

**SMARTCITY**  
EXPO WORLD CONGRESS

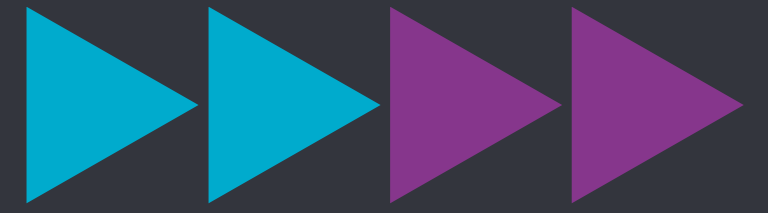
**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

**TOMORROW.  
BUILDING**  
WORLD CONGRESS

**TOMORROW.  
BLUE ECONOMY**  
WORLD CONGRESS

**BARCELONA  
DEEPTech  
SUMMIT**

 **BARCELONA  
CYBERSECURITY  
CONGRESS**



**3 - 5 NOVEMBER 2026**  
BARCELONA

# STARTUP PROGRAM



TMWC CO-ORGANIZED WITH:



Co-funded by the  
European Union





# The future of humanity is inevitably urban.

NEW REALITIES

NEW TECH

NEW BUSINESS MODELS

NEW OPPORTUNITIES

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 **urban solutions**.

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



THIS IS THE PLACE TO  
CATALYZE A POWERFUL  
URBAN TOMORROW  
WORLDWIDE



# SIX EVENTS UNDER ONE ROOF

Alongside **Smart City Expo World Congress** and its key vertical events such as Tomorrow.Mobility, Tomorrow.Blue Economy, Tomorrow.Building, Barcelona Deep Tech Summit and Barcelona Cybersecurity Congress, the Innovation Playground brings together global innovators to showcase and advance cutting-edge urban solutions.

## CO-LOCATED EVENTS

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## FULL FOCUS ON CRITICAL URBAN CHALLENGES

**ENABLING  
TECH**

**ENERGY &  
ENVIRONMENT**

**MOBILITY**


**INFRASTRUCTURE  
& BUILDING**

**LIVING &  
INCLUSION**

**GOVERNANCE  
& ECONOMY**

**BLUE  
ECONOMY**





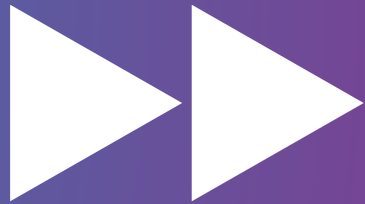
**“At SCEWC we can meet real decision-makers, as we are all fighting for the same cause: cleaner cities.”**

