

# 和合共生

## CONNECTED IMPACT

**2021 Report**  
23-25 February

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## DEAR COLLEAGUE

MWC Shanghai 2021 was back in-person! My sincere thanks to all involved in making MWC Shanghai 2021 a resounding success.

Your resilience, commitment, and generosity in the most challenging circumstances demonstrated the industry's strength and determination to connect people, industry, and society, playing a vital role in the global recovery.

Bringing the MWC series of events back this year has taken a superhuman effort, and convening the industry in Shanghai sent a positive signal of hope about what 2021 has in store.

As Asia's leading exhibition and conference for the mobile ecosystem, we welcomed 200,000 attendees from 114 countries and territories, across multiple platforms making it the most anticipated large-scale hybrid event of its kind. Our theme this year was Connected Impact.

Attendees gained first-hand insights into the mobile industry and networked together at the Shanghai New International Expo Centre. In addition to our 17,500 in-person attendees, our new My MWCS Online portal transformed the three-day event into a truly global affair, with another 7,000+ attending online.

A further 175,000 people viewed presentations, keynotes, and other program components via the event's official media partner, C114.

With a focus on Intelligent Connectivity, MWC Shanghai 2021 focused on specific industry themes; 5G Connectivity, Connected Industry, AI, and Start-up Innovation, with other exciting features like the 5G Innovation Zone and the Digital Leaders Programme. CEOs, senior executives and thought leaders across mobile and adjacent industries gathered to explore these themes, with 350 speakers and senior-level executives making up around 58% of the conference crowd.

Playing host to 220 exhibitors and sponsors, we saw product launches and new technologies from exhibitors such as Huawei, Intel, Nokia, Samsung, Qualcomm, and in the 5G IN zone, 80 exhibitors showcased how the most cutting-edge 5G thinking and technology is already serving society - providing in-person and virtual guests with the opportunity to explore the best examples. More than 450 international print, broadcast, and online media and industry analysts attended the event to report on the many announcements made at MWC Shanghai 2021.

The event was once again carbon-neutral and included discussions of the mobile industry's actions on reducing carbon footprints.

I sincerely thank the Ministry of Industry and Information Technology, Cyberspace Administration of China, Shanghai Municipal People's Government and Pudong New District Municipal Government, our Board, Staff, Partners, Exhibitors, Sponsors, Speakers, the Press, and all involved who made MWC Shanghai 2021 a reality.

We look forward to welcoming you back to Shanghai for MWC Shanghai 2022, which will be held on on 29 June – 1 July 2022.

Warm regards,  
John Hoffman  
**CEO, GSMA Limited**

# Highlights



# 2021 in Numbers

The world's largest event with live **5G** coverage

**25,000**  
**ATTENDEES**

from 114 countries  
and territories



**17,500**  
**IN PERSON**

**7,000+**  
**ONLINE VISITORS**

**220**



**EXHIBITORS  
& SPONSORS**

**450**



**INTERNATIONAL MEDIA  
and industry analysts**  
on our virtual & physical platforms



**1,863**

**CONFERENCE  
ATTENDEES**

**58%** SENIOR-LEVEL  
POSITIONS



NEARLY  
**350**  
**SPEAKERS**

ALMOST  
**100** Hours  
**OF THOUGHT  
LEADERSHIP CONTENT**



**BROADCAST VIEWERSHIP  
THROUGH C114**

**175K+** Unique  
**489K+** Total

**10.8m+**

**SOCIAL MEDIA IMPRESSIONS**



**#MWC21**



**44,127**  
Engagement



**22,340**  
Video views



**26,117**  
URL clicks

# Event Highlights



## Global leaders joined the discussion for a better future

Including MIIT Vice Minister Mr. Liu Liehong, Shanghai Vice Mayor Mr. Wu Qing, and other senior officials from municipalities and local governments across the world.



## Cross-industry cooperation with the Digital Leaders Programme

The 2nd Digital Leaders Programme returned to Shanghai with over 35 industry and ecosystem leaders, both in-person and virtually. Such as MIIT's Vice Minister, and those from China Mobile, China Telecom, China Unicom, Amazon/AWS, Asiainfo, BYD, Lenovo, Neusoft and SAP.



## 5G Innovation Zone

The zone had 80 exhibitors, displaying immersive 5G experiences that leveraged China Telecom's 5G, Cloud XR and Digital Twin technologies. Revealed the award-winning 5G industrial applications, in partnership with MIIT's Blooming Cup.

5G IN Lead Partner

ZTE中兴

5G IN Supporting Partner

Qualcomm

# Event Highlights



## A safe and carbon-neutral show

MWC Shanghai 2021 was a carbon-neutral event. It included the GSMA Better Future Exhibition, promoting the mobile industry's actions in reducing its carbon footprint through more efficient technologies.



## Getting business done safely

As one of the first large in-person business events during Covid-19, our health and safety measures were thorough, ensuring a controlled and safe environment. So people could still do business, network and enjoy the event. The success of MWC Shanghai 2021 paves the way for other similar events this year, such as MWC Barcelona 2021.



