



SMARTCITY
EXPO WORLD CONGRESS

3 - 5 NOVEMBER 2026
BARCELONA

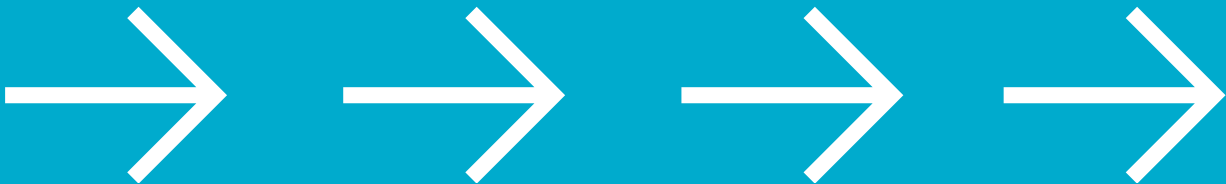
Organised by:



Hosted by:



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



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

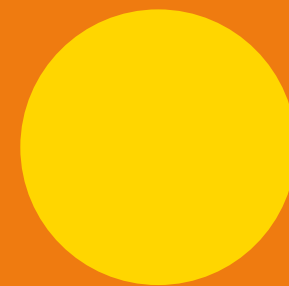


THE 21ST CENTURY IS SAID TO BE THE CENTURY OF CITIES.



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.

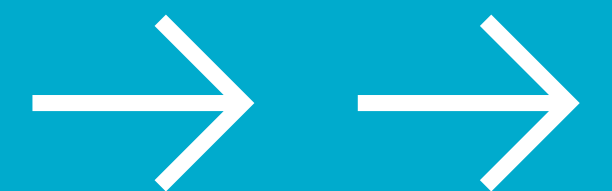


- Global population expected to grow to 10B by 2050.
- 70% of this people living in cities.
- Cities contribute 80% to global GDP.
- We will add floor space the size of NYC every month until 2060!



THE FUTURE SEEMS TO BE INEVITABLY URBAN

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



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

1,190
EXHIBITORS

997
CITIES

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

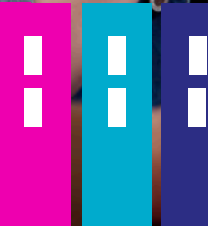
CO-CELEBRATED EVENTS



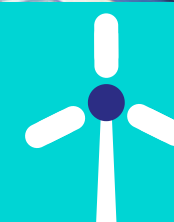
**TOMORROW.
MOBILITY**
WORLD CONGRESS



**TOMORROW.
BUILDING**
WORLD CONGRESS



**TOMORROW.
BLUE ECONOMY**
WORLD CONGRESS



**BARCELONA
CYBERSECURITY
CONGRESS**



URBAN INNOVATION ALL-YEAR-ROUND





4 AREAS TO EXPLORE

CONGRESS

World-class experts
take the stage



INNOVATION

The place where
tomorrow takes shape



EXHIBITION

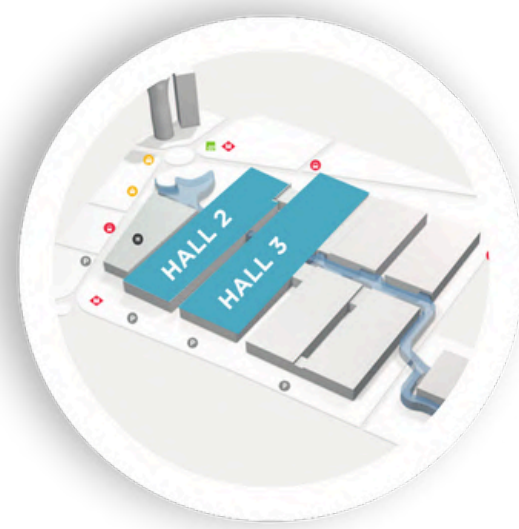
A busy marketplace of
transformative solutions



AWARDS

Spotlight on the most
impactful initiatives

EVENT MAP



SMARTCITY
EXPO WORLD CONGRESS

TOMORROW.
MOBILITY
WORLD CONGRESS

TOMORROW.
BUILDING
WORLD CONGRESS

TOMORROW.
BLUE ECONOMY
WORLD CONGRESS



- Thematic Stages
- Startups
- Networking Lounge

● 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



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.”

