

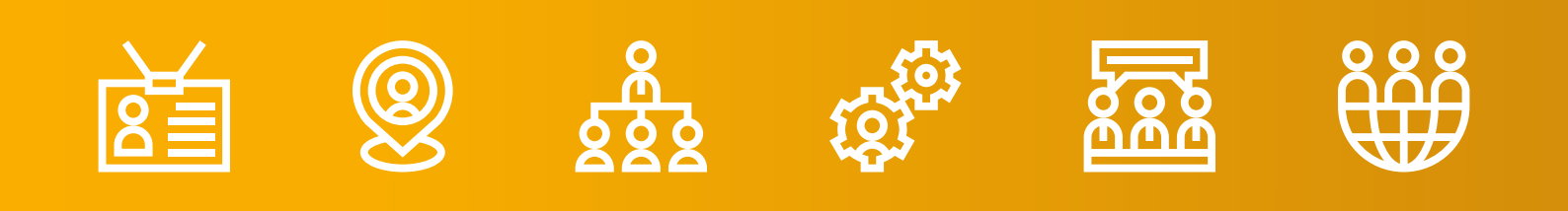


**Wireless
Global Congress**
Wireless Broadband Alliance

WGC EMEA

EVENT HIGHLIGHTS

OCTOBER 07 - 10 2024



2,300

EVENT
ATTENDEES

1,070+

UNIQUE
ORGANISATIONS

47%

C-LEVEL &
EXECUTIVE LEVEL

67%

OPERATORS
+ ENTERPRISES

19%

VENDORS

120+

COUNTRIES
REPRESENTED

WGC EMEA 2024
PLATINUM SPONSORS:



INTRODUCTION

Wireless Global Congress EMEA Paris 2024

I would like to extend an enthusiastic **THANK YOU** to all of the attendees, sponsors, speakers, and industry partners who helped make the Wireless Broadband Alliance's Wireless Global Congress (WGC) EMEA 2024 event a huge success!

This was the second year in a row that WBA partnered with our colleagues at **Informa** to make WGC EMEA part of Network X in beautiful Paris, and it was truly an honour to represent the world of Wi-Fi at one of the industry's largest B2B events. 2024 has been a very transformative year for Wi-Fi, and WGC EMEA focused on some of the hottest topics and themes currently driving the industry on the road to 2025+. From Wi-Fi 7 to AI, from OpenRoaming to IoT, from connected communities to enterprise wireless and everything in between, there's a lot to be excited about when it comes to the future of Wi-Fi!

WGC EMEA was also the home of the 2024 WBA Industry Awards, and I hope you'll join me in congratulating the winners for their outstanding work and dedication to the Wi-Fi industry. If you weren't able to attend the ceremony in-person, I urge you to [view the winning submissions here](#).

I hope that this post-event report gives you the opportunity to re-live some of your favourite moments from WGC EMEA, and also catch-up on anything you might have missed. I'd also like to extend a personal invitation to our [2025 events](#), which will kick-off this January with WGC APAC in the great city of Bangkok.

Again, please accept my sincere gratitude for your ongoing support of the WBA and our events. I wish you the very best for the rest of 2024, and look forward to meeting with you again very soon!



KIND REGARDS

Tiago Rodrigues

President & CEO, Wireless Broadband Alliance

airties

Elevate Wi-Fi performance and drive business growth with Airties' AI-Driven solutions

At Airties, we turn vast amounts of home network data into actionable insights, empowering ISPs to grow their core businesses, driving customer value and retention. Our AI-powered solutions optimize connectivity, proactively resolve issues, and elevate service offerings, ensuring a superior experience for both end-users and businesses.

With Airties, ISPs can:

Proactively resolve customer issues: Automatically observe, diagnose, and fix in-home connectivity issues or provide actionable recommendations to resolve them.

Deliver true personalization for every individual: Tailor Wi-Fi performance to meet the specific needs of each household member, providing an optimized experience that boosts satisfaction and reduces churn.

Unlock the power of data-driven customer insights: Transform data into actionable insights, creating upsell and cross-sell opportunities that fuel business growth.

Premium-ize broadband offerings: Increase revenue with a premium managed home connectivity solution that enhances customer experiences and adds value for consumers.

