

SMARTCITY
EXPO WORLD CONGRESS

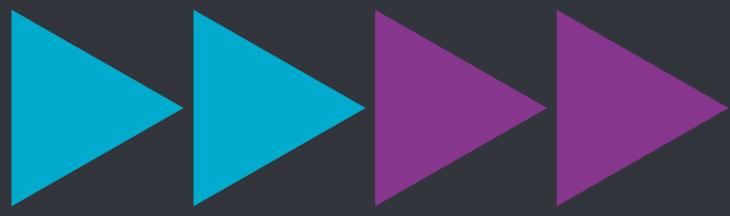
**TOMORROW.
MOBILITY**
WORLD CONGRESS

**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



FULL FOCUS ON CRITICAL URBAN CHALLENGES

ENABLING
TECH

ENERGY &
ENVIRONMENT

MOBILITY

INFRASTRUCTURE
& BUILDING

LIVING &
INCLUSION

GOVERNANCE
& ECONOMY

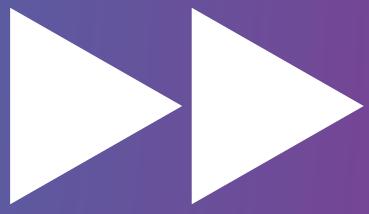
BLUE
ECONOMY

“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



SMARTCITY
EXPO WORLD CONGRESS
3 - 5 NOVEMBER 2026
BARCELONA

2025 EDITION IN NUMBERS

TOMORROW.
CITY



27,104

ATTENDEES



584

REGISTERED PRESS



1,190

EXHIBITORS



15,2K

MEDIA IMPACTS



997

CITIES



1.13M

WEB VISITS



592

SPEAKERS



162K

SOCIAL MEDIA FOLLOWERS



138

COUNTRIES



112M

DIGITAL IMPRESSIONS



22,800+

SUBSCRIBERS



8,200+

MONTHLY
ACTIVE USERS



27%

EMAIL
OPEN RATE

A global interest on the rise

TOP VISITING COUNTRIES



Spain



USA



Italy



Saudi Arabia



Germany



South Korea



France



Portugal



Netherlands



