



إكسبو 2020
دبي الإمارات العربية المتحدة
DUBAI UNITED ARAB EMIRATES



المجلس العالمي
WORLD MAJLIS

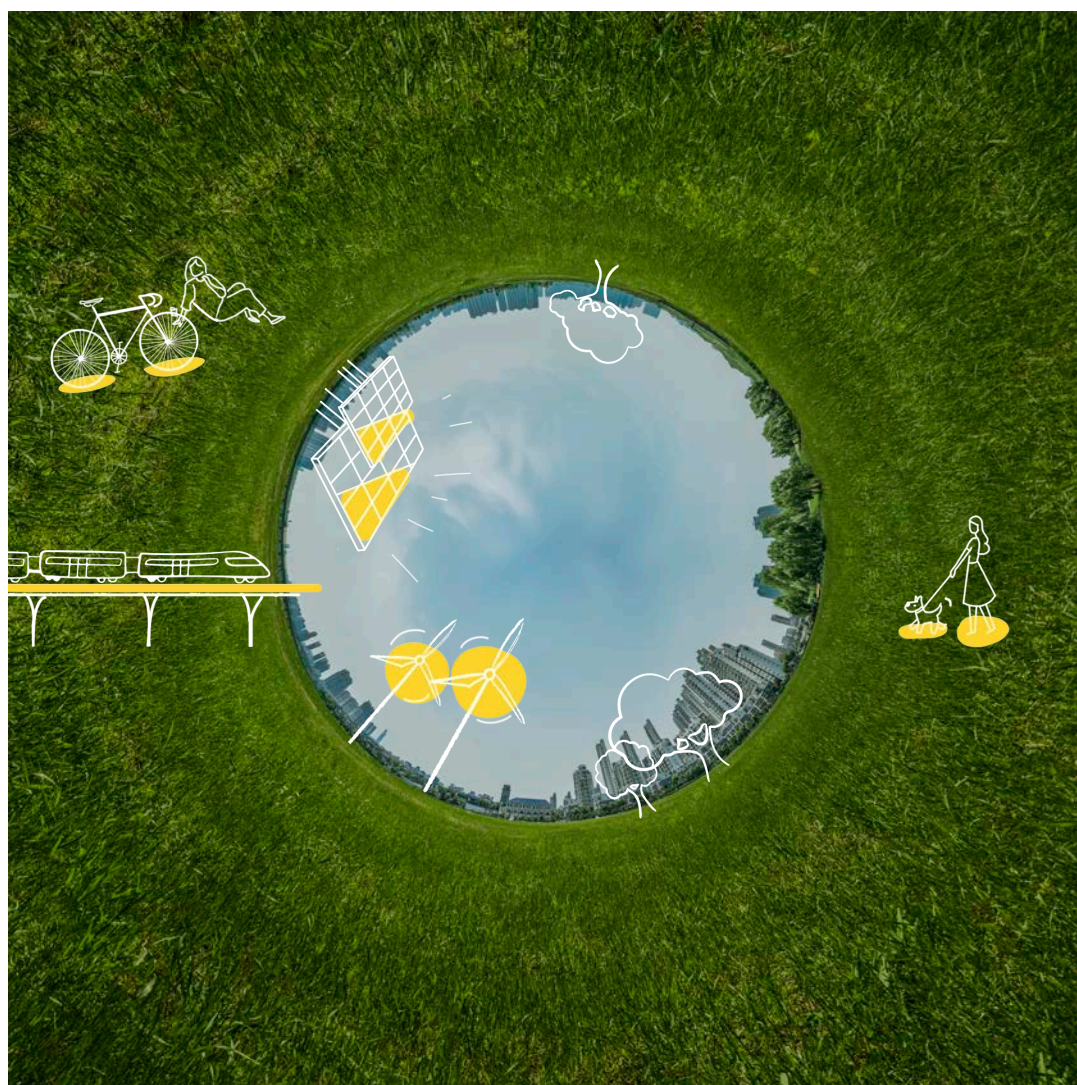
Expo 2020 Dubai

PROGRAMME FOR PEOPLE AND PLANET

WORLD MAJLIS AGENDA

URBAN AND RURAL DEVELOPMENT WEEK

31 October - 6 November 2021



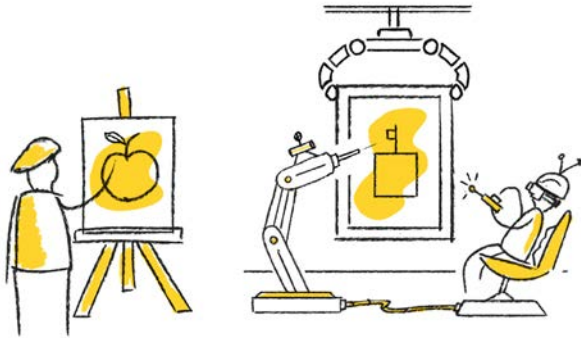
SMARTER THAN SMART CITIES

What Does a Human-Centric Future for Smart Cities Look Like?

