



Bundesministerium  
für Wirtschaft  
und Energie



MISTELSTAND  
GLOBAL  
MARKTERSCHLIESSUNGS-  
PROGRAMM FÜR KMU

# Smart Cities in Czech Republic, Austria, Italy and Romania

Digital business trip from November 11th - 12th, 2020

in advance of the SMART City Expo World Congress in Barcelona, November 17th - 18th, 2020



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Deutsch-Tschechische  
Industrie- und Handelskammer  
Česko-německá  
obchodní a průmyslová komora



Deutsche Handelskammer  
in Österreich



Deutsch-Italienische  
Handelskammer  
Camera di Commercio  
Italo-Germanica



Deutsch-Rumänische  
Industrie- und Handelskammer  
Camera de Comerț și Industrie  
Româno-Germană

Durchführer

### IMPRINT

#### **PUBLISHER**

Federal Ministry for Economic Affairs and Energy (BMWi)  
Public Relations  
D-11019 Berlin, Germany  
[www.bmwi.de](http://www.bmwi.de)

#### **Text and editing**

AHK Services s.r.o.

Design and production

AHK Services s.r.o.

#### **STATUS**

October 2020

#### **ILLUSTRATIONS**

[www.shutterstock.com](http://www.shutterstock.com)

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# Information about the virtual business trip

From November 10th to 12th, 2020, there will be a virtual business trip with German entrepreneurs as well as Czech, Austrian, Italian and Romanian representatives from city and municipal administrations and entrepreneurs. This trip will be held in the run-up to the SMART City Expo World Congress in Barcelona, which will take place virtually from November 17-18, 2020 due to the corona pandemic.

The trip takes place on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi). It is carried out jointly by the Chambers of Commerce Abroad (AHKs) in the Czech Republic, Austria, Italy and Romania, in cooperation with Bayern Handwerk International GmbH and, among other things, accompanied by the Deggendorf University of Technology and the Center for Digitization.Bavaria.

It is aimed at German companies that offer products, technologies and solutions for smart urban development and craft businesses with smart solutions for mobility, building control, networked houses, lighting and security.

The markets of the Czech Republic, Austria, Italy and Romania show solid growth figures, cities and municipalities want to become “smarter”. In the Czech Republic, concepts that target intelligent urban transport networks, a modern water supply, gentle waste management and more efficient lighting and heating methods for buildings are popular.

Austria's cities and municipalities want to become more attractive for their residents by introducing innovative digital solutions and are also using German solutions for this.

Italy is relying on smart city concepts to drive digitalization in the areas of mobility, infrastructure, citizen services, education and skills.

In Romania, smart city solutions are e.g. used in public WLAN, in traffic systems, in video surveillance, in waste management and in air quality monitoring through sensors.

The project-related funding measure is carried out within the framework of the BMWi market development program for SMEs (small and medium-sized enterprises) on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi).

# Program

**Wednesday, 11th November 2020, 9:00 - 15:00**

# Conference on Smart city

# Presentation of german smart city technologies and companies

# Matchmakings

## **Moderation**

Christian Rühmkorf, head of communication and public affairs of the German-Czech Chamber of Industry and Commerce

**09:00 - 09:10**

## **Opening**

**Introduction to the subject: "Importance of Smart Cities"**

Bernard Bauer, CEO German-Czech Chamber of Industry and Commerce

**09:10 - 09:45**

## **Experts presentations**

09:10 - 09:25 **"What is Smart and what is City about a Smart City-Challenges and Dilemmata"**

