

## 'Smart Cities' Conference

Monday Jan. 19th till Wednesday 21st 2009

Prince Khaled Al-Faisal, governor of Makkah region opened the international conference on intelligent cities. The conference was organized by the Makkah Municipality in cooperation with the Communications and Information Technology Commission (CITC) and the Makkah-based Custodian of the Two Holy Mosques Hajj Research Center. The event was held at Umm Al-Qura University, Jan. 19th -20th with workshops on 21st. It brought together a large number of experts from around the world to discuss the best ways to apply intelligent city concept to Makkah.

The event aimed at expediting the use of smart city technologies in Makkah for the benefit of the millions of pilgrims who come to the city every year for Hajj and Umrah. The conference contributed to improving the services being rendered by various government departments in the city to both citizens and pilgrims. It is an initiative to apply smart city technologies in the Kingdom and transform it into a knowledge-based society and an e- economy. It is worth mentioning that the transformation of Makkah into an excellent intelligent city will help address the needs of pilgrims from around the world. The conference also aimed at creating smart cities and buildings with broadband services available for all visitors, citizens at the business, residents and public places. In addition, the conference addressed the provision of e-government services to develop services to residents and guests, boost productivity, enhance global communications, and provide state-of-the-art emergency response and disaster mitigation applications.



2MAS integrated solutions contributed with two major topics to the success of the conference being held by Eng. Richard Pollak Vice President Business Development of 2MAS and CEO and Founder of 4C consult focusing on e-Government services based on the Austrian success story being number 1 ranked in Europe. Dr. Alexander Renner CTO of Siemens highlighted the smart traffic solutions in the workshop; the sponsor of Siemens for smart traffic solutions is 2MAS integrated solutions. Presentation of Eng. Richard Pollak Of special interest has been a secure and sophisticated portal solution, connecting the different ministries to avoid duplicating of applications, during the conference some other speakers made reference to this application as excellent tool.