

Dear Journalist,

This year's [Web Summit](#), taking place on 6-9 November in Lisbon, will bring together attendees from over 160 countries for what has become the world's largest tech conference.

European entrepreneurship will be on display, including innovative small and medium-sized enterprises (SMEs) that have benefited from the [Enterprise Europe Network](#) to make the most of business opportunities in the EU and beyond.

The Network will be exhibiting at the Summit alongside some of these innovative SMEs. One of the selected SMEs will be the Barcelona-based operational intelligence firm, Worldsensing, which will be showcasing its cutting-edge parking management system, Fastprk.

Worldsensing's success story, featured below, can be used for your coverage free of charge and copyright (in its entirety or its parts). Interviews with representatives of Worldsensing can also be arranged upon your request (please contact Antonella Bassi at Francisco.Milan@icf.com)

Worldsensing at the Web Summit: Why a real-time parking management system for Smart Cities could be the key to clearer streets and happier citizens

One third of traffic in busy urban areas is caused by drivers searching for a parking spot, however a smart technology that monitors parking spaces around the city could provide the solution to this problem. With support from the Enterprise Europe Network, Fastprk aims to limit congestion in urban areas, while reducing stress and frustration for drivers.

The real-time parking management system uses sensors installed at each parking space to monitor turnover and availability. Drivers can then use a mobile app that guides them to the nearest unoccupied spot. "This means less congestion, less pollution and less time wasted in search of parking," said Andrea Bartoli, Head of Innovation at Worldsensing, the company behind the technology.

Fastprk is just one of the products developed by the Internet of Things (IoT) provider, who uses innovative wireless sensing technology and software applications to support industrial companies like mines, and help Smart Cities better manage their parking, traffic and infrastructure.

Originally the thesis project of two engineering students, Worldsensing now works with more than 200 customers in 50 countries around the world. For example, in Bogotá, the company has implemented a decision-making support solution for the city's control center which detects traffic incidents in real-time, while at the same time providing emergency response teams with the fastest route to the scene.

"With our parking management system and city mobility solution, we help city authorities make better and faster decisions when it comes to parking, traffic and mobility," said Bartoli.

The Enterprise Europe Network was instrumental in helping Worldsensing identify a business coach, who encouraged the company to boost its market impact with Fastprk. The Network also helped Worldsensing expand abroad and establish new international partnerships. Worldsensing's smart parking system was also awarded 1.5 million euros from the SME Instrument, a programme designed to help innovative small firms with high growth potential.