

Jan Kubata  
CEO

Dear business partners,

I am pleased to invite you to participate and cooperate at one of key events in the field of Smart Cities: the **URBIS** fair in the new format of **The Smart Cities Meetup**. It will take place from 4 to 6 June 2024 in Brno and at annual intervals thereafter.

URBIS builds on its seven-year tradition, but this year it is undergoing a major transformation based on a memorandum concluded with the Ministries of Industry and Trade, Regional Development, Transport and Environment, Union of Towns and Municipalities, the South Moravian Region and the City of Brno, and in cooperation with other major players. The aim is to create a strong Central European platform focused on developing ecosystem cooperation in bringing innovation to cities, municipalities and regions. The position of the city of Brno in the heart of the Central European area, the wide possibilities of the Brno Trade Fairs area and the united support of institutions create ideal conditions for this.

#### What is the purpose of the new URBIS?

The topic of Smart Cities is becoming an increasingly important part of the development of cities, municipalities and regions in Europe and worldwide, and one of keys to sustainable development, prosperity and quality of life. The growing challenges we all face require innovative solutions and new approaches. We know there are countless promising ideas and innovations emerging in the Czech Republic and in other countries, but their implementation and upscaling face obstacles, and often the main target groups are not aware of these innovations. This problem stems from a lack of dialogue, weak cooperation between actors across sectors and levels, and overall fragmentation of activities. Therefore, the mission of URBIS is to **concentrate important players, information and activities in the field of Smart Cities in one place at one time**. This is the only way to ensure innovations find an easier path to practice and beyond national borders. This will be further helped by the new Living Lab project in our exhibition area, which will allow Czech and international innovators to test and showcase their solutions throughout the year.

#### What can you expect in Brno?

In cooperation with institutional partners, we invite representatives of local governments, innovative companies, public administration, universities and non-profit organizations from all over Czechia to URBIS. We will also host thematic events with partners from abroad, this year in particular meetings of consortia of several international projects and a conference on the reconstruction of Ukraine. URBIS stands on three main pillars: **1. exhibition with the Living Lab, 2. conference program, 3. networking**. Exhibitors can take advantage of an especially favourable offer of a "startup" booth (9 sq. m. with basic equipment



Veletrhy  
Brno



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from below EUR 500 + VAT). With this step, we are trying to make it possible for everyone to be present. This year, the conference program designed primarily for representatives of local governments will focus on the topics of 1. Efficient public administration, 2. Energy & climate, 3. Future mobility.

#### What next?

If Smart Cities are your theme and you have something to offer, you should not miss URBIS. Organizational information is continuously published on the website [www.bvv.cz/urbis](http://www.bvv.cz/urbis). The contact person for everything related to booths is Ms. Jana Kornetova, project manager: +420 724 841 697, [jkornetova@bvv.cz](mailto:jkornetova@bvv.cz). If you are interested in a more prominent partnership role or have a topic that should be addressed in the conference program, please contact Mr. Miroslav Scheiner, Special Projects Manager at the European Union and Foreign Trade Section of the Ministry of Industry and Trade: [scheiner@mpo.cz](mailto:scheiner@mpo.cz), who will discuss the matter with you and suggest consequent steps.

I believe you have already marked URBIS in your calendars, and I look forward to seeing you in Brno!

Yours sincerely,



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