



Brno Exhibition Centre
5.–6. 6. 2019

SMART CITY FAIR



UPGRADE YOUR CITY



www.smartcityfair.cz

B | R | N | O

Central
European
Exhibition
Centre

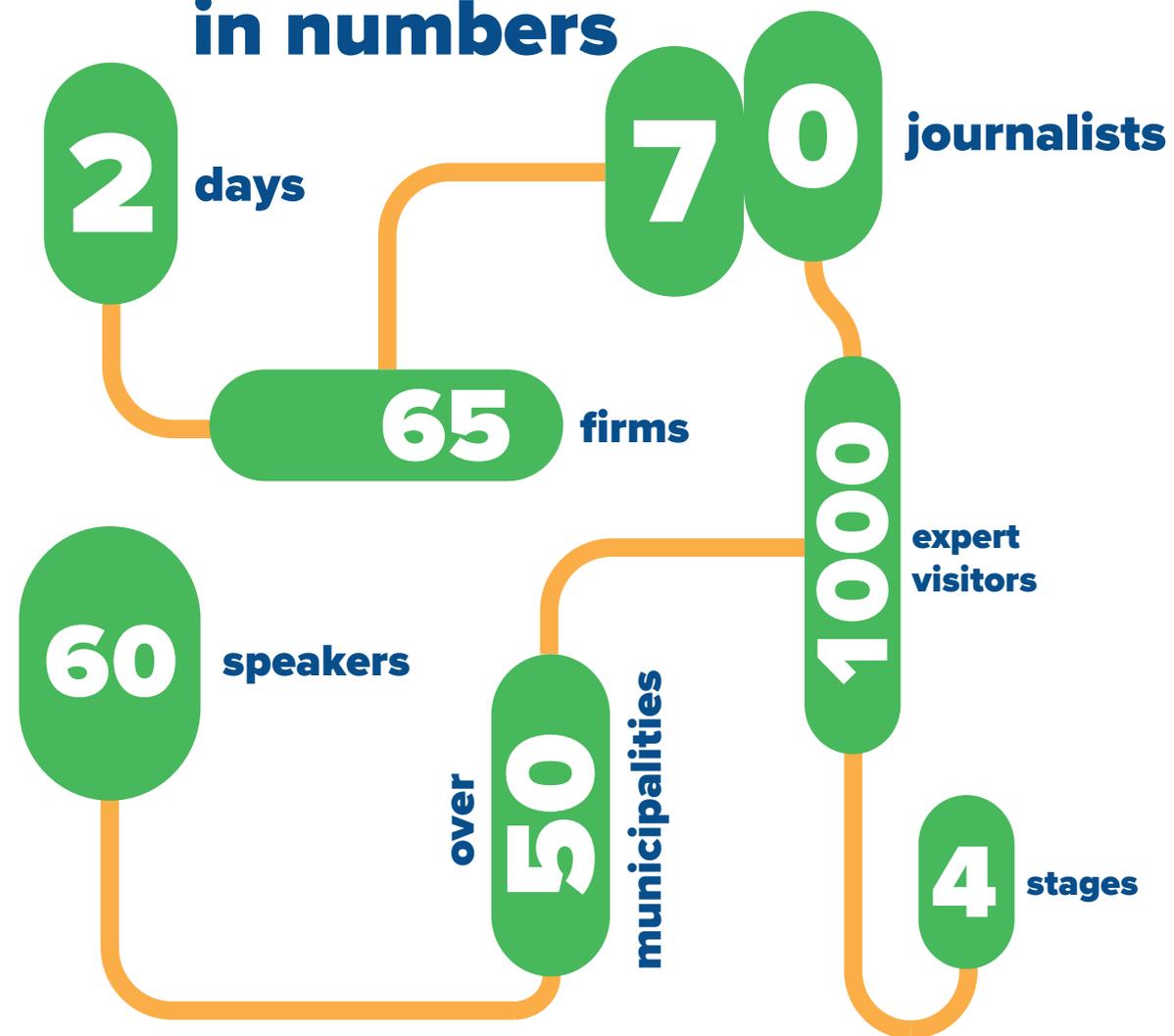
BVV
Veletrhy
Brno

URBIS SMART CITY FAIR 2019

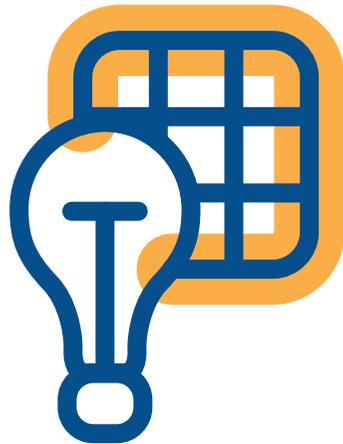
offers a smart combination of trade fair and exclusive conference programme, an event where leaders in the smart city sector will be setting out their stalls. Dozens of representatives of central European cities and municipalities will be meeting over two days with innovation leaders. They will have one joint aim – to share experience, ideas and examples of concrete solutions about the best way to develop the smart city concept in their locality, doing so in a way that their inhabitants can live better.



URBIS 2018 in numbers



WHO IS THE URBIS SMART CITY FAIR FOR?



Leaders in innovation, suppliers of solutions for municipalities

Come and present your technology, vision and solutions to those who will decide on their implementation in people's lives. Whether you are a global corporation or a local visionary firm, this trade fair is the best place to show your products to those who are genuinely interested.

Regions, towns, villages, micro-regions and European associations

Find inspiration for how to build a modern town, village or a municipally owned or run organisation. Present your projects and find partners who want to come aboard. At the URBIS trade fair you'll meet people with bright ideas who you can help bring to life. Choose from a broad range of specific solutions guaranteed to make your town or village a better place to live.



Start-ups

Have you got a great idea for improving urban or village life? Do you want to show it to potential customers or investors? Or are you looking for inspiration and space to share ideas with other creative people? Brno is a city with exceptional potential for innovation, a potential you will encounter wherever you turn at the URBIS trade fair.

Active citizens

You are the target users of the smart solutions that the smart city concept is bringing to your community. What will our lives look like in future? How will smart technology be integrated into the cities, towns and villages where you live? Come and see.



TALKING ABOUT URBIS 2018

“