Czech Republic



Brazil



Poland

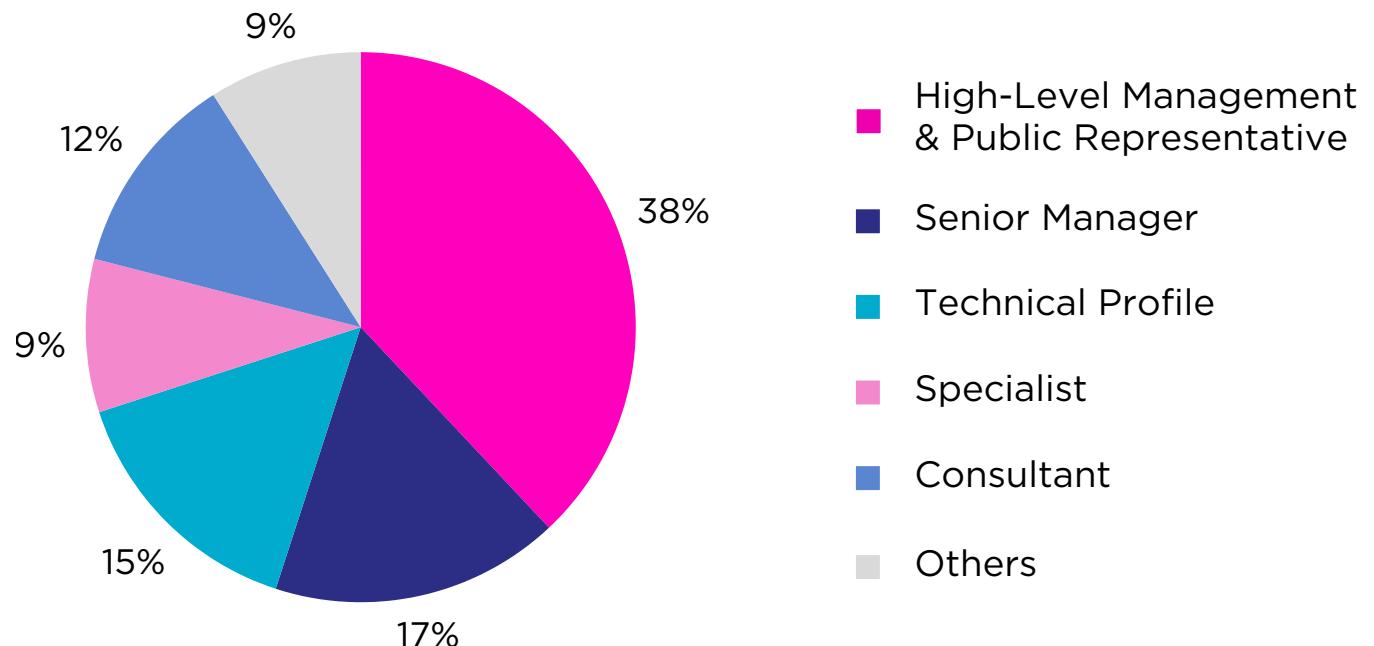


United Kingdom

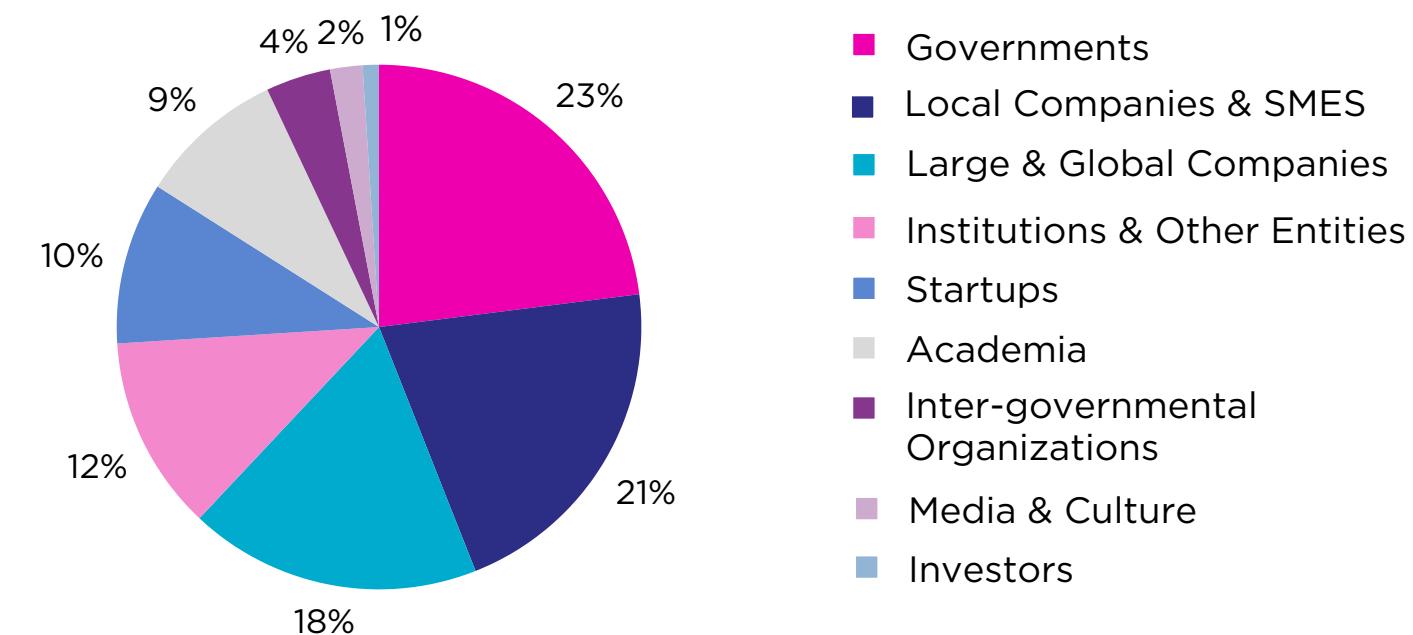


Belgium

Attendees' profile

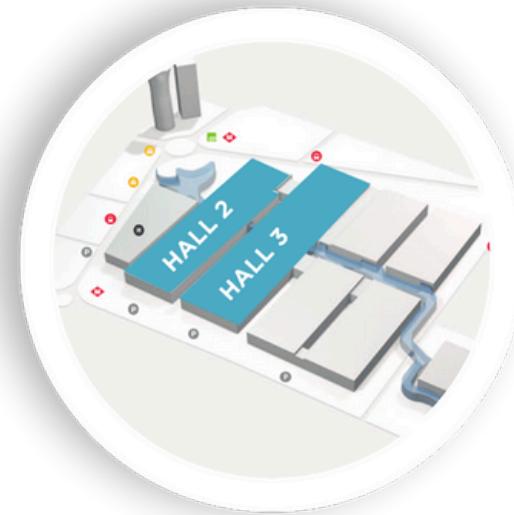


Attendees' Organization



2026

EVENT MAP



SMARTCITY
EXPO WORLD CONGRESS



Trusted by global leading CORPORATE PARTNERS



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



ICEX
Exportación e Inversiones



Government of Catalonia



Metrópolis
Barcelona



DEVELOPMENT BANK
OF LATIN AMERICA
AND THE CARIBBEAN



FEDERACIÓN ESPAÑOLA
DE
MUNICIPIOS Y PROVINCIAS



unicef
for every child



Co-funded by
the European Union



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



World Smart Sustainable Cities Organization



Asociación Latinoamericana de Movilidad Sostenible



Associació
Catalana
de Municipis



ASOCIACIÓN NACIONAL
DE EMPRESAS DE EFICIENCIA ENERGÉTICA



ASOCIACIÓN ESPAÑOLA
DE MUNICIPIOS
DE AUTOMÓVILES
DEPARTAMENTO
DE MANTENIMIENTO



ASOCIACIÓN
ESPECIALIZADA
