

# SMARTCITY

EXPO WORLD CONGRESS

3 - 5 NOVEMBER 2026  
BARCELONA

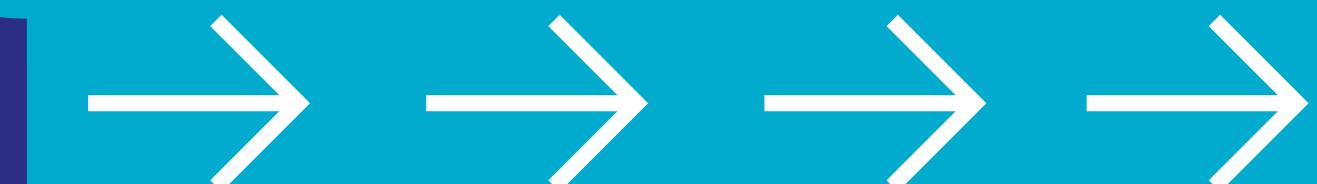
Organised by:



Hosted by:



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



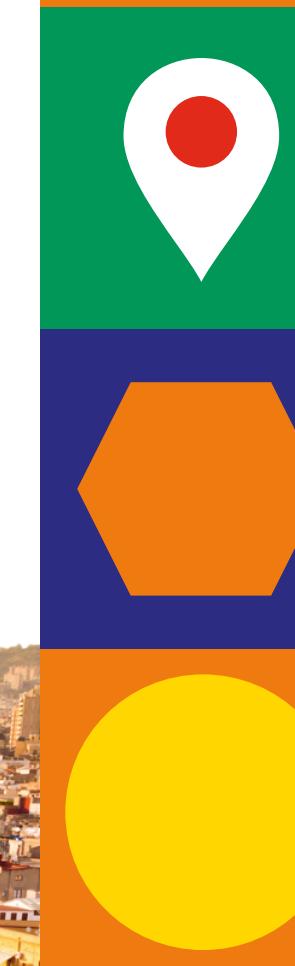


EXPO WORLD CONGRESS

**“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”**



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



Urban areas are becoming the key organizational system.

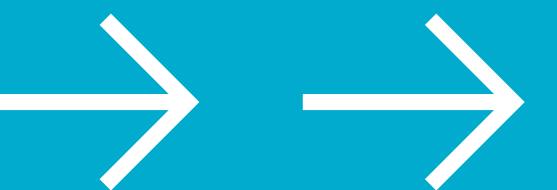
Climate change goals and implementations of the 2030 Agenda can only be achieved based on local perspectives and strategies.

- 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 SEEKS TO  
BE INEVITABLY URBAN**

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



# 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**

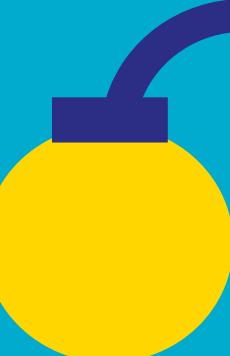
**27,104**  
ATTENDEES

**997**  
CITIES

**1,190**  
EXHIBITORS

**138**  
COUNTRIES

**592**  
SPEAKERS



#### TOP VISITING COUNTRIES

-  SPAIN
-  ITALY
-  GERMANY
-  FRANCE
-  BRAZIL
-  NETHERLANDS
-  UK
-  BELGIUM
-  USA
-  SAUDI ARABIA
-  SOUTH KOREA
-  PORTUGAL
-  CZECH REPUBLIC
-  POLAND
-  JAPAN

