



Partnership for Urban Innovation

GLOBAL CONFERENCE 2010 • JUNE 17 – 18, 2010 • SHANGHAI, CHINA

Conference Lead Partners:

Conference Knowledge Partners:

Version: 7th June 2010

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Conference Lead Partners:

THE CLIMATE GROUP

CONNECTED
URBAN DEVELOPMENT

Smart+Connected
Institute

metropolis ●



- **Title:** Partnership for Urban Innovation: Global Conference 2010
- **Objectives :**
 - Position Cisco's S+CC program and the S+CC Institute with Metropolis, the Climate Group and the CUD global community
 - Transition of Connected Urban Development to The Climate Group, as the CUD Alliance global program.
 - Extend S+CC and CUD Alliance relevance to Metropolis' 100+ member cities
 - Position S+CC to the existing large CUD global community, as the new Cisco step into the urban space
 - Position existing S+CC thought leadership and start ongoing interactions on “the business case for the city to become connected and sustainable”
 - Position Cisco as the leading innovator in the urban space: Relevant thought leader at global and local (China) level, provider of innovative technology solutions, orchestrator of a “network of global relevant networks (Metropolis, World Bank, ULI, Climate Group, etc)
- **Brands:** Cisco's Smart+Connected Communities (structurally separated from CUD and positioned as the next big move for Cisco), S+CC Institute, Connected Urban Development Alliance (only Thursday), Metropolis, The Climate Group
- **Main Event Partners / Co-Brands:** Cisco, Metropolis, S+CC Institute, Connected Urban Development Alliance, The Climate Group, Shanghai Expo
- **Breakouts / Knowledge Partners:** Urban Land Institute, Metropolis, MIT, Young Foundation, World Bank, The Climate Group, Social Innovation eXchange
- **Main Executives:** John Chambers (Cisco), Wim Elfrink (Cisco), Steve Howard (The Climate Group), Josep Roig (Metropolis), Vincent Lo (Shui On Group), Prof Wu (Tongji University)
- **Venue:** Le Meridien Hotel, Shanghai

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Proposed event flow

- June 16th: Delegates arrive
- **June 17th: “Partnership for Urban Innovation” event. Opening by Owen Chan introducing John Chambers. Keynote speeches in the morning, breakouts in the afternoon, end up on a high note with a high-profile, international speaker with master of ceremony and final remarks by Wim Elfrink. Event dinner.**
- **June 18th: Guided visits to the Expo Pavillion; Cisco, Ile de France, Madrid, Seoul, Shanghai and others.**
- June 19th : Afternoon –
 - Option 1) Delegates to revisit Expo site for other unguided Pavilion visits, or
 - Option 2) **Invited delegates will** transfer to Wuxi, a city nearby Shanghai where the global Shanghai Expo **global conference** is taking place. Expo organizers take over the audience
- June 20th and 21st: World Expo's two days global cities event

Conference Knowledge Partners:



social innovator
eXchange



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Morning Session

Opening Plenary: *Better City, Better Life – Global Perspectives*

- Welcome Address by Wim Elfrink, Chief Globalisation Officer, Cisco
- Mr Zhu Shan Lu, *Standing Member of CPC Jiangsu Provincial Committee, Secretary, CPC Nanjing Municipal Committee*

Morning Plenary I: An Urban Transformation Alliance Between Public and Private Sectors

- John Chambers, Chairman and CEO, Cisco Systems
- Steve Howard, CEO, The Climate Group
- Josep Roig, Secretary General, Metropolis

Break

Morning Plenary II: Urban Innovation in China

- Vincent Lo – Chairman and CEO, Shui On Group
- Sean Chiao - Executive Vice President, AECOM China
- Professor Jiang Wu, Vice President, Tongji University

LUNCH & NETWORKING

Afternoon Session

- Thematic Break-outs: supported by the Smart+Connected Communities Institute
 - **Urban Design and Networked Development** – Urban Land Institute and Cisco co-chairing
 - **Sustainable Cities: Barriers and Solutions** – The Climate Group and Cisco co-chairing
 - **Smart and Connected Urban Mobility** – Metropolis and Cisco co-chairing
 - **Economic Growth in Cities** – World Bank and Cisco co-chairing
 - **Social Life of Cities** – Young Foundation and Cisco co-chairing

Break

Afternoon Plenary Session: Global Cities of the Future

- Geoff Mulgan – Director, Young Foundation
- Patrick.L. Phillips – CEO, Urban Land Institute
- Stan Gale – Chairman and Managing Partner, Gale International
- Wim Elfrink – Cisco Systems, Chief Globalisation Officer

Evening: Conference Dinner – Shanghai Grand Theater

Timing:

08.30 – 08.40

08.40 – 08.55

08.55 – 09.25

09.25 – 09.45

09.45 – 10.00

10.15 – 10.30

10.30 – 11.00

11.00 – 11.30

11.30 – 12.00

12.00 – 13.30

13.30 – 15.30

15.30 – 15.50

15.50 – 16.15

16.15 – 16.40

16.40 – 17.00

17.00 – 17.30

19.00 – 21.00

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Agenda June 18th - Expo Pavilion Tours*