Prof. Wolfgang Dorner, TH Deggendorf

09:25-09:40 **"Use Case Smart City from Germany"**

Marc Kolbe, Bayern Innovativ

09:40 - 09:45 **Q&A**

**09:45 - 11:15**

## **Presentations of German Smart City technologies and companies**

09:45 - 09:55 **MENNEKES Elektrotechnik GmbH & Co. KG**

Alfred Vrieling, Head of Sales and Marketing eMobility

09:55 - 10:05 **Funkwerk Systems GmbH – Betrieb Karlsfeld**

Kurt Kerschdorfer, Vertrieb für Fahrgastinformationsanlagen

10:05 - 10:15 **Garamantis GmbH**

Andreas Köster, Head of Communications

10:15 - 10:25 **Phoenix Contact**

Fabian Pasimeni, Manager Infrastructure Applications & Projects

10:25 - 10:35 **Spectos GmbH**

David Hick, Projektmanager Data4City

10:35 - 10:45 *Break*

10:45 - 10:55 **Venios GmbH**

Benjamin Low, Director international Business Development

- 10:55 - 11:05 **Vialytics GmbH**  
Jonas Hock, Sales Partnermanagement
- 11:05 - 11:15 **virtualcitySYSTEMS GmbH**  
Antje Kunze, Director Sales & Marketing
- 11:15 - 11:25 **WILO Group**  
Marc Stiebing, Senior Vice President Sales Region Mature Markets

**11:25 - 12:00**

**Break**

**12:00 - 15:00**

**Matchmaking - Individual B2B interviews with potential business partners from AT, CZ, IT, RO in individual digital rooms**

12:00 - 12:30 Round I

12:30 - 13:00 Round II

13:00 - 13:30 Round III

13:30 - 14:00 Round IV

14:00 - 14:30 Round V

14:00 - 15:00 Round VI

**END OF DAY 2**

**Thursday, 12th November 2020, 9:00 - 15:00****# Virtual visits of Smart City projects in AT, CZ, IT, RO****# Matchmaking****# Wrap up****Moderation**

Christian Rühmkorf, head of communication and public affairs of the German-Czech Chamber of Industry and Commerce

**09:00 - 09:05****Opening****09:05 - 10:20****Virtual visits of Smart City projects in the fields of mobility, water and waste management, smart metering etc.**

- 09:00 - 09:20 Italy - Smart City: Milan district approach and Municipality of Florence
- Video Florence
  - Gianlucca Vannucciini, Manager of the Technological Infrastructure Development Service at the Municipality of Florence
  - Piero Pelizzaro, Chief Resilience Officer at the City of Milano
- 09:20 - 09:40 Austria – City of Vienna: autonomous mini busses for public transport and Vienna provides space
- Video Vienna (2x)
  - Johannes Liebermann, Project Manager Wiener Linien
  - Timon Jakli, Stadt Wien - Wien Digital
  - Johannes Falkner, Magistrat der Stadt Wien, MA 41 – Stadtvermessung
- 9:40 - 10:00 Czech Republic - Smart Mobility and Smart Metering in Písek
- Video Písek
  - Miloš Prokýšek, Head of the Unit Smart Písek
- 10:00 - 10:20 Romania – Mobility and smart administration of the city Cluj-Napoca
- Video Cluj-Napoca
  - Carmen Marc Deputy Head of the External Relations and Investors Office

**10:20 - 11:00**

***Wrap-up, discussion on next steps to enter AT, CZ, IT, RO markets (ONLY FOR THE GERMAN COMPANIES)***

**11:00 - 12:00****Break**

**12:00 - 15:00**

**Matchmaking - B2B interviews with potential business partners from AT, CZ, IT, RO in individual digital rooms**

12:00 - 12:30 Round I

12:30 - 13:00 Round II

13:00 - 13:30 Round III

13:30 - 14:00 Round IV

14:00 - 14:30 Round V

14:00 - 15:00 Round VI

**END OF DAY 3**



# Profiles of the partner organizations

The project is carried out within the framework of the Foreign Market Entry Program for SMEs (small and medium-sized enterprises) on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi).



## Implementer



### German-Czech chamber of Industry and Commerce / AHK Services s.r.o.

The German-Czech chamber of Industry and Commerce (GCCIC) in Prague was founded in 1993 as a successor of the German Business Delegation in the Czech Republic. Today, about 700 companies – including the most important investors in the Czech Republic – are members of the Chamber. GCCIC is part of the network of German Chambers abroad. This network is coordinated by the German Federation of Industry and Commerce (DIHK) in Berlin. The network of German Chambers, delegate offices and representations, which offer their services in more than 92 countries with 140 offices on every continent of the world, is of major importance to German companies in today's world of integration of global markets.