Trusted by AT&T, Deutsche Telekom, Bouygues Telecom, Telia, Telstra, T-Mobile, Vodafone, and many others.

Learn more at airties.com

WGC EMEA 2024

OCT 07 - OCT 10

Wi-Fi Innovation: Connecting Our Digital World

PARIS EXPO PORTE DE VERSAILLES

KEY TOPICS

Executive Plenary:

- **Airbus Defence and Space** explored 6G NTN and Direct-to-Device for global coverage and seamless mobility;
- **Cisco** looked at deterministic wireless and the effect of Wi-Fi 7;
- **Intel Corporation** provided a deep-dive into their Intel Connectivity Analytics;
- How can home Wi-Fi be optimized with AI? **Airties** looked at insights and performance;
- **Boingo Wireless** presented a case study on how 5G and Wi-Fi are transforming the city of Las Vegas

Next Gen Wi-Fi Driving Innovation:

- **Wi-Fi Alliance** reflected on 25 years of Wi-Fi;
- **Cloud4Wi** explored the future of seamless connectivity with Passpoint and PPSK;
- **RUCKUS Networks** looked 'beyond the hype' at the role of AI in converged enterprise networks;
- The early adoption trends and future prospects for OpenRoaming in Japan was explored by **Wi2**;
- A panel discussion on new possibilities with Wi-Fi 7 and 6 GHz in residential and enterprise environments featuring **Airties, Boingo Wireless, Cisco, European Communications Office and Intel Corporation**

Residential Broadband and Smart Home:

- **BT Group** provided an operator's perspective on delivering and managing a great customer experience in 2025+;
- **The World WLAN Application Alliance (WAA)** explored the organization's goals for chasing the best WLAN application experience;
- Wi-Fi Sensing experts **Cognitive Systems** looked at how companies are harnessing the capabilities of their WiFi Motion technology;
- A panel discussion addressing the critical aspects of network performance, management and security in a connected home featuring **Orange, BT Group, Heights Telecom, Aprecomm and WBA**.

Innovation and Operation for Enterprise Wireless:

- **ABI Research** looked at the ways in which Next Gen Wi-Fi will drive the future of smart manufacturing;
- **Deutsche Telekom** explored the operator requirements – and the challenges and opportunities – for in-flight Wi-Fi;
- **Juniper Networks** discussed how AIOps for Wi-Fi can elevate user experiences;
- The future of enterprise Wi-Fi will involve embracing Wi-Fi 7, as told by **HFCL Limited**;
- A panel discussion on the operation and innovation of enterprise Wi-Fi featuring **Morse Micro, Juniper Networks, Deutsche Telekom and HFCL Limited**

Wi-Fi in the SMB and Enterprise:

- OpenRoaming, and its capacity to deliver Wi-Fi excellence in enterprise settings, was explored by **Cisco**;
- **BT Group** looked at how to deliver converged services to meet the needs of enterprise organisations;
- The Enterprise Connectivity Forum (ECF) panel featuring **Cloud4Wi, RUCKUS Networks, JC Decaux and WBA**

OpenWiFi and OpenLAN Switching Forum:

- **Encapto** provided a case study on driving digital inclusion in remote Australian First Nations' communities with OpenRoaming;
- **Fuzion Technologies** explored how Wi-Fi video surveillance and IoT solutions are empowering connectivity;
- **Guglielmo** presented their analysis on Wi-Fi usage in connected communities;
- A panel discussion on providing empowerment through Wi-Fi for under-served communities featuring **Westminster City Council, Guglielmo, Fuzion Technologies and RUCKUS Networks**

To find out more, listen to the Wireless Global Congress EMEA replays or download the presentations

[CLICK HERE](#) 

WGC TESTIMONIALS



"At Boingo, we believe in a hyper-connected future. **Participating in WGC allows industry leaders to showcase how innovative 5G and Wi-Fi solutions can transform cities and empower industries** to thrive in an interconnected world." - Boingo Wireless

"**WGC is the best industry forum** for meeting like-minded companies and individuals who share a common goal of driving the industry forward"

- RUCKUS Networks



"**Very informative** with excellent networking opportunities."

