



MEXICO CITY

15 FEBRUARY 2019





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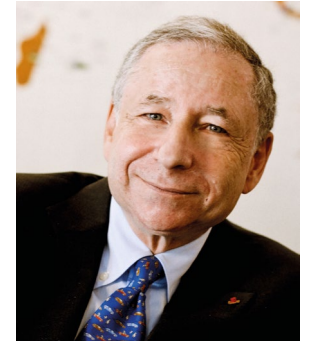
ABB and Formula E: pioneers united. A new era of technological leadership.

Together, Formula E and ABB are defining the road-map for electric mobility through motor sports. Our partnership for the ABB FIA Formula E Championship is fostering high-performance racing around the world to pioneer the latest energy and digital technologies – one electrifying race at a time. Let's write the future. Together. abb.com/formula-e





FOREWORD



After two successful years of the FIA Smart Cities initiative, we are ready to inaugurate the third season of the Programme which will hopefully bring more innovative insights, exciting demonstrations and inspiring debates around the future of urban mobility.

This will be the second time Mexico City opens its doors to the FIA Smart Cities Forum. Since our last FIA Smart Cities event, an impressive array of new mobility projects and regulatory changes has occurred in one of the world's most vibrant city, and we are pleased to be back to witness the progress on the urban mobility front. This time, the discussion will focus on measurement and evaluation methods that help design evidence-based policies and services in the cities that are striving to become smart and innovative. Together with a wide range of experts from public, private and multilateral sectors, we will explore some concrete measures to help advance the sustainable mobility agenda.

As always, the insight of the Formula E ecosystem will allow participants to see how new technological solutions developed in motor sport can help resolve problems linked to city planning, traffic and transit in large urban centres.

Finally, this season, the FIA Smart Cities Global Start-Up Contest will move up a gear thanks to the involvement of MassChallenge, one of the world's leading accelerators. The Contest will foster go-to-market strategies of top mobility and urbanisation technology startups.

I hope you enjoy this FIA Smart Cities Forum in marvellous Mexico City.

Jean Todt

FIA President

United Nations Secretary-General's Special Envoy for Road Safety



MEXICO CITY
MEASURING
SMART MOBILITY

15 FEBRUARY 2019

AGENDA

15 February 2019 // 10.00 - 16.00

Autódromo Hermanos Rodríguez, E-Motion Club, Mexico City

10.00 - 10.10

OPENING CEREMONY

Mobility Transformation of Today and Tomorrow

José Abed, President, OMDAI

Alejandro Agag, Founder and CEO, and newly appointed Chairman, Formula E Holdings

Andrew McKellar, FIA Secretary General for Automobile Mobility and Tourism

Carlos Slim Domit, Chairman of the Board, Grupo Carso



10.40 - 11.20

KEYNOTES

Mobility in the Age of the 4th Industrial Revolution

Seleta Reynolds, General Manager, Los Angeles Department of Transport

Measuring Smart Cities Indicators

Kari Eik, Secretary General of the Organization for International Economic Relations, Co-founder and Executive Program Director of the United Smart Cities Program

11.20 - 11.40 Coffee Break



12.10 - 12.40

PANEL DISCUSSION II

Success Stories of Scalable Urban Mobility Initiatives

Gustavo Mañeiz Gomis, Climate Change Coordinator, Latin America and Caribbean Office, UNEP

Andrés Lajous, Secretary for Mobility, Mexico City

Adriana Lobo, Executive Director, World Resources Institute México (WRI México)

John Smiciklas, Director, Energy and Environment, BOMA Canada

Moderated by **Denis Coderre**, Former Mayor of Montreal

12.50 - 13.05

FORMULA E INSIGHTS

I-Pace e-Trophy Series Experience

James Barclay, Panasonic Jaguar Racing Team Director

Meet a Formula E Driver

Interview with a Formula E Driver



9.30 - 10.00

REGISTRATION & WELCOME COFFEE

10.10 - 10.40

OPENING PANEL

Cities' Vision of the Smart Cities Movement

Joaquín Andrés Blanco, Santa Fe Province Deputy

Federico Gutiérrez, Mayor of Medellín

Alex Romero, Advisor to the Mayor of Santiago de Chile

Sergio Sanchez, Vice Minister for Environment, Mexico City

Claudia Sheinbaum Pardo, Mayor of Mexico City

Moderated by **Felipe Calderón**, Former President of Mexico

11.40 - 12.10

PANEL DISCUSSION I

On Track with the Technological Revolution

Alejandro López de la Peña, VP International Sales New Business LatAm & Iberia, T-Systems Mexico

