

# Smart City Expo World Congress

Barcelona, 3-5 November 2026

## GREEK PARTICIPATION

Organised by



Under the Auspices of



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ  
Υπουργείο Ψηφιακής Διακυβέρνησης

Supported by



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# INFO ABOUT THE EXPO



# SMART CITY EXPO WORLD CONGRESS

The **Smart City Expo** takes place in Barcelona every year since 2011.

In 2026, it will open its doors between **3 – 5 November**.

**SCEWC** is the world's biggest and most influential event for intelligent and resilient cities, and urban innovation.

It has a sole but very important **mission**:  
To accelerate a brighter urban paradigm towards greener, more efficient and thriving cities that leave no one behind.



**SMARTCITY**  
EXPO WORLD CONGRESS

**3 - 5 NOVEMBER 2026**  
**BARCELONA**



**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.

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!



**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.



# SCEWC 2025 IN NUMBERS

**+27,000**  
ATTENDEES

**~1,200**  
EXHIBITORS



**SMARTCITY**  
EXPO WORLD CONGRESS

**~1000**  
CITIES

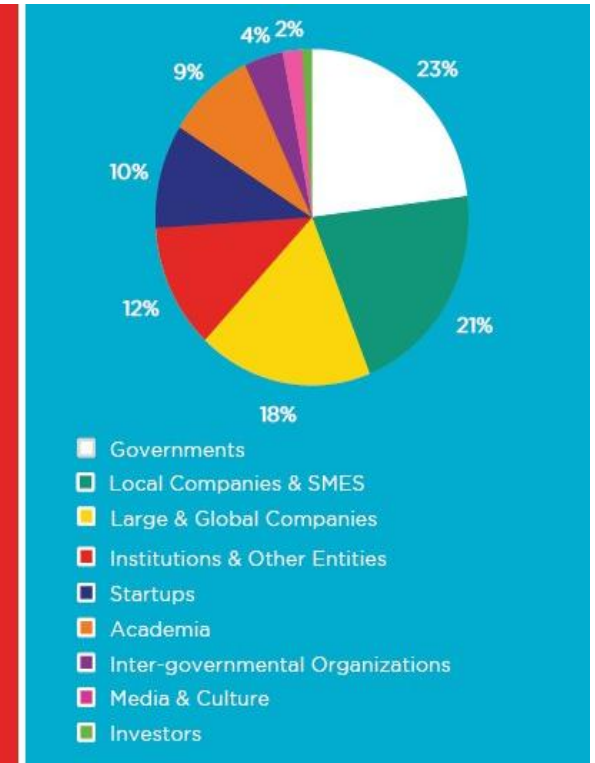
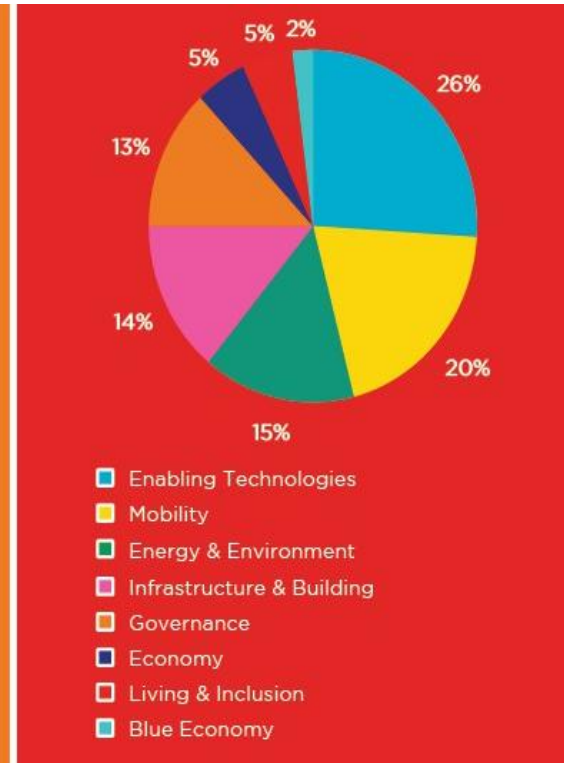
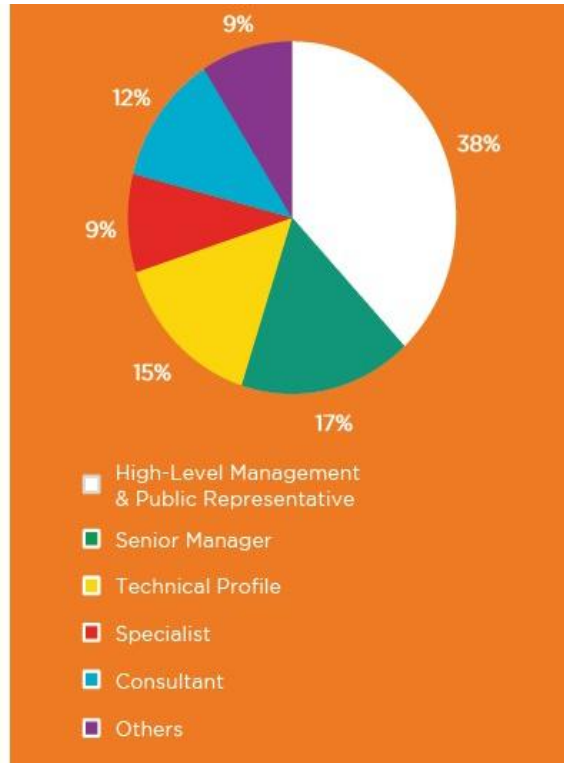
**138**  
COUNTRIES

