



**SMARTCITY**  
EXPO WORLD CONGRESS

**4 - 6 NOVEMBER 2025**  
BARCELONA

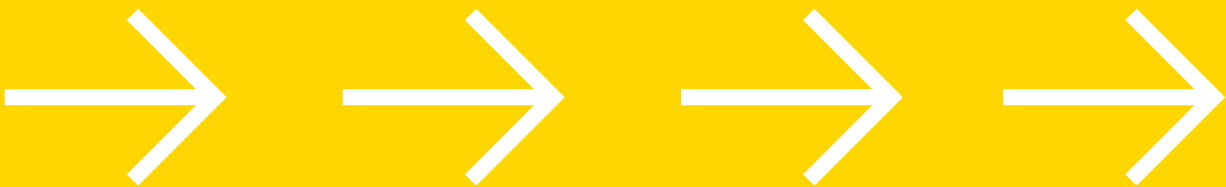
Organised by:



Hosted by:



THE WORLD'S  
BIGGEST, MOST  
INFLUENTIAL  
EVENT FOR  
CITIES AND  
URBAN  
INNOVATION





**SMARTCITY**  
EXPO WORLD CONGRESS

**“The event enables us to connect with a vibrant ecosystem. If you are a city or a public stakeholder, this is the place to be”**

**DS** DASSAULT  
SYSTEMES



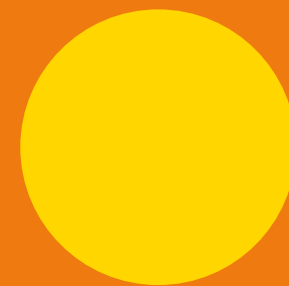


# THE 21ST CENTURY IS SAID TO BE THE CENTURY OF CITIES.



Urban areas are becoming the key organizational system.

Climate change goals and implementations of the 2030 Agenda can only be achieved based on local perspectives and strategies.



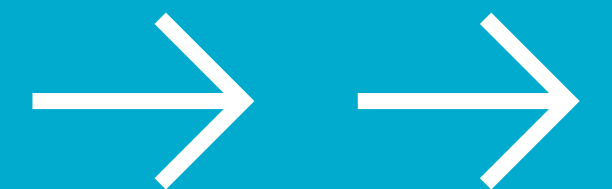
- Global population expected to grow to 10B by 2050.
- 70% of this people living in cities.
- Cities contribute 80% to global GDP.
- We will add floor space the size of NYC every month until 2060!





# THE FUTURE SEEMS TO BE INEVITABLY URBAN

So we need cities to rise to the challenge.  
Both significant demands and unprecedented opportunities arise.





# IT'S TIME FOR CITIES



## SMARTCITY

EXPO WORLD CONGRESS

**Twenty-five years into this millennium**, our cities are becoming living, breathing testaments to human ingenuity and hope. Innovation flows through our neighborhoods like lifeblood, as technology weaves seamlessly into the fabric of urban life.

**The first quarter of this century has shown us what's possible when vision meets action.** We've transformed concrete jungles into smart ecosystems and turned digital dreams into daily realities.

Yet our greatest chapters remain unwritten.

**Since 2011, Smart City Expo World Congress has been an accelerator of this historic transformation.**

As we help cities rise to meet global challenges, they're stepping into their role as influential world-stage actors. Here, international pioneers and passionate innovators come together to craft our urban legacy.

When our cities thrive, they lift us all higher. We all live better. **Welcome to the time for cities.**



# THIS IS THE PLACE TO CATALYZE A POWERFUL URBAN TOMORROW WORLDWIDE

SMARTCITY  
EXPO WORLD CONGRESS

Held in Barcelona since 2011,  
**Smart City Expo World Congress**  
helps cities and territories  
become **better places to live in**  
by bringing them together and  
approaching the latest market-  
ready **urban solutions**.

We're on a mission: to **accelerate**  
**a brighter urban paradigm**  
towards greener, more efficient  
and thriving cities that leave no  
one behind.





