WeGO EXCOM 2019

Advancing Human-Centered Smart Cities

Gyeonggi Center for Creative Economy & Innovation
(Seongnam City)
October 14-16, 2019

PROGRAM BOOK

CONTENTS

Kyong-yul Lee
Secretary General of WeGO

Soomi Eun
Mayor of Seongnam City

Thank you for joining us for WeGO's EXCOM 2019, this year hosted by the beautiful Seongnam City. Striving to become Asia's Silicon Valley, Seongnam City is where world-class high-tech industrial cluster Pangyo Techno Valley is located. On behalf of the Secretariat, I would like to thank Seongnam City for accommodating this year's EXCOM.

WeGO EXCOM 2019 has many new features and highlights worth looking forward to. Not only will WeGO host the annual Executive Committee Meeting, we will also celebrate the establishment of new partnerships and formally launch preparations for WeGO's 5th General Assembly to be held next year in Makati. In addition, one of WeGO's newest partners, the Smart Cities Council, will carry out a hands-on workshop to introduce WeGO members to the WeGO Smart Cities Activator, and international experts will share their insights on this year's theme of "Advancing Human-Centered Smart Cities" through inspirational talks and plenary sessions.

This year, we are pleased to have Seongnam City's sister cities attend the event together with EXCOM and WeGO members--and I believe this will present you with new opportunities for knowledge sharing and network building.

I wish each and every one of you a fabulous time and enriching experience during your time with us, and I sincerely hope that through this event you will strengthen your existing relationships and establish new ones, as we advance hand-in-hand toward smart sustainable cities for all.

Kyong-yul Lee
Secretary General
WeGO

Dear Delegates of WeGO EXCOM 2019,

Seongnam City is honored to host the WeGO Executive Committee Meeting this year and welcomes you all.

On behalf of the city, I would like to express my gratitude to the WeGO staff who helped organize the event and all the delegates who will be attending the conference.

Half of the world's population today lives in cities. Rapid population growth in urban spaces, however, often gives rise to problems such as energy shortage, traffic congestion, and high crime rates. Governments and municipalities around the world are looking for ways to effectively put these challenges under control in order to deliver safe and high standard living environments to its citizens.

Smart cities are the cradle of the Fourth Industrial Revolution. It is also an end goal that we should strive towards, where citizens' needs and happiness are taken into consideration, and technology serves the interests of communities. If we build them with these ideas in mind, we can overcome the existing urban challenges, improve quality of life, and ultimately ensure happiness of the mankind.

"Advancing Human-Centered Smart Cities," the main theme of this event, will present a framework with which we should work to improve our lives. Seongnam City is already acting on these visions by implementing autonomous driving cars, drones, and shared electric bicycles in real-life situations. We hope to make history and set an example for other local governments that have similar goals of developing smart cities.

I hope that WeGO EXCOM 2019 will be an important step towards the successful smart city cooperation between cities.

Thank you.

Soomi Eun
Mayor
Seongnam City

PROGRAM

Day 0	Oct 13 (Sunday)	
All Day	Arrivals & Hotel Check-In	Airport Pick-up Service

Day 1	Oct 14 (Monday)	
Timetable	Shuttle Hotel-Venue (8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45) Shuttle Venue-Hotel (8:05, 8:20, 8:35, 8:50, 9:05, 9:20, 9:35, 9:50)	
08:30 – 09:30	Registration | Exhibition Opens	GCCEI, Hall Lobby
09:30 – 10:25	**Opening Ceremony** - Opening Video and Greetings by MC - Welcome Remarks by Ms. Soomi Eun, Mayor, Seongnam City - Opening Remarks by Mr. Weon Mok Lee, Director-General of Smart City Policy Bureau, Seoul - Welcome Remarks by Mr. Kyong-yul Lee, Secretary General, WeGO - Congratulatory Remarks by Ms. Mar-len Abigail Binay, Mayor, Makati - Welcome Performance - Group Photo - Keynote Address by Ms. Soomi Eun, Mayor, Seongnam City	GCCEI Main Event Hall
10:25 – 11:10	**Press Conference & Tour of Exhibition**	GCCEI Main Event Hall & Hall Lobby
11:15 – 12:15	**Inspirational Talks:** *Smart City and Innovation Initiatives for Behavioral Change* - Mr. Philip Bane, Managing Director, Smart Cities Council - Dr. Fernando Vilariño, Chairperson, European Network of Living Labs - Mr. Rahul Kapoor, Smart Cities Mission Director, Ministry of Housing and Urban Affairs, India	GCCEI Main Event Hall
12:15 – 13:45	Networking Lunch	Press Conference Room
14:00 – 16:30	**WeGO EXCOM Meeting 2019: Open Session** (by invitation)	GCCEI Conference Hall
16:30 – 17:00	**WeGO EXCOM Meeting 2019: Closed Session** (by invitation)	
18:00	Exhibition Closes	GCCEI, Hall Lobby
Timetable	Shuttle Venue-Hotel (16:30, 16:45, 17:00, 17:15, 17:30, 17:45) Shuttle Hotel-Venue (16:35, 16:50, 17:05, 17:20, 17:35, 18:00)	
18:00 – 20:00	**Welcome Gala Dinner Hosted by Seongnam City**	Korea Design Center

Day 2	Oct 15 (Tuesday)	
Timetable	Shuttle Hotel-Venue (8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45) Shuttle Venue-Hotel (8:05, 8:20, 8:35, 8:50, 9:05, 9:20, 9:35, 9:50)	
09:00	Exhibition Opens	GCCEI, Hall Lobby
09:30 – 10:45	**Plenary Session 1:** *Co-Designing Scalable and Replicable Smart City Projects with Citizens* - **Moderator**: Mr. Sander Dolder, Vice President, New York City Economic Development Corporation - Mr. Osman Toprak, Vice Mayor, Gaziantep - Mr. Javier Garza, Chief Technology Officer, Digital Agency of Public Innovation, Mexico City	GCCEI Main Event Hall