**+590**  
SPEAKERS



# SCEWC 2025 IN NUMBERS

## ATTENDEES' PROFILE





# SCEWC 2025 POST-EVENT VIDEO

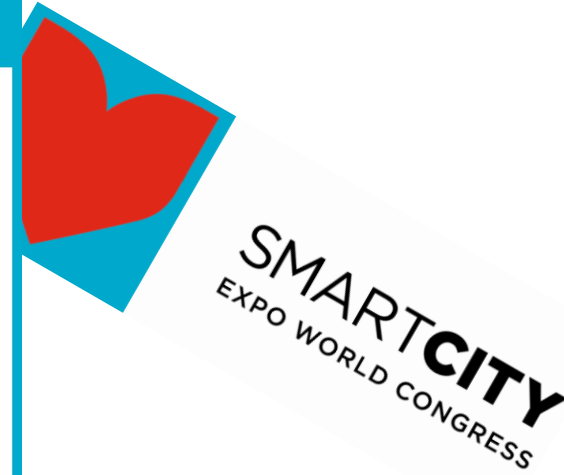


# WORLD-LEADING BRANDS TRUST SCEWC

## CORPORATE PARTNERS



## SUPPORTING INSTITUTIONS



[CLICK TO SEE 2025 PARTNERS](#)



# GREECE @ SCEWC



# GREECE @ SCEWC

In 2025, Greece participated with seven co-exhibitors in its **1<sup>st</sup> National Pavilion**, supported by **Enterprise Greece**, under the auspices of the **Ministry of Digital Governance** and represented by ASAP Communications.

For 2026, the **2<sup>nd</sup> National Pavilion** is well under way with broader participation and a larger booth.

