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
9.30	**Welcome speech** *Florin Jianu, Minister for SMEs, Business Environment and Tourism* *Sebastian Metz, General Manager AHK Romania*
9.50	**Keynote Speeches: European Mobile & Mobility Industries Alliance** Jürgen Vogel - Coordinator International Programs bavAIRia e.V. Gilching Micael Gustafsson, Clusterland Sweden, Malmö
10.10	**mobilise europe! & Romania** • **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
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** *Dr. Marius Piso, Romanian Space Agency* ***(to be confirmed)***
14.00	**Telekom Romania M2M product portfolio** *Vasile Voicu, Product Manager B2B, Telekom Romania*
14.30	**Cross-border (D-A) challenges in Intelligent Transport & Mobility** *Lars Holstein, Economic Development Agency, Berchtesgadener Land*
15.00	GP-AIMS – Monitoring of long-range railways via GNSS–satcom –earth observation–sensors *Dr. Martin Haunschild - ENCADRE*
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.

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