

# King Felipe visits the Telefónica stand at MWC24



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His Majesty King Felipe visited the Telefónica stand at the opening of the Mobile World Congress (MWC) 2024 this morning, welcomed by José María Álvarez-Pallete, Executive Chairman of the operator and of the GSMA.

The entourage also included José Luis Escrivá, Minister for Digital Transformation and the Civil Service; Jordi Hereu, Minister of Industry and Tourism; Jaume Collboni, Mayor of Barcelona; Núria Marín, Mayor of Hospitalet; and John Hoffman, CEO of the GSMA, among others.

Álvarez-Pallete told them that this is a very special occasion for the company as it is celebrating its centenary, which is why the stand, through its slogan '100 years leading change', reflects Telefónica's innovative and avant-garde character through its digital leadership based on its latest-generation intelligent networks and its technological solutions and services that make it possible to connect people's lives and have a positive impact on society and businesses.

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