

Etisalat sends delegation to MWC 2013

[Etisalat](#), the telecoms operator in the Middle East, Asia and Africa, is sending its largest ever delegation to the [Mobile World Congress](#) (MWC) in Barcelona, Spain, from 25-28 February 2013.



Etisalat Group will set up one stands at the annual event in the telecoms industry. The multi-national operator, headquartered in the UAE, will use its presence at the Congress to showcase innovative products in mobile commerce, mobile health and Green IT.

The event presents an opportunity to bring together manufacturers, mobile telecom operators, service providers and industry decision makers, enabling them to provide insights on the latest developments and discuss potential corporation opportunities.

Increasing awareness

This year, Etisalat Group will highlight "Flous", a new service developed in conjunction with MasterCard and Oberthur Technologies. Flous - which means "money" in Arabic - enables customers to use their mobile devices like a digital wallet for a variety of payments and transactions, including domestic and international money transfers, bank account management and purchase of tickets for transport.

Increasing awareness of the potential of Etisalat's Maternal Health programme, Mobile Baby, will also be a focus of Etisalat Group at this year's congress. Mobile Baby enables quick and accurate identifying, communicating and acting on obstetric emergencies. The programme was recently expanded to include services that support care for children with severe acute malnutrition and to help eradicate polio in West Africa. Working with its partners, D-Tree International, Etisalat will continue to save countless lives and enhance life expectancies of women and children around the world.

During Mobile World Congress, the Etisalat Group will also highlight its Energy Star 'Green IT' initiative which uses Machine-to-Machine (M2M) based-technologies to reduce carbon emissions and energy consumption.

Mobile World Congress 2013

The goal of Mobile World Congress 2013 is to demonstrate the impact of mobile on individuals and businesses - in developed and developing markets - across a range of industries. The Congress aims to educate attendees from around the globe, providing insights on the latest technological developments, market opportunities, services, and devices which

are now shaping communications.

This year's congress will host thought leaders and industry experts from around the world. Last year, it was reported that more than 67 000 industry leaders and players attended the event.

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