Fábio Lorençon, Strategic Planning, Marketing and Product Planning Director, Volvo Buses Mexico

Norbert Ruecker, Head of Economics and Next Generation Research, Bank Julius Bär

Anasofía Sánchez, CEO, Waze Mexico

Ricardo Weder, Global President, Cabify

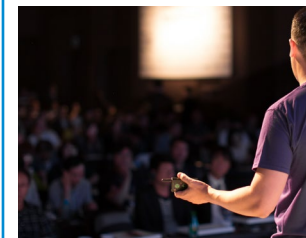
Moderated by **Marcel Porras**, Chief Sustainability Officer, Los Angeles Department of Transport

12.40 - 12.50

FIA SMART CITIES GLOBAL START-UP CONTEST

Supporting Innovative Mobility Solutions

Finalists of the Mexico City edition presented by MassChallenge



13.05 - 13.30

JAGUAR GARAGE VISIT

13.05 - 14.20

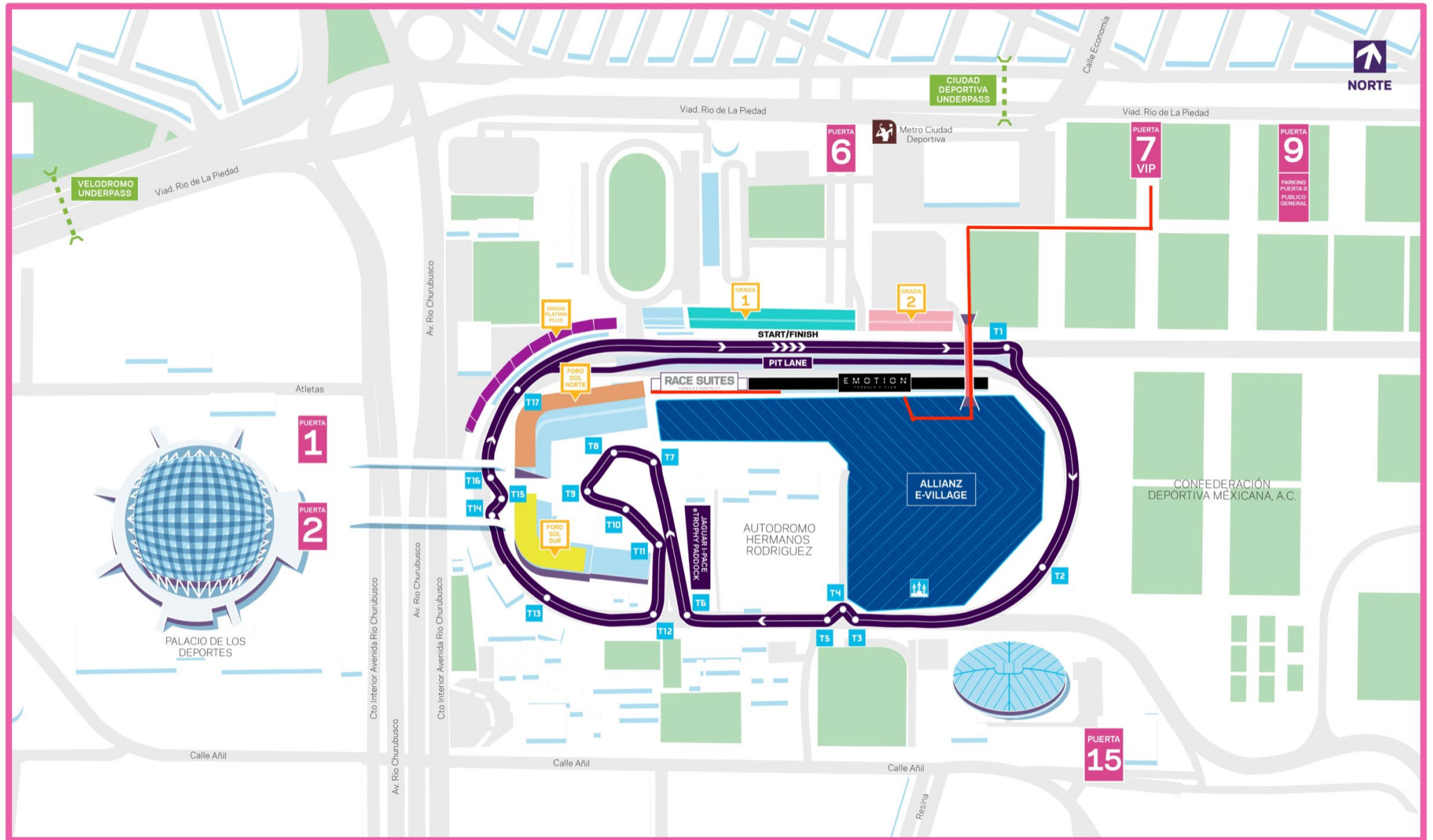
LUNCH BREAK

14.20 - 16.00

GARAGE VISITS, SHAKEDOWN & ABB SMART CITIES DEMO



LOCATION



Please note that access to the EMotion Club is valid on Friday 15 February only.

INTERVIEW WITH SELETA REYNOLDS

General Manager, Los Angeles Department of Transportation (LADOT)

Q. Traffic management in mega-cities is a challenging task that requires the alignment of multiple stakeholders. How do you approach this challenge in Los Angeles?

A. Our approach is to create collaborative spaces for every level of government to work together. LADOT's office is located in the same building as Caltrans, the State Department of Transportation. We have an integrated traffic management centre that connects over 4,500 signalised intersections throughout both the city and county. We work together in our traffic management centre and our emergency operation centre.

Looking to the future, we created the Coalition for Transportation Technology, a cooperative between the county, the State, Metro (the county transportation authority), and LADOT, where we work together on pilot projects and testing new technology. Additionally, Metro's board is comprised of the Mayor and three representatives from Los Angeles, along with representatives of the county government. This body acts together to create policy and make decisions to manage congestion and to deliver transit throughout the region.

Q. What is your take on the role of innovation in designing future urban mobility?

A. Urban mobility is in the midst of an exciting era of disruption and unprecedented opportunity for creativity and innovation. However, at the moment, a schism between urbanists and technologists threatens the outcomes we hope to achieve: safety, economic mobility, racial and socioeconomic equity, sustainability, social cohesion, and resilience. Companies who focus on the technology, to the exclusion of how it will integrate into the cities it serves, run the risk of duplicating the mistakes of the past.

Q. Why is public-private cooperation seen as an incremental tool to promote more efficient and sustainable transport services?