I'm extremely pleased that the city of Brno is taking part in organising Urbis Smart City Fair 2018, which has been an unprecedented success. The main aim of this event has been to create a European platform to bring together not just cities – C2C or City to City – but also scientific and specialist institutions, experts from every sector, and of course the commercial sphere, to improve municipal life through the use of modern technology. Also essential is the sharing of “experience”, and not only the positive and successful kind – we also need to learn from our mistakes.

”

Jaroslav Kacer

Deputy Mayor of the City of Brno (responsible for the Smart City brief)

“

As early as 2016 Norwegian representatives were present at a seminar in Brno about smart cities; last year in September, a Brno delegation of politicians and entrepreneurs took part in a conference in Stavanger which turned into the biggest smart cities event in Europe. I am delighted by the co-operation between academia and industry. When I stand here today and see how we are making joint progress with smart cities, I get the same sensation Kometa must have felt winning the ice hockey league a few days ago.

”

Siri Ellen Sletner

Norwegian Ambassador



“

Once when travelling, I came across an article published by the airline British Midland in which they wrote that one of the smartest cities in Europe – alongside London, Hamburg and Bristol – was Brno. This brought me here to this conference, to share with you few thoughts on the topic of smart cities. If the smart city project is ever going to succeed, it's necessary to respond right now to certain tasks and challenges, such as the question of personal data protection, or the ability of citizens to work with digital technologies. This is also a task for politicians, economists, and mayors.

”

Pierre Jean Coulon

President of the TEN Section of the European Economic and Social Committee

“

The URBIS fair has offered us a great chance to get inspired and exchange ideas with international experts in the field about how to create a concept for a smart city. The trade fair has also represented the ideal opportunity to meet with existing business partners and establish relations with new ones. Everything was conducted in the friendly atmosphere of the Brno Exhibition Centre, a place we're always happy to come back to.

