

"Opening New Markets For Innovative Services And Technologies" Zurich - Mediterranean Matchmaking Summit

Dear

The second quarterly [Living Labs Global](#) Matchmaking Summit, organised together with the City of Barcelona ([Barcelona City Council](#) and [22@Barcelona](#)), and with support of the [Territories of Tomorrow Foundation](#), will highlight your growth opportunities in the Mediterranean and Global markets, providing the international platform to integrate supply and demand for mobile services in the fields of:

- ICT / Media -enabled Urban Services: Mobility, Transport, Parking, Car & Taxi, Commuting Solutions, Mobile Ticketing, Mobile Governance, Logistics, Sustainability Solutions
- Health Service Innovation: Mobile Health Services, ICT-enabled Health Solutions, Media Services in Healthcare, Health Economics, New Business Models in Health
- Service Innovation and Design in Cities: Mobile Marketing, Mobile Tourism, Mobile Students, New Urban Media Concepts, Business Models.

Talent Development, Entrepreneurship, Innovation and Pre-Commercial Procurement will be explored throughout our event.

The plenary session will provide a compact overview of Living Labs Global and the Mediterranean growth opportunities, including health services, highlighting the role of Barcelona as the regional gateway for innovation and growth in the healthcare and -services sector. In Hamburg we launched the online [mWatch Showcase](#). In Zurich, we will expand this platform with a mWatch exhibition area and an elevator pitch sequence during the plenary session, providing you with the opportunity to present your innovations and win the Living Labs Global Award.

Zurich will host [ORBIT](#), the largest ICT trade show in Switzerland, from 12-15 May 2009 and ORBIT will provide all Living Labs Global Summit attendees complementary VIP passes for the duration of the trade show.

We are continually improving our matchmaking methodology to provide a well-structured process over lunch and coffee.

We would like to invite you to join us for a cocktail reception in the Park Hyatt Hotel the day before the Summit (Thursday 14th of May at 19.30 hrs).

Date: Friday, May 15, 2009

Time: 8:30 - 14:30 hrs

Place: Park Hyatt Hotel, Beethovenstrasse, 21 – Zurich 8002, Switzerland (Room: Ballroom)

Note: Registration is free of charge thanks to the generous sponsorship by the City of Barcelona. To facilitate a working atmosphere will only have 100 participants, and spaces will be filled on a first-come first-served basis.

Should you have any question please do not hesitate to contact Pili Colom p.colom@livinglabs-global.com

[Click here to register](#)

AGENDA

08:30 - 09:25	Registration & Coffee
09:25 - 09:30	Welcome & Introduction, Benno Seiler, Head of Economic Development, City of Zurich
09.30 - 09.50	Living Labs Global – Towards Global Market for Mobility, Sascha Haselmayer, Managing Director, Living Labs Global
09-50 - 10:10	Barcelona and the Mediterranean Growth Region, Judith Romera, International Economic Promotion Advisor, Barcelona City Council
10:10 - 10:30	22@Barcelona: Innovation District, Jordi Sacristan, Marketing & Communication Director, 22@Barcelona
10:30 -11:00	Showcase Elevator Pitch, Moderated by Paul Jeremaes, Director, HP Invent Centers

11:00 - 11.30 Networking Coffee

11:30 - 12.30 Outlook on sector market opportunities in the Mediterranean
Parallel expert panel discussion

PANEL I: ICT/MEDIA-ENABLED SERVICES IN CITIES

Commuting Solutions, Mobile Ticketing, Mobile Governance, Logistics, and Sustainability Solutions, Mobility, Transport, Parking, Car & Taxi Sharing

Moderation: Sascha Haselmayer

Panellist members: Arho Anttila, NOW! Innovations

Bernadette Grabenbauer-Nagl, Barcelona Digital

Dominique Laousse, RATP

Erik Pazzi, Mobile City

Jordi Puignero i Ferrer, City Hall of Sant Cugat del Valles

Stanley Wang, Institute for Information Industry

Tomas Hedqvist & Johan Glimskog, Alcosystems
Victor Emmanuel de SA, Geneva Solutions

PANEL II: HEALTH SERVICE INNOVATION

Mobile Health Services, ICT-enabled Health Solutions, Media Services in Healthcare, Health Economics, New Business Models in Health.

Moderation: Jakob Rasmussen

Panellist members: Adesina Iluyemi, SINSEPROD LLP

Elisabeth Dawidson, Astando

Joerg Focke, Asklepios Future Hospital

Laura Sampietro-Colom, Hospital Clinic

Martin Denz, Swiss Association for Telemedicine and eHealth SATMeH

Nick Leon, Design London

Patrice Cristofini, Orange Healthcare Global Division

PANEL III: SERVICE INNOVATION AND DESIGN IN CITIES

Mobile Marketing, Mobile Tourism, Mobile Students, New Urban Media Concepts, Business Models.

Moderation: Jens Bley

Panellist members: Andre Loechel & Laura Garcia Vitoria, Territories of Tomorrow Foundation

James A. Tunick, Mapcidy

Juliette Leygues, Latitude Gallimard

Meili Hsiao, Institute for Information Industry

Paul Jeremaes, HP Invent Centers

Sonia Monclus, BCD Barcelona Design Center

Tilman Sobek, 5C Mobile

12:30 - 14:20 Lunch & Matchmaking

14:20 – 14:30 Closing note