EN VEHÍCULOS
ELÉCTRICOS DE CHILE



ASOCIACIÓN ESPAÑOLA
DE EMPRESAS DE SEGURIDAD



Asociación Española de Fabricantes
de Muebles Urbanos Y Parques Infantiles



Asociación
Nacional
de Municipios
y Reciclaje de Automóviles



Italian ITS
Association



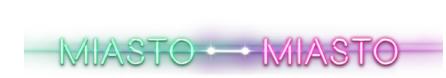
ASSOCIATION OF EUROPEAN
AUTOMOTIVE
AND INDUSTRIAL BATTERY MANUFACTURERS



Alliance pour le développement
des transports et les transports
dans les communautés



...RESEARCH CENTRES, INNOVATION BOOSTERS AND MEDIA PARTNERS



List of exhibiting cities, regions and countries

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



INNOVATION PLAYGROUND

THE PLACE WHERE TOMORROW TAKES SHAPE

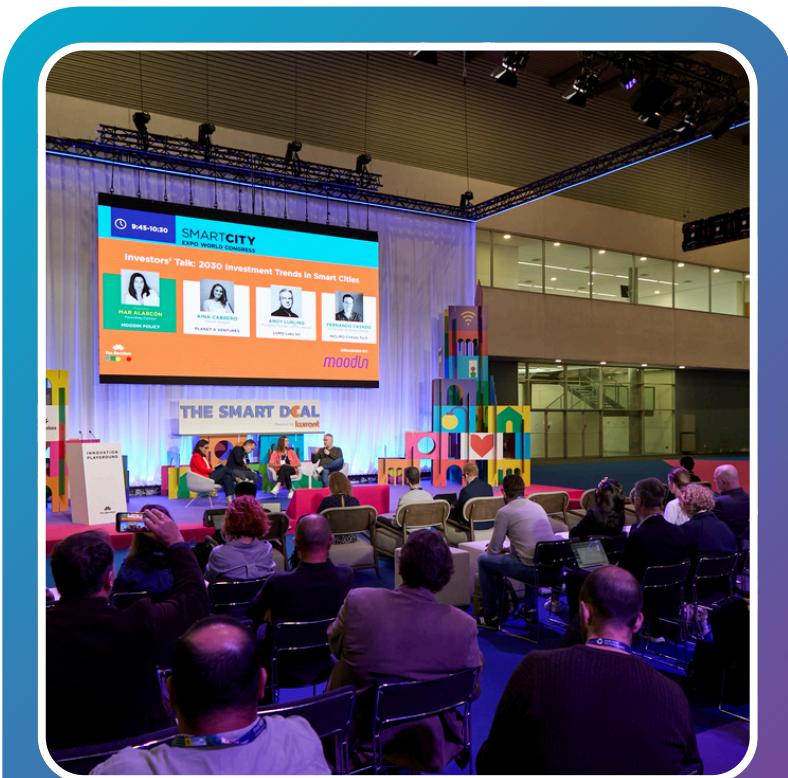
A carefully designed, open, and agile environment where the **world's most ambitious startups, forward-thinking investors, industry leaders, and public entities** come together to accelerate the future of urban innovation.

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.



