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smart**travel**.18

Bragança | Portugal

December **6-8**
Auditorio **Paulo Quintela**
Bragança (Portugal)

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#SMARTRAVEL18



SMART TRAVEL 2018: WELCOME

The Smart Travel event is the leading regional and national event to promote debate and reflection and promote awareness and best practices for small and medium sized smart cities that can use tourism to power a structured and sustainable economic and social development. It is a great opportunity for leaders, citizens and stakeholders to listen, learn and discuss the future development of our villages, towns and cities. For solution providers it offers the chance to put brands and solutions at the forefront of the minds of city leaders, planners, tourism offices, companies, startups, architects, developers, etc.

The Smart Travel event gathers every year a high-qualified audience and extreme competent and inspiring speakers and keynotes. Since 2014, already passed by this important and notorious international event, more than 2500 delegates and 300 speakers and keynotes. It's undoubtedly one of the most important events to discuss tourism, sustainability, innovation and smart cities in remote and rural areas.



Evgeny Angelov
Chairman of the Bulgarian Private Equity and
Venture Capital Association.

Previously, Evgeny was the Economic Advisor to the President of Bulgaria and the Deputy Minister of Economy. His focus in the public sector has been on economic, investment and innovation policy formulation and implementation. He supervised over 50 state-owned companies and was responsible for the €1.2bn Operational Programme "Competitiveness". He served as Chairman of the Board of both the Bulgarian Energy Holding, the National Electricity Company, and was a Board member and initiator of Sofia Tech Park. Concurrently, he was the Head of the Investment Board of JEREMIE Bulgaria, a €350mm fund of funds, which provides equity and debt financing to start-ups and SMEs. Prior to his public sector roles, Evgeny was Director at Trigranit Development Corporation, a leading real estate development company in Central and Eastern Europe. Before that he held various positions at the European Bank for Reconstruction and Dev



Maria Marinova
Diretor Bulgarian Private Equity and Venture Capital
Association

Previously, she worked as a Communications Officer at the European Private Equity and Venture Capital Association, Invest Europe (formerly EVCA). As part of the communications team, Maria was working on industry promotion and building an awareness and understanding of private equity through a range of communications initiatives and publications. Maria has communications experience in the spheres of education and finance in both Sofia and Brussels. She was part of the communications team at the Institute for European Studies in Brussels and the American University in Bulgaria. Prior to that, Maria was part of the communications team at UNITEE New European Business Confederation. Maria holds MSc in Communication Studies and MA in Diplomacy.



Silvia Silva
CREATOUR

Silvia Silva is a Researcher at Centre for Social Studies of the University of Coimbra. Currently she is Research Manager of CREATOUR - Creative Tourism Destination Development in Small Cities and Rural Areas. She holds a degree in Sociology from the Faculty of Economics of University of Coimbra, institution where she obtained her master's degree in Cities and Urban Cultures with the dissertation "The reception of the public culture: an approach on the public reception modes of The School of Night". Currently she is a PhD student in Sociology, developing a thesis with the proposed theme "Qualified Portuguese migration: identity, expectations and mobility strategies of cultural and creative professionals". She held several research activities and developed different projects in collaboration with varied institutions. Her main research interest issues are cities and urban cultures, cultural policies and practices; mobilities; and higher education.



Nagore Espinosa
Director of in2destination

Nagore Espinosa has more than 12 years experience in the tourism economic sector, from a private perspective: meetings industries and accommodation, from the public administration side on foreign promotion of Spain and US market research, as well as from the academic side focusing on sustainable smart and competitive destination management and measurement and economic analysis of tourism at sub-national levels. Her professional activity has been developed in Europe (Spain, UK and Italy), in the Americas (US & Colombia) and in Asia (Myanmar, Timor Leste and Indonesia), where she has bridged strong relations with renowned professionals from trade, meetings industries, accommodation and creative industries, as well as local and regional public administrations and academia.

2018 SPEAKERS



Normandy Madden

Global Director, Media & Brand Innovation
The Digit Group

Normandy Madden is the global director of media and brand innovation of The Digit Group (TDG), which designs, builds and manufactures holistic smart cities that provide greater security, increased safety, lower energy use and a better urban experience.

