



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

### TRAVEL AND CONNECTIVITY WEEK

09 – 15 January 2022



#### DATE

Tuesday 11<sup>th</sup> January 2022

#### TIME

4.00 to 6.00 PM

#### VENUE

UK Pavilion

# THE TOPIC

## DIGITAL TWINS

### Living and thriving with new realities

*In collaboration with the UK*

Another world lies beyond our immediate environment. As physical space becomes recoded by layers of data, a new generation of artists and technologists are creating “mirror worlds” that transcend our natural barriers and time.

A full-scale mirror world may not exist yet, but existing navigation tools, and augmented reality games available on our smartphones are already giving us a glimpse of these new realities.

In the not-too-distant future, we can expect to see a digital representation, or “digital twin”, of every object around us: buildings, bridges, human beings, and more. Machines such as self-driving cars or everyday accessories such as glasses will be able to “read” the mirror world, while navigating the physical one. Applications range from industry to healthcare, education, retail sales, and smart cities.

As this new hybrid world becomes reality and terms like Mirror Worlds, Augmented or Mixed reality and Digital Twins become more mainstream, a number of fundamental questions around ownership, security, privacy and ethics will need to be addressed.

- What will life be like when we live with digital twins and mixed realities?
- What opportunities do these technologies bring in such fields as industry, healthcare, city planning, retail and education?
- What ethical questions are raised by the increasing use of digital representations around ownership, security, privacy?

# 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 businesspeople and has written and reported for television, radio and print publications.

# PARTICIPANTS

## **Brendan McGetrick**

Creative Director of the Museum of the Future, UAE

As Creative Director of the Museum of the Future, Brendan McGetrick oversees the storytelling and design elements of all content, exhibitions, and the overall visitor experience. His work aims to empower visitors to see themselves and the world in new ways. By establishing the Museum's voice, Brendan hopes to reflect its high-level message, inspiring visitors to act upon it even long after their visit.



To bring the Museum's experience to life, Brendan and his team seek to go beyond the immersive, to achieve an experience that is expansive. The museum's creative content is designed to expand what the audience thinks possible - for the world, for the future and for themselves. The exhibition floors and all their settings, scenarios, objects and interactions are crafted to achieve this effect.

Throughout his career, Brendan has contributed to numerous exhibitions as an artist, designer, author, and curator. His previous shows include California: Designing Freedom at the Design Museum in London and Fair Enough at the 2014 Venice Biennale. In 2011, Brendan curated Unnamed Design, a component of the Gwangju Design Biennale. The exhibition received over 200,000 visitors and was selected as the year's best contemporary design show by the New York Times.

Before joining the Museum of the Future, Brendan served as Director and Curator of Global Grad Show, the world's largest graduate design and technology exhibition, held each November as part of Dubai Design Week.

## **Dr Don Mclean**

CEO and Founder, Integrated Environmental Solutions (IES), UK

IES are doing some transformational work in digital twins all over the world and have some great case studies. IES are a world leader in building simulation software and have just launched a new software that extends their capabilities – Intelligent Community Lifecycle – which allows IES to create digital twins for any number of buildings. Every country needs what they have!



They have worked previously with the Sharjah Government on initiatives out here in the UAE. In the UK they are working with DEFRA and ARUP using the digital twin software and mapping energy usage over the next 20 years.

## Dr Urška Starc-Peceny, PhD

Chief Innovation Officer, Arctur Ltd., Slovenia



Urška Starc-Peceny, PhD, has gained an international education in Slovenia, Italy and Austria. Her PhD thesis in Business Communication with specialization in the New Media and Technologies entitled "Netlife" has paved the way in 2001 in research of collaboration design in the reality, in which AI and big data play an increasing role. From Europe to Middle East, she has gained 20+ years of experience as an entrepreneur.

As Chief Innovation Officer at Arctur Ltd., she currently leads the Tourism 4.0 department focused on spreading the technologies from Industry 4.0 into tourism to create a future, in which we all want to live in. Tourism 4.0 ecosystem puts local inhabitants and their quality of life in the centre and all other stakeholders around them. Within this frame is developed a system with innovative tokens, secure digital IDs and other disruptive tools, in which at least part of the data and profit is shared with the local communities.

Living between Slovenia and Vienna, Austria, where she hacks the collaboration formats as lead of the NASA Space Apps Challenge in Austria, Dr Starc-Peceny is also a university lecturer on smart-related topics.

