

JOIN THE CONVERSATION IN THE USA PAVILION

Hall 3, Stand D40

Tuesday, November 5

10:30am **Bottom up, a must for Smart Cities**

-11:15am

- **Moufid Charafeddine**, Inframappa, CEO/CTO

The Smart City concept has evolved, but progress remains limited. Successful Smart Cities must integrate efforts using a bottom-up approach. This session explores global initiatives in cities, including Barcelona and Amsterdam.

12:00pm **Global Entry: Tips & Incentives for Startup Market Entry in the U.S.**

-12:45pm

- **Michael Kowski**, McKinney Economic Development Corporation, CEO
- **Gloria Salinas**, Frisco Economic Development Corporation, Senior Vice President
- **Michael Olmsted**, Plug and Play Tech Center, Chief Revenue Officer
- **Jennifer Sanders**, North Texas Innovation Alliance, Executive Director

This session offers tips for entrepreneurs entering the U.S., focusing on economic incentives and opportunities in North Texas. Panelists will share case studies on successful and challenging expansions, discuss cultural nuances, funding models, partnerships, and resources, providing practical guidance for startups aiming to succeed in the U.S. market.

1:00pm **Smart Solutions for One Water – Part 1**

-1:45pm

- **David McDonough**, WSSC General Manager's Office, Deputy General Manager, Mission Support
- **Josh Mah**, Piscataway Bioenergy, Plan Engineering Manager
- **Caroline Nguyen**, Innovation, Technology, & Research, Principal Scientist
- **Natosha Morris**, Utility Services, Learning Development Scientist

Join WSSC Water's Smart One Water team for a discussion on leveraging SMART solutions in the water industry. As one of the largest U.S. providers, WSSC will explore bioenergy, innovative technologies, sustainability, and community partnerships in their top initiatives.

2:00pm **Extending Data Intelligence and Access to Everyone and Anywhere**

-2:30pm

- **David Bissainthe**, Analytics Intell, CEO
- **Ramon Mendoza**, Analytics Intell, Chief Information Technology

Extending data intelligence and access to everyone, anywhere regardless of technical skills.

2:40pm **Women In Tech: Tackling Smart Cities Across the U.S.**

-3:25pm

- **Jennifer Sanders**, North Texas Innovation Alliance, Executive Director
- **Tiana McNeil**, T-Mobile, Program and Business Development Director
- **Michelle James**, CTIA, Vice President Strategic Industry Programs
- **Valeria Chang**, Curiosity Lab of Peachtree Corners, Managing Director

This panel features women leaders in U.S. smart cities, working across various tech sectors. They will share their leadership journeys, discuss women supporting women, and offer advice on navigating the industry.

3:30pm **CFI is the new RFI**

-4:00pm

- **Chris Foreman**, Marketplace.City, CEO

A global Call for Innovation accelerates procurement and drives urban innovation, as demonstrated by successful initiatives in Dallas County, TX. Los Angeles, CA and Burbank, CA. This sessions showcases how the North Texas Innovation Alliance and Peachtree Corners streamline CFI processes and foster smart city advancements.

4:15pm **USA Pavilion Ribbon Cutting Ceremony**

-4:30pm

Join the U.S. Department of Commerce and the U.S. Mayoral Roundtable as they welcome U.S. Mayors to the event and officially open the USA Pavilion!

4:30pm **USA Pavilion Networking Hour**

-6:30pm

USA Pavilion Experience Host, Marketplace.City welcomes you to network with prominent stakeholders from the U.S.

Wednesday, November 6

9:30am **Open For Business: Why Innovative Companies are Moving to Fort Worth**

-10:15am

- **Robert Sturns**, City of Fort Worth, Director of Economic Development
- **Kelly Baggett**, City of Fort Worth, Innovation Coordinator
- **Cherie Gordon**, City of Fort Worth, Economic Development Coordinator

Fort Worth, Texas is the 12th largest and fastest-growing large city in the U.S. With that growth comes an opportunity for the city to position itself as a hub for innovative companies doing exciting work – particularly in the energy, manufacturing, and mobility sectors.

