



SMARTCITY
EXPO WORLD CONGRESS

3 - 5 NOVEMBER 2026
BARCELONA

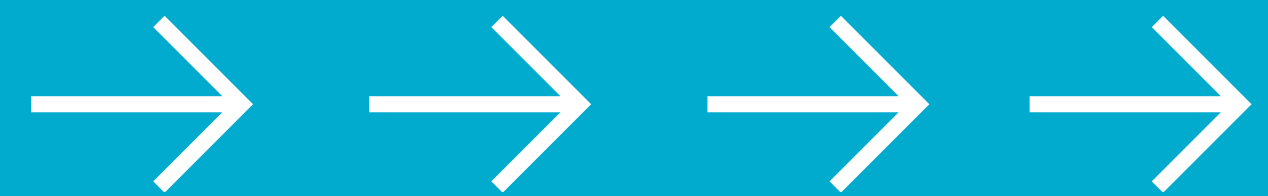
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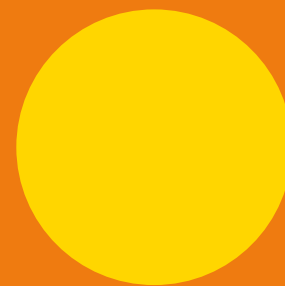
Hosted by:



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



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



Urban areas are becoming the key organizational system.

10B

Global population by 2050

70%

Of this people living in cities

80%

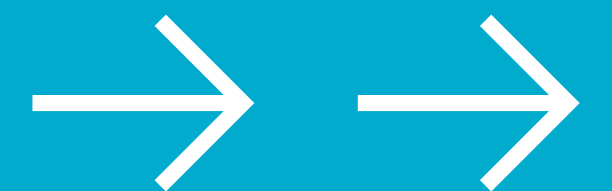
Global GDP

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 unprecedented demands and 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

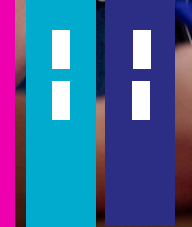
-  SPAIN
-  ITALY
-  GERMANY
-  FRANCE
-  BRAZIL
-  NETHERLANDS
-  UK
-  BELGIUM
-  USA
-  SAUDI ARABIA
-  SOUTH KOREA
-  PORTUGAL
-  CZECH REPUBLIC
-  POLAND
-  JAPAN