Day 2	Oct 15 (Tuesday)	
	- Mr. Piero Pelizzaro, Chief Resilience Officer, Milan - Mr. Vernon Adam, Engineering Services Manager, Aurora Water Department, City of Aurora	
10:45 – 11:00	Coffee Break	
11:00 – 12:15	**Plenary Session 2:** *Seongnam City: A World-Class Startup and Innovation Hub* - **Moderator:** Dr. Fernando Vilariño, Chairperson, European Network of Living Labs - Ms. Hye Joo Kim, Senior Vice- President, KT - Mr. Jong Bae Kim, Vice-President, DSP One - Dr. Jaesik Choi, Professor, Ulsan Institute of Science and Technology - Mr. Robinson Hernandez, Executive Director, Urban Tech Hub at Grand Central Tech & Mr. Sander Dolder, Vice President, New York City Economic Development Corporation	GCCEI Main Event Hall
12:15 – 13:45	Networking Lunch	Press Conference Room
14:00 – 15:15	**Special Session:** *Embracing Emerging Technologies for Social Benefit* - **Moderator:** Mr. Gui Nam Choi, Senior Consultant, Dell Technologies - Ms. Anastassia Brehhunova, International Development Manager, SRPOST - Dr. TaeHyeon Kim, General Manager, Seoul Business Agency - Mr. Eon-jong Kim, Researcher, Umay - Mr. Lin Hwang, Co-Founder & CEO, DamoGO	GCCEI Main Event Hall
15:15 – 15:45	Coffee Break	
15:45 – 17:15	**Workshop:** *Collaborating to Create Projects in WeGO Smart Cities Activator* - **Moderator:** Mr. Philip Bane, Managing Director, Smart Cities Council	GCCEI Main Event Hall
18:00	Exhibition Closes	GCCEI, Hall Lobby
Timetable	Shuttle Venue-Hotel (17:15, 17:30, 17:45) Shuttle Hotel-Venue (17:20, 17:35, 18:00)	
18:30 – 20:30	**WeGO Dinner (by invitation)**	Pangyo Startup Campus

Day 3	Oct 16 (Wednesday)	
9:00 – 16:15	**Cultural & Technical Tour - Course A** (*Sister Cities' Program - Course B)	Bus provided
9:00	- Gathering in the Hotel Lobby	
9:30	- Gyeonggi Center for Creative Economy & Innovation (GCCEI)	
11:30	- Seoul ADEX 2019	
13:00	- Lunch	
14:30	- Pangyo 2nd Techno Valley Promotion Hall	
15:30	- Gyeonggi Autonomous Driving Center	
16:30	- Free Time & Own Dinner Drop off at Hyundai Department Store or Hotel	

Day 4	Oct 17 (Thursday)	
All Day	Hotel Check-Out & Departures	Airport Drop-off Service

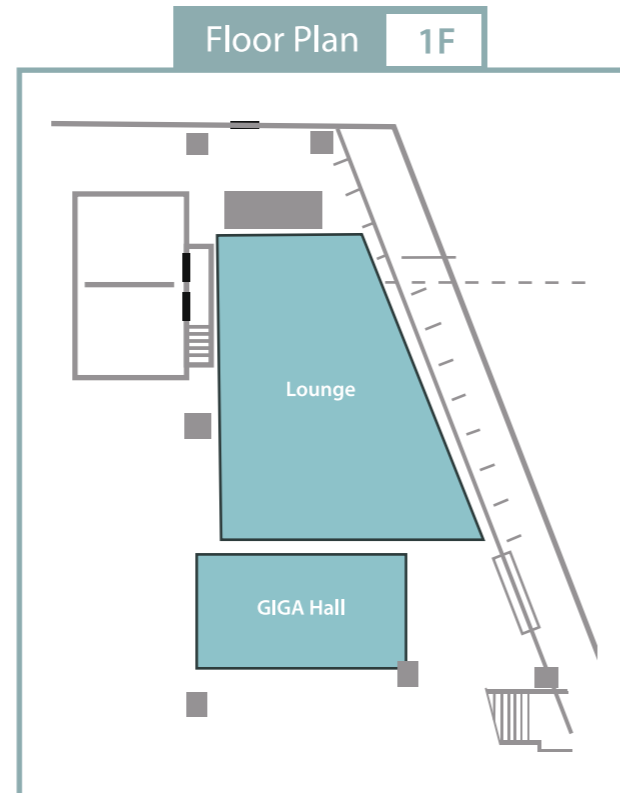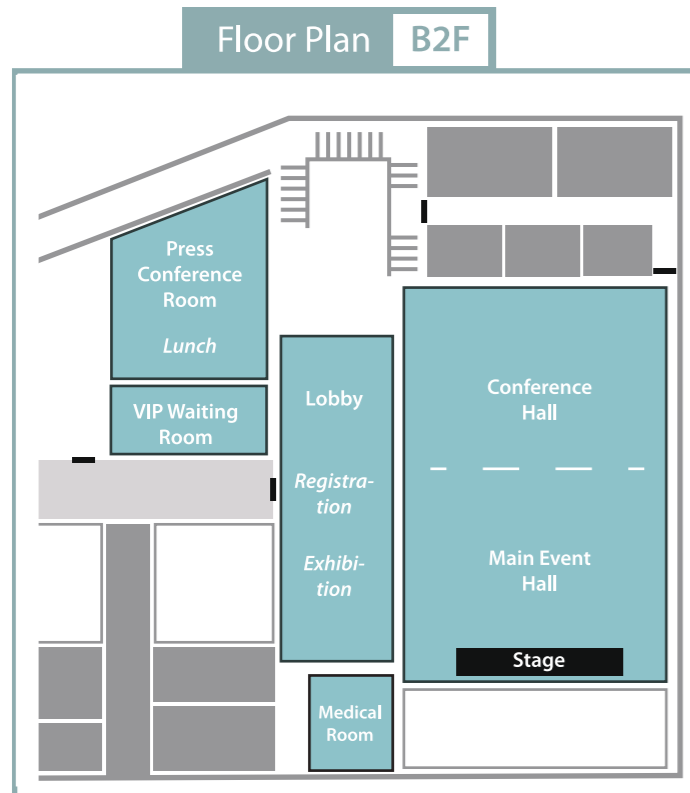## Gyeonggi Center for Creative Economy & Innovation (GCCEI)

Gyeonggi Center for Creative Economy & Innovation serves as a national hub for innovation, as well as an incubator for startups and small businesses. It works toward developing an integrated startup ecosystem by creating work opportunities based on creative ideas of individuals.

12, Daewangpangyo-ro 645beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do, Korea
경기창조혁신센터, 경기도 성남시 분당구 대왕판교로 645번길 12
+82-31-8016-1102

The main venues of WeGO EXCOM 2019 will be on Floor B2 (Main Event Hall, Conference Hall, Hall Lobby, Press Conference Room), and on Floor 1, Lounge GIGA Hall (Matchmaking venue).

See the maps below for more detailed indications.

Floor Plan   B2F

Floor Plan   1F

Courtyard Marriott Seoul Pangyo

Courtyard Marriott Seoul Pangyo is the designated hotel for the event. Its ideal location and excellence in hospitality have earned the hotel a great deal of recognition from various review sources such as the TripAdvisor.

