

‘Market Creation & Policy Issues’

Connected Smart Cities Conference 2017

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SELECT for Cities**



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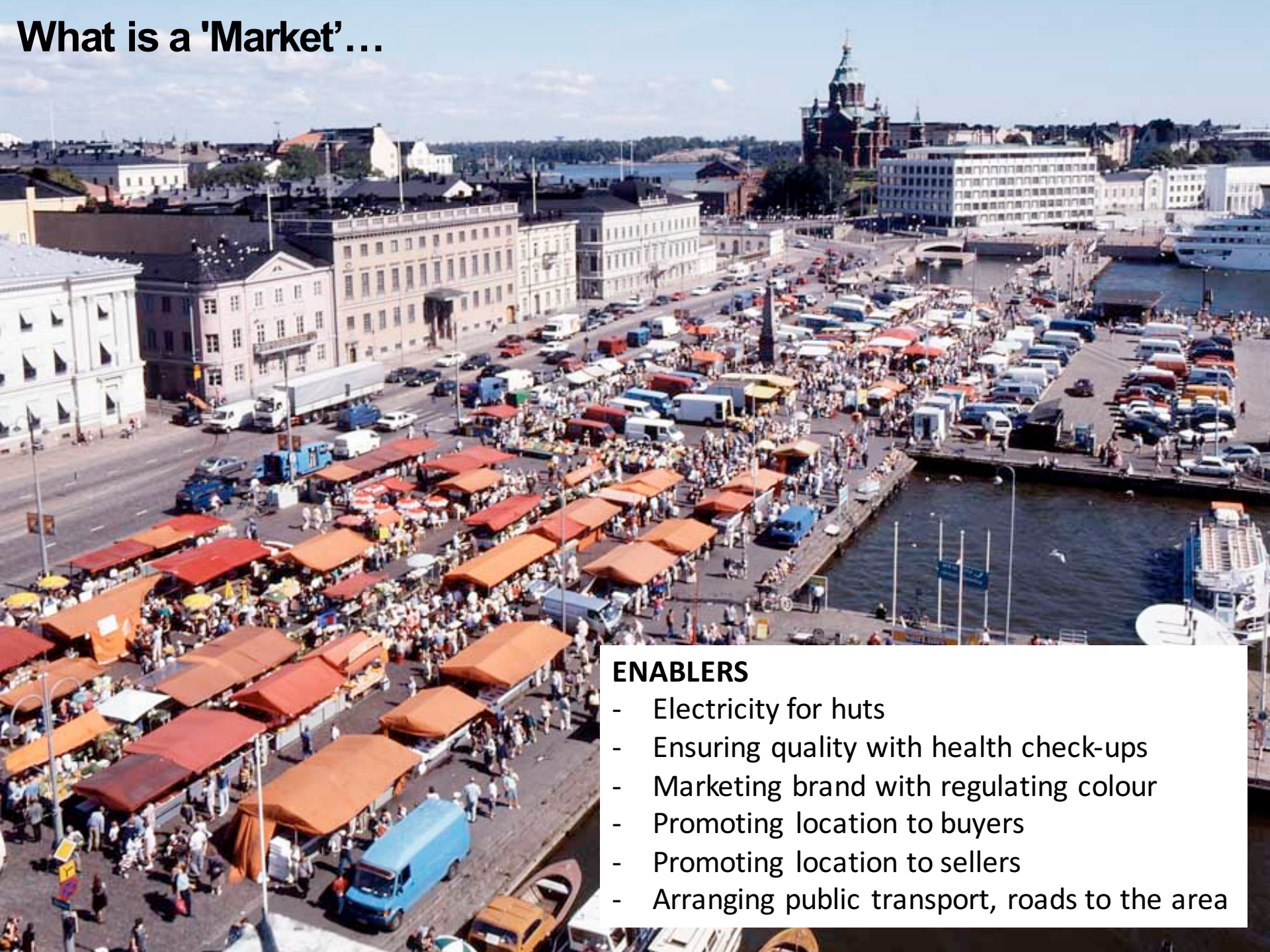
What is a 'Market'

A market is a medium that allows buyers and sellers of a specific good or service to interact in order to facilitate an exchange. This type of market may either be a physical marketplace where people come together to exchange goods and services in person, as in a bazaar or shopping center, or a virtual market wherein buyers and sellers do not interact, as in an online market.