- Cisco

"It was great to be able to **engage with industry leaders at WGC, discuss priorities and build the foundations for future collaboration** to help us amplify the impact that our industry can have on people and businesses across the globe."

- BT



"**Great event** and a great place to learn, network, collaborate, and solve real problems with the best and brightest in the Wi-Fi industry"

- Intel

"**The wealth of knowledge and industry experience available at WGC has been incredible!**"

- Alta Labs



"**Great event with the care taken in every detail.** The presence of relevant participants. The location of the meeting. The kindness of the organisers."

- Galvus Global

"Liked the range of customers that attend this show and the **focus on providing knowledge and information.**"

- Edge-Core Networks



"At WGC, we are pleased to **engage with industry experts who share the mission of uniting businesses and consumers seamlessly**, exploring innovative interoperability solutions that address the dynamic landscape of digital engagement."

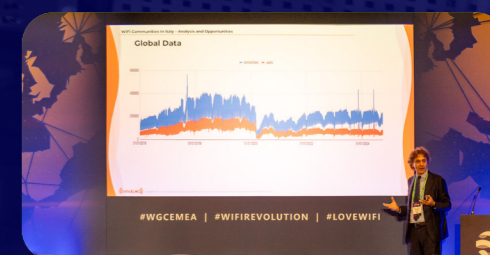
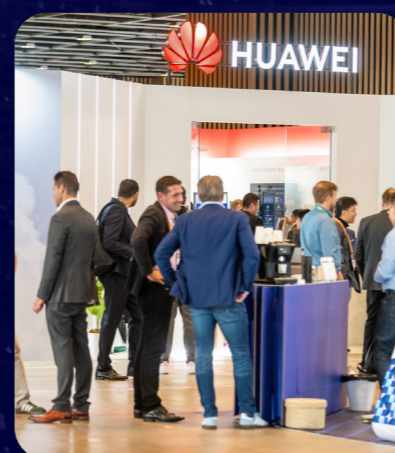
- AT&T

"This congress brings together industry leaders to set new benchmarks in connectivity, from the skies to the ground below. **WGC offers a unique platform to discuss the future of Wi-Fi and enterprise solutions**, addressing challenges while exploring new opportunities for innovation."

- Telekom Deutschland



WGC EMEA PHOTO HIGHLIGHTS



WGC EMEA PHOTO HIGHLIGHTS




Wireless Broadband Alliance Industry Awards 2025








WBA Industry Awards honor the most significant innovations and achievements from across the Wi-Fi ecosystem.

2024 AWARD WINNERS

-  **BEST WI-FI NETWORK OPERATOR**
-  **BEST WI-FI NETWORK TECHNOLOGY**
-  **BEST IN-HOME WI-FI NETWORK**
-  **BEST ENTERPRISE WI-FI NETWORK**
-  **BEST WI-FI FOR SOCIAL IMPACT**
-  **BEST WI-FI INNOVATION**
-  **BEST WI-FI CUSTOMER EXPERIENCE**

WHY ENTER THE AWARDS?

-  WBA Industry Award is a unique opportunity to demonstrate industry excellence and innovation for your company.
-  Gain industry-wide recognition and awareness of the contributions your company has made with its outstanding projects & services.
-  Winning the prestigious awards can be a major boost for your company's profile and business opportunities with WBA marketing campaign.
-  Shortlisted companies and winners will be promoted on WBA channels to celebrate their successes and achievements & will receive 2 complimentary passes to the WGC event.
-  Shortlists and winners will be featured by WBA in the Industry Case Study series with full marketing coverage.



DEADLINE: JUNE 30 2025
AWARDS CEREMONY: OCT 15 2025

VISIT THE AWARD SITE HERE!
wballiance.com/wba-industry-awards/

WBA MEMBERS-ONLY WORKING SESSIONS

Industry Leaders Unite for Wi-Fi 7, IoT, and Roaming Developments

WGC EMEA 2024 kicked off with two days of the **WBA Members-Only Working Sessions** – attended locally by 100+ representatives with a packed room and exciting energy to drive developments in the Wi-Fi ecosystem – focusing on topics **around Passpoint-OpenRoaming, RADIUS, Roaming & Security, Residential Wi-Fi, Wi-Fi 7, IoT & QoS related developments** items.

