



SMART CITY FAIR



TIME TO CHANGE



VODA

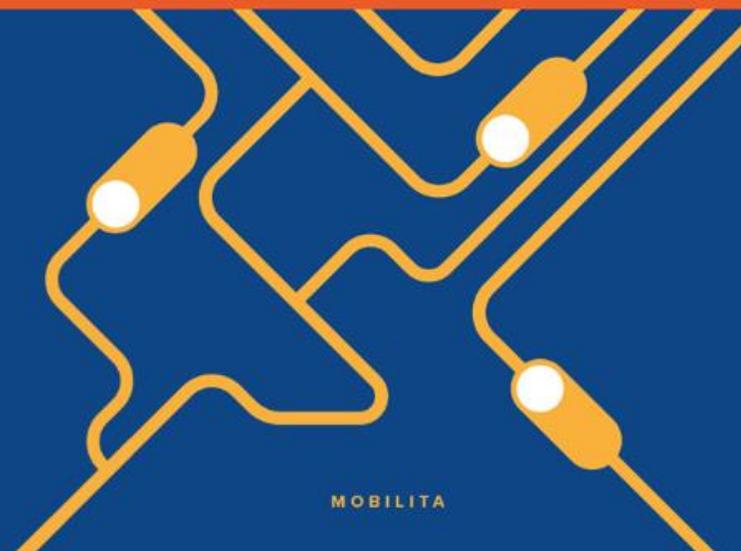
DEVELOPMENT



KOMUNIKACE



ENERGIE



MOBILITA



BEZPEČNOST

FROM 2nd TO 4th JUNE 2021 | BRNO, CZECH REPUBLIC



What is URBIS Smart City Fair?

- a **unique platform** for the transfer of knowledge and experience within **CEE**
- you will get a general overview of the current trends, challenges and you will get a chance to meet the most professional people in the field
- the place where opportunities start to become a reality
- we will inspire you to ask for what is required in your home
- 4th full-featured edition





How the event will take place?

- online platform

Content:

- Conference
- Expo
- Networking & Matchmaking





Why participate in URBIS Smart City Fair 2021?

The pandemic has not hampered the advances of local governments and, on the contrary, creates opportunities for putting innovation into practice.

- **co-creators of the event, exhibitors** - the opportunity to meet people who decide on the needs of local governments in one place, up until now a difficult task to make happen.
- **visitors** - you can gain awareness of current trends, experiences and current solution offers in one place, so you can stay informed.





Whom is URBIS Smart City Fair meant for



Innovation leaders, suppliers of solutions for cities

Present your technologies, visions and solutions to those who will decide on their involvement in people's lives. Whether you are a big multinational company or a local visionary firm, you'll best show your products at this fair to those who are really interested in them.

Start-ups and investors

Do you have a great idea of how to improve urban life? Want to show it to potential customers or investors? Are you just looking for inspiration and space to share ideas with other creative people? Brno is a city with exceptional innovative potential that intersects at the URBIS trade fair.



Regions, cities, municipalities and other self governance bodies

Get inspired on how to build a modern city, village, or organizations owned or managed by them. Present your projects and get partners for them. URBIS will make you meet people who have great ideas and will help you bring them to life. Pick from a wide range of specific solutions, thanks to which your city or municipality will become a more pleasant place to live.



Active citizens and NGO's

You are the users of smart solutions brought about by the Smart City concept. What will our life look like in the future? How will smart technologies impact the cities, towns or villages you live in? Just come and take a look.

Academic communities and students

Introduce your projects or ideas to people who can convert them into reality. Get inspired and meet Smart City professionals. They will arrive from all over the world.





What can you expect?

