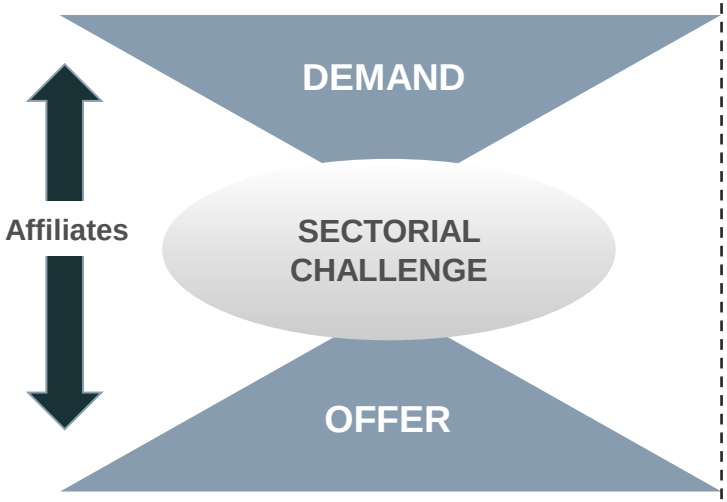
- ✓ Knowledge pool focused on envisioning the future and evolution of mobility. It is constituted by independent relevant experts

- ✓ Devoted to assess and give advice on Competence Centers strategy and its activities. It is constituted by private and public agents, and relevant experts

Service offering - Approach

Service offering decomposed by project value chain





Project definition:

- *Scope*
- *Partners*
- *Investment*
- *Business Case*

First Project → PERSONAL HEALTH FOLDER

- Promote responsibility and active participation of citizens in managing their health.
- Support the care process, to improve it and make it more efficient, coordinated, close, accessible and useful to all stakeholders.
- Provide relevant information and training about health issues.
- Ensure the accessibility of the health care system trough IT

Barcelona, November 29th, 2012

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Thank You

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