TDG's smart city solutions are created through a matrix of innovations such as master architectural design and engineering services, digital fabrication and manufacturing and the real-world implementation of the Internet of Things. TDG's solutions and technologies have been implemented in China, Southeast Asia, India, the Middle East, Europe and the U.S.

Normandy helps TDG (www.thedigitgroupinc.com) commercialize smart city technologies such as autonomous transportation systems, kinetic, solar and wind energy systems, and interactive solar-powered charging-WiFi stations/mass transit shelters. Her mission is connecting TDG's world-class team of architects, engineers, urban planners, construction and transportation experts and software developers with brand owners producing fast moving consumer goods, as well as retailers, entertainment companies and the travel and tourism industries.



David Carvalhão

Empreendedor / Founder / Business Angel Investor

Obsessive serial entrepreneur, polymath, creative thinker and public speaker, he has 21 startups under his belt and a few extra pounds on top, some tech patents and a track record for getting exotic things done.

For the past few years he has been invested in helping startups get to market, as a Business Angel, public speaker, trainer and mentor at some of the best acceleration programs in Europe, such as the Lisbon Challenge, EDP Energy Accelerator and the European Innovation Academy, as well as being an expert disruptive business/technology evaluator for the European Commission and a few European investment funds.

David can be found on any major social network under the handle @carvalhao



Diogo Correia

Business Developer - Ubiwhere & Citibrain

Diogo Correia is a Business Developer at Ubiwhere, and holds a Master's Degree in Industrial Engineering and Management from the University of Aveiro. It has a diverse range of skills in business management in national and international markets. These skills and strong commercial focus are a result of the experience gained as a Business Developer at Ubiwhere and Innovation Manager of the Citibrain brand.



Carlos Neves

ZOOM GLOBAL SMART CITIES ASSOCIATION

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President ZOOM GLOBAL SMART CITIES ASSOCIATION
Entrepreneur and General Director of SEVENFORMA - Sistemas de Gestão, Lda

Business Developer of CCG - Center of Computer Graphics (Center of Technological Interface of the University of Minho)

Consultant in Innovation, Knowledge Transfer, Energy, Territory and Town Development

Regional (North) and national director of the Order of Engineers

Professional experience:

President of the North Regional Coordination and Development Commission (CCDR-Norte)

Chairman of the Board of Directors of the North Regional Operational Program - ON.2

Vice-president of CCDR-Norte

President of the Management Authority of the Atlantic Area Transnational Operational Program

2018 SPEAKERS



Afonso Café

Advogado / Professor Universitário

Degree in Law; Doctorate in Law at the Faculty of Law of the Balearic Islands University, with the theme "Collaborative Housing: Iberian Vision of the Requirements for Access to the Activity"; Founding partner of APC - Álvaro Café, João Vidal, Afonso Café, Sociedade de Advogados, RL., In Faro;

Lecturer at the Faculty of Economics of the University of Algarve, in the curricular units of Commercial Law and Economics Law and Masters in Corporate Governance and Water Law;

Associate member of CinTurs - Research Center for Tourism Sustainability and Well-Being; Researcher in the R & D Project "Legal Treatment of Collaborative Tourism and Online Platforms", Faculty of Law of the University of the Balearic Islands, which runs from 2018 to 2020, financed by the Spanish State, Ministry of Economy, Industry and Competitiveness, no. of reference: DER 2017-83073-R;



Juan Antonio Medina

Consultor ambiental e turístico

Juan Antonio Medina, with scientific and naturalistic training, is an ornithological guide, environmental educator and environmental and tourism consultant. In 2013 he founded the company Buteo Iniciativas Ambientales, whose main activity is the observation of Flora and Fauna, especially birds. He participates in various European projects for sustainable rural development, and regularly collaborates with several conservation associations at national and local level. It is also an official tourist guide, and designs and organizes innovative tourism experiences that combine the observation of nature with visits to wineries, museums and other tourist resources. For these proposals has received in recent years the Prize Ecology of the Diputación de Valladolid and a special mention in the national prizes of Enotourism of Spain, in the category of Commitment to Society and the Environment. He currently belongs to the Board of Directors of Rueda Wine Route, where he has launched a pioneering initiative in electric bicycle routes.



Carça Branco

Mentora / Partnia

Graduated in Sociology from ISCTE, she is an enthusiast of entrepreneurship and new measures to support the development of business ideas.

