



# 1<sup>ST</sup> BROKERAGE EVENT

**Date: March 6, 2017**

**Location: Metropolitan Hotel, Brussels hall**

Sofia, Bulgaria



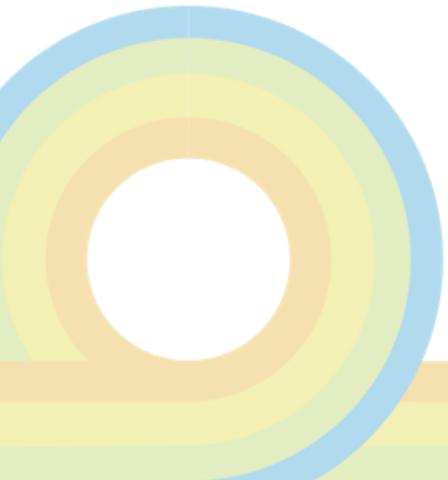
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## Smart City Concept:

1. A smart city is an urban development vision to integrate multiple information and communication technology (ICT) and Internet of things (IoT) solutions in a secure fashion to manage a city's assets – the city's assets include, but are not limited to, local departments' information systems, schools, libraries, transportation systems, hospitals, power plants, water supply networks, waste management, law enforcement, and other community services.
2. Sectors that have been developing smart city technology include government services, transport and traffic management, energy, health care, water, innovative urban agriculture and waste management.



## Smart City leading examples:

1. Barcelona has established a number of projects that can be considered 'smart city' applications within its "CityOS" strategy
2. Madrid: MiNT Madrid Intelligent/Smarter Madrid platform to integrate the management of local services. These include the sustainable and computerized management of infrastructure, garbage collection and recycling, and public spaces and green areas
3. Manchester City Verve: transport and travel; health and social care; energy and the environment; culture and the public realm.
4. India: The Government of India has the ambitious vision of developing 100 cities by modernizing existing mid-sized cities.
5. Smart nation Singapore: To endeavors & harness the power of networks, data and info-comm technologies to improve living, create economic opportunities and build closer communities.



# Smart Cities: All you need to know

## Technology Framework:

1. Digital city: it combines service oriented infrastructure, innovation services and communication infrastructure;
2. Virtual city: In these kinds of cities functions are implemented in a cyberspace;
3. Information city: It collects local information and delivered them to the public portal;
4. Intelligent city: it involves function as research or technological innovation to support learning and innovation procedure.
5. Ubiquitous city (U-city): It creates an environment that connect citizens to any services through any device.



## Human Framework:

1. Creative city: Intellectual and social capital are indispensable factors to build a city that is smart according to the human framework
2. Learning city: To learn how it should be possible and realistic to be smart through learning process followed by city workforce.
3. Knowledge city: It is related to knowledge economy and innovation process; and its distinction is stress on innovation.
4. Humane city: It exploits human potential, in particular the knowledge workforce.

## Platform and technologies:

1. Real world & Real time user interfaces – smart meters, sensors, RFD, eta.
2. IoT technologies: LORA, NB LTE
3. Cloud based services, semantic WEB, smart mobile devices
4. Open data
5. Cyber security

*City of Santander case: 20000 sensors, connecting buildings, infrastructure, transport, networks and utilities, offers a physical space for experimentation and validation of the IoT functions*



## Flagship cases:

1. South Korea: Suwon, Gangnam district of Seoul
2. Sweden: Stockholm
3. Canada: Calgary, Waterloo
4. Taiwan: Taipei
5. Japan: Mitaka
6. UK: Glasgow
7. USA: New York, Georgia



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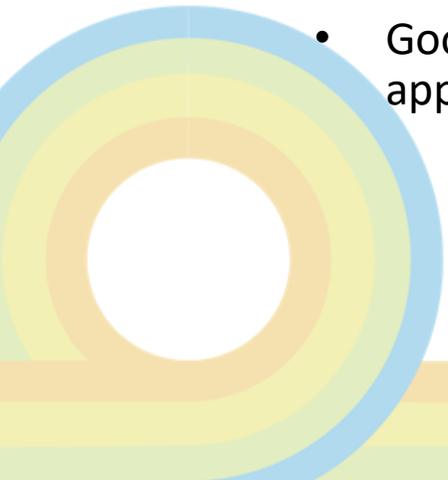
## Basics of MOVE partnership:

1. Necessity: Deep understanding of economy and market trends, comprehensive analysis of current status of target markets.
2. Elaboration of ability to hear, read, understand and collaborate – basic principles for shared economy.
3. Building rational and pragmatic processes for B2B, creation of trust, boosting creativity.
4. Aims: key advantages of partners to be recognized and used as building blocks for new level of collaborative offering of new products, services – both to local and global markets.



## Today's "menu":

1. Participants: Clusters and companies from Electro Mobility & Automotive Industry, Telecommunications & IT, Green & Clean Tech, Transport & Logistic, Urban mobility center Sofia
2. Receipt for successful "cook a dish":
  - Ability to communicate unique proposition of each participant
  - Ability to communicate problem to solve, solved problems
  - Good enough amount of foresight for basic principle: win-win (multiple) is the only long term approach to market success!





**Thank you very much for your attention!**

**Contact data:**

**Peter Statev, Chairman of ICT Cluster**

**E-mail: [peter\\_statev@ictcluster.bg](mailto:peter_statev@ictcluster.bg)**

**WEB: [www.ictcluster.bg](http://www.ictcluster.bg)**