# THERE'S NO OTHER PLATFORM LIKE THIS FOR THE SMART CITY INDUSTRY



25,771

IN-PERSON ATTENDEES

1,150

EXHIBITORS

850

CITIES












135

COUNTRIES

55%

DECISION-MAKERS

## TOP VISITING COUNTRIES

-  SPAIN
-  GERMANY
-  ITALY
-  FRANCE
-  NETHERLANDS
-  UNITED KINGDOM
-  UNITED STATES OF AMERICA
-  SOUTH KOREA
-  SAUDI ARABIA
-  BRAZIL
-  BELGIUM
-  PORTUGAL
-  ISRAEL
-  JAPAN



SMARTCITY  
EXPO WORLD CONGRESS



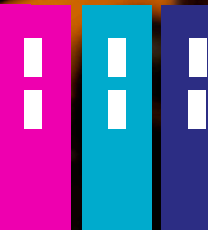
# CO-CELEBRATED EVENTS



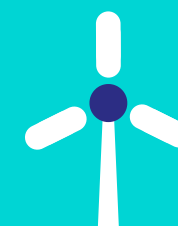
**TOMORROW.  
MOBILITY**  
WORLD CONGRESS



**TOMORROW.  
BUILDING**  
WORLD CONGRESS



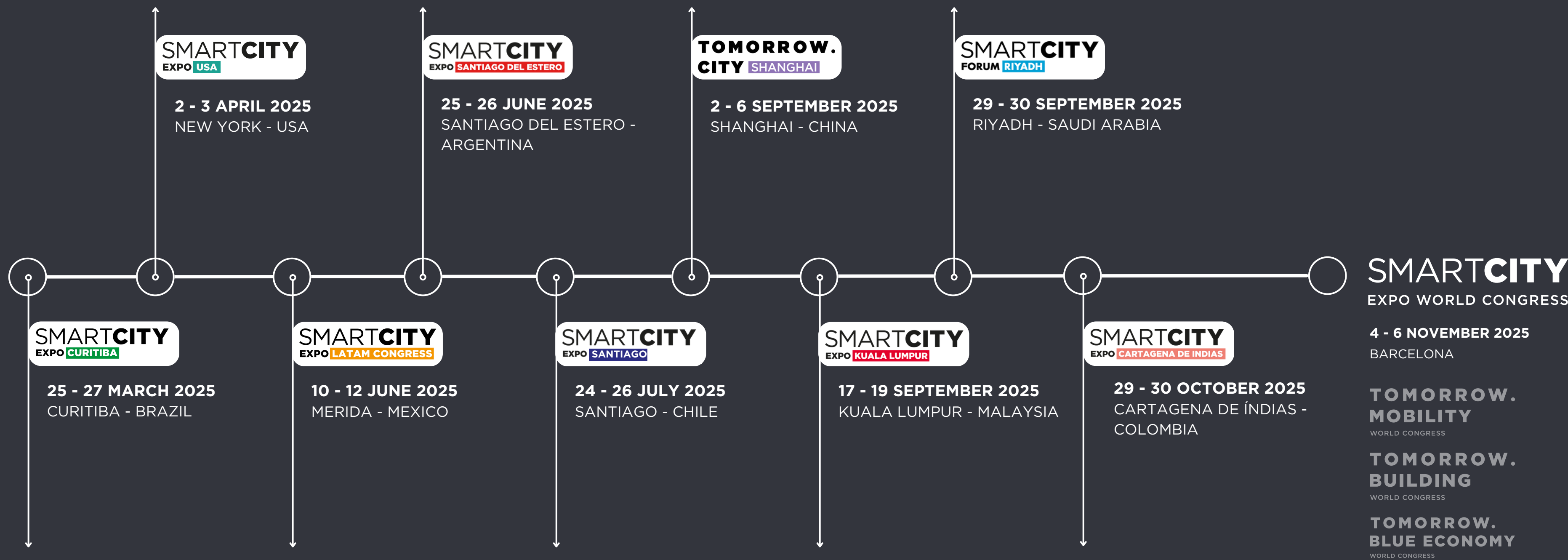
**TOMORROW.  
BLUE ECONOMY**  
WORLD CONGRESS



