

SMART CITY CONCEPT

INNOVATIONS

SHARED ECONOMY

ANNUAL B2B MEDIA CONFERENCE

SEE THE FUTURE!

*Nov, 3-th 2016
Sopharma Business Towers*

2016

b2b Media

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2016



“Fortunes have already been made in the sharing economy, yet the biggest impact on business and our daily lives is yet to come.”

— Erik Brynjolfsson

co-author of *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies*

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БЪДЕЩЕ

3 Ноември 2016

ГОДИШНА КОНФЕРЕНЦИЯ НА B2B MEDIA

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SOFTWARE
UNIVERSITY

1) Industry and competition

A Platform Economy? A Sharing Economy? A Smart Economy?
The Changing Nature of Work, Employment, and Market Competition.

What are the emerging business models in the sharing economy?

What are the entrepreneurial profiles of project leaders in the smart economy?

How do collaborative practices and business models impact established industries?

How do existing industries integrate them in the new realm?

2) Collaborative consumption and the sharing economy

What are the new consumption / production patterns
of collaborative goods and services?

What are the motivations and characteristics of customers?

3) Going Digital. The Digitalization of Everyday Life.

4) Public regulation

What are the economic, social and environmental impacts of the sharing economy?

What kind of public incentives are likely to frame the development of the sharing economy?

5) Smart Machines & Smart People - The Future of Business.

THE AGENDA

2016

9:30 – 10.00 Keynote speeches

10.00 – 11.30 DEBATE:
Innovation, Sharing Economy & Smart cities
2 open discussions and questions from
the audience

11.30 - 12.00 COFFEE BREAK



12.00 – 12.45 SESSION 1

AI, Big Data and Internet of Things.
IT talent pool & labor market.
Presentations followed by Q&A session

12.45 – 13.30 SESSION 2

Cloud Innovations, Digital Communication
and Apps Market
Presentations followed by Q&A session



13.30 – 14.30 LUNCH BREAK



14.30 - 15.30 SESSION 3

Bulgaria prepares for
smart cities & smart buildings
Presentations followed by Q&A session

15.30 - 16.00 SESSION 4

Most efficient models and strategies.
Startup's projects.
Presentations followed by Q&A session

16.00 – 16.30 RAFFLE,
NETWORKING & COFFEE



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Innovations, Sharing Economy & Smart cities

Open discussions and questions from the audience

First discussion:

Svetlin Nakov - Founder of "Software University"

Galin Borodinov - PR practitioner, Managing Director of PR Point

Pelagia Viatcheva - Head of IR, Sopharma AD and Member of the ABIRD Board

Moderator:

