



Specialist Centre
on PPP in Smart
and Sustainable Cities

**2nd INTERNATIONAL CONFERENCE.
“GOVERNANCE AMONG PARTNERS
IN PUBLIC PRIVATE PARTNERSHIPS”**

BARCELONA, 17TH NOVEMBER 2016

CONFERENCE DOSSIER WITH BIOS

Purpose of the Conference.

The Specialist Center on PPP in Smart and Sustainable Cities (PPP for Cities), an UNECE International Center of Excellences in PPP (ICoE) will organize its **2nd International Conference on PPP in Smart and Sustainable Cities**. PPP for Cities knowledge and research has seen that governance is a key issue to guarantee the success of PPP projects. Is from that interest, that the **subject of the conference will be the challenges on Governance in PPP**.

During the Conference, attendees will have the opportunity to learn from experts and from examples of real PPP projects, on how Governance and other topics have been essential to guarantee the goals reached on PPP projects. During the Conference, presentations will have a special scope in showing how People-first PPPs are strong tools to reach UN SDGs¹ Goals.

The **2nd International Conference on PPP in Smart and Sustainable Cities** will be a great opportunity of networking between experts around the world on PPPs, with several members of the Team of Specialists in PPPs of UNECE, Public authorities from different countries and representatives of Global private firms specialized on PPP.

Who will be interested to attend the Conference?

Public authorities, professionals, consultants, researchers and members from private firms specialized in PPP willing to learn more on Public-Private Partnerships, its relation with Smart and Sustainable Cities will find in the **2nd International Conference on PPP in Smart and Sustainable Cities** a great opportunity to increase their knowledge and their network during a one-day activity included in the Smart Cities World Expo Congress.

The registration fee includes full access to the conference “**Governance among partners in Public Private Partnerships**”, free access to Smart City EXPO Congress (valued 100 €) during all days of its opening (15 to 17 November) and a 25% discount to Smart City World Congress.

¹ For further information on UN SDGs visit page: <http://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Program

9.30-10.00 Welcome remarks

Joan Enric Ricart. Professor at IESE Business School.

Geoffrey Hamilton. Chief of the PPP Programme at UNECE.

Agustí Colom. Councillor (Member of the Parliament) for Enterprise and Tourism at Ajuntament de Barcelona.

10.00-10.45 Opening discussion. What is a Smart City?

Joan Enric Ricart. Professor at IESE Business School.

Mauricio Bouskela. Senior specialist in the competitiveness & innovation division at Inter-American Development Bank.

Chair: Marcelo García. Strategy Execution Consultant Smart Cities & Telecom

10.45-11.15 Speech “A successful pioneering PPP amidst difficult times”

Rafael Pérez Feito. International Operation Director at AQUALIA.

11.15-11.45 Coffee Break

11.45-12.30 Keynote Speech “The Simple Economics of White Elephants”

Gerard Llobet. Professor of Economics at CEMFI.

12.30-13.00 Speech “PPP in urban mobility”

Jorge Rivas. CEO of Concessions at GLOBALVIA Chile.

13.00-13.30 Speech “Public-private relationship through Innovative Public Procurement”

Anna Majó. Digital Innovation Technical Manager at Ajuntament de Barcelona.

13.30-14.15 Lunch Break

14.15-14.45 PPP for Cities. Presentation of PPP Case Studies. “Lessons from the reality of PPP”

PPP for Cities Research Team.

14.45-15.15 Speech “Emerging and Sustainable Cities Program”

Ellis J. Juan. Chief Housing and Urban Development Division at Inter-American Development Bank.

15.15-16.15 Round Table “Key Governance issues to succeed in PPP”

Pedro Michelena. Chairman at Foro PPP.

Maya Falguera. Lawyer, Head of Unit for Concessions and Antitrust at Abertis Infraestructuras.

Marc Frilet. Managing Partner at Frilet Société d’Avocats.

Irina Zapatrina. Chairman of the Board at Ukrainian PPP Development Support Centre.

Pedro Neves. Founder & Managing Partner at Global Solutions.

Chair: Pascual Berrone. Professor at IESE Business School.

16.15-16.45 Speech “PPP model to develop new Smart Cities. The case in China”

Walter Fang. Executive Vice President at iSoftstone Group

16.45-17.15 Speech “PPP’s for Urban Transformation”

Maria Galindo. International Business Manager at Doxa Innova&Smart.