**Zoé Dupuy**  
Product Manager,  
The Great Bubble Barrier





# Urban Innovation all-year-round





# 2025 EDITION IN NUMBERS



**27,104**

ATTENDEES



**1,190**

EXHIBITORS



**997**

CITIES



**592**

SPEAKERS



**138**

COUNTRIES



**584**

REGISTERED PRESS



**15,2K**

MEDIA IMPACTS



**1.13M**

WEB VISITS



**162K**

SOCIAL MEDIA FOLLOWERS



**112M**

DIGITAL IMPRESSIONS

## TOMORROW. CITY



**22,800+**  
SUBSCRIBERS



**8,200+**  
MONTHLY  
ACTIVE USERS



**27%**  
EMAIL  
OPEN RATE

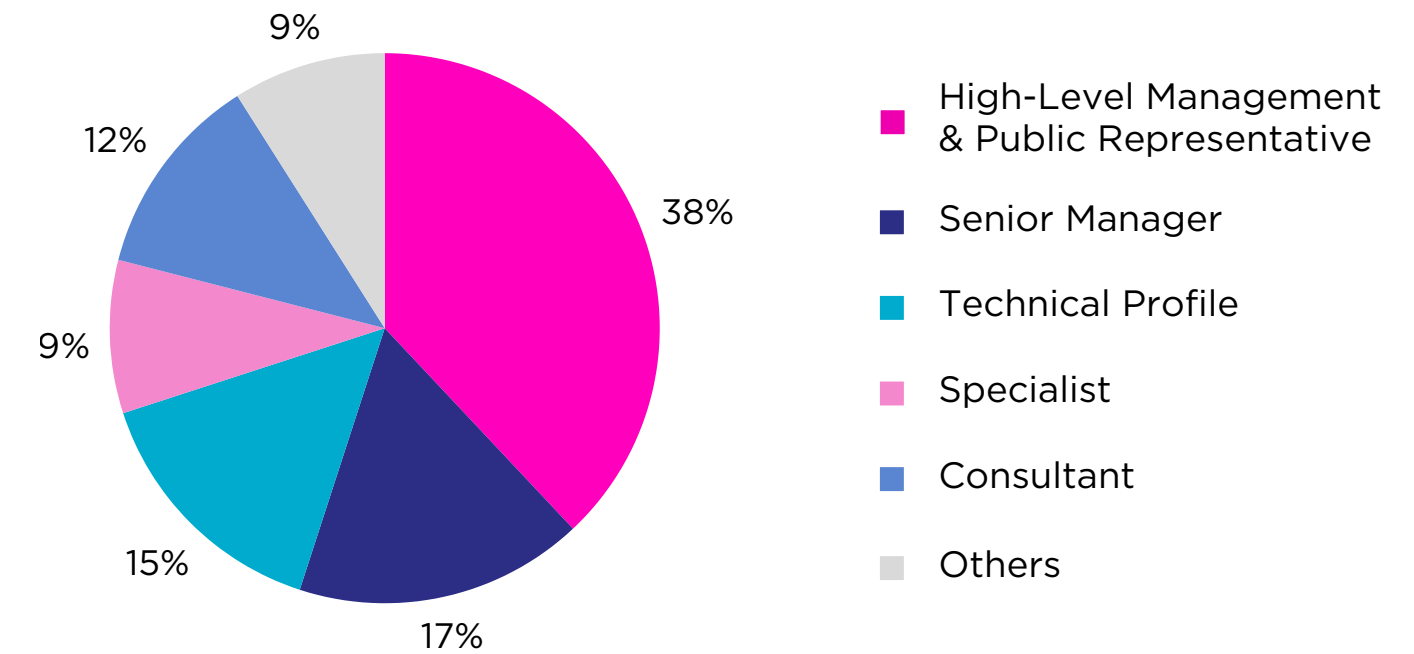


# A global interest on the rise

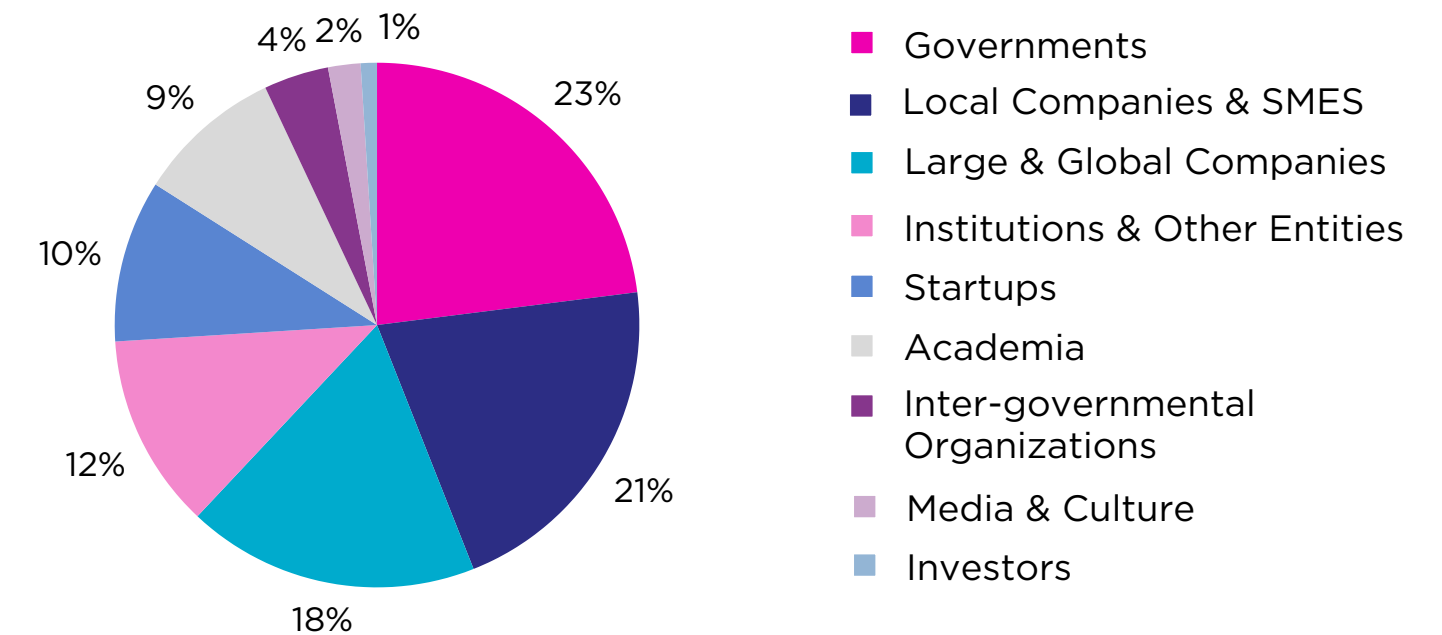
## TOP VISITING COUNTRIES



## Attendees' profile



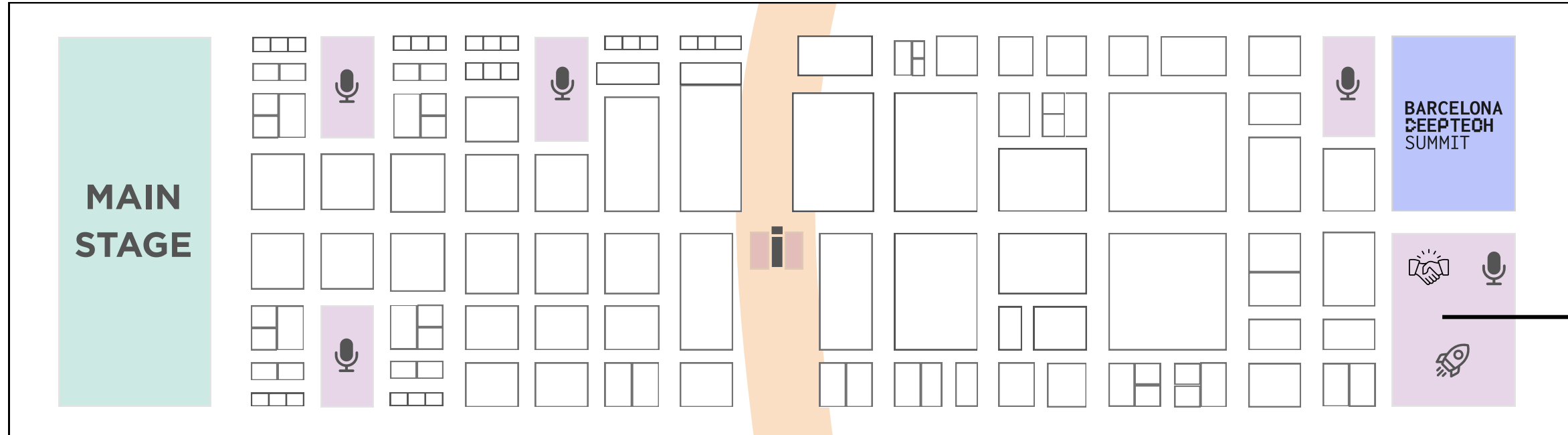
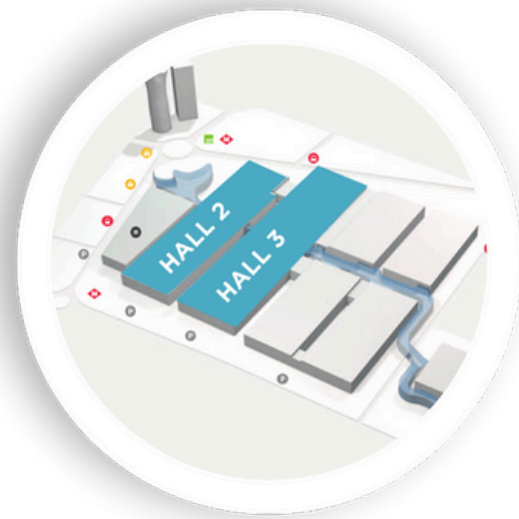
## Attendees' Organization





