



**MOBILITY
LIVE**

NORTH AMERICA
ATLANTA • 1 - 2 NOVEMBER 2016

IN PARTNERSHIP WITH
Metro Atlanta Chamber 

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**Metro Atlanta Chamber and GSMA Introduce New
GSMA Mobility Live! –North America Conference**

New Event on Nov. 1-2, 2016 Will Highlight Key Trends Impacting the Mobile Industry

ATLANTA – The Metro Atlanta Chamber (MAC), in partnership with the GSMA, the global mobile industry association, today announced they have joined forces to create the GSMA Mobility Live! – North America conference, which will be held in Atlanta on Nov. 1-2, 2016.

This new conference merges the previous GSMA Mobile 360 – North America conference, last held in Atlanta in October 2015, and MAC’s Mobility LIVE! event to deliver a platform for exploring the key trends impacting the mobile industry as well as highlighting innovation and new developments impacting areas such as digital commerce, fintech, security and connected living.

“We are pleased to be partnering even more closely with the Metro Atlanta Chamber in creating a dynamic event that will attract mobile industry leaders from not only the greater Atlanta area but across all of North America,” said Michael O’Hara, Chief Marketing Officer, GSMA.

“We are thrilled to partner with the GSMA on this new combined event to shine a brighter light on Atlanta as a global hub for mobility,” said MAC President and CEO Hala Modellmog. “The GSMA has produced top-notch global events including Mobile World Congress in Barcelona. Having this marquee name as our conference partner is a tremendous honor. This new partnership will help us grow this event and showcase all that Atlanta has to offer.”



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This new event complements GSMA's other regional 'Mobile 360 Series' conferences taking place in 2016 in The Hague, Netherlands (10-11 May); Brussels, Belgium (14 June); Dar es Salaam, Tanzania (26-28 July); Mexico City (20-22 September); Dubai (17-18 October); and New Delhi, India (26 October). For more details on these events please visit: <http://www.mobile360series.com/>

The GSMA has hosted an annual North America event in Atlanta as part of its Mobile 360 Series since 2014, bringing together leading executives from across the mobile industry, including operators, vendors and internet companies.

The 2015 Mobility Live! conference, managed by the Metro Atlanta Chamber, included more than 1,000 attendees and featured a keynote session from Apple's Senior Vice President for Internet Software and Services Eddy Cue in a fireside chat with AT&T Mobility President and CEO Glenn Lurie. The two-day conference included multiple speakers and sessions on the Internet of Things (IoT), wearables, smart cities trends, and also highlighted the winners of the Hack-Back Invitational and the Mobility Star Awards.

More information about speakers and details on the GSMA Mobility Live! – North America conference will be available soon.

For more information on the event, visit <http://www.mobile360series.com/north-america/>

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About the Metro Atlanta Chamber

The Metro Atlanta Chamber (MAC) serves as a catalyst for a more prosperous and vibrant region. To advance economic growth and improve metro Atlanta's quality of place, MAC is focused on starting, growing and recruiting companies to the 29-county metro Atlanta region. The Chamber is also focused on growing the region's innovation economy by promoting and strengthening connections to drive Atlanta's innovation and entrepreneurial culture. MAC is committed to being an active voice for the business community, serving as an advocate for a competitive business climate and telling Atlanta's story. For more information, visit www.metroatlantachamber.com.

[Follow the Metro Atlanta Chamber on Twitter: @ATLChamber.](https://twitter.com/ATLChamber)

About the GSMA

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 250 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai and the Mobile 360 Series conferences.

For more information, please visit the GSMA corporate website at www.gsma.com.
Follow the GSMA on Twitter: [@GSMA](https://twitter.com/GSMA).