

smart island WORLD CONGRESS

20-21 APRIL 2017
CALVIÀ, MALLORCA


Fira Barcelona

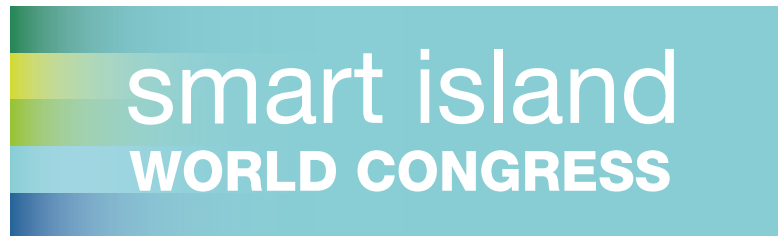
smart city expo
WORLD CONGRESS

**POWERING
ISLANDS
IN THE
GLOBAL
ERA**

www.smartislandcongress.com

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Smart Island World Congress

20 – 21 April 2017 in Calvià, Majorca

The Smart Island World Congress is a spin-off of the international Smart City Expo World Congress, which will be held for the first time from 20 to 21 April in Calvià, Majorca. The event will be organised by the City of Calvià, the General Council of Majorca and Fira de Barcelona, with the support of the Government of the Balearic Islands and UN-Habitat.

This event's predecessor is the Smart City Expo World Congress, an annual B2B event that has been held in Barcelona since 2011. After six congresses it has been established as the world's leading event on innovation and urban solutions.

Given its success and internationalisation, in 2013 Fira de Barcelona launched the development of local events around the world to meet the needs of each region.

Smart Island World Congress was founded with the aim of being the first international event on technology and innovation, focused on the economic and sustainable development of islands.

KEYNOTE SPEAKERS

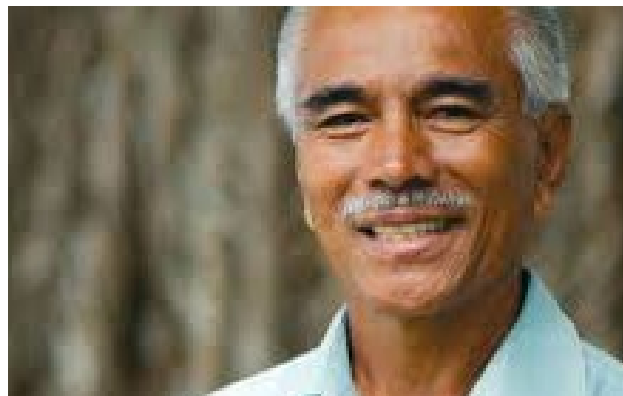
José Luis Rodríguez Zapatero

President of Spain government 2004-2011. Member of the Club de Madrid, the International Commission against Death Penalty and a Patron of the World Sustainable Development Forum. In Spain he is President of the Foro de Contratación Socialmente Responsable and patron of CERMI Mujeres.



Anote Tong

Former president of Kiribati, he is a global advocate on climate change and environmental protection, mainly rising sea levels and environmental refugees. Tong directed Kiribati's purchase of approximately 20 square kilometres of land in Fiji in 2014 as a contingency refuge for his people. President Tong has been awarded leadership and environmental prizes for his work both in environmental protection and his advocacy on climate change and its effects.



Parag Khanna

Parag Khanna is a leading global strategist, world traveller, and best-selling author. He is a Senior Research Fellow in the Centre on Asia and Globalisation at the Lee Kuan Yew School of Public Policy at the National University of Singapore. He is also the Managing Partner of Hybrid Reality, a boutique geostrategic advisory firm, and Co-Founder & CEO of Factotum, a leading content branding agency.



