



City of the Future

Symposium of E.T.S.V. Scintilla

2017

Company brochure

University of Twente

The University of Twente is where talent can best realize its full potential. Students and staff are the key. Together, 2,900 scientists and professionals carry out groundbreaking research and provide inspiring teaching for more than 9,600 students.

To us, entrepreneurship comes as second nature, as the University of Twente has generated more than 1000 successful spin-off companies and the campus is home to many student-run businesses as well.

E.T.S.V. Scintilla

E.T.S.V. Scintilla is the student association for Electrical Engineering. Scintilla was founded more than 50 years ago, on September 9, 1965. Today, the association has about 500 members of which more than 350 study Electrical Engineering. Relaxation and helping electrical engineering students with their study are the main tasks of Scintilla. Next to this Scintilla also organizes excursions to companies and company information lunches.

Symposium

By organizing a symposium, students are given the opportunity to get in touch with the latest developments in Electrical Engineering. To facilitate this, several speakers are invited to give a talk related to a central theme. The symposium will take place in the academic year of 2017/2018. Electrical Engineering has been taught in English for several years, therefore the symposium will be entirely in English.

Target group

The target group consists of an estimated 150 interested students, staff members, members of research groups and other interested parties. The attending students are from the first to the final year of Electrical Engineering and therefore include many potential candidates for an internship, graduation or a job. Among these students, international students will also be present.

City of the Future

The central theme of the symposium is the city of the future.

Almost half of the world's population currently lives in cities, and more people are projected to live in cities in the future. Imagine a city of the future. Will they be sustainable, connected and smart? Electrical Engineering can make a difference in all these aspects. What will Electrical Engineering change, and what will future cities look like?

Speakers

As the symposium committee, we are looking for good speakers that give a talk in English in line with the subject for about forty-five minutes. If you are willing to provide such a speaker, then please let us know.

Information market

In addition to speakers, we are also looking for companies who want to demonstrate their technologies of the future on the information market. If you are interested, please let us know.

Other promotion opportunities

We are looking for interesting

cases related to the theme. We have two parallel slots of about 1 hour available.

Every visitor will receive a symposium booklet which will contain all information about the speakers, participating companies and program. Furthermore every participant also receives a folder to make notes of the talks and a USB-stick with all the presentations of the day.

There are numerous possibilities to present your company, for example:

- Advertisement in the symposium booklet (A5, full colour)
- A recruitment brochure.
- Your company logo on the USB-stick.
- A promotional gadget.
- A logo on our website
- A logo on promotion materials (posters, flyers, banners)
- A logo on the keycards with nametags

There are attractive combination packages available. Please note that there can only be one logo on the USB-stick and the keycard nametag.

Chairman of the day

Richard is a member of IEEE and KIVI (The Royal Netherlands Society of Engineers) and has been active for KIVI for many years, organizing lectures, visits and symposia. Richard has been chairing the Electrical Engineering department for KIVI since 2016. He is now working as Key Account Manager for Philips Research on the High Tech Campus in Eindhoven and involved with special projects for early development and new technologies. These projects are for several business units within the Philips Healthcare domain and companies outside of Royal Philips.



Richard very much likes to understand new technologies which can help to innovate and bring value for customers and end users. He was heavily involved with upcoming electronics in the lighting industry, with making consumer products connected and is now experiencing the digitalization of the healthcare industry. New technologies are key, but only really interesting for a business if it can bring more value to the end user and improve people lives which a benefit for the whole society.

The subject “City of the Future” brings many things together. It is a clear global trend that cities are growing and that there is a great need to improve the way of living and at the same time minimizing the environmental consequences. For Richard van Heijningen it is beyond dispute that technology and innovation will help us but the question is how and for which need and application.

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