

**INFORMATION ON ‘2019 SEOUL SMART MOBILITY EXPO’**

The theme of the 2019 Seoul Smart Mobility Expo is “Freedom of Mobility: New Value and Possibility”, and it reflects Seoul’s commitment to create the most movable smart city in support of a higher quality of life and an ever connected community. With diverse programs of international conference, as well as outstanding exhibition (including experience events) full of the latest innovations and products, the Expo will be an opportunity for participants to discuss, network and share ground-breaking mobility technology. Not only that, but also we would like to present the blueprint of the future mobility of Seoul through the discussion on the development of smart mobility. Brief information on the Expo is below.

- Title: 2019 Seoul Smart Mobility Expo
  - Date: 8 (Fri.) ~ 9 (Sat.) November, 2019 (International Conference: 8 Nov., Exhibition: 8~9 Nov.)
  - Theme: Facing the Future Today – A Blueprint of the Mobility of Seoul
- Location: Around 1605 Sangam-dong, Seoul, Mapo-gu, South Korea
  - International Conference: International conference hall, Nuri-Dream Square Building
  - Exhibition: Nuri-dream Square, Sangam-culture Square, World Cup buk-ro
- Host/Sponsor : Seoul Metropolitan Government / The Seoul Institute, T-money, CITYNET
- The expected number of participants: 2,500 people
- Details of the Program

Event	Date	Details	
International Conference	Friday 8 Nov. 13:30~18:00	● Opening Ceremony	✓ Opening Speech - Seoul Mayor ✓ Celebratory Speech - TBD
		● Seoul Declaration	✓ Declare “Seoul Declaration for Future Mobility of Seoul”
		● Keynote Speech & Deep Dive Talk	✓ Keynote Speech - Prof. Moshe Ben-Akiva (MIT University) ✓ Deep Dive Talk - Participants: Seoul Mayor, Mobhe Ben-Akiva (MIT), Mark Moore (Uber), TBD - Moderator: Cha Doo-Won (Code 42) as moderator
		● Session I	✓ Topic: Autonomous Driving - Presenters: Christian Dlekmann (Mercedes Benz Kroea), Moon Hee-Chang (Unmanned Solution), Kim Taekuk (T-money) - Moderator: TBD
		● Session II	✓ Topic: Urban Air Mobility - Presenters: Hunter Zhang (Ehang), Thomas Mager (Volocopter), Hwang Chang-Chun (KARI) - Moderator: Alex Jensen (TBS eFM)
Exhibition & Experience Event	Saturday 8-9 Nov. 10:00~18:00	● Exhibition of Smart Mobility	✓ Drone Taxi ✓ Autonomous Driving Vehicle ✓ Personal Mobility ✓ Seoul Mobility as a Service (MaaS)

		● Pilot Service of Autonomous Driving Shuttle Bus	✓ 3 autonomous driving shuttle bus will be operated along a certain route without road control
		● Demonstration of Autonomous Driving Vehicles	✓ Autonomous driving vehicles are demonstrated along 2 scenarios. The scenarios are expected to be (1) On-Demand, (2) Parcel Service
		● Personal Mobility Track Experience and etc.	✓ Safety Education on Urban PM riding ✓ PM riding on the track

※ TBD: To Be Determined

※ The schedule of the program can be changed.

