



SCW 2012

Smart City Week

Conference October 29(Mon) - November 2(Fri), 2012
Exhibition October 31(Wed) - November 2(Fri), 2012
Venue PACIFICO Yokohama
Organized by Nikkei Business Publications, Inc.

Home	New Smart City Declaration	Steering Committee	Conference	Exhibition	Pre-registration	Access	Press Entry Coming Soon	Inquiry
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Conference

Program Lists	International Conference	Professional Seminar	Municipality Seminar
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K-3 November 1(Thu) 9:30~13:00 | Venue : First Floor Main Hall, PACIFICO Yokohama Conference Center

Free

International Conference

【First Stirrings of Real Business】 Business Launching Issues and Solutions

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Where Are the Business Opportunities, and How Can These Be Launched as Businesses?

The city of Rio de Janeiro, Brazil, now getting excited for the Soccer World Cup and the Olympics, has now launched the "Operations Center" for unified management of information for the purpose of protecting the metropolis from disaster, and ensuring the safety and security of residents, to enhance urban management. Meanwhile, the city of Stockholm, Sweden, one of the mature cities of Europe, is now promoting a project to redevelop an industrial district as a residential zone with a small environmental footprint. While confirming business models of differing methods depending on the region or purpose, through standardization of the Smart City now under discussion at the International Standards Organization (ISO), a project for creating new urban services from big data in relation to transport or health, etc. now being developed in London, and the latest trends in Smart Grid Business that are beginning to appear around the world, the issue of business launching and business opportunities can be considered. International Standardization Trends in Smart Cities

9:30~9:40

Greetings



Deputy Director-General for Economic Affairs Bureau, Ministry of Foreign Affairs (MOFA)
Kenji Goto

Joined Ministry of International Trade and Industry (MITI) in 1983, MPA majored in international relations, Woodrow Wilson School, Princeton University, and back to MITI in 1989. Economic Affairs Section, Embassy of Japan, Washington DC, USA in 1991 and successfully held various important posts in several governmental offices before he became Director, International Division, Agency for Natural Resources and Energy (ANRE), METI in 2004, Minister (Economy, Trade, Industry and Energy), Embassy of Japan, Washington DC, USA in 2007, Deputy Director-General for International Regional Policy, concurrently Deputy Director-General for Trade and Economic Cooperation Bureau, Ministry of Economy, Trade and Industry (METI) in 2011, Deputy Director-General for Economic Affairs Bureau, Ministry of Foreign Affairs (MOFA) since 2012.

9:40~10:20

Stockholm as Sustainable City and its Vision for Future

Stockholm became the first European Green Capital 2010 The jury's motivation was that Stockholm has an outstanding, long historical track record of integrated urban management also confirmed by its ongoing credible green credentials. Ambitious plans for the future clearly demonstrate continuity.

In his presentation Gunnar Söderholm tell you more about Stockholm's climate work, the introduction of congestion charging, the new eco-profiled residential area Hammarby Waterfront and Stockholm Royal Seaport, and how Stockholm work together with its citizens and businesses community to build a sustainable world-class city.



Environment and Health Administration in the City of Stockholm
Gunnar Söderholm

Gunnar Söderholm is since 1 Dec 2006 the head of the Environment and Health Administration in the City of Stockholm. He is 58 years old and has a Master of Law. After practice in a local court was he the Swedish Metalworkers Union's lawyer during the eighties. He began 1989 in the City Hall of Stockholm as a political assistant to the deputy mayor for real estate. He became the head of the public trustee committee in the City of Stockholm 1993. He was the management director for the Housing agency in

Stockholm 1996 - 2002. Between 2002 and 2006 was he the deputy CEO for the City of Stockholm. Among other things he was responsible for the congestion charge project, housing and ICT development in the City.

10:20~11:00

Digital City Exchange: integrating data, transforming services

Integration and analysis of data from traditionally separate city infrastructure promises to revolutionise utility operations and provide new services for citizens and businesses. The London Digital City Exchange is a demonstration project, harnessing data combined with new analytics to provide infrastructure operators and city authorities new insights into how to manage services. Some of this new data can be made available in open data platforms to support developers in creating new integrated services. The Digital City Exchange has the twin goals of reducing peak loads in city infrastructure such as traffic congestion, electricity power cuts, hospital waiting lists, whilst producing data to provide valuable new services, thus creating opportunities for businesses to grow and improving quality of life.



Imperial College London Professor

David Gann CBE

David holds the Chair in Innovation and Technology Management at the Business School and Department of Civil & Environmental Engineering, Imperial College London, where he founded the Innovation and Entrepreneurship Group, one of the world's leading departments in its field, consistently ranked in the top 3 worldwide by the FT for its work in entrepreneurship and cited in the 2008 UK Research Assessment Exercise for its excellence in research.

