

## MWC 2013 Opens, Explores "New Mobile Horizon"

Written by Marco Attard  
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The mobile industry prepares device launches and announcements as Mobile World Congress (MWC) 2013 opens on 25 February at its new Fira Gran Via, Barcelona location.



Previous editions of the show took place at Fira Montjuic. The Fira Gran Via location is bigger, with a 240000 square metre area (up from 120000) offering exhibitors 94000 square metres of exhibition space.

Organisers GSMA give no mention of MWC 2013 exhibitor numbers as yet, but MWC 2012 housed around 1500 exhibitors.

As one expects all major industry players have something to show, even on the first day-- from Asus "viral" marketing (CG making the Christopher Columbus statue in Barcelona look like it is holding a phablet) and the glitzy Huawei press conference at former stock exchange Casa Llotje de Mar, to big Firefox OS hopes and partner news from Mozilla and Samsung revealing a launch date for the Galaxy S IV smartphone (14 March, New York).

MWC 2013 passes cost all of €699 at the most basic level-- further access to keynotes and conferences increases prices to up to €4999 for the ultimate Platinum level, which promises "unparalleled networking opportunities and exclusive access to key industry leaders."

Expect much more news from Barcelona as the show goes on from 25 to 28 February 2013.

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