

July 14, 2020

## Smart Country Convention launches a Special Edition

- **Trade fair and congress for the public sector to present digital solutions at a virtual event in 2020**
- **New concept focuses on eGovernment and smart cities on 27 and 28 October respectively**
- **Outstanding programme of live events for invited visitors at hub27**

Digitalised local government and developing smart cities in Germany – the topics of the Smart Country Convention are now more relevant than ever. On 27 and 28 October 2020 the third edition of the event will be occupying a virtual space. This move by the digital association Bitkom and Messe Berlin comes in response to industry requests. The events on 27 October 2020 will be devoted entirely to eGovernment, while on 28 October the focus will be on smart cities. The programme will be broadcast live from the studio at hub27, and participants will have numerous opportunities to exchange views in this virtual space. For those interested, registration for the event is open now and free of charge. “The coronavirus crisis was a wake-up call for local government. Digitalisation must take place in every area now”, said Achim Berg, the president of Bitkom. “The public sector wants to have information now about the latest technological solutions, project management know-how and an exchange of views between all parties involved. That is precisely what the Smart Country Convention will be offering at this year’s virtual event.”

The Smart Country Convention gathers representatives of business, politics and municipalities. The object is to learn from those with the best experiences, speed up digitalisation and implement it according to people’s needs. All services are available online. In compliance with attendance limitations, a small group of speakers and decision-makers will be gathering in person on the Berlin Exhibition Grounds. Jens Heithecker, executive vice president, Messe Berlin, said: “With this year’s Special Edition we are fulfilling the requests of our exhibitors and partners. In addition to a wide-ranging programme of live-streamed events and networking opportunities we will also be inviting a small group to come together at hub27. The desire to hold face-to-face meetings at an in-person event remains as strong as ever in these times, and our Special Edition aims to fulfil that desire.”

### Smart Country Convention aims to speed up digitalisation in the public sector

Digitalisation of cities, municipalities and regions is the main topic at the Smart Country Convention. Combining a congress and networking events, the Special Edition 2020 will take place on 27 and 28 October 2020 as a virtual event. The Smart Country Convention targets representatives at federal, state and district level, cities, municipalities and local companies. Additional information can be found at:

[www.smartcountry.berlin](http://www.smartcountry.berlin)



#### Pressekontakt:

##### Messe Berlin GmbH

Emanuel Höger  
Pressesprecher  
Geschäftsbereichsleiter  
Corporate Communication  
Unternehmensgruppe Messe  
Berlin  
Messedamm 22  
14055 Berlin

Britta Wolters  
Teamleiterin und PR-  
Managerin  
Tel.: 030 – 3038 2279  
E-Mail:  
[britta.wolters@messeberlin.de](mailto:britta.wolters@messeberlin.de)

Geschäftsführung:  
Dr. Christian Göke  
(Vorsitzender)  
Dirk Hoffmann  
Aufsichtsratsvorsitzender:  
Wolf-Dieter Wolf  
Handelsregister: Amtsgericht  
Charlottenburg, HRB 5484 B