



## **GSMA ANNOUNCES EUROPEAN 5G PIONEER AWARD OPEN FOR ENTRY**

*Presented in Cooperation with the European Commission, the Award Will Recognise a Front-runner in Preparing for Commercial 5G Service Launch*

**5 October, Brussels:** The GSMA announces that the 'European 5G Pioneer Award', which is part of the GSMA GLOMO Awards, is open for entry. Entries for the 2019 award will be accepted until Wednesday, 21 November 2018, with the winner announced at the GSMA Mobile World Congress taking place 25-28 February 2019 in Barcelona.

The European 5G Pioneer Award, presented in cooperation with the European Commission, will recognise an exceptional achievement of a front-runner in preparing for commercial 5G service launch in Europe. This award also supports the European Commission strategic objective set out in the "[5G Action Plan for Europe](#)", which calls for early commercial launch of 5G services in each European Member State by the end of 2020. As such, the award underlines the importance of 5G trials to foster cross-sector partnerships and lead the way in deployment of innovative 5G services.

This award is open to all companies, organisations, municipalities or partnerships that have launched fully-fledged commercial or pre-commercial 5G service initiatives in the EU, (i.e. 5G services opened or about to be available to consumers and/or businesses under commercial terms), at city, regional or other appropriate geographic level.

"Bringing the 5G technology into the European market requires sound investment and the development of innovative approaches" said Mariya Gabriel, European Commissioner for Digital Economy and Society. "We need to recognise and appreciate the pioneers in this field. We are extremely pleased to launch this important initiative together with the GSMA."

This award is one of several in the prestigious 'Outstanding Achievement' category in the GLOMO Awards; this category is designed to honour the individuals and companies who have gone above and beyond to contribute positively to the connected digital community.

The GLOMO Awards, which will be judged by independent experts, analysts, journalists, academics and, in some cases, mobile operator representatives, are open to companies across the entire mobile ecosystem and may be entered online until Wednesday, 21 November 2018 at 17:00 GMT. Complete information on the GLOMO Awards, including the full list of categories, award criteria and deadlines, can be found at [www.mobileworldcongress.com/conference-programmes/global-mobile-awards/](http://www.mobileworldcongress.com/conference-programmes/global-mobile-awards/).

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**About the GSMA**

The GSMA represents the interests of mobile operators worldwide, uniting more than 750 operators with over 350 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 the industry-leading MWC events held annually in Barcelona, Los Angeles and Shanghai, as well as the Mobile 360 Series of regional conferences.

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

**Media Contacts:**

Olivier Lechien  
+32 479 99 01 63  
[olechien@gsma.com](mailto:olechien@gsma.com)