17.15-17.45 Closing remarks and next steps

Núria Betriu. Director General of Industry and CEO of the Agency for Business Competitiveness (ACCIÓ), Government of Catalonia.

Miquel Rodríguez Planas. Manager at Public-Private Sector Research Center, IESE Business School.

Detailed information of the sessions.

In the following section, you will find more information on the content of the sessions included in the **2nd International Conference on PPP in Smart and Sustainable Cities**.

Thursday, November 17th

9.30-10.00 Welcome remarks

The attendees will have the opportunity to listen to some opening reflections about the importance of PPP as a tool for the Public Sector, and especially for the City of Barcelona, one of the world leading cities in PPP, as it was awarded with the [European Capital of Innovation 2015](#). Finally, attendees will learn on how People first-PPP is a priority to reach UN SDGs.

10.00-10.45 Opening Discussion. What is a Smart City?

A discussion on the subject “What is a Smart City?” between Prof. Joan Enric Ricart, Academic Director of the Specialist Center on Smart and Sustainable Cities and Mr. Mauricio Bouskela, Senior Specialist in the Competitiveness & Innovation Division in the Inter-American Development Bank, two international experts on Smart Cities will open the conference. This Opening discussion will put the introductory framework for developing the following sessions.

10:45-11:15 A successful pioneering PPP amidst difficult times.

Mr. Rafael Perez Feito, International Operation Director at FCC Aqualia will present the case of New Cairo WasteWater Plan the challenging first PPP project in Egypt, started in 2009 and in operation in 2012. The Governance of the project was vital to succeed in its implementation, with the special help of the PPP Central Unit from the Ministry of Finance.

11:45-12:30 The Simple Economics of White Elephants.

Prof. Gerard Llobet, from CEMFI, will present the conclusions of his working paper (together with Prof. Juanjo Ganuza from Pompeu Fabra University) “the Simple Economics of White Elephants”, where they analyze the reality of non-successful PPP and which were the reasons of their failure.

12:30-13:00 Speech on PPP projects in Mobility.

Mr. Jorge Rivas, CEO of Concessions at Globalvia, Chile, one of the leading PPP firms in mobility in the world, will explain their experience on PPP projects in Motor Highway in Santiago de Chile, and how this project improved mobility for the citizens of Chile’s Capital.

13:00-13:30 Improving efficiency through PPP. The case of Public Wifi Integrated Network.

In 2013, Barcelona City Hall decide to use a PPP method to manage its several Wi-Fi and Optic Fiber networks. The attendees will have the opportunity to know in detail this innovative case of PPP in the framework of a leading Smart City as Barcelona.

14.15-14.45 PPP for Cities. Presentation of PPP Case Studies. “Lessons from the reality of PPP”

The Researchers from the Specialist Center on PPP in Smart and Sustainable Cities will present their firsts conclusions on the Research related to the PPP Case Studies hold in the last 6 months. It will be a very interesting time to learn what are the common trends on different PPP project from a Smart City strategy and how they help reaching UN SDGs.

14:45-15:15 The Emerging and Sustainable Cities Program

Mr. Elis J. Juan, Division Chief Housing and Urban Development Division Inter-American Development Bank (IDB) will present the Emerging and Sustainable Cities Initiative (ESCI). ESCI was born from the need to meet these challenges found in most Latin-American cities using an intersectoral approach. The ESCI seeks to support the local governments of emerging cities – i.e., those with a population between 100,000 and 2 million, and economic and population growth above the average of their countries – in facing the great challenges of the cities.

15:15-16:15 Round Table: “Key Governance issues to succeed in PPP”

Six experts on PPP and Smart Cities will explain, through their experience, what are from their point of view the Key Governance Issues essential to succeed in PPPs. Moderate by Prof. Pascual Berrone, IESE business school professor, the panelist will discuss about this topic from their confronted points of views: academics, public authorities, consultants and independent firms.

16:15-16:45 PPP model to develop new smart Cities. The case in China

Mr. Walter Fang, Executive VicePresident at iSoftstone Group will present the case of the Zhongguancun Dong Sheng Science Park, an Innovative PPP project that is transforming the district of Beijing, the first science park constructed on the villages, and the ownership and usufruct are held by the villages and farmers.

