

# SPOTLIGHT ON URBAN TECH IN EUROPE

The ultimate smart investment opportunities guide  
for navigating Europe's urban tech development

SPECIAL REPORT

2020 -2021

**URBAN  
TECH**

**PARTNER PACK**



[www.urbantech.world](http://www.urbantech.world)

## INTRODUCTION

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Forglobal and See Intelligence have joined forces to uncover Europe's Urban Tech.

We will explore opportunities for smart investment in 30 European cities, when navigating Urban Tech developments. It is not a ranking, but a selection of the most promising European cities and an understanding of the businesses involved.

**Spotlight on Urban Tech in Europe 2020-2021** will include primary and secondary research, surveys and interviews, online and offline events, executive summaries and a final report.

## THE PROCESS

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### INTERVIEWS

120+ in-depth interviews with senior city officials, industry expert and company representatives interested in investing in the region, or expanding there.

### SURVEY

250+ city and industry experts from corporates and SMEs as well as senior academics will be sharing their insights to identify current and future trends, developments and innovations.

### EVENTS

There will be 10 online and 2 offline events, starting in June 2020. Each event will focus on a specific topic related to urban tech. There will be panel discussions with the opportunity to ask the expert and interact with them.

### EXECUTIVE SUMMARIES

Each event will be followed by an executive summary featuring event highlights, expert insights and a sneak peak at preliminary survey results.

### THE FINAL REPORT

We will publish the final report in June 2021, which will offer insights and analysis of trends, innovations and business opportunities in the market.



## WHY PARTNER

Becoming a partner of 'Spotlight on Urban Tech in Europe' will give you a head start on a number of fronts. It is an outstanding lead generation and profile-raising platform and also helps to enhance your company's leadership when prospecting for new clients.

Join us as a partner and:

### BROADEN YOUR BRAND EXPOSURE

Your brand will be featured in the relevant section of the report, in the monthly executive summaries, as well as in our online and offline events throughout 2020- 2021.

We will also promote you via our combined digital channels.

### STRENGTHEN YOUR THOUGHT LEADERSHIP

As a business you will be well-positioned as an ideal partner and thought-leader.

As a city you will use your investment attractiveness by showcasing yourself as an ideal location for those looking to increase their European footprint.

### GREATLY EXPAND YOUR NETWORK

You will have the opportunity to engage with potential clients, partners, experts and cities to strengthen your international network.

Get direct access to company representatives, industry experts, senior city officials, academics, respondents-interviewees and other sponsors.

## REPORT STRUCTURE

The report will be based on the **goals and objectives** of cities and organisations and will reflect the future trends and initiatives that drive urban tech developments and opportunities.

### REPORT STRUCTURE

- What is urban tech
- Global trends and futurists view on urban development
- Urban tech in Europe – analysis of obstacles and opportunities

#### Six key areas

1. City mobility
2. Connectivity & digitalisation
3. Edtech & worktech
4. Govtech
5. Greentech & cleantech
6. Proptech

#### Six key technologies

1. AI and machine learning, VR, AR (Mixed Reality)
2. Blockchain
3. Geospatial technology
4. ICT
5. Internet of Things and Big Data
6. Sensors

#### 30 City profiles

- 10 in Western Europe
- 10 in Eastern Europe
- 10 cities to watch



## CITIES COVERED

The report will highlight a total of **20 pioneering cities across Europe** (10 in western Europe and 10 in emerging Europe) already offering great business opportunities with urban tech projects, innovations and developments.

The spotlight is on these 20 cities due to current and potential opportunities for businesses looking to the region.

Also included in the report will be **10 'cities to watch'**.



### WESTERN EUROPE

Aarhus, Denmark  
 Barcelona, Spain  
 Cork, Ireland  
 Lisbon, Portugal  
 Lyon, France  
 Manchester, UK  
 Milan, Italy  
 Munich, Germany  
 Rotterdam, Netherlands  
 Turku, Finland

### EASTERN EUROPE

Budapest, Hungary  
 Cluj-Napoca, Romania  
 Krakow, Poland  
 Kyiv, Ukraine  
 Ljubljana, Slovenia  
 Prague, Czech Republic  
 Sofia, Bulgaria  
 Tallinn, Estonia  
 Tbilisi, Georgia  
 Vilnius, Lithuania

THE **20** CITIES\*

## SESSIONS TO PROMOTE THE REPORT

**10** online sessions

**2** offline sessions

Due to restrictions on international events, we have taken the decision to launch 'Spotlight on Urban Tech in Europe' via a **series of online sessions**, in order to maximise business opportunities for our partners:

- broaden your brand exposure
- strengthen your position as a thought-leader
- expand your network

There will be dedicated online sessions bringing key stakeholders and partners together in front of an audience comprising investors, advisors, thought leaders and media.

As a partner you will be promoted via our online and offline\* events and directly connect with this audience. You will also be featured in the executive summaries and the final report.



**We will also promote the report with panel discussions at major events, such as London Tech Week and MIPIM\*.**



\* Offline events may be subject to change

## PARTNERSHIP OPTIONS

	BRAND EXPOSURE	BRAND EXPOSURE + CONNECTIONS
<b>DIGITAL COPIES</b>		
Monthly executive summaries	unlimited use	
Final report	unlimited use	
<b>REPORT CONTENT</b>		
Advert	1 page	
Editorial: interview or thought leadership piece	1 page	
<b>BRANDING</b>		
In the final report's partner section	logo + 30 words + hyperlink	logo + 50 words + hyperlink
In the monthly executive summaries	small logo in partners' section	medium logo in partners' section
At all ONLINE and OFFLINE* events	small logo on a branded wall	medium logo on a branded wall
On the report website	logo + 30 words + hyperlink	logo + 50 words + hyperlink
Via our combined digital channels	yes	yes
<b>LEAD GENERATION</b>		
Direct connection with other report partners	-	yes
Contact details of survey respondents and interviewees	-	yes
Event related matchmaking and networking	-	yes
<b>BONUS</b>		
Delegate tickets to related events	25% discount	30% discount
Forglobal, See Intelligence and our partners advisory services	15% discount	25% discount

**ADDITIONAL VIP OPTIONS, SUCH AS EXPOSURE, IN-HOUSE PRESENTATIONS AND NETWORKING PARTNERSHIPS AVAILABLE ON REQUEST.**

\* Offline events may be subject to change

## NEXT STEPS

Contact us today to discuss your business goals and identify together a partnership format tailored around your needs.



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## ABOUT US



[seeintelligence.com](http://seeintelligence.com)

With focus on international expansion, inward and foreign direct investment and trade, See Intelligence provides international business introductions for public and private sector. They match governments, cities and economic / regional development authorities with corporates seeking to expand internationally and help corporates engage with cities/ region(s) which best fit(s) their needs.



[forglobal.com](http://forglobal.com)

Forglobal supports international entrepreneurs expanding into new markets. The Forglobal platform is a web-based solution already in use by the investment promotion agencies of 40+ major world cities. The organisation believes that international business connects people across borders and strengthens local economies.

## ADVISORS

