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**Live Streaming Event**

6 Hours of Live Streaming Content part of Smart City Expo Barcelona

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# Agenda

## November 16 & 18 2021

**SMARTCITY**  
EXPO WORLD CONGRESS

**Fira Barcelona Gran Via**

Av. Joan Carles I, 64, 08908  
L'Hospitalet de Llobregat, Barcelona  
+34 932 33 20 00

**Face-to-face event**

**Hall 2**



A joint initiative by\_





**SMARTCITY**  
EXPO WORLD CONGRESS  
**Hall num. 2, Central Agora**  
Tuesday, 16th November, 2021

**12:00 - 12:45**

Panel Session - 45 minutes

### Creating Innovation Hubs

More and more cities are betting on the creation of innovation hubs to attract talent and entrepreneurial potential. Barcelona is a success story in the development of innovative ecosystems, but what does it really take to be successful?

Moderator:

Oscar Armengol

**Speakers:**

**Aintzane Arbide**  
Director 3  
3D Incubator

**Joan Parra**  
CEO  
DFactory

**Carles Rúa**  
Head of Innovation  
Spanish National Research Council

**Paula Serra**  
Project Manager

**18.00 - 18.45**

Panel Session - 45 minutes

### Ports collaborating with cities

This session will examine how ports collaborate with cities and regional authorities on issues such as mobility, innovation, job creation, climate change and capacity building.

Moderator:

David McClelland  
Journalist & Broadcaster

**Speakers:**

**Iris Scheel**  
Head of Strategy and External Affairs  
Port of Hamburg

**Mélanie Nadeau**  
Vice-president, Public affairs and community relations  
Port of Montreal

**Avin Sharma**  
Director of Labor Relations and Workforce  
Development  
Port of LA

**Damià Calvet**  
President  
Port of Barcelona

**17.00 - 17.15**

Featured Keynote - 15 minutes

### The New Challenges of Smart Ports

The concept of smart ports is based on the transformation of maritime transport and logistics thanks to different applications of digital technology. What is the next step? What are the new challenges of this reality?

**Speakers:**

**Santiago Garcia-Milà**  
Deputy General Manager  
Port of Barcelona

**Pascal Ollivier**  
President  
Maritime Street



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**SMARTCITY**  
EXPO WORLD CONGRESS  
**Hall num. 2, City Possible Plaza**  
Thursday, 18th November, 2021



**12:00 - 12:45**

Panel Session - 45 minutes

## Blue Economy & City Ports

More and more cities are betting on the creation of innovation hubs to attract talent and entrepreneurial potential. Barcelona is a success story in the development of innovative ecosystems, but what does it really take to be successful?

Moderator:

Ignasi Ferrer  
CEO

Seastainable ventures

**Virginijus Sinkevičius**

European Commissioner, for Environment, Oceans and Fisheries

European Commission

**Emma Cobos**

Director of Innovation and Business Strategy  
Port of Barcelona

**Rafael Sardà**

Socio-Ecologist & Senior Scientist  
Spanish National Research Council

**Paul Holthus**

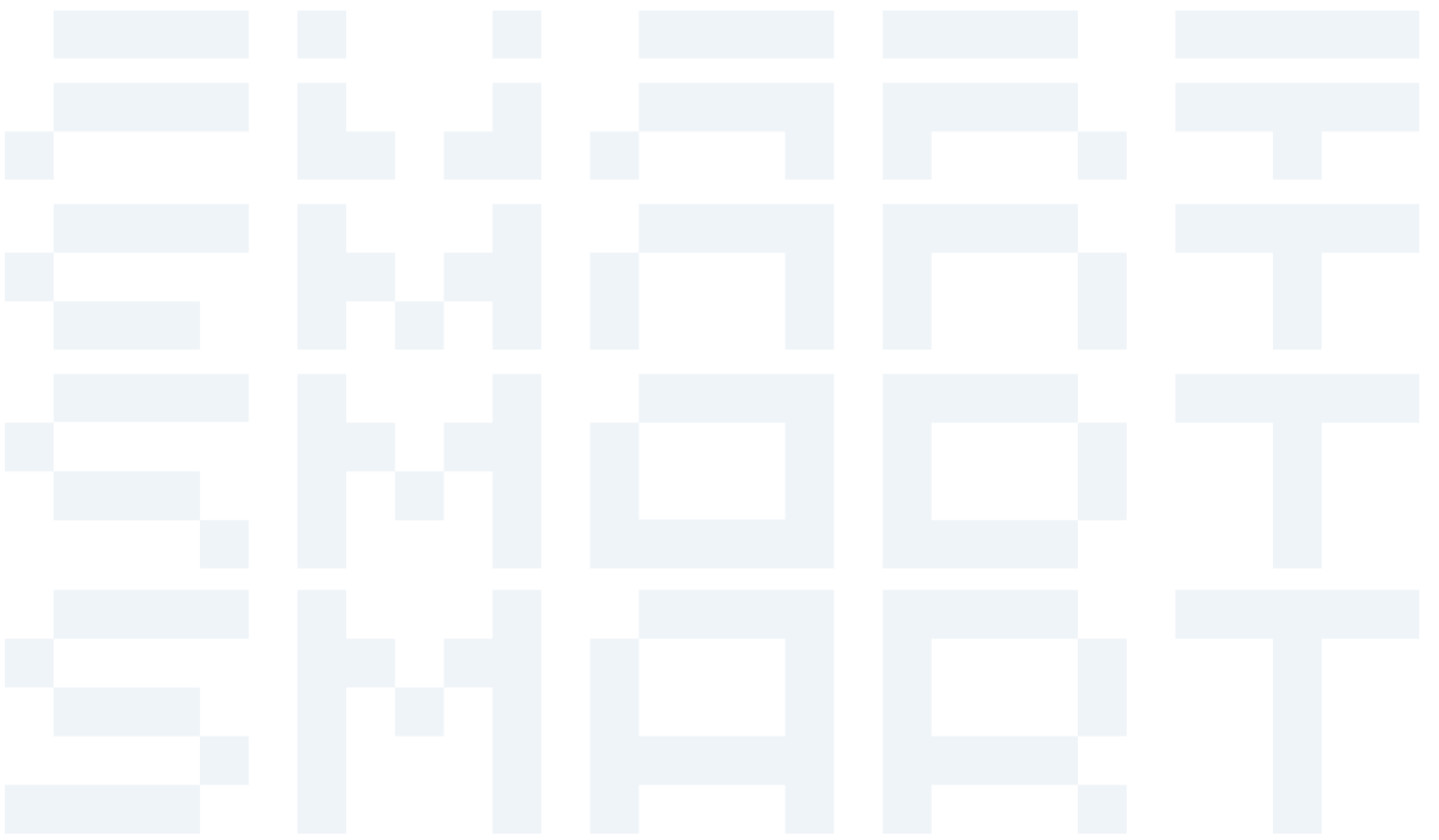
Founding President and CEO  
World Ocean Council

**Dr. Alberto Cappato**

AIVP's Board of Directors  
Association Internationale Villes et Ports

**Anna Majó**

Director of Business Innovation & Blue Economy  
Barcelona Activa / Barcelona City Council



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