The hotel features rooms and suites with a panoramic view to the city. Note that they come equipped with flat-screen TVs, premium bedding and complimentary Wi-Fi. The hotel also has multiple service facilities, such as a shared fitness center, and access to buffets, cafes and bars.
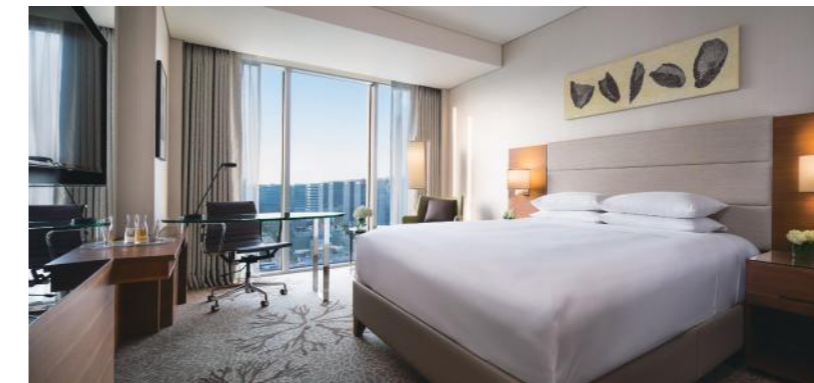

FLOOR	PURPOSE
1	Entrance Lobby
8	Main Lobby, Check-in, Registration, Breakfast, Matchmaking Meeting Location
6	Matchmaking Meeting Location

1 2 Pangyoyeok-ro 192beon-gil, Bundang-gu, Seongnam-si Gyeonggi-do, 13524, Korea
경기도 성남시 분당구 판교역로 192번길 12
+82 31-8060-2000

Note

Check-in: 3 pm
Check-out: 12 pm
Breakfast: 6 am - 10 am

PARTICIPANTS

EXCOM Members

Addis Ababa
Solomon E. Adam
Head,
ICT Directorate

Beyoğlu
Kübra Gülal
Vice Mayor

Chengdu
Ying Li
International Relations Officer,
Division of International Exchange

Goyang
Sang Ho Bae
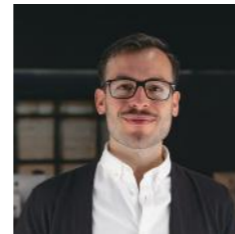Executive Director, Urban
Balanced Development Bureau

Hebron
Osama Dwaik
Head,
IT Department

Khartoum State
Kamal E. Siddig
Director General, Khartoum
State Information Center

Makati
Mar-len Abigail Binay
Mayor

Mexico City
Javier Berain
Chief Technology Officer,
Digital Agency for Public Innovation

Nairobi
Newton M. Nijiru
County Executive Committee
Member, ICT & e-Government

Seberang Perai
Nur Shakila Shamsudin
Senior Assistant Director,
Valuation and Property Management

Seoul
Weon Mok Lee
Director-General, Smart
City Policy Bureau

Ulaanbaatar
Chinzorig Otgonsuren
Head, Metropolitan Department
of Information Technology

Ulyanovsk Region
Svetlana Openysheva
Director, Department of
IT-industry Development Assistance

Observer Cities

Andeck
Bridget Atianjoh Epse Ejah
Mayor

Aurora
Robert C. Roth
Mayor Pro Tempore

Batibo
Fridrick Tetuh Tanjoh
Mayor

Busan
Dai-young Jung
Assistant Director,
Busan Water Authority

Cauayan
Bernard Faustino Dy
Mayor

Changwon
Seongun Lim
Team Manager,
Industrial Innovation Division

Ekaterinburg
Vladimir Bolikov
Deputy Mayor,
Consumer Market and Services

Gaziantep
Osman Toprak
Vice Mayor

Jeju
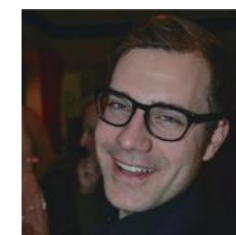Chan Hyeok Park
Head, Smart City Team

Kampala
Justus Akankwasa
Ag. Director, Engineering
and Technical Services

Milan
Piero Pelizzaro
Chief Resilience Officer

Muscat
Khalid Alzadjali
Director General,
Information Technology

New York City
Sander Dolder
Vice President, Industry
Initiatives, NYC Economic
Development Corporation

Sejong
Hyunjin Back
Action Officer,
Smart City

Seongnam
Soomi Eun
Mayor

Thanh Hoa Province
Dinh Xung Nguyen
Chairman, Thanh Hoa Provincial
People's Committee

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Advancing Human-Centered Smart Cities
SEONGNAM CITY | OCTOBER 14-16

10

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Advancing Human-Centered Smart Cities
SEONGNAM CITY | OCTOBER 14-16
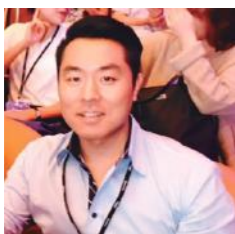
11

Tshwane
Abel Tau
Councillor

Tubah
Meshongong T. Martin
Mayor

Yakutsk
Aleksei Semenov
Head, IT Implementation
Management and Municipal Services
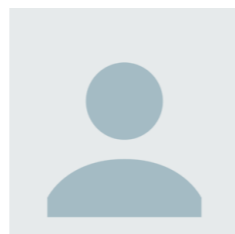
Corporations

DamoGO
Lin Hwang
Co-Founder & CEO

Dell Technologies
Guinam Choi
Senior Consultant,
Smart City Business Team

DSP One
Jongbae Kim
Vice President

Gabotech
Giu Jin Ha
Manager, Planning Division

MANAGEON
Nae Hun Lee
CEO/President

SRPOST
Nangyu Kim
Department Head, Strategy
& Business Development Division

Umay
Sang Yong Oh
CEO

Korea Telecom
Hyejoo Kim
Senior Vice President

Institutions

Asian Mayors Forum
Goshtasb Mozaffari
Secretary General

Digizens Collaborative Initiative
Janet Anaka Abuo
Executive Director

European Network of Living Labs
Fernando Vilariño
Chairperson

Ministry of Foreign Affairs, Korea
Jiyoung Oh
Deputy Director, Global
Environment and Science Division

Ministry of Housing and Urban Affairs, India
Rahul Kapoor
Director, Smart Cities Mission

National Information Center Sudan
Sabri Ali
Coordinator

New York City Grand Central Tech
Robinson Hernandez
Executive Director,
Urban Tech Hub

Re-Imagining Cities Foundation
Chungha Cha
Co-Founder & Chair

Seoul Business Agency
TaeHyeon Kim
General Manager

Seoul Housing & Communities Corporation
Keonwoo Kim
Deputy Director, Office of
Overseas Urban Development

Smart Cities Council
Philip Bane
Managing Director

Union of Municipalities of Turkey
Kayhan Özüm
Deputy Secretary General

Ulsan Institute of Science and Technology
Jaesik Choi
Associate Professor

WeGO EXCOM 2019
Advancing Human-Centered Smart Cities
SEONGNAM CITY | OCTOBER 14-16

12

WeGO EXCOM 2019
Advancing Human-Centered Smart Cities
SEONGNAM CITY | OCTOBER 14-16

13

EXCOM SESSION

The WeGO Executive Committee (EXCOM) assists in the operations of WeGO and provides support for WeGO projects and activities. The committee convenes annually in a host city selected through an official bidding process or that is hosting the General Assembly in the same year. Invited observers representing non-EXCOM local governments, corporations, and institutions are also allowed to take part and share their opinions in regular meetings.

