

Actualities and Perspectives in Mobile Communications. 2012 GSMA Mobile World Congress – An Outstanding Event in the Field

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Mobile communications are transforming our world in unprecedented ways, changing the way we work, live and interact.

The most important and representative event for this dynamic field is undoubtedly the **Mobile World Congress (MWC)** which takes place in Barcelona, Spain, at the beginning of each year. The annual attendance is generally between 50-60,000 people.

It is important to mention that Barcelona was chosen as *Mobile World Capital* for the 2012-2018 period of the **MWC**. Barcelona will not only host the Mobile World Congress but will also become a permanent technological and cultural centre that will boost the existing industrial fabric, and create new business opportunities and global awareness of the potential of mobile communications.

The *GSMA Association Mobile World Congress* is the combination of the world's largest exhibition for the

mobile industry and a congress featuring prominent Chief Executives representing mobile operators, vendors and content owners from across the world.

The 2012 **Mobile World Congress**, which will be held during the period 27th February – 1st March 2012 at the Fira de Barcelona Montjuic, will include:

- ❑ A world-class conference featuring prominent keynote speakers and panel discussions;
- ❑ More than 1,400 exhibiting companies;
- ❑ App Planet – the Centre of the Mobile Apps Universe;
- ❑ MSW Congress Party & Awards Celebration highlighting innovative mobile solutions around the world.

The conference programme is a central element for the future edition of **MWC**. In 2012, this unparalleled programme will celebrate the way that the mobile industry is redefining communication. An enhanced keynote programme and more than 30 focused conference track sessions will cover the latest technological trends and growth strategies for the global mobile industry. Each session will feature executives from leading companies in the mobile space, as well as experts from a growing number of adjacent industries that are redefining the mobile value chain. At **MWC 2012**, will be highlighted the cutting-edge technologies, solutions and services that are redefining mobile today and into the future, said the officials of GSMA.

The CEOs of many of the world's leading companies will be speaking at Mobile World Congress. Topic areas addressed in the keynote programme will include mobile operator strategies in developed and de-

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ASIGURAREA CALITĂȚII – QUALITY ASSURANCE

Octombrie – Decembrie 2011 Anul XVII Numărul 68



veloping markets, cloud computing, connected consumers, mobile money, mobile OS and applications and next-generation networks and technologies.

The list of recently confirmed **keynote speakers** for the **2012 Mobile World Congress** contains important names in the field on mobile communications, including:

- Ralph de la Vega, President and CEO – AT&T Mobility and Consumer Markets, AT&T
- Ben Verwaayen, CEO, Alcatel-Lucent
- René Obermann, CEO, Deutsche Telekom
- Hans Vestberg, President and CEO, Ericsson
- Peter Chou, CEO, HTC
- Ryuji Yamada, President and CEO, NTT DOCOMO
- Franco Bernabé, Chairman and CEO, Telecom Italia Group
- Jon Fredrik Baksaas, President and CEO, Telenor Group
- John Donahoe, President and CEO, eBay
- John Riccitiello, CEO, Electronic Arts
- Eric Schmidt, Executive Chairman, Google
- Michael Roth, Chairman and CEO, Interpublic Group
- Stephen Elop, President and CEO, Nokia
- Vittorio Colao, Chief Executive, Vodafone

In addition to the keynote programme, the 2012 conference will also feature dedicated tracks on applications, cloud computing, embedded mobile, mobile advertising, mobile health, mobile money, next-generation technologies and OSS/BSS, as well as sessions exploring business strategy, developing markets, devices, network capacity, regional issues and social media, among other topics.

At the 2012 Mobile World Congress, the GSMA is introducing **mPowered Brands**, a new, multi-faceted programme which focuses on building marketers' knowledge and accelerating their use of mobile as a marketing medium. The mPowered Brands programme provides an indispensable opportunity for professionals across the mobile marketing ecosystem to gain important and timely insights, practical knowledge and innovative solutions from the companies at the forefront of mobile marketing today.

Honouring excellence and innovation in mobile communications, the **GSMA's Global Mobile Awards** – included in the programme of the **MWC 2012** are the premier international showcase of excellence for the mobile industry.

An integral part of Mobile World Congress is the **GSMA Ministerial Programme**, which is designed to



ASIGURAREA CALITĂȚII – QUALITY ASSURANCE

Octombrie – Decembrie 2011 Anul XVII Numărul 68



bring together governments, regulators and industry leaders to discuss the specific regulatory issues shaping the development of mobile around the world. The 2012 programme has been expanded to include greater emphasis on regional issues and hands-on workshops to provide the opportunity for in-depth policy discussions between nations. The 2012 Ministerial Programme is expected to attract delegations from more than 140 countries and international organisations.

Far more than a mere communication device, mobiles now serve as our books, health monitors, payment transfer devices, social connectors and tour

guides. Mobile technology is embedded in our cars, homes, appliances, governments and utilities. Mobile is enhancing and expanding education and thus, transforming the world. Mobile World Congress MWC 2012 will celebrate the current state of mobile and offer a glimpse into where mobile has the potential to go next.

The journal “**Asigurarea Calității – Quality Assurance**” will be, as usually, in Barcelona for this important events and will analyze in the future issues the **MWC2012**’s developments and trends; a peculiar attention will be given to the **quality, dependability** and **security** issues related to mobile communications.



Asigurarea calității – Quality Assurance

În atenția cititorilor și potențialilor autori

- Revista **Asigurarea calității – Quality Assurance** va continua să publice și în anul 2012 – cel de-al 18-lea an de apariție neîntreruptă – articole specializate de înalt nivel științific și deosebit interes practic, privind problematica largă a **calității** și **siguranței în funcționare** (*fiabilitate, disponibilitate, mentenabilitate, securitate* etc.), atât în limba engleză cât și în limba română.
- Specialiștii vor fi astfel informați prin intermediul singurei reviste științifice românești care abordează exhaustiv această importantă problematică asupra unor cercetări de ultimă oră privind *aspectele tehnice, economice, manageriale, socioumane* ș.a. ale **calității** și **siguranței în funcționare**. Încurajăm specialiștii în domeniu din companiile românești sau multinaționale, universități și institute de cercetare să publice în revistă articole de înalt nivel științific – în special în limba engleză – pentru a favoriza diseminarea la nivel internațional a contribuțiilor deosebite (cercetări recente, studii de caz etc.) în domeniu. Menționăm că – prin intermediul schimburilor internaționale ale SRAC – revista **Asigurarea calității – Quality Assurance** va ajunge la importante companii europene și organizații internaționale în domeniu și este inclusă în baze de date internaționale.
- Articolele (inclusiv cele elaborate în limba română) vor fi obligatoriu precedate de un *Abstract* și de o listă de *Keywords* (ambele redactate în limba engleză) și vor fi structurate în conformitate cu regulile impuse revistelor științifice publicate de către Academia Română. Se recomandă ca articolele trimise spre publicare să nu depășească 8 pagini de revistă.
- Este recomandată trimiterea lucrărilor propuse spre recenzare și publicare în **format electronic** (Word for Windows) – cu figurile și tabelele incluse în text – pe adresa **Redactorului Șef** al revistei **Asigurarea calității – Quality Assurance**, **prof. univ. dr. ing. Ioan C. Bacivarov**, e-mail: bacivaro@euroqual.pub.ro.