

Meet us at MWC Barcelona

Today's connections create the future

3 – 6 March 2025

We are excited to explore with you and other industry leaders the solutions that are transforming our hyperconnected world!

Monday, 3 March | Join our Booth Talks

[AI Agentics: the rise of autonomous minds](#)

Monday, 3 March | 10:00 – 10:30 | NTT DATA Booth

Speakers: Jorge Márquez, Head of Experience Design NTT DATA; Manel Martonara, Head of Digital Technology NTT DATA; Bruno Méndez, CEO CIONET Spain & Latam

[Innovating the future, from research inspiration to commercial innovation](#)

Monday, 3 March | 11:00 – 11:30 | NTT DATA Booth

Speaker: Vito Mabrucco, Global CMO NTT Corporation

[The bridge to the next telecom ecosystem: challenges and priorities. NTT DATA & MIT Spain report.](#)

Monday, 3 March | 12:00 – 12:30 | NTT DATA Booth

Speakers: Ana Armas, Telco Director NTT DATA Europe & Latam; Jesús Martín, Head of Business Development - Telecom & Media Europe & Latam

[Beyond the buzzwords: Breaking down barriers to real sustainability in IT](#)

Monday, 3 March | 13:00 – 13:30 | NTT DATA Booth

Speakers: Stephen Kelly, Vice President, Global Sustainability Solutions, NTT DATA; Denise Lee, Vice President of Engineering, Cisco

[Memorandum of Understanding; Development and Deployment the Disaggregated White Box Solution](#)

Monday, 3 March | 14:00 – 14:30 | NTT DATA Booth

Speakers: Vincent Ho, CEO in Ufi Space Co, Ltd ; Masatoshi Murayama, Senior Vice President in NTT DATA Japan Corporation; Norry Lin, Head of Strategic Alliance & Partner Development, Head of UfiSpace Japan; Taiji Doi, 5G Business Promoter NTT DATA

[VMo2 augmented software architecture – a moonshot with payback](#)

Monday, 3 March | 15:00 – 15:30 | NTT DATA Booth

Speaker: Bill Wilson, Head of Data & Intelligence Solutions NTT DATA UK

[Quality assurance with AI at the Edge - Specular Photometry](#)

Monday, 3 March | 16:00 – 16:30 | NTT DATA Booth

Speaker: Devin Yaung, Group SVP, Enterprise IoT, NTT DATA; David Brebner, Founder and CEO Umajin

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Tuesday, 4 March | Join our Booth Talks

[Innovating the Future: R&D Invention to Commercial Innovation](#)

Tuesday, 4 March | 10:00 – 10:30 | NTT DATA Booth Speaker:
Vito Mabrucco, Global CMO NTT Corporation

[Application of AI and automation applied to the management and operation of aids in the DIGITAL KIT.](#)

Tuesday, 4 March | 11:00 – 11:20 | NTT DATA Booth
Speakers: Victor Rodrigo Raya, Director of Domains, Systems and Digital Kit at Red.es & Carlos Tabernero Fernandez, Partner in charge of Government of Spain NTT DATA Europe & Latam

[The Digital Account of the Community of Madrid. A new way of interacting with citizens](#)

Tuesday, 4 March | 11:30 – 11:50 | NTT DATA Booth
Speakers: Elena Liria, CEO of Madrid Digital & Antonio Sierra Director NTT DAT Europe & Latam

[Improving citizen-centric emergency response services in the Balearic islands](#)

Tuesday, 4 March | 12:00 – 12:20 | NTT DATA Booth
Speakers: Pablo Garriz, General Director of Emergencies and Interior of the Balearic Government & Miquel Angel Vert, Partner responsible for the Balearic Islands at NTT DATA

[Satellite-powered geospatial intelligence for risk and resilience management](#)

Tuesday, 4 March | 13:00 – 13:30 | NTT DATA Booth
Speakers: Rika Nakazawa, Chief Commercial Innovation NTT; Alvaro Silgado Herrero, Head of GIS Consulting, NTT DATA

[Bringing AI to Life in Next-Gen Telecom Networks](#)

Tuesday, 4 March | 14:00 – 14:30 | NTT DATA Booth
Speaker: Noelia Vicens, Telecom Director NTT DATA Europe & Latam; José González, CEO de Tech Cool; Dahyr Vergara; Telecom Director NTT DATA Europe & Latam

