Workshop in Smart Cities

**Smart Mobility.** Shaping the future of Mobility in European Cities

Barcelona, 5th July, 2018
EVERIS Living Lab
Carrer de Pedro i Pons, 6, 08034 Barcelona

**PROGRAM**

8.30  Welcome Remarks
Xavier Vilalta  
Responsible of Smart Strategy at ACCIÓ, Catalan Investment Agency

8.45  Keynote Speech. How will be Cities’ mobility in the future?  
Barcelona Council (TBC)

9.15  New Business Opportunities related to Smart Mobility
5G Barcelona’s Strategy  
Carles Cufí. Fundació Mobile World Capital Barcelona (TBC)

T-Mobility in Barcelona  
Barcelona’s Metropolitan Transport Authority  
Smart Mobility Anoia  
Cellnex Telecom  
T-Mobility in Vienna, Austria  
Everis

10.45 Coffee Break

11.15 SME’s Mobility solutions  
Sensefields. Traffic Management Intelligence solutions  
Integr@. Solutions for the management of urban mobility and parking  
Sparcity. Explore relationships in databases

12.45 Roundtables about the future of Mobility  
(Parallel sessions)  
Session 1. What will be the changes in mobility in the next 5 years?  
Session 2. What can the ecosystem do to promote the mobility industry?  
Session 3. How to grow / scale your business models?

14.00 Conclusions of the Round Tables and Closing remarks

14.30 Lunch

**REGISTRATION**
pppcities@iese.edu
Please indicate your priority about participation in the discussion sessions. The selection criteria, if necessary, will be by order of registration.