## MWC Shanghai 2021 Highlights video

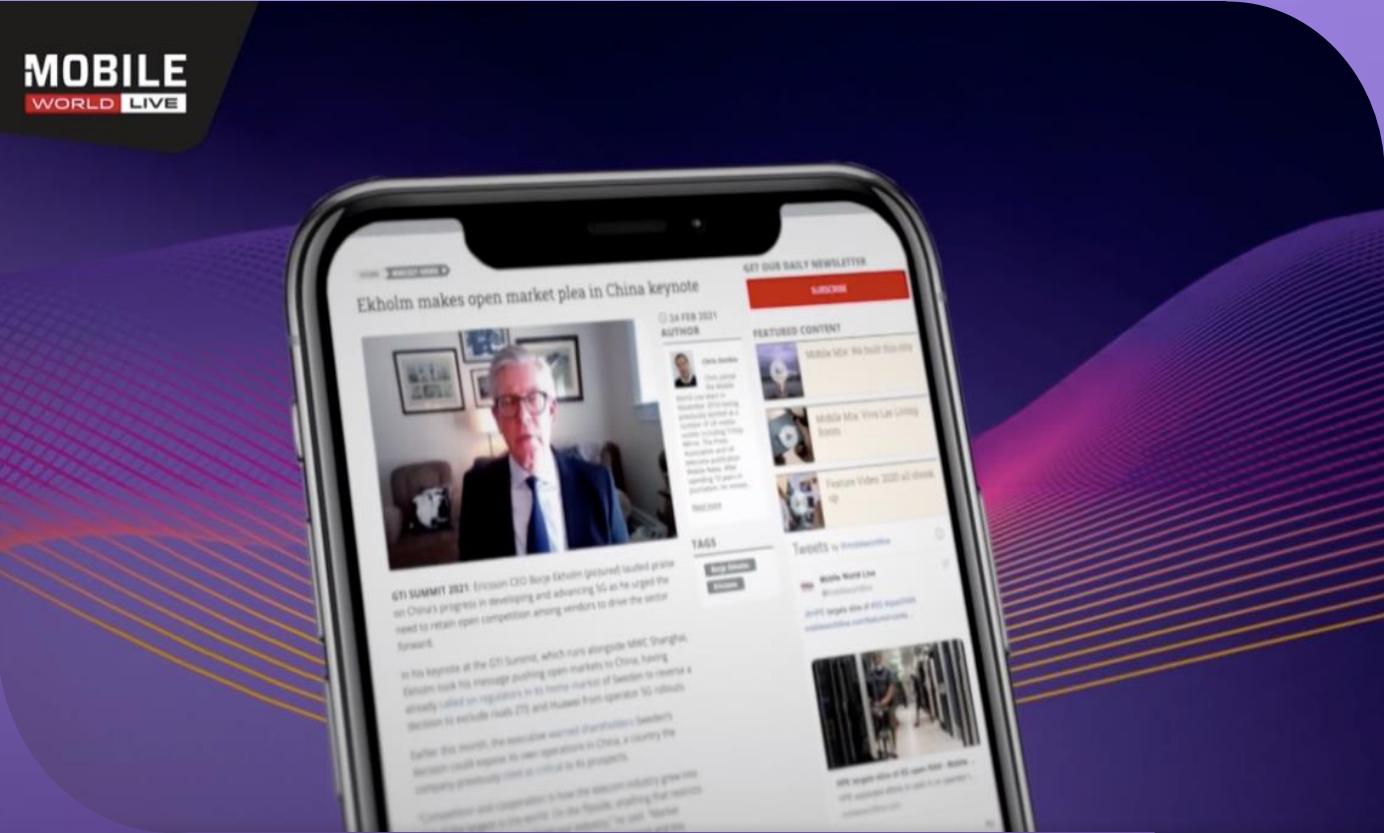


MWC Shanghai 2021 was a resounding success safely held with enhanced Covid-19 precautions, and despite extensive domestic and international travel and capacity restrictions triggered by the global pandemic. The event went ahead as a positive signal of our industry's determination to connect people, industry and society, and contribute to global recovery. ”

