



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!

Join our booth talks at Hall 4

Monday, 3 March Booth Talks

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

When: Monday, 3 March | 11:00 – 11:20 | NTT DATA Booth

Speaker: Vito Mabrucco, Global CMO NTT DATA Corporation



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

When: Monday, 3 March | 14:00 – 14:20 | NTT DATA Booth

Speaker: Vincent Ho, CEO in Ufi Space Co, Ltd. & Masatoshi Murayama, Senior Vice President in NTT DATA Japan Corporation

[Specular photometry](#)

When: Monday, 3 March | 16:00 – 16:20 | NTT DATA Booth

Speaker: Devin Yaung, Senior Vice President, Group Enterprise IoT Products and Services NTT DATA

Take a look at what we have planned for you at MWC Barcelona
<https://services.global.ntt/events/mobile-world-congress-barcelona-2025>

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Tuesday, 4 March Booth Talks

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

When: Tuesday, 4 March | 10:00 – 10:20 | NTT DATA Booth

Speaker: Vito Mabrucco, Global CMO NTT DATA Corporation



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

When: 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 Taberero 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](#)

When: Tuesday, 4 March | 11:30 – 11:50 | NTT DATA Booth

Speakers: Elena Liria, CEO of Madrid Digital & Antonio Sierra Director NTT DAT Europe & Latam



[Improvement of the service of attention to citizens in emergency situations in the Balearic Islands](#)

When: 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

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

When: Tuesday, 4 March | 14:00 – 14:20 | NTT DATA Booth

Speaker: Noelia Vicens, Telecom Director NTT DATA Europe & Latam

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

When: Tuesday, 4 March | 15:00 – 15:20 | NTT DATA Booth

Speakers: Masataka IKEDA, Project Manager in NTT DOCOMO, INC & Taiji Doi, 5G Business Promoter in NTT DATA Japan Corporation

[Bring Generative AI to the Manufacturing Edge](#)

When: Tuesday, 4 March | 16:00 – 16:20 | NTT DATA Booth

Speaker: Paul Bloudoff, Edge AI Lead NTT DATA

[A symphony for a connected world](#)

When: Tuesday, 4 March | 17:00 – 17:20 | NTT DATA Booth

Speaker: Francisco Spadafora, Senior Director, Head of Asset-based Business at NTT DATA Italia

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Wednesday, 5 March Booth Talks

Innovating the Future: R&D Invention to Commercial Innovation

When: Wednesday, 5 March | 10:00 – 10:20 | NTT DATA Booth

Speaker: Vito Mabruzzo, Global CMO NTT DATA Corporation



Carbon Markets in the era of AI

When: Wednesday, 5 March | 12:00 – 12:20 | 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

When: Wednesday, 5 March | 12:00 – 12:20 | NTT DATA Booth

Speakers: Luis Fernando Rubio, Telecom Executive Director NTT DATA Europe & Latam & César Risco, Partner NTT DATA Europe & Latam



Open Gateway: The Next Wave of Telco Monetization

When: Wednesday, 5 March | 14:00 – 14:20 | 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; Vaibhav Metha Founder & Director Nabstrax & David Martín Lambas, Product Manager - Connectivity Innovation at Telefónica.

NTT's MVNO - Transatel and Ubiquiti for Business.

When: Wednesday, 5 March | 16:00 – 16:20 | NTT DATA Booth

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

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Thursday, 6 March Booth Talks

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

When: Thursday, 6 March | 10:00 – 10:20 | NTT DATA Booth

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

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

When: Thursday, 6 March | 12:00 – 12:20 | NTT DATA Booth

Speaker: Alejandro Fernández, Telecom Director NTT DATA Europe & Latam

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