



MOBILE 360 SERIES



The GSMA Mobile 360 Series offers senior executives in the mobile industry a platform to meet and discuss the key issues specific to a region or topic. This conference series brings together operators, government bodies and enterprise executives to discuss the complex issues affecting specific regions around the world or common global themes impacting the mobile industry.

- Privacy & Security The Hague, The Netherlands
- Europe Brussels, Belgium
- Africa Dar es Salaam, Tanzania
- Latin America Mexico City, Mexico
- Middle East Dubai, United Arab Emirates
- India Gurgaon, India
- GSMA Mobility Live! Atlanta, United States

Supported by



Mobile 360 Series 2016 Totals

4,100
Attendees

56%
Senior-level
Attendees

542
CEOs or
Owners



PRIVACY & SECURITY
THE HAGUE • 10 - 11 MAY 2016

- 270+ attendees from digital enterprise
- 60% Senior-level participation
- 75% would recommend this event
- 20 countries represented



EUROPE
BRUSSELS • 14 JUNE 2016

- 240 attendees focused on policy-making
- 11% Government/Regulatory attendees
- 21% Mobile Network Operators
- 22 countries represented



AFRICA
DAR ES SALAAM • 26 - 28 JULY 2016

- 850 attendees; 76% from Sub-Saharan Africa
- 22% Mobile Network Operators
- 56 countries represented
- Mobile Money Leadership Forum



LATIN AMERICA
MEXICO CITY • 20-22 SEPT 2016

- 780 attendees, 80% from Latin America
- 53% Senior-level participation
- 96% would recommend event to others
- 41 countries represented



MIDDLE EAST
DUBAI • 17 - 18 OCTOBER 2016

- 400 attendees
- 72% Senior-level participation
- 31% Mobile Network Operators
- 32 countries represented



INDIA
GURGAON • 25 - 26 OCTOBER 2016

- 500 attendees, 76% from India
- 56% Senior-level participation
- 29% Mobile Network Operators
- 25 countries represented



NORTH AMERICA
ATLANTA • 1 - 2 NOVEMBER 2016

- 1,000+ attendees
- 54% Senior-level participation
- 22 U.S. States and 11 countries
- Partnership with Metro Atlanta Chamber