

**GROWN IN BRITAIN  
& NORTHERN IRELAND**  
GLOBAL BUSINESS PROGRAMME

MILAN EXPO 2015

**GREAT WEEK  
SUSTAINABILITY**

**GREAT WEEK**  
BRITAIN & NORTHERN IRELAND

## Global Challenges and Opportunities in Smart Cities

**15 - 19 June 2015**

Taking place in Milan to coincide with Expo 2015, the GREAT Week Sustainability programme will provide you with unrivalled access to leading British businesses working in the field of urban sustainability. Focusing on smart cities, the event is both an excellent opportunity to forge partnerships with UK companies from throughout the supply chain, and to identify new investment opportunities.

Recent research conducted by Arup on behalf of the Department for Business, Innovation and Skills, estimates that the smart cities industry could be worth more than \$400 billion globally by 2020. The UK's strengths across technology, energy, water, waste, transport and health mean that British businesses are expected to gain a 10% share of this burgeoning market.

### By participating in this GREAT Week you will be able to:

- Meet UK companies working across the supply chain in smart cities who are seeking to grow their business in new markets
- Enjoy bespoke business matching with UK, Italian and international companies
- Take part in our global thought leadership conference, engaging in discussions on; the sustainable urban landscape in the global context, innovating for the 21st century and the citizen and the city. Hear from:
  - Lloyds of London on the world's riskiest cities
  - Arup on Italian project procurement
  - John Davies, Director of Technology Partnerships at UKTI, on how he qualifies overseas opportunities
  - All Party Parliamentary Group for Smart Cities on the UK smart cities landscape
  - Stephen Hilton, Director of the Futures Group at Bristol City Council, on Bristol's smart city success story
  - Enel, Italy's largest energy distributor, on how SMEs can enter its supply chain
- Network with industry peers and influencers
- Companies who participate in the 1-2-1 Meeting Programme will gain complimentary entry to Milan Expo 2015 and priority fast-track entry to the UK pavilion

### Find out more

Email us on:  
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UK Trade  
& Investment

*Don't miss out. Think big. Go global.*