16:45-17:15 PPP’s for Urban Transformation

Mrs. Maria Galindo, from DOXA will explain their experience on how PPP can help reaching Smart Cities.

17:15-17:45 Closing remarks and next steps

Closing reflection of the Conference by Ms. Núria Betriu, Director General of Industry and CEO of the Agency for Business Competitiveness (ACCIÓ), Government of Catalonia and Mr. Miquel Rodriguez Planas, Manager at Public-Private Sector Research Center, IESE.

Panelists.

Joan Enric Ricart. Professor at IESE Business School.



Joan E. Ricart, Fellow of the SMS and EURAM, is the Carl Schrøder Professor of Strategic Management and Chairman of the Strategic Management Department at the IESE Business School, University of Navarra. In this school he has been Director of the Doctoral Program (1995-2006), Associate Dean for Research (2001-2006), and Associate Director for Faculty and Research (2006-2014). He is also Vice-president of the Iberoamerican Academy of Management. He was the Founding president of the European Academy of Management (EURAM) and President of the Strategic Management Society (SMS). He was the academic director of the EIASM and member of the research committee of the EFMD.

Joan E. Ricart holds a Ph.D in Managerial Economics, Northwestern University; Ph.D. in Industrial Engineering, Universitat Politècnica de Catalunya; and Ph.D. in Economics and Business Administration, UAB.

Joan E. Ricart has a wide and recognized international experience as lecturer. Before joining IESE he was Professor in Universitat Politècnica de Catalunya and in Universidad Autònoma de Barcelona. Throughout his career he has been visiting Professor in many Business Schools around the world: IPADE (Mexico); IAE (Argentina); IDE (Ecuador); UNISA (South Africa)... He has also supervised several doctoral theses and research projects.

He has published several books and articles in leading journals as Strategic Management Journal, Harvard Business Review, Journal of International Business Studies, Econometrica or Quarterly Journal of Economics. He is Director of the Center for Globalization and Strategy, co-academic director of IESE Cities in Motion and academic director of the UN center of excellence of PPP for Cities. He is also a member of the Advisory Board of the Future of Urban Development and Service Initiative of the World Economic Forum. His current work focuses on cities, business models, and offshoring.

Geoffrey Hamilton. Chief of the PPP Programme at UNECE.



Geoffrey Hamilton is currently Chief of the Cooperation and Partnerships Section of the Economic Cooperation and Integration Division in the United Nations Economic Commission for Europe (UNECE) in Geneva.

The UNECE is an intergovernmental body of 56 member states with a focus on developing economic standards for pan-European integration and support for the transition economies. His current responsibility is promoting public-private partnerships for infrastructure development where he leads a programme on building the capacity of governments to undertake successful projects.

His other interests include Good governance, FDI, the economic aspects to peace building and security, property rights for the poor and the protection of intellectual property for innovation. Before joining the UNECE he has worked in UNCTAD, ILO, the Commonwealth Secretariat and the Institute for Research on Multinational Enterprises in Paris. He holds a PhD and a Masters from the University of Glasgow, Scotland.

Agustí Colom. Councillor for Enterprise and Tourism at Ajuntament de Barcelona



Born in 1961, Agustí Colom is a graduate in Economic and Business Sciences, a subject he has been lecturing in at the University of Barcelona's Faculty of Economic Sciences since 1987.

Appointed by the Catalan Parliament, he was a board member of the Public Audit Office for Catalonia from 2004 to 2011, a body he was also a member of in the Government Commission.

He has worked on the editorial board of the magazine *Economia Crítica* and on the science committee of ATTAC (Association for the Taxation of Financial Transactions and for Citizens' Action). He is also the author of several books and articles and is a media collaborator.

