



Open day - Demonstration

23 March 2017

Venue: Bella Centre, Copenhagen

Moderator: Maria Wass-Danielsen, Urban Creators

- 09.30 **REGISTRATION - COFFEE/TEA/MEET & GREETINGS**
- 10.00 **WELCOME**
Steffen Rasmussen, Head of Traffic Design, City of Copenhagen
- 10.05 **INTRODUCTION TO THE ITS WORLD CONGRESS**
Congress Overview - Programme, Exhibition, Commercial Partnerships & Demonstrations

Benoit Augarde, Commercial Partnerships & Exhibition, ERTICO - ITS Europe
- 10.10 **INTRODUCTION TO THE DEMO PROCESS, EXPECTATIONS AND RESULTS**
Get the details on the process, how to access data, timeline and milestones.

Bahar Namaki Araghi, ITS Project Manager, City of Copenhagen
- Q & A**
- 10.35 **SETTING THE SCENE**
Think out of the box and let Copenhagen be part of your demo project. The hosts give you an up to date insight on the challenges Copenhagen is facing and draw the lines for how, where and when you can showcase your demo projects.

Mads Gaml, Programme Director ITS, City of Copenhagen
- 11.30 **TOUR OF BELLA CENTER & DEMO AREA**
Have a closer look on the venue - study the showcase sites on the way to lunch.

Charlotte Vernegreen Christensen, Host City Congress Manager, ITS WC 2018, City of Copenhagen

LUNCH



- 12.30 **BROKERAGE SESSION - HOW CAN WE HELP?**
In this session we will regroup according to the seven demo project categories. There will be plenty of time to discuss specific requirements and expectations regarding your demo project with the ITS World Congress 2018 Copenhagen host team *and* meet potential business partners and colleagues.
- Facilitator Maria Wass-Danielsen, Urban Creators*
- 13.30 **BREAK - TEA/COFFEE**
- 14.00 **BROKERAGE SESSION CONTINUES**
- 14.50 **ROUND UP - NEXT STEP**
Rasmus Lindholm, Host City Congress Director, ITS WC 2018, City of Copenhagen
- 15.00 **NETWORKING RECEPTION**

To register for this event please [follow this link](#), indicating which of the 7 Congress topics would be interesting for you regarding a demo at the ITS World Congress.