# VIRTUAL PARTICIPANTS

## **Greg Cross**

**Artificial Intelligence Pioneer and Chief Business Officer,  
Soul Machines, New Zealand**

Greg Cross is one of the original tech nomads, spending his career travelling to and living in every major tech market in the world. He now lives in New Zealand but creates businesses that compete on the international stage. Most recently PowerbyProxi, a wireless charging company he co-founded, was sold to Apple in 2017.



In 2016 Greg teamed up with Dr Mark Sagar and created Soul Machines to build a HumanOS for Artificial Intelligence and explore the future of human-machine cooperation. Soul Machines is at the cutting edge of AI research and its unique Digital Brain, based on the latest neuroscience and developmental psychology research, is leading the way as we move towards Artificial General Intelligence. With global corporations like Procter and Gamble, AutoDesk, Mercedes Benz and Royal Bank of Scotland as customers, Soul Machines is re-imagining what is possible in the delivery and underlying economics of highly personalized customer experiences and specialized knowledge.

Greg is Chairman of luxury fashion retailer Dadelszen and is also the Sir John Logan Campbell Executive in Residence at the University of Auckland Business School. He was recently inducted into New Zealand's Technology Hall of Fame as the recipient of the 2019 Flying Kiwi Award.

## **Dr Amy Hochadel**

**Director Global Business, Connected Places Catapult,  
United Kingdom**

Dr Hochadel is an expert in global cities and emerging Innovation markets. She is currently the Director of Global Business at Connected Places Catapult in London, England. She works with local leaders, entrepreneurs, city and national governments around the world, including the Middle East, India, ASEAN, Africa, the European Union, the United Kingdom and the United States.

She is the author of *Local Leadership in a Global Era: Policy and Behaviour Change in Cities* (2017, Palgrave Macmillan), exploring the changing role local leaders are playing in addressing local challenges through global engagement.



Dr Hochadel has over two decades of experience in politics & public policy and community, government and international relations. She has served as special adviser to Congressional and Presidential candidates across the United States, as well as for British Members of Parliament; has been a guest lecturer at Harvard's Kennedy School of Government; and proudly serves as a member of the United Nations Global Happiness policy sub-committee.

Dr Hochadel's Doctorate is from King's College London in International Political Economy, and she specializes in enabling local governments and leadership around the world to build globally focused economies. Dr Hochadel is also certified in Advanced Public Diplomacy from the University of Southern California's Annenberg School of Communication; holds a Master's degree in Psychology, specialising in Diversity Management from Cleveland State University; a Bachelor's Degree in Biology and Chemistry from Ohio University; and an Associateship of King's College in Theology.

### **Kurt Maldovan**

**Digital Delivery Global Solutions Director, Jacobs, USA**

Kurt Maldovan serves as the Digital Delivery Global Solutions Director for Jacobs. Entering the industry in 2003, Kurt has broad market experience spanning healthcare, mission-critical, federal, intelligence, higher education, aviation, water-treatment, transportation, energy, and power generation.



He has been responsible for enabling and equipping design, construction, planning, and sales teams with the right technology, training, and processes to effectively deliver on projects ranging to over \$13B USD. Kurt has presented at over 60 international conferences and is a recognized subject matter expert in BIM, Augmented and Virtual Reality (AR/VR), and other emerging technologies. Kurt has been actively engaged with academic outreach and research, including the advisory board for Penn State's BIM Project Execution Planning Guide (PxP) and the BIM Planning Guide for Facility Owners, the USACE Industry BIM Consortia, and is an instructor for the Associated General Contractors of America BIM Education program and the Construction Management Association of America. Kurt currently holds leadership roles in the Society of American Military Engineers (SAME) Washington, DC Post and the Lean Construction Institute (LCI) DC Metro Community of Practice.

As the Digital Delivery Global Solutions Director, Kurt continues to drive innovation by connecting, leading, and growing Jacobs internal capabilities and external market presence. He cultivates leaders supporting our Linear, Vertical, and Plant Information Modeling as well as Robotic Process Automation, Automated Design, and VR/AR initiatives.



### **Professor Yacine Rezgui**

**Cardiff University, UK**

Professor Rezgui heads the Building Research Establishment (BRE) Centre at Cardiff University - with a key focus on sustainable cities. Rezgui is involved in a number of projects developing city digital twins (having a digital twin for Cardiff and also for Luxembourg). He has also worked with the Qatar government to support energy efficiency and sustainability of two stadiums for the football world cup. He has a number of EU-funded projects focusing on digital twins.

# MEDIA AND COMMUNICATION

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The event is live streamed via the Expo website, on the [Virtual Expo platform](#).