



17 – 19 November 2015
www.smartcityexpo.com

Jointly held with BcnRail plus the new Smart Mobility zone putting the spotlight on mobility

Smart City Expo brings together 500 cities, 450 exhibitors and 400 speakers at its biggest edition

The 2015 edition of the Smart City Expo World Congress (SCEWC) is the biggest ever, hosting the representatives of 500 cities, 450 exhibitors and 400 speakers. Over the three-day event, Fira de Barcelona's Gran Via Exhibition Centre will be hosting some of the top experts in urban development and many of the cities that are spearheading this urban transformation on a global level, combining disciplines such as mobility, technology, energy efficiency, the environment, demographic management, urban planning and the knowledge economy.

The presence of representatives from some 500 cities on five continents will turn Barcelona into the world's smart city capital between 17 and 19 November. Cities with their own stands to showcase their projects and solutions include Adelaide, Istanbul, Hamburg, Helsinki, Jerusalem, Kyoto, New York, Paris, Singapore, Tel Aviv and Vienna. The show is also being attended by government delegations from South Korea, Estonia, Denmark, India, Mauritius and the United Kingdom.

In addition, 450 companies will be showcasing the latest urban solutions as well as the different platforms for integrated smart city management. The company profile ranges from start-ups – with around 70 in attendance – to multinationals such as Amazon, Audi, Airbnb, Cisco, Engie, FCC, Ferrovial, Fiware, Google, IBM, Microsoft, SAP, Siemens, Telefónica and Thyssen-Krupp.

Ramón Roca, the show's president, believes that *"the exponential leap made by the 2015 Smart City Expo World Congress endorses the work we have been doing all these years and represents the consolidation of the event as the international summit of reference in the field of urban innovations and solutions"*. This impression is echoed by the event's director, Ugo Valenti, who claims that *"no other event of this kind is capable of bringing together so many cities and companies and attracting so much talent, something that confirms the success of an event model that manages to combine business and knowledge and drive forward new projects."*

The Congress programme features 400 speakers across over 40 sessions divided into six core themes: Technology, Society, Governance; Sustainability, Mobility, e Innovation & Startups. Some of the standout speakers include economists Edward L. Glaeser (Harvard) and Pankaj Ghemawat (New York University); and technology experts Juliana Rotich, co-founder of a collaborative platform for monitoring crisis situations, and Beth Simone Noveck, director of the Governance Lab and previously responsible for Barack Obama's White House Open Government Initiative.

Cities with delegations include Bombay, Helsinki, New York, Seoul, Tel Aviv and Vienna

Ed Glaeser, Pankaj Ghemawat, Juliana Rotich and Beth Simone Noveck are among our standout speakers

The World Smart City Awards have received over 209 entries from 52 countries in the three awards categories



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The fifth edition of the summit on smart cities features 350 speakers

Edward Glaeser, Juliana Rotich, Beth Simone Noveck and Pankaj Ghemawat, keynotes at Smart City Expo

The fifth edition of the Smart City Expo World Congress boasts some top speakers such as economists Edward L. Glaeser (Harvard), Pankaj Ghemawat (New York University), technology experts Juliana Rotich, co-founder of Ushahidi.com, a collaborative platform for monitoring crisis situations, and Beth Simone Noveck, director of the Governance Lab and former head of the White House Open Government Initiative.

The Congress programme features 350 speakers in four keynote speeches and over 40 sessions divided into six core themes: Technology, Society, Governance, Sustainability, Mobility and Innovation & Startups – turning the Smart City Expo World Congress into the most outstanding platform of urban knowledge on the international scene. The Congress will also be attended by the chief executive of Audi, Rupert Stadler, who will explain how the German brand will be tackling the future of transport.

The first keynote speech speaker is economist and Harvard professor Ed Glaeser. The author of *Triumph of the City* is regarded as the world's top expert on city-based economies. His lines of research range from growth strategies and economic resilience to housing markets and the problems of segregation. His latest studies associate urban population density with productivity and the increase in people's life satisfaction.

IT expert Juliana Rotich, a member of World Economic Forum's Global Agenda Council on Data Driven Development, will also be a keynote speakers. Her task involves putting technology at the service of citizens in developing countries. As a result of this she founded ushahidi.com, an online platform for crisis reporting and information and for supervising electoral processes, which has already been used in 159 countries. It was also responsible for creating the BRCK, a low-cost, battery-run portable internet router.

The director of the Governance Lab, Beth Simone Noveck, is a respected expert in new open governance models. Having been responsible for the White House Open Government Initiative, she is now investigating new governance models that improve people's lives and transform existing government systems. The GovLab designs and tests technology, policies and strategies to achieve more open and collaborative structures that facilitate conflict resolution and decision-making.

The final keynote speaker is the economist who specialises in globalization and emerging markets, Pankaj Ghemawat. A member of the faculty of Harvard Business School for 25 years, he became the youngest-ever full professor at the university and also the youngest member of the 25 management gurus on the 2008 list published by The Economist. Ghemawat's books include *Commitment*, *Games Businesses Play*, *Strategy* and *the Business Landscape and Redefining Global Strategy*.

Circular economy

One of the new features of the next edition of the event is a symposium on the circular economy, a system that opts for redesigning economic and production processes to focus them on reutilizing and taking the maximum advantage of materials and resources. This type of economy is in stark contrast to the current linear economy that perpetuates a production and consumer structure based on the extraction, manufacture, use and elimination of products, which many experts agree has reached the end of its useful life. The organization is also collaborating with the Ellen MacArthur Foundation, one of the leading institutions behind the paradigm shift in the Western economy.



