



IT-Branchen



2operate

25-28 FEBRUARY 2019

BARCELONA



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK
The Trade Council



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MOBILE WORLD CONGRESS 2019

The Mobile World Congress in Barcelona is the largest congress of mobile technology in the world. It will take place from February 25th to February 28th 2019.

Following three successful years in a row, we will profile Danish mobile technology companies in a stylish Danish pavilion and create more international awareness about Danish innovative solutions.





MOBILE WORLD CONGRESS in Barcelona

This is the key event for mobile technologies! It **gives Danish companies the best international showcase and access to decision makers** from all over the world.

Key numbers from the last edition in **2018**:

- More than 107.000 attendees from 205 countries
- 3.500 international press and industry analysts
- More than 40 country pavilions
- 2.400 exhibiting companies



SOME FEEDBACK from last editions...

“Dantracker har med stor succes deltaget på MWC, over 500 nye leads og en del kunder. Stor ros til det danske team i Barcelona, der igen i år har forstået, at gøre den danske pavillon til omdrejningspunktet på messen. Udover fantastisk service, har teamet forstået, at få udstillerne samlet til en enhed og mange notabiliteter til at besøge pavillonen, hvilket skaber et indtryk af et samlet DK, der står stærkere og klar til møde verdenen.”

Torkil Poulsen, CEO, Dantracker

“Den danske stand har givet os mulighed for at udstille til MWC til en fordelagtig pris. MWC er et fantastisk udstillingsvindue fyldt med beslutningstager. Den danske stand virker professionel og indbydende.”

Jonas Berntsen, CCO, MapsPeople

“On behalf of team Prezenter I would like to say thank you and WELL DONE also this year! We are super happy with all the support and dedication that you and the rest of the team puts into the pavilion. We learned a lot from our first participation and made sure to re-ally make the most of our time at the fair this year. Now starts the truly hard work, following up and closing deals :-) I look forward to hearing from you once the work starts for arranging the 2019 pavilion.”

Sara Leander-Pehrson, Director Customer Experience, Prezenter

www.mobileworldcongress.com



AS EXHIBITOR, YOU WILL GET:

1. PROFILING & SELLING

You can **present and sell** your products, technologies, solutions and projects to benchmark **customers, investors, institutions, partners** and cities, from **all over the world**.

2. A GUIDE TO SUCCESS

You will obtain **tools and network** in order to get the needed **exposure and promotion** to strengthen your company in a very specialised market.

3. STRATEGIC NETWORK

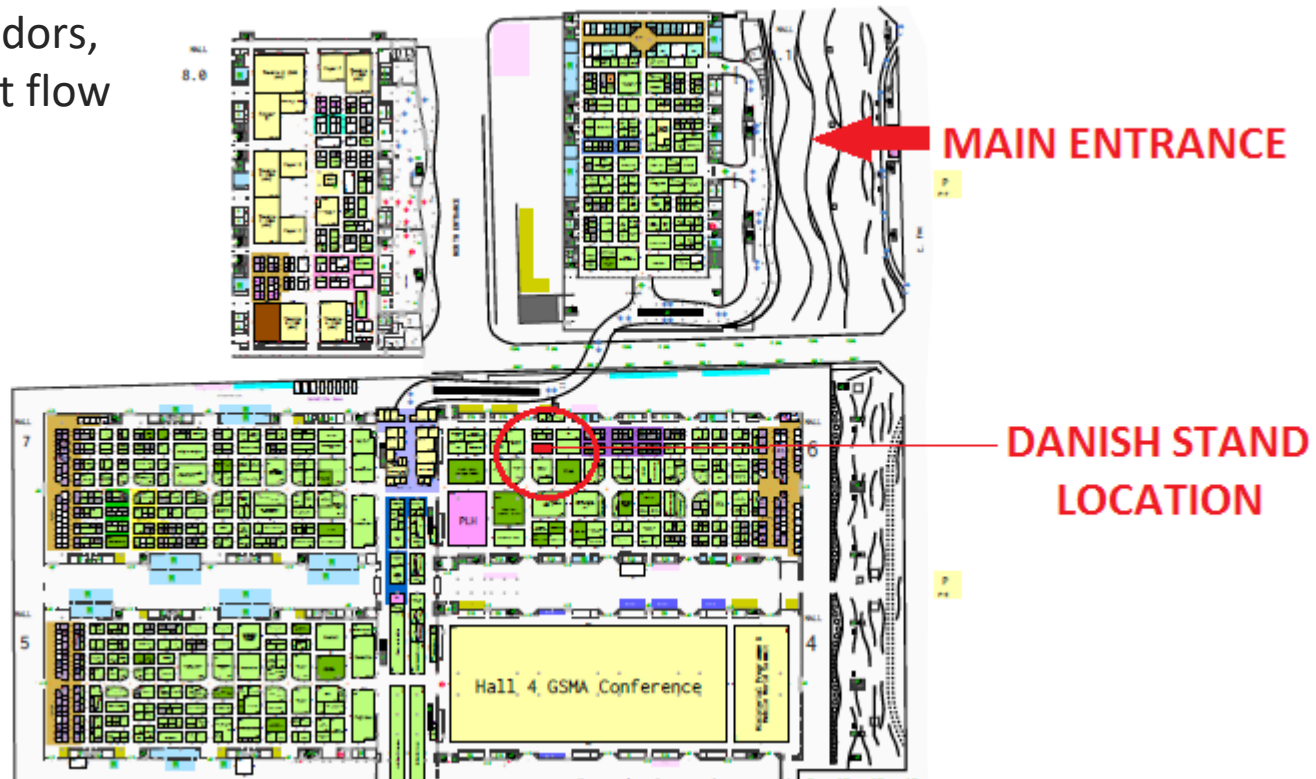
Share **knowledge**, create new **contacts**, attract **investors**, establish new **partnerships** with the best companies in the sector, broadening your horizon in the field.