In 2024 we've seen an increasingly collaborative environment with dozens of members stepping up to the microphone and raising their questions, leaving proposals, debating program outcomes, and socializing during the breaks with all-day coffee and food available – perfect! In 2025, WBA will continue expanding its initiatives through new programs proposed by its members, covering a broad range of Wi-Fi-related topics. These initiatives include incubating Wi-Fi requirements for 6G, initiating the exploration of Wi-Fi 8, advancing interoperability and standardization for MDUs, strengthening convergence between

P5G and Wi-Fi networks, and examining Wi-Fi monetization and business models, among others.

Contact membership@wballiance.com for more information on the full list of exciting 2025 programs.

Many new faces as well as new delegates from long term members have joined and become more vocal around their priorities and how the ongoing programs solve industry challenges and add value to their organizations. A week of highlights and many looking forward to the next sessions in **Bangkok!**

Don't miss out — **book your place today!**

[Click here to register for WGC APAC](#)



WGC APAC 2025

JAN 21 - JAN 23

Wi-Fi Innovation: Connecting Our Digital World

WESTIN SUKHUMVIT HOTEL, BANGKOK

[Click here to register for WGC APAC](#)

#WGCAPAC | #wifinnovation | #wifirevolution | #lovewifi



WGC EMEA – OPENROAMING™ AND COMPLIANCE TESTING

OpenRoaming™ Takes the Lead!

The WBA Members Working Sessions at the **Mercure Port De Versailles Hotel** in Paris saw a **49% increase** in connected devices to **OpenRoaming**, compared to the 2023 EMEA event, thanks to the support of **Wi-First** as the event's Internet service provider. This surge reflects the growing demand for seamless Wi-Fi in high-traffic environments.

AKA OpenRoaming Plugfest, the OpenRoaming compliance testing took place during the WBA Members Working sessions at WGC EMEA in Paris. The gathering this time round brought together key participants, **Plume, EnGenius, GLiNet, and Actiontec**, who wanted to ensure that their hardware meets the standards set by the WBA for OpenRoaming. These companies joined 10+ OEM's who had already performed the compliance before, meaning in 2025 majority of vendors in the market will be OpenRoaming compliant.

A diverse set of **Wi-Fi 6, Wi-Fi 6e, and Wi-Fi 7** access points OEMs were put to the test. During the event, the vendors successfully completed a series of test cases designed to validate their equipment's compatibility with OpenRoaming standards, ensuring seamless interoperability in real-world deployment scenarios.



Beyond the technical testing, the Plugfest also included discussions around vendor participation in WBA projects. The OEMs from Plume, EnGenius, GLiNet, and Actiontec expressed interest in furthering their involvement with the WBA by contributing to other ongoing projects.

Overall, the event was a success, with all four vendors passing the compliance tests. As a result, they will now be added officially added to the WBA's growing list of **OpenRoaming-certified partners**, marking a significant step in expanding the network of certified OEMs. Find out more about OpenRoaming here – www.openroaming.org.

Benefits of OpenRoaming™

Map of OpenRoaming™ Coverage (Global)

Join OpenRoaming™



Overcome iOS 18 MAC Randomization

Cloud4Wi ensures your network is future-ready

Cloud4Wi's next-gen Wi-Fi platform equips you with the tools to maintain seamless, secure connections, even with iOS 18's MAC randomization.



Keep your network ahead of the curve! Cloud4Wi is more than a technology provider—it's a business enabler.



Wireless. Simplified.

Boingo simplifies complex wireless challenges to connect people, businesses, and things.

For more information on Boingo's 5G and Wi-Fi solutions visit boingo.com



WBA'S INITIATIVES

BENEFITS OF WBA MEMBERSHIP
BUILD YOUR SUCCESS THROUGH THE WBA

Joining the WBA connects your organisation with other members from across the industry, helping to grow your business and fostering ongoing, valuable partnerships.

WBA members address real business issues and opportunities. Our members are at the centre of the WBA initiatives that are shaping the wireless ecosystem which is full of challenges and opportunities!

