

# MWC 2010 – Agenda at a glance (Monday/Tuesday)

	Monday					Tuesday				
09:00 - 10:30	Leadership & Government Forum	Mobile Money - Transfers, Transactions and Technology	Business Services Symposium	Mobile Innovation	Mobile Applications - Innovation vs. Fragmentation	Keynote 1: Mobile at the Heart of Business Strategy				
10:30 - 11:00	Networking Break					Networking Break				
11:00 - 12:30	Leadership & Government Forum	Mobile Money - Transfers, Transactions and Technology	Business Services Symposium	Mobile Innovation	Mobile Applications - Innovation vs. Fragmentation	Keynote 2: Mobile Broadband				
12:30 - 14:00		Lunch				Lunch				
14:00 - 15:30		Mobile Money - Transfers, Transactions and Technology	Business Services Symposium	Mobile Innovation	Mobile Applications - Innovation vs. Fragmentation	Strategies for Growth - Segments & Pricing	Opportunities and Challenges for the Next Evolution of Femtocells	Mobile Security in an IP World	Mobile Entertainment Matters	Completing the 2.0 Reality with Mobile
15:30 - 16:00	Networking Break					Networking Break				
16:00 - 17:30		Mobile Money - Transfers, Transactions and Technology	Business Services Symposium	Mobile Innovation	Mobile Applications - Innovation vs. Fragmentation	Strategies for Growth - Compelling Customer Service	The New Device Marketplace	Spotlight on Latin America	Mobile Entertainment Matters	Completing the 2.0 Reality with Mobile

Awards



# MWC 2010 – Agenda at a glance (Wednesday/Thursday)

	Wednesday					Thursday	
09:00 - 10:30	Keynote 3: World of Applications						
10:30 - 11:00	Networking Break					Keynote 5: Mobile Advertising - Shaking off the Shackles of Legacy Thinking	Keynote 6: Technology Evolution - Ready for the Launch of Next Gen Networks
11:00 - 12:30	Keynote 4: Mobile Entertainment & Lifestyle						
12:30 - 14:00	Lunch					Lunch	
14:00 - 15:30	Strategies for Growth - Mergers & Acquisitions	Network Breaking Point!	Embedded Mobile: Sowing the Seeds for Future Growth	M-Health - Collaborating for Universal Care	Mobile Cloud on the Move - the Perfect Storm?	Mobile Advertising - Shaking off the Shackles of Legacy Thinking	Technology Evolution - Ready for the Launch of Next Gen Networks
15:30 - 16:00	Networking Break						
16:00 - 17:30	Strategies for Growth - Shared Services	Network Breaking Point!	Green Power for Mobile	Mobile Innovation - A Vision of 2020	Taking Enterprise Solutions to Market		