



2019
REVIEW



2019 REVIEW

5G FORUM: MAIN 5G EVENT IN SPAIN

The 5G FORUM disseminates each year the advances of the 5G technology. It is an opportunity to exchange knowledge of the practical applications of this technology.





2019 REVIEW

5G FORUM SECOND EDITION IN FIGURES:

18 SPONSORS

**250 DAILY
ATTENDEES**

**100
PARTICIPATING
COMPANIES**





REVIEW 2019

AGENDA DE PRIMER NIVEL

**TWO MAJOR TELECOM
COMPANIES:
ORANGE AND
TELEFÓNICA**

**MULTINATIONAL
COMPANIES:
SAMSUNG, ROHDE &
SCHWARZ, CISCO,
INTRACOM, HISPASAT,
AXION...**

AND ORGANIZATIONS:

MINISTERIO DE
ECONOMÍA Y EMPRESA,
ALCALDÍA DE MÁLAGA,
RTVE...





2019 REVIEW

NETWORKING AND BUSINESS OPPORTUNITIES

5G Forum has consolidated itself as a first level technological networking point.

Presidents, directors, politicians, researchers, professors and experts share their impressions and concerns during networking lunches and breaks.





2019 REVIEW

INAUGURATION WITH AUTHORITIES APRIL 24 - 9:30H





2019 REVIEW

The 5GForum 2019 was attended by the best international speakers of the 5G, who gave their views on the most relevant topics in this industry

JESÚS MARTÍN

Head of Technology and Platforms

FROM USER TO SUPER USER

SAMSUNG



FEDERICO RUÍZ

Director

5G IMPACT IN INDUSTRY

ON5G



DARKO RATKAJ

Senior Project Manager

5G OPPORTUNITIES FOR BROADCASTER

EBU



PERE VILA

Director of Technology, Innovation and Systems

5G AT RTVE

RTVE





2019 REVIEW

ÁLVARO VILLEGAS

Director

INNOVATING WITH 5G, HERE
AND NOW

NOKIA BELL LABS SPAIN



VIRGINIA TEIXEIRA

Principal Systems Engineer Service
Providers Network EMEAR

5G, BUILDING THE FOUNDATION
FOR THE FUTURE

CISCO



AITOR RUBIO

Senior Product Strategy Manager

5G, FROM TOWERCO TO
INFRASTRUCTURE PARTNER

CELLNEX



JAVIER GUTIÉRREZ

Director of Strategy and Network
Development

BRINGING 5G TO OUR
CUSTOMERS

TELEFÓNICA





2019 REVIEW

JORGE LAGO

Head of Sales Southern Europe

5G IS REALITY: TRANSFORMING LIVES & INDUSTRIES

SAMSUNG NETWORKS EUROPE



ERCOLE ROVIDA

Vice President Sales Iberia LATAM & Italy
Wireless Network Systems Business Division

HYPERCONNECTIVITY AND EVOLUTION TOWARDS 5G

INTRACOM TELECOM



RAFAEL GARCÍA

Industry Expert

ECOSYSTEM AND 5G DEVICES VERIFICATION

KEYSIGHT TECHNOLOGIES



AITOR FERNÁNDEZ

President

AUTONOMOUS MOBILITY: POTENTIAL, KEY PLAYERS AND CURRENT POSITION IN SPAIN

AEVAC





2019 REVIEW

CÉSAR DE MARCO

Leader EMC/Antennas Development & Pilot Projects 5G

VISION SEAT OF THE FUTURE
MOBILITY: ASSISTANCE TO
THE DRIVER WITH 5G
SEAT

DANIEL GONZÁLEZ

Market & Sales Manager Automotive Europe

TESTING AND CERTIFICATION
SERVICES FOR THE CONNECTED
CAR AND 5G
DEKRA

TOMÁS ALONSO

Head of Product Engineering

5G: CHALLENGES AND KEYS
IN ORANGE
ORANGE

DAVID CÁCERES

WEU Cloud Solutions Responsible

HUAWEI 5G BRING MEDIA TO
NEW HORIZONS
HUAWEI





2019 REVIEW

IGNACIO RÍOS

Strategy and Transformation
Director

THE ROLE OF NEUTRAL FIBRE
OPERATORS AS 5G CATALYSTS
LYNTIA



JAVIER FERNÁNDEZ-AMIGO

Head of Admin. Projects

THE 3 PILLARS OF AN OPERATOR
FOR 5G GROWTH
MÁSMÓVIL



JAVIER GARCÍA

H.O. RAN Optimization

5G: A NEW MILESTONE ON THE
MOBILE NETWORK
VODAFONE



PEDRO MERINO

Technical Director

5GENESIS AND UMA PROJECT,
MALAGA AT THE FOREFRONT OF
THE 5G
5GENESIS





2019 REVIEW

MOHAMED **AZIZ**

Product Manager for 5G Broadcast
5G BROADCAST ON AIR: A NEW ERA
OF QUALITY OF EXPERIENCE
ROHDE & SCHWARZ



INÉS **SANZ**

Customer Engineering Manager
SATELLITE, A KEY ELEMENT IN THE 5G
ECOSYSTEM
HISPASAT



