



TAMPERE SMART CITY Expo & Conference

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Professional event for smart city development and the ICT industry

June 6–7, 2023 at Nokia Arena, Tampere

PRESS RELEASE June 6th, 2023

Tampere Smart City Expo & Conference opens doors to urban metaverse

The international Tampere Smart City Expo & Conference opens its doors to uncover the urban metaverse today. The event offers human-centric smart city development and the latest ICT solutions June 6–7 2023 at Nokia Arena, Tampere, Finland. Deep diving beyond the abstract, #TSCEC provides the most current and industry-leading program, with the fields key players around the world.

Seeking to uncover the ultimate urban metaverse the international Tampere Smart City Expo & Conference shares the hot topics on smart city development and digitalisation and focuses on topics such as Web3 technology, sustainability, AI and mobility. The event deep dives beyond the abstract, where the ideas are taken to action, perspectives on Digitally Smart, Urban Intelligence and Responsible CoLAB.

Exquisite keynote speakers, artificial intelligence, robots, solutions and meta-talk

Tuesday's keynote speech at the Main Stage of the Expo will be given by **Christina Yan Zhang**, CEO, Metaverse Institute. Yan Zhang's speech *The Use of Digital Twin and Metaverse to Build Smart Cities for A Sustainable Future* shares her 16 years' of experience turning forward-thinking ideas into ultra-high growth business with global impact.

On the opening day Business Group Leads **Lukas Lundin** and **Kalle Saarikannas** from Microsoft Finland open possibilities on how artificial intelligence will affect work life and smart city development with their Expo floor *The opportunity is yours to lead the AI transformation*. Business Development Manager **Foucauld Laurent**, Amazon Web Services, talks about *Building a resilient and sustainable future for cities*. The Conference program shares *Politics Enabling Digitalization* at the boxes on the fourth floor. The City of Tampere awards the annual *Technical Creativity Prize* on Tuesday, right before the after party open to all participants.

On Wednesday, the event will be opened by **Kalervo Kummola**, Mayor of Tampere. **Mikko Mäki-Rahkola**, Solution Analysts and **Oscar Sanhueza**, Lead Developer from OP take the stage on the topic *Banking in the Future: How Are Real-Time Payments and APIs Redefining Urban Life*. Straight from Silicon Valley, Nokias Head of Innovation and Trend Scouting, **Leslie Shannon** talks about *What is the Metaverse, and Why Should I Care?* on Wednesday. Circling the Expo at Nokia Arena, it is possible to spot a Nokia robot transmitting 360° live footage of the tram using 5G millimetre technology.

BRiDG3 Web3 Summit shares future insights into Web3, the Metaverse, blockchain and DAOs and features distinguished international speakers like **H.E. Amna Mahmoud Mohammed Fikri**, the UAE Non-Resident Ambassador to Finland, Dr. **Marwan Alzarouni**, Strategic Advisor and CEO and Author **Amanda Cassat**.

List of top speakers for interviews

The event offers a great scale of keynote and guest speakers also for one-to-one interviews. For interview requests and other media inquiries, please contact the event's communications. Media accreditation for Tampere Smart City Expo & Conference is open throughout the event.

Experience Expo free of charge

The Expo, including the program on the main stage, at Nokia Arena is open and free of charge for all registrants. Conference and BRiDG3 Summit passes can be bought either together or separately.

The Tampere Smart City Expo & Conference is organised by the City of Tampere, Business Tampere, and the Tampere Trade Fairs Group. The event is produced by the Tampere Trade Fairs Group. Tampere Smart City Expo & Conference is geared to smart urban development networks, companies, and ecosystems to the ICT sector, municipalities, cities, and educational institutions and to the field's specialists and future experts.

Additional information:

tscec.fi/en/, #tscec #beyondtheabstract

Media accreditation tscec.fi/en/fair-info/for-the-media/

Registration and Sales tscec.fi/en/for-visitors/register/

Program tscec.fi/en/program/

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