THE DANISH STAND...

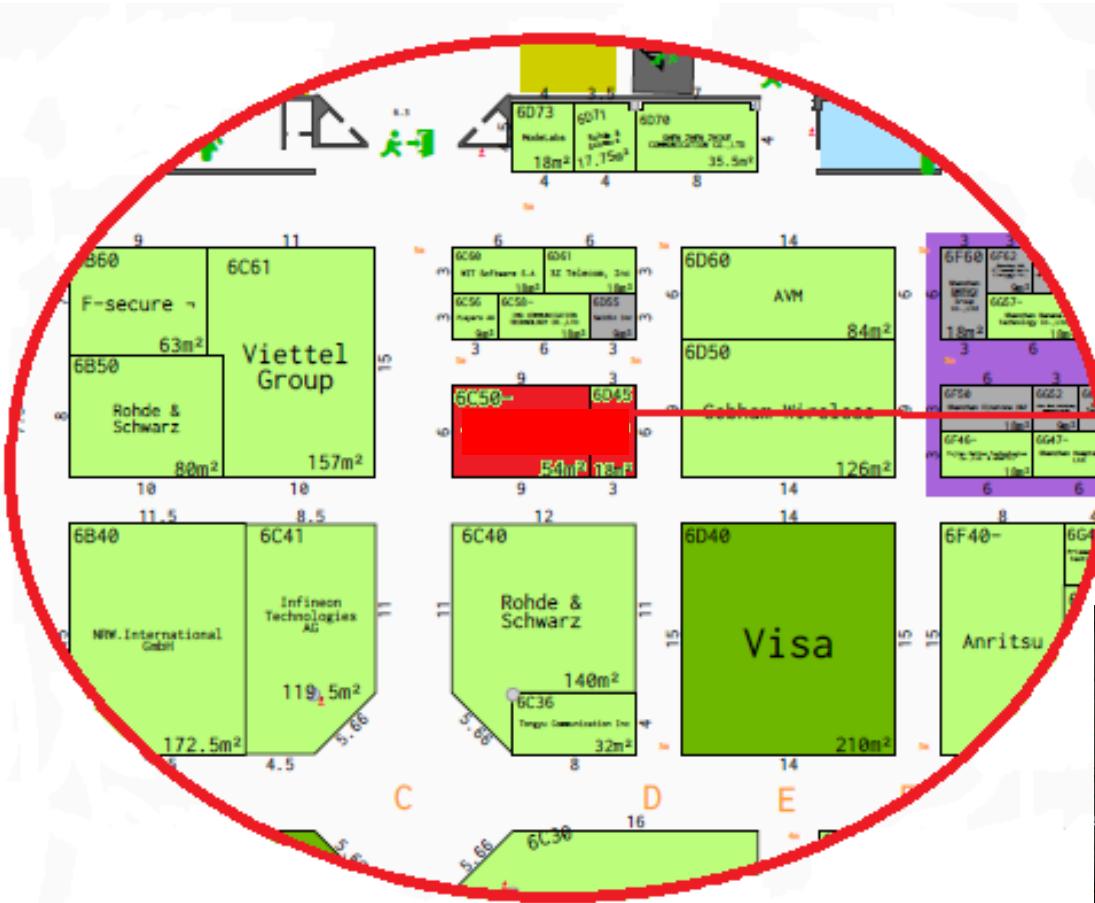
The Danish stand is placed in one of the Congress' most **attractive and central locations**, located very close to two of the main corridors, which gives it a constant flow of visitors.

