



URBIS / THE SMART CITIES MEETUP

BRNO EXHIBITION CENTRE / 4 - 6 / 6 / 2024 /

MAIN PROGRAM / DAY 3

ROOM: ROTUNDA (CZ/ENG)

8:45 / ARRIVAL OF VISITORS

9:15 / HARNESSING ADVANCED TRANSPORT TECHNOLOGIES



Complex solutions made simple in discussion of researchers, city representatives and innovative companies. A look at new transportation technologies arriving on the wave of digitalization will help us understand how they should be considered by cities in the long-term planning.

Host: **Tereza Čížková**, Head of New Technologies in Transport, Ministry of Transport

9:20 / How Do Intelligent Transport Technologies Push the Envelope of Cities?

Jiří Matějec, Vicepresident, Transport Telematics Association

Milan Veterník, CEO & Founder, IoMobility Solutions

Marek Mach, Head of Data Monetization, ŠKODA X

9:55 / Practical Experience of Czech Municipalities

Jiří Skočdopole, Head of the Vehicle Register Department, Říčany Town

Roman Nekula, Administrative Director, Brno Communications

Jan Seitl, Transport Director, Brno City Transport Company

10:30 / What to Expect from Autonomous Mobility in the Coming Years?

Pavel Havránek, Director of Traffic Engineering, Safety and Strategy, Transport Research Centre

Jan Bezděk, Strategy Manager for Digitalization, Škoda Group

Andrea Najvářková, Co-Founder, BringAuto

11:05 / TRANSFORMATIONS OF CITY CENTERS AND THEIR TRANSPORT MODES



A look at mobility through the lens of urban planning, returning to the fundamental questions of why there is a need for mobility in the first place, or who should be the beneficiary of constructions occupying urban space. Alongside with good examples of good practice from those who have decided to start doing things differently.

Host: **Jaroslav Martínek**, Managing Director, Partnership for Urban Mobility

11:10 / Cities for Cars and Cities for People

Irene Bittner, Expert – klimaaktiv mobil Team, Austrian Energy Agency

Vojtěch Novotný, Independent Transport and Sustainable Mobility Consultant, Mobility Consultancy & Advisory

Iva Rorečková, Head of Transport Concept Department, City of Brno



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11:55 When Mobility Needs Are Addressed by Means Other Than Transport

Peter Jesenský, Principal Strategist for Sustainable Mobility, Institute of Regional Policy of Bratislava Region
Zuzana Vandame, Councillor, Uherské Hradiště Town / Development Manager for Municipal Co-Working, HUB 123
Jan Vitula, Mayor, Židlochovice Town

12:25 New Concepts of Urban Logistics

Ondřej Mirovský, Senior Sustainability Manager, PowerHUB
Zuzana Malinová, Co-Founder, CMO & CSO, E-Cafe Bike (**AWARD WINNER 2024**)
Michal Král, Business Development Manager, 3L Robotics

13:00 / NEW ERA OF PILOT PROJECTS AND LIVING LABS



A powerful and very practical culmination of the URBIS 2024 main program line, showcasing the nascent tools that will soon enable companies, municipalities and other actors in the ecosystem to experiment with Smart City innovations with methodological and financial support from the EU, the state and regions.

Host: **Miroslav Scheiner**, Special Projects Manager & Lead Coordinator of PilotInnCities Project, Ministry of Industry and Trade; **Marie Zezůlková**, Smart City Living Lab Manager, Brno Fairs

13:00 / Project PilotInnCities (Interreg Danube): Agile Piloting of Smart City Innovations in Municipalities

Robert Pinkas, CEO and Co-Owner, VisionCraft
Miroslav Jurásek, Coordinator of Evaluation, Ministry of Interior
Pertti Kortejärvi, Executive Director, Smart City Innovation Cluster (Finland)
Vít Čermák, Director of Regional Office in South Moravian Region, CzechInvest
Petr Tomáš, Managing Director, Smart City Innovations Institute

14:15 Emerging Living Lab: an Innovative Interplay of Brno Fairs and the Innovation Ecosystem of South Moravian Region

Ivan Bartoš, Vice-Premier for Digitalization & Minister of Regional Development (video entry)
Jan Kubata, General Director, Brno Fairs
Radka Vladyková, Executive Director, Union of Towns and Municipalities of the Czech Republic
Jan Jelínek, Senior Ministerial Advisor and Programme Manager, Ministry of Regional Development
Martin Příborský, Chairman of Smart City Commission, City of Brno
Patrik Reichl, Director, South-Moravian Agency for Public Innovation

15:15 / PILOTINNCITIES NETWORKING WORKSHOP (PAVILION A, NATIONAL ZONE)



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