SMARTCITY  
EXPO WORLD CONGRESS

# CO-CELEBRATED EVENTS



# URBAN INNOVATION ALL-YEAR-ROUND





# 4 AREAS TO EXPLORE

## CONGRESS

World-class experts  
take the stage



## EXHIBITION

A busy marketplace of  
transformative solutions



## INNOVATION

The place where  
tomorrow takes shape

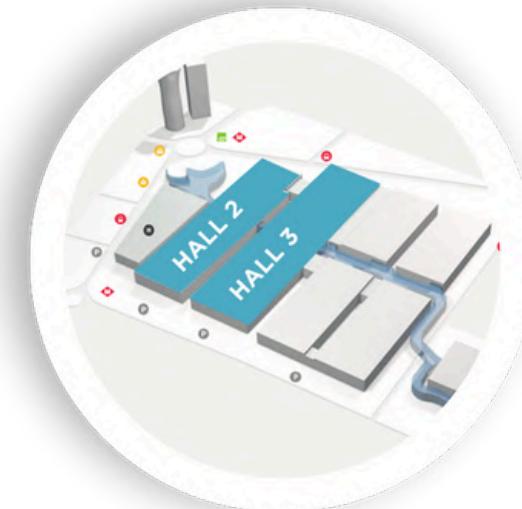
## AWARDS

Spotlight on the most  
impactful initiatives



2026

# EVENT MAP



SMARTCITY  
EXPO WORLD CONGRESS  
TOMORROW. MOBILITY  
WORLD CONGRESS  
TOMORROW. BUILDING  
WORLD CONGRESS  
TOMORROW. BLUE ECONOMY  
WORLD CONGRESS





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

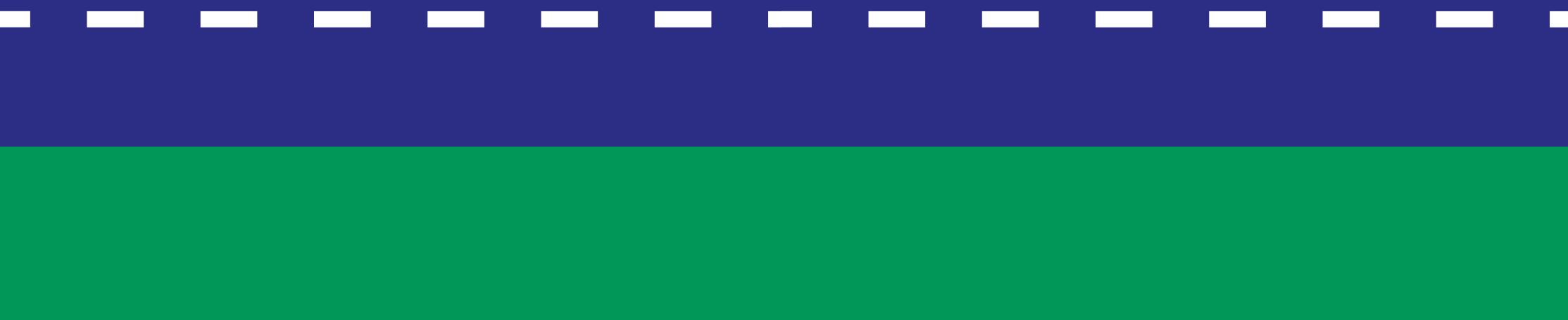
## EVENT TOPICS:

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



## 9 THEMATIC STAGES

Proven urban implementations  
and best practices



**1 MAIN STAGE**  
Thought leadership  
and inspirational talks



# AN ALL-EMBRACING DEBATE WITH WORLDWIDE EXPERTS



**MAIMUNAH BINTI MOHD  
SHARIF**

Mayor,  
City of Kuala Lumpur, Malaysia



**BELIT ONAY**

Mayor, City of Hannover &  
Vice President, Association  
of German Cities



**PRISCILA HAIDAR SAKALEM**

State Secretary for Transport,  
Government of Rio de Janeiro,  
Brazil



**IGNACIO BAIASTROCCHI**

Minister of Public Space and  
Urban Sanitation, Government  
of the City of Buenos Aires



