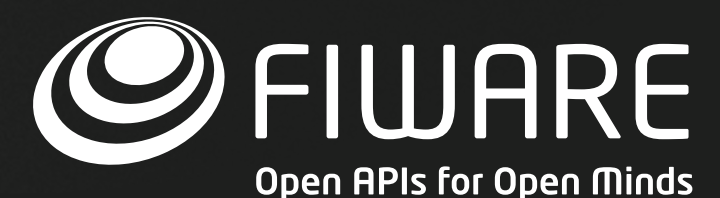


FIWARE
**Global
Summit**

Realizing Global Synergies with Open Source
and Open Standards

The FIWARE 8th Global Summit

Málaga, Spain
28–29 September, 2020
#FIWARESummit20



At the Forefront of Innovation

Technology is changing the way we **live, work, engage with one another.**

FIWARE provides a helping hand to those who want to change the world, foretell the future, **transform markets for the better, based on recognized Open Source technology.** From startups to SMEs to global enterprises, **FIWARE helps today's disruptors fully grasp what tomorrow has in store** and how they can be part of this transformation journey.

You can also play a key role in this journey. Looking into joining the FIWARE Community, our global ecosystem or just interested in the impact and opportunities with Open Source technology? Then this Summit is made for you!

One of the Leading Open Source Conferences

FIWARE Global Summit is a must-attend event for those who want to change the world and transform markets for the better, **based on recognized Open Source technology**.

If you are an entrepreneur, developer, technologist, researcher, startup, SME, large company or work with public administrations, then this event is the perfect fit for you.

Each year, FIWARE gathers renowned thought-leaders from the world of technology, politics, R&D and science to share their vision on how they see the digital world evolving.



8 Reasons Not to Miss This Fantastic Event!

One of the Leading Open Source Conferences

1. People



The FIWARE Summit is all about community and collaboration: **Since 2016, 6.000+ attendees and 200+ cities have joined.** We believe that the best part of Open Source is getting people together and letting them create, adopt and support Open Source development.

2. Share & tell



With +70 sessions, panels, workshops, hackathons, the Summit content is carefully curated to include multiple perspectives and many subjects around the role of Open Source technology in creating innovative and sustainable economies; Discover the opportunities FIWARE brings from both a technology and business perspective.

3. Forward thinkers



The Summit gathers worldwide specialists in their fields and Open Source gurus. Meet leading analysts, Open Source influencers, members of the Press. Discuss best practises, tech and business opportunities with the FIWARE Community's renowned experts and Evangelists, global business leaders, researchers and developers.

4. Events in the Event



Besides the trends and tech tracks (and dozens of workshops), additional 'What's On Sessions' delivered by FIWARE members and partners (e.g OASC, IDSA, The Things Network) provide attendees with hands-on insights into how advances in tech are influencing trends, needs and business models across all industries.

8 Reasons Not to Miss This Fantastic Event!

One of the Leading Open Source Conferences

5. Hop-on, Hop-off



Do you know what makes Málaga the 2020 European Capital of Smart Tourism? We've partnered up with Málaga's Convention Bureau to allow attendees (on September 27) to experience, on a practical level, what successful digitalization in tourism really means while we show you some of Málaga's famous landmarks.

6. Business opportunities



Growth development can be a labour-intensive endeavor. We've got you covered: With our business matchmaking sessions, local SMEs can jump-start their efforts & easily identify, meet and establish strong relationships with international businesses, industry, & government leaders.

7. Educational opportunities



Training sessions, Bootcamps, tech talks.... Learn cutting-edge skills from experienced professionals within the industry. Learn about FIWARE's hands-on online tutorials and webinars and get your hands on all the awesome tools you need to get started with the Open Source technology that's creating innovative and sustainable economies worldwide.

8. Sustainable solutions



Showcasing global projects and initiatives aligned with the SDGs, the Summit is the ideal place to discover the latest sustainable technological advances and the role businesses can play in securing a greener planet. Discover the wide range of FIWARE-powered solutions driving the fight against climate change.

Format & Stages



Thematic zone

Smart Cities, Smart Industry, Smart AgriFood, Smart Energy, Smart Tourism, Smart Water, Developers, Energy Day and Climate Day.



Disruption on the horizon

Sessions on AI, Blockchain, IoT Evolution, Robotics, Digital Twins, Data Economy and Data Sovereignty, delivered by the FIWARE Community members.



Mingle & network

From a visit to San Miguel Brewery to an evening on the beach, the Summit is the ideal place for attendees to network in an informal setting.



Deep dive

From hackathons on Blockchain and Robotics to FIWARE's Technical Experts Bootcamp, learn cutting-edge skills from experienced professionals within the industry.