**BARCELONA  
DEEPTech  
SUMMIT**



# URBAN INNOVATION ALL-YEAR-ROUND







# 4 AREAS TO EXPLORE

## CONGRESS

World-class experts  
take the stage



## INNOVATION

The place where  
tomorrow takes shape



## EXHIBITION

A busy marketplace of  
transformative solutions

## AWARDS

Spotlight on the most  
impactful initiatives



# EVENT MAP



## STAGES:

1. People-First Stage
2. Blue Economy Stage
3. Impact Tech Stage
4. Move Better Stage
5. Shaping Mobility Stage
6. Innovation Playground Stage
7. Clean Cities Stages
8. Tech X Cities Stage
9. Infrastructure & Building Stage
- 10. Main Stage & VIP Lounge**

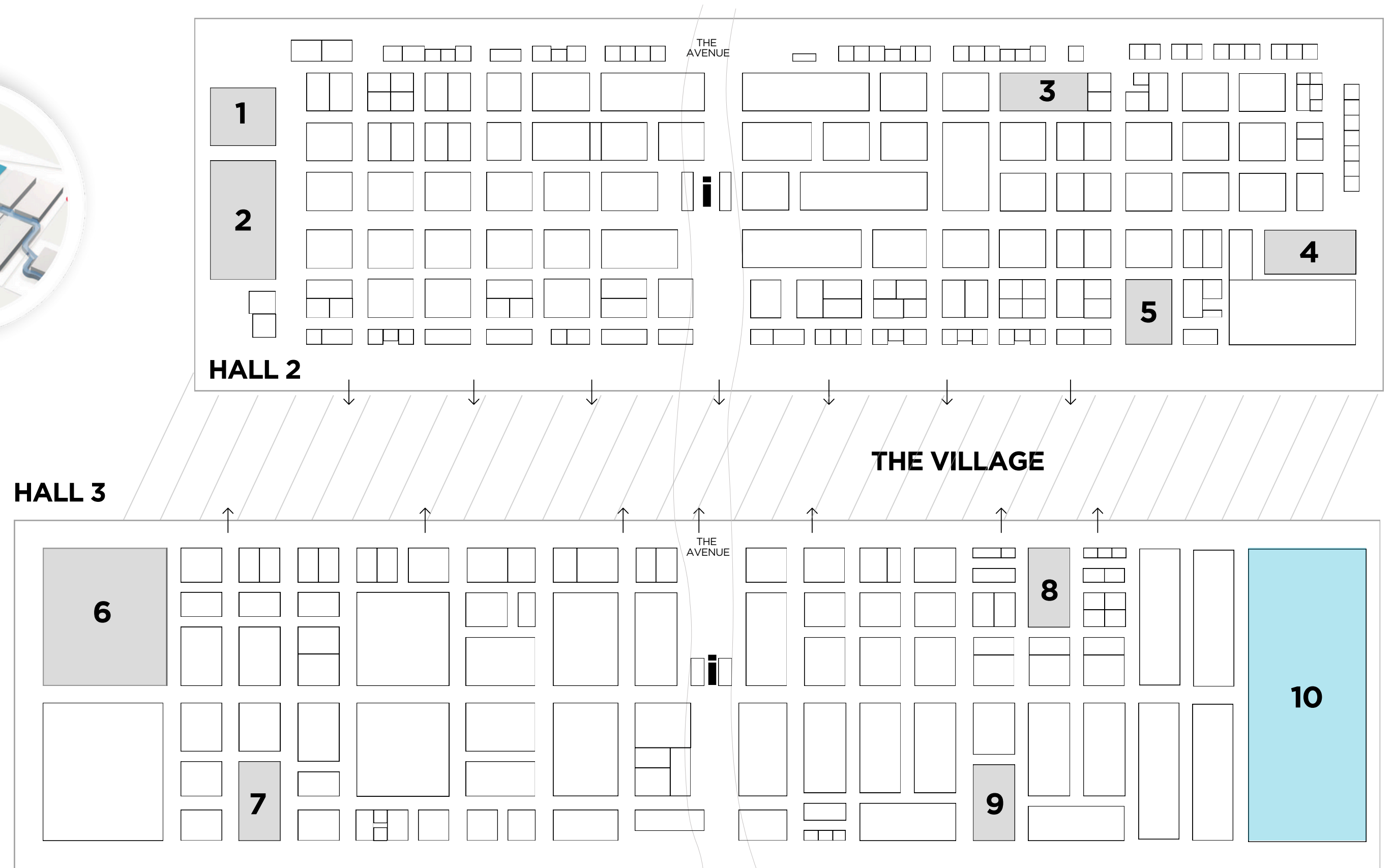
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● Exclusive access for Full Congress & Investor Passes