A. None of us — public, private, academic, non-profit — can meet the tremendous challenges of the future alone. We must evolve our approaches to partnership to achieve our goals. At LADOT, we pre-qualified 95 manufacturing and product companies to work with us over the next three years on a series of projects we consider central to ushering in the age of autonomy safely and smartly. We created a roadmap to prepare the city for the arrival of autonomous vehicles called 'Urban Mobility in a Digital Age'. This document has as its guiding principle that autonomous vehicles must be shared and electric; that they must benefit everyone in the city regardless of age, income, or ethnicity, and that in order to reach this goal, we will need an ecosystem of products and services. Our interest is to aggressively create new places for partnership, both inside and outside government.



Seleta REYNOLDS
General Manager
Los Angeles Department of Transportation

Seleta Reynolds is General Manager of the Los Angeles Department of Transportation (LADOT). Ms Reynolds is responsible for implementing 'Great Streets for Los Angeles', a plan to reduce traffic fatalities, double the number of people riding bikes, and expand access to integrated transportation choices for Angelenos and the region.

She also leads LADOT in its day-to-day operations. LADOT manages transportation planning, design, construction, maintenance and operations within the City of Los Angeles. Its 2,000 employees are responsible for managing over 6,500 miles of streets, 35,000 parking meters, and the most advanced traffic signal system in the country, with 4,500 signalised intersections.

Ms Reynolds has over 18 years of transportation experience throughout the United States. Prior to accepting her current position, Ms Reynolds served as a Manager in the Livable Streets sub-division at the San Francisco Municipal Transportation Agency, an Associate with Fehr & Peers consulting firm, and as the Bicycle and Pedestrian Coordinator for the City of Oakland.

She has advised transportation technology companies like WalkScore, contributed to the state-of-the-practice as an Association of Pedestrian and Bicycle Professionals Board Member, mentored young professionals through Women's Transportation Seminar, and supported research on Transportation Research Board committees.

Ms Reynolds also serves as the President of the National Association for City Transportation Officials.

INTERVIEW WITH RICARDO WEDER

Global President, Cabify

Q. How should policy-makers respond to the rapid rise of new private mobility services?

A. They can't put their head in the sand and pretend they don't exist. In the United States, where I live, almost every major transit system is suffering declines in bus ridership, with studies suggesting new mobility services — especially ridehailing — are largely responsible. Uber is now positioning itself as a platform for various modes like bike-share — which could bring it even more directly into competition with transit.