# EVENT MAP

SMARTCITY  
EXPO WORLD CONGRESS



HALL 3

THE  
AVENUE

OUTDOOR AREA

TOMORROW.  
MOBILITY  
WORLD CONGRESS



HALL 2

ENTRANCE

- Thematic Stages
- Startups
- Investors Lounge

● Exclusive access for Full Congress & Investor Passes



# Trusted by global leading CORPORATE PARTNERS





# Supported by a powerful network of INSTITUTIONS, ORGANIZATIONS...





# ...RESEARCH CENTRES, INNOVATION BOOSTERS AND MEDIA PARTNERS



# List of exhibiting cities, regions and countries

## ARGENTINA

Agencia Argentina de Inversiones  
y Comercio Internacional  
Santiago del Estero

## AUSTRIA

Advantage Austria – Austrian  
Chamber of Commerce  
Carinthia  
Smart Urban Region Austria Alps  
Adriatic  
Vienna

## BELGIUM

Agence Wallone  
Flanders

## BRAZIL

Curitiba

## CHINA

Guanghzou  
Shaanxi  
Zhejiang

## COLOMBIA

Barranquilla

## CYPRUS

Invest Cyprus

## CZECH REPUBLIC

Brno  
Ministry of Industry and Trade of  
the Czech Republic

Prague

Ptzen

Ricany

## ESTONIA

Tallin

## EUROPEAN COMMISSION

## FINLAND

Espoo  
Oulu  
Tampere  
Tampere Region EU Office  
Vantaa

## FRANCE

Business France  
Grenoble Alpes Metropole  
Région Île-de-France  
Paris Est Marne & Bois

## GERMANY

Apfeldorf, Unterdiessen, Fuchstal  
Region  
Aschaffenburg  
Baden-Württemberg  
Bavaria  
Berlin  
Brandenburg  
Dormagen  
Dresden  
Etteln  
Goslar  
Hamburg

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

## GREECE

## HUNGARY

Budapest

## INDIA

## IRELAND

Dublin

## ITALY

Consiglio Nazionale Delle Ricerche  
(CNR)

Italian Trade Promotion Agency  
(ITA)

Piemonte Region

Roma

Sardegna

## 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

## LATVIA

University of Latvia  
Riga

## LITHUANIA

Innovation Agency Lithuania

## LUXEMBOURG

## MALAYSIA

Malaysia Digital Economy  
Corporation (MDEC)

## MEXICO

Puebla

## NETHERLANDS

## POLAND

Katowice  
Polish Investment & Trade  
Agency  
Rzeszow  
Sopot

## PORTUGAL

Porto

## ROMANIA

## SAUDI ARABIA

Eastern Province Municipality  
Riyadh Infrastructure Projects  
Center (RIPC)  
Saudi Export Development  
Authority

## SLOVAKIA

Ministry of Investmensts,  
Regional Development and  
Informatization  
Technical University of Kosice

## SOUTH KOREA

Cheonan  
Daejeon  
Ministry of Land, Infrastructure  
and Transport  
Seongnam City  
Seoul AI Foundation

## 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

## UNITED KINGDOM

Belfast  
Glasgow  
London Borough of  
Hammersmith and Fulham  
Manchester  
Nexus University Leeds  
Sunderland  
The West of England Mayoral  
Combined Authority

## USA

Frisco Economic Development  
Corporation  
McKinney Economic  
Development Corporation  
North Texas Innovation Alliance  
(NTXIA)  
Peachtree Corners





# INNOVATION PLAYGROUND

## THE PLACE WHERE TOMORROW TAKES SHAPE

A carefully designed, open, and agile environment where the **world's most ambitious startups, forward-thinking investors, industry leaders, and public entities** come together to accelerate the future of urban innovation.

Here, **startups gain direct access to decision-makers and capital**; investors discover impact-driven solutions with unicorn potential; and corporates tap into the agility and creativity they need to stay ahead.

**This is not just a space**—it's a global launchpad for the innovations shaping our cities and our world.





# A comprehensive space where innovation can flourish

By combining **inspiring talks**, a **curated startup expo** and **pitches**, **immersive demos**, and **high-trust networking** in the investor lounge, the Innovation Playground transforms bold ideas into real-world impact —fuelling collaboration, opportunity, and growth.