WHAT?	Presentation of smart and innovative solutions, inspiration, what to demand	Implementation and management of changes, how to implement changes	Sharing practical experience and inspiration on what to solve and how	How to finance change, networking opportunities	Presentation of study and training programs with an impact on change	Finding qualified employees
FOR WHOM?	Municipalities Active public Non-profit sector Investors	Municipalities	Municipalities	Municipalities	Municipalities Students	Public Students, graduates
WHO?	Business sector Academic sector	Public sector Non - profit sector Business sector Academic sector	Municipalities Public sector	Public sector Municipalities Business sector	Academic sector Non - profit sector Business sector	Municipalities Public sector Non - profit sector Business sector Academic sector



URBIS Smart City Fair 2021 in figures

- **50+ exhibitors** (commercial, academic, non-profit and public sector)
- **1500+ visitors**
- **6 blocks of the program on the Expo stage** (basic overview of issues)
- **30+ workshops** (greater insight into the issue)
- **15+ local inspirations** (excursions within Brno and South Moravia)



Main topics 2021

- habitable **public spaces as a way** to deal with climate change
- **digital transformation** - how to build on the experience of the pandemic
- how to re-start the local economy and be a leader in innovations
- what is coming up in the field of autonomous transport in the near future



Programme

Wednesday, June 2

URBIS ENVIRONMENT

- Current challenges within the Green Deal
- National programs in support of green policy
- Adaptation to climate change in local governments
- Vague spaces like pocket parks

URBIS SERVICES

- Circular economy from the perspective of the European Commission
- National programs to support the reduction of waste production
- Another use of things that are no longer used
- Energy recovery from waste
- Support for waste sorting and education

URBIS MANAGEMENT

- European plan for local economic recovery
- National programs to support and revitalize local entrepreneurs
- How to build an innovative ecosystem in global competition
- Support for the creation of innovative enterprises in local governments
- Support for creative areas and their contribution

URBIS DIGITALIZATION

- Programs and tools for the use of local governments from the European Commission
- Remote functioning of local governments
- How to digital government services
- Data controlled local governments
- Why publish and make data available
- Cyber security

Thursday, June 3

URBIS MOBILITY

- Intelligent transport systems
- Autonomous transport
- The near future of autonomous transport
- National Smart Mobility Day
- Presentation of the C-ROADS project

URBIS BENEFITS

- Up-to-date information on Horizon Europe
- National level approaches to Smart Cities
- How to approach the issue of Smart Cities and their benefits
- Sharing experiences between municipalities
- Examples of proven approaches and solutions within Lighthouse projects
- Energy concept in local governments

URBIS FUTURE

- Needs of local government
 - Panel discussion of local government representatives
- Revival of tourism
 - Panel discussion of local government representatives
- Further training of employees
 - Panel discussion of local government representatives

URBIS OUTCOMES & AWARDS

- Presentation of the Gold Medal award
- Conclusions and outputs from this year
- What the next year will look like

