



smartravel.14
Northeast | Portugal

BRAGANÇA & MIRANDELA
4 to 7 December

DECEMBER 04th

08:00 RECEPTION / REGISTRATION

09:00 OPENING SESSION



Mayor of Bragança, President of CORANE, President of DESTEQUE

10:00 PABLO SANCHEZ CHILLON



Urban Planner, Strategy and Public Affairs Advisor and International Speaker. Lawyer
// SMART DESTINATIONS, INTELLIGENT TOURISTS & #DIGIZENS

10:30 STEVE LEWIS



CEO LivinPlanIT
// THE INTERNET OF THINGS FOR CITIES AND TOURISM INNOVATION

11:15 COFFEE BREAK / NETWORKING

11:30 BOYD COHEN



Urban & Climate Strategist. Smart Cities Expert
// SMART CITIES NEED SMART CITIZENS AND SMART POLICIES

12:10 CATARINA SELADA



Head of Policy & Research - INTELI - Intelligence in Innovation Centre
// THE PORTUGUESE SMART CITIES AND HOW TO SUPPORT THEM

12:35 CARLOS MARTINS



CEO OPIUM, ADDICT – Creative Industries Association Portugal
// THE CULTURAL AND CREATIVE INDUSTRIES AT PORTUGUESE DEPOPULATED INTERIOR REGIONS

13:00 SMART LUNCH / NETWORKING

14:00 ORLANDO RODRIGUES



Vice-president IPB – Polytechnic Institute of Bragança
// RESEARCH, TOURISM, INNOVATION AND CHALLENGES TOWARDS 2020

14:20 VITOR PEREIRA



Co-founder, Head of Strategy at Conteúdo Chave
// SMALL REMOTE SMART CITIES AND SUSTAINABLE DESTINATIONS, THE NORTHEASTERN PORTUGUESE CASE

14:40 ROUND TABLE I - THE COMMUNICATION IN TOURISM | Moderator: **BOYD COHEN** Urban & Climate Strategist. Smart Cities Expert



CLARA SOLER

@TuristicaTe

// SOCIAL MEDIA AND OTHER ONLINE TOOLS TO COMMUNICATE DESTINATIONS



LORENZO CANTONI

President IFITT

// ICT FOR PROMOTION AND DEVELOPMENT OF SUSTAINABLE TOURISM AROUND CULTURAL AND NATURAL DESTINATIONS



ROB ADAMS

Six Fingers

// BE DIFFERENT, BE CREATIVE, INNOVATE THE MESSAGE

16:40 COFFEE BREAK / NETWORKING

17:00 JOAQUIM PEREIRA



VougaGeste Consultores

// STRATEGIC MANAGEMENT & CITY MARKETING: INSTRUMENTS TO SUSTAINABILITY

17:20 ARTUR CRISTÓVÃO



UTAD

// RURAL INTELLIGENCE AND ECONOMIC DEVELOPMENT IN LOW DENSITY REGIONS

17:40 ROUND TABLE II - THE TOURISM SECTOR, NOW AND TOMORROW

| Moderator: **JOÃO FAIÕES** SIC Television



ARMINDO JACINTO

Federação Turismo Rural; Rede Rural Nacional



REGINA LOPES

Federação a Minha Terra



NUNO FAZENDA

Turismo de Portugal

19:00 CLOSING SESSION: MINISTER OF ECONOMY

20:00 SMART GALA DINNER

08:00 RECEPTION / REGISTRATION

09:00 OPENING SESSION



Mayor of Mirandela, president of Instituto Politécnico de Bragança and the Dean of UTAD

10:00 FRANCIS ORTIZ



CEO @ CreaSolutions.es & Executive Distribution Manager Intl. na empresas Guideo App & Spark Compass

// AUGMENTED REALITY & CONTEXT AWARE MOBILE COMMUNICATION PLATFORMS FOR SMART DESTINATIONS



10:30 MANEL SANROMÀ



CIO at Barcelona City Council
// SMART CITIES, OPEN CITIES

11:15 SMART COFFEE / NETWORKING

11:30 IÑIGO DE LA SERNA



Mayor Santander, President RECI (Spanish Smart Cities Network)

// LOCAL ADMINISTRATION AND MAYORS: THE ULTIMATE RESOURCE FOR A BETTER WORLD

12:00 HELDER ALVES



Diretor de Administração Pública na INDRA Portugal

// COMPONENTES SMART

12:30 RUI VASQUES



Live With Earth; IADE: Eco-Village Community e UNIDCOM

// A SMART SUSTAINABLE CITY MODEL AND HOW THE MILLENNIALS SEE THE FUTURE

13:00 SMART LUNCH / NETWORKING

14:00 ORLA DE DIEZ



OpenMarabunta

// SMART ENERGY, SMART MOBILITY AND GREEN TECHNOLOGY FOR ECO SUSTAINABILITY

14:30 NICK HALL



Digital Tourism Think Tank, SE1 Media
// DIGITAL TOURISM AND DESTINATION SUCCESSFUL STRATEGIES

15:00 CARLOS MORENO



INEO Cofely, GDF SUEZ Group

// WHAT IS A HUMAN SMART CITY? WHAT ARE THEIR CHALLENGES?