NEW

PLUGG Business Day

From the Spanish and Asia business Day to Digital Innovation Hubs, a full day dedicated to plugging your business and investments into successful paths.



NEW

Events in the event

FIWARE members & partners run parallel events (What's On Sessions) under their own brand with topics linked to an appealing approach with FIWARE.



NEW

Sustainable societies

Climate Day, Energy Day... Meet the companies and projects – based on FIWARE tech – that are alleviating the effects of climate change.



NEW

Elevator pitch stage

Located next to the exhibition area (Connect Zone), this 'Pecha Kucha style' stage is an open space for discussion and knowledge sharing.



NEW

In the spotlight

A showcase of some projects working with FIWARE tech as well as FIWARE's own programs, including the brand-new FIWARE University Roadshow.

What's On Sessions

Events in the event

FIWARE opens its doors to high-impact organizations to run a comprehensive program, embedded in the overall FIWARE Summit. These “Events in the event” activities provide you with a great opportunity to learn about the Open Source initiatives that are impacting the world, all under one roof.

How to become an “Events in the event” organiser?

Design a half a day programme with related topics and inspiring keynote speakers. Pair it with live demos, interactive sessions, a panel, a workshop or joint co-creation moments... you name it!

This is your chance to showcase your content to a fresh, engaged and diverse audience.

Together, we curate some awesome content that will keep your audience glued to your brand.



Don't miss these exciting “Events in the event” organized by:



... and many others.

Attendees' Profile

Where do attendees mainly come from?