”

Petr Ouška

Managing Director - Public Sector & Real Estate
at ČEZ ESCO

“

We were already aware of last year's inaugural event and this year we are taking part in URBIS for the first time. It's a packed programme with a very high quality of participation – the conference in particular is associated with some top names. Regarding the activity on our stand, I can't complain. We've been busy all day and gratified by the interest shown in our product, which was also given the prize for startups. We've been speaking with lots of interested parties and we hope to see more integration and opportunities to find a role for our product, We've already picked up loads of interesting ideas.

”

Daniel Štofán

CEO, GoodVision

“

I'm happy to have been able to attend the URBIS SMART CITY FAIR. It's my first time at this event. I don't go to trade fairs very often, so I'm still getting used to this busy programme. I'm pleased to be here at this event and be representing the Danish urban architectural studio Gehl. I appreciate the numerous debates about smart cities that are going on here at the trade fair. The atmosphere is also nice and friendly. I like the fact that visitors can wander through the exhibition halls and we can all find something we're interested in.

”

Louise Vogel Kielgast

Associate of the Danish urban architects Gehl

“

We regard the overall concept of the URBIS SMART CITY FAIR, focusing as it does on smart cities, as beneficial and useful. Over the course of two days, representatives of Czech firms and municipalities – large and small – can meet in the same place and share their mutual experiences. Presentations from abroad are also a source of inspiration. T-Mobile has been presenting here a comprehensive technology solution for optimising urban transport, a strategy for domestic and commercial coverage using optical networks, as well as specific projects within the smart city/smart home area.

”

Anna Hroudová

Customer relations specialist, T-Mobile

“

Compared to previous years, we can see a marked advance in organisation, and in the concept of the URBIS SMART CITY FAIR as such. We welcome the four-podium arrangement, because we can find something different happening on each. The benefits of the trade fair mainly derive from being conceived as a place where erudite specialists can congregate. So experts get better opportunities to establish connections and share their own experience. We've also been appreciating the media interest in the fair, because it's raised awareness of the issue and the technology of smart cities in the consciousness of the general public, which is who the technology is designed to serve.

”

Lukáš Loun

Head of Smart Cities, Siemens

“

The programme of this year's URBIS SMART CITY FAIR is even busier than last year's. Also, reducing the length from four to two days has been more convenient for us. The trend towards smart cities seems stronger by the day, so we welcome the fact that a platform like this trade fair exists here in the Czech Republic. Exhibitors can show off their solutions, and present their products. In terms of our own firm, I welcome the advantage the fair gives us of being able to link up with so many civil servants at the municipal level – they're the direct customers of our technology.

”

Petr Tomášů

Executive, Urbitech



PROGRAMME

Specialist conference Urbis 2019

Day 1

- examples of successful smart city practice from around Europe
- discussion on the conference topics with participation from key-note speakers and general partners

Day 2

- practice in Central Europe
- discussion on the role of the state, region and municipality in developing the smart city concept
- discussions under the auspices of the Ministry of Regional Development, Union of Towns and Municipalities of the Czech Republic and the Association of Regions in the Czech Republic

Accompanying programme:

sessions and meetings of various Horizon 2020 and INTERREG IVC projects and others

KEY TOPICS

Smart neighbourhoods

Smart development demands that the municipality has a clear idea about what a modern municipal quarter looks like – energy self-sufficient, climate resistant, easily accessed by transport, economically efficient and a place whose public space nudges inhabitants towards community activities. This approach will prevent fragmentation and sees the construction of such a neighbourhood as an urban whole, the final design of which brings together many different professionals. The result is a city that's good to live in, that entices citizens to live in the city centre, and not out of town. The trade fair therefore represents both a tool for developers and for towns.

Digital city

The smart city makes maximum use of data-led municipal administration and digital tools. The aim is to base decision-making on data and to be able to properly decide about how to best develop the whole city or specific locality. People have begun to talk about a digital twin, i.e. a digital version of the city, whose streets, utility infrastructure, greenery, and buildings will have their own digital reflection, which will enable the simulation of various scenarios for the renovation or construction of buildings. The trade fair will familiarise participants with the very latest possibilities of digital technology and their benefits for more cost-effective and timely municipal administration.