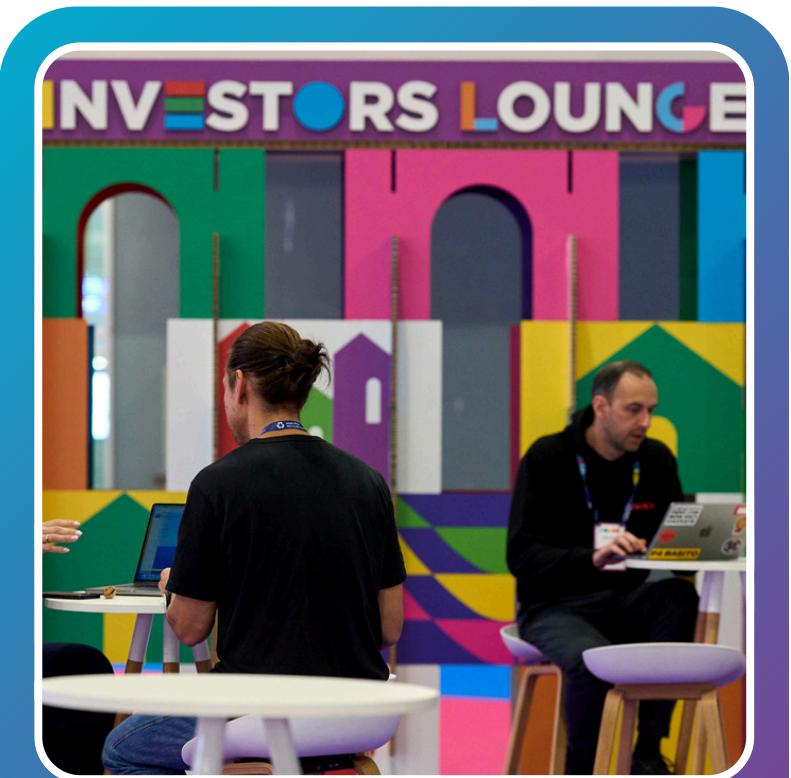
STAGE



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+

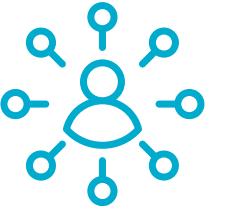
SESSIONS
& SIDE EVENTS



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



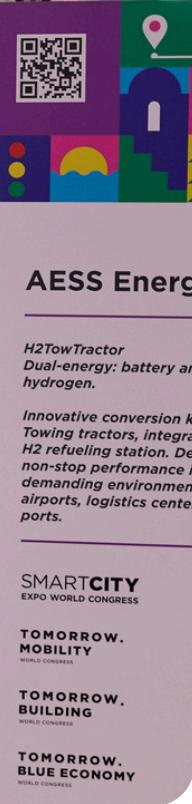
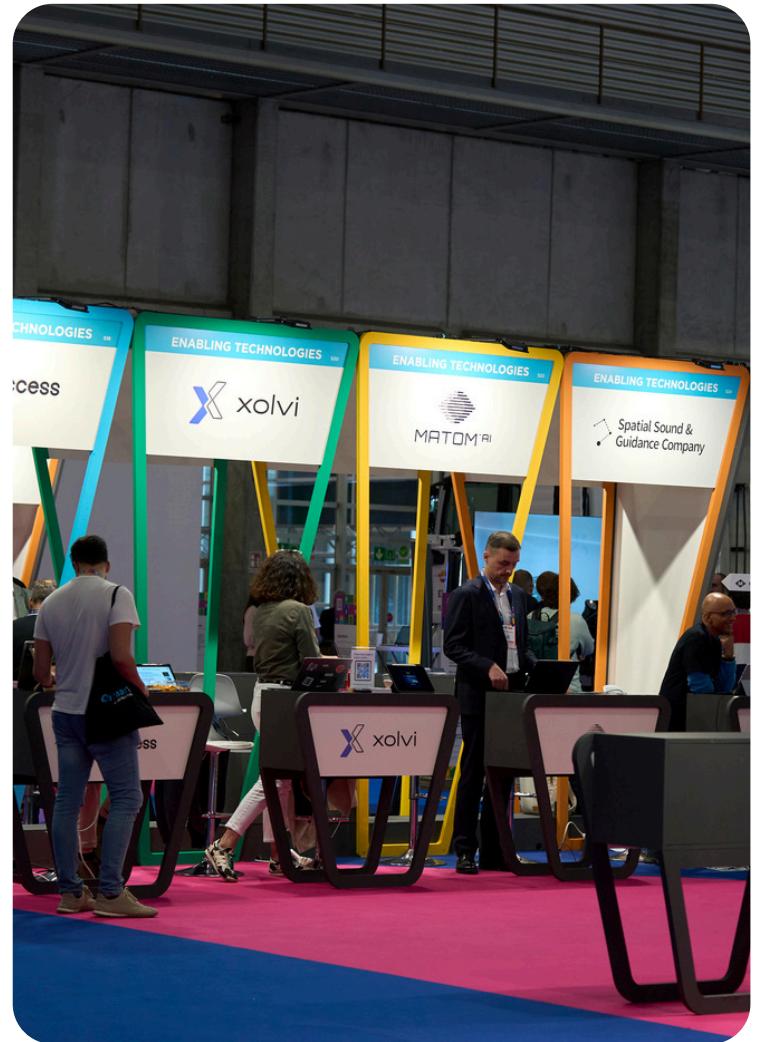
Showcase your solution to a global audience of 27,000+ decision-makers and media outlets