**CEO GSMA Ltd., John Hoffman**



# Event Highlights from Mobile World Live



MWL Highlights video



GSMA boss calls for responsible mobile leadership



China operator bosses call for digital collaboration

**MOBILE**  
WORLD LIVE

Full Mobile World Live coverage

Conference



**#MWC21**

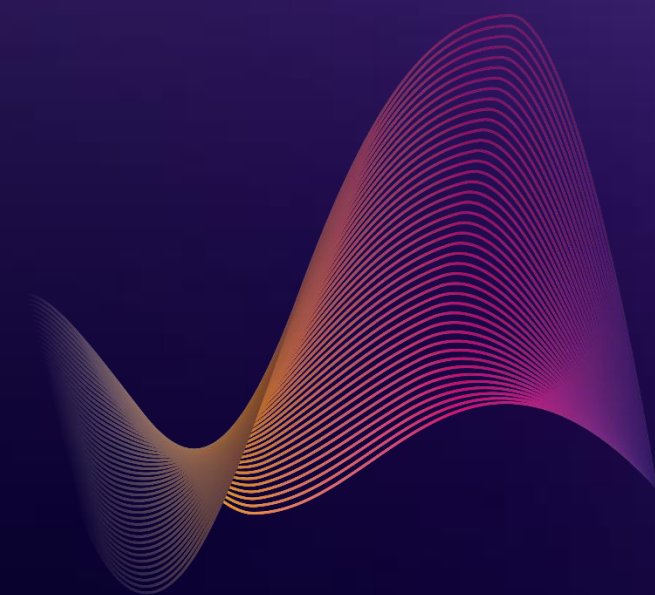
和合共生

CONNECTED  
IMPACT

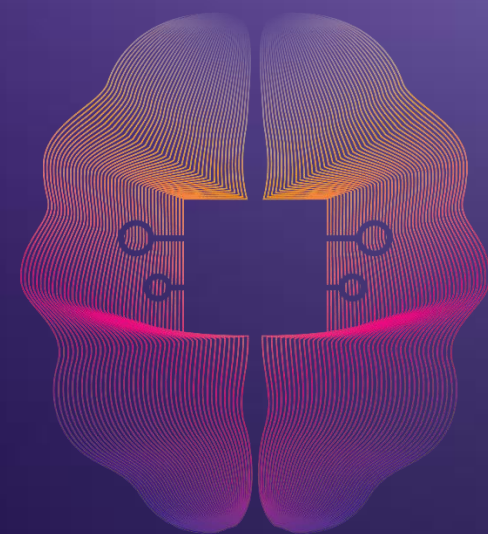
# Thought leadership on our critical role in the pandemic, and beyond

MWC Shanghai 2021 was a pivotal milestone for the industry. Under the theme of Connected Impact, 350 speakers offered refreshing vision and leadership on a wide range of topics. Including, building a future with frontier materials, mobile-enabled drones and network evolution.

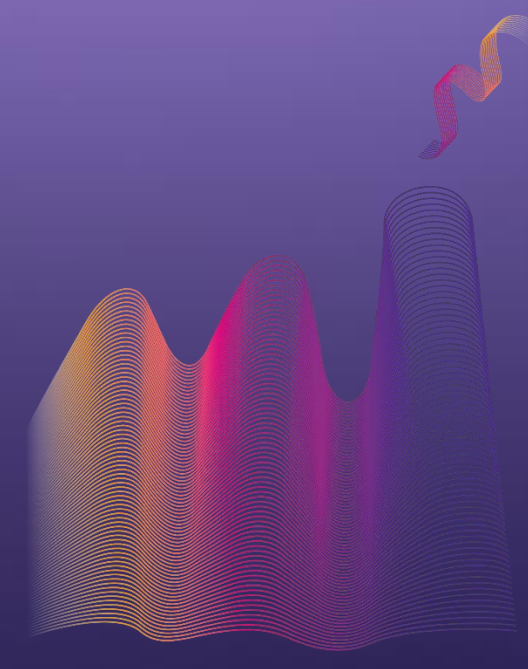
Grouped under the themes of Connectivity, Connected Industry, Startup Innovation and AI, the region's most influential executives highlighted the critical role mobile has played throughout the global pandemic, but also underlined the excitement for what the future's going to bring. From augmented reality dinosaurs, transforming mobility with 5G and networks of the future, collaboration is the key to building a better tomorrow for all.



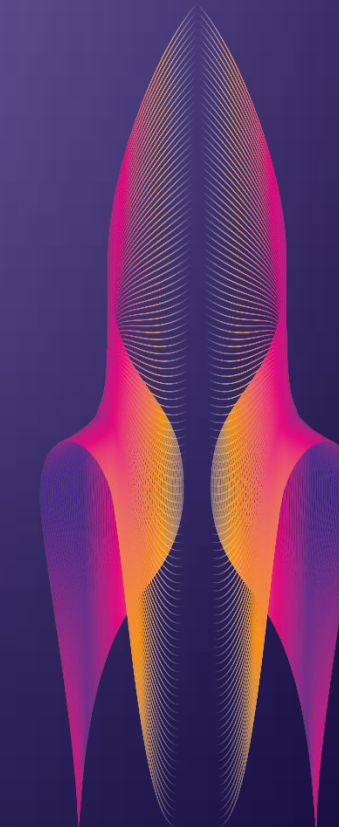
**5G Connectivity**



**Artificial Intelligence**



**Connected Industry**



**Startup Innovation**

# Conference

Leading the discussions were 350 speakers, including the following exceptional keynote speakers