**ANNA KÖNIG JERLMYR**

Former Mayor,  
City of Stockholm, Sweden

# AND GLOBAL INDUSTRY LEADERS



**HAYLEY TABOR**

Vice President, Global Industries,  
Dell Technologies



**CRIS TURNER**

Vice President of Government  
Affairs and Public Policy,  
Google



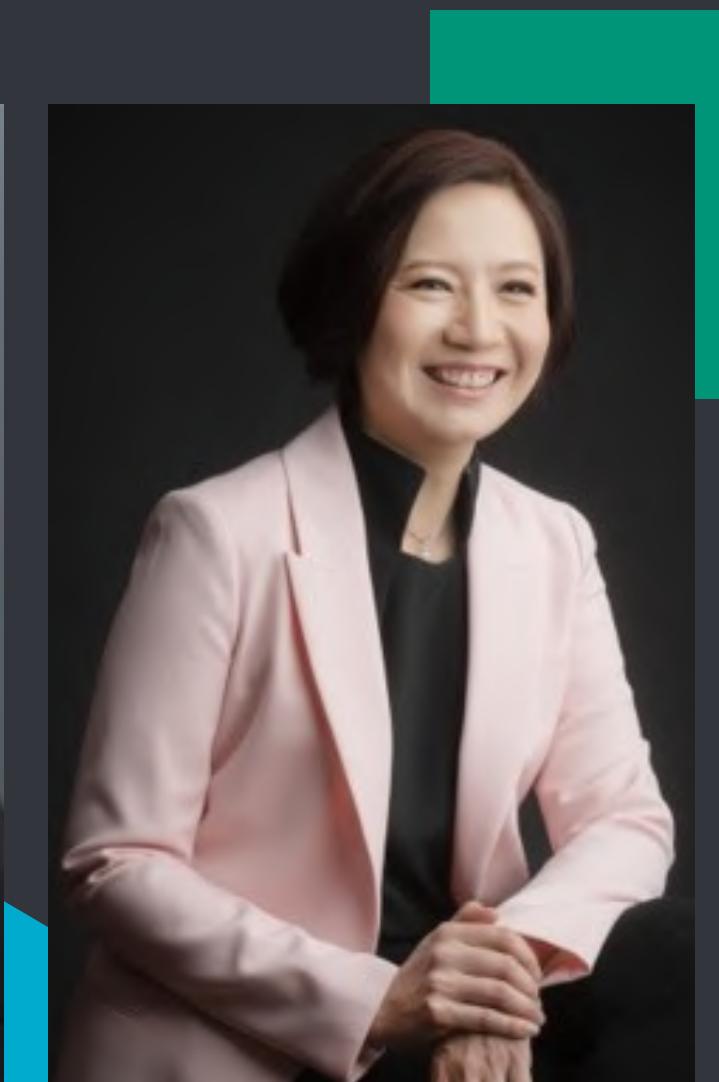
**LISA KELVEY**

Global Head of Infrastructure &  
Transport, KPMG



**KEES HERTOGH**

Vice President, Healthcare,  
Life Sciences and Government  
Marketing, Microsoft

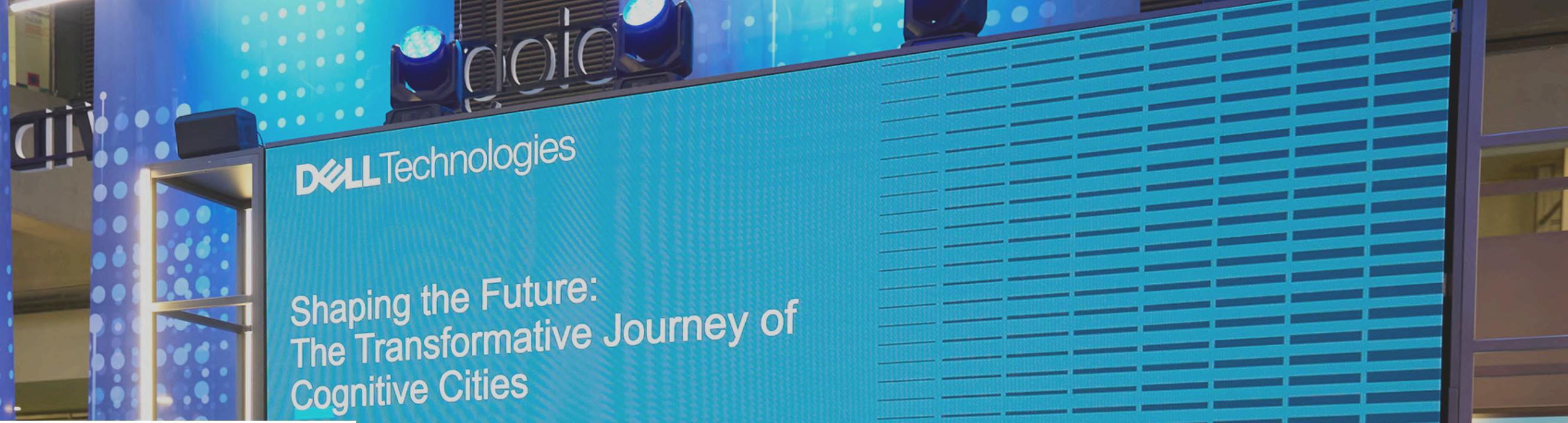


**JOSEPHINE ONG**

Cities & Public Services Vice  
President, Dassault Systèmes

**“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



- **84%** of exhibitors managed to achieve their participation goals.
- **90%** of exhibitors indicate the visitor profile fits with what they were expecting.
- **92%** 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

