

# Smart Cities

CONFERENCE

15-16 NOVEMBER, 2011

## SMART CITIES APAC 2011

POWER, WATER, TRANSPORT, WASTE: INTELLIGENT INFRASTRUCTURES FOR THE INFORMATION AGE

*IMAGINE tomorrow's intelligent infrastructures, today*  
*LEARN about smarter transport, energy and water technologies*  
*DEVELOP a sustainable smart city planning strategy*  
*BUILD citizen engagement to create long-term change*

Henry David Thoreau called the city “millions of people being lonesome together”, but it needn't be that way. New approaches to the 21st century city envision it as an integrated, interconnected hub in which buildings, networks and people communicate with each other to create a harmonised, efficient and sustainable environment: cleaner, greener, better, smarter.

Inefficient transport services, outdated water and waste networks, rising pollution levels and an increased demand for energy: all are challenges that need to be confronted by today's city planners. In an increasingly urbanised world, creating intelligent cities is essential.

How we address this urban explosion will define the cities of tomorrow. And this is where **SMART CITIES 2011** has a vital role to play.

Billions of dollars are being spent on a vast range of city infrastructure projects globally every year, and it is crucial that these investments are part of an integrated and holistic vision that make optimal use of information and communication technologies in order to drive efficiencies, improve communication and enhance the built environment.

With two days of jam-packed content, **SMART CITIES 2011** will bring together the leading figures within the urban planning and infrastructure management sectors to discuss the most pressing issues currently facing our cities – improving public safety, easing congestion, maximising energy efficiency and reducing environmental impact – as well as how to utilise cutting-edge technologies, integrated urban planning approaches and sustainable methodologies to transform our urban spaces into better places to live.

Bringing together city officials, utilities, transport operators, developers, investors, contractors and solution providers, **SMART CITIES 2011** will help attendees share best practice case studies and address key challenges in relation to the future development of their own intelligent cities.

# Smart Cities

CONFERENCE

## WHY ATTEND?

- **HEAR FROM** the world's foremost urban planning and smart city experts
- **UNDERSTAND** how smart city infrastructure can improve public services, diversify the economy and promote sustainable development
- **DISCOVER** practical examples of infrastructure solutions driving the development of smart cities
- **ANALYSE** case studies from international and domestic industry professionals
- **EVALUATE** the myriad solutions available to enhance smart city development
- **TAKE PART** in discussion groups about how cities and businesses can work together and engage with citizens to make sustainability flourish
- **DEVELOP** a coherent smart city planning strategy
- **NETWORK WITH PEERS** and meet new partners in the industry

## WHO ATTENDS?

**SMART CITIES APAC 2011** will bring together stakeholders to discuss and determine how to transform today's cities into sustainable, liveable cities through the large-scale adoption of intelligent systems.

**Key decision-makers from cities, municipalities and local government, including:**

- Mayors and deputy mayors
- City administrators and councillors
- Heads of project & city planners
- Commissions officials
- Head of urban development
- Head of infrastructure / transport planning

**Senior-level executives from utilities, energy suppliers, service providers and transport operators with responsibility for:**

- Infrastructure and network management
- IT departments
- Strategy development
- Regulatory affairs
- Finance and legal
- Sustainability initiatives

**Leading industry decision-makers from:**

- Trade associations and institutions
- Architects and designers
- Housing corporations
- Project developers and real estate owners
- Transport managers
- Financial institutions and investors
- Engineering firms and contractors
- Technology and solution providers
- Transport companies/suppliers

**Other functions:**

- Academics
- Futurists
- Consultants
- Media

# PROGRAM: DAY 1 (AM)

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07:30 - 08:45

## REGISTRATION & NETWORKING

08:45 - 09:00

## CHAIRMAN'S OPENING REMARKS

09:00 - 10:00

### KEYNOTE ADDRESS

#### THE CITY IS NOT THE PROBLEM; IT'S THE SOLUTION

Too often we think of the city as the cause of societal ills; from urban unrest to congestion to climate change to pollution, the city is seen as the problem, rather than the solution. But in a smarter city environment – one defined by cutting-edge technology deployments, integrated urban planning, sustainable methodologies and a dash of unorthodox thinking – the city holds the potential to address many of these challenges and provide the staging post to a cleaner, better and brighter future. The question is, how?