Water

Everyone in central Europe is feeling the effects of climate change. The principal topics on the agenda will be: effective management of drinking water, cost-efficient management of rain water, waste water treatment and its energy evaluation, monitoring purity and water consumption, and the key prerequisites for retaining water in the landscape. Alongside these concepts will be presented advanced digital technology for climate change that will enable effective administration, digital planning, and targeted investment.

KEY TOPICS

Sustainable transport

A modern information and passenger handling system, loyalty programmes with gamification features, a wide offer of means of transport driven by environmentally friendly engines – these are the bases of a modern urban and interurban transport system. Sustainable transport rests on big data concerning the movement of vehicles and transport impacts within a region, combined with data from mobile operators, which will enable better planning of the transport provision and good decision-making on the types of transport and appropriate construction of new lines. The trade fair will be presenting the very latest hardware and software tools for digitally planning transport across a region.

Energy policy

The future lies in a decentralized energy supply, i.e. in its decentralized production and storage, as well as its decentralized consumption. This difficult task will include an entire chain of innovative and technological or organisational tools for the administrators of transmission systems, producers and end users. This field will also require the processing of a broad range of data, big data, and the use of simulation tools to correctly set and tune the relationships between producers and consumers. The aim is always the same – energy self-sufficiency within a region and the elimination of transmission losses. The trade fair will be offering numerous energy solutions for urban-based companies and small municipalities.

URBIS GOLD MEDAL

Presenting a gold medal to the best product at a trade fair has a tradition in Brno going back almost 60 years. Being awarded a gold medal confers considerable prestige on the recipient, helping them convince customers of the quality of the relevant product or solution. The gold medal is awarded by an expert jury, among whose number are experts from around the world.



Awarded products in 2018

Smart charger LUMiCHARGER, SEAK s.r.o.

The 2018 Gold Medal was won by the Prešov company SEAK, s.r.o., who presented a charging station for electric vehicles integrated into a regulable system of public lighting. Thanks to LUMiCHARGER, street lamps can communicate with the lighting operator SEAK SMART CITY and optimise available power for charging up vehicles.



Special jury prize URBIS 2018

GoodVision s.r.o.

The commission also awarded a special prize for startups, namely the company GoodVision, s.r.o., for a new solution that automatically analyses the video recordings of municipal CCTV systems. The jury rewarded the product GoodVision Video Insights in particular for the simplicity of its design and low cost.

The city follows up
The city of Brno agreed to set up a pilot project with GoodVision. It will focus on the statistical analysis of CCTV recordings.



EXCLUSIVE PARTNERSHIP



General partner

Exclusive partnership of the URBIS Smart City Fair is intended for a company interested in demonstrating its dominant market position and strengthening its brand image. Thanks to a combination of marketing tools, an exclusive partner has the opportunity to present its solutions to customers and show them the added value it offers.

Guaranteed 1 exclusive position for the whole event

120 m² exhibition area in the hall + outdoor area 120 m²

Own topic on the programme – 3 × 20 min

Commercial presentation 1 per day – 15 min

Media coverage in Hospodářské noviny worth 215,000 CZK

100 invitations for partners

20× exhibitioner's permit + 10× vehicle access

10× entrance to VIP zone

600.000 CZK
23.190 EUR

Main partner

Main partner status for the URBIS Smart City Fair is intended for those companies who want to strengthen their position in a particular field. Each of the main topics has attached to it one position, occupying which the main partner has the opportunity to integrate their product or solution into the life of the fair and show how it functions in practice.

Maximum 5 positions corresponding to the main topics

80 m² exhibition area in the hall + outdoor area 80 m²

Contribution relating to the partner's topic 2 × 20 min

Commercial presentation 1 per day – 10 min

Media coverage in Hospodářské noviny worth 185,000 CZK

75 invitations for partners

15× exhibitioner's permit + 5× vehicle access

6× entrance to VIP zone

350.000 CZK
13.530 EUR

Partner

A partner of the URBIS Smart City Fair acquires access to marketing tools that will strengthen its brand's position in the market and during the course of the event. Partnership is tied to the trade fair's individual topics. The number of partners is unlimited.