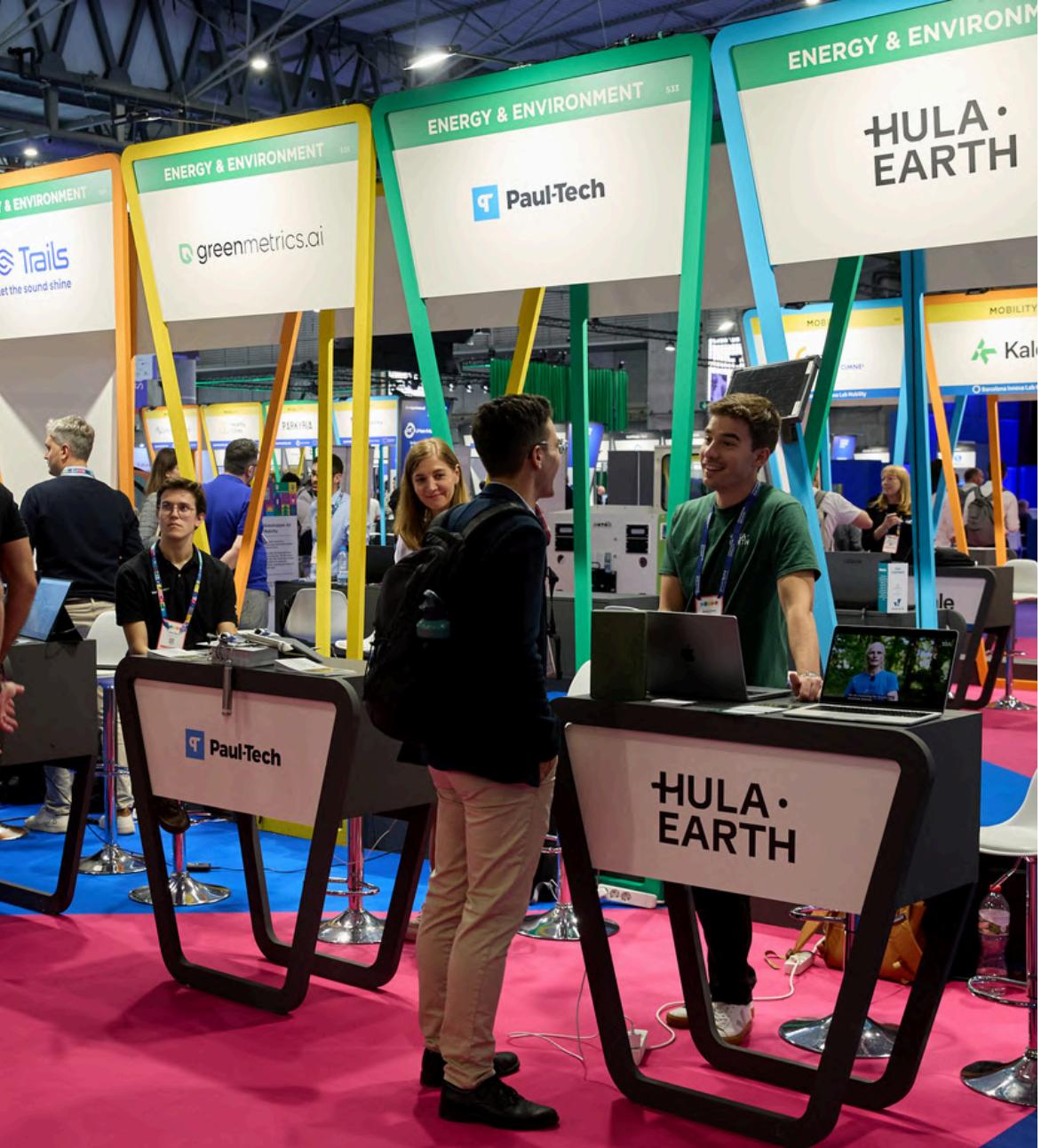
- Promote local projects and find investment opportunities
- Accelerate public-private collaboration
- Exchange knowledge and success stories
- Source market-ready solutions