[NTT DOCOMO - Zero Touch Operation Success Story](#)

Tuesday, 4 March | 15:00 – 15:30 | NTT DATA Booth
Speakers: Masataka IKEDA, Project Manager in NTT DOCOMO, INC & Taiji Doi, 5G Business Promoter in NTT DATA Japan Corporation

[Transformative change AI-empowered from the Edge](#)

Tuesday, 4 March | 16:00 – 16:30 | NTT DATA Booth
Speakers: Brandon Barbello, COO and Co-Founder Archetype AI; Paul Bloudoff, Edge AI Lead NTT DATA; Claudia Lunini, Data Scientist & Technology Strategist NTT DATA Italy

[A symphony for a connected World](#)

Tuesday, 4 March | 17:00 – 17:30 | NTT DATA Booth
Speaker: Francisco Spadafora, Senior Director, Head of Asset-based Business at NTT DATA Italia

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Wednesday, 5 March | Join our Booth Talks

[Innovating the Future: R&D Invention to Commercial Innovation](#)

Wednesday, 5 March | 10:00 – 10:30 | NTT DATA Booth

Speaker: Vito Mabrucco, Global CMO NTT Corporation

[Carbon Markets in the era of AI](#)

Wednesday, 5 March | 11:00 – 11:30 | NTT DATA Booth

Speakers: Joaquim Barris, Mitigation Data Service Lead, UNFCCC; Alfonso Medrano: Head of Global Sustainability Business Development Strategy & Strategic Alliances NTT DATA & Axel Callabed: Director, Digital Technology for United Nations NTT DATA

[XCos: the new telco models](#)

Wednesday, 5 March | 12:00 – 12:30 | NTT DATA Booth

Speakers: Luis Fernando Rubio, Telecom Executive Director NTT DATA Europe & Latam & César Risco, Partner NTT DATA Europe & Latam; César Risco, NTT DATA Partner Telecom Europe & Latam; Juan Carlos García, Senior Technology and Telecom Advisor NTT DATA

[Open Gateway: The Next Wave of Telco Monetization](#)

Wednesday, 5 March | 14:00 – 14:30 | NTT DATA Booth

Speakers: Luis Fernando Rubio, Telecom Executive Director NTT DATA Europe & Latam; Juan Carlos García, Senior Technology and Telecom Advisor NTT DATA; Hanen García Global Telco Solutions Manager Red Hat; David Martín Lambas, Product Manager - Connectivity Innovation at Telefónica.

[The AI Driven approach to private 5G security](#)

Wednesday, 5 March | 15:00 – 15:30 | NTT DATA Booth

Speakers: Andre Ferreira, Director, Enterprise Private 5G Customer Solutions, NTT DATA; Mitchell Rappard Palo Alto Networks, Director - 5G Technical Solutions

[NTT's MVNO - Transatel and Ubiquiti for Business.](#)

Wednesday, 5 March | 16:00 – 16:30 | NTT DATA Booth

Speaker: Ashley Arthurs, IoT / Transatel Business Development - Embedded Connectivity (IOT/OEM) NTT DATA

[Digital engineering: Driving efficiency and sustainability with NTT DATA](#)

Wednesday, 5 March | 17:00 – 17:30 | NTT DATA Booth

Speakers: Álvaro Silgado Herrero, Director, Head of GIS CoE NTT DATA; Aleix Sivera Calatayud, Manager Infrastructure & Real State / Services NTT DATA



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Thursday, 6 March | Join our Booth Talks

[Innovating the Future with IOWN - From Electronics to Photonics](#)

6 March | 10:00 – 10:30 | NTT DATA Booth

Speaker: C. Sean Lawrence, Vice President, Head of IOWN Development Office at NTT Corporation

[SAP digital manufacturing for edge computing](#)

6 March | 11:00 – 11:30 | NTT DATA Booth

Speaker: Ron Lev, Global Head Edge Computing

[Innovating for the future of AI and 6G network](#)

6 March | 12:00 – 12:30 | NTT DATA Booth

Speakers: Alejandro Fernández, Telecom Director NTT DATA Europe & Latam; Diego Fernández Rueda, Telecom Consultant Expert NTT DATA Europe & Latam