It implemented business incubators, entrepreneurship support offices, mentoring networks and other entrepreneurship projects in various parts of the country, adapting the methodology to the characteristics of the territories and the ambitions of the promoters.

Discovering how to adapt entrepreneurship to the challenges of the future, social, economic and cultural, is undoubtedly the challenge that is proposed every day, sharing the ideal of a better world.



João Fernandes

Director Geral NEC Portugal

João Paulo Fernandes has a professional experience of more than 20 years, holding a degree in Electrotechnical and Computers Engineering from Instituto Superior Técnico and an MBA with specialization in Marketing from Universidade Católica.

Since 2005 he is General-Manager in NEC Portugal, a wholly-owned subsidiary of the NEC Group.

Based on its Mid-term Management Plan, the NEC Group globally provides "Solutions for Society" that promote the safety, security, efficiency and equality of society. Under the company's corporate message of "Orchestrating a brighter world," NEC aims to help solve a wide range of challenging issues and to create new social value for the changing world of tomorrow.

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WELCOME NETWORKING SESSION

THURSDAY, 6 DEC | 17:00 - 21:00

Join us for a relaxing evening before the conference and exhibition begins - this is an opportunity to network, discuss and debate over an ice-cold beer or glass of wine. Break the ice with your fellow attendees and create an engaging environment for the duration of the event. The first drink is on us!

The region of Bragança is famous for its hospitality, warm atmosphere and friendly people. Smart Travel, more than just a simple event, it's a moment for human interactions, building relations and making friends. This year, before the conference day, we bring a Warm-up Networking Cocktail to break the ice, gather speakers, delegates, sponsors and authorities in one special place where you can talk, meet and exchange cards enjoying a cold beer or a glass of wine by the fireplace.

Everything combines with the environment: cosy, warm and friendly. Intelligence is our destination, Smart Travel is the event that brings more than conference, brings human values and purpose.

AGENDA & TOPICS

FRIDAY, 7th

MAIN ROOM

- 08h30** **Registration and Opening**
- 09h30** **Opening Session**
Vitor Pereira, Smart Travel Chairman
Hernani Dias, Mayor of Bragança
- 09h50** **Connecting Bulgaria and Portugal through remote regions, Smart Investments, Startups and Smart Cities.**
Evgeny Angelov, BCVA
- 10h20** **Sustainability, Tourism and Creating Smart Destinations**
Nagore Espinosa, in2destination
- 10h40** **Big and Small Smart Cities around the world**
Normandy Madden, The Digit Group
- 11h00** **Trabalhar, empreender e crescer nas cidades do interior**
David Carvalhão, Founder, Mentor
- 11h20** **Coffee-Break - Demos**
- 11h50** **Panel #1 - How creativeness, tourism and strategy contribute to develop cities and regions**
Silvério Regalado, Mayor Vagos
Carlos Neves, ZOOM GLOBAL SMART CITIES Association
Afonso Café, Lawyer
Silvia Silva, CREATOUR
António Cardoso, Presidente Parish S.Domingos de Benfica (Lisboa)
Chair: Paulo Afonso, Rádio Brigantia
- 13h00** **Smart Lunch**
- 14h00** **Panel #2 - Presentations of Technologies, Sustainability, Good Practices, Financing and Investment, Education, Hardware and Software**
Carla Branco, H2020 expert
João Fernandes, NEC
Diogo Correia, Ubiwhere
Suzy Fernandes, Bricantel
Juan Antonio Medina, Buteo
Cristina Coelho, Arregaçar as Mangas, The Discovery Consortium
- 15h15** **SPECIAL ROOMS & NETWORKING (Check next page)**
A special informal and networking moment where tables will be placed around rooms that delegates and audience can choose and walk by to contribute and share their own views in a more personal perspective to enrich the event with valuable bi-directional insights about the topics of the event crossing them with the Mentor's own view and experience.
- 17h00** **Closing Session**

AGENDA & TOPICS

SPECIAL ROOMS & NETWORKING

A

Connecting regions and cities in alternative startup regional hubs

Maria Marinova, BVCA

Maria will present the Bulgarian Startup Ecosystem and how the agency is working to attract talent and companies. Also, the agency is working in stealth but very intensive and focused way to gain traction as alternative spot for entrepreneurs.