CONGRESS PROGRAM

Thursday 20 April 2017

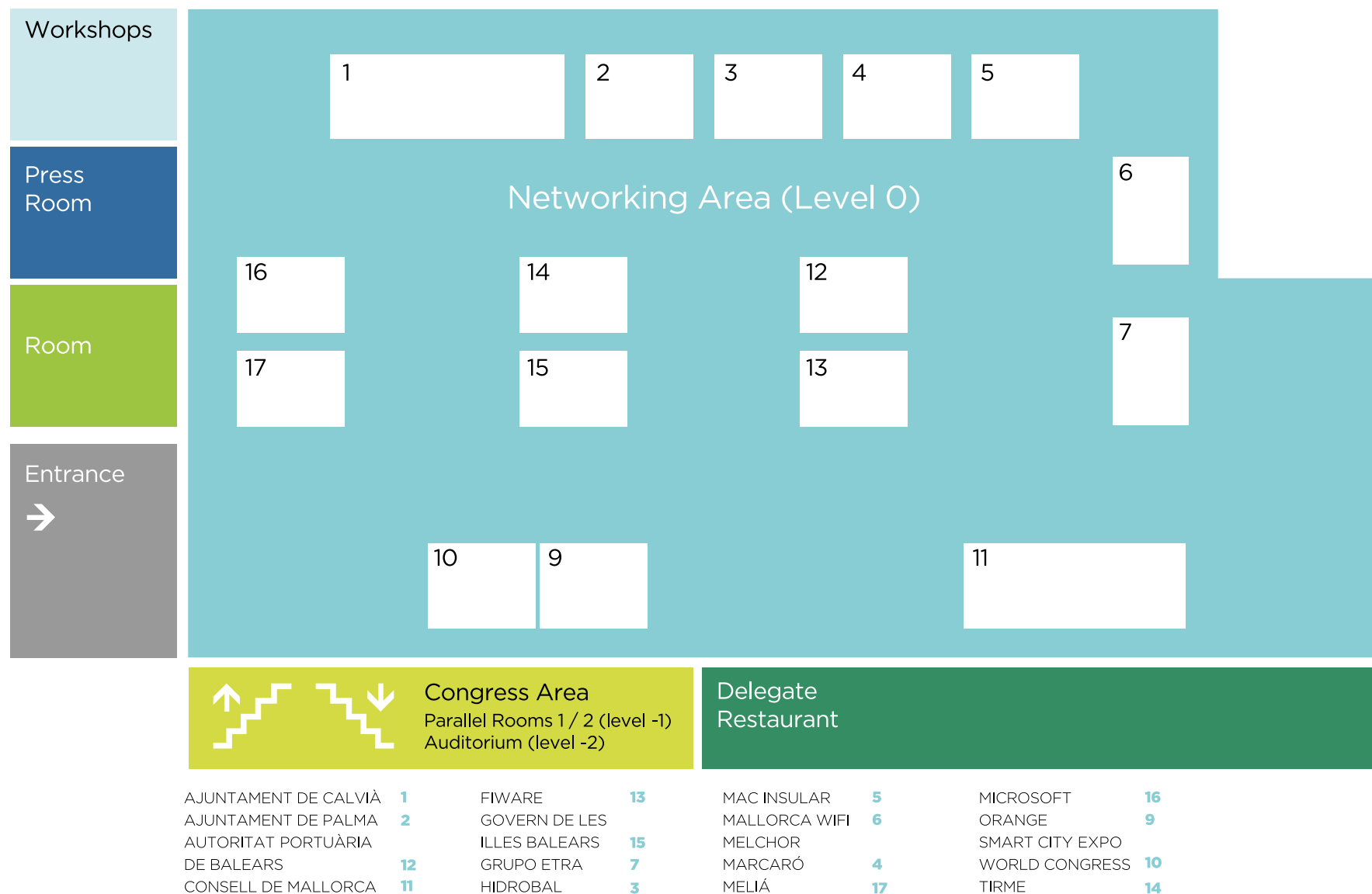
09:30 - 10:15	WELCOME SPEECH	
	Smart Island World Congress	AUDITORIUM
10:15 - 10:45	KEYNOTE JOSÉ LUIS RODRÍGUEZ ZAPATERO	
	Keynote Speech José Luis Rodríguez Zapatero	AUDITORIUM
11:00 - 12:15	PLENARY SESSION	
	Beyond Lonely Enclaves: Islands in a Connected World	AUDITORIUM
12:45 - 13:45	DIALOGUE	
	Pathways to Socio-Economic Development and Co-Operation Strategies	AUDITORIUM
13:45 - 14:30	KEYNOTE PARAG KHANNA	
	Small States, Small Islands, Small Cities: why Small is Smart is Best in the 21st Century	AUDITORIUM
16:00 - 17:00	PARALLEL SESSIONS	
	Smart Infrastructure in a Connected World	ROOM 1
	Sustainable Urban Development	ROOM 2
17:15 - 18:15	PARALLEL SESSIONS	
	Economic Competitiveness	ROOM 1
	Climate Change as a Global/Local Issue	ROOM 2
18:45 - 20:00	PLENARY SESSION	
	The Leading Role of Islands as Committed Examples Towards Sustainability	AUDITORIUM