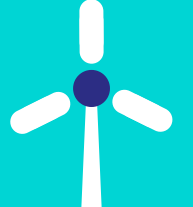
**TOMORROW.
MOBILITY**
WORLD CONGRESS



**TOMORROW.
BUILDING**
WORLD CONGRESS



**TOMORROW.
BLUE ECONOMY**
WORLD CONGRESS



SMARTCITY
EXPO WORLD CONGRESS

**CO-CELEBRATED
EVENTS**



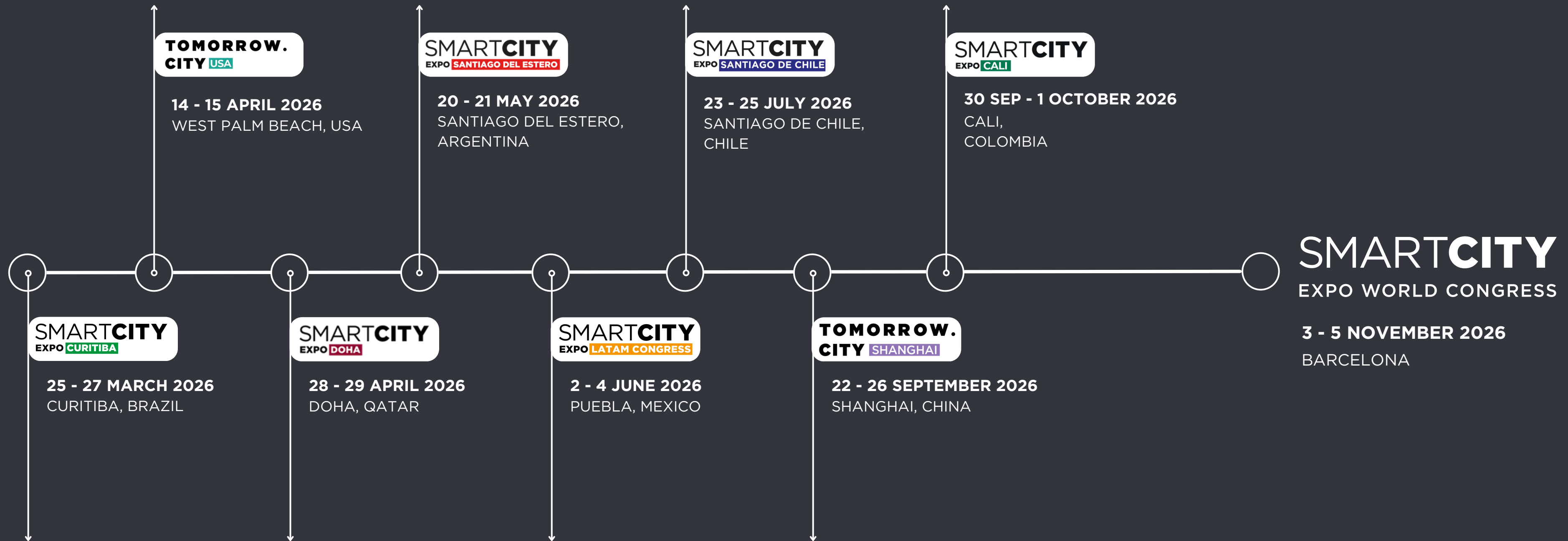
**BARCELONA
CYBERSECURITY
CONGRESS**



**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

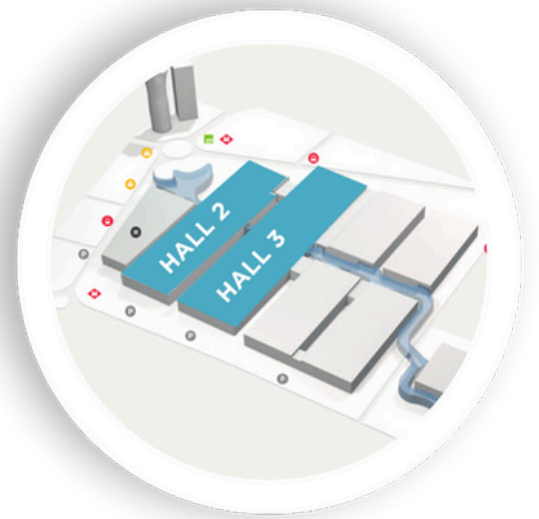