# A 3-DAY PROGRAM WITH FIRST-CLASS OPINION LEADERS SHAPING WHAT'S NEXT FOR CITIES



## EVENT TOPICS:

- Enabling Technologies
- Energy & Environment
- Mobility
- Infrastructure & Building
- Governance & Economy
- Living & Inclusion
- Blue Economy



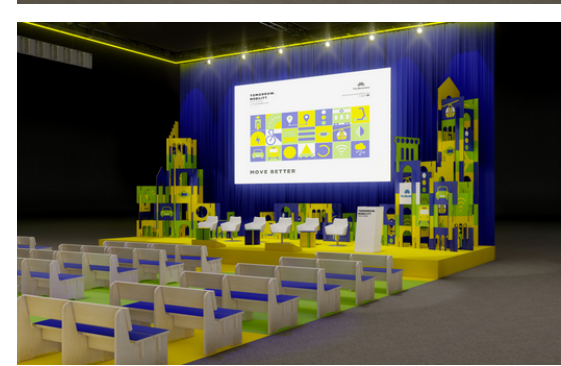
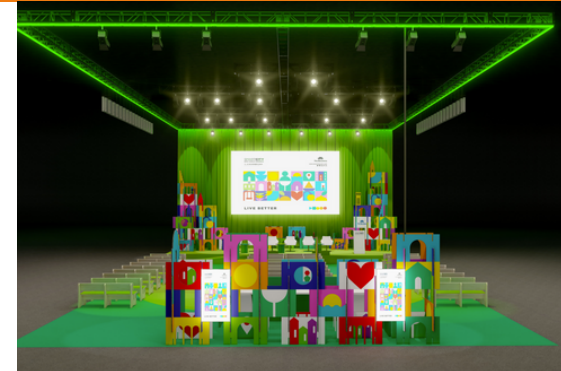