CONGRESS PROGRAM

Friday 21 April 2017

09:30 - 10:45	PLENARY SESSION	
	Making it Happen: Change-Makers and Economic Development	AUDITORIUM
11:00 - 11:45	KEYNOTE ANOTE TONG	
	Pathways Towards Sustainability Anote Tong	AUDITORIUM
12:30 - 13:30	PARALLEL SESSIONS	
	Quality of Life and Population Change	ROOM 1
	Technology and Innovation: Disruptions in our Traditional Activities	ROOM 2
15:00 - 16:00	PARALLEL SESSIONS	
	Green Energy Management	ROOM 1
	Climate Change: Where Will We Go?	ROOM 2
16:15 - 17:15	PARALLEL SESSIONS	
	Roundtable: Attracting Talent and Start-ups	ROOM 1
	From Mature to Smart Tourist Destinations	ROOM 2
17:45 - 18:15	CLOSING SPEECH	
	Smart Island World Congress	AUDITORIUM

VENUE MAP



PARTNERS

GLOBAL SPONSOR & OFFICIAL EVENT HOST



Meliá Hotels International is one of the largest hotel companies worldwide, with more than 370 hotels operated under the brands Gran Meliá Hotels & Resorts, Paradisus by Meliá, ME by Meliá, Meliá Hotels & Resorts, INNSIDE by Meliá, Sol by Meliá and TRYP by Wyndham.

The high degree of globalization, a diversified business model and the consistent growth plan supported by strategic alliances and its commitment to responsible tourism are the major strengths of Meliá Hotels International, being the Spanish Hotel leader in Corporate Reputation and one of the most attractive companies to work worldwide.

SILVER PARTNERS



FIWARE is driving the definition and open source implementation of open APIs enabling creation of interoperable and portable smart solutions in different sectors. It is gradually becoming the open source platform of choice in Smart Cities, driving the creation of “de-facto” standards in the field and effectively establishing a Digital Single Market for Smart Cities. It not only enables a more efficient management of services provided to citizens but the transformation of cities/islands in engines of growth as enablers of an Economy of Data.



Microsoft (Nasdaq “MSFT” @microsoft) is the leading platform and productivity company for the mobile-first, cloud-first world, and its mission is to empower every person and every organization on the planet to achieve more. Microsoft CityNext empowers cities and citizens to unlock their potential by delivering innovative digital services that can help them lead safer and healthier lives, enriched by high-quality education. CityNext helps cities engage their citizens, empower city employees, optimize city operations and infrastructure, and transform and accelerate innovation and opportunity.



The Port Authority of the Balearic Islands is charged with facilitating spaces of general interest in the ports of Palma, Alcudia, Maó, Ibiza and La Savina, where it provides essential provisioning services and support for the socioeconomic and tourist activities of the Balearic Islands. It undertakes its activities at all times with efficiency and respect for the environment to set a high standard of quality and integration of port operations in the provision of basic and complementary services for people and companies. To achieve this objective, it adheres to the values that inspire all the activities in which the Port Authority is involved, including vocation for service, innovation, transparency, employee recognition and collaboration with stakeholders.



TIRME is the concessionaire of public service of waste treatment held by the Consell de Mallorca. The main functions of TIRME are to design, build and manage the 17 facilities of which the mentioned service consists. Thanks to the commissioning of these facilities, Mallorca has been the first territory in Spain to achieve zero waste disposal. The island is prepared to meet the new challenges set by the recently adopted EU action plan for the circular economy, which works on the same principle that we have been applying in Mallorca for years: there is no waste but rather resources that have to be used.

BRONZE PARTNERS

Ajuntament  de Palma

Palma city is the capital of the Balearic Islands, has an area of 208.63 km² with near 427,000 inhabitants. Palma has always been a strategic point in the Mediterranean and nowadays, thanks to its excellent communications by sea and air, it is a preferred destination in the European Union with about 13 million tourists a year. Thanks to its long tourist tradition, it is home to major international tourism companies, exporting technology and services to the whole world.

etra

GRUPOETRA is a global technology player, Centre of Excellence for Smart Cities thanks to its intense activity in R&D and innovation in Smart technologies. Its mission is to provide society with the most advanced solutions in mobility, lighting, energy, security and communications.

GRUPOETRA expertly combines the Smart City technological model with specific solutions that tangibly improve the quality of life of citizens and the efficiency in the use of resources -human, material, environmental ... - by urban services managers, be them public or private.

 **HIDROBAL**

We are a company in the environmental sector that manages all processes related to the complete water cycle: catchment, drinking water treatment, transport and distribution for human consumption with full health guarantees. The HIDROBAL model is based on the excellence of the service provided to all customers: households and companies. Our real strength is based on our adapting to suit the needs of all our customers, on constant technological innovation and proper knowledge management, as well as on the sustainable use of all available water resources.

At HIDROBAL we ensure proper water management from its catchment up to the point when it reaches our customers. We monitor and supervise the water treatment process from the water's natural state up to its complex social uses.



MallorcaWiFi.com offers a new Smart Island service to all the islands, cities and towns of the world than wish to transform their Destination into a Smart Destination.