# LIST OF EXHIBITING CITIES, REGIONS AND COUNTRIES

<b>ARGENTINA</b>	Prague	Hannover	Italian Trade Promotion Agency	<b>POLAND</b>	<b>SPAIN</b>
Agencia Argentina de Inversiones y Comercio Internacional	Ptzen	Hannover Region	(ITA)	Katowice	Barcelona
Santiago del Estero	Ricany	Hildesheim	Piemonte Region	Polish Investment & Trade	Generalitat de Catalunya -
		Karlsruhe	Roma	Agency	Departament de Territori,
		Kiel Region	Sardegna	Rzezsow	Habitatge i Transició Ecològica
		Leipzig		Sopot	Government of Catalonia
<b>AUSTRIA</b>	Tallin	Lower Saxony			L'Hospitalet de Llobregat
Advantage Austria - Austrian Chamber of Commerce		Metropolitan Region Hannover,	<b>JAPAN</b>	<b>PORTUGAL</b>	ICEX - Spain Trade and
Carinthia		Braunschweig, Göttingen,	Cabinet Office Government of	Porto	Investment
Smart Urban Region Austria Alps		Wolfsburg	Japan		Madrid
Adriatic		Munich	Ministry of Land, Infrastructure,	<b>ROMANIA</b>	Red.es - Ministerio de España
Vienna		Metropolitan Region Munich	Transport and Tourism		para la Transformación Digital
		North Rhine-Westphalia	Osaka Prefecture / Osaka City		Sagunto
<b>BELGIUM</b>		Nuremberg	Sakaimachi	<b>SAUDI ARABIA</b>	
Agence Wallone		Saxony	Smart City Institute Japan	Eastern Province Municipality	<b>UNITED KINGDOM</b>
Flanders		Schleswig-Holstein	Tsukuba	Riyadh Infrastructure Projects	Belfast
		South Westphalia	Tokyo	Center (RIPC)	Glasgow
		Stuttgart Region	Yokohama	Saudi Export Development	London Borough of
<b>BRAZIL</b>		Wolfsburg		Authority	Hammersmith and Fulham
Curitiba		Wuppertal	<b>LATVIA</b>		Manchester
			University of Latvia	<b>SLOVAKIA</b>	Nexus University Leeds
<b>CHINA</b>			Riga	Ministry of Investmensts,	Sunderland
Guanghzou		<b>GREECE</b>		Regional Development and	The West of England Mayoral
				Informatization	Combined Authority
			<b>LITHUANIA</b>	Technical University of Kosice	
<b>COLOMBIA</b>			Innovation Agency Lithuania		<b>USA</b>
Barranquilla		<b>GERMANY</b>			Frisco Economic Development
		Apfeldorf, Unterdiessen, Fuchstal	<b>HUNGARY</b>		Corporation
		Region	Budapest		McKinney Economic
		Aschaffenburg			Development Corporation
		Baden-Württemberg	<b>INDIA</b>		North Texas Innovation Alliance
		Bavaria			(NTXIA)
<b>CYPRUS</b>		Berlin	<b>IRELAND</b>		Peachtree Corners
Invest Cyprus		Brandenburg	Dublin	<b>MALAYSIA</b>	
		Dormagen		Malaysia Digital Economy	
		Dresden		Corporation (MDEC)	
<b>CZECH REPUBLIC</b>		Etteln	<b>ITALY</b>		
Brno		Goslar	Consiglio Nazionale Delle Ricerche	<b>MEXICO</b>	
Ministry of Industry and Trade of		Hamburg	(CNR)	Puebla	
the Czech Republic					
				<b>NETHERLANDS</b>	