**Zina Jarrahi Cinker**  
Director General  
**AMPT**



**Edward Tian**  
Founder  
**AsialInfo**



**Yang Jie**  
Chairman  
**China Mobile**



**Ke Ruiwen**  
Chairman  
**China Telecom**



**Wang Xiaochu**  
Chairman & CEO  
**China Unicom**



**Mats Granryd**  
Director General  
**GSMA**



**Ken Hu**  
Rotating Chairman  
**Huawei**



**Yang Yuanqing**  
Chairman & CEO  
**Lenovo**



**Pekka Lundmark**  
President  
**Nokia**



**Xu Chi**  
Founder & CEO  
**Nreal**



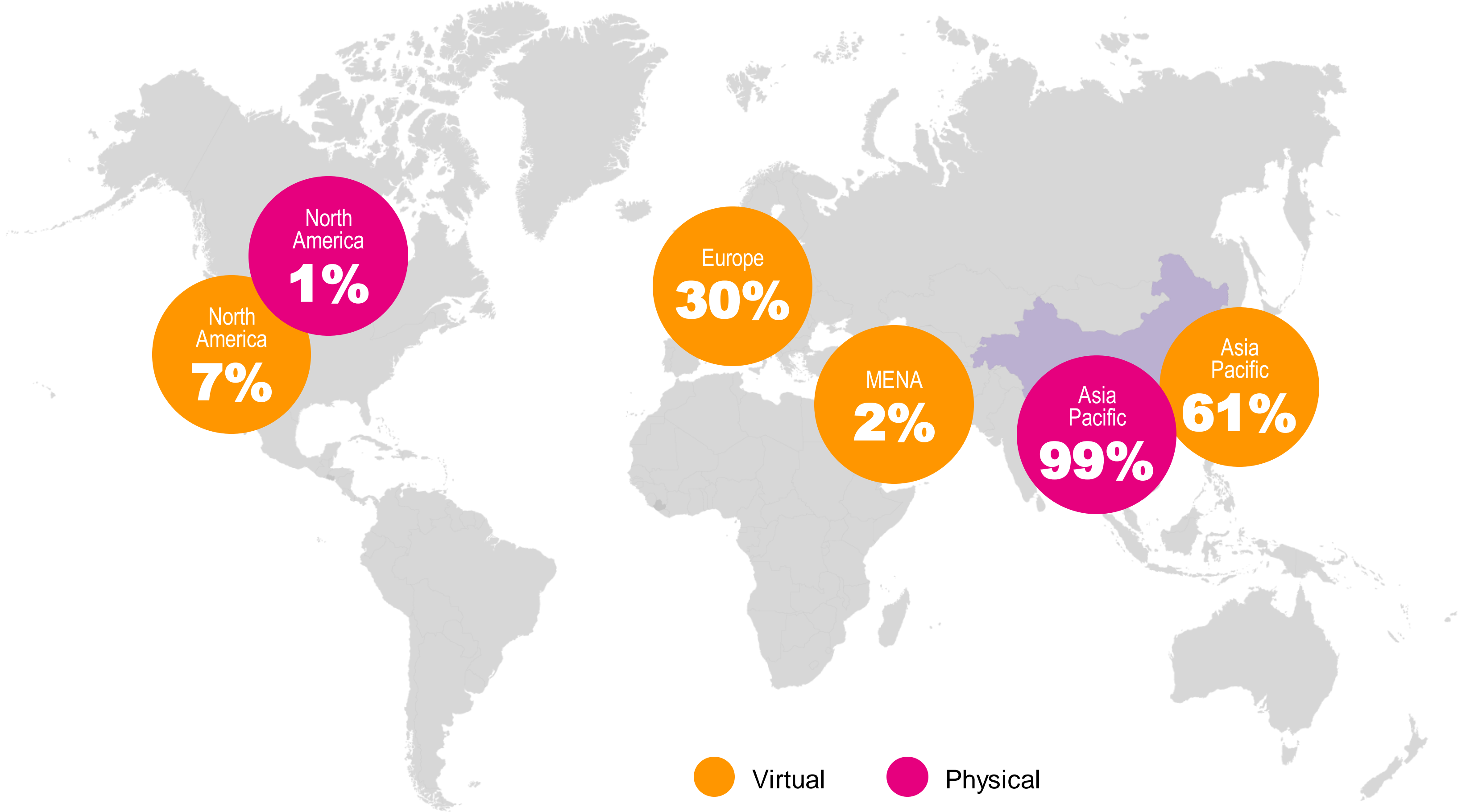
**Rima Qureshi**  
Chief Strategy  
Officer  
**Verizon**



**Xu Ziyang**  
Executive Director  
& President  
**ZTE**

# Conference Speakers by Region

Due to extensive travel restrictions caused by the pandemic, the vast majority of in-person conference speakers this year came from China. Overall topics discussed included best practices, emerging opportunities and the need for innovative mindsets in a post-pandemic world.





The next platform for the mobile communications industry is MWC Barcelona in June. The lessons learnt in Shanghai and the momentum gained will enable us to deliver another world-class event. The global recovery from the pandemic will continue to rely on our industry's technology. The prospects for wireless connectivity have never been greater. Barcelona will be the place to be for anyone wanting to maximise those opportunities. ”