David is Partnership Executive of Imperial College's strategic relationship with IBM through which he leads the Digital Economy Lab and the Digital City Exchange - cross-faculty research on systems and services innovation for the digital economy. David has deep experience working at executive board level in industry, starting new businesses and advising senior ministers on government policy. From 2007-2011 he was seconded to Laing O'Rourke plc as Group Innovation Executive responsible for establishing group-wide innovation strategy and R&D programmes. David co-founded the Think Play Do Group, an Imperial College spin-out specialising in innovation strategy and management. He is trustee and director of the Institute for Sustainability. In 2011 he was a member of the panel for the UK Government's Review of Intellectual Property and Growth. He is currently leading a study of Open Innovation and Intellectual Property for the World Intellectual Property Organisation.

11:10~11:50

International Standardization Trends in Smart Cities

As shown by the WTO Green Procurement Agreement, in order to realize large-scale international trading, international standardization to form the basis of such transactions is essential. In this regard, last year Japan became the lead actor in proposing a new standardization theme at ISO. As a result, an international poll passed in February of this year, and ISO TC 268 SC1 "Smart Community Infrastructure" was launched with Japan as director/chairman. In this lecture, the aims of the ISO standardization activities and the latest situation are presented.



Senior Chief Engineer, Environmental Strategy Office, IEC TC111 Chair

Dr. Yoshiaki Ichikawa

Graduated in 1979 from the University of Tokyo. In 1995, launched a solutions business in the environmental conservation sector at Hitachi Inc. At present, the senior technologist at Hitachi's Earth Environment Strategy Office. Chairman of the International Electrotechnical Commission (IEC) TC111. Chairman of ISO TC268/SC1, ISO TC207 expert, Ph.D in civil engineering, technologist (information engineering)

11:50~12:30

Smart Cities - Executing a smart grid project in one of the world's leading capital cities

The electric power industry is undergoing an epic transformation that is changing the way we deliver and use electricity. This transformation requires a combination of technological leadership, financial strength and significant corporate backing from global players. Understanding all of the key elements of the power landscape and how they fit together is the key to defining an effective strategy and investment for smart grids. ABB has an unparalleled smart grid portfolio across the power value chain and a rich legacy of technology and innovation. This technology strength and experience enables ABB to offer efficient and reliable energy solutions. In addition, ABB offers consultancy, design, service and support services on a global scale to help customers derive maximum operational benefits and return on their investment.

Our combined approach of information systems and operational technology has played a pivotal part in many smart grid projects around the world including the Stockholm Royal Seaport project in Sweden, a smart grid project in one of the world's leading capital cities supported by the Clinton Climate Initiative Program. The project aims to become climate positive and fossil-fuel-free by 2030. At the same time, carbon emissions should be less than 1.5 tons per person. Today, the average level in Stockholm is 4.5 tons per person. Stockholm Royal Seaport stretches from Husarviken Bay in the north to Loudden in the south. It also includes the ports, Värtahamnen and Frihamnen. Furthermore, this district is one of Europe's most extensive city development projects.

At this site, ABB is working with the utility company, Fortum and other stakeholders to develop and implement new solutions for the smart grid of the future.



ABB Head, SmartGrid

Jochen Kreusel

Jochen Kreusel is Head of the global Smart Grids programme within the ABB Group. He studied electrical engineering in Germany at the Aachen University of Technology from 1982 to 1988. After his studies he worked as a Scientific Researcher at the Department for Power Systems and Power Economics at Aachen University for six years and, in parallel, he concluded his doctor thesis in 1990. Jochen joined ABB in 1994 and held managing positions in marketing and technology in the high and medium voltage switchgear areas until 1998. From 1999 to 2002, he set up a new ABB subsidiary dealing with soft-ware solutions for utilities in liberalized energy markets. Additionally, he was in charge for identifying and financing new growth business opportunities for ABB. In 2002, he became a member of the Marketing and Sales Management Board for the Power Technologies

divisions within the ABB Group in Germany and was responsible for marketing and technology activities. In January 2011, he took over his current position as Head of ABB's Smart Grids.

In addition, Jochen is Honorary Professor at the Aachen University of Technology where he has given lectures on power economics in liberalized electricity markets since 2000. Since 2008, he has been Chairman of the Power Engineering Society (ETG) within the German Association for Electrical, Electronic & Information Technologies (VDE). Jochen Kreusel was born on November 19, 1963 in Germany.

12:30~13:00

【Development to rising nations】



Asia Smartcity Federation
Masanori Yokoi

What Town Creation Can
Learn from the Recovery

【First Stirrings of Real
Business】 Urbanization
Issues and Vision

【First Stirrings of Real
Business】 Business
Launching Issues and
Solutions

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