Mauricio Bouskela. Senior Specialist in the Competitiveness & Innovation Division in the Inter-American Development Bank



Mauricio Bouskela is a Senior Specialist in the Housing and Urban Development Division at the Inter-American Development Bank. Since he joined the IDB in 2008, Mauricio has been leading multiple cross sectorial projects in the Latin America and Caribbean Region (LAC) that leverage innovative technologies for social and economic development. Mauricio has over thirty years of successful working experience, including eleven years working for Intel Corporation as Director for Latin America and eight years for the IDB. At the IDB he has worked in projects in 18 countries in the region. Since 2011 Mauricio has been leading Smart City projects aimed at transforming LAC cities into Smart Cities. Recently he led the development of the "International Case Studies of Smart Cities" and the publication "The Road Toward Smart Cities"

(www.iadb.org/SmartCities). At Intel, Mauricio earned four times the "Intel Top Achievers Intel" and one "Intel Achievement Award", and at the IDB he won the prizes of the "Most Innovative Team Award" and "Start Up Weekend". Mauricio has a degree in Computer Science from the University of Campinas (Unicamp), a postgraduate degree in Marketing from Fundação Getúlio Vargas and an MBA in Finance from the Brazilian Institute of Capital Markets (IBMEC).

Marcelo García. Strategy Execution Consultant Smart Cities & Telecom



Strategy Execution Consultant in the areas of Smart Cities and Telecom; sought after by corporations and governments to ensure the successful and timely delivery of critical projects.

Expert with the UNECE PPP ICoE (United Nations Economic Commission for Europe; International PPP Centre of Excellence) as a member of the "Technological Transformation of Cities" working group; Advisor to the City of Geneva in the Telecommunications and Smart City sectors; have attended the World Economic Forum in Davos as an observer for many years, thus developing an extensive senior executive network. Attendee in Sep'16 of both Concordia and Social Good Summits during the UN General Assembly, as well as Social Capital Markets - the largest Impact Investing conference in the world. Specialise in finding holistic solutions to extremely challenging issues which span across Strategic, Technical, Marketing, Commercial, Financial and Legal/Regulatory domains, acting as a seamless gateway within departments,

partners and vendors.
 Experienced in leading complex projects with budgets of \$10m+ and multicultural teams in distributed locations; Extensive background with major consultancies and tech startup environments.

Rafael Perez Feito. International Operation Director at AQUALIA.



International Operations Director at FCC Aqualia.
 Hold different positions at different Boards of Directors and Supervisory Boards in the Czech Republic, Spain and Italy. Member of the Board of Directors at "Aqualia New Europe", a joint venture between Aqualia and the European Bank for Reconstruction and Development.
 Member of the Advisor Committee of the Public-Private Sector Research Center & the Specialis Centre on PPP in Smart and Sustainable Cities at IESE Business School.
 Previous positions include Europe Regional Manager, Central and Eastern Europe Director and Corporate Development Director for Europe. Previous to Aqualia, he has worked in the Consulting and Research fields for several years. Mr. Pérez Feito holds an Executive MBA at IESE Business School, a Master in Civil & Environmental Engineering at University of Wisconsin-Madison, US, and a B.E. in Agricultural Engineering at the Polytechnic University of Madrid."

Gerard Llobet. Professor of Economics at CEMFI



Gerard Llobet is an Associate professor at CEMFI. He holds a Ph.D. in Economics from University of Rochester (2000), and a B.A. in Economics at the Universitat Pompeu Fabra (Spain). Prof. Llobet is also one of the editors of the Spanish blog [NadaesGratis](#). His fields of research interests are Industrial economics, innovation, intellectual property, antitrust policy and his teaching is focus on Industrial economics, Regulation and competition policy.

Jorge Rivas. CEO of Concessions at GLOBALVIA Chile.

Ingeniero Comercial y MBA en Santiago de Chile, con importante trayectoria y amplia experiencia en empresas internacionales de servicio y de infraestructura pública. Destacado por una fuerte orientación al desarrollo de negocios y de servicios, asuntos públicos y corporativos, relación con organizaciones gubernamentales y no gubernamentales, líder de equipos multi-disciplinarios, y reconocido vocero corporativo.

Especialidades:

- Multinacionales
- Infraestructura concesiones autopistas carreteras sistemas electrónicos de peaje
- Telecomunicaciones
- Comercial y Operaciones
- Marketing y Relaciones Públicas
- Asuntos Corporativos
- RSE
- Sistema Integrado de Gestión, ISO 9001, ISO 14001, Ohsas 18001
- Relaciones con la Comunidad

Anna Majó. Digital Innovation Technical Manager at Ajuntament de Barcelona.