DATE Wednesday, 3rd November 2021

TIME 4.00 to 6.00 PM UAE

VENUE Terra - The Sustainability Pavilion



THE CONVERSATION TOPIC

SMARTER THAN SMART CITIES

What Does a Human-Centric Future for Smart Cities Look Like?

The true value of smart cities is evolving. While they are important in stimulating economic activity and sustainability, increasingly, the new measure of a smart city's success will be the holistic wellbeing of its citizens.

In the past smart city technologies were thought of primarily as tools for improved efficiency behind the scenes. The need for this is clear - as growing populations and stretched infrastructure systems put unprecedented pressures on cities, smart cities provide a valuable tool, to use data and technology to improve quality of life.

However, beyond this, as smartphones and connectivity transform the way we interact with our surroundings, putting instant information about traffic, health services, and community news into millions of hands, cities are recognising that effective smart city strategies start with people and not technology.

In a time when the COVID 19 pandemic has highlighted the need for cities to be resilient in the face of radical changes, will the true measure of success for smart cities be in their ability to improve the holistic wellbeing of its residents?

What exactly are smart cities and does being "smart" necessarily require costly, high-tech solutions?

What are some of the biggest challenges faced by smart cities and how can we mitigate them?

How can developing and less-connected cities adapt "smart" solutions to improve the lives of their people?

How can we place humans and their wellbeing at the centre of how we design effective smart cities of the future - cities that promote a more balanced way of life and enable human potential?


MODERATOR
**EITHNE TREANOR****Managing Director, E Treanor Media**

Eithne Treanor is a professional conference moderator and international communications consultant. Having worked as a business TV reporter, her knowledge covers energy, technology, security, infrastructure, and leadership.

She is the managing director and founder of E Treanor Media based in Dubai, UAE. In recent months, she has moved her reporting and moderating skills on-line to facilitate a number of major global conferences.

As a former international broadcast journalist, her TV reporting experience spans major television networks including ABC News, Sky News, BBC World, Bloomberg and CNBC International.

She also provides dynamic and energetic bespoke media and presentation trainings for government officials, corporate executives and leaders. To meet client demand, her latest offering is moderator and webinar training to help people be more effective and impactful delivering conference content in the virtual world. Eithne has interviewed politicians, dignitaries, and high-ranking business people and has written and reported for television, radio and print publications.


PARTICIPANTS
**H.E. WESAM LOOTAH****CEO, Smart Dubai Government Establishment, Digital Dubai, UAE**

Wesam Lootah is the Chief Executive Officer (CEO) of the Smart Dubai Government Establishment, the technology arm of Digital Dubai (previously known as Smart Dubai). Digital Dubai is the government entity entrusted with Dubai's city-wide digital transformation envisioned by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

Wesam has more than 20 years of strategic leadership experience during which he has leveraged Information Technology to create innovative new channels and a world-class Smart Government infrastructure to improve the quality of public services for citizens, residents, visitors and businesses alike, in Dubai.

Since becoming CEO in 2014, in record time Wesam has managed to transform technology from being the backbone of Smart Dubai initiative to become a true enabler of digital transformation, with a focus on humanizing technology to influence life's experiences. He pioneered the Smart Dubai strategy and plans related to Artificial Intelligence (AI), and has the distinction of launching the first AI Lab in the Middle East and North Africa region, in addition to launching some of the most impactful initiatives and smart services.

DR HOTHAM ALTWAJRY**CEO of Data and AI for Smart Cities, Saudi Data & AI Authority (SDAIA)****Assistant Director for Advanced Recognition Technologies and Digital Identity in the National Information Center, KSA**

Dr. Altwajry is the CEO of Data and AI for Smart Cities at Saudi Data & AI Authority (SDAIA), he is also the Assistant Director for Advanced Recognition Technologies and Digital Identity in the National Information Center (NIC) at SDAIA. Prior to that, he co-founded Estishraf (Insights) platform in NIC.