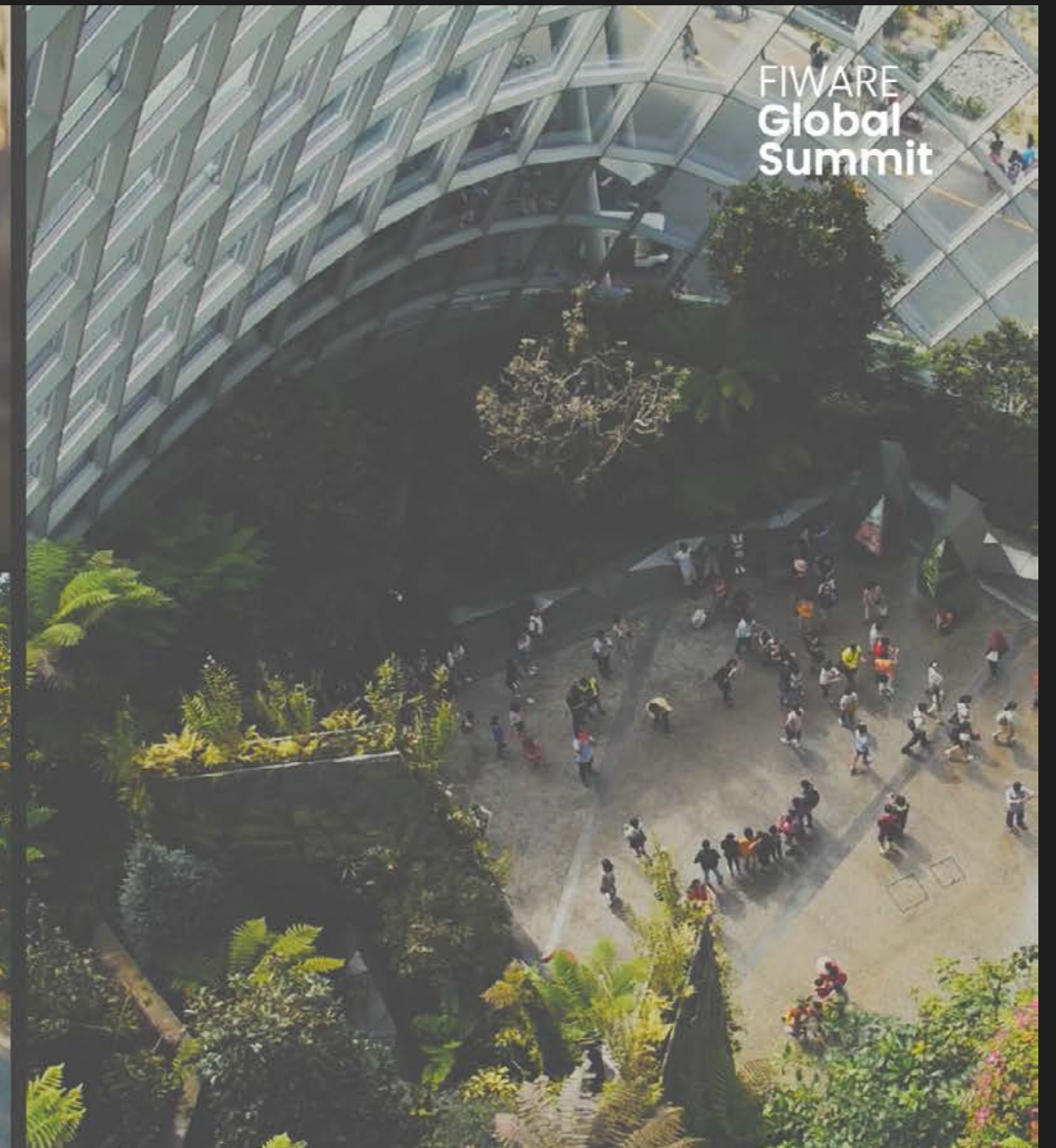
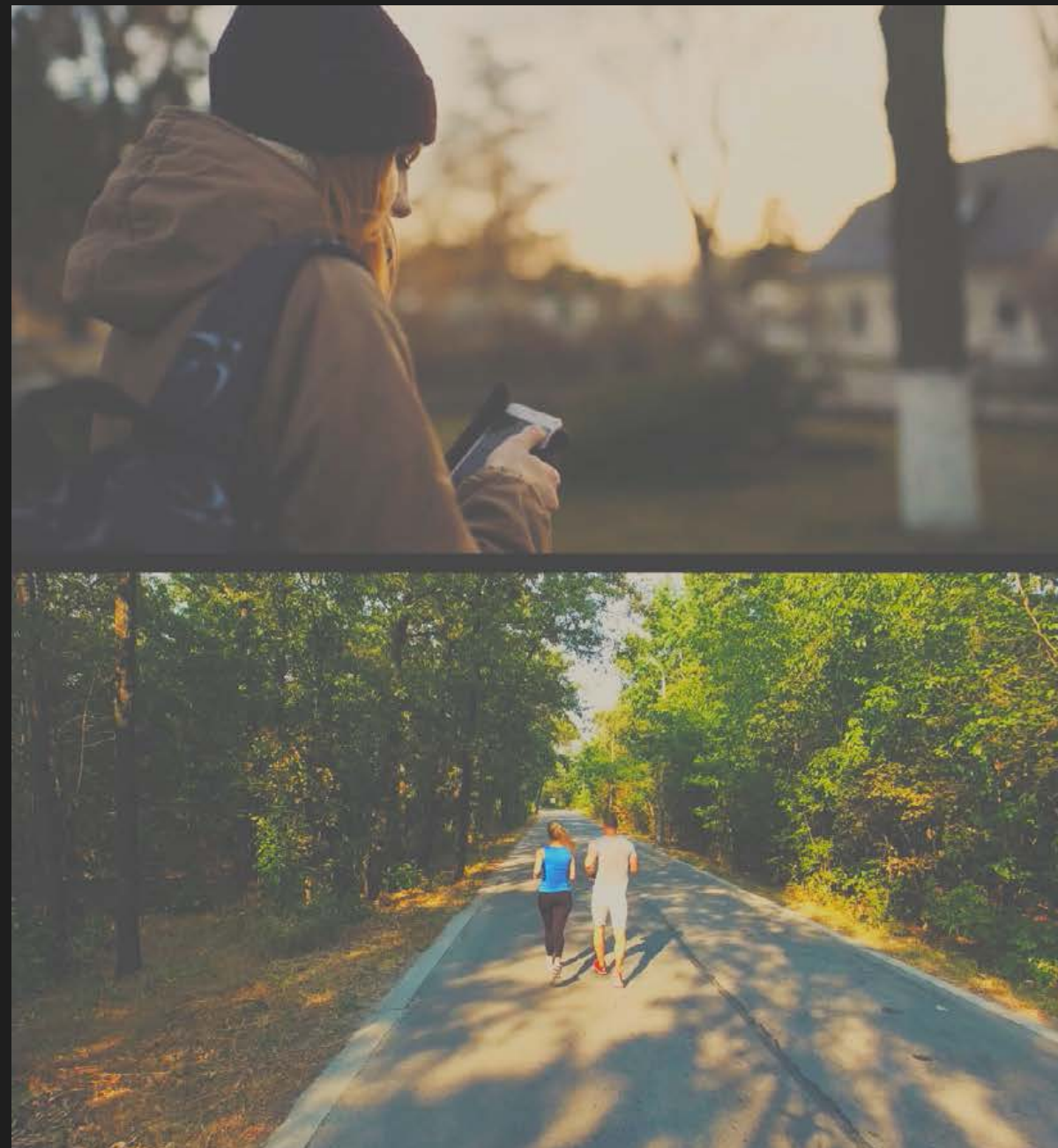


Bigger and Bolder than Ever

In 2020, the 8th FIWARE Global Summit will be bigger and bolder than ever.