Expertise in Innovation in Cities, Economic promotion, Public-Private Partnership and Change management.
 Background and experience in strategic and change management consultancy, economic promotion and innovation- entrepreneurship, clusters, technology/social/urban innovation, etc-, communication, institutional representation and public-private partnership. Local and international.
 Used to Management: strategic planning, project management, KPI, HHRR, financial and fund raising.
 Skills: Committed, intrapreneur, with high autonomy and initiative, leadership, results-oriented, change maker, skilful in management of uncertainty and complex projects, communicative, organised, flexible and open-minded.
 Motivated to develop my career in innovation environments with real potential impact.
 Experience in private, public, governmental and educational institutions.
 Industrial Engineering with Master on Business Administration and Communication Management Master.

Ellis J. Juan.

Division Chief Housing and Urban Development Division Inter-American Development Bank



On May 1st, 2016, Ellis J. Juan has taken responsibilities as Division Chief of the Housing and Urban Development Division at the Inter-American development Bank (IDB). This Division merges the Emerging and Sustainable Cities Initiative with the Urban Cluster in the Bank.
 From January, 2012, He was the General Coordinator for the Emerging and Sustainable Cities Initiative (ESCI) in the Inter-American Development Bank. This is a Bank's new initiative to engage in assisting emerging cities to deal with the challenges of rapid urbanization and climate change while making the city environmentally, urban and fiscally sustainable. With already + 70 cities included in the Program, ESCI has proven a successful technical assistance and financing program for urban infrastructure. The Program has mobilized US\$ 75 million in technical assistance and close to US\$ 4 billion in long term financing. From March 2008 to January 2012, Ellis J. Juan had responsibilities as Country Representative for the Inter-American Bank in Mexico. He was responsible for the overall Bank's operations (i.e., public, private and sub-national sectors) and new business developments in Mexico. The Bank has an outstanding portfolio of US\$ 7 billion in Mexico and an average lending program of US\$ 2.5 billion per year for the 2008-2011 periods.
 Between April 2004 and March 2008, Mr. Juan was a Sector Manager in the Finance, Economics and Urban Department in the World Bank (FEU) where he was responsible for the Infrastructure Finance Group. Previously (2001-2004), Ellis was the Head of the Capital Markets Group, Private Sector Department at the Inter-American Development Bank. The Group provides partial credit guarantees to support private issuers in local capital markets in the region. Previous to these positions Mr. Juan has had experience in the infrastructure finance area through several positions at the Banco Santander (Head of Investment Banking for LATAM) and the World Bank.
 Ellis J. Juan, a joint citizen of USA and Venezuela, has extensive management operating experience in Latin America, having worked in Venezuela's private

sector in both the industrial and the financial sector for 20 years. During the period 1989-91, he served as CEO of the Venezuelan Investment Fund and Deputy Minister for Privatization during President Perez’s Economic Reform Program and successfully privatized several key state-owned enterprises. He is a graduate of Columbia University, New York (MBA) and holds an economics degree from Universidad Catolica Andres Bello, Caracas, Venezuela.

Pascual Berrone. Professor at IESE Business School.



Pascual Berrone is associate professor of strategic management and holder of the Schneider Electric Chair of Sustainability and Business Strategy at IESE Business School. He is also vice-president of the Iberoamerican Academy of Management. Prof. Berrone earned a B.Sc. in business administration from the Universidad Católica de Córdoba, holds a senior degree in management and international business from the FUNCER Business School, and completed his Ph.D. in business administration and quantitative methods degree at Universidad Carlos III de Madrid. He is also an alumnus from IESE where he completed a PDG program. Before joining IESE Business School, Prof. Berrone held two visiting scholar appointments at Arizona State University and he was a visiting professor at Concordia University in Montreal, and Simon Fraser in Vancouver, Canada. More recently, he was a visiting professor at the Nanyang BS in Singapore.

Pedro Michelena. Chairman at Foro PPP.



Born in Baracaldo (Vizcaya), he graduated in Business and Economics at the Basque Country University and has an MBA from the Syracuse University (USA), Fulbright Internship. He pursued his professional career in the BBVA Group where he held various positions in the Departments of Risk, Treasury and Corporate Finance. In 1993 he was appointed to develop the Department of Project Finance. Under his management, the bank became a worldwide leader in the financing of transport and renewable energies infrastructures. He held this position until he retired in December 2006. He was appointed Chairman of ForoPPP in May 2007. At present he cooperates with a Private Equity fund.

