



Our Booth Activities @ Smart City Expo Barcelona 2023

Hall P2, Street C, Stand 91



ACTIVITY OVERVIEW

Tuesday, 07 th November 2023	Wednesday, 08 th November 2023	Thursday, 09 th November 2023
<p>10:00 – 10:45 Presentation</p> <p>Meet BAVARIA – enjoy our Mobility & Smart City Booster with (Fun) Facts, Innovation Insights and much more Invest in Bavaria</p>	<p>10:00 – 10:45 Presentation</p> <p>Smart City Berlin – more Space for Innovation Berlin Partner</p>	<p>10:00 – open end Pitch Session</p> <p>Rapid Pitching Germany Trade & Invest</p>
<p>11:00 – 11:45 Presentation</p> <p>Germany Works. Expanding to Germany: Success Stories. Germany Trade & Invest</p>	<p>11:00 – 11:45 Presentation</p> <p>Making Hessen Smart – Together Hessen Trade & Invest</p>	
<p>12:00 – 12:45 Presentation</p> <p>¡Eso es Turingia! Smart Region in the Center of Germany & Europe Invest in Thuringia</p>	<p>12:00 – 12:45 Matchmaking</p> <p>„Meet the German Cities“ Germany Trade & Invest</p>	
<p>14:00 – 14:45 Presentation</p> <p>Hype or Hope – How THE LÄND contributes to a New Urban Era by Smart Mobility Solutions. Baden-Württemberg International</p>	<p>15:00 – 15:45 Presentation</p> <p>Sustainable urban transition in Saxony Invest in Saxony</p>	
	<p>16:00 – 16:45 Presentation</p> <p>7 German Smart Cities/Regions: Successes, Challenges & Opportunities NRW Global Business</p>	
	<p>17:30 – 19:00 Networking</p> <p>„German Feierabend“ The Afterwork Get-together German Pavilion</p>	

PRESENTATION DETAILS

Tuesday, 07th November 2023

10:00 - 10:45

Meet BAVARIA – enjoy our Mobility & Smart City Booster with (Fun) Facts, Innovation Insights and more / Invest in Bavaria

Panelists:

- Nicolai Harnisch / Bayern Innovativ, Connected Mobility
- Marc Kolbe / Bayern Innovativ, Smart Cities & Regions
- Dr. Mara Cole / City of Munich

Moderation: Katharina Kees / Invest in Bavaria

11:00 - 11:45

Germany Works. Expanding to Germany: Success Stories. / Germany Trade & Invest

We talk with three investment facilitators from GTAI about companies they have helped expanded successfully to Germany. The experts for mobility, digitization, AI and energy will provide insights into market developments in Germany and highlight opportunities for international businesses.

This interactive session provides valuable information on the wide range of funding opportunities in Germany and tips on doing business in Germany, such as how to set up a business entity. The session will round off with an opportunity for the audience to pose questions to the panel. If you're interested in expanding your business to Germany, don't miss this session!

Panelists:

- Thomas Grigoleit / Germany Trade & Invest, Director Energy, Building & Environmental Technologies
- Christoph Mester / Germany Trade & Invest, Mobility Expert
- Asha-Maria Sharma / Germany Trade & Invest, Digitization & AI Expert

Moderation: Robert Compton / Germany Trade & Invest, Smart City Expert



PRESENTATION DETAILS

Tuesday, 07th November 2023

12:00 - 12:45

¡Eso es Turingia! – Smart Region in the Center of Germany & Europe / Invest in Thuringia

- SMARTinFeld / Jan Bose, Alpha Omega
- Smart City Jena

14:00 - 14:45

Hype or Hope – How THE LÄND contributes to a New Urban Era by Smart Mobility Solutions. / Baden-Württemberg International

Against the background of public policies on sustainability, climate protection & adaptation, as well as digitization, this BW_i Session aims at showcasing and discussing good practice on smart mobility solutions „made in THE LÄND“. Evenmore it serves as a platform for strengthening international cooperation, safeguarding of skilled labour, and fostering visibility of Baden-Württemberg. Panelists from science, economy, and regional associations are going to share their insight and knowledge.