DELLTechnologies

DELLTechnologies

Shaping the Future:
The Transformative Journey of
Cognitive Cities

RTCITY
WORLD CONGRESS
NOVEMBER 2025
DUBAI

Technology





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

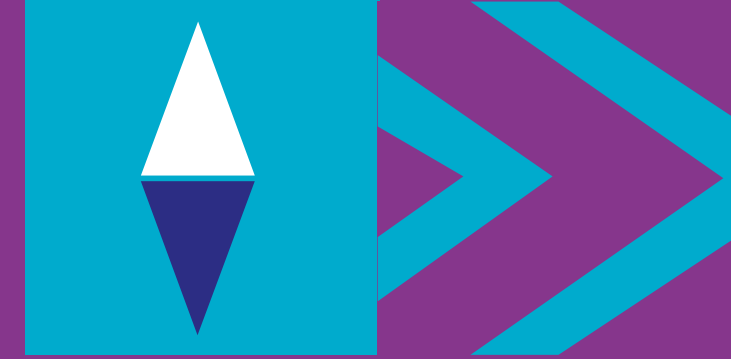
- Promote local projects and find investment opportunities
- Accelerate public-private collaboration
- Exchange knowledge and success stories
- Source market-ready solutions

LIST OF EXHIBITING CITIES, REGIONS AND COUNTRIES

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

**“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.

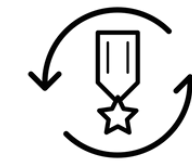
AWARD CATEGORIES



CITY
AWARD



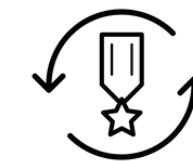
LEADERSHIP
AWARD



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

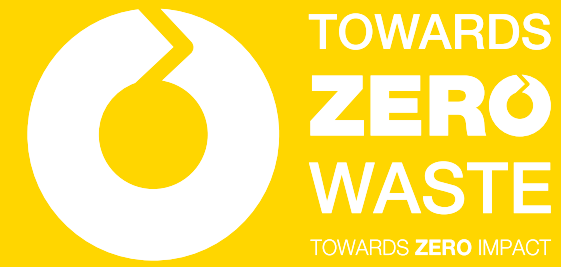




BETTER EVENTS FOR A BETTER WORLD

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/m²

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

EARLY BIRD RATE

275/m²

Available until 31 January, 2026. Valid for new exhibitors

REGULAR RATE

295/m²

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](#)



02 PARTNER

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

GLOBAL PARTNER

€100,000

Get unrivalled positioning and greatest impact.

INDUSTRY PARTNER

€50,000

Be recognized as a sector leader.

