

Maig 2023

Mobile World Congress (MWC) Open Innovation Challenge 2024

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1.OPEN INNOVATION CHALLENGES

Summary
Video

ACCIÓ
Catalonia
Trade & Investment

 **Generalitat de Catalunya**
Government of Catalonia

 enterprise
europe
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Open innovation challenges: What?

The Open Innovation Challenges are events that facilitate **meetings between corporates and companies with an open innovation challenge** and **start-ups and other technological providers that can offer a solution**. The OICs are held within different sectorial landmark events which take place in Barcelona.

HOW IT WORKS

- Corporations
- Firms



- Startups
- Tech providers

- The Challenge Owners (corporates/companies) publish their open innovation challenges in an ad-hoc matchmaking platform.
- Dissemination is done through ACCIÓ Catalan ecosystem, EEN International network and ACCIÓ's offices network worldwide.
- **Scouting of potential technology providers**. All start-ups and tech providers' profiles applying for a challenge are carefully assessed to ensure the suitability and are validated following each challenge owner criteria.
- **Personalised B2B agenda** for each corporation/company with the chosen technology providers.
- **Afterwards, if both parties agree to collaborate, there are financing opportunities, revision of contract services (EEN) and support during the entire project execution.**

Catalan Innovation Network

To promote internationally innovation and technological events taking place in Catalonia.

To promote Catalonia and its companies as a benchmark in open innovation and technological capabilities.

Challenge owners and Tech providers

- To contribute to find solutions to the needs of the corporations/firms with open innovation challenges.
- To promote the internationalization of Catalan Technology suppliers through collaboration with foreign entities and companies.
- To facilitate the scaling of start-ups and spin-offs through the collaboration with Catalan and International corporations/firms.
- To raise innovation and technology collaborations between the Catalan and foreign ecosystems.

Open Innovation Challenges: Calendar

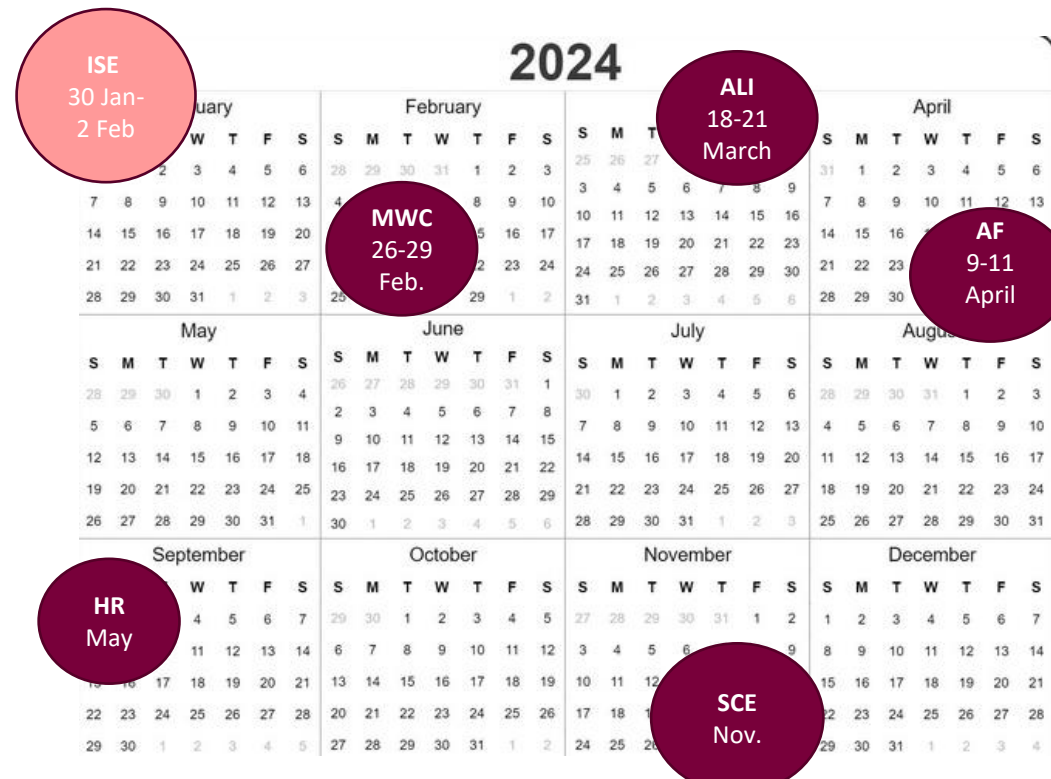


Alimentaria

18 - 21 MARZO 2024
BARCELONA - RECINTO GRAN VIA



- **Integrated Systems Europe (ISE):** audiovisual technologies
- **Mobile World Congress (MWC):** Mobile technologies
- **Advanced Factories (AF):** 4.0 Industry and Advanced Manufacture
- **Alimentaria (AL):** Food
- **Health Revolution (HR):** Digital Health
- **Smart Cities Expo (SCE):** City management and sustainability



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2. MWC - OPEN INNOVATION CHALLENGE 2024

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MWC/4YFN 2024

- El MWC is the largest and most influential **connectivity event** in the world.
- The MWC is the meeting point for the **main agents of innovation and technology** in the sector and for the world's **solution providers**.
- During the MWC will take place the **4YFN**, the **startup event** of the world's largest exhibition for the mobile industry.
- The Fair will held **from 26th to 29th February 2024** at Fira Barcelona, Gran Via, and includes 4 days of conferences, events and inspiring experiences.