Join us in Málaga on September 28-29, 2020 to discover what the world's smartest open companies, cities, universities or developers are doing differently to **succeed in today's and tomorrow's digital economy**.

WATCH THE VIDEO



Summit Sponsorship Opportunities

	KEYSTONE Sponsorship	SUPER Sponsorship	CORE Sponsorship
	€ 4k + VAT	€ 2,5k + VAT	€ 1,5k + VAT
Speakers' Slot in the Plenary: Opening & Closing (10 min each)*	✓		
Presenters' Slot (20 min)	✓		
Presenters' Slot (10 min)		✓	✓
Participation in at least one panel	✓	✓	✓
Admission Tickets			
Free full admission tickets	5	3	2

* This Grand Opening slot comes in addition to 3 Speakers/Panel slots for Platinum members and 1 Speakers/Panel slot for Gold Members at the FIWARE Global Summit.

	KEYSTONE Sponsorship	SUPER Sponsorship	CORE Sponsorship
Brand Visibility			
Plenary Room named after the sponsoring company	✓		
Logo on FIWARE's speaker desk (Plenary Room)	✓		
Logo on stage banner (Plenary Room)	✓		
Logo on cover pages of most presentations	✓		
Logo on lanyards (excl. material cost)	✓		
Promotional video streaming during breaks (ready-to-use video to be provided by sponsor)	Plenary Room	Session Room or Workshop Room	
Dedicated Individual sponsor announcement on Social Media (Facebook, Twitter, LinkedIn). Content provided by sponsors.	4	2	1
Sponsor reposts on Social Media (Facebook, Twitter, LinkedIn)	Unlimited	5	3
Exposed Logo on the FIWARE Summit Agenda	✓		
Logo overview on the FIWARE Summit Agenda	✓	✓	✓
Logo wall	✓	✓	
Dedicated space for Sponsor's marketing material	Plenary Room & FIWARE Info Point	FF Info Point (One media publication only)	

KEYSTONE Sponsorship
SUPER Sponsorship
CORE Sponsorship
Communication

Sponsor info & logo in pre-and after event e-mailing*	2	1	
Sponsor info & logo in the FIWARE newsletter*	✓	✓	
Dedicated blog post before and after Summit*	✓	✓	
Press release highlighting the sponsor	✓		

Direct Marketing

Attendee bag insert: brochure	✓	✓	
Attendee bag insert: flyer	✓	✓	✓
Attendee bag insert: gadgets (branded sweets, electronic gadgets, vouchers, adhesives, etc.)	✓	✓	✓

* Content provided by sponsors.

Additional Sponsorship Opportunities



Mayor's Welcome Cocktail

€ 1,000.00



FIWARE's Welcome Dinner

Branding opportunities

€ 500.00



**Dedicated logo wall
with your logo**

€ 250.00



**Co-branded Plenary
stage banners (2)**

€ 500.00



Co-branded attendee bags

€ 1,000.00



Co-branded T-shirts

€ 350.00

T-shirts to be worn by the hostesses
and FIWARE staff. 15/20 units.

All prices include VAT.

Tickets are Flying off the Shelves

General Admission

€ 209.00

Early Bird

Full Price: €249.00

Individual Members

€ 199.00

Early Bird

Full Price: €229.00

The Early Bird ticket offer ends on **July 31st**.

Platinum & Gold

€ 179.00

Early Bird

Full Price: €209.00

Student Pass

€ 29.00

Full Price

REGISTER NOW



Speakers 2019

 FIWARE Platinum Member



Joann O'Brien

VP, Ecosystems & Labs,
TM Forum



Joachim Schonowski

Lead Business Consultant
Smart Sustainable Cities,
MSG



Pierre Golz

CDO,
City of Herne



Benedetta Carlotti

Product Manager,
phoops s.r.l.



Yasunori Mochizuki

NEC Fellow,
NEC Corporation



Chandra Challagonda

Trigyn Technologies Ltd



Laure Parigot

IM Project Manager,
Airbus



Ingobert Veith

Board Member,
D21 & Director Public Policy,
Huawei



**Juan Marcelo
Gaitán Leiva**

Director, FIWARE Zone iHub,
Telefónica



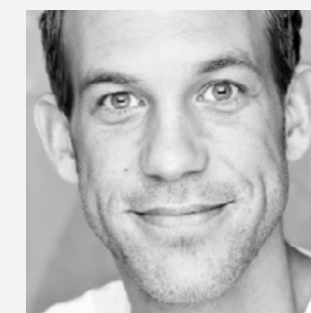
Albert Seubers

Director Global Strategy IT
in Cities,
Atos



Dario Avallone

R&D Director,
Engineering Ingegneria
Informatica S. p. A.