**Apply until 31/05 and be part of it!**

[Click here for the Application\\_Form](#)



# GREECE @ SCEWC 2025





# GREECE @ SCEWC 2025





# SCEWC 2026 EDITION



# SCEWC 2026

**3-DAYS**

**FIRST-CLASS PROGRAM**

**9** **1** MAIN STAGE  
**THEMATIC STAGES**

**7** **EVENT TOPICS**

**1. ENABLING  
TECHNOLOGIES**

**2. ENERGY &  
ENVIRONMENT**

**3. MOBILITY**

**4. GOVERNANCE &  
ECONOMY**

**5. LIVING &  
INCLUSION**

**6. INFRASTRUCTURE  
& BUILDING**

**7. BLUE  
ECONOMY**



**SMARTCITY**  
EXPO WORLD CONGRESS  
3 - 5 NOVEMBER 2026  
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# EVENT TOPICS



[click for info](#)

## ENABLING TECHNOLOGIES

Shaping the digital backbone of tomorrow's cities.

Cities are confronting complex challenges in technology risk management.

Cybersecurity, geopolitical shifts, and sustainability demands require a new approach to AI and intelligent automation. Data-driven platforms offer a path to more responsive urban systems.

The challenge for city leaders is clear: **How can city leaders drive innovation and scalability while maintaining a citizen-first approach?**



[click for info](#)

## ENERGY & ENVIRONMENT

Building a greener, more resilient urban future.

We can still discuss the two major prongs of climate action: adaptation and mitigation strategies.

But they are both equally important and time sensitive as climate emergency poses significant threats to cities around the world. Nature-based solutions, regenerative-by-design models and digital tools to build resilience, alongside the urgent need for sustainable funding models, are necessary to avoid adverse consequences.

**What do cities need to keep up with the latest developments and be able to act responsibly?**



# EVENT TOPICS



## MOBILITY

Connecting global innovators shaping sustainable, connected urban transport.

Cities are still struggling with congestion -and its consequences- while the push for sustainability demands a shift toward electric vehicles, public transit improvements, Mobility as a Service (MaaS) models and smart infrastructure. Additionally, autonomous and shared mobility present regulatory and safety challenges requiring public trust.

**How can cities leverage innovation and strategic planning to balance convenience, affordability and sustainability for a smarter tomorrow mobility?**

## GOVERNANCE & ECONOMY

Making urban government open, participatory and accountable.

Advancing smart city developments while pushing the boundaries of technology and handling the double-edged sword of data collection requires a careful and deliberate equilibrium involving good governance and cooperation, as well as new partnerships and business models.

**What are the tools local governments can use to enable products and services with a comprehensive approach to data governance and privacy concerns?**

What are the financial mechanisms allowing this progress?





# EVENT TOPICS



## LIVING & INCLUSION

Fostering more inclusive and equitable places to live.

In these uncertain times when the future of education, healthcare and housing -essential for development- seem to be at stake, the definition of a livable city -holding the power to transform economies, protect the environment, and improve lives- makes more sense than ever. However, striving for inclusion and social well-being calls for new strategies balancing innovation and ethical concerns.

**What do cities need to guide this process responsibly and sustainably for the common good?**



## INFRASTRUCTURE & BUILDING

Reimagining the urban landscape to revolutionize city life.

The construction industry is experiencing a transformative change, marked by resilience, adaptation, and significant developments. Advancing technology integration for productivity and safety, considering workforce development, sustainability and green building practices, is paving the way for innovation in 2025.

**How can cities balance disruptive technologies - encompassing ConTech and PropTech- with human intelligence for better buildings and the greater good of society?**



# EVENT TOPICS

## BLUE ECONOMY

### Building resilient, sustainable ocean-based cities.

Critical infrastructure in and around the ocean is essential not only in terms of global trade but also to absorb human-caused carbon dioxide, thus counteracting global warming. As blue financing solutions mature, the tide is turning for the blue economy. However, cities still struggle with policy and investment barriers.