AWARDS

Spotlight on the most
impactful initiatives

2026

EVENT MAP

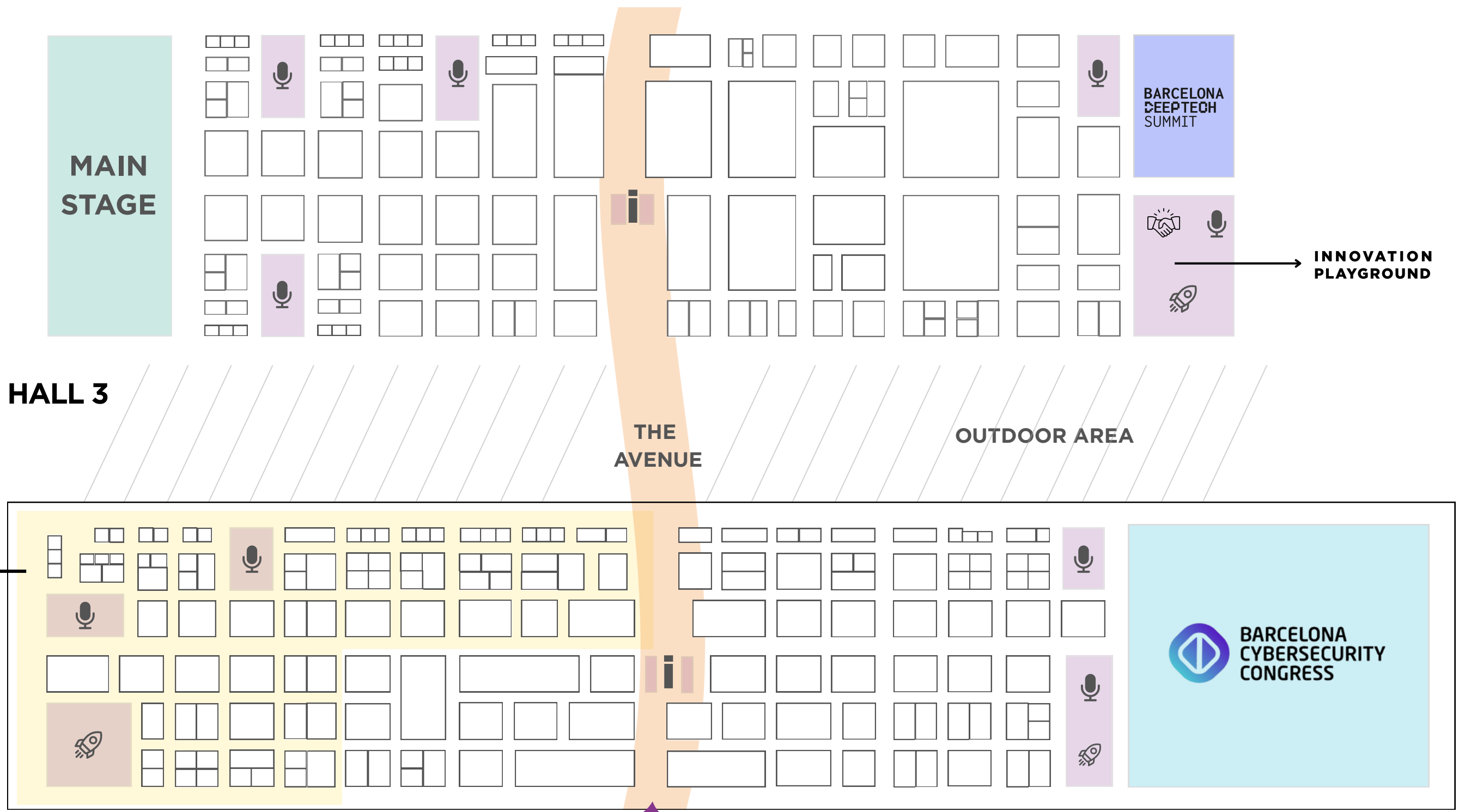


SMARTCITY
EXPO WORLD CONGRESS

TOMORROW. MOBILITY
WORLD CONGRESS

TOMORROW. BUILDING
WORLD CONGRESS

TOMORROW. BLUE ECONOMY
WORLD CONGRESS



- Thematic Stages
- Startups
- Investors 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