Panelists:

- Pia Laborgne / ITAS - KIT Karlsruhe Transformation Center for Sustainability and Cultural Change
- Ralph Schlusche / Verband Region Rhein-Neckar, Director of the Association
- Melina Kreischer / Product Manager Data-Driven mobility @Mercedes-Benz AG
- Maren Frankemölle / Head of Sales & Marketing, DigiPark GmbH

Moderation: Jenny Atmanagara / BW_i



PRESENTATION DETAILS

Wednesday, 08th November 2023

10:00 - 10:45

Smart City Berlin – more Space for Innovation / Berlin Partner

The panel is focusing on the ecosystem for innovation of the German capital and will highlight its unique characteristics and particularities. Two of the leading figures in public administration responsible for urban development and digitalization will cast a light on how they shaped the framework that made Berlin a hotbed for innovation. To make the approach tangible on the cities' 'sites of the future' Siemensstadt Square will serve as a prime example of how urban development and the establishment of living labs to find answers to the challenges of our times go hand in hand.

Panelists:

- Stefan Kögl / Siemensstadt Square
- Thomas Krause / Senate Department for Economic Affairs, Energy and Public Enterprises Berlin
- Manfred Kühne, Senate Department for Urban Development, Building and Housing Berlin

Moderation: Wolfgang Korek / Berlin Partner for Business and Technology Head of Unit for Energy | Environment | Smart City

11:00 - 11:45

Making Hessen Smart – Together / Hessen Trade & Invest

- Smart City Wiesbaden: Innovations for a connected Future / Dr. Thomas Ortseifen, City of Wiesbaden
- How does a city become smart? From setting up the LoRaWAN infrastructure via the sensor to visualisation / Andreas Wunsch, m2m Germany GmbH
- [ui!] AGORA – the marketplace for aspiring and evolving smart cities and communities / Daniel Bergmann, Urban Software Institute
- Open Mobility App: Aggregation of Mobility Services in a Smart City / Judith Schultze, EDAG Group
- White Book Smart City Darmstadt: Lessons learned and success factors for Smart Cities / Christian Illinger & Christopher Voss, Digitalstadt Darmstadt

PRESENTATION DETAILS

Wednesday, 08th November 2023

15:00 - 15:45

Sustainable urban transition in Saxony / Invest in Saxony

- This is how we do it: Sustainable urban transition in Saxony / Klaudia Wackermann, Invest in Saxony
- Dresden: Tomorrow's Home - Development via Smart City Pilots / Michael Anz, Uwe Richter, City of Dresden
- Preparing Cities for Heat Resilience with a Sensor Based Solution - KLIPS Dresden / Matthias Müller, Pikobytes
- Bike Sharing as part of smart public transport in Dresden, Saxony / Mareike Rauchhaus, Nextbike

16:00 - 16:45

7 German Smart Cities/Regions: Successes, Challenges & Opportunities / NRW Global Business

- City of Bielefeld / Jens Edler, Head of Digital Transformation Office
- City of Bochum / Helge Tönshoff, Project Manager
- City of Dortmund / Kurt Pommerenke
- City of Duisburg / Martin Murrack, City Manager & City Treasurer
- City of Essen / Daniela Reuther, Smart City Consultant
- City of Gelsenkirchen (N.N.)
- City of Metropolitan Region / Rebecca Großmann, Project Manager Internationalisation

EVENT DETAILS

Tuesday, 07th November 2023

12:00 - 12:45 – Matchmaking Event

„Meet the German Cities“ / Germany Trade & Invest

Visit us at the *Germany Works*. booth and meet smart city representatives from different German cities.

Discover exciting opportunities for your company and get to know Germany.

Wednesday, 08th November 2023

17:30 - 19:00 – Networking Event

German Feierabend*

The Afterwork Get-Together.

Make connections and grab a beer at **Der Feierabend**. Start at 17:30, Booth No. C91.

*['faɪ̯ə, ʔa:bŋ tʃ] (German) End of the working day, often celebrated with a beer.

Thursday, 09th November 2023

10:00 - open end – Pitch Session

Rapid Pitching / Germany Trade & Invest

Join us for a lively pitching session at the *Germany Works*. booth and get to know German companies from different industry sectors.

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