Maya Falguera. Lawyer, Head of Unit for Concessions and Antitrust at Abertis Infraestructuras.

Marc Frilet. Managing Partner at Frilet Société d’Avocats.



Marc Frilet’s law firm Frilet Société d’Avocats is considered as one of the leading French law firms operating within the construction, infrastructure and mining domains. Both nationally and internationally, Marc Frilet is known as one of the most skilled and knowledgeable lawyers within these domains. He is continuously recognized for his achievements by the legal guide Who’s Who Legal who listed him several times as a go-to lawyer for construction, infrastructure and mining, especially in regards to the implementation of concession and PPP projects. Most recently, Marc Frilet was honored as the construction lawyer of the year 2014 in France by the Construction Law Experts.

Irina Zapatrina. Chairman of the Board of the Ukrainian Public-Private Partnership Development Support Center.



Iryna Zapatrina is Member of Team of Specialists on PPP of UNECE, consultant of the World Bank and the EBRD on PPP issues, co-author of Model PPP Law for CIS countries, lecturer and co-author of manuals on PPP in many countries of the world, correspondent from Ukraine of EPPPL (European Procurement and Public Private Partnership) magazine. Irina has large experience in preparation and implementation of infrastructure projects with participation of international financial organizations worked as a deputy Minister of housing and communal services (2007-2010), deputy director of Scientific-research financial institute under the Ministry of Finance of Ukraine (2005-2007). She has 112 scientific and analytical publications in Ukraine and abroad, including personal monographs: Budget mechanism of economic growth (2007 / Kiev (Ukraine) - 528 pages); Housing and communal infrastructure: reforms and system of their financial support (2010/ Kiev (Ukraine) - 336 pages); Potential of public-private partnership in emerging economies (2011 / Kiev (Ukraine) - 152 pages); Public-private partnership: potential for emerging economies (2013/ Lambert Academic Publishing – Saarbrucken – 197 pages); Perspectives of development of heat supply system in Ukraine (2013/Moscow – 200 pages).

Pedro Neves. Founder & Managing Partner at Global Solutions.



Responsible for originating and managing over 10 billion USD in infrastructure asset deals in over 60 countries in Europe, Africa, the Americas and Asia. Assets deals range from Oil & Gas (upstream and downstream), Power (fossil and renewable in production, transmission and distribution), Environment (water, water treatment & solid waste, Mobility (Airports, Ports, Roads, Railways, Metro), Social Infrastructure (Health, Education, Public Administration), Real Estate and Urban Development, Mining, Industry and Logistics. Has achieved success managing investment operations, in new ventures, new markets and with new partners due to more than 25 years of experience operating management projects and SPV's (special purpose vehicles) in the development and exploitation phases. His, 7+ years of experience working with the public sector (United Nations, government and state owned entities) designing and implementing policies for public sector investment have given him a unique perspective on public interest that has been key in originating deals and developing PPPs throughout the world. These activities cover the full life cycle of asset development starting with interpreting infrastructure gaps, analyzing demographics and market tendencies, designing products and business models, defining strategy and aligning goals between share and stakeholders, starting up / reorganizing of management teams, carrying out fund raising (debt, equity, mezzanine), M&A and managing value growth. Has been lecturing on Business Development Strategy since 2001 and is the founder of the first MBA on Urban Renewal for which he has lectured on Sustainable and Urban Development and Urban Renewal Business since 2010.

Walter Fang. Executive Vice President at iSoftstone Group



Mr. Walter Fang currently is Executive VP of iSoftStone, and President of Corporate Marketing & Strategic Alliance. Previously, he was CTO of iSoftStone Group.

Mr. Fang has over 40 years of experiences in IT industry. He has worked for IBM in North America, Asia Pacific, and China for 28 years and has held many senior management, technical, and consulting positions. He also has extensive experiences in system engineering, software development methodology, IT services outsourcing management, marketing and international business development.

Prior to joining iSoftStone, he was CTO of Neusoft Group, and President of Neusoft America Inc. He was CEO of Computer And Technologies Software Ltd., previously.

Mr. Fang currently also is a senior expert member of the Chinese Software and Information Services Industry Alliance, Deputy Director of Strategic Cooperation Committee of the Chinese Outsourcing Promotion Center, and an expert member of CCID Chinese Cloud Computing Expert Committee. He has received Liaoning Province Science and Technology Cooperation Award in 2007, Award for Contribution in China Green IT Service Outsourcing Innovation in 2010, and Award for 10-year Contribution in Marketing and Branding of China Service Outsourcing in 2014.