# 1 MAIN STAGE

Thought leadership  
and inspirational talks

## 9 THEMATIC STAGES

Proven urban implementations  
and best practices





# AN ALL-EMBRACING DEBATE WITH WORLDWIDE EXPERTS



**JAUME COLLBONI**

Mayor, City of Barcelona



**CLAIRE O'NEILL**

Former UK Climate and  
Energy Minister



**GOBIND SINGH DEO**

Minister of Digital,  
Government of Malaysia



**JANETTE SADIK-KHAN**

Principal of Transportation,  
Bloomberg



**ROBERTO GUALTIERI**

Mayor, City of Rome



# AND GLOBAL **INDUSTRY LEADERS**



**PETER KÖRTE**

CTO, Siemens



**KATHLEEN MITFORD**

Corporate VP, Global  
Industry Marketing, Microsoft



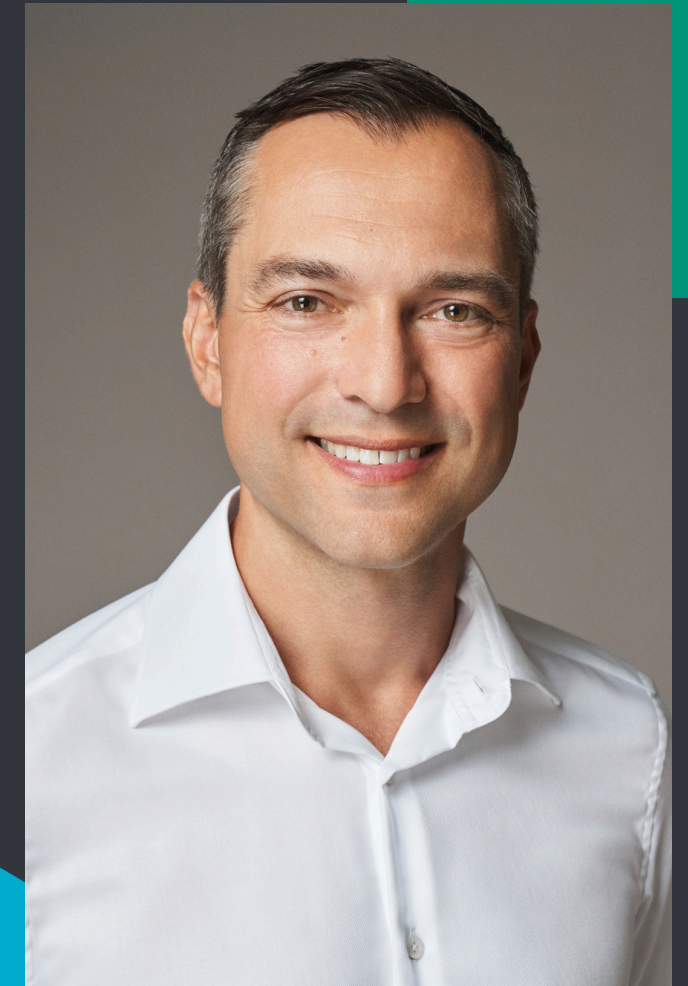
**DAVID GROVER**

CEO, Roshn Group



**SARAH VARGHESE**

Global Head of Cities,  
KPMG



**NATHAN BLECHARCZYK**

Co-founder and CSO, Airbnb



**“The Smart City Expo  
World Congress is a great  
venue for interacting with  
key people from city  
governments and city  
technology departments.”**

**DELL**Technologies







# THE GLOBAL SHOWCASE OF CITY SOLUTIONS AND THE MARKETPLACE TO CONNECT



- **85%** of exhibitors managed to achieve their participation goals.
- **86%** of exhibitors indicate the visitor profile fits with what they were expecting.
- **90%** of exhibitors believe SCEWC is the benchmark event for urban development.





# THE GO-TO PLATFORM FOR **THE INDUSTRY**

- Showcase your products to a global, professional audience
- Connect with stakeholders and attract potential clients
- Enhance your exposure among major players and governments
- Become a partner and position your business as an industry leader



# WORLD-LEADING BRANDS TRUST US

## CORPORATE PARTNERS



## SUPPORTING INSTITUTIONS



[SEE MORE PARTNERS](#)





# THE GO-TO PLATFORM FOR GOVERNMENTS

- Promote local projects and find investment opportunities
- Accelerate public-private collaboration
- Exchange knowledge and success stories
- Source market-ready solutions



# LIST OF EXHIBITING CITIES, REGIONS AND COUNTRIES



## ARGENTINA

Santiago del Estero

## AUSTRIA

## BELGIUM

Flanders  
Wallonia

## BRAZIL

Araguaiana  
Curitiba  
Santo André  
Sao Paulo

## CANADA

Calgary  
Quebec

## CHILE

## CHINA

Zhejiang  
Shanghai  
Wupeng  
Guangdong  
Shenzhen  
Hangzhou

## ESTONIA

## FINLAND

## FRANCE

Métropole du Grand  
Paris  
Grenoble-Alpes  
Métropole  
Bordeaux Métropole  
Région Nouvelle-  
Aquitaine  
Le Grésivaudan  
Toulouse Métropole

## GERMANY

Baden-Württemberg  
Bad Hersfeld  
Bavaria  
Berlin  
Bielefeld  
Bochum  
Brandenburg  
Darmstadt  
Dortmund  
Dresden  
Duisburg  
Essen  
Frankfurt Metropolitan Region  
Gelsenkirchen  
Germany Trade and Invest

