



By: *Elise Quevedo*

Ready for MWC25? The Expectations Are High



With LEAP25 South Arabia over this week, the road leads to Barcelona's upcoming Mobile World Congress (MWC) 2025. Scheduled from March 3rd to 6th, MWC25 **promises** to be another pivotal event, uniting innovators, industry leaders, and policymakers under the unifying theme: "Converge. Connect. Create."

The Six Themes of MWC25

Each year, I look forward to discovering the themes we will explore. This year's congress has six thought leadership themes, each addressing critical facets of our rapidly evolving digital landscape:

The first one is "5G Inside". As 5G technology progresses into the next phases, MWC25 will delve into a much-needed conversation, which is the return on investment from 5G networks so far.

The new discussions will include new revenue-generating services, cost-reduction strategies, strategic partnerships, regulatory considerations, and spectrum management.

This year will harness 5G's unique capabilities to transform business models across various sectors. As companies seek cost efficiencies and improved connectivity, we expect deeper discussions on 5G-Advanced and its role in enabling a seamless transition towards 6G in the coming years.

The second one is "Connect X". Projections indicate that connected IoT devices will surpass 15 billion within two years, so the focus is on creating open, seamless, sustainable, and secure network solutions.

MWC25 wants to foster collaboration among cloud hyperscalers, system integrators, AI innovators, and various network providers to build dynamic, automated, and cost-efficient networks.

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Edge computing and AI-driven connectivity solutions are set to take centre stage, allowing enterprises to gain greater control over their operations and data security.

The third one, which I am personally more excited about, is "AI+". We all know that the rapid advancements in generative AI have been both disruptive and thrilling.

This theme emphasises practical deployment and impact, exploring process optimisation, enhanced human-computer interactions, data management, and addressing ethical considerations such as security and bias.

AI-generated content, autonomous AI agents, and machine learning-powered customer experiences will likely dominate conversations. Businesses that learn to harness AI's full potential while mitigating risks will define the future.

The fourth one is "Enterprise Re-invented". Enterprises continually adapt to technological convergences involving AI, 5G, edge computing, cloud, quantum computing, and blockchain. This track examines how organisations can evolve by rethinking internal processes and business models to maintain agility and secure a competitive edge.

The fifth one is "Game Changers". This theme is pretty clear, it highlights groundbreaking technologies ready to revolutionise industries. It covers the impact of AI across multiple sectors. We can expect breakthroughs in healthcare, fintech, and mobility that could redefine how we interact with technology on a fundamental level.

And last but not least is "Our Digital DNA". This theme focuses on the importance of aligning technological advancements with environmental sustainability, gender equality, and social responsibility.

There is increasing scrutiny on corporate sustainability practices, so MWC25 will provide a platform for discussions on green networks, ethical AI, and the role of connectivity in bridging the digital divide. I am

curious to see this theme develop, as sometimes it feels like it is just all talk with no follow through action behind it, or at least not enough action.

Brands to Watch This Year

I have learned over the years that you cannot do it all at MWC. For those visiting for the first time, have a priority list of what booths you want to visit and what keynotes you want to watch, and remember, you can always watch many of the keynotes online or watch the replays.

On top of checking out the already-known top tech giants like Accenture, Meta, SK Telecom, Samsung, Dell, Ericsson, HP, and Etisalat, to name a few, I will also make sure to make time to witness the following brands and their innovations:

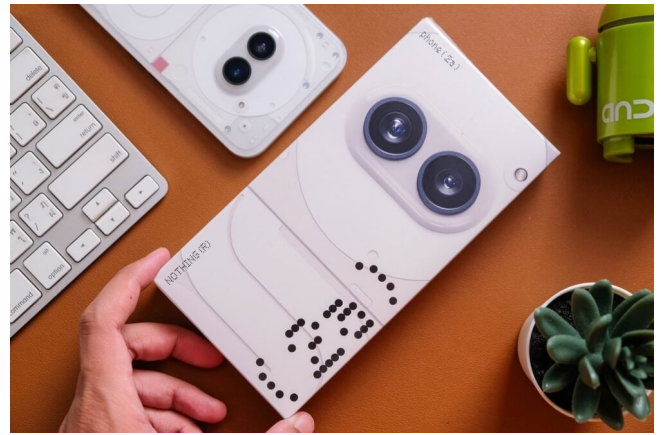
Realme

The **announcement** of the Realme 14 Pro series has already created a buzz, and people are eager to check the devices. Their commitment to bringing flagship features to affordable smartphones is something needed in the mid-range market. These smartphones, featuring colour-changing designs responsive to temperature variations, are set to challenge the current market norms.

Competitive pricing will start at €429.99, and the devices will have advanced features like quad-curved displays and high-capacity batteries.

Nothing

Founded by Carl Pei, Nothing has quickly established itself as a disruptor in the tech industry. The upcoming **launch** of the Nothing Phone (3a) series on March 4th is highly anticipated.



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Nothing is known for its minimalist design and user-centric features. These budget-friendly smartphones are expected to offer a fresh alternative in a market that feels saturated with too many options. I am curious to know if the quality is affected by the lower cost.

Agility Robotics

Under the leadership of CEO Peggy Johnson, Agility Robotics is at the forefront of robotics innovation. Have you met their latest humanoid robot, called Digit? It is designed for dynamic and adaptive tasks and promises to redefine automation in the logistics and healthcare industries.

The intersection of AI, robotics, and real-world applications is a key area to watch as businesses seek autonomous solutions to enhance efficiency and productivity across the board.

Huawei

Despite continuing to face global challenges, it seems that this Chinese tech giant is still pushing the envelope. During MWC25, they are expected to showcase advancements in 5G infrastructure and IoT solutions, reinforcing their commitment to connecting the world through innovative technology solutions.

Microsoft

This year, Microsoft will present tools and platforms that empower enterprises to navigate digital transformation more seamlessly. Expect major updates to Azure's AI capabilities and insights into the future of workplace collaboration tools like Microsoft Teams. Sorry Microsoft, but I'm still not a fan of Teams.

It is an exciting time to be in tech, and MWC25 is another golden opportunity to witness first-hand how the industry is evolving.

As I always say, together we are stronger.

Ready for MWC25?

The themes and innovations at MWC25 are not merely a showcase of technological prowess but a collective effort to address our time's pressing challenges and opportunities. Technology must serve humanity responsibly.

Something new is the **introduction** of the Talent Arena 2025, a parallel congress dedicated to developers. Running concurrently with MWC25, it aims to bridge the gap between industry leaders and emerging tech enthusiasts, ensuring a continuous pipeline of fresh ideas and perspectives.

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Expect hands-on workshops, hackathons, and networking sessions to drive forward the next wave of innovation. It reminds me of an event I spoke at many years ago in Macedonia called Codefest. We must continue to encourage new voices to share their ideas.

Each year, MWC25 in Barcelona is a beacon for what lies ahead, a confluence of minds and technologies striving towards a connected, convergent, and creatively empowered future.

You may have heard me say in previous years that I want brands not just to talk the talk but to walk the walk. This year, I expect a higher delivery of solutions and case studies.