**Mats Granryd, Director General, GSMA**



**1,863**

CONFERENCE ATTENDEES

**58%** SENIOR-LEVEL POSITIONS



Nearly

**350**

SPEAKERS



Almost

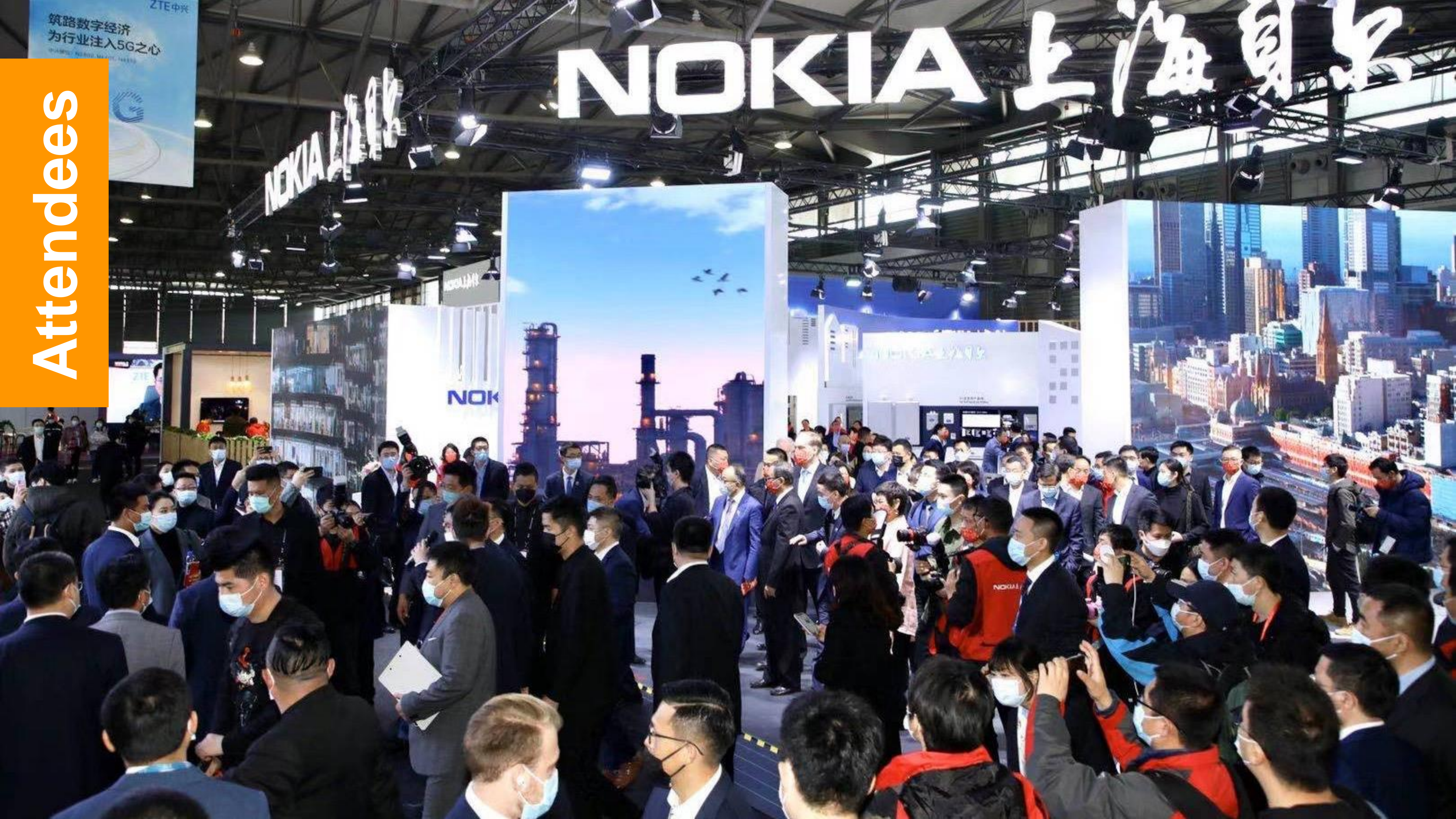
**100**

HOURS OF THOUGHT LEADERSHIP CONTENT

BROADCAST VIEWERSHIP THROUGH C114

**175K+** UNIQUE / **489K+** TOTAL

Attendees



NOKIA 上海贝尔

NOKIA 5G

NOKIA

NOKIA

ZTE中兴  
筑路数字经济  
为行业注入5G之心

# Top 10 Industries

Despite the pandemic, the global mobile industry took part either physically or virtually, with network infrastructure vendors being the biggest presence – and manufacturers of IT and hardware coming in second. It's the same for exhibitors, sponsors or attendees, showing how the event is attracting a greater variety of businesses, organisations and industries from across the ecosystem.



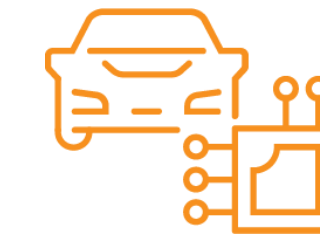
**Network  
Infrastructure  
Vendor**



**App/ Software  
Development**



**Manufacturing - IT/  
Hardware**



**Automotive/  
Transportation**



**Mobile Network  
Operator**



**Consultancy**



**Manufacturing -  
Devices &  
Wearables**



**Retail/  
E-Commerce**



**IoT /M2M**



**Cloud Services**



# Countries & Territories

Attendees from 114 Countries & Territories joined the event either in-person, or virtually, represented by the below graphic.

| Top 10 Countries / Territories | % of Total Attendees |
|--------------------------------|----------------------|
| China, People's Republic Of    | 89%                  |
| United States                  | 1%                   |
| Hong Kong, SAR China           | 1%                   |
| United Kingdom                 | 1%                   |
| Malaysia                       | 1%                   |
| Korea, Republic Of             | 1%                   |
| Japan                          | 1%                   |
| Taiwan, Province Of China      | 1%                   |
| Spain                          | 1%                   |
| Singapore                      | 1%                   |