The main task of the chamber is to improve and intensify the relations and contacts between businesspeople of both countries. For a more efficient organization of the consulting services area of the Chamber, GCCIC founded in 2010 a daughter company, called AHK Services s.r.o., whose only owner (100%) is GCCIC. AHK Services offers a wide range of services, including research of potential business partners, market studies, support for setting up business and basic information about the legal and economic framework in both countries. Special competence centres were created, in order to offer sector oriented know-how in the following fields: Energy & Environmental Technologies, Automotive & Engineering, Innovative Technologies, Food Sector.



### German Chamber of Commerce in Austria

The German Chamber of Commerce in Austria (DHK), based in Vienna, promotes bilateral economic relations between Germany and Austria with its extensive range of services. The roots of the chamber go back to the year 1920, when merchants from both countries came together for the first time in a voluntary union. In 2020, the DHK therefore celebrates its 100th anniversary since it was first founded. With around 1,500 members, the German Chamber of Commerce in Austria is the largest German-Austrian business network in Austria. It promotes economic relations between the two countries and supports companies in their business activities with its numerous services.



## German-Italian Chamber of Commerce (AHK Italien)

Since 1921 we have represented the German-Italian business community. As association we operate on behalf of the German Ministry of Economy and Energy to promote economic relations between Italian and German companies and we are the official representation of the German economy in Italy.

Every day we put our heart into the activities we perform, with the aim of fostering the partnership between our two countries and offering new opportunities to our community of members, clients and partners.

From large German groups to Italian SMEs, from subsidiaries of corporations to self-standing professionals: our community represents both countries and both mindsets. We are Germans in our DNA but with an all-Italian personality.

We are a powerhouse with a century-long history: a source of stimuli and innovative solutions, a laboratory of cutting-edge topics through which we thematise the future. The impulses we convey extend far beyond our community and contribute to companies' growth and economic development.

We know the dynamics, risks and opportunities that characterize the economic and commercial relations between our two countries and, thanks to our bilingual team, we support Italian and German companies throughout their internationalization process.

We believe in the potential of life-long learning and training, which we strive to make as integrated as possible and in tune with the job market. We are proud to be the ambassadors and drivers of dual vocational training in Italy and thus to provide companies with the qualified resources best suited to their needs.

Every year, around 1,000 companies rely on our expertise in the realm of internationalization and over 5,000 guests participate more and more actively in our events. We also work with more than 500 stakeholders including companies, students and tutors on dual training and certification projects across Italian regions.



## German-Romanian Chamber of Commerce and Industry (AHK Romania)


**The German-Romanian Chamber of Commerce and Industry (AHK Romania)** is the official representation of the German economy in Romania and at the same time the largest bilateral chamber of commerce in Romania. The AHK Romania belongs to the worldwide network of chambers of commerce abroad, whose umbrella organization is the German Chamber of Commerce and Industry (DIHK) in Berlin.


The AHK Romania, founded in September 2002, has around 600 member companies and offers an important networking platform for exchanging experiences and information.


With its range of services and events, it actively supports German companies in their market entry and location development in Romania and is also a partner for Romanian companies interested in the German market. In Romania, the AHK Romania is actively involved in the implementation of a vocational training system based on the German model and operates its own GreenTech initiative, econet romania (<http://www.econet-romania.com/>), with a focus on the environment, energy, mobility, smart cities and sustainable urban development as well as its own permanent court of arbitration.


More information at <http://rumaenien.ahk.de/>.