Heide Region

Hessen

Jena

Karlsruhe

Kassel

Kiel Region

Munich

Munich Metropolitan Region

North Rhine-Westphalia

Rhein-Neckar Metropolitan Region

Ruhr Valley

Saxony

Schleswig-Holstein

Smart Region Schwalm-Eder-West

Turingia

Wetzlar

Wiesbaden

## HUNGARY

Budapest

## INDIA

## INDONESIA

## ISRAEL

## ITALY

Bologna  
Cagliari

Catania

Firenze

Florence

Genova

Milan

Palermo

Reggio Calabria

Naples

Prato

Roma

Venice

## JAPAN

Kobe

Kyoto

Nago City

Osaka

Sakai Town

Tokyo

Tsukuba

Yokohama

## KOREA

Seoul

Seongnam City

Gyeonggi-do

Daejeon City

Cheonan City

## LATVIA

Riga

## LITHUANIA

City Pro

## LUXEMBOURG

## MALAYSIA

Kuala Lumpur

## NETHERLANDS

## POLAND

City of Reszow

## PORTUGAL

Porto

Lisbon

Guimaraes

Oeiras

## SAUDI ARABIA

Riyadh

Madinah City

Hail Municipality

## SINGAPORE

## SPAIN

Barcelona

L'Hospitalet de Llobregat

Catalonia

Madrid

Sagunto

## UKRAINE

Kyiv

Poltava

## UNITED KINGDOM

Liverpool

London

Manchester

Newcastle

Northern Ireland

Sunderland

Birmingham

West Yorkshire

Bristol

Tees Valley

## USA

Dallas, TX


Fort Worth, TX

Frisco, TX

McKinney, TX

Peachtree Corners, GA





**“Value for money.  
It allows us to be  
in direct touch  
with our  
stakeholders.”**





A carefully designed space connecting the main players of the global innovation ecosystem: **startups, scaleups, investors, policymakers, and research centers.**

Combining talks, exhibiting startups and immersive demos, the Innovation Playground also **leverages the entrepreneurial capacity of cities and regions**, build a **diverse innovation network**, and supports **women-led initiatives.**