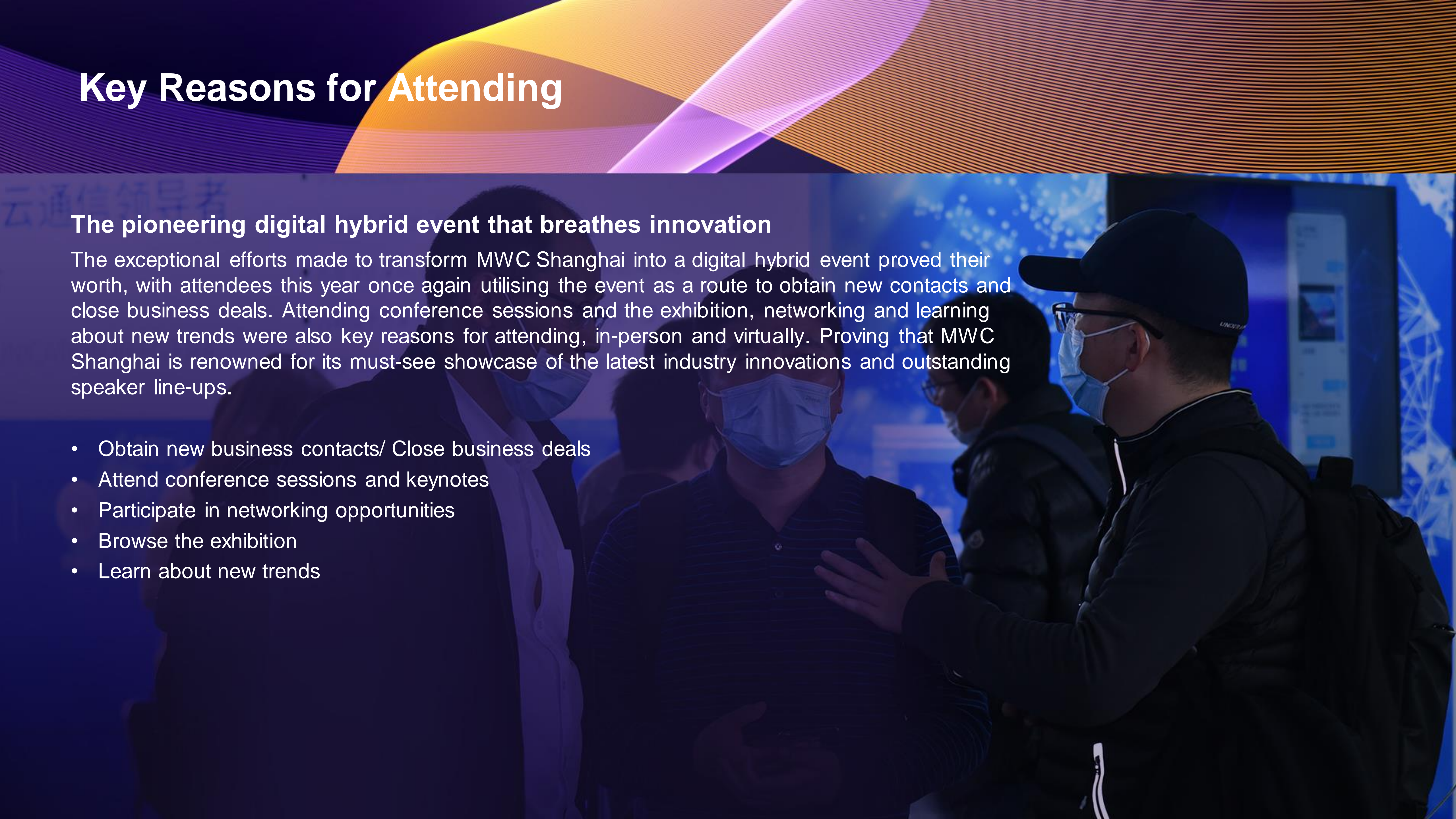


# Key Reasons for Attending

## The pioneering digital hybrid event that breathes innovation

The exceptional efforts made to transform MWC Shanghai into a digital hybrid event proved their worth, with attendees this year once again utilising the event as a route to obtain new contacts and close business deals. Attending conference sessions and the exhibition, networking and learning about new trends were also key reasons for attending, in-person and virtually. Proving that MWC Shanghai is renowned for its must-see showcase of the latest industry innovations and outstanding speaker line-ups.

