



المؤتمر السعودي الأول  
للمدن الذكية  
Saudi Smart Cities  
Conference 2017

16-18 May 2017, InterContinental Hotel, Riyadh, KSA

Endorsed by



وزارة الشؤون  
البلدية و القروية  
Ministry of Municipal & Rural Affairs

Under the Patronage of Ministry of Municipal and Rural Affairs (MOMRA)



Conference Programme

Smart Solutions  
For Better Life



Organized by

# Conference Overview

Dear Colleagues,

Due to rapid urbanization and high demand for quality life, authorities across the globe are constantly infusing billions of dollars to enhance their country's infrastructure and provide the best and state-of-the-art amenities for their citizens. The key elements driving these initiatives are "better urban planning combined with smart technologies", which as a result has transformed many cities into "Smart, Citizen-Centric and highly Efficient in Energy and in all other Smart City Aspects & Sustainable".

Looking at these phenomenal developments and transformations, The Kingdom of Saudi Arabia has taken a bold approach to invest heavily into the Smart City projects and is taking swift decisions in the year 2017 and the years to come to ensure projects' success.

The authorities in the Kingdom have realized that, a successful Smart City can be built with the right framework in place, support from the municipalities and work in tandem with various government entities, private organizations, transportation firms, utilities, and – most importantly – citizens.

With this in mind, under the Patronage of H.E Abdul Latif bin Abdul Malik Al-Sheikh, Minister of Municipalities and Rural Affairs (MOMRA), Dar Al Riyadh and Nispana Innovative Platforms is hosting the "First Saudi Smart Cities Conference" from 16-18 May 2017, at King Faisal Conference Hall, Intercontinental Hotel, Riyadh, Kingdom of Saudi Arabia.

It is our honor receiving you at this huge event.

Prof. Abdullah Mohammed Algarni  
Dar Al Riyadh.



# What to expect at Saudi Smart Cities 2017:

1

Gain first hand insights into Kingdom's upcoming Smart City Projects

2

Learn about the best practices implemented in Smart Cities across the globe

3

Visualize the latest technologies showcasing real time simulations of projects across the globe

4

Network with key stakeholders responsible for signing MoU's at the event

5

Develop relationships with key project owners & enhance your community network

6

Engage in 1:1 discussions with industry experts & get the answers for your problem questions

7

Witness the largest gathering of industry professionals actively involved in Smart City projects

## Key elements to be discussed at Saudi Smart Cities 2017

Smart Urban Planning

Technologies in Smart Cities

Financing & Business Models



Governance for Smart Cities

Smart Mobility

Dialogue On Saudi Smart Cities

Youth and Women Engagement

## Who Will Attend

► Ministry of Municipal and Rural Affairs

► Ministry of Communications & Information Technology

► Ministry of Planning and National Economy

► Ministry of Finance

► Ministry of Housing

► Communications & Information Technology Commission

► Yesser e-government Program

► Economic Cities Authority

► Municipalities

► Embassies and Trade commissions

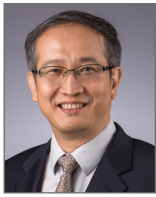
► Architects, Urban planners and Consultants

► Developers & Infrastructure Development Companies

► Academia & Non-governmental Organizations

► Investment Agencies

# Confirmed Speakers & Moderators



Prof HENG Chye Kiang (PhD),  
Lum Chang Chair Professor,  
School of Design and Environment,  
National University of Singapore



H.E. Prof. Hani Mohammad Aburas  
Mayor of Jeddah Province  
Kingdom of Saudi Arabia



Ric Stephens  
President of International Society  
of City and Regional Planners,  
ISOCARP, Netherlands



Frans-Anton Vermast  
Strategy Advisor Low Carbon  
& Connected Urban Policies,  
Amsterdam Smart City, Netherlands



Dr. Young-Geun Lee  
Commissioner, Incheon Free  
Economic Zone Authority, Korea



Ahmad Bin Mahyi Al Wathah Al Montshri  
IT Operations & Support Manager,  
SmartCity Act Manager at Royal  
Commission for Jubail & Yanbu  
Kingdom of Saudi Arabia



Eng. Fahad Mohammed Al Jubeir  
Mayor - Eastern Province,  
Kingdom of Saudi Arabia



Mathias Reddmann  
Project & Policy Officer Smart Cities &  
Sustainability  
Directorate-General for Communications  
Networks, Content and Technologies  
(CONNECT) European Commission