STAGE



STARTUP EXPO



DEMO AREA



INVESTORS  
LOUNGE





# THE INNOVATION PLAYGROUND

## IN NUMBERS



**100+**

SELECTED EXHIBITING  
STARTUPS



**300+**

EXHIBITING STARTUPS  
WITHIN THE EXPO



**200+**

TOP WORLDWIDE  
INVESTORS



**30+**

SESSIONS  
& SIDE EVENTS

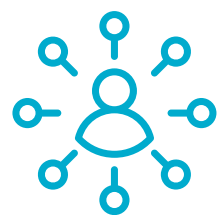




# Why should you take part in the **INNOVATION PLAYGROUND?**



**Showcase your solution** to a global audience of 27,000+ decision-makers and media outlets



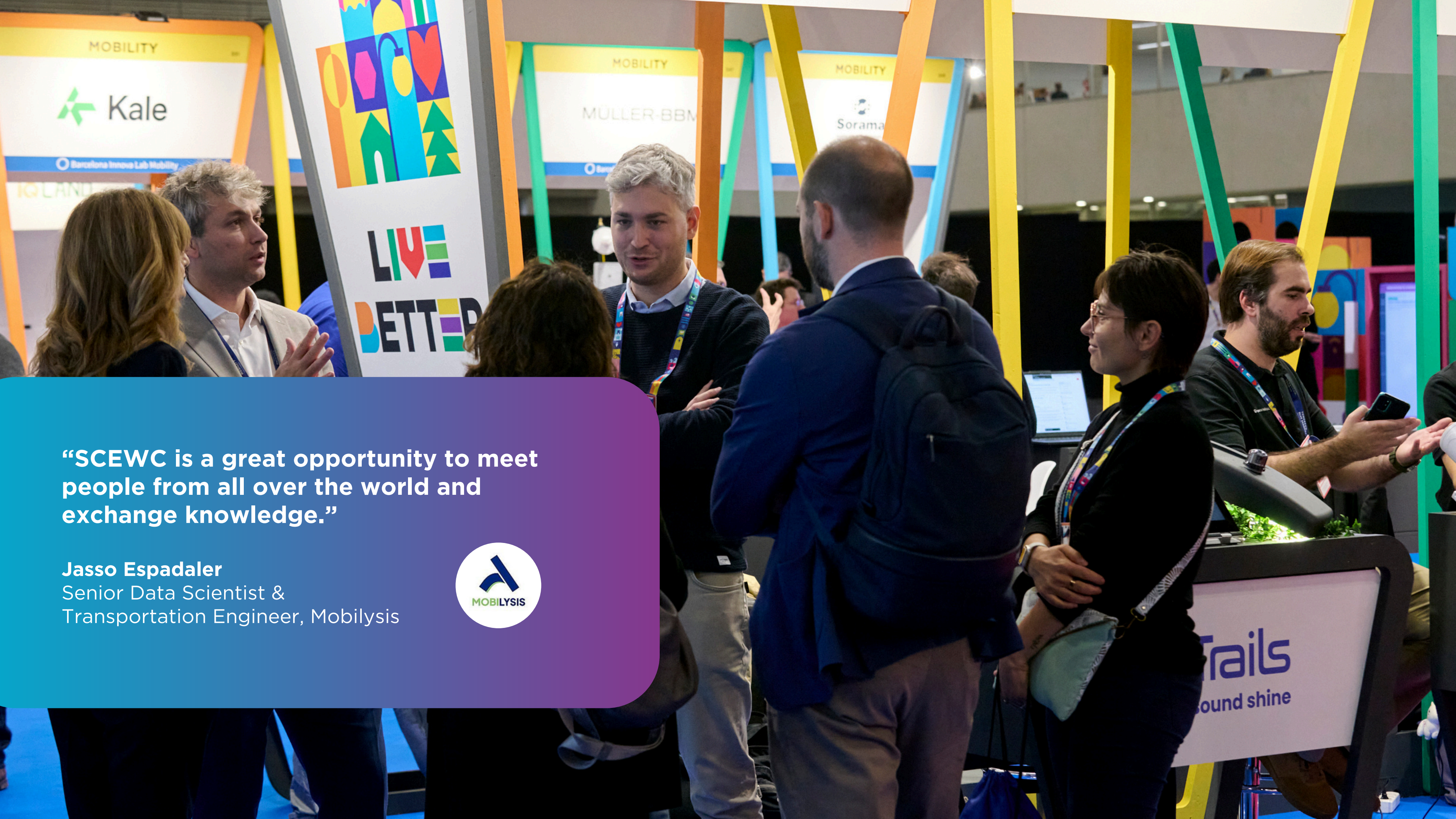
**Connect** with cities, public authorities and corporates actively looking for solutions