SMARTCITY
WORLD CONGRESS
NOVEMBER 2025
DUBAI



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



92%

consider SCEWC the benchmark event for cities



84%

achieve participation goals



90%

find expected visitor profile



76%

satisfied with international contacts



75%

satisfied with overall participation



4.25 out of 5

rating for our sustainability initiatives



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

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

**“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.



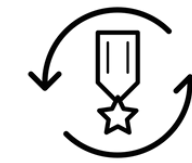
AWARD CATEGORIES



CITY
AWARD



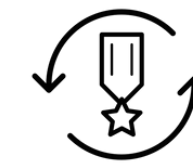
LEADERSHIP
AWARD



INNOVATION
AWARD



GREEN
EXHIBITOR
AWARD



6 PROJECT
AWARDS

ENABLING TECHNOLOGIES AWARD

ENERGY & ENVIRONMENT AWARD

MOBILITY AWARD

GOVERNANCE & ECONOMY AWARD

LIVING & INCLUSION AWARD

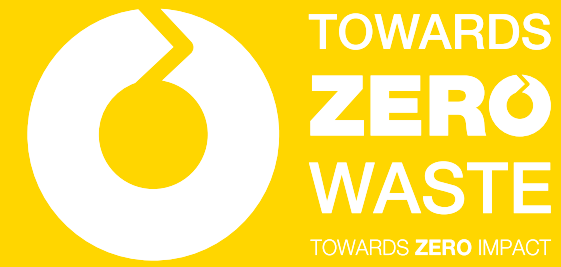
INFRASTRUCTURE & BUILDING AWARD



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



PLANT FOR
THE PLANET

BOSQUES
PARA
LA VIDA

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

+23,000

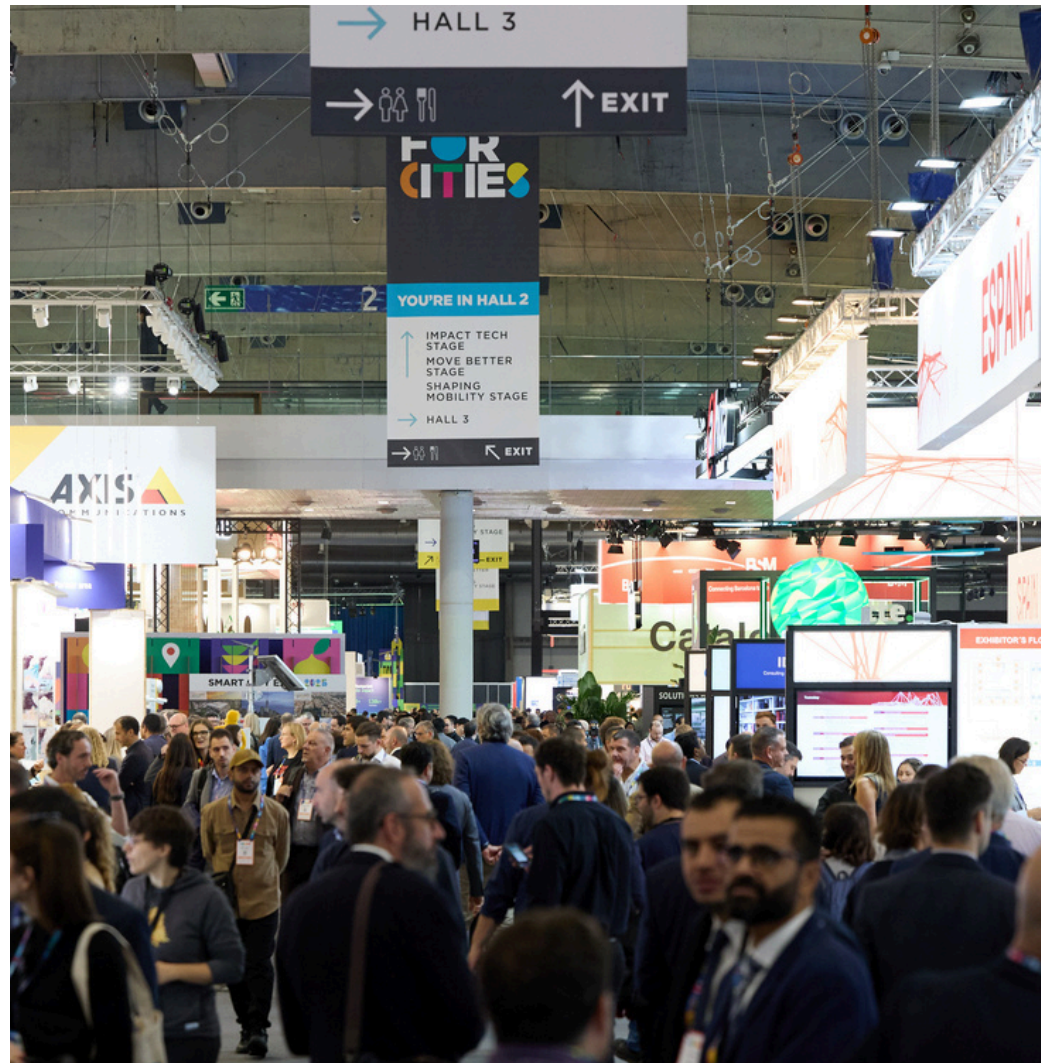
SUBSCRIBERS

+22,500

MONTHLY
ACTIVE USERS

SMART CITY EXPO WORLD CONGRESS

WAYS TO PARTICIPATE



01 EXHIBIT



02 PARTNER



03 SPONSOR



REGULAR RATE
€295/sqm

Co-Exhibitor Fee
€525

Double Deck
€150/m²

Prices do not include VAT or participation fee (€550)

Payment terms:

- 50% deposit due on 1 March 2026.
- 50% balance due on or before 15 June 2026.

01 EXHIBIT

Hire your space & create the perfect stand to showcase your projects, host talks and meet with clients and partners.

The larger the space, the better your location will be and the more passes you will get.

▶▶ **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.