# Profiles of the participants


No	Company information	Company Description	Target groups in CZ, AT, IT, RO
1	<p><b>Funkwerk Systems GmbH – Betrieb Karlsfeld</b>  <a href="http://www.funkwerk.com">www.funkwerk.com</a></p>  <p><b>Participant:</b>  Kurt Kerschdorfer  Vertrieb für Fahrgastinformationsanlagen</p>	<p><b>Sectors:</b>  Railways (Passenger Information &amp; Mobility)</p> <p><b>Products/services:</b>  Displays, E-Kiosk, Public Announcement, Software for Mobility Solutions and passenger information, Project Management Services</p> <p><b>Advantages to competitors:</b>  Full Service Provider to deliver displays, public announcement, software and services in one hand  More than 25 years of experience in Mobility Solutions  New innovative solutions in Funkwerk Mobility Plattform</p>	<p><b>Target Groups:</b>  Public Transport like Metros, Bus, Light Rail and Railway, Cities for Mobility Solutions</p> <p><b>Looking for:</b>  Final users and customers</p>

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2	<p><b>Garamantis GmbH</b>  <a href="http://www.garamantis.com">www.garamantis.com</a></p>  <p><b>GARAMANTIS</b>  INTERACTIVE TECHNOLOGIES</p> <p><b>Participant:</b>  Andreas Köster  Head of Communications</p>	<p><b>Sectors:</b>  interactive showrooms and exhibitions,  interactive fairs and events, marketing</p> <p><b>Products/services:</b>  multi-touch tables, virtual reality,  interactive display cases - we conceive,  develop, and design unique interactive  worlds around products, brands, or  experience  We conceive, develop and design unique  interactive worlds around your product,  your brand or your experience. We make  complex subject matters look like a piece  of cake (and your content look terrific).  With custom-made technological  innovations, with high-quality design and  with one outcome: trade show visitors,  clients, investors and staff with their  mouths agape.</p> <p><b>Advantages to competitors:</b>  We realize interactive projects in  a short time at a very good performance-  ratio. We often go innovative ways and use  the latest available technologies long before  others do.</p>	<p><b>Target Groups:</b>  medium-sized to large  companies, ministries and cities  that want to convey their content  and messages to visitors, guests  and customers with success</p> <p><b>Looking for:</b>  Dealers and users of our  products</p> <p><b>Offers:</b>  Realization of individual  experience spaces such as  showrooms, exhibition stands,  road shows etc. We use  interactive live installations to  impress and convince your target  groups in the long term. We  communicate your project or  services in a playful and  interactive way. Our  comprehensive service consists  of concept, software, content  management, hardware and  installation – from the idea to the  rollout.</p>


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3	<p><b>MENNEKES Elektrotechnik GmbH &amp; Co. KG</b></p> <p><a href="http://www.chargeupyourday.de">www.chargeupyourday.de</a></p>  <p><b>MENNEKES</b></p> <p>MY POWER CONNECTION</p> <p><b>Participant:</b> Alfred Vrieling Sales Director eMobility</p>	<p><b>Sectors:</b> Charging Infrastructure Solutions eMobility</p> <p><b>Products/services:</b> MENNEKES is a pioneer in the field of eMobility – ever since the year 2014 when our type 2 charging couplers have been declared the standard in the EU by the European Parliament. Based in Germany, we develop, manufacture and sell eMobility products that set standards worldwide. We offer solutions for charging electric and plug-in hybrid cars for several target markets. Our portfolio includes infrastructure solution for public charging, semi-public charging and private charging. MENNEKES is co-owner of a SaaS company Chargecloud which offers the possibility to operate Charge Points (CPO) and to provide services for the end users (Mobility Service Provider).</p> <p><b>Advantages to competitors:</b></p> <p>It is the stated goal of the MENNEKES Group to ensure a high level of quality of its products and services that not only meets but exceeds customer requirements and national and international standards. To achieve this goal of delivering only the highest quality, MENNEKES has been applying an effective, efficient, and integrated quality management system according DIN EN ISO 9001 since 1995.</p> <p>Investors for charging infrastructure will have a very good ROI as our systems are operating very reliable and we have almost no service and maintenance costs.</p>	<p><b>Target Groups:</b> Specialist electrical wholesalers, energy suppliers, public utilities, towns and councils, fleet operators, industry, end-consumers</p> <p><b>Offers:</b> Charging solutions for public, semi-public and private sector use (stand-alone and wall systems), infrastructure components, eMobility services</p>