#### KEY TAKEAWAYS:

- Learn why underperforming systems are opportunities for improvement rather than just areas for concern
- Hear how looking at problems from unconventional viewpoints can produce unexpected – and positive – results

10:00 - 11:20

### PANEL DISCUSSION

#### SMARTER CITIES IN AN ASIA-PACIFIC CONTEXT

Most smart city models are still at a nascent stage, and will likely take different forms in different parts of the world. Frameworks for overlaying infrastructure to make older cities smarter are more popular in Europe and North America, while in Asia and the Middle East pilot projects are under way that could provide templates for the design of totally new urban centres. Indeed, driven by the twin issues of fast increasing populations and rapid urbanisation, Asia Pacific has greater incentives to explore the possibilities inherent in more intelligent urban planning and design than most; smart cities are seen as the solution to their urban growth woes. But what unique challenges does the region face, and how are city leaders planning for a smarter future?

#### KEY TAKEAWAYS:

- Hear how different regions around the world are addressing the challenge of developing smart cities
- Discuss how forward-thinking leaders are working to differentiate their cities to attract and retain the citizens and institutions they need to compete in a knowledge-based economy

11:20 - 11:50

## COFFEE & NETWORKING

11:50 - 13:00

## SPLIT-STREAM INTERACTIVE WORKSHOPS

### STREAM 1: TRANSPORT IN A SMART CITY ENVIRONMENT

The movement of people and freight across and between cities is critical to economic vitality and quality of life, and as such, transport operators must balance capacity needs while addressing several imperatives: predicting demand; optimizing transportation infrastructure and assets; improving the traveler experience; improving operational efficiencies; reducing emissions; and maintaining safety and security. So how can intelligent transport solutions in a smarter city environment help address these requirements?

#### KEY TAKEAWAYS:

- Examine successful ITS strategies in cities around the world
- Discuss how to overcome the challenges of legacy infrastructures
- Learn how to embrace emerging vehicle-to-vehicle and vehicle-to-infrastructure technologies

### STREAM 2: THE WASTELAND, RE-IMAGINED

As urban populations rise, so too does the amount of waste those city dwellers generates. Traditionally, this would have gone straight to landfill; but there is another way. Recycling and waste-to-energy – where waste is diverted from landfill and used as a source of renewable energy – is crucial to the long-term health of our cities. And American municipalities are increasingly turning to such solutions to help lower their carbon footprint, reduce their waste problem and address their growing energy needs.

#### KEY TAKEAWAYS:

- Learn how smart cities are implementing solutions such as recycling and waste-to-energy
- Find out why citizen education (and buy-in) is critical, and how to achieve it

### STREAM 3: SMARTER BUILDINGS

By 2025, buildings will use more energy than any other category of consumer. Heating, ventilation, air-conditioning, lights, water, elevators, the power and cooling for technology and people: all contribute to making buildings a significant source of greenhouse gas emissions. They also consume up to 40% of the world's natural resources. So how do we make our buildings smarter?

#### KEY TAKEAWAYS:

- Discover how sustainable building techniques and energy efficient materials can contribute to a city's green credentials
- Learn how building management systems can reduce the carbon footprint of the built environment