Dr. Patricia McCarney  
President and CEO of the World Council  
on City Data  
Director, Global Cities Institute,  
University of Toronto



Eng. Ali Bin Saleh Al-Soma  
Advisor to the Minister of  
Communications and IT, Director  
General of e-Government Program  
Kingdom of Saudi Arabia





# Confirmed Speakers & Moderators



Lee Jae Yong  
Director of Smart & Green City  
Research Center  
Korea Research Institute for  
Human Settlements, Korea



Dr. Paul J. Densham  
Collaborative Decision Support  
Systems (DSS) Leader,  
London



Eng. Ibrahim Bin Mohammad Al-Sultan  
Mayor of Riyadh Region  
Kingdom of Saudi Arabia



Dr. S.K. Jason Chang  
Professor  
National Taiwan University  
Taiwan



Dr. Young-Jun MOON,  
Chief Director, Dept. of National  
Transport Technology R&D, The Korea  
Transport Institute (KOTI), Korea



Stephen Yarwood  
Ex-Mayor, City of Adelaide  
Urban Futurist CITY 2050



Yousuf Mohammed Abdullah AlShaiba  
Director of Smart Services Development  
Department  
Municipality & Planning Department -  
Ajman, UAE



Masaaki Yoshikawa  
Director General, Osaka City  
Government, Japan



Dr. Osama Fadl Al-Bar  
Mayor  
Holy City of Makkah  
Kingdom of Saudi Arabia



# Conference Agenda Day 1

Tuesday 16 MAY 2017 (20 Shaban 1438)

07:00 - 09:00	<b>Reception and Registration of Participants</b>
09:00 - 10:30	<b>OPENING CEREMONY</b>
	<b>Speech of the Chairman of the Conference</b>
	<b>Keynote Presentation - Smart City Vision</b>
	<b>Speaker: Prof HENG Chye Kiang (PhD), Lum Chang Chair Professor, School of Design and Environment, National University of Singapore</b>
	<b>Speech of Conference Host</b>
	Host Sponsor Speech
	Honoring of Sponsors
10:30 - 11:00	<b>Networking Coffee Break</b>
	<b>FIRST SESSION- THEME: SMART URBAN PLANNING</b>
	<b>Session Chair - Dr. Abdulrahman Bin Hassan Al Al-Sheikh, Deputy Minister for Town Planning, Ministry of Municipal and Rural Affairs, KSA</b>
11:00 - 11:20	<b>Smart City Components in Urban Planning</b>
	<b>Speaker: Ric Stephens, President of International Society of City and Regional Planners, ISOCARP</b>
11:20 - 11:40	<b>Requirements for Transferring to Smart Cities</b>
	<b>Speaker: Frans-Anton Vermast, Strategy Advisor Low Carbon &amp; Connected Urban Policies, Amsterdam Smart City</b>
11:40 - 12:20	<b>Case Studies: Smart Urban Development</b>
12:20 - 12:50	<ul style="list-style-type: none"><li><b>Case Study 1: Dr. Young-Guen Lee, Commissioner, Incheon Free Economic Zone Authority (Songdo)</b></li><li><b>Case Study 2: Ahmad Bin Mahyi Al Montshri, Smart City Act. Director / RC Operation &amp; Support Manager, Royal Commission for Jubail &amp; Yanbu</b></li></ul>
	<b>Interactive Discussion</b> – The interactive discussion will feature all the presenters from this session and provide the audience an opportunity to get answers for any of their queries
12:50 - 13:20	<b>Networking Coffee Break - DUHUR PRAYER</b>





	SECOND SESSION - THEME: GOVERNANCE FOR SMART CITIES
	<b>Session Chair - Eng. Fahad Mohammed Al Jubeir, Mayor, Eastern Province, Kingdom of Saudi Arabia</b>
13:20 - 13:40	<b>Need for Smart Cities National Policies</b>
	<b>Speaker: Mathias Reddmann, Directorate-General for Communications Networks, European Commission</b>
13:40 - 14:00	<b>Smart Data Governance</b>
	<b>Speaker: Dr. Patricia McCarney, President &amp; CEO, World Council on City Data</b>
14:00 - 14:40	<b>Case Studies: e-Governance for Smart Cities</b>
	<ul style="list-style-type: none"> <li><b>Case Study 1: Mr. Maher Ahmad, Head of Innovation &amp; e-Transformation Planning Unit, Dubai Municipality</b></li> <li><b>Case Study 2: Mr. L.C.C, - Madrid City , Spain (TBA)</b></li> </ul>
14:40 - 15:10	<b>Interactive Discussion</b> – The interactive discussion will feature all the presenters from this session and provide the audience an opportunity to get answers for any of their queries
15:10	<b>Lunch (End of Sessions Day 1)</b>