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4	<p><b>Phoenix Contact</b>  <a href="http://www.phoenixcontact.com">www.phoenixcontact.com</a></p>  <p><b>Participant:</b>  Fabian Pasimeni  Manager Infrastructure Applications &amp; Projects</p>	<p><b>Sectors:</b>  Infrastructure</p> <p><b>Products/services:</b>  Single products, network systems, data platform, software solution. Example: Cloud controlled street lighting, Cloud portal for Waterpumps</p> <p><b>Advantages to competitors:</b>  We are a provider of integrative solutions in the digitalization. We can provide single products, but also complete systems incl. an own cloud platform. For us, openness regarding technologies is a success factor to become a Smart City.</p>	<p><b>Target Groups:</b>  Municipals, Utilities, Engineering Companies, Consultants</p> <p><b>Looking for:</b>  partner cities, smart city integrators</p> <p><b>Offers:</b>  Smart Street Lighting Solution, Smart Water Pump Portal</p>

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5	<p><b>Spectos GmbH</b>  <a href="http://www.spectos.com">www.spectos.com</a>  <a href="http://www.data4.city">www.data4.city</a></p>  <p><b>Participant:</b>  Christoph Hick  Projektmanager Data4City</p>	<p><b>Sectors:</b>  Smart City, Public Services</p> <p><b>Products/services:</b>  Data4City is a two-sided platform (citizen-customer) for the collection of location-based data. Citizens are asked questions at Points of interests (POIs) or they tag their own topics. The platform is generically extensible. The main components are native app (PinCity), a browser-based analysis and management-cockpit (City-Cockpit), and the platform consisting of data service and interface (API)</p> <p><b>Advantages to competitors:</b>  Spectos offers 15 years of experience in collecting data on service quality in the postal and logistics sector. Since 2020 Data4City is the new product line in the field of Smart City and Public Services. The approach of the citizen as a sensor of the city which until recently was only used in a scientific environment, offers customers the possibility to monitor conditions on topics such as security, sour work, damage, attractiveness/quality of stay in a real time with the help of an Urban Quality Index to view them on a small scale. With a generic system, Spectos attaches great importance to further developing the concrete application according to the needs of the customer. To our knowledge there is currently no direct competitor with this approach.</p>	<p><b>Target Groups:</b>  Cities and Municipalities, transport companies, city cleaning companies, housing companies, planners &amp; project developers</p> <p><b>Looking for:</b>  Cities and Municipalities</p> <p><b>Offers:</b>  Data4City</p>

№	Company information	Company Description	Target groups in CZ, AT, IT, RO
6	<p><b>Venios GmbH</b>  <a href="http://www.venios.de">www.venios.de</a></p>  <p><b>Participant:</b>  Benjamin Low  Director international Business Development</p>	<p><b>Sectors:</b>  Energy, IT/Software</p> <p><b>Products/services:</b>  The Venios Energy Platform (VEP) is a real-time grid operation system that enables clients to digitize, monitor and control their low and medium voltage electricity grids. In order to do this, a real-time digital twin is created by feeding off available data sources.</p> <p><b>Advantages to competitors:</b></p> <ul style="list-style-type: none"> <li>• is a real-time grid operation tool for a smart grid</li> <li>• creates a live view of the lower and medium voltage grids</li> <li>• predicts future grid load (short / long-term)</li> <li>• recognizes flexibility and capacity</li> <li>• generates solution proposals for reacting to bottlenecks (market, sector coupling etc.)</li> <li>• can control the infrastructure directly and highly automated if desired</li> <li>• offers the possibility to visualize gas, water and fiber-optic cable infrastructure</li> <li>• delivers mobile applications for the employees out in the field</li> </ul>	<p><b>Target Groups:</b>  Utilities, municipalities, municipal utilities</p> <p><b>Looking for:</b>  users of our product</p> <p><b>Offers:</b>  Our main solution, the Venios Energy Platform</p>