Nadya Marinova - Editor in Chief of b2b Media

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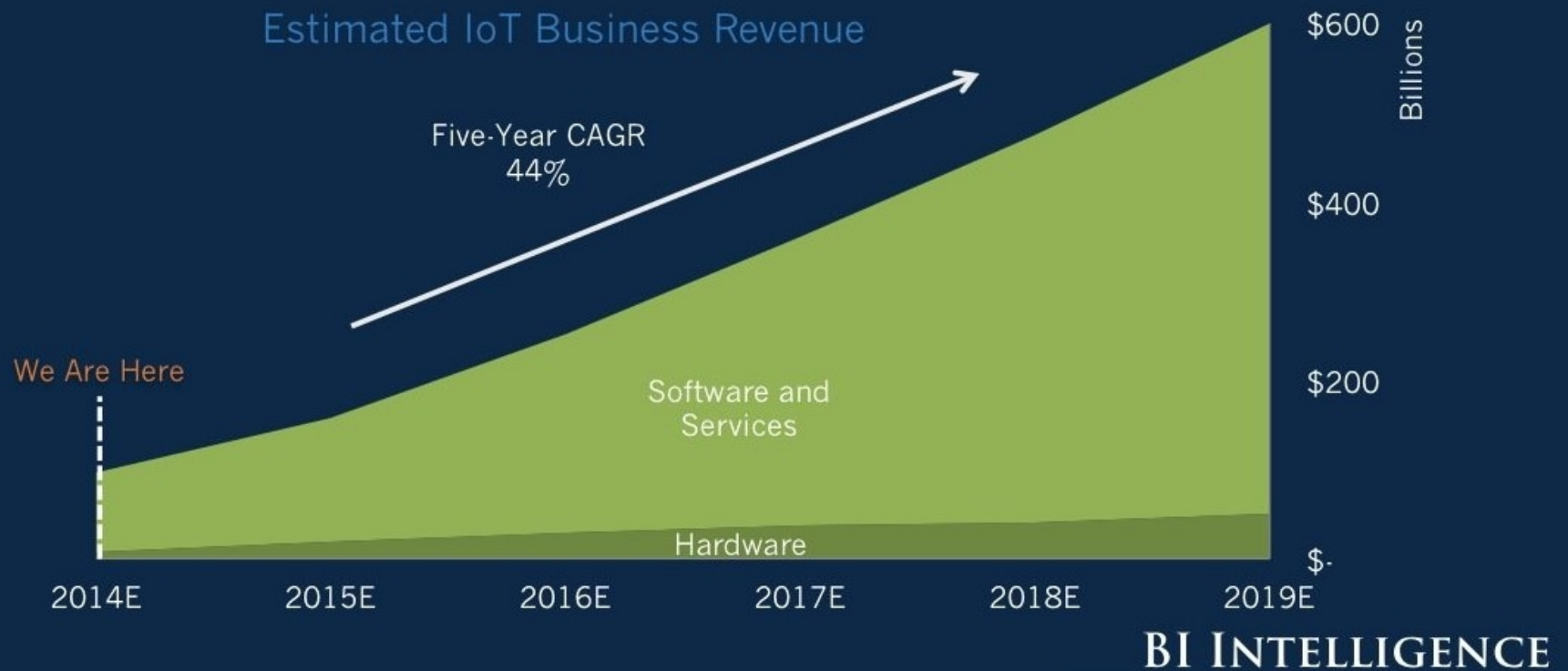
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