DIGITAL & GREEN CREATE NEW VALUE TOGET**H**ER

An Overview - Huawei Europe Enterprise Roadshow 2023

March 2023

Security Level:

Contents

General information

Huawei is committed to becoming a preferred and trustworthy partner in enterprises' digital transformation. As an active ICT ecosystem contributor, this year, Huawei Europe is organizing the roadshow again

To reach out and meet more of our customers, partners, and industry friends to listen to what the market needs here in Europe;

Showcase Huawei's latest solutions and products and further discover how to create new value together with partners across industry scenarios.

Subject: Digital & Green, Create New Value Together
Keywords: Digital transformation, Green, Trustworthy, Ecosystem.
Time: March 22 ~ Oct.20, 2023
Touring journey: 70 cities in 22 countries across Europe

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Journey Calendar

	Route 1			Route 2	
France	Strasbourg	28-Mar	**Sweden**	Stockholm	22-Mar
	Lille	31-Mar	**Denmark**	Copenhagen	24-Mar
	Deauville	4-Apr		Guarda	28-Mar
	Nantes	6-Apr- 7-Apr		Guimaras	29-Mar
	Nice	12-Apr	**Portugal**	Coimbra	31-Mar
	Marseille	14-Apr		Portalegre	3-Apr
	Montpellier	18-Apr		Portimao	5-Apr
	Toulouse	20-Apr		Seville	11-Apr
	Bordeaux	26-Apr- 27-Apr		Granada	13-Apr
	Lyon	3-May- 4-May		Telefonica	18-Apr
	Dijon	9-May		Madrid	20-Apr
	Paris	11-May-12-May	**Spain**	Villanueva de la Cañada	21-Apr
	Krakow	15-May		Santiago de Compostela	25-Apr
Poland	Warsaw	17-May		Bilbao	27-Apr
	Poznan	19-May		Barcelona	2-May
	Wroclaw	22-May		Valencia	4-May
Germany	Düsseldorf	30-May	**Germany**	Hamburg	9-May
	Frankfurt	1-Jun		Istanbul	16-May
Norway	Oslo	5-Jun		Ankara	18-May
Sweden	Gothenburg	7-Jun	**Turkey**	Izmir	23-May
	Stockholm	9-Jun		Antalya	25-May
Finland	Helsinki	12-Jun	**Serbia**	Belgrade	30-May
	Munich	20-Jun	**Hungary**	Budapest	1-Jun
Germany	Nuremberg	22-Jun		Geneva	6-Jun
	Stuttgart	26-Jun		Zurich	8-Jun- 12-Jun
Luxembourg	Luxembourg	28-Jun	**Switzerland**	Solothurn	13-Jun
Belgium	Brussels	29-Jun		Zug	15-Jun
※ Hungary-Romania	Budapest	1-Sep	**Netherlands**	Amsterdam	20-Jun
Austria	Vienna	4-Sep		Utrecht	22-Jun
	Linz	6-Sep		Eindhoven	23-Jun
Czech Republic	Prague	8-Sep	**Germany**	Leipzig	27-Jun
Romania	Bucharest	13-Sep		Hannover	29-Jun
	Iasi	15-Sep			
Ireland	Dublin	2-Oct - 4-Oct			
	Cork	5-Oct			
	Limerick	6-Oct			
Bulgaria	Sofia	16-Oct			
	Thessaloniki	18-Oct			
Greece	Athens	20-Oct			

Exhibition Content – interior layout

①: Data Center - storage

②: HUAWEI CLOUD

③: Enterprise Campus Network

④: Optical/WAN

⑤: ISP

⑥: Multi-industry(retail, finance, transportation, manufacturing)

⑦: Government

⑧: Healthcare

⑨: Education

⑩: *Country-preferred content*

Exhibition Content – introduction

① Data Center
Keywords: All-flash Acceleration; New Application Acceleration; Ransomware Protection; SMB Market Innovation; High-density Design; System Convergence; Reduced Data Volume

② HUAWEI CLOUD
Keywords: 2800 CDN Nodes; 20% Network Acceleration; Cost-effective; Qingtian Architecture With Software And Hardware Collaboration

③ Campus Network
Keywords: Fully-wireless Intelligent Campus Network; Named Leader In The 2022 Gartner® Magic Quadrant™ For Enterprise Wired and Wireless LAN Infrastructure; CloudEngine 8700;NetEngine8000

④ Optical/WAN
Keyword: Consortium; Wide-area WDM; Agility; A Green All-optical OTN

⑤ ISP
Keywords: FTTR Solution;50gpon; NE8000 F8 ; MSP + Fastrack

⑥ Manufacturing
Keywords: Autonomous Driving, smart factory, F5G, Manufacturing Campus, Engineering Simulation

⑥ Finance
Keywords: Infrastructure Upgrades; Digital Channel Innovation, Security Attack Defense, Anti Ransomware; Smart & Green Campus Network; The Multi-vendor Strategy

⑥ Retail
Keywords: LAN-WAN Convergence Solution; Wi-Fi 6 + IoT Modular Integration ； IP+POL; Huawei Brings New Choices and Directions to the Digitalization of the European Retail Industry

⑥ Transportation
Keywords: From Rail to Smart Airports; Cloud Computing, Big Data, The Internet of Things (IoT), Agile Networking, eLTE, and GSM-R; Making Travel More Convenient, Safer, Reliable and More Efficient

⑦ Education
Keywords: Smart Classroom, Converged Campus Network, HDPA; Huawei supports the digital education transformation in 80+ countries, 2800+ universities and research institutes and 5000+ K12 schools

⑧ Healthcare
Keywords: Huawei Smart Healthcare Solution includes eHospital, collaboration, telemedicine and Regional health. Huawei supports more and more European hospitals in building smart hospitals

⑨ Government
Keywords: E-government Cloud Data Center; National Information Backbone Network; E-government Metropolitan Area Network; Government Campus Network; Rural Inclusive Interconnection from Top to Bottom

⑩: *Country-preferred content*

Country Events

- Besides truck visiting, ICT Day, Workshop, and joint partner events are expected.
- Bottomline quantity of visitors
  - > Is 100 for France, Sweden, Finland, Spain, Germany, Switzerland, Turkey, Serbia, and Hungary
  - > Is 50 for Denmark, Portugal, Poland, the Netherlands, Luxembourg, Belgium, Norway, Bulgaria, Greece, Romania, Austria, the Czech Republic, and Ireland.
- Summary of each stop is requested; it must cover the data analysis, such as visitors' type, digital promotion, etc.

Enterprise Roadshow 2022 Highlights

Thank you.

Bring digital to every person, home and organization for a fully connected, intelligent world.

HUAWEI