Friday, June 4

C-ITS RoadShow

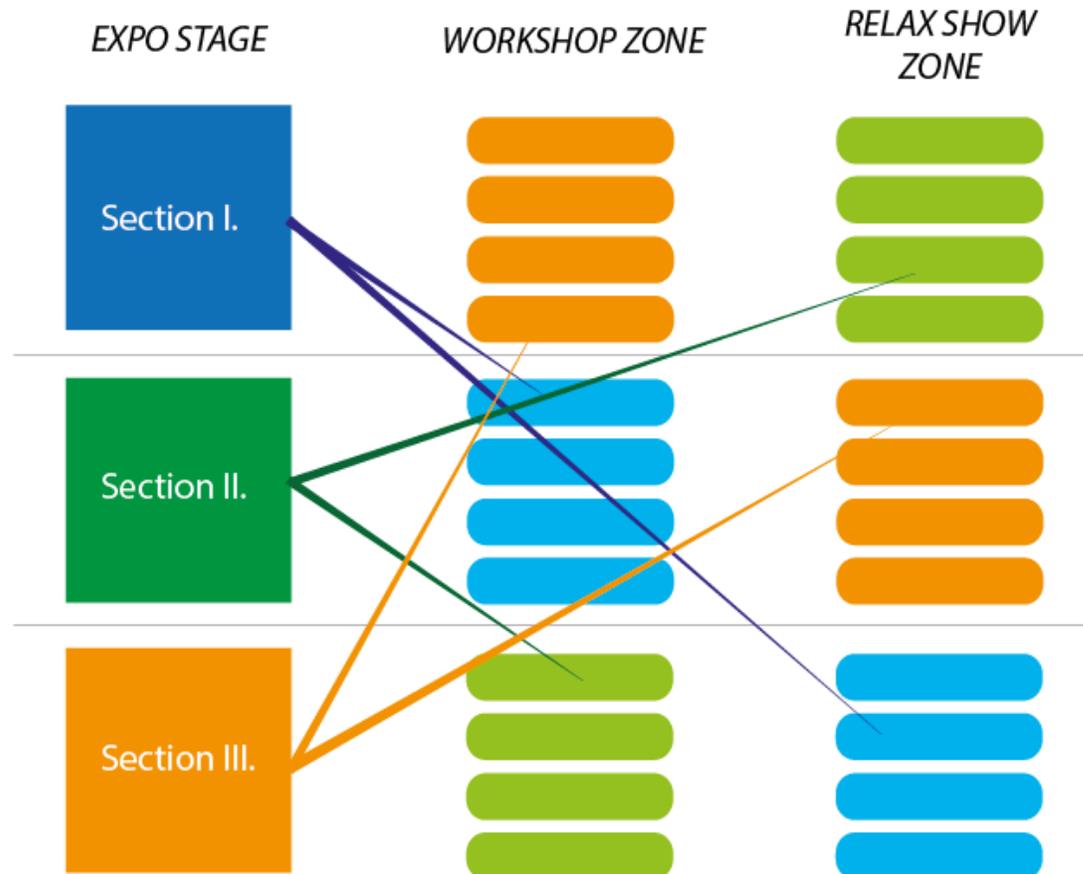
- The main part of the conference with international participation
- Presentation of the outputs of the C-Roads project
- Demonstrations for political leaders
- Demonstrations for experts

LOCAL INSPIRATION

- Excursions within companies and examples in Brno and the South Moravian Region



Programme structure





C-ITS Roadshow part of the URBIS Mobility block

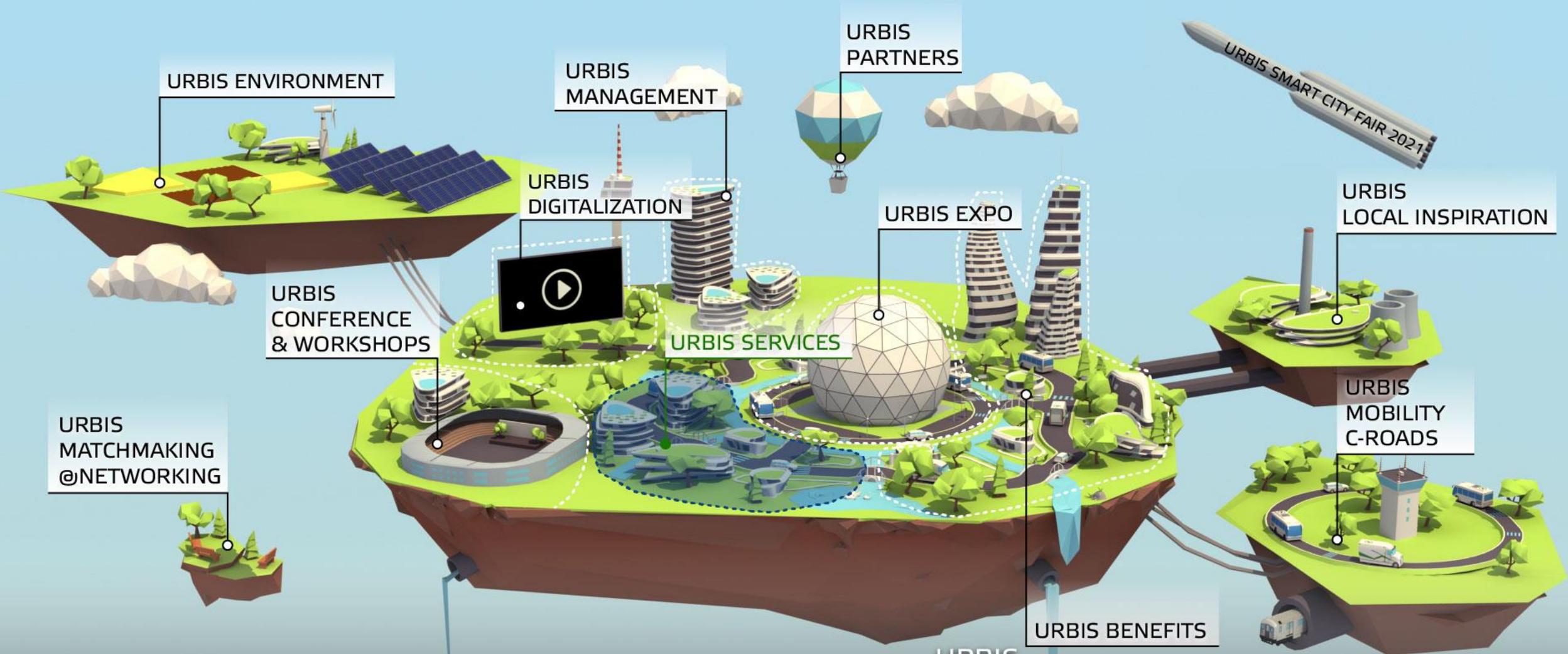
Objectives:

- informing the general public about C-ITS technology and how to benefit from its implementation
- showing the results of more than 5 years of streamlining and testing in operation
- explaining to the professional and informed public why the C-Roads platform brings good results and what the next steps will be
- paving the way for further development and a harmonized European approach
- many workshops and partner presentations
- on-site practical demonstrations at the BVV Exhibition Centre
- a show tour through Brno and the D1-motorway



VIRTUAL PLATFORM





WORKSHOP 01

WORKSHOP 02

LECTURE 01

LECTURE 02

URBIS CONFERENCE & WORKSHOPS

URBIS LOCAL INSPIRATION

URBIS PARTNERS

URBIS MATCHMAKING @NETWORKING

URBIS MOBILE C-ROADS

URBIS EXPO

STAND 01

STAND 02

Stand MEDIUM

- video chat with up to 5 company representatives
- 2x video presentation
- 1x poster
- library (cloud storage)
- chat - live Q&A's
- 20x ticket (invitation for your business partners)

+



Partnership

- Key note speech
- 1x workshop
- Visibility & PR

1.000 EUR

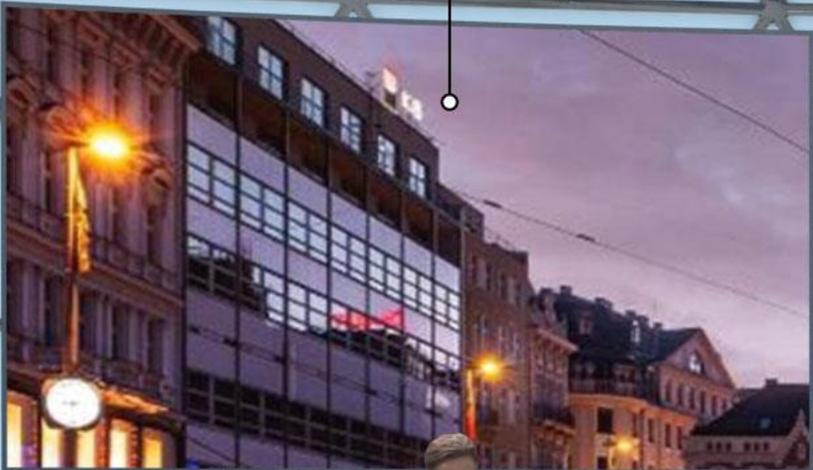
+

1.000 EUR



VIDEO PRESENTATION

VIDEO PRESENTATION



CHAT

QUESTIONNAIRE



POSTER

VIDEO CHAT

STAND #05

STAND #01

STAND #02

STAND #03

STAND #04

STAND #06

STAND #07

STAND #08

STAND #09



VIDEO PREZENTACE

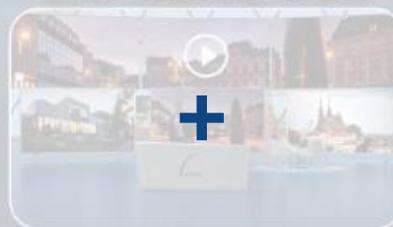
Stand BIG

- video chat with up to 5 company representatives
- 3x video presentation
- 3x poster
- library (cloud storage)
- chat - live Q&A's
- 50x ticket (invitation for your business partners)



