

Smart City Expo World Congress 2019

New approach, new opportunities

Customer orientation is one of the main ambitions in ITEA. Innovation has no purpose unless it results in exploitation and, for exploitation to work, the results should address customer's needs. We therefore started organising the ITEA customer and end-user workshop in 2015, and with success. Since then, a high number of ITEA projects are based on the needs expressed during these workshops.

Another main ambition is business impact and (preparations for) this can already start during the project lifetime. Furthermore, the ITEA Community has requested to have more customers at ITEA events.

That is why ITEA has decided to target several commercial events, and Smart City Expo World Congress (SCEWC) taking place on 19-21 November at Fira in Barcelona, is the first one that we will attend with a set of 12 ITEA projects. This event provides a perfect opportunity for these projects to present their results to potential customers and for the cities and other visitors to discover the latest trends in the domain of Smart cities.

Exhibiting ITEA Projects are:

- APPSTACLE
- BIMy
- CitiSim
- DANGUN
- ESTABLISH
- I2PANEMA
- MOS2S
- PARTNER
- POLDER
- PS-CRIMSON
- SOLOMON
- SPEAR

SCEWC - Cities made of dreams

SCEWC is the leading international event for the smart urban solutions industry, the key meeting point for experts and leaders of the world's most innovative cities, companies, research centres and international organisations. Over 25,000 professional visitors are expected, with over 1,000 exhibitors, along with high level



representatives from more than 700 cities and over 400 international speakers that will share their vision of how to build more sustainable and liveable urban environments: Cities made of dreams. This year's edition will have five focus areas: Digital Transformation, Urban Environment, Mobility, Governance & Finance and Inclusive & Sharing Cities.

Discover innovation

To strengthen the customer orientation and the exploitation of the innovations developed by the ITEA R&D Community within the ITEA projects even more, we have designed the Innovation Discovery, dedicated guided tours based on a customer's need. The target is:

- to understand the customer's innovation challenges;
- to identify some unique results developed by the ITEA projects that can contribute to solving these challenges; and
- to help the customer to exploit some ITEA innovations with the support of partners from the ITEA Community.

Innovation trends for Smart Cities

On Thursday 21 November, from 9:00-11:00, ITEA will organise a Smart City innovation session in room 1.4. Area CC1. During this side event, ITEA project partners of Smart Cities R&D projects will share the latest ideas and developments for new Smart City services. New technology and its impact will be explained from a user point of view. This ITEA side event is open to all SCEWC visitors and is being set up especially for all stakeholders of a city to discover the latest innovative solutions to their current Smart City challenges.

International Smart City Business Forum

On 18 November, the day prior to the SCEWC, the International Smart City Business Forum will be organised at the World Trade Centre in Barcelona. This forum is a partnership between the Netherlands and the Nordic countries, supported by ITEA and has the purpose to provide government, city representatives, start-ups, SMEs, corporates, experts and investors with a platform to initiate long-term partnerships.

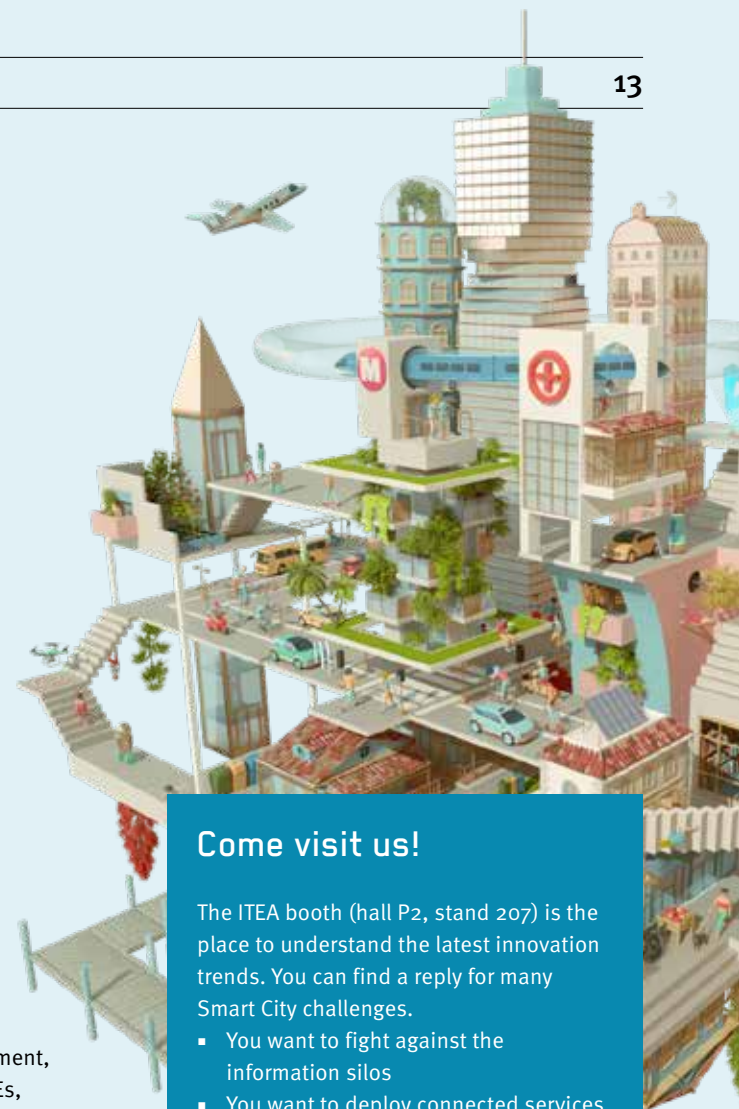
Organisations and cities from all over the world will gather to establish new alliances and build on existing ones. Innovators and experts will share their solutions and it will be a great opportunity for investors with a Smart City focus to find investment opportunities.

The programme will consist of inspiring keynotes, thematic panel sessions and a high number of interactive workshops. Additionally, there will be possibilities for matchmaking sessions throughout the day. ITEA Chairwoman Zeynep Sarilar and Vice-chairman Philippe Letellier will have a keynote speech during which several Smart City innovations from ITEA projects shall be highlighted. In addition, the projects participating in the SCEWC exhibition will contribute to several panel sessions and workshops.

More information

<http://www.smartcityexpo.com>

<https://itea3.org/smart-city-world-expo-congress.html>



Come visit us!

The ITEA booth (hall P2, stand 207) is the place to understand the latest innovation trends. You can find a reply for many Smart City challenges.

- You want to fight against the information silos
- You want to deploy connected services in your city
- You want to enhance the mobility in your city
- You want your city to be safe
- You want to offer a secure open platform for health data of your citizens
- You need to enhance the e-Democracy in your city
- You want to protect the commercial activity in the centre of your city
- You want to master (security, taxes, shared services) the key buildings in your city
- You need to master indoor as well as outdoor air quality
- You need to strengthen the sporting & cultural events in your city
- You need to optimise the energy consumption in your industrial buildings
- You need to enhance the efficiency and sustainability of your port in your city