Meeting Summary

Date: 2019. 10. 14 (Monday)
Time: 14:00 - 17:00
Venue: Gyeonggi Center for Creative Economy & Innovation (GCCEI), Floor B1, Conference Hall
Participants (by invitation)**:** EXCOM Members (incl. Chair), Observers, Moderator

I. Open Session (14:00 - 16:30)

1. Group Photo
2. Opening Announcement
3. Welcome Remarks by Host
4. Introduction of Participants and Overview of the Meeting Schedule
5. Adoption of the Agenda for WeGO EXCOM 2019, Led by Chair and Adopted by All Present EXCOM Members
6. Review of Meeting Memorandum of WeGO EXCOM 2018
7. Discussion and Decision on Official Agenda Items:

   Agenda 1: Review of 2019 WeGO Secretariat Annual Report
   Agenda 2: Approval of New Memberships
   Agenda 3: Annual Assessment of WeGO Regional Offices & Call for New Regional Offices
   Agenda 4: Review of Proposed Amendments to WeGO Statutes
   Agenda 5: Approval of Dates of the 5th WeGO General Assembly
   Agenda 6: Information on WeGO's Mission and Three-Year Strategic Plan of 2020-2023
   Agenda 7: Information on Elections of President and Executive Committee Members & Appointment of Vice President Cities for Next Term of 2020-2023
   Agenda 8: The 4th WeGO Smart Sustainable City Awards
   Agenda 9: Upcoming WeGO Activities for 2020

8. Closing Remarks by Chair
9. Open Session Adjourns

II. Closed Session (16:30 - 17:00)

10. Discussion and Decision on the Remaining Agenda Items:
    Agenda 10: Review of 2018-2019 Financial Report & Strategy
    Agenda 11: Approval of Membership Fee Use for 2020
11. Closed Session Adjourns

OPENING CEREMONY

Remarks

Soomi Eun
Mayor
Seongnam City

Weon Mok Lee
Director-General,
Smart City Policy Bureau
Seoul

Kyong-yul Lee
Secretary General
WeGO

Mar-len Abigail Binay
Mayor
Makati

Inspirational Talks   Smart City and Innovation Initiatives for Behavioral Change

Although we have significantly raised public awareness of sustainability, smart cities, and innovation, society still faces challenges to smoothly roll out and maintain the transformative impact of smart city initiatives. Particularly, challenges related to the lack of proper strategic planning, weak technical capacity, and cultural resistance persist. The global community highlights engagement of citizens in innovation processes; but in many cases, the importance of developing capacity within governments themselves is oftentimes overlooked. The Inspirational Talks will be given by three thought-provoking experts of various backgrounds who will shed light on ways of achieving the fundamental change of behavior and mindset of various actors in the smart city ecosystem for the ultimate goal of happier citizens around the world.

Philip Bane
Managing Director
Smart Cities Council

Inspirational Talk: Unstoppable Cities

Borrowing from Stephen Covey's 7 Habits of Effective People, Benjamin Hardy's 30 Characteristics of Unstoppable People, and Raj Kumar's Business of Changing the World – the speaker focuses on organizational behaviors that a city can adopt to become smarter and resilient. While demands from citizens and natural and man-made disasters are growing in frequency and scope, many cities assume that strong leaders, technology or money will make their city smarter. However, cities should focus on how a city operates and delivers benefits to residents, using agile technologies.

Philip Bane has an extensive background in technology development and sales. For the last ten years, he has actively pursued developing data solutions for sustainability and resilience. Trained as a tax and business lawyer, Philip has completed a great number of business transactions, owned businesses in the US, Russia and India and took First Virtual public in 1996 as its General Counsel (later purchased by Softbank.) He was also a US Army Ranger while serving in the military, has studied to be a Zen Buddhist Chaplain, and today teaches Vinyasa Yoga at Down Dog in Herndon, VA.

Fernando Vilariño
Chairperson
**European Network of
Living Labs (ENoLL)**

Inspirational Talk: Living Labs as Infrastructures for Social Transformation in Smart Cities

On top of being the co-founder of the Library Living Lab and current Chairman of the ENoLL, Fernando Vilariño is the Associate Director at Computer Vision Centre, and Associate Professor at Univ. Autònoma de Barcelona, Spain, where he lectures on robotics, machine learning and open innovation. His research has been linked to computer vision and machine learning. He has also led the implementation of a model for living labs in the context of open innovation and social impact of AI.

Inspirational Talk: Smart Cities in India

India is one of the fastest-growing economies of the world and Indian cities are the engine of this economic growth. In line with the vision of urban transformation, the Indian Government launched the Smart Cities Mission in June 2015 to develop 100 diverse smart cities spread across the country with projects worth $ 32 billion. Let us learn the story of implementation of this flagship program, understanding the mission progress, capacity challenges, opportunities, and innovative mechanism of program implementation.

Rahul Kapoor
Smart Cities Mission Director
Ministry of Housing and Urban Affairs (India)

In his role at the Ministry, Rahul Kapoor manages the mission that aims to setup 100 smart cities in the country. He is also the Mission Data Officer, driving the data initiatives of the Smart Cities Mission. Rahul has varied experience in the field of government infrastructure and finance, focusing on public-private partnerships. He has also worked as Director Banking at the Ministry of Finance, gaining insight into the working of the banking industry. With a background in Economics, Rahul is a part of the IRAS – a central service of the Government of India – and has also received a national award for outstanding performance while working for the government.

THEMED SESSIONS

Session 1   Co-Designing Scalable and Replicable Smart City Projects with Citizens

The concept of "building smart cities" can sometimes be equated to installing smart technologies and smart infrastructure, as well as digitalizing services. Although the 4th Industrial Revolution and the advancement of technology are both key enablers of smart cities, a crucial component that is sometimes overlooked is people. Indeed, the reason that we are trying to overcome the many urban challenges existing today is to improve the lives of citizens. In other words, smart city initiatives must respond to the needs of the people. This session will feature successful smart city projects that are not only citizen-centered but also citizen-participatory in their design.