MWC OIC 2023 edition

Communication	Food	Health/Wellbeing	Energy
<ul style="list-style-type: none">• Sony• Editorial Planeta• HP	<ul style="list-style-type: none">• Nestlé• Damm• Torres	<ul style="list-style-type: none">• Astrazeneca• Angelini Consumer• eHealth Research Institute• Philips• Reig Jofre• Fluidra	<ul style="list-style-type: none">• Enel• Electricité de France -EDF• A2A• total
Industry	Smart City	Mobility	Connectivity
<ul style="list-style-type: none">• Celsa• Girbau• Sun Tekstil• Gomà Camps• Linamar	<ul style="list-style-type: none">• IKEA• Agbar• Dassault Systems• LG• Vestel• Simon• Roca	<ul style="list-style-type: none">• Abertis• Alstom• APPLUS• BMW Garage• Hyundai Cradle• Renault Group• RAC	<ul style="list-style-type: none">• Samsung• OPPO• Accentury• IBM• Liteon

HOW IT WORKS? **MWC OPEN INNOVATION CHALLENGE 2024:** What do we offer? ¹⁰

- **Give visibility and promote the challenges** of the participating corporations. Challenges that can be solved with technology solutions in the connectivity sector.
- Connect with technology/solutions providers from **Catalonia** and also from **international ecosystems**.
- Agenda of **meetings with potential technology/solutions providers**.
 - **Ad-hoc matchmaking platform** for the organization of the agenda of meetings and contact between companies. The open innovation challenge will be held on **27th and 28th February**.
 - **1 day of in-person meetings** in the **Open Innovation Challenge space at the 4YFN venue** (passes for participating corporates and companies)
 - **1 week of virtual meetings (4-8 March)** will take place through the matchmaking platform.

Open Innovation Challenge's facility

- ❑ The OIC will be held at **4YFN**.
- ❑ **Table assigned:** each corporation will have a reserved table that can use for 1 day.
- ❑ **Visibility:** each table will have a sign with the name of the corporation and its logo.
- ❑ Free entrance at MWC.



Space reserved for the Open Innovation Challenge of the ISE fair 2022 edition

How it Works: **How do we promote the challenges?**

- **Dissemination in the Catalan innovation ecosystem:**
 - Start-ups (Barcelona & Catalonia Start-up Hub).
 - Public technology development centres and their spinoffs.
 - Technological SMEs.

- **Promotion within the international ecosystem** throughout the **40 ACCIÓ offices abroad** and the **EEN network** (with more than 50 International nodes). Prioritized ecosystems:

<ul style="list-style-type: none"> • Germany • Australia • Belgium • Brazil • Canada • South Korea 	<ul style="list-style-type: none"> • Denmark • France • Hong Kong • India • Israel • Italy • Japan 	<ul style="list-style-type: none"> • Netherlands • Singapore • Turkey • UK • USA • China
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How it works: **Challenge Owners commitment**

- The challenge owner must have a **specific defined challenge** (maximum 2 challenges per Corporation) with a **counterpart** (monetary – contract or prize- or in kind - implement a pilot, access to costumers, or others).
- The corporate must commit to **register and make the challenge public** in the ad-hoc matchmaking platform.
- Also, the company must be open to **collaborate both with Catalan and international start-ups and tech providers**.
- The challenge owner will **check all expressions of interest** received with the support of ACCIÓ Barcelona and foreign offices.
- The corporation will hold **meetings with the start-ups and tech providers** previously validated.
- They have the commitment to spend 1 days in the Open Innovation Challenge space at the 4YFN/MWC congress **to hold in-person scheduled meetings**. And also, to hold virtual meetings with the rest of chosen providers.
- Likewise, the corporate will maintain **regular contact** with the assigned ACCIÓ support person.
- Finally, **keep ACCIÓ informed of progress** and potential partnerships.

How it Works: **Technology providers commitment**

- The provider will **publish its technological solution** in the specific networking event_platform.
- The provider must correctly fill in all the fields of the form and correctly detail the **scope of the technology**.
- They **commit to carry out all communications with the company through the platform**, until the event day.
- They will **participate in the meetings organized** with the corporations/companies that have selected them, either in person at the congress or online (through the platform).
- **Keep ACCIÓ informed of progress** and potential partnerships.
- Eventually, participate in some group session-workshop among the participants to generate synergies.

Calendar



OCTOBER / NOVEMBER

- Selection of the corporations with open innovation challenges
- Register of the challenges owners on the ad-hoc platform



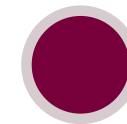
NOVEMBER

- Definition and publication of the challenges (20th November)
- Promotion of challenges and scouting among technology providers at Catalonia and other international ecosystems



DECEMBER / JANUARY

- Open to technology providers to register (1st December)
- Promotion of the challenges and preliminary identification of start-ups and providers
- Scouting: first selection of technologies and organization of meetings with corporations/companies for evaluation of candidates



FEBRUARY

- Scouting
- Final selection of tech/solutions providers and preparation of the agenda of meetings.
- MWC Fair (26th-29th February)

Gràcies

Contacta'ns!

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Segueix-nos a les xarxes socials!



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