**“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.



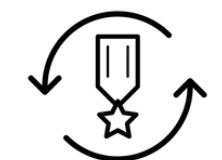
### AWARD CATEGORIES



CITY  
AWARD



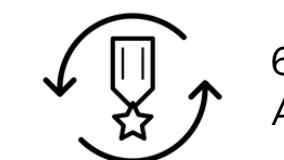
LEADERSHIP  
AWARD



INNOVATION  
AWARD



GREEN  
EXHIBITOR  
AWARD



6 PROJECT  
AWARDS

ENABLING TECHNOLOGIES AWARD

ENERGY & ENVIRONMENT AWARD

MOBILITY AWARD

GOVERNANCE & ECONOMY AWARD

LIVING & INCLUSION AWARD

INFRASTRUCTURE & BUILDING AWARD



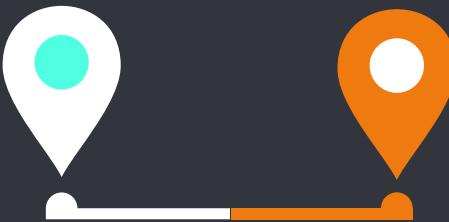
# BETTER EVENTS FOR A BETTER WORLD

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 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

**+22,800**

SUBSCRIBERS

**+22,500**

MONTHLY  
ACTIVE USERS

# SMART CITY EXPO WORLD CONGRESS

## WAYS TO PARTICIPATE



**01** EXHIBIT



**02** PARTNER



**03** SPONSOR



# 01 EXHIBIT

Hire space and secure your preferred spot at the Expo to get ahead of the curve:

## REBOOKING RATE

250/m<sup>2</sup>

Available until 31 January, 2026. Valid only for current exhibitors

## EARLY BIRD RATE

275/m<sup>2</sup>

Available until 31 January, 2026. Valid for new exhibitors

## REGULAR RATE

295/m<sup>2</sup>

Available from 1 February, 2026.



### TOP LOCATION

Choose your booth spot and get the best visibility possible.



### BEST RATES

Benefit from reduced prices before they go up!

Payment terms:

- 50% deposit due on 1 March 2026.
- 50% balance due on or before 15 June 2026.
- Participation changes are free of charge until 30 January 2026.



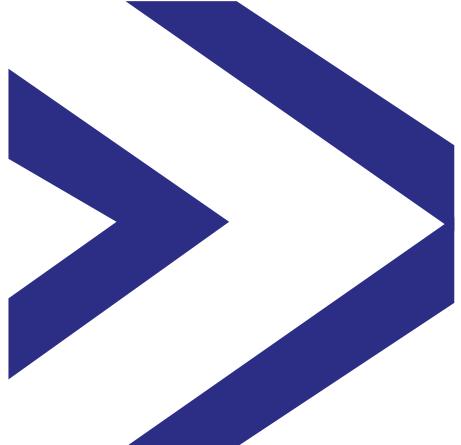
**Contract your space HERE**



## GLOBAL PARTNER

€100,000

Get unrivaled  
positioning and greatest  
impact.



## INDUSTRY PARTNER

€50,000

Be recognized as a  
sector leader.