The Danish stand will get all the attention it deserves!





AN ISLAND WITH A PRIME LOCATION



DANISH STAND





THE DANISH STAND

We quality check the creation of a Danish pavilion of 72 m2 with an attractive design.

Each company has its **individually branded area**. Common meeting room, storage, catering, wi-fi, services, several entrance passes and assistance from our staff are all **included in the price**, together with several marketing activities.





3D- RENDERS STAND DESIGN (subject to changes)





3D- RENDERS STAND DESIGN (subject to changes)





PRICE FOR PARTICIPATION

Tick X	PARTICIPATION OPTIONS	m2	Price (in DKK)	
			with subsidy	without subsidy
	Individual area	1,5	30.000	45.000
	Individual area	4	70.000	100.000
	Individual area (more than 8m2, please write number m2 in cell)	_____	15,000	25,000

- **Stands** are allocated on a first come-first serve basis and **include several entrance tickets** valued at 800€ each. From 4m2 onwards one or more **Silver or Gold passes** are included as well (value 2.199€ and 2.699€ each).
- The more m2 you have the more entrance tickets you get.
- You can **share this high value inviting your key customers and partners!**



QUICK OVERVIEW - What is included in the price?

1. Organization/Event Management
2. Stand design, building and dismantling
 - Wi-fi/Electricity
 - Catering (snacks, coffe, drinks, etc.)
 - Cleaning
 - In-stand Meeting Room, Storage and Bar area
3. Staff from the Trade Council at the stand
4. Entrance tickets with a value of min. 3.200 €
4. Networking dinner
5. Brokerage Event (pre-arranged international match-making meetings)



Foto: International networking dinner with the Danish Tech Ambassador, MWC 2018

6. Marketing Campaign

- Emailing campaigns to other country pavilions worldwide, delegations and companies in the South Western Europe area and other key markets
- Social media campaign: Facebook/Twitter/LinkedIn
- Trade Council and ITB Websites and newsletters
- Press releases
- Danish pavilion merchandising
- Paper & digital Flyers with information about each company exhibiting at the Danish Pavilion
- Visits at the Danish Stand
 - ❖ Investors, Business Angels
 - ❖ Danish Industry Association
 - ❖ Ambassador & other VIPs



PRE-PAYMENT OF STAND, THANKS TO

2operate





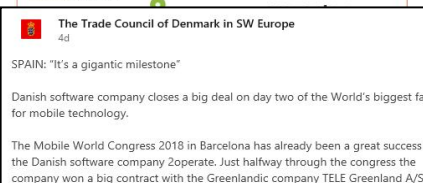
COMMUNICATION AND BRANDING

We will:

- Market the DK Pavilion and our exhibiting companies towards
 - Other Country pavilions
 - Other delegations
 - Individual companies within the SWE region
- Produce flyers and marketing materials to promote the Danish stand
- Arrange the visit of the Danish Tech Ambassador and other VIPs from Denmark.
- Run Social Media campaigns featuring the Danish stand before and during the fair.

What can you do?

- Bring merchandising & sales materials
- Let your customers and network know that you are going to MWC 2019
- Plan your sales strategy in advance to get the most out of being at MWC



"We are extremely happy to close this deal with TELE Greenland and we are looking forward to the new collaboration it brings," Ingerstev Sørensen, CEO at Zoperate.

Zoperate is among the 12 Danish companies participating in the organized by the Trade Council in Spain and the Danish IT Association.

Would you like to participate on the MWC in 2019?

Contact senior export advisor **Mónica Prats** at monpra@umc.dk for information.