David Miltner

Head of Growth,
Fiverr

Some of the Summit 2020 Speakers

[CHECK THE FULL LIST](#)



Amanda Brock

CEO, OpenUK and Chair UNTIL
OS & IP Advisory Board



Wienke Giezeman

CEO and Co-founder,
The Things Industries



Adrien de Longvilliers

Digital Advisor,
Microsoft



John Laban

Board Member, OpenUK and
Reset Catalyst, Open Compute
Project Foundation



**Dr. Nadine Kuhla
von Bergmann**

Founder and Director,
Creative Climate Cities



Gabriel Petrus

Deputy Director, Global Services
and Membership, International
Chamber of Commerce



Per Ploug Krogslund

Lead, Product Security
and Open Source,
Zalando SE



Marc Sanderson

Director of International
Economic Development,
Málaga City Council



Jan Fritz Rettberg

Head of Chief Information/
Innovation Office,
City of Dortmund



Haisong Tang

Serial Entrepreneur and
Founding Partner, Iron Pillar
and Spring Hill Partners



Bettina Tratz-Ryan

Vice President Research,
Gartner's Industry Research
Team



Rui Venâncio

Public Sector Manager
(for EU Institutions),
everis

What Some of Our Renowned Speakers Say

Pier Vittorio Rebba

Digital Leader,
Power Generation & Water SE,
ABB

FIWARE offers a universal set of standards, allowing different companies to take their contributions to the market. The FIWARE Global Summit is an interesting event, where we saw how many actors, who all play an important role in the digital transformation, behave in a collaborative manner.

Albert Seubers

Director Global Strategy
IT in Cities,
Atos

The Summit is a gathering of friends, recognizing new members but also creating steps for the collaboration between cities and FIWARE Foundation partners. We've known each other for a long time but once we meet here we recognize the common goals that we have and we can define new steps.

Renato de Castro

Smart City Expert,
Keynote Speaker,
World Traveler

The FIWARE Global Summit is a perfect occasion to share my ideas and to listen to colleagues that are working hard to build more sustainable and smarter cities around the globe.

Ilaria Cavo

Liguria Councillor for
Communication, Training and
Youth, and Cultural Policies

FIWARE is a platform that looks to the future. It is the 'Open Platform for Open Minds'. From a youthful and training point of view, I see FIWARE as a companion of a path in the variations that may exist in projects dedicated to young people.

Be Part of FIWARE's Connect Zone

Stuffy conference centres, move over!

The 8th FIWARE Global Summit Connect Zone is filled with the world's leading brands, bringing together a unique blend of experienced industry players, disruptors, and innovators.

Create business opportunities by shining a spotlight at what your brand, product, service is doing to transform how we live today, and tomorrow.

Some of our past international Exhibitors.

ADDIX

Atos

CATAPULT
Digital

 **DIPUTACIÓN
DE BADAJOZ**

 **EUROPEAN
DATA
INCUBATOR**

 **ENGINEERING**


FIWARE RIOJA

 **hopu**
Smart Cities


HUB2GO

**INTERNATIONAL DATA
SPACES ASSOCIATION**



KOMMUNAL 4.0 e.V.