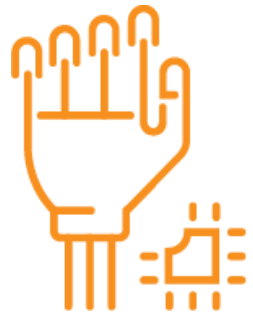
- Obtain new business contacts/ Close business deals
- Attend conference sessions and keynotes
- Participate in networking opportunities
- Browse the exhibition
- Learn about new trends



# Attendee Areas of Interest



5G



Artificial Intelligence



App/  
Mobile Services



Big Data/  
Analytics



IoT



Device Hardware/  
Software



Cloud  
Services



Marketing/  
Advertising



Automotive/  
Transport



Virtual Reality/  
Augmented Reality



Cybersecurity



Network  
Infrastructure



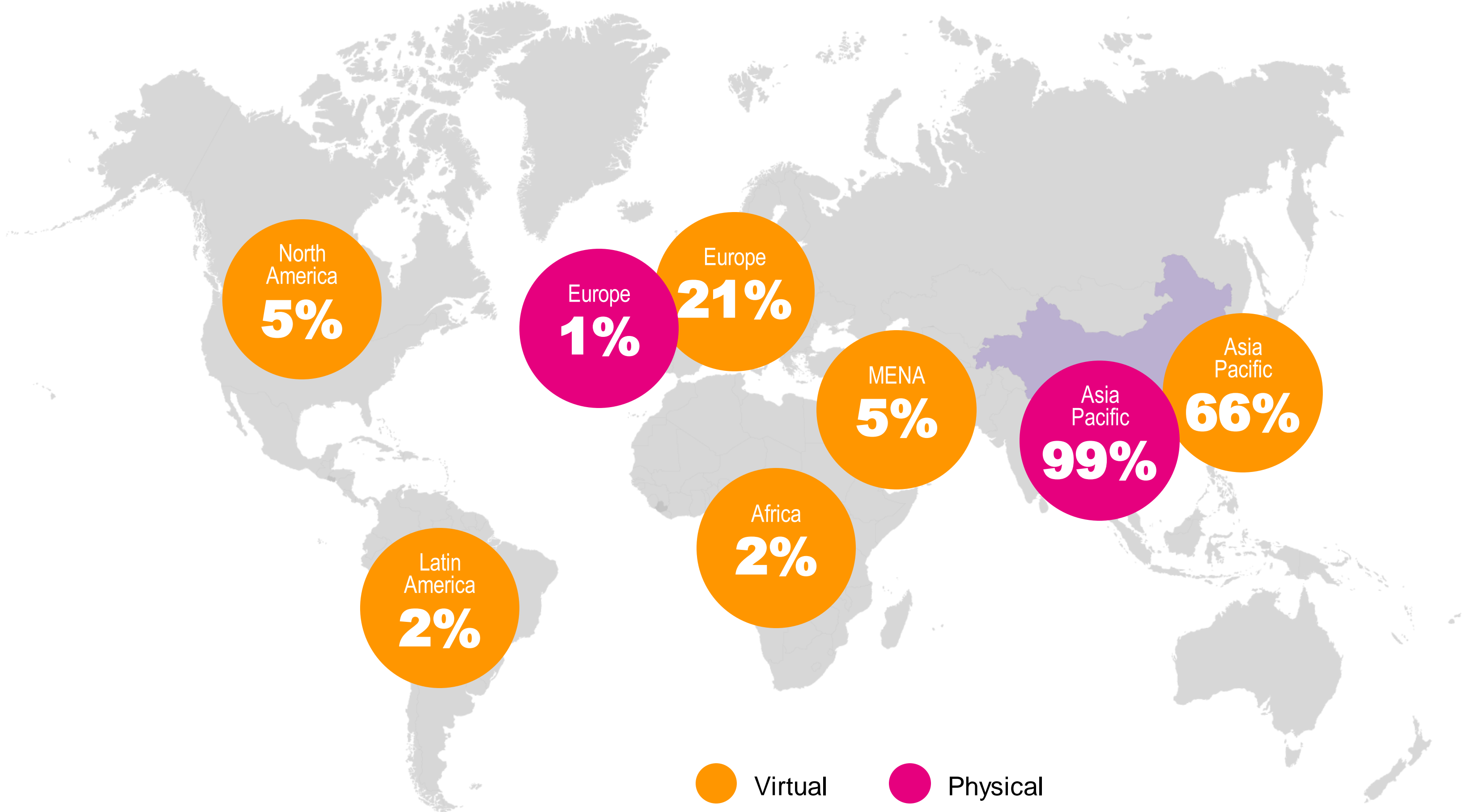
Enterprise &  
Business IT



Media/ Content/  
Entertainment

# All Attendees by Region

MWC Shanghai 2021 attracted around 25,000 physical and virtual attendees from 114 countries and territories. 17,500 were in person, which is an outstanding result in this COVID era of extensive travel restrictions, even in your home country.



““

MWC has been instrumental in shining a light on 5G technology. ””

Mats Granryd, Director General, GSMA

““

MWC Shanghai gave us the chance to amplify or brand image. ””

Zhang Yue, Vice President,  
Wondertek Software

# Exhibitors



**MWC Shanghai is the place to launch new products, and 2021 became a platform for innovation. Showcasing a range of pioneering devices from big names such as Huawei, Oppo and ZTE, such as a charger that can recharge a smartphone in 20 minutes.**

Yet there were also immersive 5G experiences from start-ups and entrepreneurs in the 5G Innovation Zone, leveraging China Telecom's 5G along with Cloud XR and Digital Twin technologies.