# INNOVATION PLAYGROUND

## THE PLACE WHERE TOMORROW TAKES SHAPE

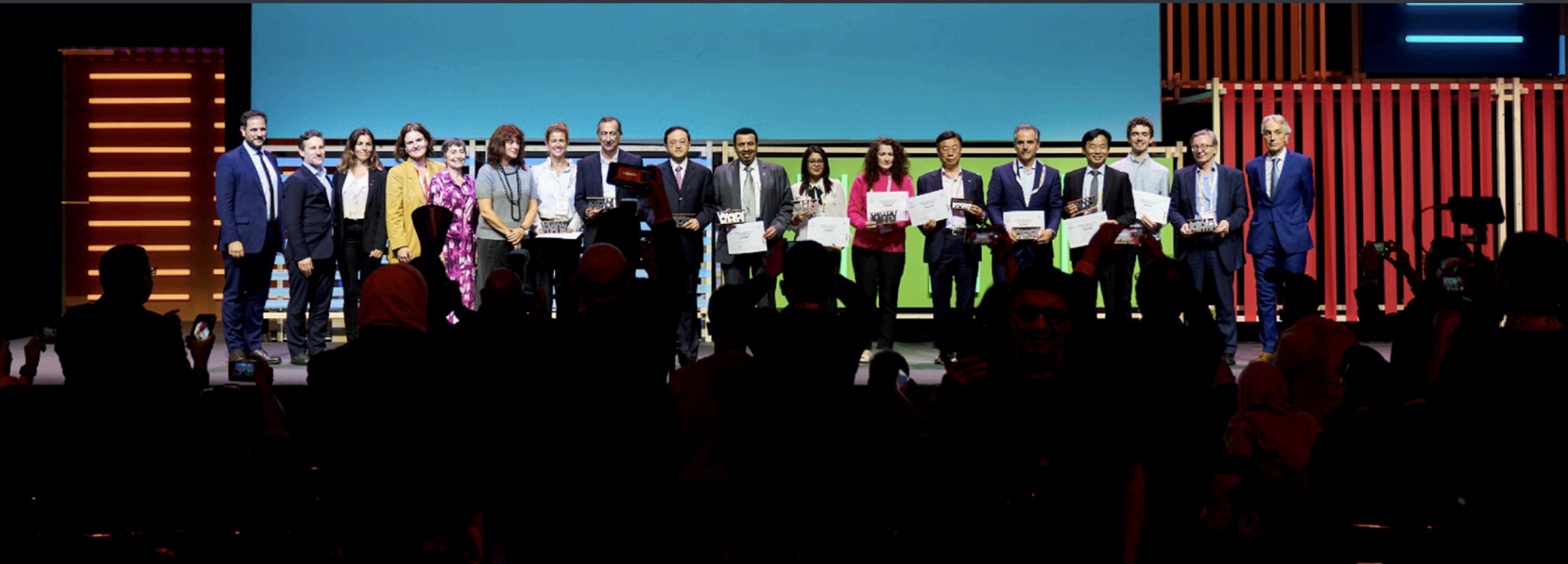




# WORLD SMART CITY AWARDS

## A CELEBRATION OF URBAN INNOVATION

These internationally acclaimed prizes recognize and support innovative city strategies, projects and ideas that can make an impact on citizens' lives and turn our cities into better places to live.



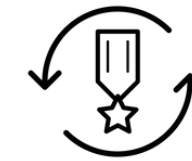
### AWARD CATEGORIES



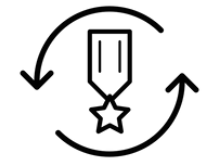
CITY  
AWARD



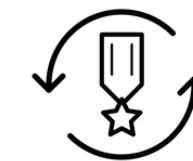
LEADERSHIP  
AWARD



INNOVATION  
AWARD



GREEN EXHIBITOR  
AWARD



7 PROJECT  
AWARDS

ENABLING TECHNOLOGIES AWARD

ENERGY & ENVIRONMENT AWARD

MOBILITY AWARD

GOVERNANCE & ECONOMY AWARD

LIVING & INCLUSION AWARD

INFRASTRUCTURE & BUILDING AWARD

SAFETY & RESILIENCE AWARD

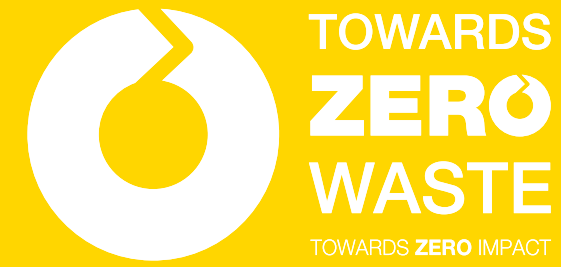




# BETTER EVENTS FOR A BETTER WORLD

Started back in 2016, our **Towards Zero Waste** initiative aims to minimize the environmental impact of the event and promote green consciousness.

- CIRCULARITY
- NO-SINGLE USE PLASTICS & LESS PAPER
- RECYCLING
- RENEWABLE ENERGIES & CO2 COMPENSATION



Check all the actions and results of the 2024 Towards Zero Waste initiative [here](#)





Launched in 2020, **Tomorrow.City** is our **digital platform** devoted to creating and spreading content about **cities and urban innovation**, raising awareness on the critical role that cities play in an ever-growing urbanized world.

Besides the in-person event, we provide our audience with a place to enjoy top urban stories and engage with a **global community of city enthusiasts**.