 **MARTEL**
innovate

NEC

Telefonica

More Benefits

Be part of FIWARE's Connect Zone



**Networking with
industry peers**



**Business and collaborations
opportunities**



**Sales and
deals flow**



**Brand awareness
and enhancement**



**Talent acquisition
opportunities**



**Prototype testing
on the right people**

Exhibition Booth Rent-out *

Be part of FIWARE's Connect Zone

€ 4k + VAT

Non-Member
Organisations

€ 3,6k + VAT

Gold; Gold SEU; Associates
and Individual Members

**10%
OFF**

€ 3,2k + VAT

FIWARE Platinum
Members

**20%
OFF**

€ 2k + VAT

FIWARE iHubs

**50%
OFF**

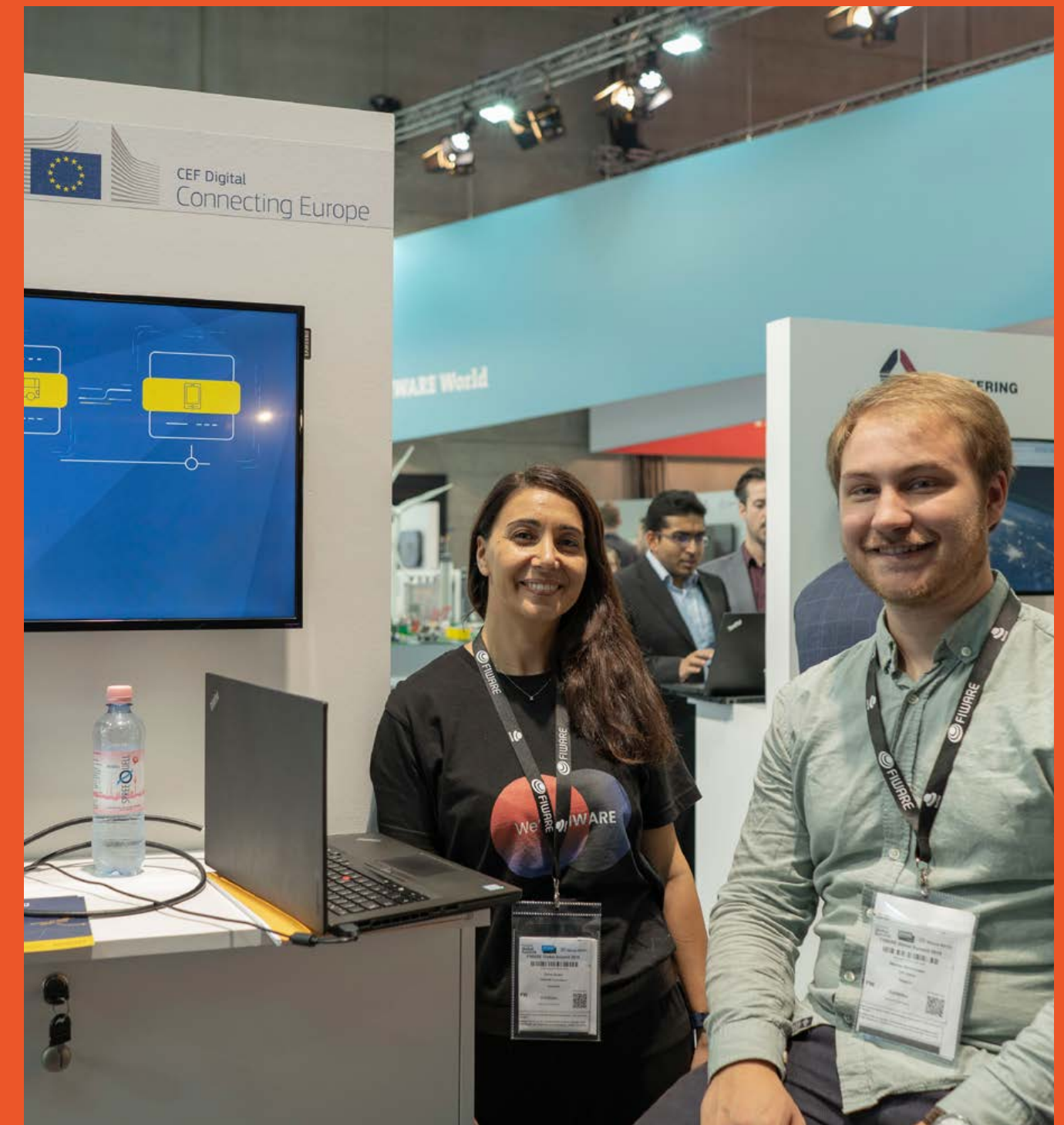
€ 400 + VAT

FIWARE iHubs Joint Booth

Valid for an iHub team booth in which 5 iHubs team up paying 400,00 euros each;
Additionally, each involved iHub gets 5 Summit tickets to be disseminated
within its Community.

Summit's Special

* What is included Floor carpet; 1 Desk; Chair (s); 2 lights (100 W);
1 electrical plug (kW 1.5); 1 32" TV screen; Logo printing; Free WiFi



The 8th FIWARE Global Summit in a Nutshell

Inspirational & Educational Content

Join the sea of voices in the global Open Source movement that's paving the way for future urban development and doing it at light-speed.

Connect, collaborate and learn from prominent smart solution creators and technologists.

Take a deep dive into the tech ecosystem with inspirational storytelling, interactive panels, workshops, and so much more.



Brand Activation & Enhancement

Add further life to your brand by forming long-lasting emotional connections with your audience.

Drive consumer action through interaction and engaged participation by co-hosting FIWARE's Welcome Dinner or many of the Summit's networking activities.

The 8th FIWARE Global Summit in a Nutshell

Mingle & Network

Mingle with the FIWARE Open Source Community and the movers and shakers from all around the world gathering around deep technology.

Engage with industry leaders to share information, learn about the latest technologies and gain a competitive advantage by using FIWARE technology.

Collaborate and share ideas with tech peers, learning how to help create richer Open Source communities, growing your technical skills, hacking together in the lounge, and much more.



Startups & SMEs Exposure

Be up-to-date with open calls opportunities.

Find out what VC's are looking for in a Startup.

Get exposure in front of international investors and major technological companies.

The Summit's business matchmaking facilitates connections between startups, investors, corporates, support organisations and academia from all around the world.