- 
TECHNICAL ADVANCEMENT:
 Collaborate to solve technical issues and create innovative solutions
- 
ENGAGEMENT:
 Build awareness and generate new leads through marketing engagement and business development
- 
NETWORKING:
 Expand your community, develop your relationships and establish new contacts
- 
THOUGHT LEADERSHIP:
 Demonstrate your expertise and leadership and influence the future direction of the industry
- 
SPEED TO MARKET:
 Take advantage of the WBA community and its marketing channels

Intel Connectivity Analytics Program



Create new and better experiences with unprecedented connectivity insights

How it Works
 Access valuable connectivity analytics from PCs across the network

Let's Work Together to Deliver Amazing Connectivity Experiences

- Accelerate innovation & time to market**
 Generate revenues via enhanced services with insights from Intel's large installed base
- Access Intel marketing resources**
 Improve exposure and lead generation with Intel amplification
- Engage with Intel connectivity experts**
 Facilitate development & optimization with Intel engineering support

Deeper Connectivity Insights Improve Applications & Services

- Network Health
- Quality of Service
- Technical Support
- Security Assurance
- Sensing and Location
- UX Monitoring

Join today! www.intel.com/ICA-Program

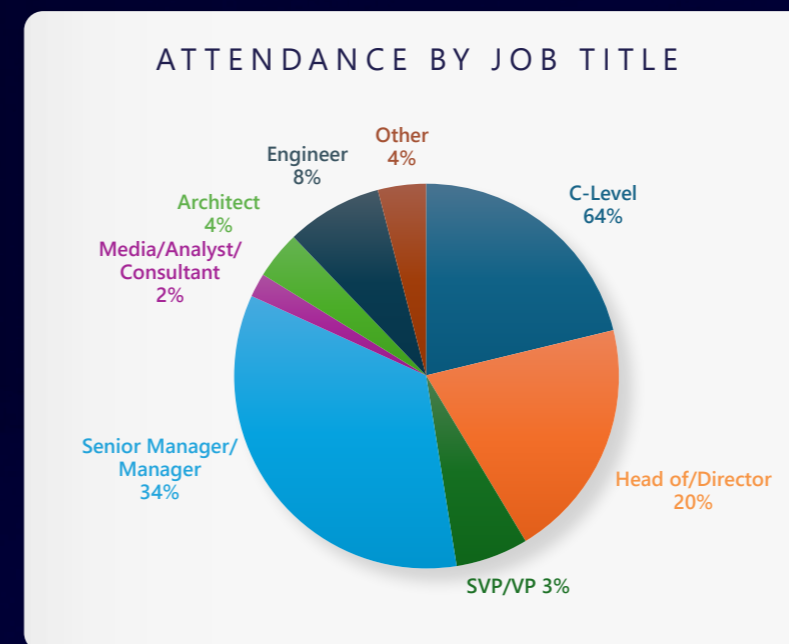
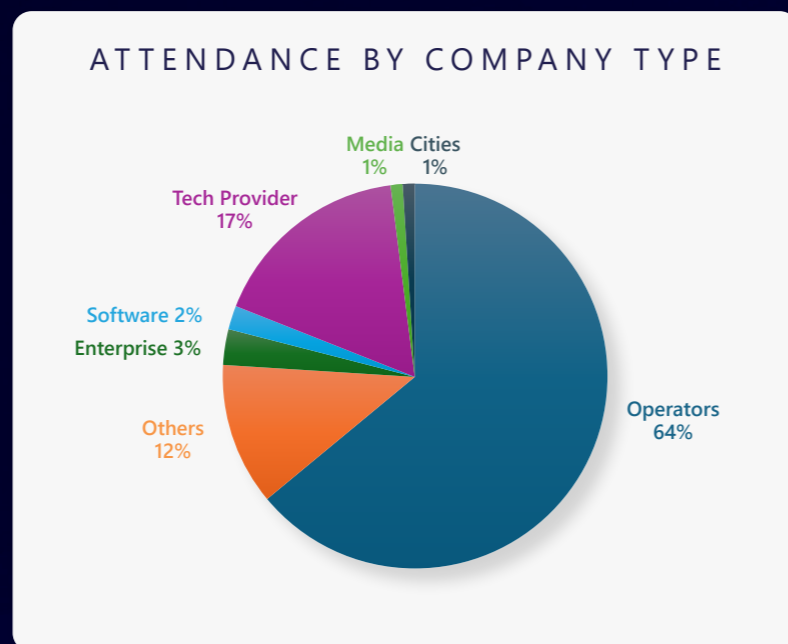
FINAL THOUGHTS

Thank you to all our Sponsors, guests and attendees for making WGC EMEA 2024 such a positive experience amongst industry leaders. In total, engaging with 2,300 unique attendees.