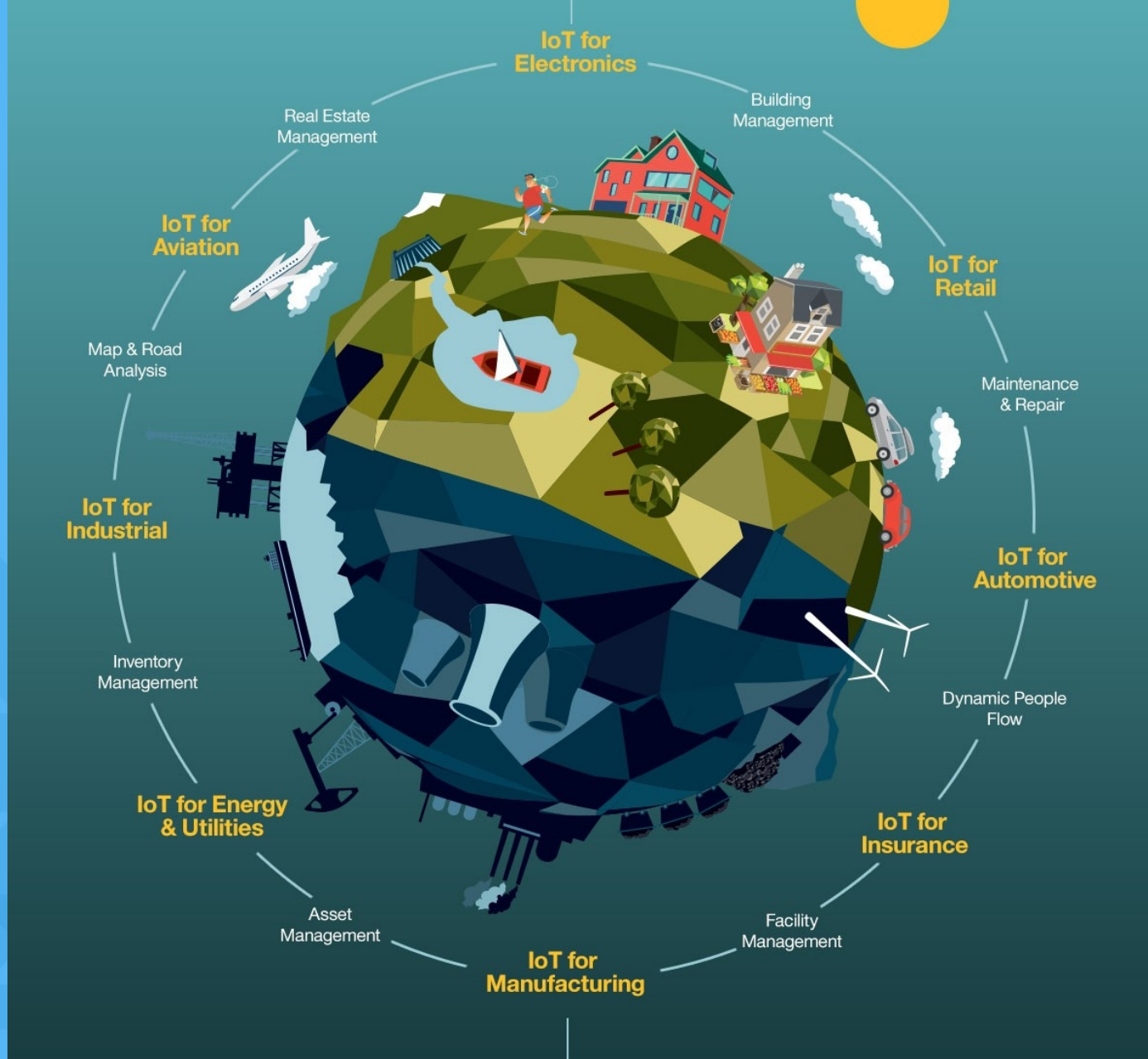
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To Provide The Software That Will Run The IoT ...