# PROGRAM: DAY 1 (PM)

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1300-1400	<b>LUNCH</b>
14:00 - 15:00	<b>KEYNOTE SESSION</b> <b>MAKING SENSE OF THE BUILT ENVIRONMENT</b> The rapid development of IT has produced an unprecedented wealth of information. Handheld electronics, location devices, networks and a wide assortment of tags and sensors are constantly producing a rich stream of data reflecting various aspects of urban life. For urban planners and designers, these digital traces are valuable sources of data in capturing the pulse of the city in rich temporal and spatial detail. But how do you make sense of such information in order to make meaningful decisions on city planning and resource allocation? How can state-of-the-art computing devices, networks and systems revolutionize our approach to city planning and management? <b>KEY TAKEAWAYS:</b> <ul style="list-style-type: none"><li>• Find out how to apply the pervasive computing paradigm to urban spaces</li><li>• Hear how data collection and analysis is improving city management</li></ul>
15:00 - 15:30	<b>COFFEE &amp; NETWORKING</b>
15:30 - 16:30	<b>BREAKOUT GROUPS</b> <b>GROUP 1: ENGAGING COMMUNITIES &amp; CHANGING BEHAVIORS</b> Often, it is the tiny efforts of many rather than the large efforts of just a few that can prove the difference between success and failure. Creating a smarter city isn't just about expensive technology deployments; it's also about encouraging citizens to make smarter choices about how they live, work, travel and consume. But how do you empower those citizens to take responsibility for their actions and change their behaviors if necessary? <b>KEY TAKEAWAYS:</b> <ul style="list-style-type: none"><li>• Learn how to engage citizens in smart city initiatives at the local level</li><li>• Discuss practical ideas for grass roots and community projects</li></ul> <b>GROUP 2: JOINING THE DOTS: IMAGINING THE CONNECTED CITY</b> There is no single silver bullet solution to making our cities smarter; the right approach can only be found in a network of interconnected solutions. But for such a network to succeed, the right backbone must be put in place first – which means telecommunications solutions will play a key role in enabling the city of the future. So how are authorities and telco operators meeting the technology infrastructure needs of smarter, more sustainably minded citizens – and future-proofing their cities in the process? <b>KEY TAKEAWAYS:</b> <ul style="list-style-type: none"><li>• Discover how state-of-the-art telecommunications can transform your city, and understand how to implement them into your existing infrastructures</li><li>• Share knowledge, best practice and ideas that truly work in a real-world setting</li></ul>
16:30 - 17:30	<b>LIVE Q&amp;A</b> <b>CITIES &amp; CLIMATE CHANGE: THE 21ST CENTURY CHALLENGE</b> Cities are on the frontline in addressing global climate change. In a recent study, 43% reported that they are already dealing with the effects of climate change including more hot days, increased frequency of heat waves, more intense rainfall, increased severity of storms and floods and rising sea levels. Such changes have serious implications for buildings, infrastructure, water supply, energy supply and human health. Yet the US remains something of a laggard in terms of furthering the climate debate. City leaders need to rethink urban planning in ways that will better manage urban sprawl and address growing climate-induced urban problems. This Q&A will show you how. <b>KEY TAKEAWAYS:</b> <ul style="list-style-type: none"><li>• Learn how to manage urban sprawl, reduce your city's carbon footprint and improve its green credentials</li><li>• Take part in an interactive discussion with a true industry leader</li></ul>
17:30 - 17:40	<b>CHAIRMAN'S CLOSING REMARKS</b>

# PROGRAM: DAY 2 (AM)

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08:45 - 09:00

## CHAIRMAN'S OPENING REMARKS

09:00 - 10:00

### KEYNOTE SESSION

#### RIP IT UP AND START AGAIN: LEARNING FROM GREENFIELDS

One of the benefits of building a new city from scratch is the ability to learn from the mistakes of the past. Unhindered by existing infrastructural constraints, Greenfield developments are able to look at urban planning problems from a fresh perspective. What can these pilot projects tell us about how the smart city of 2050 will function? And how can cities around the nation benefit from the insights gained from such projects, both home and abroad?

##### KEY TAKEAWAYS:

- Learn what pilot projects tell us about how the smart city of 2050 will function
- Explore innovative uses of technology that will help redefine the city around us
- Find out what lessons legacy cities can learn from pilot schemes when it comes to thinking smarter

10:00 - 11:20

### PANEL DISCUSSION

#### RETROFIT, REDEVELOP, REGENERATE: THE FUTURE OF THE INTELLIGENT CITY

At the turn of the last century, only 13 percent of the world's population lived in cities; two years ago, for the first time ever, more than half of us were city dwellers and by 2050 that number is expected to rise to 70 percent. Yet that huge urban influx means many cities are now groaning under the weight of a sudden, massive and unprecedented demand for space, services and resources. What challenges does the 21st century city face – and more importantly, where do the solutions lie?