B

Smart Tourism, Smart Destinations and sustainability

Nagore Espinosa, in2destination

Nagore is a dedicated and recognized researcher and professional to prepare and organize territorial policies focused in reinforcing tourism destinations, strategies and marketing plans.

Awareness actions specific directed to all the stakeholders that are into tourism (business, government, products, consumers, etc).

C

Brigantia Ecopark, o potencial para desenvolver o interior

Alex Rodrigues, Brigantia EcoPark

The Park of Science and Technology "Brigantia-EcoPark" is a privileged space for science and technology supporting consolidated companies, besides start-ups and spin-offs, both technology-based. "Brigantia-EcoPark" has also laboratory space to support research, development and innovation.

D

Ecoturismo e Smart Rural

Juan Antonio Medina, Buteo

Juan António organizes and creates Nature Tourism offers, Bird watching and other Cultural and Adventure options. He is involved in the design of some of the most innovative International Wine Routes in Spain where e-bike sharing and other mobility innovations where tested successfully.

E

Investimentos Inteligentes para Cidades Inteligentes

Carla Branco, Partnia

Partnia is a Portuguese consultancy service focused on Incubation services and financing models.

F

NEC: Smart City Platform

At NEC, we help cities flexibly respond to challenges that arise during each stage of development. Our Smart City solutions are designed to enable high-quality urban living over many generations while contributing to a comfortable, eco-friendly environment.

G

Ubiwhere: Smart Cities and the Future

Research & Innovation and user-centered solutions have been the hallmark of our growth, reflecting our culture of technology and shared ideas.

AGENDA & TOPICS

SATURDAY, 8th

Tours and Experiences

#1

Craft Beer experiences

Dec, 6 - 17:30 - Paulo Quintela (Networking Warm-up)

Craft beers are those produced almost in a "homemadeway". Several microbreweries, even using modern equipment and bottling their productions, are still considered as handcrafted breweries because of the care they have for their production, ranging from the basic ingredients of beer, to the preparation recipe and reaching the final flavours. Must be natural and not chemical. At Smart Travel you will have the opportunity to taste and also to try exclusive beer and try innovation with craft beers from the chestnut for example.

#2

Street Art Tour

Dec, 8 - 09:30

In Bragança the awakening to the Urban Art happened precisely in the Smart Travel of 2014, with the creation of the first two works, signed by known artists: Bordalo II and Zabou. Bordalo II has already returned to the city creating two more murals full of meaning and representativeness. Other artists, national and foreign, participated in the Urban Art Festivals promoted by the municipality (Sm'Art), and today, the city has a huge showcase of art on the streets, with more than 20 works, distributed in different parts of the city.

#3

Ecocity

Dec, 8 - 10:30

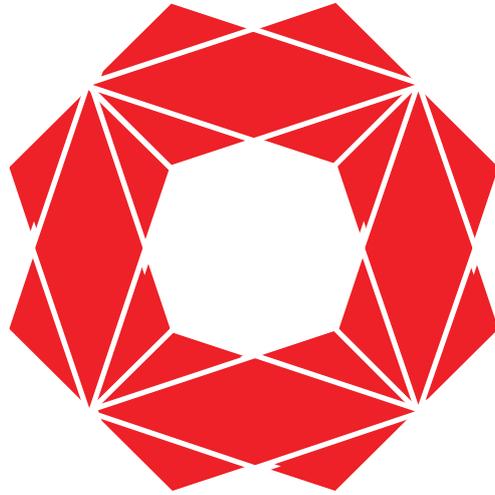
One of the keywords in the definition of Bragança's strategy is the word ECO. Sustainability is the basis of this philosophy of preservation and monetization of resources, materialized in several public facilities. We will visit the Brigantia Ecopark, a space dedicated to new companies and innovation.

#4

Culture City

Dec, 8 - 11:30

Culture is undoubtedly a symbol of the wealth of a people. Bragança has been able to preserve and value cultural heritages, which give it a distinctive identity but, at the same time, it has been able to bet on modernity. It is this symbiosis between past and present that we propose in this experience, as well as the opportunity to visit some cultural facilities that give the visitor another look at this territory. This visit passes through the Mask and Costume Museum, Sephardic Museum and Contemporary Art Center. The experience ends with the Lego City Tour in the Municipal Market. It's one of the passions of some citizens of Bragança that wish to share with all the community.



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