

## Barcelona Crowned Capital of Mobile

Written by Bob Snyder  
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After an 18-month search, the GSMA decides...a drum roll, please...Barcelona as the Mobile World Capital.



And-- surprise! surprise!-- as the Mobile World Capital winner, Barcelona gets to be the home of the GSMA Mobile World Congress.

The other finalist cities – Milan, Munich and Paris – probably never had much of a chance. The rule in the exhibition business (for obvious reasons) is when it ain't broke, don't move it. But how did you scare the beejus out of the extent venue and extract additional concessions?

You announce a contest. You very publicly announce the candidates have to be willing to put up \$10 million. And you dangle the opportunity of a Big Event Coming to Town in front of big cities that can pay and that can fancy themselves as worth it.

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### Fira de Barcelona Gran Via Venue



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