10:30am
-11:00am

Revolutionizing Smart Cities with LLMs: A Paradigm Shift

• **Leeland Zhang**, Spesland Inc., CEO

Large Language Models (LLMs) will transform smart city operations by analyzing vast urban data, providing real-time insights, and enabling predictive analytics. LLMs improve efficiency through automation and data-driven decision-making, streamlining tasks like generating reports and visualizations. As cities adopt LLMs, data privacy challenges must also be addressed.

11:15am
-12:00pm

Start your (Innovation) Engines! Building a Future Resilient Workforce

- **LaKeshia Raynor**, Dallas College, Director Workforce Development and Apprenticeships
- **Meghna Tare**, University of Texas - Arlington, Chief Sustainability & Economic Dev. Officer
- **Kelly Bagget**, City of Fort Worth, Innovation Coordinator
- **Yumna Bham**, North Texas Innovation Alliance, Director of Strategic Partnerships

This panel explores programs and funding for Texas' future workforce through innovation and upskilling. Leaders from public, private, and university sectors will discuss efforts like the Texoma Innovation Engine and Fort Worth healthcare partnerships. Attendees will learn about initiatives fostering workforce readiness, social inclusion, and regional growth solutions.

12:15pm
-12:45pm

Augmented Reality for Inclusive Urban Development

• **Dana Chermesh-Reshef**, inCitu, Founder & CEO

Urban planning must prioritize inclusion amid challenges like climate change and housing shortages, but a trust crisis hinders progress. Augmented Reality (AR) can bridge this gap by visualizing future developments. inCitu's AR toolkit fosters collaboration, enabling better conversations, compromise, and participation in shaping a shared urban future.

1:00pm
-2:30pm

Seeking Innovation: Smart Cities Global Startup Challenge

Join North Texas Innovation Alliance Members and Curiosity Lab of Peachtree Corner as they listen to international startups pitch real-world smart city solutions. Winner will be announced on-site at the end of the program!

2:45pm
-3:30pm

International Innovation in the United States: 5G-Powered Smart City

- **Shayne Rose**, Juganu, Vice President North America
- **Claudiu Tanasescu**, Solid-3D, CEO
- **Meelis Antont**, Clevon, Chief Operating Officer
- **Tiana McNeil**, T-Mobile, Program and Business Development Director

This panel features three international startups that piloted their technology at Curiosity Lab at Peachtree Corners with T-Mobile's 5G. Panelists will discuss real-world testing benefits, key successes, and how 5G boosts tech performance for smart cities. T-Mobile will highlight their role in supporting startups' U.S. market entry and technology development.

3:45pm
-4:15pm

Global Reach, Local Impact: The Economic Power of Strategic Alliances

- **Pedro Turushina**, Hispanic Chamber of Metro Orlando, President & CEO
- **Juan Quiroga**, JCQ Services, President & CEO
- **Laureen Martinez**, Orlando Economic Partnership, Vice President of Communications

Discover how strategic partnerships drive economic growth globally and in Central Florida. Regional leaders will share insights on collaborations shaping innovation, fostering sustainable development, and advancing smart city initiatives. This session highlights how Central Florida's efforts contribute to a broader global impact on economic and urban development.

4:30pm
-6:30pm

USA Pavilion Networking Hour

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Thursday, November 7

11:00am
-11:45am

Flying to the Future: How the DFW Airport is Preparing for Regional Growth

- **Jodie Brinkerhoff**, DFW Airport, Vice President of Innovation
- **Carlo Capua**, City of Fort Worth, Chief Strategy of Innovation

Dallas Fort Worth International Airport (DFW), the world's 3rd busiest airport, is undergoing a \$9 billion transformation, including the new Terminal F. DFW's Innovation team explores emerging technologies to enhance security, sustainability, and mobility. Join us to learn about DFW's growth and future travel innovations.

12:00pm
-12:45pm

Smart Solutions for One Water - Part 2

- **David McDonough**, WSSC General Manager's Office, Deputy General Manager, Mission Support
- **Joshua Mah**, Piscataway Bioenergy, Plant Engineering Manager
- **Caroline Nguyen**, Innovation, Technology, & Research, Principal Scientist
- **Natosha Morrisn**, Utility Services, Learning Development Scientist

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