

St. Petersburg 17.10.2014, 14:30–16:15

# ROUND TABLE SMART CITIES IN RUSSIA

Join our discussion on: **Smart Cities in Russia -  
Influence the way we live tomorrow**

Paying attention to the fact that by 2030 50% of world's population will be living in cities, we want to make informed decision on co-creation of our cities of the future.

We at St. Petersburg State University, Graduate School of Management (GSOM), jointly with the International Institute for Research Performance Management (IPERF), present an initiative dedicated to «Smart Cities» research in collaboration with government and industry. In this round table we discuss this new research agenda and invite our eco-system to work with us on exciting projects to shape our future cities.

- Public sector perspective: What role can city administration play in the «Smart Cities» initiative? Why is it important for the city development? How to implement Smart Cities under financial constraints? What are the most pressing issues?
- Private sector perspective: How mature is the Smart City Market? What types of companies are entering the Smart City Market? What are the key Smart City trends? What is driving cities toward becoming smart?
- Academic perspective: What is the new research agenda triggered by the 'Smart Cities' initiative? How the 'Smart Cities' research is related to regional and urban development? How to assess cost and benefits of the 'Smart Cities' projects?

## WHO SHOULD ATTEND

Decision makers in the public sector and industry, active players in energy & resources, mobility & transportation, ICT, production & logistics, real estate, public safety, finance and consulting industries

## KEYWORDS

Smart Cities, Urban Planning and Development, Internet of Things, Internet of Services, Joint Industry - Academy Research Projects , Innovation through Research



Public sector Keynote Speaker:  
**Hans Christian Christiansen**  
Senior Adviser, City of Copenhagen



Private sector Keynote Speaker:  
**Greg Prickril**  
Director Product Innovation, IPERF



Academic Keynote Speaker:  
**Igor Baranov**,  
Deputy Director, St. Petersburg  
University, GSOM

## HOW TO PARTICIPATE

All the conference participants are welcome to attend the round table.

If you are interested in the Smart Cities round table only, without attending the conference, please contact:

[menshikova@gsom.pu.ru](mailto:menshikova@gsom.pu.ru)

## VENUE

3 Volkhovsky pereulok  
St. Petersburg  
Russia

**PROGRAM**

- 14:30 – 14:35 Welcome by Tatjana Samsonowa, Managing Director, IPERF; Associate Professor, St. Petersburg University, GSOM
- 14:35 – 14:50 Public Sector Keynote: Hans Christian Christiansen, Senior Advisor, City of Copenhagen
- 14:50 – 15:05 Industrial Keynote: Greg Prickril, Director Product Innovation, IPERF
- 15:05 – 15:20 Academic Keynote: Igor Baranov, Deputy Director, St. Petersburg University GSOM
- 15:20 – 15:50 Panel Discussion: “Russia of the Future: Raising Country’s Competitiveness through Smart Cities?”  
Hans Christian Christiansen, City of Copenhagen  
Greg Prickril, IPERF  
Igor Baranov, St. Petersburg University GSOM  
Sergey Gumerov, IBM
- 15:50 – 16:00 Summary: „Actions and recommendations for going forward“ Tatjana Samsonowa, IPERF, GSOM
- 16:00 – 16:15 Closing remarks and networking drink/coffee

This round table is a part of a conference «GSOM Emerging Markets Conference: Business and Government Perspectives» which will be held on October 16-17, 2014 at St. Petersburg University, Graduate School of Management (GSOM). The round table is jointly organized by GSOM and IPERF.

The Graduate School of Management at St. Petersburg University was created in 1993 in partnership with the University of California, Berkeley. Since that it became a leading business school in Russia - the only national school ranked by the Financial Times and #1 school in Eastern Europe according to the Eduniversal global ranking.

Being a part of the oldest Russian research university, GSOM develops internationally recognized research with a focus on companies and governments in emerging market economies. The School serves as a platform for interaction between government and business in Russia. Along with business-focused education it runs various programmes for the public sector managers and civil servants.

IPERF, the International Institute for Research Performance Management with headquarters in Luxembourg, conducts research, consulting and training on performance measurement and management in R&D.

In cooperation with universities, IPERF is offering courses on Innovation and Research Performance Management and Strategic Innovation. IPERF is supporting companies and institutions in identifying, aligning and implementing research performance management and improving research processes and thus increasing the returns on investment in research.



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