##### KEY TAKEAWAYS:

- Establish where the pressure points lie and how to address them
- Hear from a panel of experts on smarter cities in action – real-world examples of how authorities are adding intelligence to their cities

11:20 - 11:50

## COFFEE & NETWORKING

11:50 - 13:00

### SPLIT-STREAM INTERACTIVE WORKSHOPS

#### STREAM 1: ADDRESSING THE WATER CHALLENGE

Water scarcity is now widely recognized as the greatest resource risk of the 21st century. But growing awareness that water is a limited resource, along with the advent of new technologies in urban water management, are redrawing the boundaries of what is possible in terms of managing this precious resource.

##### KEY TAKEAWAYS:

- Discover how to spearhead a culture change in the perception of water value
- Discuss the options available to city authorities and planners in conserving, managing and maximizing their water resources

#### STREAM 2: POWERING THE CITY OF TOMORROW

With demand for energy soaring, the need to consider alternative sources of power, heating and cooling grows ever more important – and the commercial and environmental arguments for clean energy and district heating to be central elements of the intelligent city become even stronger. But can clean energy really power tomorrow's cities? What is the role of renewable energy? Is district heating the solution? And what is the role of utilities in realizing such a scenario?

##### KEY TAKEAWAYS:

- Listen to case studies from successful district heating and clean energy projects, and understand how to implement your own
- Discuss what the energy paradigm of the future will look like

#### STREAM 3: SMART GRIDS AND SMARTER CITIES

As global population growth continues to accelerate in the coming decades, especially in urban areas, smart information and communication technologies will be at the forefront of the effort to improve the efficiency and effectiveness of utility systems and services – everything from power to water to transport. But how successful have such schemes been to date? And what can we learn from them going forward?

##### KEY TAKEAWAYS:

- Discover how sustainable building techniques and energy efficient materials can contribute to a city's green credentials
- Learn how building management systems can reduce the carbon footprint of the built environment

13:00 - 14:00

## LUNCH

# PROGRAM: DAY 2 (PM)

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14:00 - 15:00

## BREAKOUT GROUPS

### GROUP 1: INTEGRATED PLANNING FOR A SMARTER FUTURE

Inefficient transport and water systems, pollution, increasing security risks and access to effective telecommunications are just some of the challenges central to a city achieving its financial, economic, social and environmental goals. How can an integrated planning approach that takes into account each different infrastructure element help in this regard?

#### KEY TAKEAWAYS:

- Discover why communication and collaboration is the bedrock for any successful planning project

### GROUP 2: WHY SMART MEANS RESILIENT

A sustainable city isn't just an environmentally friendly one; it's also resilient and adaptable, and in this context building a smarter city is about creating the infrastructure and environment necessary to help cities better withstand chronic crises. Making our cities and towns resilient to the effects of climate change, natural disasters and rapid demographic shifts will be a key challenge over the coming years – particularly for the APAC region.

#### KEY TAKEAWAYS:

- Discuss and define the concept of urban resilience, and what challenges and opportunities it presents for APAC cities
- Share experiences and best practices with peers from around the region on how to take a holistic approach to building a resilient city

15:00 - 15:30

## COFFEE & NETWORKING

15:30 - 16:30

## KEYNOTE SESSION

### CHANGING THE PARADIGM: NEW IDEAS FOR OLD PROBLEMS

This new urban environment – where rapidly rising populations are placing ever-greater pressures on both natural resources and public services – increasingly requires new ways of looking at the world around us. Is it enough to simply evolve the methodologies and approaches we already have, or is a fresh take on the challenges required? Do we need an approach out of leftfield to radically alter our views?

#### KEY TAKEAWAYS:

- Learn how out-of-the-box thinking can transform the way we think about urban management solutions
- Apply lessons from outside the sector to transform the way you look at problems

16:30 - 16:40

## CHAIRMAN'S CLOSING REMARKS

# SPONSORSHIP PACKAGES

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## DIAMOND SPONSOR (1 AVAILABLE)

Our Diamond sponsorship package provides you with the best opportunity to promote your organisation to our delegate base and world-class speaker line up. The package includes an exclusive direct speaking opportunity to the entire delegation through a keynote address on a mutually pre-agreed subject.

