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SMART TRANSFORMATION FORUM 2023

SMARTER ⚡ SUSTAINABLE ⚡ FOR PEOPLE

8TH EDITION | SEPTEMBER 27TH | CROWNE PLAZA HOTEL, CROWNE BALLROOM HALL

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SMART CITY | SMART LIVING | SUSTAINABLE | GREEN | SMART MOBILITY | FOR PEOPLE | SMART HUBS

Urban and rural areas are currently undergoing through a process of smart transformation. Even if we talk about digitalization, safety or road and public infrastructure, the administrators and decision makers should react quickly to the population's actual needs and the overall global trends in terms of city development. In few words, cities and rural areas should make the best from the available and multiple technology solutions and follow on the road to becoming smarter, more sustainable and resilient.

Leveraging on best practices of the already completed projects and the success stories of several Romanian cities, The Diplomat – Bucharest organizes the 8th edition of SMART TRANSFORMATION FORUM to be held on September 27th 2023 at CROWNE PLAZA HOTEL.

MEDIA PARTNERS



EVENT AGENDA

08:00 – 09:00 Welcome coffee & Registration of participants

09:00 – 11:00 SESSION I THE ROADMAP TO SMART CITY

SPEAKERS



BOGDAN MIHAI DUMEA, Secretary of State, Coordinator of Digitalization Projects, Ministry of Research, Innovation and Digitalization



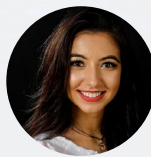
MIHAI CHIRICA, Mayor, Iasi City Hall



ELENA LASCONI, Mayor of Campulung Muscel



VALERIU STEFAN ZGONEA, President ANCOM



ALEXANDRA CHIVU, Vice President of The Authority for the Digitalization of Romania (ADR)



SIMONA ALMAJAN, Country Manager, NXP Semiconductors Romania



CRISTIAN PATACHIA-SULTANOIU, Development & Innovation Manager, Orange Romania

OVERVIEW OF SMART CITY DEVELOPMENTS: THE VOICE OF AUTHORITIES

● The roadmap to smart city and rural areas is ongoing, with bigger or smaller steps but, dare to say, in the right direction. The smart concept is all about developing innovative cities that use data and communication technologies, as well as other means to improve the quality of life, the efficiency of urban operations and services in order to meet the needs of present and future generations from an economic, social, and environmental perspective. The policy makers, city managers, mayors and opinion leaders, along with urban services providers and private companies should engage in a transparent and continuous dialogue with the clear goal of making the cities smarter, resilient and sustainable.

PNRR FINANCING OF SMART PROJECTS

● Romania has 215 reforms to complete and 292 investments to complete by 2026 through PNRR, and a total amount of over 29 billion euro assigned to the development and implementations of smart projects. What is the status of attracting and using the PNRR funds in smart-oriented project in the cities, which are the main areas of interest to use the PNRR funds, what is the current used and attracted amount of money and what are the challenges anticipated for 2023.

GREEN PLANNING OF PUBLIC SPACES

● Cities are being planned and designed for people, with 'green' streets, new corridors and public spaces as centres of social life. Urban areas should be planned and developed to enable a healthy, safe and comfortable city living for people as green as possible and areas serving as hubs of social activity. High population density and extensive construction to provide contemporary amenities like transportation and commercial structures are the traditional characteristics of urban areas. They are currently under more stress than ever before because of growing populations, resource scarcity, and the escalating effects of climate change.

ONBOARDING TECH COMPANIES IN SMART CITIES

● The market for smart city technology is extremely welcoming nowadays and the increasing potential of smart city projects is an investment theme that warrants attention. There is a huge growth opportunity here for innovative companies that are helping to develop the cities of tomorrow, and this, in turn, is creating a number of exciting opportunities for tech investors and implementations.

5G TECHNOLOGY IMPLEMENTATION

● The smart city concept is directly related to the supporting by the uninterrupted and reliable flow of data from interconnected wired and wireless networks. This represents the 5th generation of mobile networks, a significant evolution of today's 4G LTE network. 5G is specifically designed to meet the massive growth of data and connectivity in modern society. Wide-scale 5G availability will be achieved by 2025.

CYBERSECURITY BEST PRACTICES FOR SMART CITIES

● With the development of large urban regions, metropolis and neighboring cities, and the interconnection of multiple technology implementations, the cybersecurity became crucial. The smart city transformation and development includes an overview of risks to expanded and interconnected attack surfaces; information and communications technologies (ICT) supply chain risks; and increasing automation of infrastructure operations. The protection against potential liabilities and risks should comprise: secure planning and design, proactive supply chain risk management, and operational resilience.

11:00 – 11:20 Coffee Break



**ANDREI
BERECHET,**
Chief Commercial
Officer, Adrem



MARIUS NICOLAE
AI Strategic
Advisor,
Romania & SEE,
SAS



COSMIN GHITA
Director of
Digitalization and
Innovation,
Distribuție
Oltenia



**ANDREI
ȘTEFĂNESCU**
Deputy General
Manager, E.ON
Energie Romania



ALEXANDRU TULAI
Change
Management
Specialist



**ROMULUS
MARCULESCU,**
Risk Management
and Compliance
Head Europe,
Wipro



RADU PUCHIU
Co-founder,
H.appy Cities
(Event Moderator)

MOBILITY: INTELLIGENT, SUSTAINABLE AND AS-A-SERVICE

- Cities work towards offering digital, clean, intelligent, autonomous and intermodal mobility, with more walking and cycling spaces, where transport is commonly provided as a service. All transport modes need to become more sustainable, with green alternatives widely available and the right incentives put in place to drive the transition.

INCLUSIVE SERVICES AND PLANNING

- Cities evolve to have inclusive services and approaches, fighting inequalities by providing access to housing and infrastructure, equal rights and participation, as well as jobs and opportunities. The NGOs, city authorities and all the involved stakeholders should engage in a dialogue and come up with the solutions that enable an inclusive city life in the benefit of all citizens.

DIGITAL INNOVATION SMART CITY ECOSYSTEM

- Cities attract talent, enable creativity and encourage disruptive thinking, developing themselves through an innovation model approach and a combination of physical and digital elements helps to address challenges affecting society as a whole. The leaders address the available new concepts and tech-based solutions that could enhance the efficiency of key infrastructure, utilities, and services to create a sustainable city environment that provides a high quality of life for its citizens.

SMART GRID INFRASTRUCTURE

- Such projects aim to modernize Romania's existing distribution and transport grid to reflect the needs and requirements of the Smart Grid infrastructure, which implies the modernization and digitization of the energy infrastructure, preparation of the power grid for a broader energy transition towards intermittent renewable sources, and contribution to creating a sustainable energy supply system and security of supply.

SMART METERING DEPLOYMENT

- Romania is still in the early stages of smart metering implementation. Initially, a few pilot projects are being undertaken that focus on deploying automatic meter readings (AMR), with only about 15,000 consumers having an advanced meter management system implemented. This leaves room for vast opportunities yet to be explored.

SMART AND SUSTAINABLE BUILDINGS AND INFRASTRUCTURE

- Cities aim to have regenerated buildings; they leverage data to optimise energy consumption and the use and management of resources in buildings and utilities: waste, water and energy. Also, a matter of most importance is addressing the safety of buildings, standards in construction projects, revamping the old buildings and city infrastructure, with the aim of creating a functional, modern and high-standard living for people.

13:20 - 14:30 Networking Lunch