**220** Exhibitors & Sponsors

**4** Exhibition Halls



It is the perfect time and place to find out how China is lighting up the future with 5G. ”

**Ken Hu, Rotating Chairman, Huawei**

# Key Clients





# Press & Coverage



大咖直播间

Live Studio



点亮未来

LEGASPI  
TULSI ANTONIA  
DECOR  
ART CONCEPT

5G

美好直播

MWC Shanghai 2021 is an innovative showcase for the mobile industry. Although this year, the event itself became the pioneer, being the first international and digital hybrid event of its kind. With 17,500 in-person attendees, another 7,000 taking part on the online portal, and 175,000 viewing presentations and keynotes via the official media partner, C114.



**450**

international media  
& industry analysts



**8.72K**

mentions globally



A good place to explore unlimited possibilities and discover unlimited opportunities. ”

Ying LIN, Corporate Communication Director,  
Nokia Shanghai Bell

# Press & Coverage



**China Is Leader in 5G Transformation: GSMA's Chen**

**Bloomberg TV**, 23 February 2021



**5G Rollout is Going 'Full Speed Ahead' After Hiccups Due to Covid: GSMA**

**CNBC**, 23 February 2021



**[朝闻天下]上海世界移动通信大会 中国5G基站全球占比七成, MWC Shanghai 2021: China's 5G Base Stations Account for 70% of World Total**

**CCTV**, 25 February 2021

# Press & Coverage



**MWC Shanghai: Gadget companies gather for rare pandemic tech expo**

**BBC**, 23 February 2021



**MWC Shanghai Begs for Cooperation in a Shattered World**

**PC Mag**, 23 February 2021



**GSMA葛瑞德：现在及未来最重要的一个大潮流是移动互联, GSMA Mats Granryd: The Most Important Trend Now and in the Future is Mobile Internet**

**Cctime**, 23 February 2021

# Press & Coverage



**GSMA常洁：十年磨一剑，2021年中国5G消息值得期待, GSMA Chang Jie: It Takes Time to Hone Experience, China's 2021 5G News Worth Looking Forward To**

**C114, 23 February 2021**



**MWC Shanghai: Banner year for 5G mmWave**

**Light Reading, 24 February 2021**



**GSMA：5G专网建设要避免在优先频段为垂直行业预留频谱, GSMA: Private 5G Network Construction Should Not Reserve Spectrum Priority Bands for Vertical Industries**

**CWW, 23 February 2021**

# Press & Coverage



**2021 MWC上海 | 5GtoB绽放异彩 为千行百业开启新华章, MWC 2021 Shanghai | 5GtoB will open up a new chapter for thousands of industries**

[China Daily](#), 23 February 2021



**2021 MWC上海：共同定义5G演进，共建5G可持续发展的未来, MWC Shanghai 2021: Jointly Defining the Evolution of 5G and Building a Sustainable 5G Future**

[People.com](#), 24 February 2021



**GSMA刘鸿谈5G发展的“五个关键话题”，GSMA's Hong Liu Talks 5 Key Themes in 5G Development**

[IT-times](#), 25 February 2021

# GSMA Intelligence: Industry Reports

GSMA Intelligence, the definitive source of mobile operator data, analysis and forecasts, released a number of insightful reports at MWC Shanghai 2021, including the annual research highlight, The Mobile Economy, this time focusing on China in 2021.



The GSMA launched the **'Mobile Economy, China 2021'**, an annual highlight in terms of insightful research. It examined the progress of the mobile industry in China and analysed the key trends and focuses for 2021. It received wide coverage from both the Chinese and international media.

[Read more](#)



The **'5G Use Cases for Verticals, China 2021'** report was released, in partnership with CAICT. It promoted the 21 best practices and pioneering use cases in manufacturing, ports and mines, transport, power grids, healthcare, media and contents.

[Read more](#)



The **'AI in Securities Case Studies'** with China Mobile, China Unicom and other partners, presented over 30 valuable use cases across 18 sectors in network security, information security, content security, application security and device security.

[Read more](#)



Xinhua and its partners published their **'General technical requirements for 5G Messaging Services Applied in Media Industry'**, to expedite the adoption of 5G Messaging services in media and contents.

[Read more](#)

北京2022年冬奥会官方合作伙伴  
Official Partner of the Olympic Winter Games Beijing 2022

5G毫米波 让冰雪运动更精彩



# 5G毫米波 让冰雪运动更精彩

5G自由视角赛事直播





## Attracting the most senior-level attendees

As in previous years, there were a variety of ways to sponsor or partner MWC Shanghai 2021. The at-event Partner Programmes and the Conferences being the highlights, the latter attracting 1,863 attendees, with 58% being senior-level. While the Partner Programmes were a big draw, as they featured industry leaders from the likes of ZTE, SI-Tech and Whale Cloud giving in-person talks and debates.



It is a great place for us to meet all the active companies in the tech sector. ”

**Mattias DEBROYER, Trade & Investment Commissioner  
for Brussels's Government, Belgium E&C Consul**

# Event Sponsors



# Partner Programmes

## At Event Partners



## Virtual Partners



# 5G IN

## 5G IN Lead Partner



## 5G IN Supporting Partners



## Virtual Partners



## 5G IN Strategic Media Partners



# Media & Association Partners

## Official Media Partners



## Featured Media Partners



## Supporting Partners

