



**18th–19th JUNE 2018**  
**BERLIN, Germany**

## AIM:



Hamburg

The 2018 World Town Leadership Summit in Berlin/ Germany will explore the future roles of urban place management organizations in the smart city movement.

The 2018 Summit will focus on a deeper deliberation into economic development opportunities, the first of the four principles established during the inaugural Summit in Edinburgh, Scotland, the Smart City movement presents. Within the context of Smart Cities, the Summit will identify the role of BIDs and other public private partnership organizations as drivers of economic growth while also exploring finance options to support innovative city building.

Placemaking professionals from 10+ countries are invited to share their experiences and lend their expertise to the deliberations while also experiencing study visits of key projects in Berlin and Hamburg.

## DATE:

**18th – 19th June 2018**

## LOCATION:

DIHK Berlin, Breite Straße 29, 10178 Berlin

## WELCOME RECEPTION:

**17th June 2018** – DIHK, CCI Germany, Breite Straße 29, 10178 Berlin  
Optional: Dinner at the Television Tower



Deutscher Industrie- und  
Handelskammertag



INSPIRED LEADERS  
SHAPING CITIES



Berlin

**PROGRAMME**  
**18th JUNE 2018**

9 am	<b>Welcome to the 3. World Towns Leadership Summit in Berlin</b> <i>David Downey, IDA &amp; CCI Germany</i>
9:15 am	<b>National Perspectives on Place Management</b> Status in participant countries (5 mins each): Sweden, Canada, S. Africa, Japan, Netherlands, France, England, Scotland  Open the Summit by allowing one bid manager from each country explain how where they are in the evolution of BIDs
11 am	<b>Opening Keynote Session:</b> Smart Cities and Smart Services as a Future Topic for BIDs – as a common goal for urban development based on public-private-partnerships  <b>CHORA – Conscious City Labs - International Best Practices for Smart Cities Development based on citizen incubators</b> <a href="http://www.chora.tu-berlin.de/Conscious-City-Lab/">http://www.chora.tu-berlin.de/Conscious-City-Lab/</a> , <i>Prof. Raoul Bunschoten, TU Berlin</i>  <b>TU BERLIN SMART CITY PLATFORM, Urban Design Thinking,</b> <i>Prof. Dr. Elke Pahl-Weber, TU Berlin</i>
11:45 am	<b>Best Practices of Smart Cities in Germany:</b> <b>Smart City Cologne, Dr. Barbara Möhlendick, <a href="http://www.smartcity-cologne.de/">http://www.smartcity-cologne.de/</a></b> <b>Smart City Hamburg, Prof. Dr. Phillip Goltermann, <a href="http://hamburgsmartcity.com/">http://hamburgsmartcity.com/</a></b> <b>Smart City Munich, Klaus Illigmann, Stadt München, <a href="http://smarter-together.eu/cities/munich/">http://smarter-together.eu/cities/munich/</a></b>
12:30–1:30 pm	Lunch
1:30 pm	<b>Urban Table Talk about BIDs and Smart Cities based on the World Café Method</b> Tables: Smart Energy, Smart Mobility, Smart Infrastructure, Smart Participation
3 pm	Coffee Break – Swedish Fika - Exchange of ideas
3:30 pm	<b>Lessons learned from the Urban Table Talks</b> – Workshop on the Action Plan: Expand discussion and develop consensus ideas about the role of BIDs in smart cities and opportunities to expand economic development <i>Christopher Beynon, AICP</i>
5–6 pm	Smart City Berlin, <i>Dr. Thomas Letz</i> Smart City Coordinator, The Governing Mayor of Berlin – Senate Chancellery
7 pm	Evening Event – City of Berlin



Berlin

**PROGRAMME**  
**19th JUNE 2018**

9–10 am

**The German Strategy for Urban Development**

*Nicole Graf, Federal Ministry for the Urban Development (asked)*

10–11:30 am

**Urban Table Talk** about how could we finance future topics for place management and BIDs like Smart Services in the district and for a whole city?

11:30 am

Exchange of ideas – coffee break

12 am–1 pm

**Summary Close and Future Hosting Summit 2019**

*Chris Beynon, David Downey, etc.*

1 pm

Lunch – get-together

2 pm

**Start Excursion to the EUREF Campus**

<https://www.euref.de/de/>

**Sidewalks in Berlin**

**BIDS in Berlin** – BID City West and BID Altstadt Spandau  
Chamber of Commerce and Industry Berlin

[http://www.partner-fuer-spandau.de/BID-Projekt-Altstadt-Spandau\\_57\\_0.html](http://www.partner-fuer-spandau.de/BID-Projekt-Altstadt-Spandau_57_0.html)

<http://www.bid-kudamm-taentzien.de/>

**20th–21st JUNE 2018**

**BID Excursions to Hamburg BIDs**

**20th JUNE 2018**

Welcome Reception Chamber of Commerce in Hamburg,  
Adolphsplatz 1, 20457 Hamburg

2 pm

*Heiner Schote, Chamber of Commerce Hamburg*

2 pm–5 pm

**BID - Tour of key city sites;** delivered and future projects

7 pm

Dinner

**21st JUNE 2018**

9 pm–11 pm

**Excursion to the Kontorhausviertel and Speicherstadt Hamburg,**

<http://www.hamburg.com/sights/speicherstadt/>

*Bernd Paulowitz, Coordinator for the UNESCO Heritage Hamburg*