



DES2019 gathers administrations and companies in the Cities & Public Sector forum to analyze how the cities of the future will be

Cristian Citu, expert of the World Economic Forum, analyzes public-private collaboration in the Cities & Public Sector forum in DES2019

Stephan de Hass, Head of Ideation & Co-Creation of T-Systems and **Jarno Eskelinen**, Director of the Data Driven Innovation Program of the University of Edinburgh, will be some of the protagonists of the Cities & Public Sector Forum on May 21st

Madrid, May 13, 2019.- Experts and leaders from the public and private sector will address the main challenges of cities 4.0, where regulatory changes and technologies are evolving the configuration of urban environments in the form **Cities & Public Sector** celebrated during [DES-Digital Enterprise Show](#) (DES2019), the largest international meeting on digital companies to be held in Madrid (IFEMA) from May **21 to 23**.

The acceleration in the urban and demographic development that the urban centers are experiencing, together with the growing concern to achieve sustainable management of the available resources, are placing technology as a lever of change in the configuration of the cities to respond to these social needs. *"The 'smart cities' are thus at the center of the debate between companies, public administrations and citizens, to establish the city models that they want to develop and that will respond in the most effective way to the main sustainability and mobility concerns of society current"*, says **Lluís Altés**, **Managing Director of DES-Digital Enterprise Show 2019**.

Cristian Citu, expert of the **World Economic Forum**, will star in one of the most awaited presentations of the forum under the title **"Digital transformation and public-private collaboration"**. The world expert will focus on the new possibilities of collaboration between public organizations and the private sector that open up with new technologies to develop new city models. Citu will also talk about how these technologies are redefining the relationship between the administration and citizens.

The connected citizen: an active agent

The role of the citizen will gain special relevance in this fourth edition of DES. Investment in the digitization of public services is allowing administrations to collect more information about citizens, their opinions on the quality of service and ideas for improvement, at a lower cost than traditional methods. These topics will center the debate of **Chris Pennell**, Director of IDC in his paper **"Transforming the citizen experience digitally"**.

"The drivers of the cities 4.0 must have a firm commitment from citizens, so from the local administration we must work on an agglutinating strategy that allows them to see the benefits of innovation in their daily lives and in improving their well-being" Says **Altés**.



The following panel will be attended by **Stephan de Hass**, Head of Ideation & Co-Creation of T-Systems; **Martha Thorne**, Executive Director of the Pritzker Prize for Architecture and Dean of IE - School of Architecture; **Ron Van de Lans**, Program Director of the city of Amsterdam, and **Alfonso Vergara**, Founder and President of the Metropolis Foundation. Under the title "**Cities of the 20th century, the challenges of the 21st century. Designing new urban life**", and moderated by Chris Pennell (IDC), these experts will discuss how cities are facing their transformation at the global level, what are the risks what it faces and what new services it must offer, as well as the new standards and what kind of alliances and ecosystems are being created.

Germany and Amsterdam present their projects of cities of the future

Next, the expert of T-Systems **Stephan de Hass**, will take over with his paper "**Experience of co-creation with cities and municipalities in Germany**". In it, he will share with the conference attendees, the work developed by the Deutsche Telekom Group in collaboration with the Smart City Executive Program of Germany, in the design of the city of the future. A project that has the support of the United Nations, and that has been carried out jointly in 42 cities with the active participation of citizens, employees and suppliers of IT solutions.

For his part, **Ron Van de Lans**, Director of the Program of the city of Amsterdam, will explain how the concept of Smart City of the city has been developed in the last 3 years, using new technologies and achieving synergies among public sector employees. with international companies such as Google or Booking, among others; in the presentation "Innovation CTO: the key to the success of Amsterdam Smart City".

The Spanish focus will be put by the representatives of the City Councils of Valencia and Villalba in the **debate "Connecting the urban points. The automation of the city"**. Presented by Juan Corro, VP Strategy and Business Development of SAYME, and with the participation of **Ramón Ferri**, Smart City Officer of the Valencia City Council; **Tomás Llorente**, New Technologies Coordinator of the Town Hall of Villaba, and **Stefan Junestrand**, CEO of the Tecma Red Group; This panel will focus on the key role that city leaders have to design the new model based on emerging technologies such as Artificial Intelligence.

DES2019 gathers in Madrid, from May 21 to 23, 23,000 professionals from more than 50 countries, and business delegations from **Germany**, guest country of this edition, **USA, Sweden, India, Brazil or China**, among others. The event brings together more than 450 world experts in Industry 4.0, Blockchain, Artificial Intelligence, Cybersecurity, or Digital Marketing, among many others; together with leading companies in the technology sector, such as IBM, Altran, Deloitte Digital, EY, T-Systems, Globant, KPMG, Santander, Telefonica, UST Global, Nutanix, Ferrovial, Seidor or Improve, among more than 300 firms.