ANTONIA **FERNÁNDEZ- PANIAGUA**

Deputy Director General for Radio
Spectrum Planning and
Management
NATIONAL PLAN 5G. SITUATION OF
DEVELOPMENT AND PLANNED
ACTIONS
**MINISTERIO DE ECONOMÍA Y
EMPRESA, GOBIERNO DE ESPAÑA**



NARCÍS **CARDONA**

iTeam Director
GLOBAL 5G EVENT VALENCIA: 5G
TECHNOLOGY GLOBAL LIVE
SHOWCASE
UPV





2019 REVIEW

SOMAYA EL MARRAKCHI

Head of Networks in Iberia
MAKE 5G A REALITY
ERICSSON



ESTEBAN MAYORAL

Head of the Management Unit
of Impulsa Visión Innovation
Centre
DRIVES VISION, RTVE'S
COLLABORATIVE MODEL
FOR THE DIGITAL
TRANSFORMATION OF THE
MEDIA SECTOR
RTVE IMPULSA



UNIVERSITIES AND PROJECTS 5G PANEL DISCUSSION

Raquel **BARCO**, Smart-Campus
Vice Chancellor, [UMA/ONE5G](#)

José Manuel **MENÉNDEZ**,
Professor, [UPM/5GMEDIA](#)

Shuaib **SIDDIQUI**, Deputy Project
Coordinator, [I2CAT/5GCITY](#)

Almudena **DÍAZ**, University
Teacher, [UMA/NRG5](#)



AUDITORIUM, DEMO AREA AND WORKSHOP AREA

5G Forum integrates several areas where there is continuous activity. In addition to the Auditorium, where conferences, round tables and screenings are held, the 5G Forum has two demonstration areas where sponsors present their best tools and networking and B2B relations are reinforced.





2019 REVIEW

MEDIA IMPACT

Months before the 5G Forum our Media Partners and Community Management team begin to report on the celebration of this international meeting.

Our National Media Partners are:

- PANORAMA AUDIOVISUAL
 - RTVE
 - CANAL SUR
 - COPE
- FACTORÍA DEL FUTURO

Other outstanding media that have reported on the 5G Forum are:

- EUROPA PRESS
- AGENCIA EFE
- ONDA CERO
 - COPE
- LA RAZÓN
- LA VANGUARDIA
- EXPANSIÓN
- CINCO DÍAS
- EL ECONOMISTA





2019 REVIEW

TV COVERAGE

**Andalucía News
TVE-1
24/04**

Informative
summary and
exclusive
informative piece

**Andalucía Directo
Canal Sur
24/04**

Opening of the
program and
exclusive report

**Malaga News
Canal Sur
24/04**

Informative
summary and
exclusive
informative piece





2019 REVIEW

TV COVERAGE

**Málaga aquí y
ahora
Canal Málaga**

22/04

Exclusive
informative piece



**Noticias 2
Canal Málaga**

24/04

Interview with
Ricardo Medina



MEDIA IMPACT REPORT

KANTAR MEDIA

informe | 5G FORUM

Medios

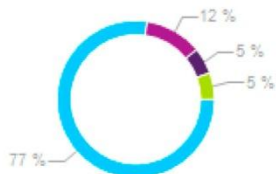
Total general

Noticias	110	
Referencias	110	
Audiencia	57.756.300	
Valoración	669.720€	

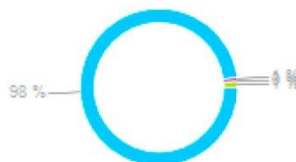
Total por medios

	Referencias	Audiencia	Valoración
Internet	85	56.584.300	565.843€
Prensa	13	490.000	11.138€
Radio	6	0	18.402€
Televisión	6	682.000	74.337€
Total	110	57.756.300	669.720€

Referencias (110)



Audiencia (57.756.300)



Valoración (669.720€)



■ Internet ■ Prensa ■ Radio ■ Televisión

[LINK TO COMPLETE REPORT](#)

SOCIAL MEDIA

During the whole year we feed the official website www.5gforum.es and update our social profiles in:

- ✓ Twitter
- ✓ Facebook
- ✓ LinkedIn



Impresiones	11.943
Interacciones totales	136
Interacciones con el contenido multimedia	95
Me gusta	18
Clics en el perfil	17
Clics en el enlace	4
Retweets	1
Abrir el detalle	1



Rendimiento de tu publicación		
166 Personas alcanzadas		
13 Reacciones, comentarios y veces que se ha compartido		
8 Me gusta	3 En la publicación	5 En veces compartido
1 Me encanta	1 En la publicación	0 En veces compartido
0 Comentarios	0 En la publicación	0 En el contenido compartido
4 Veces compartido	4 En la publicación	0 En el contenido compartido
7 Clics en publicaciones		
1 Visualizaciones de fotos	0 Clics en el enlace	6 Otros clics
COMENTARIOS NEGATIVOS		





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SPONSORS



SAMSUNG



COLLABORATE



MEDIA PARTNERS



Next edition



May 6 and 7, 2020 - Malaga

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