	WORKSHOP TOPIC	WORKSHOP LEADER
17:00 - 18:30	How to design a smart city	ESRI
19:00 - 20:30	Success Story	Cisco Company

**“Exhibition and Associated activities are open and running in parallel”**



# Conference Agenda Day 2

Wednesday 17 MAY 2017 (21 Shaban 1438)

	<b>THIRD SESSION - THEME: TECHNOLOGIES IN SMART CITIES</b>
	<b>Session Chair - Eng. Ali Bin Saleh Al-Soma</b> , Advisor to the Minister of Communications and IT; Director General, <b>e-Government Program Kingdom of Saudi Arabia</b>
08:30 - 08:50	<b>Smart City Platforms</b>
	<b>Speaker: Dr. Lee Jae Yong</b> , Director - Smart & Green City Center, <b>Korea Research Institute for Human Settlements, Korea</b>
08:50 - 09:10	<b>Smart Infrastructure &amp; Networks</b>
	<b>Speaker: Ammar Hamadien</b> , Head of Strategic Engagement, Middle East and North Africa, <b>GSMA</b>
09:10 - 09:50	<b>Case Studies: Smart Decision Support System in Urban Planning</b>
	<ul style="list-style-type: none"><li><b>Case Study 1: Dr. Paul J. Densham</b>, Collaborative Decision Support Systems (DSS) Leader, <b>London</b></li><li><b>Case Study 2: Eng. Fahad Shathry</b>, <b>ELM, Saudi Arabia</b></li></ul>
09:50 - 10:20	<b>Interactive Discussion</b> – The interactive discussion will feature all the presenters from this session and provide the audience an opportunity to get answers for any of their queries
10:20 - 10:50	<b>Networking Coffee Break</b>
	<b>FOURTH SESSION - THEME: SMART MOBILITY</b>
	<b>Session Chair - Eng. Ibrahim Bin Mohammad Al-Sultan</b> , Mayor of Riyadh Region
10:50 - 11:10	<b>Urban Mobility Smart Solution</b>
	<b>Speaker: Prof. S.K. Jason Chang</b> , Professor, Dept of Civil Engineering <b>National Taiwan University, Taiwan</b>
11:10 - 11:30	<b>Intelligent Transportation Systems</b>
	<b>Speaker: Dr. Young-Jun MOON</b> , Chief Director, <b>Korea Transport Institute</b>
11:30 - 12:10	<b>Case Studies: Urban Transport Management for Efficient Urban Mobility</b>
	<ul style="list-style-type: none"><li><b>Case Study 1: Mr. Tairq Al Fares</b>, <b>Riyadh Metro</b></li><li><b>Case Study 2: Dr. Anas Alfaris</b>, <b>KACST</b></li></ul>
12:10 - 12:40	<b>Interactive Discussion</b> – The interactive discussion will feature all the presenters from this session and provide the audience an opportunity to get answers for any of their queries
12:40 - 13:10	<b>Networking Coffee Break - DUHUR PRAYER</b>





	FIFTH SESSION - THEME: FINANCING AND BUSINESS MODELS
	<b>Session Chair - Mr. A.A.S - Saudi Arabia</b> (TBA)
13:10 - 13:30	<b>Smart City Finance</b>
	<b>Speaker: Stephen Yarwood, Ex-Mayor, City of Adelaide, Urban Futurist CITY 2050</b>
13:30 - 13:50	<b>Financial Tools to Fund Smart Cities Initiatives</b>
	<b>Speaker: Eva Bufi, Executive Director, PPP for Cities, Spain</b>
13:50 - 14:30	<b>Case Studies: International Approaches and Collaborative Partnerships to Achieve Smart Cities</b>
	<ul style="list-style-type: none"> <li><b>Case Study 1: Mr. T.K. - Turkey</b> (TBA)</li> <li><b>Case Study 2: Dr. Seppe Verheyen, Research Fellow - 21st Century Diplomacy, Emirates Diplomatic Academy, UAE</b></li> </ul>
14:30 - 15:00	<b>Interactive Discussion</b> – The interactive discussion will feature all the presenters from this session and provide the audience an opportunity to get answers for any of their queries
15:00	<b>Lunch (End of Sessions Day 2)</b>