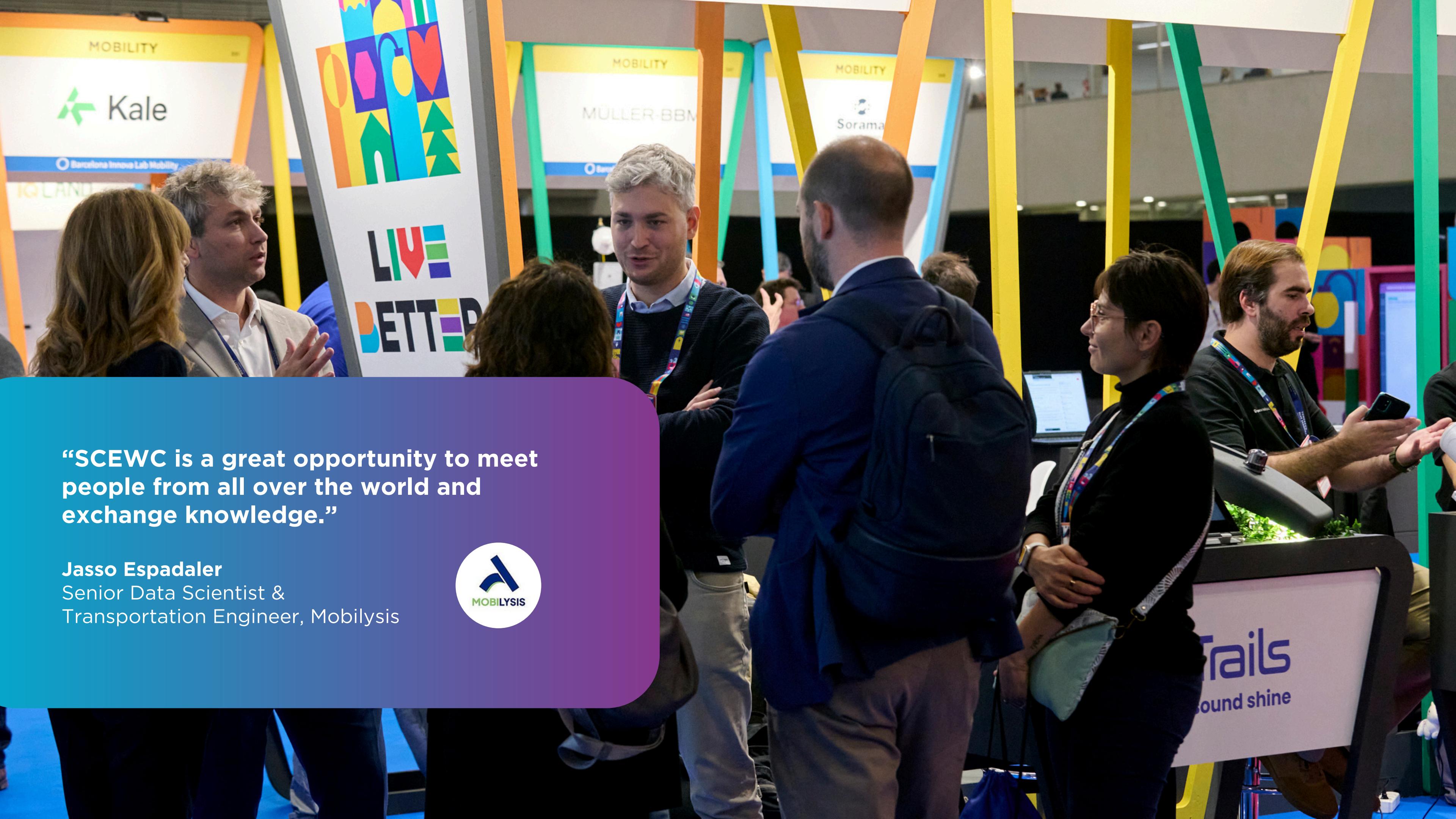


Connect with cities, public authorities and corporates actively looking for solutions



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



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

TMWC CO-ORGANIZED WITH:

Fira Barcelona

eit Urban Mobility

Co-funded by the
European Union