Mr. Fang graduated from Cheng Kung University in Taiwan with a Bachelor's degree in Electrical Engineering. He received a Master of Science degree in computer science from Taiwan University.

Maria Galindo. International Business Manager at Doxa Innova&Smart



Maria Galindo (Barcelona, 1982) is International Business Manager at Doxa Innova&Smart where she leads international smart city transformation projects. Previously, she worked at the Barcelona City Council for four years (2011-2015), promoting the Barcelona Institute of Technology (BIT) to implement Smart city strategies in the city under PPP and collaborative models. Before, she worked at the Government of Catalonia, where she developed strategic planning tasks, as well as an evaluation methodology to assess the impact of R&D and Innovation policies. She also worked at the Studies Service at a Financial Institution, where she carried out economic research and financial analysis.

She studied at the University of Barcelona and the London School of Economics (LSE) and holds an Executive Master in Public Administration (ESADE Business School).

She has published a paper on evaluation for the American Evaluation Association and is the author of the Catalonia's Annual R&D and Innovation Report 2011. She is member of the European Commission's Innovation Partnership on Smart Cities.

Núria Betriu i Sánchez, Director General of Industry and CEO of the Agency for Business Competitiveness (ACCIÓ), Government of Catalonia.



Born in Lleida in 1977, she is an industrial engineer, with a major in chemistry and a Master's Degree in Business Organisation from the Universitat Politècnica de Catalunya and from the École Polytechnique de Paris. She started her career in the pharmaceutical sector in the areas of quality and R&D. She later performed different managerial and project management tasks in pharmaceutical, food and electronics companies. In 2007, she founded an engineering company that specializes in food, the environment and strategic consulting in the areas of production, internationalization, quality and R&D. She was a partner and its general manager until 2013. In June 2013, she assumed the management of the Catalunya Emprèn programme with a view to promoting and coordinating the Government of Catalonia's entrepreneurship policies. On 16 February this year, she was appointed Director General of Industry, a position that she combines with that of CEO of ACCIÓ, a post she has held since October 2014. Under her leadership, ACCIÓ has encouraged the pairing of innovation and internationalization as a strategy with which to strengthen the competitiveness of Catalan companies and has launched the Catalonia Trade & Investment brand for the international promotion of the Government of Catalonia's area for inward investment.

Miquel Rodríguez Planas. Manager at Public-Private Sector Research Center, IESE



Miquel holds a Bachelor's degree in Economics from the Universitat Autònoma de Barcelona and has attended a Management Development Program (PDD) at the IESE Business School. He has a deep experience in public-private partnership, holding positions in the public administration as in the private sector and the NGOs sector. He has worked in different fields, such as higher education, public works, and social policies. He is the former COO of the Manresa Campus of the Central University of Catalonia, and previously he has been the Public Attention CoDirector at the Barcelona Culture Universal Forum, Director of the Department of Roads at the Island Council of Menorca, and Manager at the NGO Friends of the Elderly. He has worked in the public sector and NGO consultancy, and has been analyst on territorial policies for the Presidency of the Government of Catalonia.

The Specialist Center on Smart & Sustainable Cities (PPP for Cities).

The **Specialist Centre on PPPs in Smart and Sustainable Cities (PPP for Cities)** is a research, innovation and advisory center that aims to provide public administrations throughout the world with support in the organization, management and development of projects involving collaboration between the public and private sectors in the smart cities arena.

PPP for Cities task is to help cities around the world transform themselves into Smart and Sustainable Cities (SSC) by embracing the Sustainable Development Goals (SDG) of the United Nations (UN). **PPP for Cities** will focus its efforts in particular to address goal number 11, “Make cities and human settlements inclusive, safe, resilient and sustainable” using Public-Private Partnerships as one of the most successful mechanism.

It is also a partnership platform between companies and administrations from all over the world where they can further explore the dynamics of public-private partnerships, create guides to good practices and standards and design solutions to the issues facing cities.

The center is led by **IESE Business School** and is part of the **United Nations’ International Centre of Excellence on PPPs program**. It has the support and sponsorship of Barcelona City Hall and other public administrations and private companies.