50 m² exhibition area in the hall + outdoor area 50 m²

Contribution relating to the conference programme 1× 20 min

Commercial presentation 1 per day – 10 min

Media coverage in Hospodářské noviny worth 140,000 CZK

50 invitations for partners

10× exhibitioner's permit + 3× vehicle access

4× entrance to VIP zone

200.000 CZK
7.730 EUR

Partner of the URBIS Smart City Fair Gold Medal

Announcing the URBIS Smart City Fair Gold Medal under the aegis and brand of the partner. The topic or sector of the award will be decided by the partner and nominated by members of the expert jury.

Presentation linked to promotional competition

Presentation as part of the official award ceremony

Media coverage in Hospodářské noviny worth 75,000 CZK

100.000 CZK
3.865 EUR

EXHIBITION PARTNERSHIP



TOWER package

Package contains

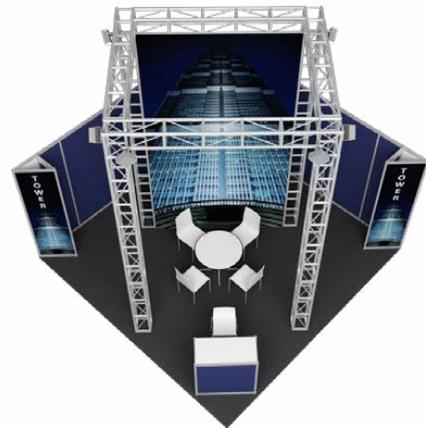
exhibition area (25 m²), registration fee, construction of exhibition and utilities.

Price includes:

- 1× white 90 cm-diameter table
- 4× white chairs
- 1× information desk
- 2× 230 V sockets
- 6× spot lighting
- 1× banner with 5×3 m graphic
- 6× panel wraps 2.5×1m in the colour of your choice

92.500 CZK

(3.575 EUR)



START-UP package

Package contains

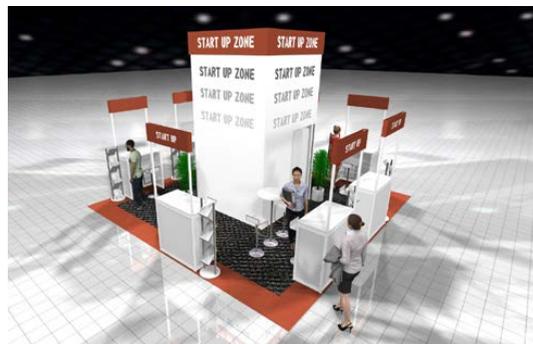
exhibition area (4 m²), registration fee, construction of exhibition and utilities.

Price includes:

- 1× information desk with edging
- 1× leaflet stand
- 1× white 60 cm-diameter table
- 2× bar stools
- 1× shared lockable back area 2×2 m
- 1× 230 V socket
- Wi-Fi connection

10.000 CZK

(385 EUR)



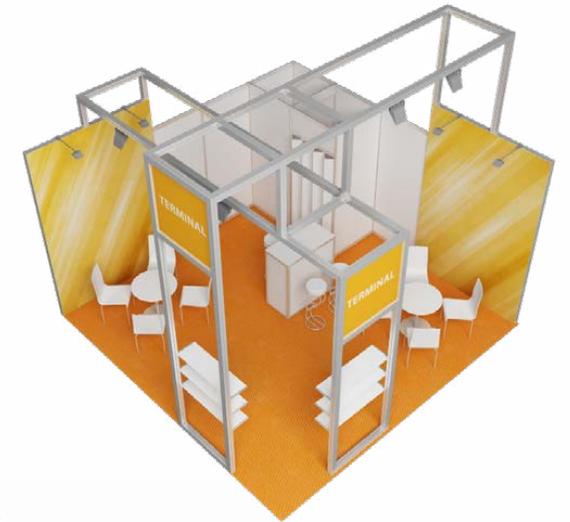
TERMINAL package

Price includes:

- 2× white 90 cm-diameter tables
- 8× white chairs
- 1× information desk
- 4× bar stools
- 1× lockable back area 2×1 m
- 2× 230 V sockets
- 8× spot lighting
- 2× banners without print 2×3 m

99.000 CZK

(3.830 EUR)