**Meet investors** focused on urban tech and impact-driven solutions







**“SCEWC is a great opportunity to meet people from all over the world and exchange knowledge.”**

**Jasso Espadaler**  
Senior Data Scientist &  
Transportation Engineer, Mobilysis





# Investors in attendance



500



ASTANOR

aSTara  
INNOVATION VENTURE LAB



<sup>B</sup>Sabadell  
BStartup

Bloom  
\*HOURS



DEMEA  
SUSTAINABLE INVESTMENT



faber



INCLIMO  
PEOPLE, PLANET, PROSPERITY

LBOFRANCE



PLUGANDPLAY



venture Lab  
Niterra Group





# How can you get involved?

## APPLY TO OUR STARTUPS PROGRAM

Join a busy expo floor together with the world's boldest startups in the field. This pack includes the all the blue bullets.

- ✓ 100+ high potential startups from around the world will be selected to be part of our Innovation Playground.
- ✓ You will need to fill out [this form](#) and meet the established criteria detailed in the following slides in order to become an eligible candidate.

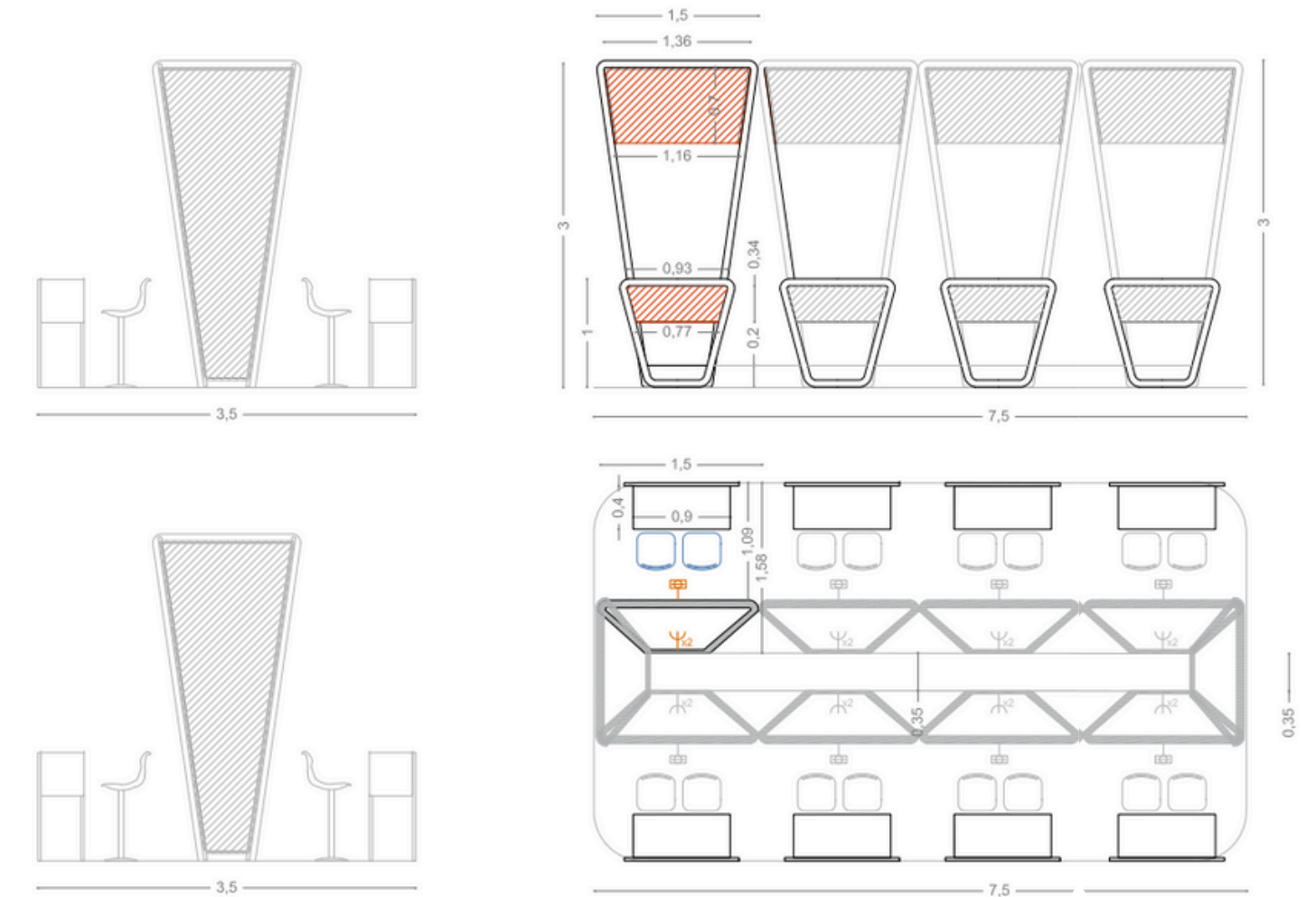
[APPLY NOW](#)