As Diamond sponsor, your organisation brand will receive huge recognition with our delegation through the following fantastic coverage:

- Inside front cover and additional double page spread advert within the conference show guide
- Company logo to appear on Smart Cities APAC website as Diamond Sponsor
- Guest blog invitation to showcase and platform your industry expertise
- Upload of your company press releases/case studies to appear on Smart Cities APAC website

**You will not only benefit from our marketing platform; your sales and accounts team will also benefit from:**

- Access to full list of speakers and delegate information
- Full networking access to the entire delegation for the entire conference
- Access to all keynote workshops

**But don't just take our word for it:**

“ Yet again it was very valuable to be part of the iStrategy conference. The quality of the speakers and audience is always inspiring. iStrategy is a great opportunity to hear and share the latest digital strategies.

**Kors Van Wyngaarden, MD, Global Online Marketing,  
Philips International BV**

Diamond sponsor at our iStrategy Europe conference

### THE PACKAGE

- Keynote (1-hour duration) discussion in front of entire delegation on Day 1 after lunch
- Four delegate tickets to attend all keynote and workshop sessions for the full duration of the Smart Cities APAC conference
- Company logo to appear on signage at the conference venue as Diamond Sponsor
- Inside front cover double page spread full colour advertisement in the conference guide
- Company logo online as Diamond Sponsor
- Company profile to feature in conference guide
- Company logo to appear on all pre and post-conference marketing
- Option to be a guest blog on the Smart Cities APAC website
- Advert to appear on the visual screens at the conference
- Full networking access to entire delegation for duration of the conference
- Full list of speakers and delegates to be provided
- Attendance profiles included in the conference guide
- Promotional material to be handed out at registration
- Publication of press releases and case studies on the event website

**\$40,000 AUD**

# SPONSORSHIP PACKAGES

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## PLATINUM SPONSOR (1 AVAILABLE)

As our Platinum Sponsor, you will be able to utilise the full 'marketing mix' in order to reach out to our delegation of industry thought leaders and world-class speaker line up. This is a unique opportunity for you to provide your thought leadership.

You will be given the opportunity to chair a breakout session in front of delegates on a mutually pre-agreed topic.

As Platinum Sponsor, your company brand will also receive huge recognition with our delegation through the following fantastic coverage:

- Single-page full-colour advertisement to appear within conference show guide
- Company logo to appear on Smart Cities APAC website as Platinum Sponsor
- Guest blog invitation to showcase and platform your industry expertise
- Upload of company press releases/case studies to appear on the Smart Cities Europe website

You will not only benefit from our marketing platform; your sales and accounts team will also benefit from:

- Access to full list of speakers and delegate information
- Full networking access to the entire delegation for the entire conference
- Access to all keynote workshops

You will also have the option to supply promotional materials to our delegate base and keynote speakers that will help provide further granular information on your value proposition.

### THE PACKAGE

- The opportunity to lead a breakout session (1-hour duration) in front of delegation
- Three delegate tickets to attend all keynote and workshop sessions for the full duration of the Smart Cities APAC conference
- Company logo to appear on signage at the conference venue as Platinum Sponsor
- Single-page full-colour advertisement to appear within the conference guide
- Company logo on Smart Cities APAC website as Platinum Sponsor
- Company logo to appear on all pre and post-conference marketing
- Option to guest blog on the Smart Cities APAC website
- Advert to appear on visual screens at the conference
- Full networking access to entire delegation for duration of the conference
- Full list of speakers and delegates to be provided
- Company profiles included in the conference guide
- Promotional material to be handed out at registration
- Publication of press releases and case studies on the event website

**\$32,000 AUD**

# SPONSORSHIP PACKAGES

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## GOLD SPONSOR (6 AVAILABLE)

As our Gold Sponsor, you will be able to take a hands-on approach with our delegation by hosting an interactive workshop discussion (1-hour duration) on a pre-agreed subject.