Partnership

- Key note speech
- 2x workshop
- Visibility & PR



EXPOZICE #01

EXPOZICE #02

EXPOZICE #03

1.350 EUR

EXPOZICE #04

EXPOZICE #06

EXPOZICE #07

1.500 EUR

EXPOZICE #08

EXPOZICE #09



POSTER

CHAT



QUESTIONNAIRE

VIDEO CHAT

POSTER

STAND #05

STAND #01



STAND #02



STAND #03



STAND #04



STAND #06



STAND #07



STAND #08



STAND #09



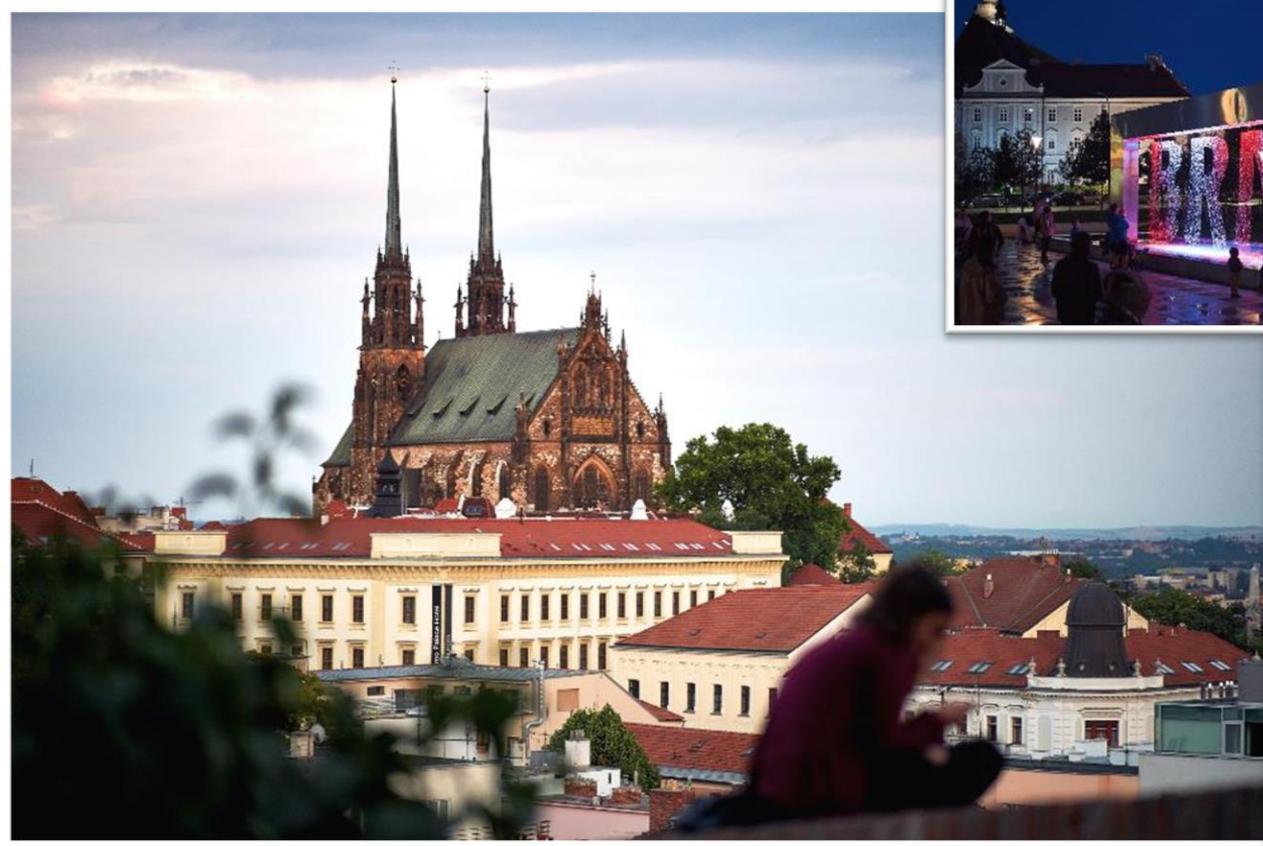
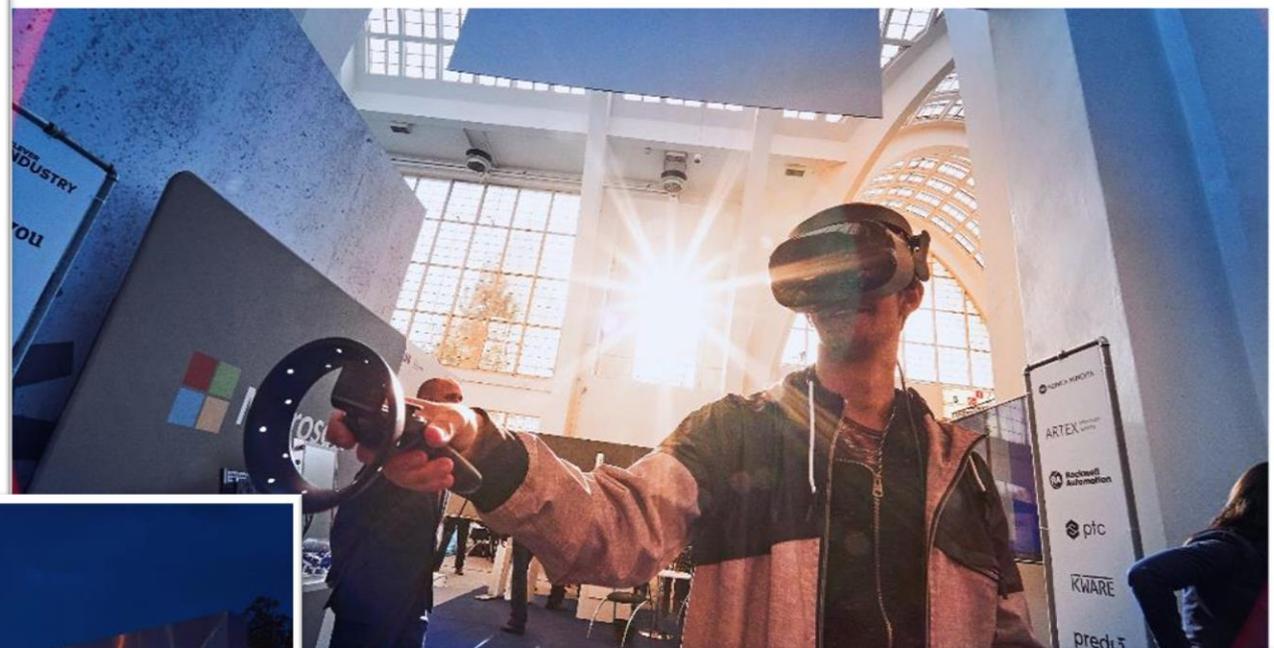


The City of Brno has long supported the URBIS Smart City Fair, in which it sees significant potential for gaining and transferring experience or for creating an image of what can be achieved in the field of smart city development.

In the current situation, it is not only local governments that face many challenges to address. These challenges create a lot of room for the implementation of innovation and change.

In September, despite all the measures, the last year's fair took place. Here, despite the success of digitalization, we realized the need for social contact, and therefore we increasingly see URBIS Smart City Fair as a unique platform for developing innovations in local governments in Central and Eastern Europe.

Markéta Vaňková, Mayor of the City of Brno





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