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7	<p>Vialytics Gmbh  <a href="http://www.vialytics.de">www.vialytics.de</a></p>  <p><b>Participant:</b>  Jonas Hock  Sales Partnermanagement</p>	<p><b>Sectors:</b>  IT / digitalisation / road maintenance</p> <p><b>Products/services:</b>  Vialytics has developed a new way of recording road conditions, which enables local authorities to record the road conditions automatically with a smartphone, installed behind the windscreen of a municipal vehicle, and to have them evaluated by us with the help of artificial intelligence. The evaluated information is made available as export and in a Web-GIS / Online-GIS.</p> <p><b>Advantages to competitors:</b>  Saves time when assessing the road condition  Objective evaluation  Up-to-date pictures of the road network</p>	<p><b>Target Groups:</b>  Cities and municipalities, processing via mayor or civil engineering office</p> <p><b>Looking for:</b>  User of our product</p> <p><b>Offers:</b>  The vialytics system</p>

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8	<p><b>virtualcitysystems GmbH</b>  <a href="http://www.vc.systems">www.vc.systems</a></p>  <p><b>Participant:</b>  Antje Kunze  Director Sales &amp; Marketing</p>	<p><b>Sectors:</b>  Software and IT services</p> <p><b>Products/services:</b></p> <ul style="list-style-type: none"> <li>- Solutions for Smart Cities, city planning, urban simulation, 3D city models</li> <li>- Spatial Data Infrastructure</li> <li>- Geodata Portals</li> <li>- Open Source Software</li> <li>- Web GIS</li> <li>- Cloud Services</li> </ul> <p>We believe that Digital Twins of cities based on 3D geoinformation form an essential foundation for understanding, designing, and solving the complex challenges of our urban reality. Our vision is to provide cutting-edge 3D city models and Digital Twins as a future-oriented platform. Our solutions are particularly used by public clients to manage, maintain, visualize, and utilize their 3D geodata. We are the first to offer advanced specialist solutions especially for digital planning and urban simulation.</p> <p><b>Advantages to competitors:</b>  We specialize in open standards and interfaces and are convinced that open source software is the best basis for their modular applications. We stand for technology that facilitates collaborative and interdisciplinary urban development, transparent communication, and sustainable decisions based on analysis and simulation.</p>	<p><b>Target Groups:</b>  Cities and Municipalities</p> <p><b>Looking for:</b>  Software companies that develop 2D GIS solutions or offer geodata (oblique aerial images, 3D mesh models, CityGML data, point clouds) and want to extend their technology for competitive advantage with 3D visualization technology.</p> <p>IT consulting companies for Smart Cities who want to expand their technology portfolio.</p> <p><b>Offers:</b>  VC View (a comprehensive hosting solution): A ready-to-use web application for visualizing geodata in all its dimensions</p> <p>VC Planner (Digital 3D urban planning): Drafting urban planning concepts and incorporating them into the surrounding can be quick and easy. All it takes is a single web solution</p>

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9	<p>WILO Group  <a href="http://www.wilo.com">www.wilo.com</a></p>  <p><b>Participants:</b>  Marc Stiebing  Senior Vice President Sales Region Mature Markets    Monica Giazzi  Director  Head of EU, EAEU &amp; MENA Government &amp; Public Affairs</p>	<p><b>Sectors:</b>  Pump manufacturer</p> <p><b>Products/services:</b>  The Wilo Group is one of the world's leading premium suppliers of pumps and pump systems for building services, water management and industry.  With smart solutions that connect people, products and services, the Wilo Group is on course to become the digital pioneer in the industry. The company has more than 7,800 employees.</p> <p><b>Advantages to competitors:</b>  Apart from the energy efficient products for all kinds of applications, Wilo has the widest own Service network of all pump manufacturer.  Based on this we are able to provide maintainance, installation optimization and energy audits to our clients, so that they benefit from a higher reliability of their processes and lower lifecycle costs.</p>	<p><b>Target Groups:</b>  Cities and Municipalities</p> <p><b>Looking for:</b>  Wholesalers, consultants, contractors; commercial enduser</p> <p><b>Offers:</b>  smart pump solutions</p>

# Contacts



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