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[Join the 2015 conference in Hamburg on June 8 to 10!](#)

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**Invitation:**the City and State of Hamburg and Major Cities of Europe are pleased to invite you to participate in our 2015 conference that will take place in Hamburg from June 8 to 10. The conference is open to participation of all people and organisations involved in City Innovation and ICT from the city management, specialized companies and academia.

**Objective of the conference:** the 2015 conference has the objective of establishing a journey of exploration, starting from current leading edge experiences and moving to actual pilots and implementations of the City 2020. As usual, we will host distinguished speakers from European cities alongside worldwide experts from ICT providers and academia. Thanks to the friendly and open atmosphere of our conferences, participants take advantage of the Q&As and round-tables at the end of each session and of informal discussions during the conference breaks, lunches and dinners to share ideas, initiatives, experiences and learn from each other.

**Registration fees and programme:**the registration is free of charge for the Major Cities of Europe members. It costs 200 for each participant from public organisations and academia and 400 for each participant from private organisations. The registration fee includes the conference participation and features, including the lunches, the two social dinners and the coffee breaks. The conference overview, the programme, the logistic information and the registration facilities can be accessed at <http://www.majorcities.eu/conferences/2015-hamburg/>



**Sessions, topics and speakers:** the topics are those on top of the agendas of our city members.

- **Session dedicated to Hamburg:** the city of Hamburg will present its strategy, projects and achievements in leveraging ICT to deploy services and to develop its economy

- **Re-thinking E-government:** the presentations and debate will put under a critical perspective what results cities have achieved so far by deploying e-government services and will bring examples on how some cities are very successful in doing that. Speakers from governmental organisations and the cities of Florence, Tel Aviv and Hamburg will present their points of view and experiences.

- **Governance of Smart Cities:** the questions to be answered are many: do Smart City projects respond to citizens' demands, how do they ensure that they become fully operational after the pilot phase , how do they manage public and private sector players in an integrated governance model. The cities of Vienna, Barcelona and Copenhagen will share their experiences.

- **New technologies: Government 4.0:** robots and drones are widely used in many industries what are the opportunities in the Public Sector and specifically in cities. The speakers will bring the experiences of research and pilots to open a debate about the practical consequences and applications.

- **Openness, Transparency and Social Media:** most cities are making their data public - how are cities exploiting the data to extract business intelligence from it, how do they engage citizens in evaluating policy decisions based also on data and facts, how are new citizen and business services created from public and private organisations? The speakers will present how they manage these challenges with interesting examples like applications to manage emergency situations.

-**The School 2020:** deploying education and teaching nowadays present many novel challenges because new technologies are widely used outside the classroom and the new generations are digital natives - how do we engage students and pupils with a new conversation?

### ***Top five reasons to join the conference***

- Learn from practical experiences
- Discuss current and future key evolutions
- Extend your network and meet your peers from Europe and from all over the world
- Share ideas, strategies visions and experiences
- Enjoy Hamburg and its atmosphere

### ***Keep up to date***

Join the Major Cities of Europe LinkedIn group at <https://www.linkedin.com/grp/home?gid=4880775>

*For more information or if you don't wish to receive this newsletter any more please contact [info@majorcities.eu](mailto:info@majorcities.eu)*