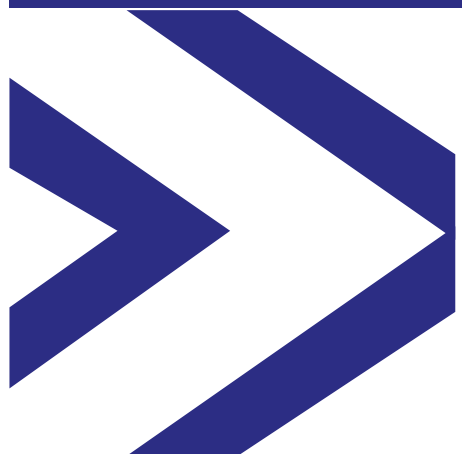
EVENT PARTNER

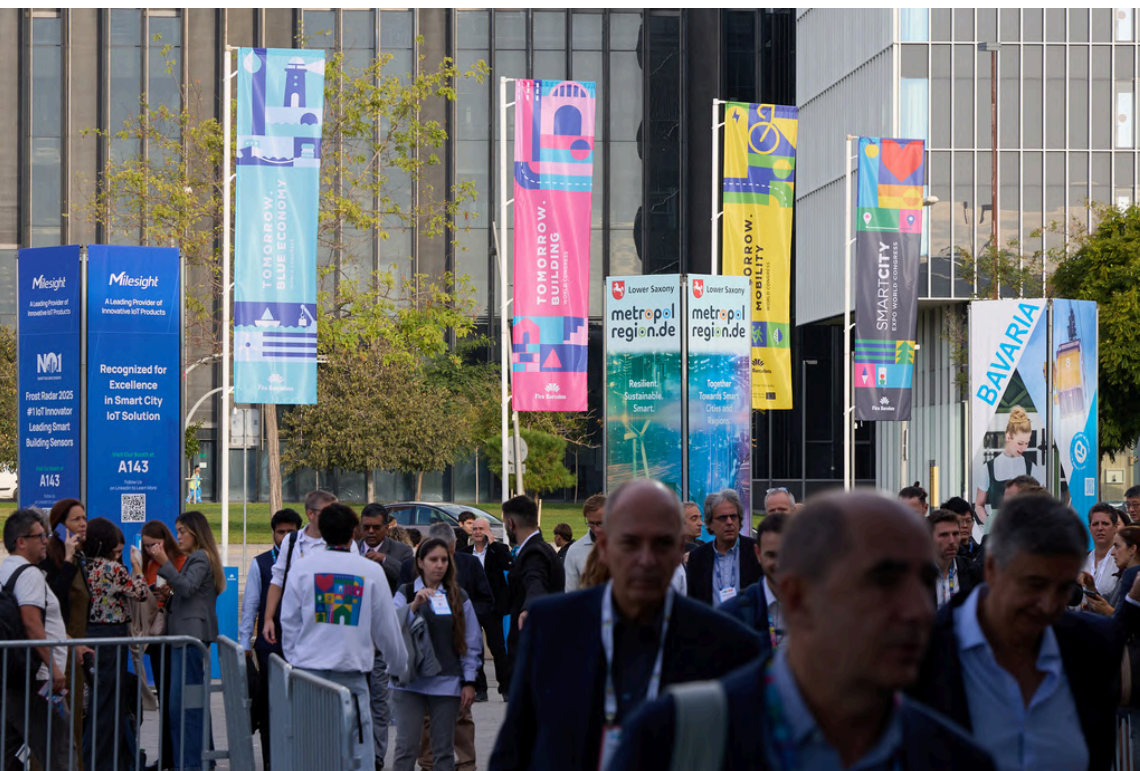
€18,000

Stand out from exhibitors.

- ✓ **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

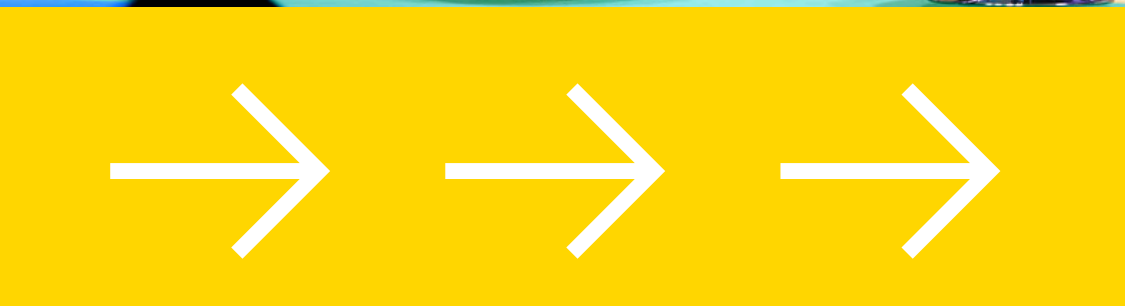
OPPORTUNITIES ARE ENDLESS

**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





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