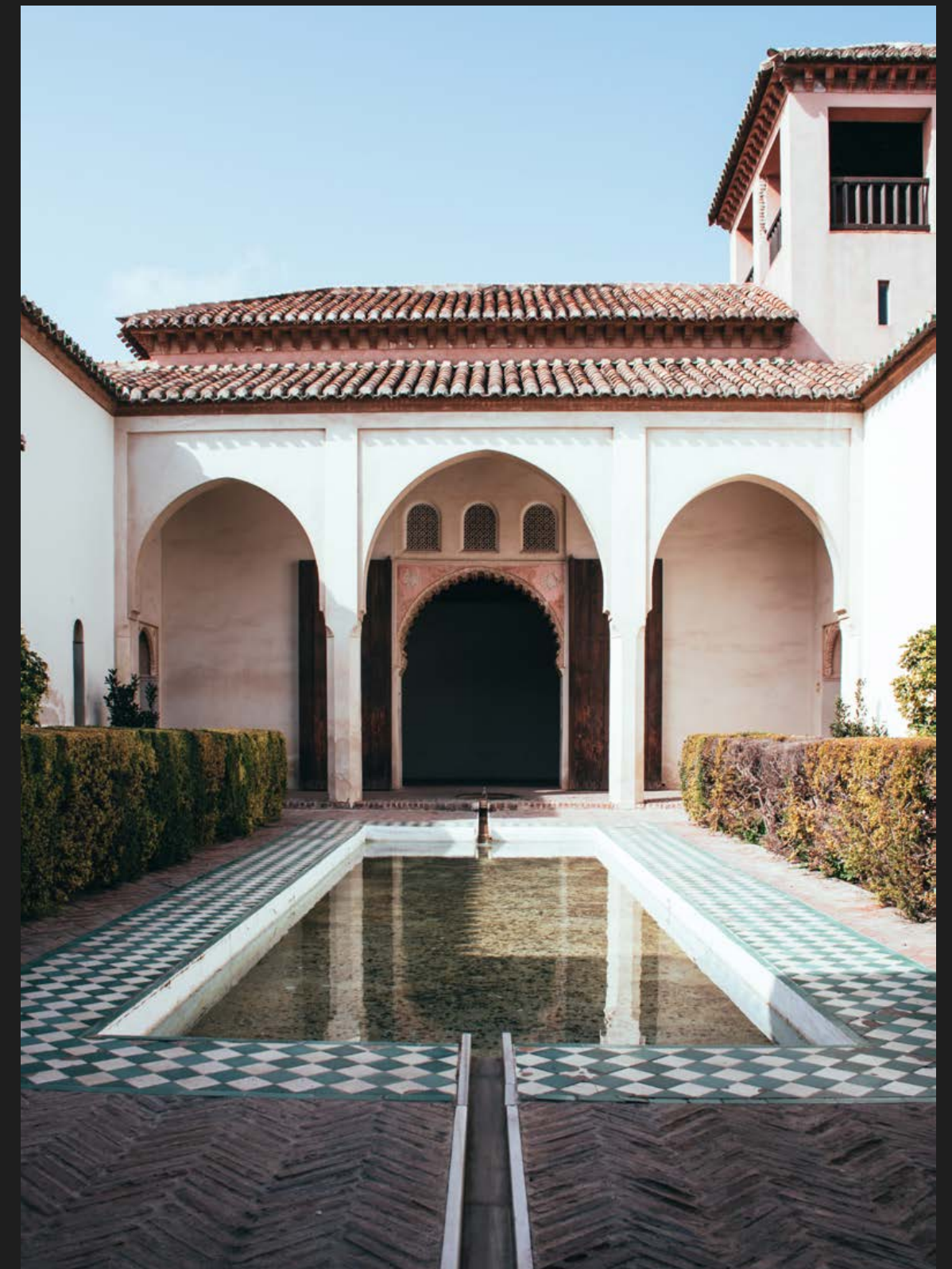
Why Málaga?

Despite being one of Europe's oldest cities, Málaga exhales modernity and digital innovation.

For the past decades, the city has moved away from simply being the gateway to the sunny Costa del Sol. Revamped and revitalised, Málaga is now home to an exciting culinary scene, the majority of monuments, restaurants, streets and beaches have been adapted for people with disabilities, its port is as sleek as it can be and the city houses a thriving batch of technological companies. No wonder the city has been awarded the title of 2020 European Capital of Smart Tourism (alongside Gothenburg).

FIWARE's relationship with Málaga is a long-lasting one and this is the fourth time the city hosts the event.

A place where tradition meets modernity, **Málaga is the perfect place for the 8th FIWARE Global Summit** and for you to expand your business and make meaningful connections.



A Recognized Smart City

Why Málaga?