## EVENT PARTNER

€18,000

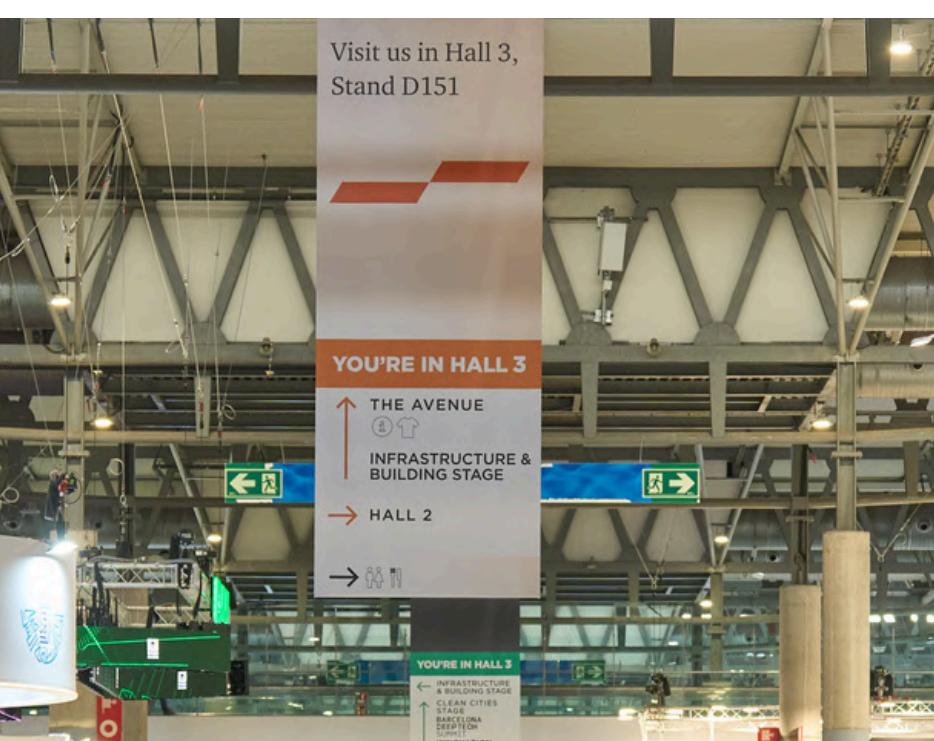
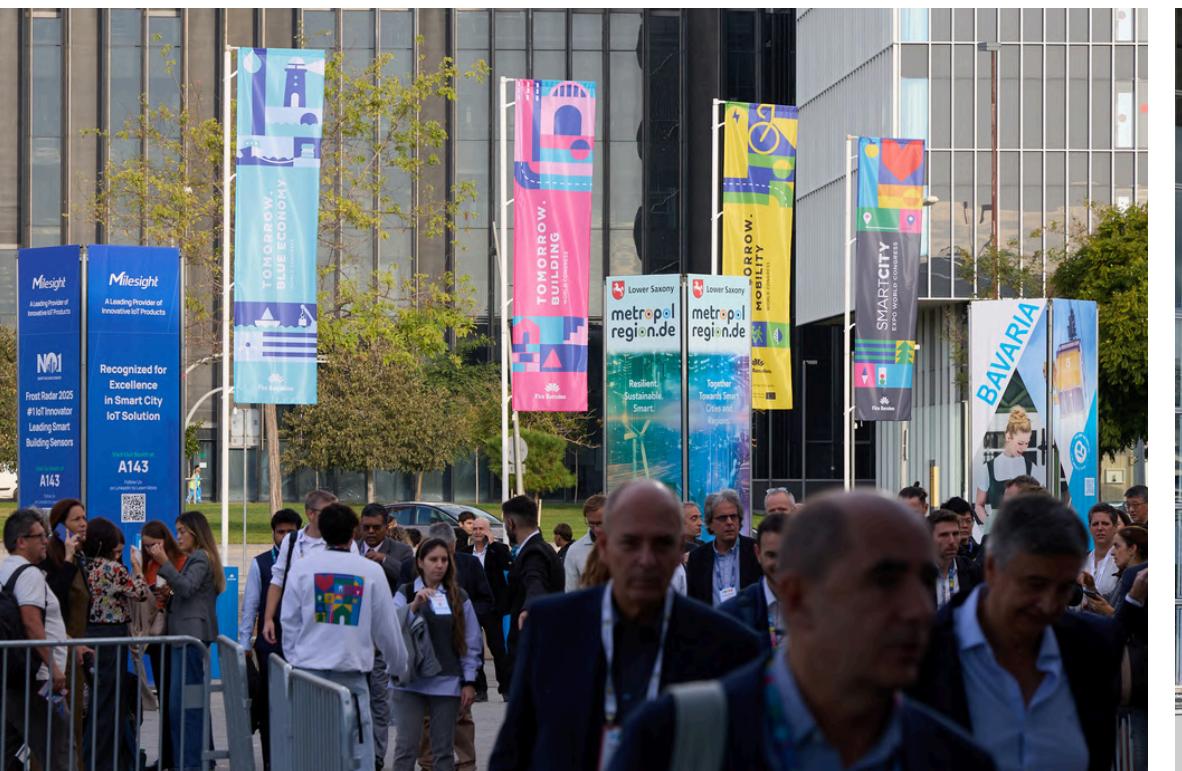
Stand out from  
exhibitors.

# 02 PARTNER

Gain maximum awareness and  
position your brand as a global  
leader in urban innovation.

- ✓ Speak to a targeted audience
- ✓ Take central stage at the Expo
- ✓ Enjoy high-level networking
- ✓ Gain premium visibility

▶▶ Partner with us [HERE](#)



# 03 SPONSOR

## LOOKING FOR AN EVEN LARGER PRESENCE?

Our sponsorship deals offer a visibility boost in key areas and initiatives of the event.