Definition by Investopedia



What is a 'Market'...



ENABLERS

- Electricity for huts
- Ensuring quality with health check-ups
- Marketing brand with regulating colour
- Promoting location to buyers
- Promoting location to sellers
- Arranging public transport, roads to the area

What is a 'Market'...

DEMAND PULL TO GET PRODUCTS TO MARKET

- Buying fresh fish for the Mayor's dinners

ENABLERS

- Electricity
- Promoting location to sell
- Arranging public transport, roads to the area

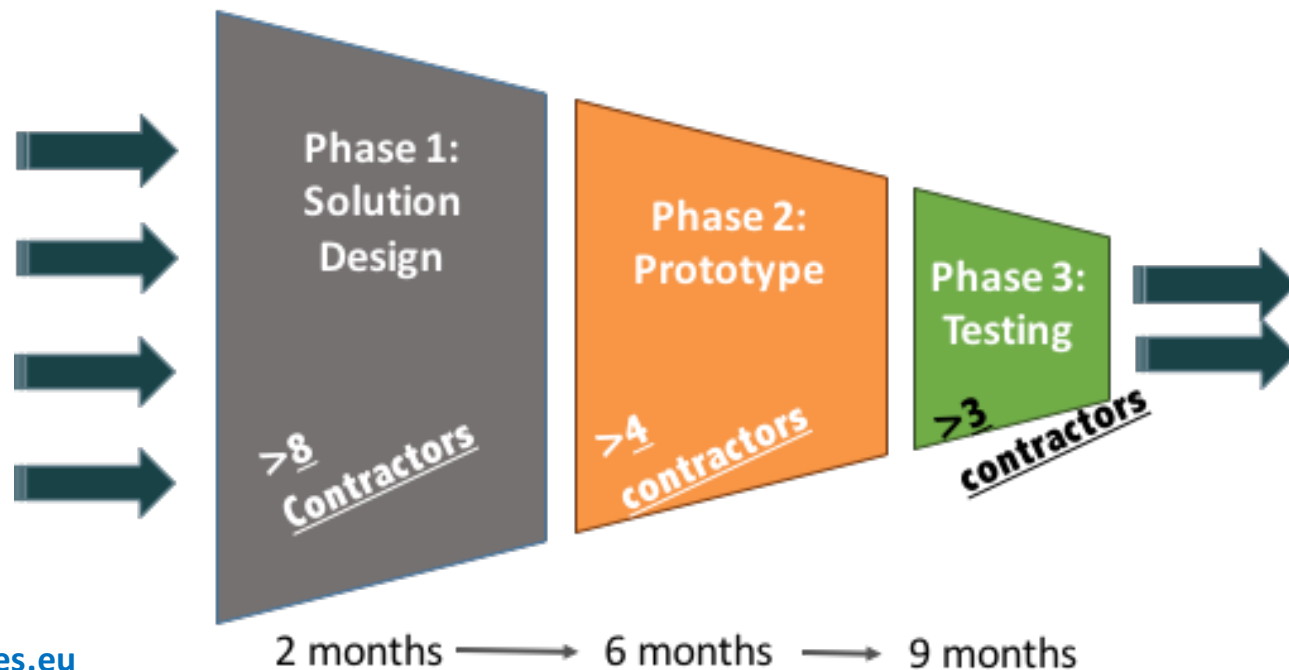
SYNCHRONICITY

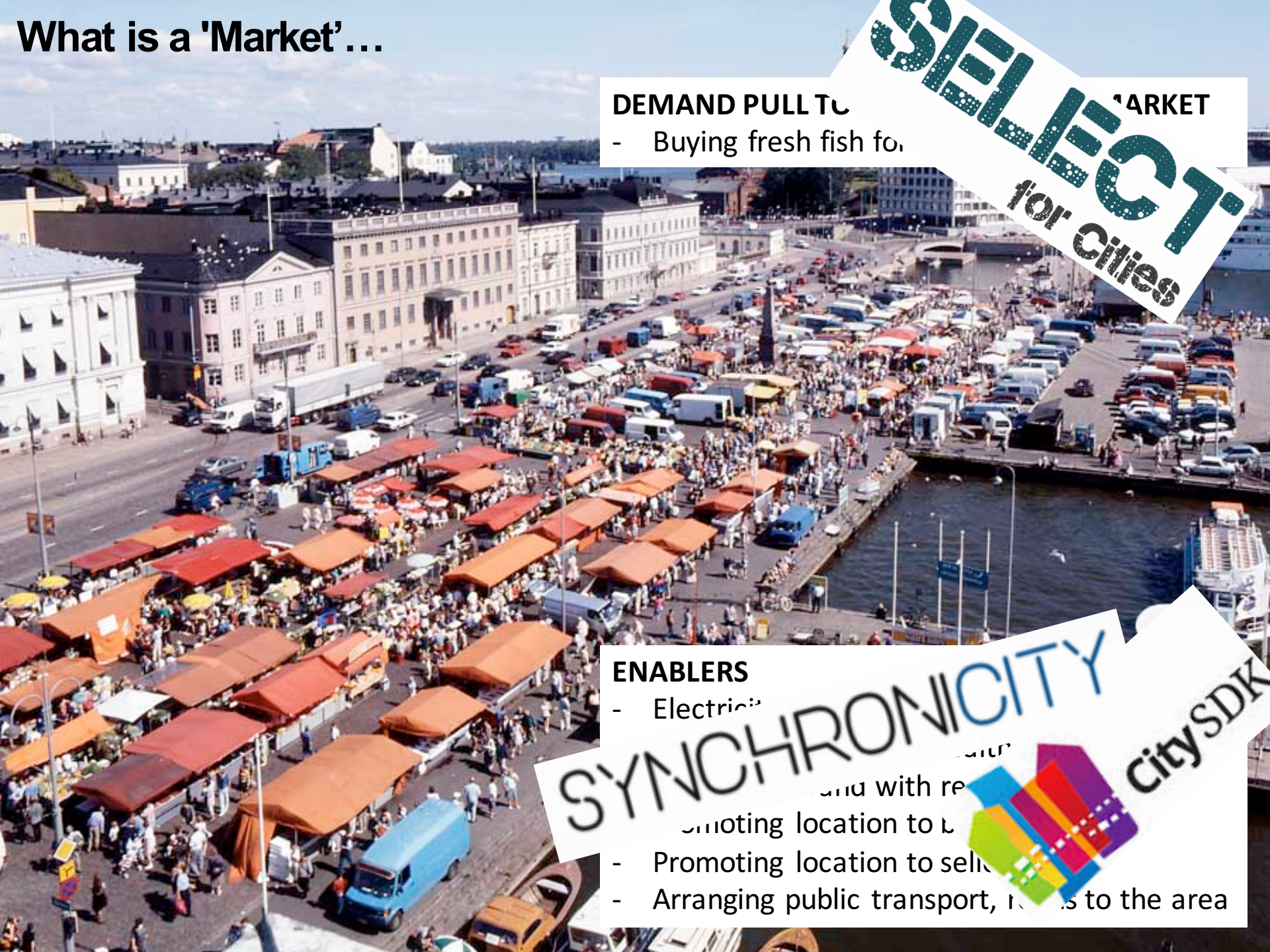


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Turning cities into large-scale Internet of Everything Labs

Call START: 30 Jan'17*
Call budget: 3.4 M€*





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ENABLERS

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- Arranging public transport, r

SYNCHRONICITY
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What is a 'Market'...

DEMAND PULL TO

- Buying fresh fish for

FOSTERING SUPPLY-SIDE

- Giving discounts for the costs/small subsidies for the small vendors and newcomers
- Ensuring market instead of monopoly: maximum 2 huts per 1 company

ENABLERS

- Electricity
- Promoting location to sell
- Arranging public transport, roads to the area

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What is a 'Market'...

SELECT MARKET

DEMAND PULL TO

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FOSTERING SUPPLY-SIDE

- Giving discounts for the costs/small subsidies for the small vendors and newcomers
- Ensuring market inste monopoly: maximum company




OPEN & AGILE SMART CITIES

ENABLERS

- Electricity
- Promoting location to sell
- Arranging public transport, roads to the area

SYNCHRONICITY



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