15:40 DAVID TUINZING



Smart City Kitchen

// THE COLLABORATION BETWEEN DIFFERENT URBAN/RURAL STAKEHOLDERS AROUND A SHARED NEED

16:00 SMART COFFEE / NETWORKING

16:15 CAROLINE COURET



Creative Tourism Network ®

// CREATIVITY AS A TOOL FOR TOURISM DEVELOPMENT

16:45 ALEXANDRE NILO FONSECA



Presidente da Associação do Comércio Eletrónico e Publicidade Interativa

// INTERACTIVE ADS AND ECOMMERCE: POWER TO THE BRAND

17:15 ROUND TABLE I – REGIONAL ECONOMIC DEVELOPMENT IN DIGITAL ERA, WITH SMART TOURISM, ICT AND SMART SUSTAINABLE CITIES

| Moderator: MIGUEL CABRAL TVI Television



JOSÉ BASÍLIO SIMÕES

Business and Companies Association for Intelligent Regions and Cities

// SMART ENTREPRENEURSHIP & SMART BUSINESS FOR SMARTER REGIONS



FRANCISCO MORCILLO

Founder and CEO of MB3-GESTION

//



VASCO LAGARTO

Chief Executive Officer of the Nacional Portuguese ICT Clusters (TICE.PT)

// THE ICTE IN SMART CITIES CONTEXT

19:00 CLOSING SESSION: CARLOS MOEDAS

European Commissioner (to confirm)

20:00 SMART DINNER

DECEMBER 06th



Morning Experience
BRAGANÇA: HISTORY, ART AND CELEBRATION OF THE SOLSTICE



Morning Experience
VILA FLOR: INNOVATIVE AND SUSTAINABLE COMPANIES



Afternoon Experience
VINHAIS: SMOKED MEAT AND NATURE



Afternoon Experience
WINES OF TRAS-OS-MONTES



Afternoon Experience
SPA ALFÂNDEGA DA FÉ: JUST RELAX



Full Day Experience
ROUTE OF THE KNIGHTS OF THE ORDER OF MALTA



Full Day Experience
SPAS AND GEOTHERMAL ENERGY



Full Day Experience
LET'S GO TO MIRANDA DO DOURO



Full Day Experience (2 days)
LANDS OF KNIGHTS GEOPARK



Full Day Experience
MONTALEGRE AND THE WITCHCRAFT



Full Day Experience (2 days)
STREET ART E URBAN ART



DECEMBER 07th



Morning Experience
CHESTNUTS



Afternoon Experience
ON AND ABOUT OLIVE OIL



Morning Experience
**MUNICIPAL COUNCIL OF
BRAGANÇA - THE GREEN BUILDING
AND BRIGANTIA ECOPARK**



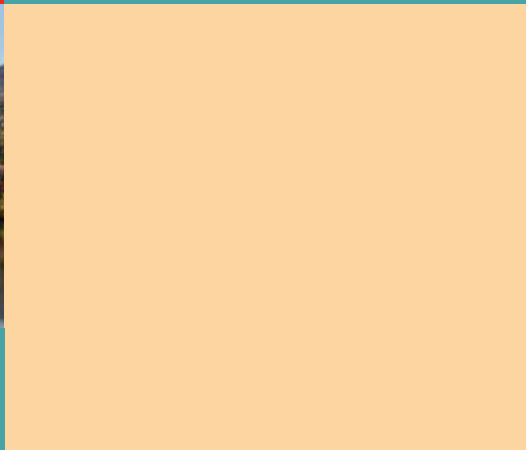
Afternoon Experience
THE HONEY OF THE BEES



Full Day Experience
RELIGIOUS TOURISM



Full Day Experience
DOURO WORLD HERITAGE



Full Day Experience
**PHOTOGRAPHIC RAID 'SMART ASS'
VIMIOSO**

Full Day Experience (continuation)
**LANDS OF KNIGHTS GEOPARK,
AZIBO AND EXPERIENCES IN THE
MOUNTAIN**

Full Day Experience (continuation)
**STREET ART E URBAN ART
(TATTOOS, BARBERSHOP, STREET
PAINTING)**

TWO-DAY EXPERIENCES

This Congress, along with the scientific component, is an emotional opportunity. The Northeast of Portugal provides, to its visitors, unique and unrepeatable experiences, capable of generating excitement and even great passions.

It has nature, heritage, culture and tradition, museums and art galleries, theatres, and spas. It has gastronomy of excellence, Douro wines, and high quality accommodation and a lot of originality in everything it does and in all that is.