



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 May 23, 2023

Tampere Smart City Expo & Conference seeks solutions to utilise the metaverse

The international Tampere Smart City Expo & Conference offers human-centric smart city development and the latest ICT solutions June 6–7 2023 at Nokia Arena, Tampere, Finland. Seeking to uncover the ultimate urban metaverse, the event provides the most current and industry-leading program. Media accreditation for the event is now open.

The Expo shares key players in the fields, topical speeches and panels, as well as rewards the number one factors in smart city development and digitalisation. The Conference will focus on topics such as Web3 technology, sustainability, AI and mobility.

Smart and human-centric event offers an inviting program

The keynote speeches at the Main Stage of the Expo will be given by **Belinda Gerdt**, Global Marketing Lead at Philips, and **Christina Yan Zhang**, CEO at the Metaverse Institute. Gerdt has built a successful international career in some of the world's leading technology firms and has almost twenty years of experience of developing digital customer-oriented businesses. In her speech on Wednesday Belinda inspires to think big and immerses to *How digitalization has changed the customer experience*. Metaverse pioneer Yan Zhang has a 16 years' experience turning forward-thinking ideas into ultra-high growth business with global impact. Her speech *The Use of Digital Twin and Metaverse to Build Smart Cities for A Sustainable Future* will be experienced on Tuesday.

Microsoft Finland opens 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*. The City of Tampere awards the annual *Technical Creativity Prize* on Tuesday. The recognition is given to a person or working group from Tampere who have applied technical expertise in an innovative way. SmartRail Ecosystem and Lyyli Living Lab tram offers an overview of urban mobility, with perspectives on ecosystem visions, research and collaborations. BRiDG3 Web3 Summit at Tampere Smart City Expo & Conference shares future insights into Web3, the Metaverse, blockchain and DAOs. The BRiDG3 Summit commences with a special address by **H.E. Amna Mahmoud Mohammed Fikri**, the UAE Non-Resident Ambassador to Finland, highlighting the UAE's role as a leading Web3 hub. The Summit also features distinguished international speakers like **Dr. Marwan Alzarouni** and **Amanda Cassat**.

Media accreditation is open

Media accreditation for Tampere Smart City Expo & Conference is now open. For interview requests and other media inquiries, please contact the event's communications.

Urban Metaverse Deep Dives Beyond the Abstract

Tampere Smart City Expo & Conference offers human-centric smart city development and innovative ICT technology. Containing the latest digital solutions, the urban metaverse deep dives beyond the abstract, where the ideas are taken to action, perspectives on Digitally Smart, Urban Intelligence and Responsible CoLAB. The event emphasizes the importance of international connections and provides a platform for networking among top experts.

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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