Offer runs until 31. 01. 2019

We will draw up an offer of standard and customized exhibition stands to satisfy your requirements. The price of the exhibition area (without construction) is 1.600 CZK/m² (65 EUR)

Horizon 2020 RUGGEDISED project

RUGGEDISED is a part of the European Union's Horizon 2020 research and innovation programme. The aim is to transform the Špitálka locality into a smart neighbourhood, drawing on best practice from the cities of Rotterdam, Umeå and Glasgow. A low-energy, accessible and community neighbourhood using smart solutions will emerge on the site. The most interesting and innovative projects from all over Europe will be represented, thanks to meetings between a consortia of towns under the Horizon 2010 programme, including representatives of the European Commission.

BRNO
FAIR
CITY

BRNO FAIR CITY

The BRNO FAIR CITY project brings together the exhibition centre and the trade fairs it organises with the town itself. It helps visitors and exhibitors access the services and activities that Brno offers.

Number of inhabitants

Brno is an attractive city and the number of inhabitants is rising. Were it not for the very limited and expensive offer of accommodation, maybe its expansion would be happening even faster.

More children have been born in Brno than at any time during the last 32 years

That is positive news for any city – it is the best guarantee that the metropolis will develop in the years to come.

Accommodation

In 2017 construction on 1,889 flats was completed in Brno. This represents one of the largest increases in housing stock in recent memory, but there are still plenty more homes needed.

Higher salaries

The Czech economy is generally doing well, and this is reflected in Brno's rising incomes.

Unemployment

Even back in 2008, prior to the global economic crisis, unemployment was not as low as it is today. The number of vacancies on offer is currently higher than the number of unemployed, whereas in 2013 the situation was the other way around.

Foreigners in Brno

The Moravian capital has always been a cosmopolitan city, offering a helping hand to all its inhabitants—users. We make optimal use of our students and top-quality employees, who bring us their ideas and energy.

A functioning public transport system

The city's public transport system carries over 350 million passengers a year. It runs one of the most developed networks in central Europe and is a source of inspiration for visitors from abroad. In addition, you can get your tram card and one-off tickets online using BRNO iD. We are proud of its success.

Rising number of cars

The number of vehicles is growing, and with it rises traffic density. The city has to work with this fact for the foreseeable future in order to remain attractive for both inhabitants and investors.

EXAMPLES OF SMART BRNO

Brno iD

The municipality's electronic identity offers a wide range of municipal services. It started life as an online service to prepay tickets on public transport, but the portal now lets you pay for waste, buy a tourist card and even vote. And its possibilities for further development are very far from being exhausted. In particular, the low price and scalability of the modules is unique. The system currently has over 60,000 users. The solution won the Golden URBIS 2017 award.

Špitálka smart neighbourhood

With support from the EU's prestigious Horizon 2020 programme, a smart neighbourhood is being put together in Brno's Špitálka quarter. As part of a consortia of partners to the RUGGEDISED project, an international urbanist competition is under way for the area.



Falling crime rate

In part thanks to a number of preventive activities, the crime rate in Brno has dropped. Security is a critical criterion for investors, tourists and town residents.

The entire neighbourhood should be gradually revitalised up until the actual construction phase is implemented. Residents and users of the city will have a unique opportunity to influence the final appearance of the new neighbourhood. Construction of the area will serve as an example and accelerator for development of the city as a whole.

Data.brno.cz

Brno has one of the most up-to-date data portals in the Czech Republic. It contains not only over one hundred data sets, but a whole array of interactive statistics and applications (including a 3D model of the town). The website and its applications – users can find over 70 of them – is one of the most visited pages on the portal. In total, the data.brno.cz website has been visited by more than 20,000 users, who have opened more than 100,000 pages.



WASTE



SECURITY



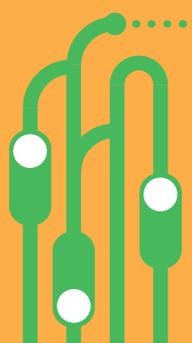
WATER



DEVELOPMENT



ENERGY



COMMUNICATION



#upgradeyourcity

HOSPODÁŘSKÉ NOVINY

media partner



www.smartcityfair.cz



fair in your phone

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