All delegates, organised into four groups, throughout the day

Pavilions to be visited:

- Cisco – Smart+Connected Life - http://www.cisco.com/web/CN/expo/index_en.html

Including Urban Innovation showcase sessions on:

- Urban Mobility
- Urban Sensing and Mapping
- WorkLife Innovation
- Dialogue Café

- Urban Best Practices Pavilion

Metropolis Cities -

- Barcelona – Progress and heritage
- Madrid – New Horizons in Public Housing
- Shanghai – Eco-house in Shanghai
- Seoul – Culture and technology

- Future Pavilion

- SAIC/GM – The Road to the Future - <http://www.gmexpo2010.com/en>

* Agenda and specific speakers in each session to follow

All Delegates also provided with 3Day Expo pass for unaccompanied return visits over the following weekend 19-20th June

Conference Knowledge Partners:



social innovation
eXchange



Detailed Agenda: By Group

Time		Activity			
8:00 – 9:15		Group 1 (Asia) Transfer from Le Meridien, clear security and entrance at Expo			
10:30 – 11:30		Groups 2-4 Transfer from Le Meridien, clear security and entrance at Expo			
		Group 1 (Asia)	Group 2	Group 3	Group 4
9:30-11:30	Group 1	Cisco Pavilion 9:30-11:30	~*~	~*~	~*~
12:00-13:30	Group 2	12:00-12:30 GM Show	Cisco Pavilion 12:00-13:30	11:30-12:30 Lunch @ GM	11:30-12:30 Lunch @ Madrid
		12:30-13:30 Lunch @ GM		12:30-13:00 GM Show	12:45-13:45 UBP area*
14:00-15:30	Group 3	14:00-14:45 Future Pavilion	13:45-14:45 Lunch @ GM	Cisco Pavilion 14:00-15:30	14:00-14:45 Future Pavilion
		15:00-16:00 UBP Area*	15:00-15:30 GM Show		15:00-15:30 GM Show
16:00-17:30	Group 4	~*~	15:30-16:15 Future Pavilion	16:00-16:45 Future Pavilion	Cisco Pavilion 16:00-17:30
		~*~	16:30-17:30 UBP area*	17:00-18:00 UBP area*	
18:00	Bus depart from Expo to Le Royal Meridien (from gates 1, 2 & 3)				

***UBP Area** consists of Madrid, Shanghai, Seoul and Barcelona Pavilions

Cisco Pavilion Agenda: By Group

Group 1 (Asia) 9:30-11:30		Group 2 12:00-13:30		Group 3 14:00-15:30		Group 4 16:00-17:30	
9:30-9:42 Public Show		12:00-12:12 Public Show		14:00-14:12 Public show		16:00-16:12 Public show	
5 minute transition		5 minute transition		5 minute transition		5 minute transition	
9:47-10:17 Urban Mobility Innovation <i>Tony Kim – Cisco IBSG</i> <i>Dr Kwon – Busan Development Institute</i> Content: Video demo and online demo		12:17-12:47 WorkLife Innovation <i>Bas Boorsma – Cisco IBSG</i> <i>Mark de Kruijk - City of Amsterdam</i> Content: Online demo		14:17-14:47 Urban Sensing & Mapping <i>JD Stanley – Cisco IBSG</i> <i>Usman Haque – Pachube</i> <i>Filippo Dal Fiore – MIT/CurrentCity</i> Content: Online demo		16:17-16:47 Dialogue Café and Social Innovation eXchange <i>Diogo Vasconcelos – Cisco IBSG</i> <i>Sara Pitiera – Dialogue Café Foundation</i> Content: VIA TP (link to Lisbon Public TP site 9am BST)	
5 minute transition & split into 2 groups of 20		5 minute transition & split into 2 groups of 20		5 minute transition & split into 2 groups of 20		5 minute transition & split into 2 groups of 20	
<u>Group 1a</u> 10:22-10:52 Reception & DMS	<u>Group 1b</u> 10:22-10:52 Solutions Showcase	<u>Group 2a</u> 12:52-13:12 Reception & DMS	<u>Group 2b</u> 12:52-13:12 Solutions Showcase	<u>Group 3a</u> 14:52-15:12 Reception & DMS	<u>Group 3b</u> 12:52-13:12 Solutions Showcase	<u>Group 4a</u> 16:52-17:12 Reception & DMS	<u>Group 4b</u> 17:52-17:12 Solutions Showcase
10:52-11:22 Solutions Showcase	10:52-11:22 Reception & DMS	13:17-13:37 Solutions Showcase	13:17-13:37 Reception & DMS	15:17-15:37 Solutions Showcase	13:17-13:37 Reception & DMS	17:17-17:37 Solutions Showcase	17:17-17:37 Reception & DMS