**In what ways can cities leverage the potential of the regenerative blue economy to drive sustainable progress both for residents and the marine ecosystem?**



[click for info](#)

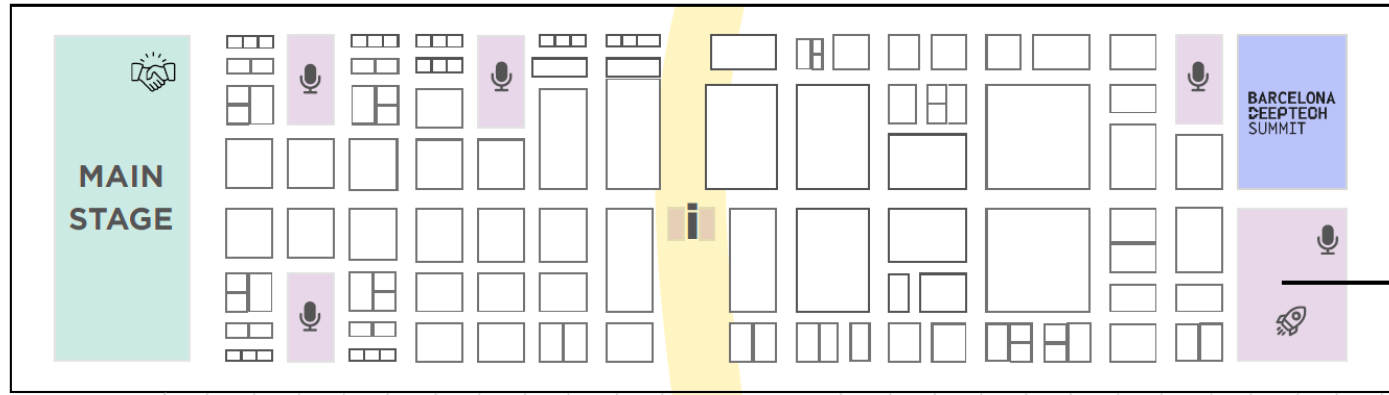


2026

# EVENT MAP



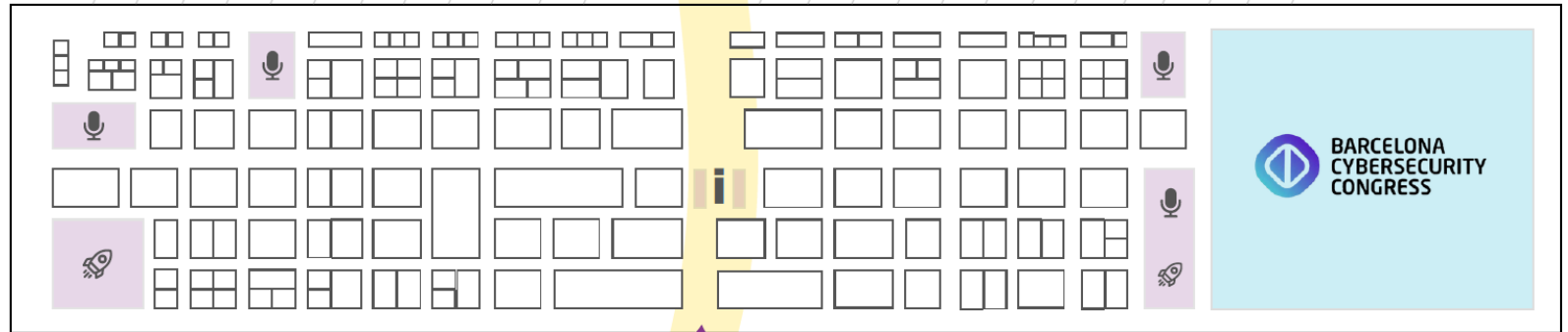
**SMARTCITY** EXPO WORLD CONGRESS  
**TOMORROW. MOBILITY** WORLD CONGRESS  
**TOMORROW. BUILDING** WORLD CONGRESS  
**TOMORROW. BLUE ECONOMY** WORLD CONGRESS