As a Gold Sponsor your organisation will also be able to take advantage of a number of marketing tools at the conference that will help to reinforce your brand message and core value propositions:

- Single page full colour advertisement to appear within conference show guide
- Company logo to appear on Smart Cities APAC website as Gold Sponsor
- Guest blog invitation to showcase and platform your industry expertise
- Upload of company press releases/case studies to appear on Smart Cities Europe website

**You will not only benefit from our marketing platform; your sales and accounts team will also benefit from:**

- Access to full list of speakers and delegate information
- Full networking access to the entire delegation for the entire conference
- Access to all keynote workshops

### THE PACKAGE

- Opportunity to host a one-hour interactive workshop on a given subject or moderate a panel discussion
- Two delegate tickets to attend all keynote and workshop sessions for the full duration of the conference
- Company logo to appear on all pre and post-conference marketing
- Option to be a guest blog on the Smart Cities APAC website
- Single-page full-colour advertisement within conference show guide
- Advert to appear on visual screens at the conference
- Full networking access to entire delegation for duration of the conference
- Full list of speakers and delegates to be provided
- Company profile to feature in conference guide
- Attendee profiles included in the conference guide

**\$24,000 AUD**

# SPONSORSHIP PACKAGES

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## SILVER SPONSOR (2 AVAILABLE)

As a Silver Sponsor at the Smart Cities APAC Conference, you will certainly out from the crowd.

The Silver sponsorship provides you with a seat on a panel discussion, giving you an opportunity to provide your thought leadership in front of the entire delegation.

As our Silver Sponsor, your organisation will also be able to take advantage of a number of marketing tools at the conference that will help to reinforce your brand message and core value propositions:

- Single-page full-colour advertisement to appear within conference show guide
- Company logo to appear on Smart Cities APAC website as Silver Sponsor
- Guest blog invitation to showcase and platform your industry expertise
- Upload of company press releases/case studies to appear on Smart Cities Europe website

**You will not only benefit from our marketing platform; your sales & accounts team will also benefit:**

- Access to full list of speakers and delegate information
- Full networking access to the entire delegation for the entire conference
- Access to all keynote workshops

### THE PACKAGE

- A seat on a panel discussion
- Two delegate tickets to attend all keynote and workshop sessions for the full duration on the conference
- Company logo to appear on signage at the conference venue as Silver Sponsor
- Company logo to appear on signage at the conference as Silver Sponsor
- Single-page full-colour advertisement in the conference show guide
- Company logo on Smart Cities APAC website as Silver Sponsor
- Company logo to appear on all pre and post-conference marketing
- Advert to appear on visual screens at the conference
- Option to be a guest blog on the Smart Cities APAC website
- Full networking access across the entire delegation for duration of the conference
- Full list of speakers and delegates to be provided after the conference
- Attendee profiles included in the conference guide
- Publication of press releases and case studies on Smart Cities APAC conference website

**\$20,000 AUD**

# SPONSORSHIP PACKAGES

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## DRINKS AND NETWORKING SPONSOR (1 AVAILABLE)

If networking, communicating, reaching out and engaging with potential buyers is a key area of your marketing strategy then this exclusive sponsorship will provide your organisation with a great platform through which to reach our delegation.

As the Drinks and Networking Sponsor you will have two delegate tickets to attend all keynote and workshop sessions for the full duration of the conference, as well as:

- Full company branding at all network sessions including drinks and lunch sessions
- Exhibition stand/table with option to supply attendees with your marketing materials and giveaways

All attendees will also gain exposure to your offerings and expertise through:

- Full-page full colour advertisement to appear within the conference show guide.
- Company logo to appear on all pre and post-conference marketing
- Company logo to appear on Smart Cities APAC website as official Drinks and Networking sponsor
- Guest blog invitation to showcase and platform your industry expertise

### THE PACKAGE

- Two delegate tickets to attend all keynote and workshop sessions for the full duration of the conference
- Exclusive branding at drinks and networking session end of Day 1
- Exhibition stand/table in networking area, plus the option to bring and display marketing materials and giveaways
- Company logo to appear on signage at the conference during all networking
- Single-page full-colour advertisement to appear within the conference show guide
- Company logo online as Drinks and Network sponsor
- Company logo to appear on all pre and post-conference marketing
- Option to be a guest blog on the Smart Cities APAC website
- Advert to appear on visual screen at the conference
- Full networking access to entire delegation for duration of the conference
- Full list of speakers and delegates to be provided after the conference
- Company profile to feature in conference guide

**\$18,000 AUD**