Transportation leaders should accept that private companies are becoming part of a city's mobility network, and they aren't going anywhere. That means transit agencies must evolve to be platforms, coordinating travel on both public and private services. Joint ticketing and integrated trip planning will be critical, as will data sharing about trips. Public officials would be wise to organise small pilots for new technologies and monitor outcomes before adopting broader policies, as Washington, D.C., has done with dockless bike-share.

Q. Data can be a powerful tool for the deployment of new technologies, efficient policy-making, and awareness raising. Who should be in control of this tool?

A. Some of the new private mobility services will not want to share their data with the public sector. That will be a point of contention, but there is no way for policy-makers to fulfill their mobility goals if they don't know how people are travelling. They simply have to have the data. There are a number of initiatives like 'SharedStreets' that are aiming to cajole companies to voluntarily share rider data, but if those don't work, new regulation may become necessary. In order to avoid confusion, it would be best if there is one standard nationally (or even internationally) across cities for providing data to allow for comparisons and analyses.

Q. How should cities approach data-sharing regulations? Can open data policies help build more resilient urban environments?

A. Data policies must have teeth. Uber provided New York City with trip data only because the city demanded that they do so in order to operate in the city. Without that stick, no data would have been provided. But because New York had it, they were able to determine that total vehicle miles travel were rising as a result of ridehailing. That's a really important finding.

Q. Is the future of cities digital and connected? If so, who are the players that take part in this process?

A. In a word, yes. Smart phones are already ubiquitous; credit and bank cards have become small computers. Not only will future cars be autonomous — which requires that they constantly be connected in multiple ways to their surroundings — they will also have capacity to shop and entertain.

All of this connectivity is going to force a rethink about the roles of transit agencies and both national and local governments. From allocating pieces of the wireless spectrum, to investigating autonomous crashes (and determining liability), to allocating precious curbspace to a growing array of competing mobility services, the public role is going to evolve very quickly.



Ricardo WEDER
Global President,
Cabify

Ricardo Weder is an entrepreneur and technology advocate in Mexico and Latin America. He is currently Global President of Cabify, a position in which he ensures that Cabify establishes the appropriate relationships and actions with external stakeholders such as investors, governments and regulators, as well as strengthens corporate social responsibility initiatives and strategic alliances, among other functions.

Prior to joining Cabify, Ricardo Weder collaborated with companies in the financial sector such as HSBC, J.P. Morgan and PwC. As an entrepreneur, he has founded companies in the financial sector, real estate and services.

INTERVIEW WITH KARI EIK

**Secretary General, OiER
Co-founder & Executive Program Director, United Smart Cities Program**

Q. In your opinion, what is the biggest challenge of rapid urbanisation? What should cities prepare for in the next 5 years?

A. The biggest challenge is that cities are not prepared for growth in a sustainable manner. Cities are becoming more complex eco-systems, and integration of technology and digitalisation more challenging. There is a substantial need for support for all cities in all sizes in all geographical regions.

Q. Public-private partnerships (PPPs) are at the core of the United Smart Cities philosophy. What is your strategy to activate strong and long-lasting PPPs focusing on city projects?

PPPs are essential to achieve the goals above. Our strategy is building on our holistic United Smart Cities (USC) framework (through evaluation, city profiles, action plans, technology and financing) to work on concrete city solutions and projects together, and push new and improved models for PPPs.

Q. Are private sector companies ready to take-up business opportunities in the rapidly evolving Smart Cities sector?

A. They are 'over-ready'. It is all there, and now we have to focus on replication and upscaling. Only the 'how to do this' is essential now. Cities are not aware of all the opportunities in terms of smart and sustainable technology, but the 'how to integrate' is also the main question that we aim to answer through the USC framework.

Q. Smart Cities and Smart Mobility depend on the quality of the infrastructure system. The developing world is still struggling to get access to basic infrastructure assets, especially in the area of urban mobility. Can this challenge be resolved?

A. I think it can be resolved, but we seriously need to put our resources together, especially on the finance and investments side. So many cities know exactly that improved urban mobility systems are needed but the long-term planning and resources are missing. I think it is actually incredible that we have not got further in cities in developing countries. Means and willingness are there, but it is not showing in the results. This is because most projects are ad hoc and never get to upscale or replication phase. Another hurdle is the procurement models, which in my view, are outdated.