Moderator

Sander Dolder
Vice President
New York City Economic Development Corporation

Sander Dolder is a Vice President at the New York City Economic Development Corporation where he designs, builds, & leads efforts to expand the NYC economy by catalyzing emerging sectors, developing innovation ecosystems, and forging public-private partnerships. Through its Urbantech NYC program, Sander has spearheaded the growth of the smart cities sector in NYC into a global leader.

Citizen-Focused Smart City Applications

The presentation will highlight:
- Realization of works that will increase citizen satisfaction
- Creation of an informatics infrastructure that will accelerate problem analysis
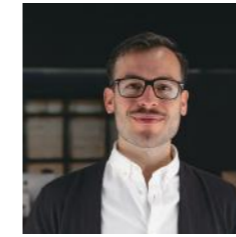- Development and integration of related software

Osman Toprak is the Vice Mayor of Gaziantep Metropolitan Municipality and is a lawyer by profession. He has played various roles in the municipality, including being the Head of the Reconstruction Commission and the Deputy President of the Gaziantep Metropolitan Municipality Council. He has also been serving as the President of the Gaziantep Organized Livestock Region since 2014.
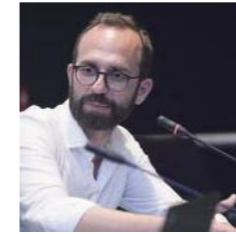
Osman Toprak
Vice Mayor
Gaziantep

From the Rear to the Forefront: Mexico City's Digital Plan

For long, Mexico City has not been widely recognized as an exemplary smart city due to its relatively slow progress in its digitalization. With the creation of the Digital Agency for Public Innovation and the implementation of its smart city plan, however, Mexico City is poised to move to the forefront of innovation.

For the past seven years, Javier has been working on the intersection of technology and public value. He currently heads the Center for Technologic Development in Mexico City Government's Digital Agency for Public Innovation, where he oversees the design and development of every technological product that Mexico City puts. He holds a Bachelor's Degree in International Relations from the Monterrey Institute of Technology and a Master's in Science in Comparative Public Policy from the University of Edinburgh where he was a Chevening Scholar.

Javier Berain
Chief Technology Officer,
Digital Agency for
Public Innovation
Mexico City

Building Resilience into Cities: Milan's Resilient Strategy

Milan's upcoming Resilience Strategy aims at offering a systematic and structured approach for the enhancement of city resilience, providing resilient measures coherent with the current conditions, priorities, and needs of the city and its inhabitants. Developed following the analysis of the Preliminary Resilience Assessment – a holistic analysis of the city's main shocks and stresses, but also of its current and future opportunities - and thanks to a capillary stakeholders' engagement process, the strategy aims at being a living document, continuously adjourned and responsive to the city's opportunities and dynamics.

Piero Pelizzaro has over 10 years of experience in climate change policies and urban resilience planning. He is Milan's Chief Resilience Officer and the City Lead for the H2020 Lighthouse project of Sharing Cities. He is an advisor of the Italian Ministry of Environment Land and Sea on Urban Adaptation Policy to Climate Change and is a member of the European Commission Mayors Adapt Practitioners Work Group and the FiRe 2016 Implementation Working Group at the Climate Policy Initiative.

Piero Pelizzaro
Chief Resilience Officer
Milan

Benefits from Web-Based Advanced Metering Technology to Monitor Water Usage

Aurora Water's Advanced Metering Infrastructure provides homeowners, businesses and commercial users constant, real-time access to water usage on their respective accounts via mobile applications while enabling the utility with alerts of any unusual demands based on historical trending for established water profiles. The presentation will discuss how new technologies in web-based applications that are easily accessible to the public will empower the consumer and also create efficiencies for the utility.

Vernon Adam has worked in the water and wastewater industry for over 30 years and has spent the last 28 years with the City of Aurora. As the Engineering Services Manager of the Aurora Water Department, he oversees a group of review engineers as a part of the development review team for the city.

Vernon Adam
Engineering Services
Manager, Aurora Water
Department
City of Aurora

Session 2   Seongnam City: A World-Class Startup and Innovation Hub

Seongnam City is Korea's first planned city and aims to be the most advanced innovation hub in Asia through the initiation of several strategically important, human-centric projects within its core project vision, "Asia Silicon Valley, Seongnam." The city is well known for the Pangyo Techno Valley, Korea's high-tech industrial cluster, and Pangyo Zero City, an experimental space for testing new technologies. In this session, representatives from the public and private sectors will talk about how they work together to reach the city's goal of becoming a world-class startup and innovation hub. Other experts from overseas will also be invited to share their strategies and methods in fostering innovation and building a successful startup ecosystem.

WeGO EXCOM 2019
Advancing Human-Centered Smart Cities
SEONGNAM CITY | OCTOBER 15-16
16

WeGO EXCOM 2019
Advancing Human-Centered Smart Cities
SEONGNAM CITY | OCTOBER 15-16
17

Fernando Vilariño
Chairperson
**European Network of
Living Labs (ENoLL)**

On top of being the co-founder of the Library Living Lab and current Chairman of the ENoLL, Fernando Vilariño is the Associate Director at Computer Vision Centre, and Associate Professor at Univ. Autònoma de Barcelona, Spain, where he lectures on robotics, machine learning and open innovation. His research has been linked to computer vision and machine learning. He has also led the implementation of a model for living labs in the context of open innovation and social impact of AI.

Data Utilization for Smart Cities

Hyejoo Kim
Senior Vice President
Korea Telecom

Hyejoo Kim's long career has provided her with extensive experience and expertise in data analytics. She augmented her expertise in data analytics, statistics, and big data by obtaining a Ph.D in Statistics from Seoul National University. Her extensive career includes working for SAS Korea, SK Telecom, IBM, Samsung as well as her current position at KT.

Smart Mobility

Jongbae Kim
Vice President
DSP One

Jongbae Kim is the Vice President of DSP One, a domestic leader in wireless signal processing technology. He is also a specialist at the Korea Smart Mobility Association and the World Electric Vehicle Council.

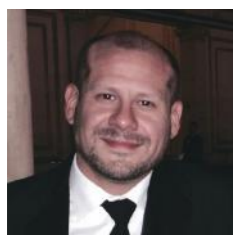## AI-Based Factory Automation: POSCO Smart Blast Furnace

Recent advances in artificial intelligence have changed our daily lives dramatically. It is expected that the automation of knowledge work could impact $5-7 trillion worth of labor market value across a wide range of various industry sectors in 2025. This presentation will showcase a state-of-the-art deep learning framework, DeepHeat, which operates a blast furnace in a Korean steel making company, POSCO. It will also discuss how explainable AI could improve communication between AI systems and human operators.