Tell us what your goals are and we'll work with you to put together a bespoke offer, be it within digital content or in-venue assets.

► **Contract your sponsor [HERE](#)**



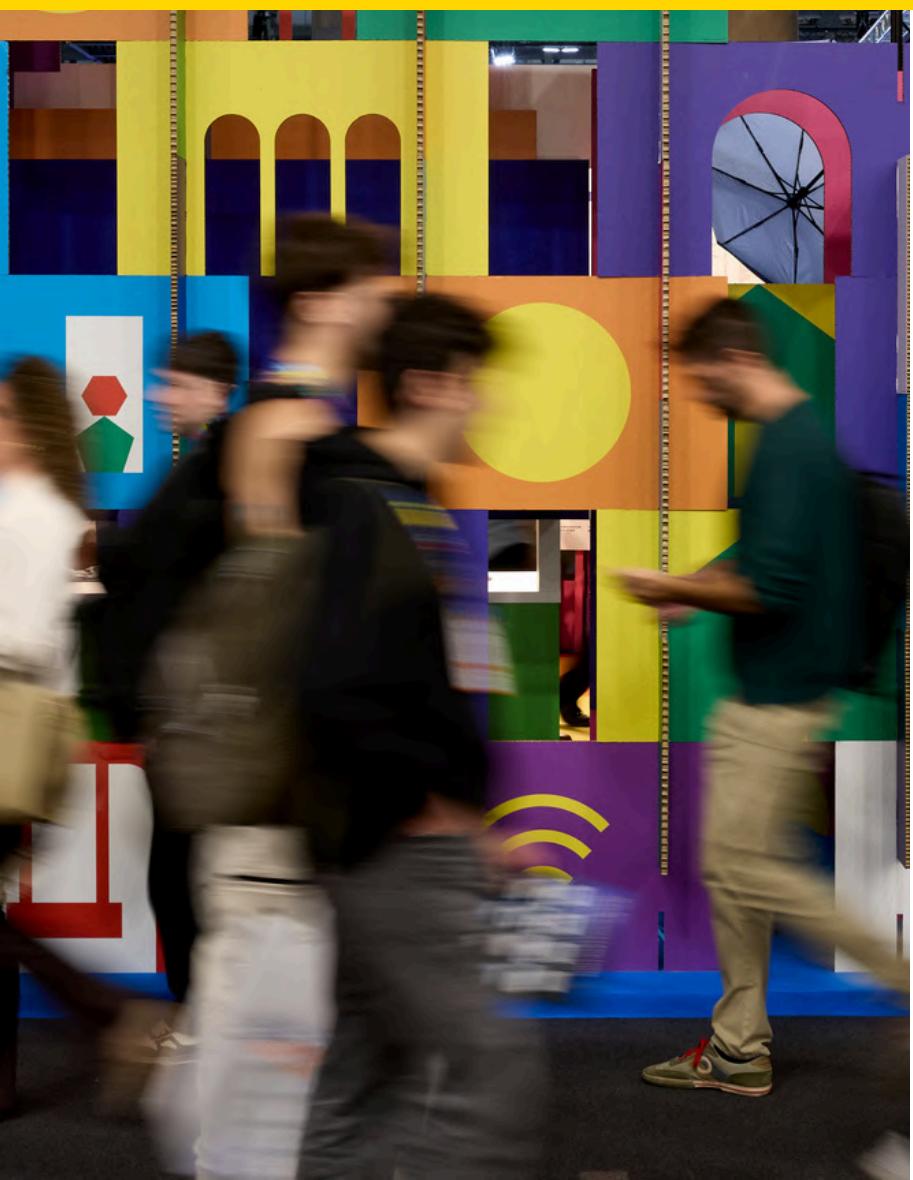
BE PART OF SCEWC26

# OPPORTUNITIES ARE ENDLESS

BOOK YOUR SPACE FOR  
2026 AND SAVE BIG!

Secure your exhibitor spot early and benefit from  
reduced rates until 31 January, 2026.

Contact us to request a tailor-made proposal:  
[smartcityexpo.sales@firabarcelona.com](mailto:smartcityexpo.sales@firabarcelona.com)



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EXPO WORLD CONGRESS

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