Dr. Hotham was the Deputy Supervisor for the joint centers of excellence program in King Abdulaziz City for Science and Technology (KACST).





ALBERTO ARAQUE

Vice President, Internet of Things and Artificial Intelligence, Etisalat Digital, UAE

Alberto Araque is VP of Internet of Things and Artificial Intelligence at Etisalat. He joined Etisalat in 2015 and since then, he is leading the IOT practice in Etisalat Digital and more recently the addition of the new AI unit and Industry Solutions. He accumulates a global and extensive experience of more than 20 years in ICT, Digital and Internet of Things services, participating and leading transformational telco projects.

Formerly, he was Head of M2M & Financial Services at Telefonica in Spain and previously he was responsible at Telefonica in different areas such as strategy, marketing, business development, and service design in Spain and Latin America region.

He received his Master Degree in Telecommunication Engineering at Universidad Politécnica de Madrid in 1994 and he has an MBA from IE Business School.



PROFESSOR MATTHIAS FINGER

Professor Emeritus - Digital Governance and Regulation, Center for Digital Trust (C4DT), Ecole Polytechnique Fédérale in Lausanne, Switzerland

Professor Finger holds a Ph.D. in Political Science from the University of Geneva. He has been an Assistant Professor at Syracuse University (New York), an Associate Professor at Columbia University (New York), a Professor of Management of Public Enterprises at the Swiss Federal Institute of Public Administration, and between 2002 and 2020 the Swiss Post Chair in Management of Network Industries at EPFL. Since 2010, he is a part-time professor at the European University Institute (EUI) in Florence, Italy, where he directs the Florence School of Regulation's Transport Area (FSR-T). Since 2017, he is also a professor at the Faculty of Management at Istanbul Technical University (ITÜ), directing the Istanbul Center for Regulation (IC4R). Since 2021 he is a research professor at Northern Arctic Federal University (NArFU) in Arkhangelsk, Russia, where he directs the GlobalArctic project. He is the founder (in 2014) of the global executive program on the Innovative Governance of Large Urban Systems (IGLUS).



SANJIVE KHOSLA

Senior Vice President, Transition Unit - District 2020, UAE

As Senior Vice President of the Transition Unit, Sanjive's role is to oversee the transition and evolution of the Expo 2020 Dubai site into District 2020, the future smart and human-centric community and innovation ecosystem. His role includes strategy development and planning for the re-purposing and commercialization of assets inherited from the World Expo, into a global destination focused on supporting industry growth, and Dubai's innovation-driven economy. He is also responsible for building local and global partnerships, and establishing opportunities that aim to create a sustainable and long-lasting impact.

Sanjive was formerly the Chief Commercial Officer at Expo 2020 Dubai, where he was responsible for driving ticket sales for the six months event, by overseeing the analysis of source markets and visitor preferences. His remit also included managing Expo 2020's commercial sponsorship, the development of on-site and off-site retail operations, establishing a range of licensed merchandise and rolling out Expo's food and beverage offering.

Prior to joining Expo 2020 in 2017, Sanjive was Senior Vice President for Strategy at Dubai Holding, responsible for the company's strategy and its corporate governance framework. He was also involved in leading the transformation of Dubai Holding from a conglomerate into an investment holding company, with clear investment guidelines and centralised governance.



HELMUT VON STRUVE

CEO, Siemens Middle East, UAE

During his career von Struve has held a series of senior management positions across Europe, the Middle East and Africa. Prior to his current appointment, von Struve was the Managing Director of Siemens in Pakistan, from 2015 to 2020. He has also held management positions within Siemens' Power Generation Industrial Application division, as both Head of Business Development Services and Regional Sales Director for the Middle East region.

In 2014, von Struve was appointed Chief Executive Officer of the Libya Branch of Siemens AG, and from 2009 to 2013 he served as Managing Director of Siemens Wind Power GmbH, Germany and Chief Executive Officer of Siemens Energy Service's Wind Power division for Europe, Middle East and Africa (EMEA).

In 2006, von Struve was appointed Managing Director of Siemens Power Generation Oil and Gas and Industrial Application Service, Middle East Region.

Von Struve began his career in 1997 as a Process Engineer with Thyssen Krupp Uhde Germany. He earned a master's degree in Mechanical Engineering from Technical University in Darmstadt, Germany. He is also a Certified Director from the Pakistan Institute of Corporate Governance.



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