Jaesik Choi
Professor
**Ulsan Institute of Science
and Technology (UNIST)**

Dr. Jaesik Choi is an Associate Professor at the Graduate School of Artificial Intelligence at KAIST. His research focuses on learning and inference with large scale, complex systems, explainable machine learning models and spatio-temporal data analysis. He is the Director of Explainable Artificial Intelligence Center established by the Ministry of Science and ICT of Republic of Korea.

Building the Urbantech Innovation Ecosystem in NYC

This presentation will highlight the key components crucial to the successful growth of the Urbantech sector in NYC including:
 - Creating an innovation ecosystem platform
 - Enabling agile scaling of urbantech solutions through piloting programs
 - Building regional, national, and international partnerships

Robinson Hernandez has nearly 20 years of experience working at the intersection of business and government. He is currently the Executive Director of The Urban Tech Hub @ Company – a one-of-a-kind space purpose-built to support and materially advance the prospects of entrepreneurs and companies seeking to address New York City's most pressing urban challenges in sectors such as mobility, logistics, infrastructure, open data, and clean tech.

Robinson Hernandez
Executive Director,
Urban Tech Hub
NYC Grand Central Tech,
and
Sander Dolder
Vice President
**New York City Economic
Development Corporation**

See Sander Dolder's biography on page 16.

Special Session   Embracing Emerging Technologies for Social Benefit

In order for cities to become fully smart and address the challenges brought about by rapid urbanization, it is critical for governments to work with the private sector. Public-private-partnerships (PPPs), build-operate-and-transfer arrangements (BOTs), and other forms of cooperation are being used around the world as the private sector is known to possess the technical expertise, capacity, and resources necessary to implement such smart city initiatives.

This session will show how the private sector has worked hand-in-hand with local governments to introduce innovative products and services that help society, especially its marginalized sectors. It will highlight how emerging technologies like 5G, IoT, AI, and geospatial technology, have helped shaped initiatives that empower and bring a voice to groups who are oftentimes overlooked and underserved.

Gui Nam Choi
Senior Consultant
Dell Technologies

Gui Nam Choi has more than 30 years experience in the IT technology engineering and solutions mainly in the areas of smart & connected communities, real estate/education/healthcare technology solutions, and IoT. He has implemented and managed large SP and enterprise network architecture as a platform of IT business, and recently has developed and managed some real estate projects from the ICT perspective.

Smart People, Smart CPS

SRPOST is a software developing company specializing in e-governance and smart city solutions. Through its membership at WeGO, SRPOST has provided Kampala with a Smart CPS system, that allows for a "complementary relationship" between the government and citizens. The result is a significant reduction of time necessary for an individual to make a final judgment on a particular case.

At SRPOST, Anastassia Brehhunova works to develop and oversee several G&B projects in the CIS region. She serves as an ICT industry consultant providing advice on Korean government R&D projects, funding opportunities, and funding applications as well as various e-governance and smart city projects.

**Anastassia
Brehhunova**
International Development
Manager
SRPOST

Introduction to the Seoul Global Challenge

Among SBA's numerous programs, the Seoul Global Challenge is a program that collects ideas from around the world to resolve fine dust problems specifically in Seoul's subway. As SBA realizes the urgent need to resolve air quality issues especially in urban areas, the aim of this project is to start collaboration on mitigating this issue. This is especially important as many other urban areas share the same challenge.

TaeHyeon Kim has extensive experience and background in the technology field, having served for over 16 years in the private sector, such as LG electronics as a research engineer. With his years of experience, he has now opted to dedicate his expertise to the public sector in assisting SMEs and start-ups mature and venture into overseas markets.

TaeHyeon Kim
General Manager
**Seoul Business
Agency**

Smart City Case for Realizing Social Value

Umay specializes in local disease prevention and display of information by utilizing its own algorithms for predictive analysis. As a social enterprise in Seongnam City that provides benefits to public health, Umay will also present on its 'One M2M' air quality monitoring and improvement solution to mitigate issues regarding air quality, which is an ongoing challenge for many cities.

Eon-jong Kim has been involved in the development of regional disease prevention information solutions since 2017 and is currently participating in the Smart City Convergence Alliance. He is also a project manager for indoor air quality monitoring solutions.

Eon-jong Kim
Researcher
Umay

Success Story of a Social Impact Startup

DamoGO is a social impact startup that offers a mobile app where restaurants and other food retailers can upload the day's perfectly good, unsold food for any customer to purchase instead of letting it go to waste. In his presentation, Lin Hwang will show how DamoGO's business contributes to reducing food waste and greenhouse gases, and helps protect the planet.

Lin Hwang has 13+ years of experience in all levels of the food industry as an entrepreneur – in food manufacturing/processing, distribution, export, international trade and development – and he also introduced the American restaurant franchise "The Halal Guys" to Korea. Lin also ran an international trade and consulting company that focuses on American agro-food, snacks, specialty desserts, and processed food for the Korean market.

Lin Hwang
Co-Founder & CEO
DamoGO

Workshop   Collaborating to Create Projects in WeGO Smart Cities Activator

Moderator

The Smart Cities Council is an industry coalition led by some of the world's top technology companies. Its goal is to accelerate the move to smart, sustainable cities.

In 2018 the Council added to its readiness program the Smart Cities Activator, an online portal that cities can use to plan and finance their projects. The Activator is designed to accelerate city planning and financing of smart, sustainable solutions on a global scale.

Since 2016, the Council has delivered its readiness program to over 70 cities in Europe, North America, India, and Australia. These cities increased their capacity to deploy smart technologies and intelligent design to make their cities livable, workable, and sustainable.

Philip Bane
Managing Director
Smart Cities Council

Why:

This workshop will introduce concrete ways in which the WeGO Smart Cities Activator can translate WeGO members' boldest ideas

Based on SCC's experience, the biggest issues that cities face in planning innovative projects are (i) understanding how needs can be addressed by current information and communication technology (ICT) (called 'capacity') and (ii) stakeholder engagement – who should the city be talking to about needs and solutions. Small issues that cause delays and aggravation are scheduling of project meetings, brainstorming sessions that produce paper and no discernable results and antiquated use of email and tools like MS Word, PowerPoint and Excel.

What:

WeGO Smart Cities Activator is an online, collaborative platform that allows a city to accelerate the planning of projects. Attendees will also be shown how they can start a discussion with other cities about their projects using Activator Exchange.