	WORKSHOP TOPIC	WORKSHOP LEADER
17:00 - 18:30	Success Story	Huawei
17:00 - 18:30	Smart Cities Job Creation	Siemens

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# Conference Agenda Day 3

Thursday 18 MAY 2017 (22 Shaban 1438)

	<b>SIXTH SESSION THEME: DIALOGUE ON SAUDI SMART CITIES</b>
09:00 - 10:30	<b>First Panel Discussion: Smart City - Meeting Citizen Needs</b> <b>Session Moderator: Mr. Hamad Alomar - Member of Municipalities Chairman Committee - Ministry of Municipal and Rural Affairs, Saudi Arabia</b>
Discussions	<ul style="list-style-type: none"><li>· Meeting Youth needs</li><li>· Meeting Women's needs</li><li>· Public sector role in meeting Citizen's needs</li><li>· APPS</li></ul>
Panellists	<b>H.E. Prof. Hani Mohammad Aburas, Mayor of Jeddah Province, Kingdom of Saudi Arabia</b> <b>Mr. A. A.J, Saudi Arabia</b> <b>Prof. Dr. Fouziya Mohamed Aba Al-Khail, Shoura Council Member</b> <b>Mr. Yousuf Mohammed Abdullah AlShaiba - Director of Smart Services Development Department - Ajman UAE</b> <b>Mr. Mohammad Domais - Founder RoseBerry Company Elm (TBA)</b>
10:30 – 11:00	<b>Networking Coffee Break</b>
11:00 – 12:30	<b>Second Panel Discussion: Smart City - Job Creation</b> <b>Session Moderator: Mr. T.Z.H Media &amp; Banking - Saudi Arabia (TBA)</b>
Discussions	<ul style="list-style-type: none"><li>· How to make Youth employable in a smart environment</li><li>· Tech Jobs that will be needed for the future of Smart cities</li><li>· How Private companies can contribute to New Jobs</li><li>· Transforming today's generation to tomorrow's requirements</li></ul>
Panellists	<b>Mr. Masaaki Yoshikawa, Japan</b> <b>Human Resource Development Company - Saudi Arabia (TBA)</b> <b>Telecom Co. Saudi Arabia (TBA)</b>
12:30 – 13:00	<b>Networking Coffee Break - DUHUR PRAYER</b>
13:00 – 14:00	<b>CLOSING CEREMONY</b> <ul style="list-style-type: none"><li>· Signing of MOU's</li><li>· Winners Awards</li></ul>
14:00	<b>Lunch</b>

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# Top 6 reasons for solution / service providers to be a part of the Saudi Smart Cities conference



- Take advantage of the conference content to initiate thoughtful conversations. Our audience of senior level executives are strategic thinkers and decision-makers: exactly who you want to engage with to build new leads and nurture existing ones
- Be the first to hear about the smart city projects and position yourself as a front runner amongst your competitors
- Consider the marketing exposure you will receive through our print & digital efforts, both internally & via our media partnerships. You will get weeks of pre-event exposure to your target audience. Think of it as a consolidated media buy
- Take part in the event conference sessions and create a lasting impressions by showcasing your state-of-the-art products / solutions at the innovation lab
- Further your branding onsite & engage more intimately with your desired audience. An exhibit booth is ideal whether you have a new product launch, want to do hands-on demonstrations or to standout against the competition
- With multiple networking breaks, sit down luncheons & reception, you have ample opportunities to connect with your desired audience. Partake in the conference sessions & gain firsthand insights on what the industry is looking for so you can better position your product and/or service offerings












# Exhibition Floor Plan - Ballroom Area



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	MOMRA		DAR AL RIYADH		GOLD
	GOVERNMENT		DIAMOND		SILVER
	HOST		PLATINUM	 YOUTH INNOVATION ZONE 2M X 2M	



# Exhibition Floor Plan - Foyer Area



## SHELL SCHEME BOOTH SPECIFICATIONS

- Minimum 12sqm - Wall panels, 1 table, 2 chairs, carpet and fascia board (max.30 letters), 1 spotlights
- Write up in the official show catalogue
- 1 Complimentary pass to attend the conference





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[www.saudismartcities.net](http://www.saudismartcities.net)

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# CITIZEN CENTRIC SMART SOLUTIONS FOR BETTER LIFE

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