Source: BI Intelligence Estimates

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Innovations, Sharing Economy & Smart cities

Open discussions and questions from the audience

Second discussion:

Goran Milanov - President of the Bulgarian Facility Management Association

Architect Borislav Ignatov - Chairperson of the Management Board of the Chamber of Architects in Bulgaria

Bisera Ivanova - Deputy CEO of Mundus Services

Moderator:

Nadya Marinova - Editor in Chief of b2b Media

THE INTERNET OF THINGS AND THE CONNECTED HOME

THE SMART HOME

Most of us will interact with the IoT right at home. The smart home, that is. A smart, or connected, home leverages solutions from companies like Control4 to get all the different devices and systems in a home talking to one another—and you—while also providing one-touch control from virtually any mobile device.



There are **MORE DEVICES** connected to and **COMMUNICATING** through the internet **THAN** there are **PEOPLE**.

TV, MOVIES & GAMING

APPLIANCES

HVAC

SECURITY

There were

9 BILLION

CONNECTED DEVICES IN 2012.

By 2020 that number is projected to explode to

40 BILLION

CONNECTED DEVICES.

MUSIC & PODCASTS

LIGHTING

SHADES

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"The Invisible Asset"



POTENTIAL BY 2022 – FIVE KEY MARKETS

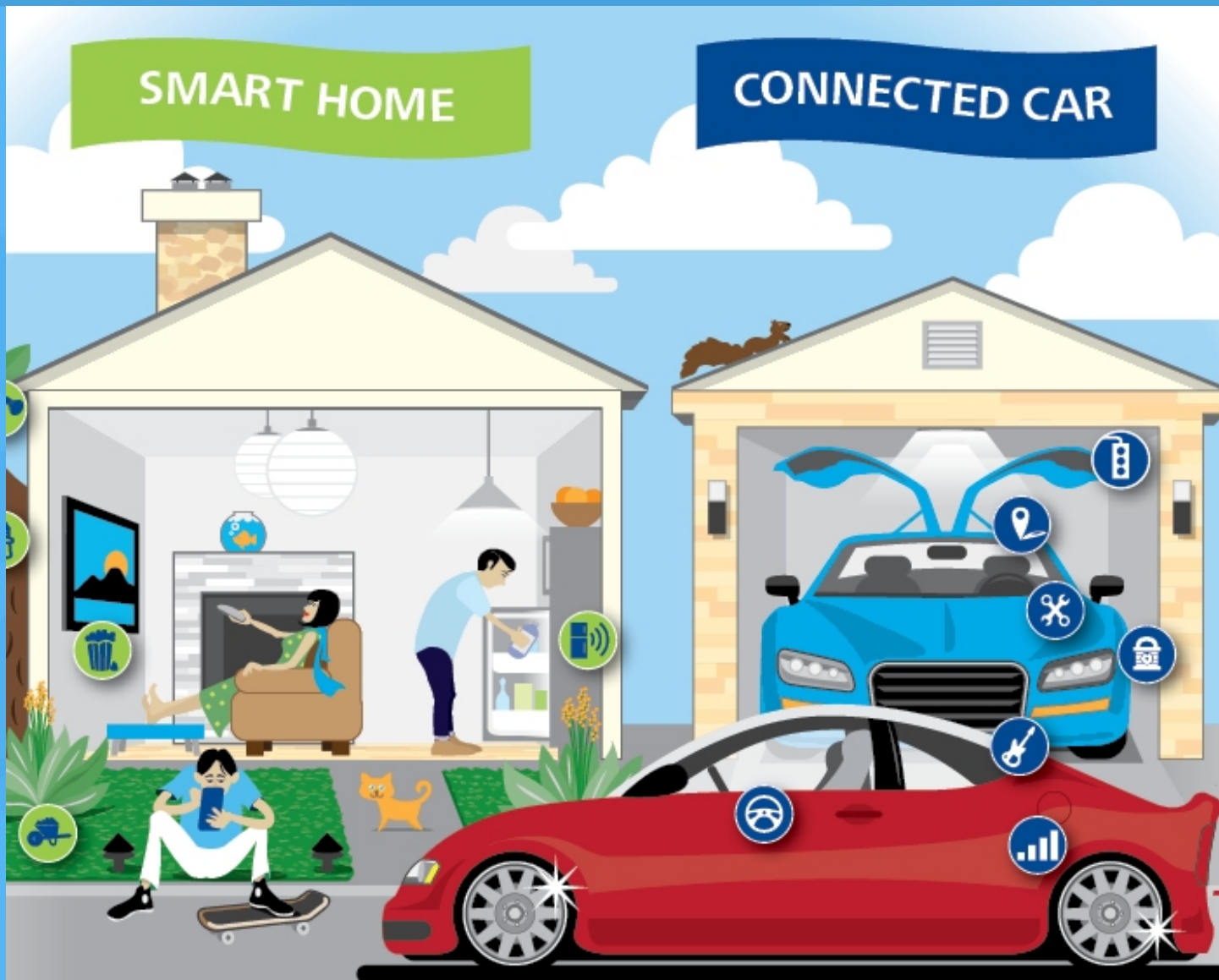
596 billion euros

IoT-based revenue by 2022



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"Архитектурата не е математика или зонирание – тук става въпрос за емоции", казва Марк Кушнер.

Ако хвърлим поглед назад ето какво се случи през последните 30 години: архитектурата бе ше напълно отдалечена от предпочитанията на обществото, но постепенно то започна да формира мнение и да се намесва, докато накрая се превърна в съществена част от вземането на решения относно дизайна и архитектурните решения.

С помощта на социалните медии днес архитектите получават обратна връзка за една сграда още преди тя да е създадена.

Резултатът? Имаме архитектура, която се прави повече за нас и е съобразена с нас – нещо, което преди беше немислимо.