To make sure you don't miss out on any upcoming events or activities happening, sign up [here](#).

We hope to see you at our next event, the Wireless Global Congress APAC, in Bangkok, Thailand!

Find out more about becoming a WBA Member [here](#).



2,300+ EVENT ATTENDEES	1,070+ UNIQUE ORGANISATIONS	47% C-LEVEL & EXECUTIVE LEVEL
67% OPERATORS + ENTERPRISES	19% VENDORS	120+ COUNTRIES REPRESENTED
	35+ SPEAKERS	

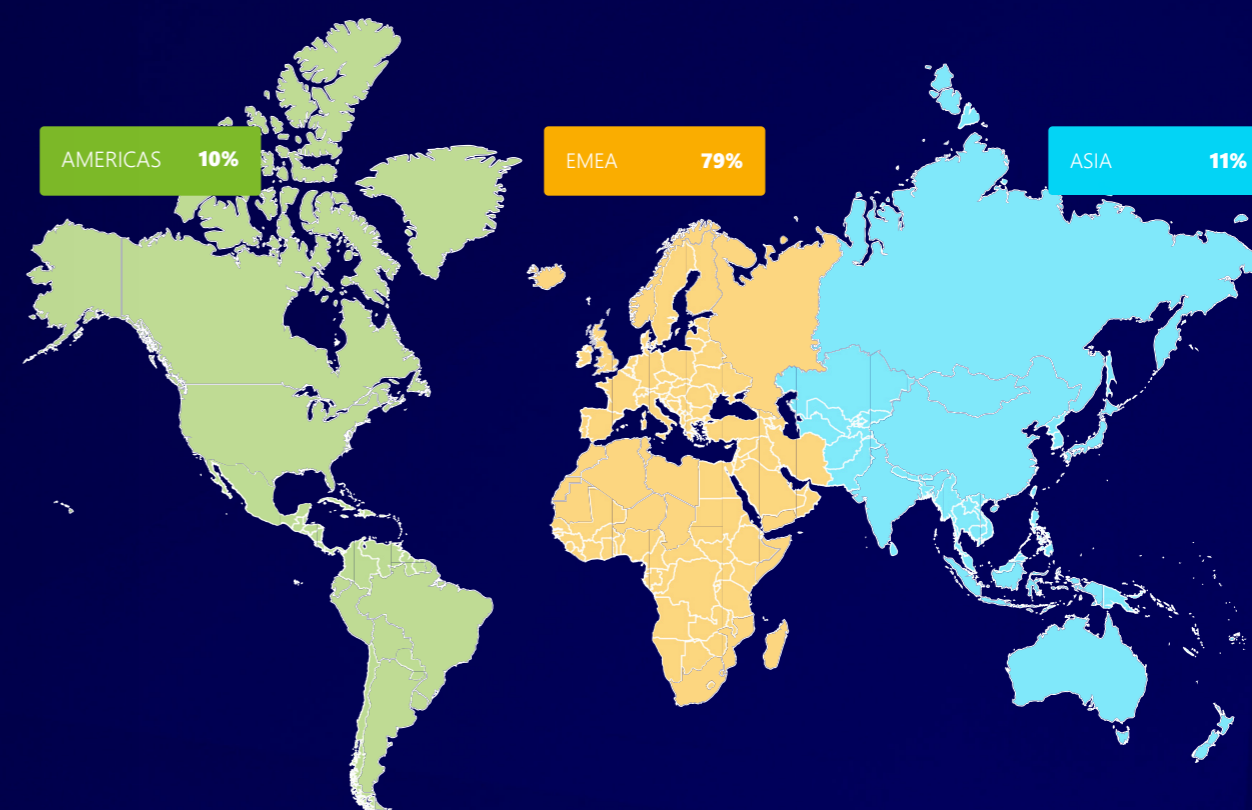