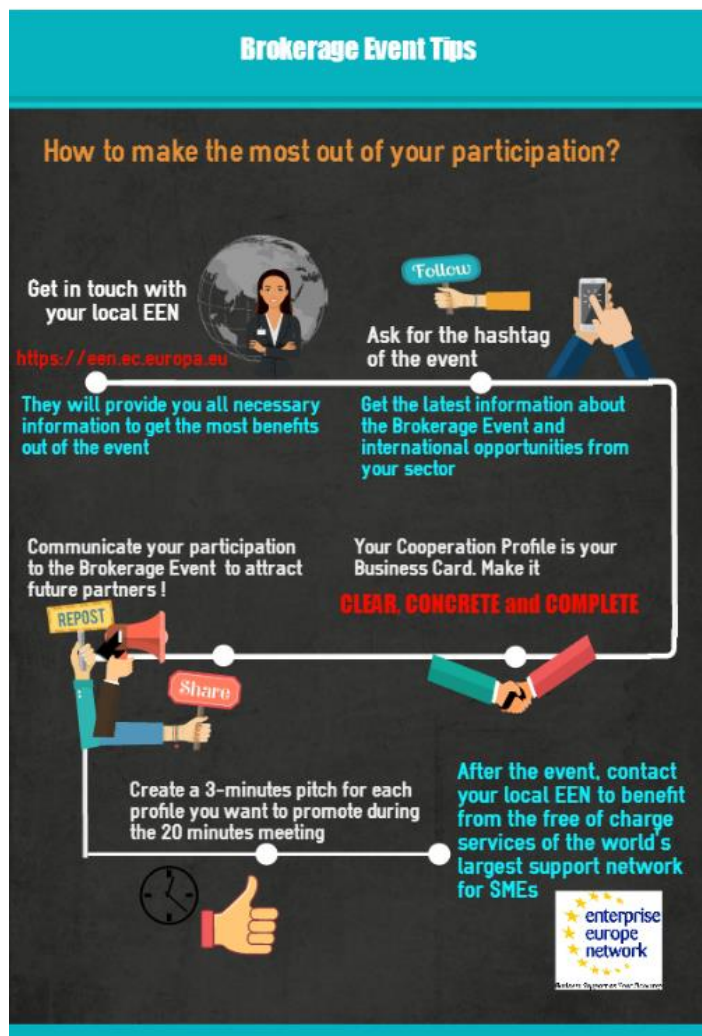
Eksportrådet – The Trade Council



23 synes godt om



BROKERAGE EVENT 2019: MATCHMAKING



INCLUDED IN THE PRICE

The Brokerage event **gives you the opportunity** to book **one-to-one meetings with relevant stakeholders from all over the world.**

Last year there were 426 participants from 43 different countries and a total of 1.705 pre-booked meetings.

The profiles on the Brokerage homepage have been viewed a total of 36.428 times

Homepage for the 2019 edition is not up yet, but you can read more about the 2018 event here:

<https://mwc2018.b2match.io/>



EVENTS AND ACTIVITIES INCLUDED

Based on experience from previous editions, we include in the price a range of services and activities that will improve the **awareness** of the stand and strengthen the Danish companies' **positioning**.

The purpose is to **add value** for our Danish exhibitors, drive traffic to the stand and provide additional network opportunities at the Congress. We will arrange several **communication and marketing** activities, targeted toward this goal.

We are open towards other suggestions so they fit the exhibitors at the stand. There will also be the opportunity to meet the participants the day before the Congress at the stand.

ASSISTANCE AND CATERING: Staff from the Trade Council will provide catering and assist you at the stand full time with all kinds of practical issues.

VIP RECEPTION: will be organized with drinks and snacks for participants and their partners/customers.

NETWORKING DINNER: will be arranged in town for all participants and their partners.

MARKETING CAMPAIGN: marketing materials are produced profiling each participating company. They are then distributed in paper and through e-mailings to potential customers, investors and partners.



PERSONALIZED SERVICES BY THE TRADE COUNCIL

The Trade Council of Denmark in Spain also offers a wide range of commercial services to further enhance each participating company's presence in the Congress, either addressing the South Western European market or worldwide.

Some examples:

- Individualised invitations
- Partner search and meeting programs
- VIP event at the stand or in the city for contacts and customers
- "Glocalisation" of marketing materials

Do not hesitate to **contact us to discuss your concrete needs** and to receive an offer.

We are here to help! 😊



UDENRIGSMINISTERIET
The Trade Council

CONTACT

*...Do you want more information
about the Danish Pavilion at MWC?*

Contact me!



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
The Trade Council



*Or contact Bjørn Borre at IT-Branchen
bjb@itb.dk / +45 7225 5503*

