

Jan Kubata
CEO

Dear business partners,

I am pleased to invite you to participate and cooperate at one of key events in the field of Smart Cities: the **URBIS** fair in the new format of **The Smart Cities Meetup**. It will take place from 4 to 6 June 2024 in Brno and at annual intervals thereafter.

URBIS builds on its seven-year tradition, but this year it is undergoing a major transformation based on a memorandum concluded with the Ministries of Industry and Trade, Regional Development, Transport and Environment, Union of Towns and Municipalities, the South Moravian Region and the City of Brno, and in cooperation with other major players. The aim is to create a strong Central European platform focused on developing ecosystem cooperation in bringing innovation to cities, municipalities and regions. The position of the city of Brno in the heart of the Central European area, the wide possibilities of the Brno Trade Fairs area and the united support of institutions create ideal conditions for this.

What is the purpose of the new URBIS?

The topic of Smart Cities is becoming an increasingly important part of the development of cities, municipalities and regions in Europe and worldwide, and one of keys to sustainable development, prosperity and quality of life. The growing challenges we all face require innovative solutions and new approaches. We know there are countless promising ideas and innovations emerging in the Czech Republic and in other countries, but their implementation and upscaling face obstacles, and often the main target groups are not aware of these innovations. This problem stems from a lack of dialogue, weak cooperation between actors across sectors and levels, and overall fragmentation of activities. Therefore, the mission of URBIS is **to concentrate important players, information and activities in the field of Smart Cities in one place at one time**. This is the only way to ensure innovations find an easier path to practice and beyond national borders. This will be further helped by the new Living Lab project in our exhibition area, which will allow Czech and international innovators to test and showcase their solutions throughout the year.

What can you expect in Brno?

In cooperation with institutional partners, we invite representatives of local governments, innovative companies, public administration, universities and non-profit organizations from all over Czechia to URBIS. We will also host thematic events with partners from abroad, this year in particular meetings of consortia of several international projects and a conference on the reconstruction of Ukraine. URBIS stands on three main pillars: **1. exhibition with the Living Lab, 2. conference program, 3. networking**. Exhibitors can take advantage of an especially favourable offer of a "startup" booth (9 sq. m. with basic equipment



Veletrhy
Brno



Veletrhy Brno, a.s.
Messe Brunn AG
Trade Fairs Brno Co.
Výstaviště 1
CZ - 603 00 Brno

IČ: 25582518

Obchodní rejstřík:
Krajský soud v Brně,
oddíl B, vložka 3137

Tel. +420 54115 1111
Fax: +420 54115 3070
www.bvv.cz
info@bvv.cz



Octanorm Service
Partner International



International Exhibition
Statistics Union



Svaz průmyslu a dopravy
Confederation of Industry
of the Czech Republic