Kari EIK

Secretary General, Organization for International Economic Relations (OiER)

Co-founder and Executive Program Director, United Smart Cities Program

Kari Eik is Norwegian and the Secretary General of the Organization for International Economic Relations (www.oier.pro) and the new Excellence Centre for Smart and Sustainable Cities under the UN Geneva Charter, with a focus on supporting governments, cities and businesses to strengthen cooperation and networks, enhance investment, and support financing and implementation of urban projects in the framework of the Sustainable Development Goals.

She is the co-founder and Executive Program Director of the United Smart Cities Program (www.unitedsmartcities.org), a multi-stakeholder platform set up in 2014 jointly with UNECE to support cities worldwide with smart technology integration and investments for sustainable urban development. She is one of the leaders of U4SSC, United for Smart Sustainable Cities (a joint 16 UN agencies initiative) and leads its finance guidelines for cities.

She is currently coordinating the setup of the new SDG Cities Leadership Platform (www.unsiii.org/sdg-cities), established in 2018, with a focus to align 25 cities worldwide by 2025 around the SDGs.

She is a Board Member of the newly launched World Council for SDG 11: Sustainable Cities and Communities, set up by the World Government Summit in Dubai.

BIOGRAPHIES



Joaquin Andrés BLANCO

Santa Fe Province Deputy

Joaquin Andrés Blanco is a legislator for Argentina's Socialist Party (bloque Socialista del Frente Progresista Cívico y Social), as well as Chief of the Community Promotion Committee and member of the Committee of Budget, Tax Office and Political Trial.

Since 2008, he has been a member of the Executive Board of Argentina's Socialist Party. In 2011 he was the first General Secretary of the National Socialist Youth and in 2014, President of the National Congress. During his time as Director of Youth Policies and Coordination of the Youth Cabinet of Santa Fe (2007/2011), he created different programmes for young people such as 'Raíces', 'Ingenia', 'Medio Boleto Estudiantil', 'Pasaporte Joven', 'Plan Joven', 'Red de Municipios y Comunas Joven'.

Joaquin has a Bachelor in Economics from Universidad Nacional de Rosario (Argentina). He is married and has two kids.



Felipe CALDERÓN

Former President of Mexico

Felipe Calderón served as President of Mexico from 2006 to 2012. During his presidency, Mr Calderón helped position Mexico as a global leader in fighting climate change. Despite the impact of the 2009 international economic crisis, the Mexican economy registered stability and growth, as competitiveness was boosted by deregulating the economy, promoting free trade, competition, private investment, and technical education, as well as increasing investment in infrastructure.

Felipe Calderón is President of the FIA Environment and Sustainability Commission, as well as the Sustainable Human Development Foundation, Honorary Chairman of the Global Commission on the Economy and Climate, Member of the Board of Directors of the World Resources Institute, and Member of the Board of Directors of Avangrid.



Federico GUTIÉRREZ

Mayor of Medellín

Federico Gutiérrez is the Mayor of Medellín. He is a civil engineer and specialist in senior management from the Universidad de Medellín, and specialist in political science from the Universidad Pontificia Bolivariana. He was an Integral Urban Security Consultant for the Ministry of Security and Justice of Buenos Aires (Argentina) and also for the Municipality of Celaya (Guanajuato, Mexico).

He worked as a Consultant of the HGI company and as a Consultant and Resident Engineer of the VIFASA S.A. company. When he was 28 years old, he was elected City Councilor of Medellín (2004-2007) and at 32, he was reelected as City Councilor (2008-2011). In 2008, he was President of the Council of Medellín. He has focused his political agenda on fundamentals like: security, an integrated transportation system, mobility, public service, incentives for public housing, legislation plans, the environment, culture, bike routes and public bikes.



Adriana LOBO

Executive Director, World Resources Institute Mexico (WRI Mexico)

Adriana Lobo is Executive Director of WRI Mexico. She studied civil engineering at the Escola Politécnica of the University of Sao Paulo and has more than 20 years of experience promoting sustainable policies, urban mobility projects, urban development and environment.

During the 14 years since its inauguration, the World Resources Institute Mexico (formerly CTS EMBARQ Mexico) has promoted an impact toward sustainable cities, recently expanding to include energy, climate and forests.

She worked for more than six years as Technical Director of the consulting firms Cal y Mayor y Asociados, SC and Transconsult, SC.



