



## MWC26 Barcelona opens with call to complete 5G, rise to AI challenges, and strengthen digital safety

### Descrizione

COMUNICATO STAMPA - CONTENUTO PROMOZIONALE

The industry gathers in Barcelona for a week of keynotes, summits, and conferences to confront the world's next phase of digital growth

BARCELONA, Spain, 2 March 2026 /PRNewswire/ - MWC26 Barcelona opened its doors today, bringing together exhibitors, thought leaders, startups, and policymakers from across business and government under one roof for the world's largest and most influential connectivity event.

MWC26 takes place at a defining moment for the global connectivity industry, as advanced 5G, AI, and rising digital threats reshape economies, industries and societies at pace. In his opening keynote, GSMA Director General Vivek Badrinath set out three urgent priorities for the years ahead: investment in standalone networks, expanding access to open and inclusive AI, and coordinated action across industries and governments to build a safer digital future for all.

Vivek Badrinath, Director General of the GSMA, said: "Last year, mobile connected 5.8 billion people and contributed \$7.6 trillion to the global economy. However, if we want to unlock the full promise of 5G, harness AI responsibly, and protect people from escalating digital threats, we must act with urgency. As the industry that connects the world, we have a real responsibility to champion open collaboration across borders to secure networks, close digital gaps, and strengthen trust in the digital economy."

The GSMA Mobile Economy 2026 Report

Launched today at MWC26, The Mobile Economy 2026 report shows how the industry is shifting from a connectivity-centric model to one powered by advanced digital platforms, 5G standalone, AI and open APIs.

The report also projects that the global cost of cybercrime, including fraud, will rise from \$9.22 trillion in 2024 to \$15.63 trillion by 2029. As networks become more software-defined and AI-enabled, more than 90% of operators already rate the threat environment as high or very high. The scale of the risk demands a unified, urgent response.

MWC26 keynotes will be live streamed on the MWC26 website and app, as well as by Mobile World Live. All this content, plus select conference sessions, will also be available on demand via the MWC website. MWC26 continues through to 5 March 2026. Get the latest news and information live from the MWC26 Press Zone.

About GSMAThe GSMA is a global organisation unifying the mobile ecosystem to discover, develop and deliver innovation foundational to positive business environments and societal change. Our vision is to unlock the full power of connectivity so that people, industry, and society thrive. Representing mobile operators and organisations across the mobile ecosystem and adjacent industries, the GSMA delivers for its members across three broad pillars: Connectivity for Good, Industry Services and Solutions, and Outreach. This activity includes advancing policy, tackling today's biggest societal challenges, underpinning the technology and interoperability that make mobile work, and providing the world's largest platform to convene the mobile ecosystem at the MWC and M360 series of events. We invite you to find out more at [gsma.com](https://gsma.com)

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1. Comunicati

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1. ImmediaPress

### Data di creazione

Marzo 2, 2026

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redazione

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