WGC EMEA 2024 EVENT PARTNERS



WGC EMEA 2024 SPONSORS

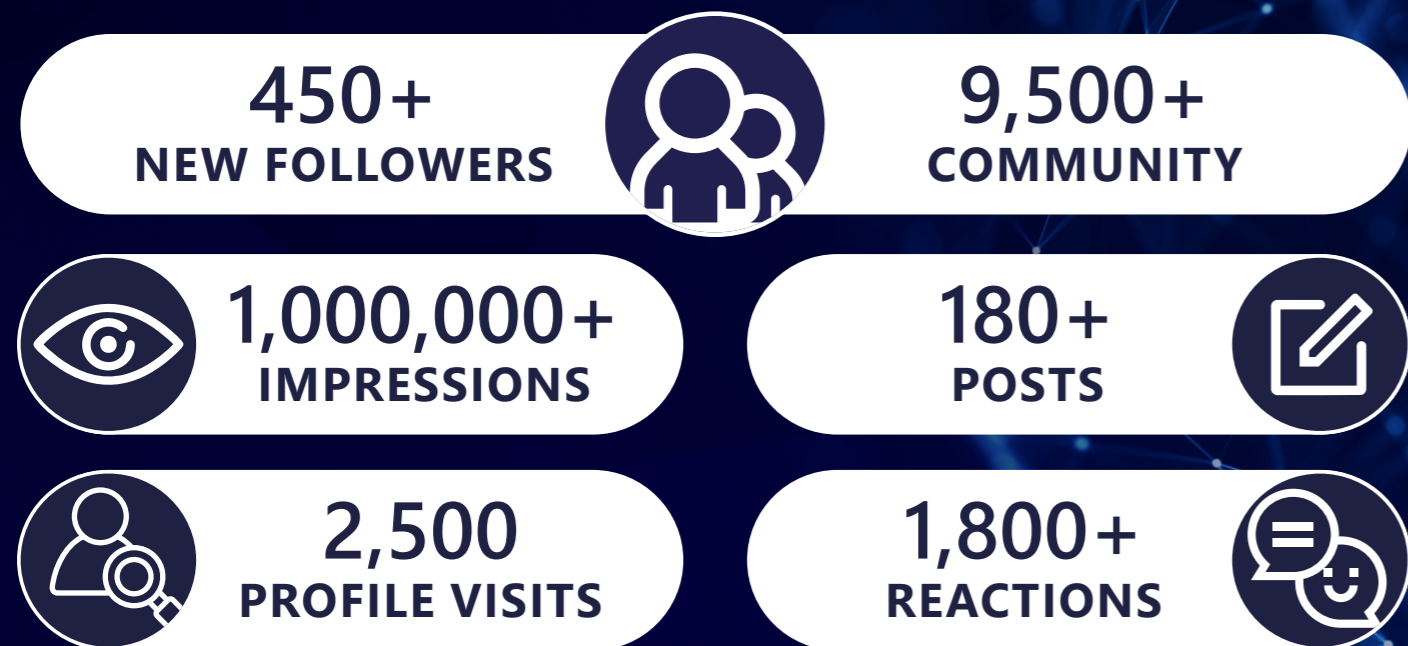


ATTENDANCE BY GEOGRAPHY



SUMMARY OF WGC EMEA IMPACT

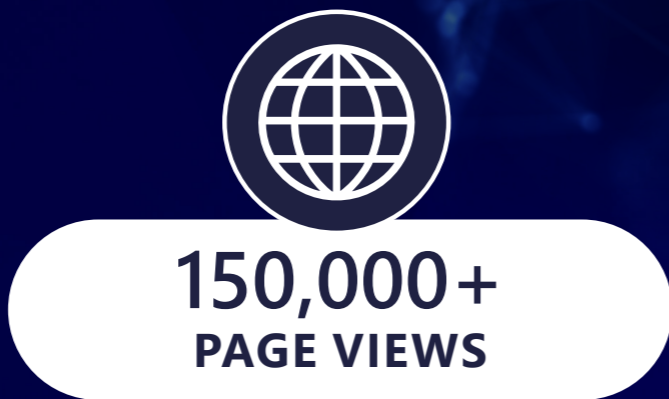
SOCIAL MEDIA ENGAGEMENT



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A SMARTER NETWORK

ONE THAT'S SIMPLE, RELIABLE AND ADAPTABLE

Modern users expect fast speeds, total coverage, and personalized experiences. At the same time, you need a network that is secure and safe.