- ▶ **Exhibition pod** (1 pod within an 8-pod structure)
- ▶ **Speaking slot** in a Startup Pitch Session
- ▶ Access to the **Matchmaking Tool (Match & Fund)** connecting startups and investors
- ▶ Inclusion of your **Pitch Deck** in the Match & Fund Tool
- ▶ Access to the **Investors Lounge**
- ▶ **2** Exhibitor Passes
- ▶ **2** Full Congress Passes
- ▶ **20** Visitor Passes
- ▶ **2** Investor Pass (subject to validation by the organization)
- ▶ **Access to the Customer Area tool** to manage your participation
- ▶ **Visibility in the venue's Floor Map** and across the event's website and app

# How will your exhibition pod be equipped?

## What's included?

- 1 Irregular-sized pod (150 × 240 cm) located within an 8-pod structure, on carpeted flooring.
- 2 1 welcome desk with lockable cabinet, 2 stools for the exhibitor, 1 lighting arm mounted on the structure.
- 3 Startup logo, short description, and stand number displayed on the structure.
- 4 Power supply: 1.2 kW with 2 sockets for laptop and mobile phone charging.
- 5 Basic cleaning provided after set-up and every evening during event days.







# Match & Fund Tool

Where Startups and Investors connect

An exclusive platform to unlock high-impact opportunities. Investors discover promising startups and connect with peers, while startups engage with investors who share their vision and growth ambitions.



Use the matchmaking tool to **prepare and schedule one-to-one meetings in advance**, maximizing every interaction.



Gain access to the **exclusive Investors Lounge** in the Innovation Playground to build meaningful relationships and accelerate growth.



# Apply early and save!

## January 28th – July 10th

First Round (Early Bird): discounted participation fee of **1.995€**.

## July 11th – September 14th

Second Round: regular participation fee of **2.295€**.



## Ready to join?

Selected startups will be contacted on a **first come, first served basis, so submit your application now!**

We will communicate the selection results as soon as possible.

[\*\*APPLY NOW\*\*](#)



# Selection criteria

[APPLY NOW](#)

**01** Early-stage startups with a **technology-driven, innovative solution and potential for rapid scalability**.

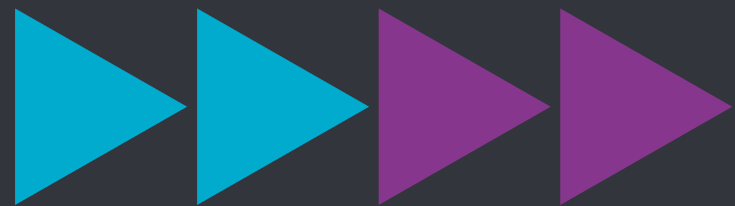
**02** Active in **one of our focus sectors**, working to improve how cities live, move and grow.

**03** **Legally incorporated company** with a valid VAT number or Tax Identification Number (depending on country).

**04** **Startup area participants only**. Your company must not have previously participated as stand-alone exhibitor outside the startup area.

*\*SCEWC and its co-located events reserve the right to revoke applications that do not meet the eligibility criteria.*





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# Save your spot!

[tomorrowcity.startups@firabarcelona.com](mailto:tomorrowcity.startups@firabarcelona.com)

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