

# Workshop in Smart Cities

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

Barcelona, 5<sup>th</sup> 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 Cuffí. 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

[Sparsity](#). 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](mailto:pppcities@iese.edu)

Please indicate your priority about participation in the discussion sessions.

The selection criteria, if necessary, will be by order of registration.