An Entrepreneurial and Technological Hub

Have you ever heard of Aertec Solutions, Agapea, Freepik, Mayoral Tiendanimal or Uptodown? Born and raised in Málaga, these companies are experiencing dynamic growth. Málaga has also welcomed big players into its ecosystem such as Oracle, Google, IBM, Siemens – to mention but a few. Alone, the Andalusia Technology Park in Málaga, one of the leading economic zones in the south of Spain, is home to 650 companies and nearly 20.000 employees, developing solutions for energy efficiency, urban services, communications and tourism.

Also, the city has an extensive network of business incubators and accelerators which can help get your business on the right track.



The Ideal Place for Talent Acquisition

There is certainly no shortage of technical talent in Málaga: The University of Málaga is home to +37,000 students, the Samsung Tech Institute, and nanomedicine and biotechnology centers, all of which concentrate knowledge and develop qualified people. These people are searching for challenges and open to exploring new possibilities.

Are you concerned that, while finding the right team won't be a problem, finding the right office space will be? Or perhaps you need your new workplace to be fitted with some special equipment? Well, Málaga is also home to several coworking spaces including the international Impact Hub and Málaga's Polo de Contenidos Digitales, a thriving hub in itself.

A Forerunner in Digitalization and Accessibility

Why Málaga?

Digitalization

Málaga has gone beyond simply implementing electronic processing of its public services.

With its smart and innovative vision, which was spearheaded by the 2009 Málaga Smart City project and further expanded by the city's Strategic Plan for Technological Innovation 2018-2022 – the city encourages the creation of solutions and applications for urban life, citizen participation, e-government and open data projects focusing on making the city more innovative, inclusive, technological and smart.



Accessible for All

In 2018, the European Commission praised the city for its work in the accessibility area in the framework of the European Capital of Smart Tourism 2020.

As a matter of fact, for the past years, Málaga has shown the most intelligent innovative and inclusive solutions in terms of accessibility. Practical examples include its 'Enjoy the Beach project' promoting accessibility on the coast for people with reduced mobility, the fleet of fully adapted city buses and the project 'Accessibility City Málaga', which offers cultural and tourist routes carefully adapted to all audiences.

An example in Sustainability

Why Málaga?

Sustainability

With the use of new technologies in urban environment, Málaga has triggered hundreds of actions in the field of environmental sustainability, helping to mitigate the effects of climate change, boosting Málaga's citizens welfare and promoting sustainable mobility and urban connectivity, better use of resources and a strong sense of technological entrepreneurship.

For all that, Málaga has been named the European Capital of Smart Tourism 2020. Awarded by the EC, it recognizes the city's efforts, turning Málaga into a leading destination in terms of accessibility, digitalization, cultural heritage and creativity.



See you then at **FYCMA Trade Fair and Congress Center of Málaga**
(Av. de José Ortega y Gasset, 201, 29006 Málaga, Spain)
on **28 –29 September, 2020!**

Join the World's Leading Companies at the 8th FIWARE Global Summit

FIWARE Global Summit provides companies with a platform to tap into the ecosystem of entrepreneurs, tech enthusiasts and creative minds.

Work with us to create a bespoke partnership, focused on achieving your goals for the year ahead and beyond.

Some of FIWARE's awesome Sponsors to date.

ABB

Atos



Ayuntamiento
de Málaga



ENGINEERING



Red Hat



MINDSPACE



PROMALAGA

... and many others.

Do you want to become a sponsor, too, and get featured on all our Press and social media channels?

Please contact **Val De Oliveira** - valdirene.deoliveira@fiware.org for a personalized proposal.

Companies Who Have Already Joined the 8th FIWARE Global Summit

Keystone Sponsor



Institutional Partners



Ayuntamiento
de Málaga



PROMALAGA



Málaga
Convention
Bureau
Ayuntamiento de Málaga

Community Partners



MINDSPACE

Media Partners



CircuitDigest

COMPASSLIST



DIGITAL AGENCY
NETWORK



Our Future Water



techEU

t:n digital
pioneers



VIVIMARBELLA

Get Right Onboard

Contact us

Strategic Partnerships
and Sponsorship

Cristina Brandtstetter
cristina.brandtstetter@fiware.org

Institutional, Community and
Media Partnerships

Val De Oliveira
valdirene.deoliveira@fiware.org

Community Management and
Social Media

Charlotte Kotterman
charlotte.kotterman@fiware.org

Exhibitor and Speaker
Opportunities

Angeles Tejado
angeles.tejado@fiware.org

Find Us On



Twitter



Facebook



LinkedIn



YouTube

WATCH THE VIDEO

FIWARE SUMMIT WEBSITE

WWW.FIWARE.ORG

Together, let's solve the world's most pressing issues
with Open Source technology.
You don't want to be left out, do you?