This workshop will focus on how cities can use WeGO Smart Cities Activator to collaboratively (and online) 'kick-start' project planning and how they can discover which stakeholders should be part of the process.
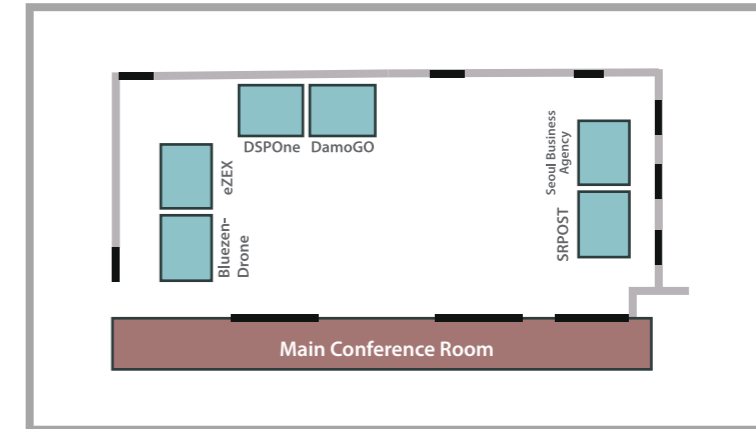
How:

Each pre-registered attendee will be provided access to the Activator for this workshop. Participants will be provided access to the Activator for this workshop and are advised to bring their laptops or other devices.

- The first third of the workshop will be spent reviewing the features in the Activator and how attendees could use the Activator to 'kick-start' project planning.
- About half of the workshop will be spent with attendees breaking out in groups and working together to 'kick-start' a project. The goal here is to provide a 'hands-on' journey using the Activator to plan a project.
- The workshop will end with a session showing results of our work together and answering questions. WeGO members will also be given information on how they can access the Activator going forward.

EXHIBITION INFO

Floor Plan

DSPOne   DamoGO

eZEX

Seoul Business Agency

Bluezen-Drone

SRPOST

Main Conference Room

Company Profiles

BLUEZENDRONE

BluezenDrone provides industrial drone services to increase public safety and trust. Established in 2011, BluezenDrone, also as a member of Dronecode that utilizes PX4 Open Source, has gained experience and expertise to become one of the leading providers of industrial drone services, especially within the PX4 Platform. BluezenDrone provides drone services from software and hardware parts to the actual drone itself. Drones made from BluezenDrone are currently used for industrial safety analysis to entertainment purposes.

Based on solid technology accumulated over the past 12 years, as a leading company in the wireless signal processing technology of the communication network, DSPOne has been operating stable domestic business such as with domestic mobile telecommunication operators and the Korea Highway Corporation. It is growing as a future-oriented smart city total platform company through the world's best ICT technology such as M2M/IoT, smart energy, connected cars, and smart health in order to penetrate into the global market.

DSPONE

eZEX

eZEX, is a next-generation technology that is emerging in the IoT market. With integrated C2O (carbon dioxide-to-oxygen) solutions, it strives to improve our daily lives through automation with appliances, electrical wiring devices, safety devices and security devices, and enhancing efficiency of our quality of life.

SRPOST is a compound word of Silk Road (SR), which is "the introduction of culture from the East to the West," and POST, which can be interpreted as "basis" or "pillar". SRPOST is a software developing company specializing in e-governance and smart city solutions. It is a corporate member of WeGO and belongs to the Hi Seoul brand. WeGO facilitates its international cooperation with Kampala Capital City Authority in Uganda. This January it celebrated business and friendship ties with Kampala by signing a Memorandum of Understanding.

SRPOST

Seoul Business Agency (SBA)

SBA is a business support institution for SMEs(Small and Medium-sized Enterprises) in Seoul, run by Seoul metropolitan government. It was established to promote and develop industries and to provide comprehensive and systematic support to SMEs located in Seoul. SBA provides a variety of public services such as support for start-ups (including business of foreign residents in Seoul through Seoul Global Center), R&D, intellectual property, development of market outlet for small businesses, overseas export, SETEC(Trade exhibition for SMEs) and so forth. These services aim to help SMEs increase their market competitiveness.

DamoGO is a social impact startup that offers a mobile app where restaurants and other food retailers can upload the day's perfectly good, unsold food for any customer to purchase instead of letting it go to waste. All food is half-price and users can browse by location or receive immediate notifications as soon their favorite stores upload food. Stores gain extra income from food that would have gone to waste, gain extra exposure and foot traffic from new customers, and strengthen their brand image by being associated with a social impact business. Most of all, everyone is doing their part to reduce food waste and greenhouse gases, and to help protect the planet.

DamoGO

MATCHMAKING MEETINGS

The Matchmaking Meetings are an efficient way to facilitate practical networking and knowledge-sharing for possible collaboration among the entities attending the EXCOM 2019.

All participants of the EXCOM 2019 are offered the opportunity of coordinated meetings with representatives of cities and local governments, public entities, and private companies of their interest from October 14 to 16 at the specially designated rooms at the 1st floor Lounge and GIGA Hall in the Gyeonggi Center for Creative Economy & Innovation (8:30 am to 17:30 pm), and the Board Room 1 in the Courtyard Marriott Seoul Pangyo (16:00 pm to 18:00 pm). See the venue guides on pages 8-9 for more info on the locations of the matchmaking meeting venues.

Please note that all pre-arranged meetings have already been set and will be taking place at the time slots below.

Date	Time
Oct 14th	8:30- 9:00 am
	13:00 - 13:30 pm
	13:30 - 14:00 pm
	17:00 - 17:30 pm
Oct 15th	8:30 - 9:00 am
	13:00 - 13:30 pm
	13:30 - 14: 00 pm
	15:15 - 15:45 pm
	17:00 - 17:30 pm
Oct 16th	16:00 - 16:30 pm
	16:30 - 17:00 pm
	17:00 - 17:30 pm
	17:30 - 18:00 pm

Impromptu Meetings

We recommend you to use the pre-arranged time slots for any impromptu meetings on the site.

To reserve a table during the event, please:
1. Check availability of tables with the Coordinator at the matchmaking meeting information desk on the 1st floor Lounge of GCCEI and reserve a room.
2. Come and meet your meeting counterpart at the agreed time.

TOUR SITES

1 Seoul ADEX 2019 (Seoul International Aerospace & Defense Exhibition)

Initially lauched as the Seoul Air Show in 1996, ADEX takes place every other year. The event attracts significant amount of attention from the world as Korea's largest aerospace and defense exhibition. Numerous aircraft companies, such as Boeing, Airbus, US Air Force, and Korea Air Force, participate in the show to showcase their technologies. At the event, visitors can also watch air shows by the Black Eagles, one of Korea's best aerobatic teams.