The headquarters of the PPP for Cities are located in **Public-Private Sector Research Center at IESE (PPSRC-IESE)** in collaboration with the **Cities in Motion** program.

Vision

To become an international benchmark in the provision of advisory services to public administrations regarding how to improve and plan their cities through the public-private collaboration. These services shall be based on the creation of an archive of practical case studies, the development of management standards, the publication of handbooks on good practices, training and ongoing research and innovation.

Objectives

According to the United Nations, some of the main objectives of the PPP for Cities are:

- Identifying and disseminating good practices internationally
- Creating working standards for designing, bidding, contracting, managing and evaluating PPP for cities projects
- Helping governments develop public-private partnership projects in the sphere of cities
- Creating spaces of debate among companies, administrations and experts from all over the world on specific topics
- Conducting research
- Designing training strategies in the sector for state, regional and local governments, especially in countries with less experience, and fostering the exchange of knowledge with countries with more experience in PPPs
- Providing specialized training in PPPs

Website: www.pppcities.org

The Public Private Sector Research Center.

The Public-Private Sector Research Center was created in October of 2001. Its mission is to foster cooperation between the private sector and public administrations, as well as the exchange of ideas and initiatives, through dialogue, research and education. The aim is to open a way of cooperation and exchange of ideas and initiatives.

The objectives of the Center are the following:

- To promote high quality scientific research about the business sector and public administration
- To consolidate a group of international investigative excellence in the fields related to the Center
- To spread scientific studies in business media and administrations to impact public policies created in Catalonia, Spain, Europe and Latin America.
- To serve as a forum bringing together professionals and researchers from companies, as well as public administrators.
- To contribute to high level business training in the business sector area and public administration.

In addition to its role as a research entity, the Center also seeks to promote educational activities and forums for experts in the field, through the design of courses, seminars and conferences.

Research

Research is the main focus point of Center PPSRC Activity. Research project conclusions will be disseminated through journals, academic conferences and discussion forums.

A few of the topics which the center would like to focus its attention on:

- Regulation and Competition. With special emphasis on the study of regulated sectors such as telecommunications, media, energy, financial markets or health.
- Innovation. Including topics like new technologies and patents.
- Regional Economics and Industrial Policy. Emphasizing on the location of the economic activity and firm headquarters.
- Public Economics and The Welfare State. Aspects related to the welfare state will be analyzed, with a special focus on those related to health economy.

Events and activities

In order to promote dialogue and the exchange of ideas, the PPSRC Research Center organizes and sponsors a number of seminars and conferences throughout the year to analyze and discuss the many different research areas of the center.

Website: www.iese.edu/ppsrc

The Cities in Motion program.

IESE Cities in Motion Strategies is a research platform that was launched by the IESE Business School Center for Globalization and Strategy and the IESE Department of Strategy.

The initiative connects a worldwide network of city experts and specialized private companies with local administrations all over the world, with the goal of developing valuable ideas and innovative tools that can generate smarter cities and promote change at the local level.

The mission of the platform is to promote the Cities in Motion Model, that includes an innovative approach to city management, and a new urban model for the 21st century, based on 4 main drivers: sustainable ecosystems, innovative activities, equitability among citizens and connected territory.

Main strategic lines

1. To develop a comprehensive approach to smart governance strategies
2. To conduct research and bring innovation to governance strategies all over the world
3. To identify and communicate international best practices
4. To design case studies
5. To connect urban leaders to powerful ideas through events and networking

Main activities

1. Research projects on smart governance
2. Event organization and networking actions
3. Creation of academic and training materials
4. Publication of content on challenges and opportunities in cities
5. Collaboration with international centres
6. Participation in international forums

Website: www.iese.edu/cim

IESE Business School.

IESE BUSINESS SCHOOL is committed to the development of leaders who can have a positive, deep and lasting impact on people, firms and society through professionalism, integrity and spirit of service.

IESE aspires to be a world-class and truly global business school, seeking teaching excellence and research impact, with an international campus in Barcelona-Madrid-New York, offices in Munich, and executive programs in key countries or regions around the world, including Eastern Europe, Africa, Brazil and China.

The school's core values are articulated in its programs and materials. They are based on the belief that firms are, above all, communities of people who work better in an atmosphere of trust.

Website: www.iese.edu