Simple to deploy and manage RUCKUS's portfolio of solutions makes it easy to add new services and applications – unlocking IoT efficiencies at every opportunity. Their reliability makes moves, adds, and changes a stress-free experience, and their adaptability gives you the peace of mind knowing your network can flex to meet changing demand and unforeseen circumstances.

That's why RUCKUS and our portfolio of Wi-Fi solutions are the first choice of leading organizations across the globe.

See how the RUCKUS IoT Suite simplifies multiple device integration



Unique countries represented

- | | | | |
|----------------------------------|-----------------------------|-----------------------|--------------------------|
| Albania | Faroe Islands | Lithuania | Slovenia |
| Algeria | Fiji | Luxembourg | Somalia |
| Andorra | Finland | Madagascar | South Africa |
| Argentina | France | Malaysia | South Korea |
| Armenia | French Guiana | Mali | South Sudan |
| Australia | French Southern Territories | Malta | Spain |
| Austria | Gambia | Mauritius | Sri Lanka |
| Azerbaijan | Georgia | Mexico | Sudan |
| Bahrain | Germany | Mongolia | Svalbard and Jan Mayen |
| Bangladesh | Ghana | Morocco | Sweden |
| Belgium | Gibraltar | Nepal | Switzerland |
| Benin | Greece | Netherlands | Taiwan, China |
| Bermuda | Haiti | New Zealand | Tanzania |
| Bosnia and Herzegovina | Hong Kong, S.A.R., China | Nigeria | Thailand |
| Brazil | Hungary | Norway | Togo |
| Bulgaria | Iceland | Oman | Total Gera |
| Burkina Faso | India | Pakistan | Trinidad and Tobago |
| Cameroon | Indonesia | Palestine | Tunisia |
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Unique companies represented

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Connect4
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The World WLAN Application Alliance (WAA) has set a new benchmark for quality and user experience in the WLAN industry with the launch of its WLAN Application Experience Standard and Certification. With over 70 members globally, WAA's certification is becoming a symbol of reliability and excellence.

At the Wireless Global Congress (WGC) EMEA 2024, Li Li (Thomas), Chief Scientist of the World WLAN Application Alliance (WAA), delivered an insightful presentation titled "WAA NEW Connectivity: Chasing Best WLAN Application Experience." In his keynote, Li emphasized the importance of providing users with the highest quality wireless network experience. The WAA Certification is not just a performance and experience standard but also a symbol of excellence and reliability, contributing to smarter and more connected digital environments worldwide.



LI Li, Thomas

Chief Scientist
World WLAN Application Alliance (WAA)

WAA Website:
www.waa-alliance.com

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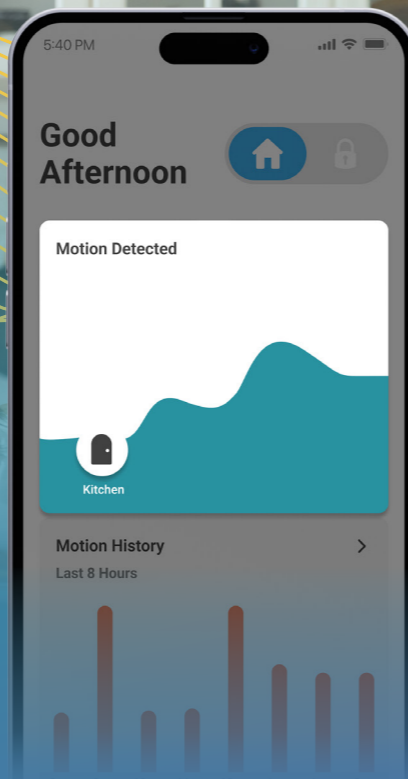
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