With more of 23 year of experience and a lot of success projects in a new technologies, telecom services and infrastructure, wireless connectivity, mobile marketing and wifi media agency thanks to Bigdata, actually investing, managing and exploiting innovative, sustainable and scalable SmartWiFi projects in a public/private success collaboration model.

MallorcaWiFi enable a full technology innovation in economics, culture, social and environmental fields, without cost of maintenance, thanks to a disruptive service based in a network sustainability guaranteed through sponsorship agreements.

MallorcaWiFi have built Europe's largest Free WiFi public network, here, in Mallorca! a real success project.



The client that hires Melchor Mascaró is hiring a reference in its activity sectors, singular buildings, infrastructures, environmental management and landscaping, a company that adopts an attitude of total involvement in the projects in which it participates, due to its technical training, its Approach to the needs of the client and prepared to assume great challenges with its own resources, without losing sight of its roots in the Balearic society and its commitment to sustainability. Melchor Mascaró, Company associated to the United Nations Global Compact



With a value generation project based on the convergence, innovation and quality of services, Orange is the leading alternative operator in the telecommunications market.

Orange develops efficient solutions in the field of IoT and Big Data, based on using ICT as a tool to achieve more interactive, efficient and sustainable cities, homes and businesses, and as a leading technology partner in Smart Cities for public administrations and companies, in designing and adopting digitalization strategies to compete efficiently in the global market.

HOSTS AND ORGANISERS



Calvià Town Council is responsible for the local administration of the municipality. This eminently coastal municipality, the gateway to the Sierra of Tramuntana, has a population of around 50,000 inhabitants and an area of some 14,500 hectares. Its economy is primarily based on tourism. The Mayor and corporation president is Alfonso Rodríguez Badal.

Among the Smart City objectives and initiatives, Calvià puts a priority on the efficient use of energy and respect for the environment, improving pedestrian and vehicle mobility, strengthening business management, implementing collaborative technological environments with its citizens, and promoting their quality of life.



The Government of Mallorca is working to reduce the seasonality through the promotion and information of the cultural heritage, contemporary art and culture, gastronomy and sport training base. Reaching this goal would mean an increase of the quality of our tourism and a revitalization of the local economy. In order to achieve this goal Mallorca's Government has designed the Smart Mallorca project.

"Smart Mallorca" promotes the use of information and communication technology (ICT) in order to improve the touristic offer, the services for citizens, the sustainability of resources and the contact between the society and the government.

The main initiatives are the Smart tourism platform, a big and open data platform, Smart building, Smart parking, Smart weather, Smart traffic and Smart emergency response system, which involves multiple projects throughout the Island to feed these lines of action.



GOVERN
ILLES
BALEARIS

The Government of the Balearic Islands works in different areas to make the region become a Smart Destination in order to effectively improve the economic model, as well as to contribute to a more sustainable tourism.

Combating climate change and preserving the environment constitute a fundamental axis in our strategy, as evidenced by the first Climate Change Act of the Balearic Islands currently being drafted and the adoption of the Sustainable Tourism Tax. Our plan also foresees other specific measures, such as promoting innovation, with government subsidies and support to professionals, and improving access to broadband internet to all municipalities in the Balearic Islands.



Smart City Expo World Congress is the leading event for cities, committed to boosting the implementation of all global agendas and supporting the development of our cities. Since its first congress in 2011, it has turned into an exceptional discussion and business platform to connect governments, companies, entrepreneurs, research centers and innovators around the world who are working to tackle similar urban challenges and generate opportunities for action.

The Congress provides the opportunity to share knowledge with prestigious speakers and the global industry, and the exhibition gives participants the opportunity to see projects and technologies and connect all points of the ecosystem of a smart city. It allows them to network, sell, present projects and solutions and to do business.



Fira Barcelona

Fira Barcelona is one of the most important institutions in Europe for the experience of organizing trade shows, congresses and conferences, venue management and leadership.

Founded in 1932, it organizes and hosts trade shows and congresses every year, covering the main sectors of the economy as well as numerous corporate, social and cultural events.

Fira Barcelona not only operates in its host city but also internationally. It has operated venues and developed events in countries like Mexico, Qatar, Ethiopia, Cuba, Morocco, Turkey, Argentina, Canada, Colombia, Russia and Japan.

Its annual contribution to the city's economy is estimated at about 2,600 million euros and its activity also generates social and public value.

#SmartIsland  

Download the Smart Island World Congress App:



Free WiFi
Network: Smart Island

Global Sponsor and Official Event Host:

MELIÀ HOTELS
INTERNATIONAL

Visitors Information:

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Info@firabarcelona.com

Mon – Fri. 8:00 am – 8:00 pm

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