Alejandro LÓPEZ DE LA PEÑA

VP International Sales New Business LatAm & Iberia, T-Systems Mexico

Alejandro López de la Peña, as VP International Sales New Business LatAm and Iberia, is responsible for developing and promoting the vision and sales strategy for the different portfolio and market segments.

With more than 30 years of experience in the IT market, before joining T-Systems, he worked in companies such as IBM and NextiraOne in Sales positions focused on Outsourcing Services.

He has developed a solid experience in Public Sector and Industrial Solutions.

Alejandro has a degree in Computer Systems Engineering from the ITESO University, a Master in Business Administration and Marketing from the ITESM, Diplomas from MIT, Erasmus University Rotterdam, ITESM and others. He also completed a Senior Management programme from IPADE and has various certifications in sales of IT services and business carried out abroad.



Fábio LORENÇON

Strategic Planning, Marketing and Product Planning Director, Volvo Buses Mexico

Fábio Lorençon is currently Strategic Planning, Marketing and Product Planning Director for Volvo Buses Mexico. Prior to his appointment as Planning Director, he was Business Development and Marketing Manager. His experience in the field extends to nearly 20 years.

His management in strategic areas of Volvo Buses and his wide experience in the markets of Brazil and Colombia, have given him a profound knowledge of Latin American markets for coach and city buses segments. Fábio successfully lead the most important sale of buses in the history of Volvo Buses in Latin America: 700 units for the service of urban transportation TransMilenio in Colombia.

Fábio is an Electric Engineer; he graduated from Federal Technological University of Parana and has a postgraduate degree in Business Administration from FAE, University Center at Curitiba, Brazil. Additionally, he was part of the Leader Development Program and Administration for Emerging Leaders at Volvo Group.



Gustavo MAÑEZ GOMIS

Climate Change Coordinator, Latin America and Caribbean Office, UNEP

Gustavo Mañez Gomis is the Climate Change Coordinator for Latin America and the Caribbean at the United Nations Environment Programme (UNEP) and is responsible for the MOVE platform that promotes electric mobility in Latin America and the Caribbean.

Prior to this, he worked in the UN Environment Economy Division where, from 2008, he coordinated energy efficiency initiatives. He launched the Asia-Pacific Network of Climate Change Coordinators and the Technology Needs Assessments programme under the UN Convention on Climate Change. He has also worked on environmental governance and chemicals management in the UN Institute for Training and Research (UNITAR).

Gustavo holds a Master's Degree in International Environmental Policy, as well as a Law Degree.



Norbert RUECKER

Head of Economics & Next Generation Research, Bank Julius Bär

Norbert Ruecker is Head of Economics & Next Generation Research at Bank Julius Bär. Within the team, he has an analytical emphasis on commodity markets and specifically energy.

Additionally, he focuses on the structural changes in world energy markets including the implications for the mobility business, as part of the thought leadership for Julius Bär's Next Generation. Norbert Ruecker is a member of Julius Bär's Responsible Investment Committee.

He joined Julius Bär's Research Department in 2006 after finishing his studies of Economics at the University of Zurich (Switzerland). He started as an equity analyst, specialising in clean energy and oil & gas and has accumulated sound knowledge in this space thanks to personal interest and university studies. Prior to banking, he worked for start-up companies offering winter sports equipment in Switzerland.



John SMICIKLAS

Director, Energy and Environment, BOMA Canada

John Smiciklas is the Director, Energy and Environment for BOMA Canada. In that position John leads the BOMA BEST existing building environmental certification program in North America. Concurrently, John is the Sustainability Principal for MJRD Assessment Inc. and Verification Lead for the United Smart Cities program. John's prior experience includes positions as Director, Corporate Responsibility Programs (BlackBerry); and Manager, Sustainable Business Solutions (PricewaterhouseCoopers).

John has been engaged with the development of the U4SSC Key Performance Indicators for Smart, Sustainable Cities and leads the U4SSC KPI verification process with cities globally. Additionally, John is the author and contributor of a number of publications focusing on technology and sustainability.

John holds a B.A.Sc., Engineering (University of Toronto), has completed Business & Sustainability and Climate Change executive programs (University of Cambridge, UK).





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For over 15 years, we've been researching fuel cells for electric vehicles. We're convinced that hydrogen will make a key, sustainable contribution to better mobility. We've already developed our own unique, innovative fuel cell. And in 2018, we will launch our first fuel cell production unit!

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LET'S KEEP THE DISCUSSION GOING...
9 MARCH - HONG KONG
12 APRIL - ROME



Julius Bär



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