HALL 3

THE AVENUE

OUTDOOR AREA



HALL 2

ENTRANCE

- Thematic Stages
- Startups
- Networking Lounge



# **GREEK PARTICIPATION @ SCEWC 2026**





# PARTICIPATION COSTS

<b>PARTICIPATION CATEGORIES</b>	<b>TOTAL*</b> <i>[excl. VAT]</i>
<b>SATELLITE</b>	<b>1.990€</b>
<b>SIMPLE</b>	<b>3.430€</b>
<b>ADVANCED</b> <i>[+ Associations, Clusters, Ecosystems]</i>	<b>5.350€</b>
<b>ENTITIES</b> <i>[Regional/Municipal Authorities]</i>	<b>3.800€</b>

***\*Total price is including support from Enterprise Greece.***

# PARTICIPATION COSTS

	SATELLITE	SIMPLE	ADVANCED <i>[+ Associations, Clusters, Ecosystems]</i>	ENTITIES <i>[Regional/Municipal Authorities]</i>
BOOTH	<i>No dedicated reception desk</i>	<i>Pod with dedicated reception desk &amp; screen</i>	<i>Large Pod with dedicated reception desk, screen &amp; demo space</i>	<i>Pod with dedicated reception desk &amp; screen</i>
PASSES	<ul style="list-style-type: none"> <li>• 2 Exhibitor passes</li> <li>• 2 Full Congress passes</li> <li>• 8 Visitor passes</li> </ul>	<ul style="list-style-type: none"> <li>• 2 Exhibitor passes</li> <li>• 3 Full Congress passes</li> <li>• 10 Visitor passes</li> </ul>	<ul style="list-style-type: none"> <li>• 3 Exhibitor passes</li> <li>• 4 Full Congress passes</li> <li>• 15 Visitor passes</li> </ul>	<ul style="list-style-type: none"> <li>• 3 Exhibitor passes</li> <li>• 4 Full Congress passes</li> <li>• 15 Visitor passes</li> </ul>
SERVICES	<ul style="list-style-type: none"> <li>• <i>Collective Branding</i></li> <li>• <i>Logo at Wall of Fame</i></li> <li>• <i>Access to common areas</i></li> <li>• <i>Collective SoMe publicity</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Bespoke Branding</i></li> <li>• <i>Logo at Wall of Fame</i></li> <li>• <i>Access to common areas</i></li> <li>• <i>Collective SoMe publicity</i></li> <li>• <i>Video at main screen</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Bespoke Branding</i></li> <li>• <i>Logo at Wall of Fame</i></li> <li>• <i>Access to common areas</i></li> <li>• <i>Dedicated SoMe publicity</i></li> <li>• <i>Video at main monitor</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Bespoke Branding</i></li> <li>• <i>Logo at Wall of Fame</i></li> <li>• <i>Access to common areas</i></li> <li>• <i>Dedicated SoMe publicity</i></li> <li>• <i>Video at main monitor</i></li> </ul>
TOTAL* <i>[excl. VAT]</i>	<b>1.990€</b>	<b>3.430€</b>	<b>5.350€</b>	<b>3.800€</b>

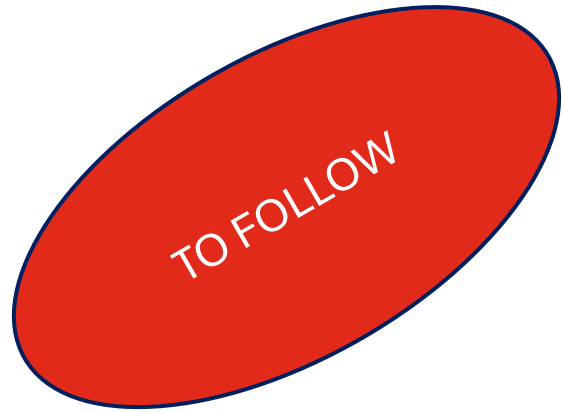
**Common Areas** = meeting room(s), open space presentation area, face-to-face meeting tables/chairs, storage room.

**\*Total price includes support from Enterprise Greece.**



# NATIONAL PAVILION

## 3D RENDERS





# IF INTERESTED, CONTACT US

ENTERPRISE GREECE

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Division - Consumer Products & