



**Galileo/EGNOS & COPERNICUS and mobile internet:
satellites for location-based services and intelligent transport**
The SUNRISE Roadshow:
**Mobile services - an emerging industry with chances
for modern jobs in Romania**

Date: Monday, December 08, 2014
Time: 9:00 h - 16:30 h
Location: Marriott Hotel, Bucharest
Moderator: N.N.

9.00	Welcome and registration
	Welcome speech
9.30	<i>Florin Jianu, Minister for SMEs, Business Environment and Tourism</i> <i>Sebastian Metz, General Manager AHK Romania</i>
	Keynote Speeches: European Mobile & Mobility Industries Alliance
9.50	Jürgen Vogel - Coordinator International Programs bavAIRia e.V. Gilching Micael Gustafsson, Clusterland Sweden, Malmö
	mobilise europe! & Romania
	<ul style="list-style-type: none"> • EMMIA introduction, background & methodology Jürgen Vogel - Coordinator European Mobile & Mobility Industries Alliance - Policy Learning Platform (EMMIA PLP) • mobilise europe! General findings Micael Gustafsson, Clusterland Sweden (EMMIA PLP) • Challenges and suggestions for Romania Micael Gustafsson, Jürgen Vogel • Open discussion • Summing-up and Closing of Session 1 Micael Gustafsson, Juergen Vogel
10.10	
12.00	Lunch Break
13.00	Introduction and aims of SUNRISE Martin Haunschild – ENCADRE, Nice
13.30	Priorities of the Romanian capacity in space activities <i>Dr. Marius Piso, Romanian Space Agency (to be confirmed)</i>
14.00	Telekom Romania M2M product portfolio <i>Vasile Voicu, Product Manager B2B, Telekom Romania</i>
14.30	Cross-border (D-A) challenges in Intelligent Transport & Mobility <i>Lars Holstein, Economic Development Agency, Berchtesgadener Land</i>
15.00	GP-AIMS – Monitoring of long-range railways via GNSS–satcom –earth observation–sensors <i>Dr. Martin Haunschild - ENCADRE</i>
15.30	Questions and answers
	End of the conference Networking with coffee and sweets

Partners:



SUNRISE is a coordination and support action supported within the 7th Research Framework Programme of the European Union



Language of the conference: English with simultaneous translation in Romanian

The SUNRISE Roadshow in Bucharest

The European Union is promoting the development and take-up of satellite navigation technologies and funds projects and initiatives developing applications based on the European Global Navigation Satellite Systems (E-GNSS). The SUNRISE Roadshow presents solutions for intelligent transport systems as well as location-based services (LBS), explaining how satellite navigation can contribute and add value to new products and services. Special focus is on innovative small and medium-sized enterprises helping to create modern knowledge intensive jobs. Time is now mature enough to stimulate and foster E-GNSS business development by identifying and taking into considerations users' needs, supporting applications development and guiding standardization. For more details to SUNRISE, see www.sunrise-project.eu.

To set the policy framework for the uptake and engagement in these new emerging industries of mobility, LBS and related mobile services, the outcomes of the European Mobile & Mobility Industries Alliance - Policy Learning Platform serve as an introduction to the roadshow. Both, mobile services as well as mobility industries are a direct valorization of the European (Global) Navigation Satellite Systems.

The European GNSS Agency's (GSA) mission is to support EU objectives and achieve the highest return on E-GNSS investments, in terms of benefits for users, economic growth and competitiveness.

Partners:



SIEMENS

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