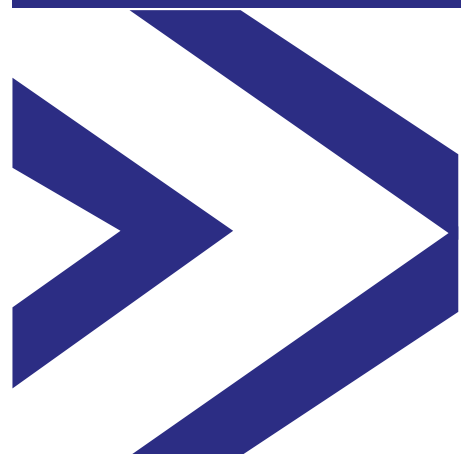
EVENT PARTNER

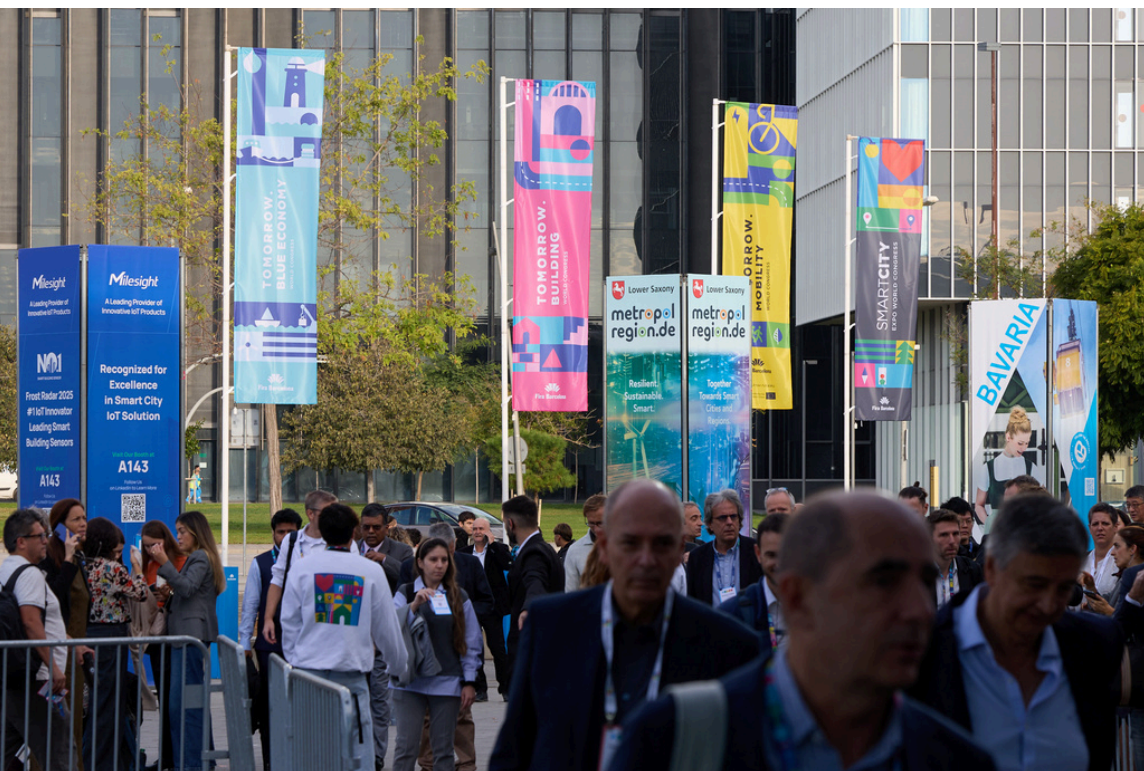
€18,000

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

**BE A PARTNER
OR EXHIBITOR**

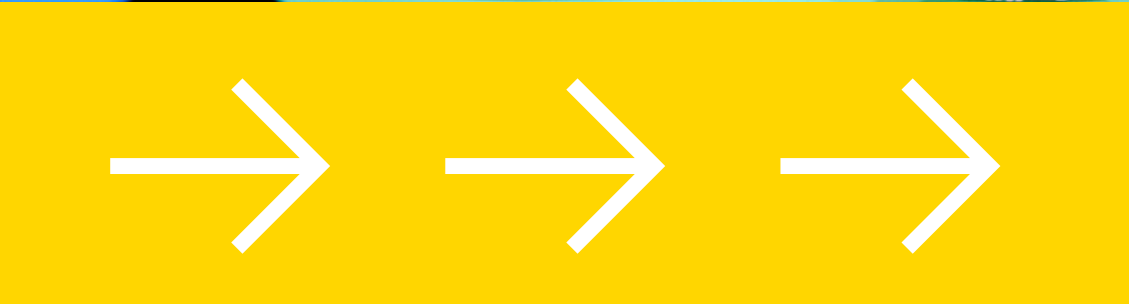
[Contact us](#) to request
a tailor-made
proposal



**OTHER WAYS
TO PARTICIPATE**

[See open calls](#)

Fira Barcelona



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