# TOMORROW. CITY

## A HUB FOR CITY- CHANGERS – DAY IN AND DAY OUT, ALL YEAR ROUND

**+30,500**

SUBSCRIBERS

**+22,500**

MONTHLY PAGE  
VIEWS

**32%**

DIRECTOR &  
MANAGER



**SMARTCITY**  
EXPO WORLD CONGRESS

**“A big contribution  
for all different  
sectors, from  
government to the  
private sector.”**

SAUDI DATA & AI AUTHORITY





**SMARTCITY**  
EXPO WORLD CONGRESS

**“SCEWC brings together countries, industries, and people from all backgrounds, and it supports innovation.”**

**GOVERNMENT OF MALAYSIA**







BE PART OF SCEWC25

# OPPORTUNITIES ARE ENDLESS

## BE A PARTNER OR EXHIBITOR

[Contact us](#) to request  
a tailor-made  
proposal

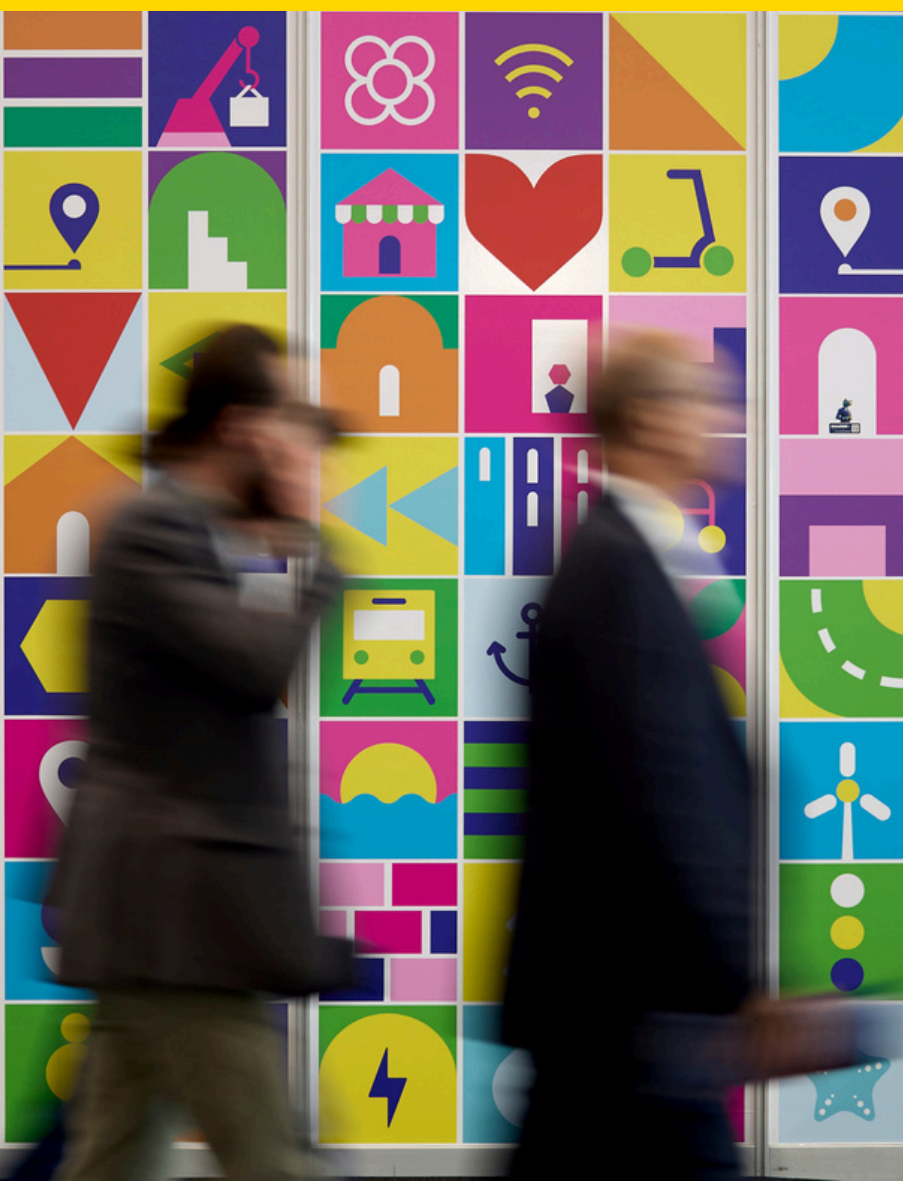
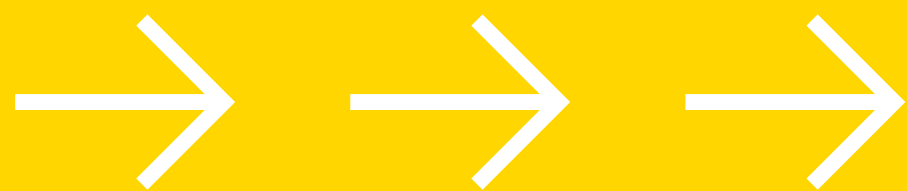
## OTHER WAYS TO PARTICIPATE

[Get your pass](#)

[See open calls](#)







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