Website   http://www.seouladex.com

2 Gyeonggi Center for Creative Economy & Innovation (GCCEI)

GCCEI is a center dedicated to supporting various startups in the game and fin-tech industry with the intended goal of fostering Information and Communication Technologies (ICT). GHUB Pangyo, a program administered by Gyeonggi Content Agency, runs various workshops and recruiting events to provide startup founders with vauable networking opportunities. Content Korea Lab Gyeonggi is a similar program managed by Gyeonggi Province and Seongnam City.

Website   GCCEI
http://ccei.creativekorea.or.kr/gyeonggi/   G-HUB Pangyo
https://www.gcon.or.kr/ghub   Content Korea Lab Gyeonggi
http://www.gconlab.or.kr

3 Pangyo 2nd Techno Valley Promotion Hall

The promotional hall displays the master plan of Pangyo 2 Techno Valley with updates on its progress regarding its bussiness initiatives. The hall also screens a promotional video that features "The Landmark of the 4th Industrial Revolution Innovation Cluster, Pangyo 2nd Techno Valley."

Website   http://www.pangyo-cev.or.kr/pangyov/promote/position.do

4 Gyeonggi Autonomous Driving Center

As part of a large-scale endeavor to grow Gyeonggi's autonomous driving industry, Pangyo Zero City is a testing ground located in Pangyo Techno Valley. The center allows researchers to conduct various experiments in real-world settings, where pedestrians and self-driving cars often coexist. The center overall strives to achieve technological advances in the autonomous driving industry by focusing on ways to improve citizens' lives in the region.

Website   https://ggzerocity.or.kr/

WeGO EXCOM 2019
Advancing Human-Centered Smart Cities
Seongnam City | October 14-16

22

WeGO EXCOM 2019
Advancing Human-Centered Smart Cities
Seongnam City | October 14-16

23

Useful Info

Weather

Offering clear, cool, and crisp weather and beautiful foliage, autumn is the best time to visit Korea. The temperature varies from at 20°C / 68°F during the day to 7°C / 44°F at night.

Delegation Guides

Each delegation will be assigned a delegation guide to assist the delegation during the event and meet their relevant guide at the airport.

Banking & Currency

South Korean Won (KRW) is the official currency used in Korea. Foreign exchange is available at the airports (24/7), banks (9am to 4pm on week-days), and currency exchange counters in major tourist districts. Most credit cards, including Visa and Mastercard, are widely accepted

Electricity

Korea uses 220V voltage and Europlug and Schuko plugs.

Contact Info

Daeun Kim (Registration & Matchmaking)
(English, Korean)
Junior Program Officer
+82 2 720 2936
+82 10 9120 5312
daeun@we-gov.org

Ye Jin Kim (Pick-up/Drop-off & Logistics)
English, Korean)
Senior Clerk
+82 70 4711 1162
+82 10 2556 7129
kyg@pod-pco.com

Alexandra Sidorova (Program)
(English, Russian, French)
Senior Program Officer
+82 70 4202 9153
+82 10 8668 0688
alexandra@we-gov.org

Earl Burgos (Hotel & Flight)
(English, Filipino, Korean)
Senior Program Officer
+82 2 720 2934
+82 10 2958 4330
earl@we-gov.org

Andrew Lim (Exhibition & Media)
(English, Korean)
Senior Program Officer
+82 2 720 2938
+82 10 5663 0152
andrew@we-gov.org

Alizée Rousset (PR)
(English, French, Korean)
Program Officer
+82 2 720 2931
+82 10 2741 7450
alizee@we-gov.org

Yeonjoo Yoo (Seongnam Contact)
(English, Korean)
IR & Trade Team Officer
+82 31 729 2644
+82 10 3569 7565
yeonjoo11@korea.kr

SRPOST

SMART CITY, SMART CITIZEN PARTICIPATION

SRPOST is a software development company specializing in e-Governance and Smart City projects. We are WeGO corporate members and belong to Hi Seoul brand. Our innovative SMART Citizen Participation System system is our answer to solving difficulties that citizens face in their daily lives with help of it technologies.

Join us in encouraging a dialogue between the government and its citizens and promoting citizen's engagement in the decision-making and policy-making processes.

2007 established

We have started small back in 2007, steadily grew our business over the past years and now dominate the domestic civic services solution market.

600+ projects in Korea

We have successfully completed more than 600 projects in Korea. Our projects range from call center, web consulting system development to big data deep learning, speech-to-text algorithms and feasibility study.

200+ loyal customers

In 12 years we gained more than 200 loyal customers. Most of them are government organizations, municipalities (including Seoul Metropolitan Government), large enterprises and financial corporations.

10+ projects overseas

We started expanding our business overseas in 2015 and since then created projects with Uzbekistan, Uganda, Kazakhstan, Vietnam, and Cambodia.

20+ innovative projects

Civic Participation System; Smart Call Center; ez-POST System; Email Response Management; IT-Service Helpdesk; e-Council, Smart City Platform; social crawlytics; public opinion analysis; automatic distribution; text analysis; data visualization algorithm; data search algorithm; text mining engine; voice chatbot; messenger chatbot; voice recognition, STT, Smart Parking System

I·SEOUL·U

SEOUL
GLOBAL
CHALLENGE

Seoul Global Challenge 2019–2020

Challenge Topic
Proposals on reducing fine dust levels in the Seoul subway

❯ **Target Areas**
Subway tunnels, platforms and trains

❯ **Submission Period**
From Sept.9, 2019(Mon) to Nov.22, 2019(Fri) (by 6:00 P.M. KST)

❯ **How to Apply**
www.seoul-tech.com/seoulglobalchallenge/eng

❯ **Timeline**

Application	Written/In-Person Evaluation	Site/Citizen/ ComprehensiveEvaluation	Award Ceremony
	Stage 1	**Stage 2**	
Sept.9 ~ Nov. 22, 2019	~Dec.12, 2019	~Feb.5, 2020	Feb.6, 2020

❯ **Prizes**
Total 750 million KRW

① First Place
500 million KRW
(1 team)

② Second Place
100 million KRW
(1 team)

③ Winners by area
150 million KRW
(3 teams, 50 million KRW per team)

(For teams selected for the Stage 2 Evaluation)
An exhibition booth at the "2020 Fine Dust EXPO ('Feb. 6~Feb. 8, 2020, DDP)" will be provided
Support on intellectual property rights (1 item per team if requested)

❯ **Contact**
Seoul Global Challenge TFT, Seoul Business Agency
+82-2-2222-3752, 3726 / seoulglobalchallenge@gmail.com