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The Barcelona summit is expecting the biggest international participation since it started

Smart City Expo World Congress 2015 brings together over 500 cities from five continents

Over the course of the three-day event, Barcelona will become the capital of Smart Cities. Representatives of around 500 cities from five continents will be converging on the city to discuss the challenges of the urban transformations they need to tackle in the near future to guarantee the sustainability of our societies. The Smart City Expo World Congress will provide the necessary resources to combine ideas and tools from disciplines such as mobility, technology, energy efficiency, urban planning and the knowledge economy.

The presence of representatives from some 500 cities on five continents will turn Barcelona into the world's smart city capital between 17 and 19 November. Some of the cities with their own stands to showcase their projects and solutions include Adelaide, Berlin, Dubai, Istanbul, Hamburg, Helsinki, Jerusalem, Kansas City, Kyoto, New York, Paris, Puebla, Singapore, Tel Aviv and Vienna.

These cities will also be playing a part in the congress, explaining their plans and projects to delegates alongside representatives of local administrations. Notable speakers include Matthew Pencharz, environment advisor to the mayor of London; Jean-Louis Missika, deputy mayor for urban planning of Paris; Anastasiya Rakova, deputy mayor of Moscow; John Barros, chief of economic development for Boston; and Minerva Tantoco, chief technology officer of New York.

The show is also being attended by government delegations from South Korea, Estonia, Denmark, Finland, France, India, Israel, Mauritius and the United Kingdom. In this respect, the presence of the Indian Minister of Development, Venkaiah Naidu, is particularly noteworthy, who will be giving a detailed explanation of his government's plans to build around a hundred cities along the new industrial corridor between New Delhi and Mumbai with the intention of setting a benchmark in urban habitability.

Apps and Start-ups

Among the programmes designed for cities that will culminate at the Smart City Expo World Congress is the Startup4cities project promoted by the Spanish Smart Cities Network (RECI). This is an initiative for promoting entrepreneurship in Spain and Portugal to provide a solution to the new challenges posed by smart cities. The cities in the RECI have offered entrepreneurs the chance to test their products and services in urban scenarios in exchange for direct access to innovative solutions as the pioneers of their implementation. Thus the SCEWC will be presenting the top 12 Spanish projects selected from the 94 submitted as candidates.

Another project that will reach completion at the Smart City Expo World Congress is the first edition of Smart City App Hack, a project intended to create a global network of smart cities facing similar challenges with a common vision: turning the cities themselves into the creators of solutions, empowering them to create the apps that will improve their cities. At this first edition, 11 cities (Portland, San Francisco, New York, Phoenix, Helsinki, Ghent, Barcelona, Berlin, Lyon, Dubai and Hong Kong) have participated in creating up to 164 apps based on urban mobility, energy and emissions, retail, culture, tourism and collaborative cities. The 15 finalists will be presented at the Barcelona event along with the five winning apps of this international competition.

There will also be a special session at the congress on mobility, involving Audi's chief executive Rupert Stadler, the mayor of Somerville (Massachusetts, USA), Joseph Curtatone, and Alain Flausch, the general secretary of the International Public Transport Association.

BcnRail and Smart Mobility

The fifth edition of BcnRail, which takes place at the same time as SCEWC, is focusing attention on the issue of sustainable mobility and will be located within the new Smart Mobility area. *Smart* technologies, access to new markets and international projects and freight logistics will be the key themes on the agenda at the BcnRail Congress, the show's programme of technical seminars which features some 60 speakers from all over the world. Issues such as new ticketing systems, energy efficiency, cybersecurity and the European Union's Shift2Rail programme to promote innovation are just some of the aspects they will be discussing.

A new economic recipe

One of the new features of the next edition of the event is a symposium on the circular economy, a system that opts for redesigning economic and production processes to focus them on reutilizing and taking the maximum advantage of materials and resources. This type of economy is in stark contrast to the current linear economy that perpetuates a production and consumer structure based on the extraction, manufacture, use and elimination of products, which many experts agree has reached the end of its useful life. The organization is also collaborating with the Ellen MacArthur Foundation, one of the leading institutions behind the paradigm shift in the Western economy.

Apps, solutions and awards

The activities planned for this year's Smart City Expo World Congress include the Smart City Plaza, a reproduction of a city zone of over 2,000 sq. m located in the centre of the show, which features around twenty urban solutions and technologies that illustrate the ideal Smart City. For the 2015 edition of SCEWC, a *call for solutions* was announced for companies that wish to showcase their technologies in a real-life environment. Of the hundred or so proposals received, 12 have been chosen to exhibit in the Smart City Plaza. Similarly, a *call for apps* was also made, again with more than 100 applicants of which a dozen have been chosen to exhibit in the same space.

Among the solutions and apps that will be on show at the event is the first driverless microbus, which will start operating next year in Singapore and California; an electric bicycle system capable of doubling the logistics productivity of the latter; an urban navigation system using beacons that informs people with impaired vision about the different features, obstacles and situations around them by mobile phone; a system of charging electric cars integrated in the public street lighting system, and various urban uses of drones.

The Smart City summit will also be recognizing the most advanced projects and the most innovative initiatives on a global scale with the World Smart City Awards. The winners of the three awards in the categories of Initiatives, Projects and Innovative City will be announced on the evening of 18 November at the show's gala dinner.

The most mobile city

Now in its fifth edition, the SCEWC has reached a collaboration agreement with the entrepreneurial programme 4YFN (Four Years From Now) of Mobile World Capital Barcelona and GSMA to design the programme of presentations on innovation and start-ups. The conferences will put a special focus on solutions based on mobile technologies with the aim of encouraging entrepreneurs in the field of smart cities and promoting the scalability of projects to maximize their global impact. Furthermore there will be a special exhibition area set up – the 4YFN Village – plus an urban edition of the 4YFN Awards to recognize the most innovative projects.

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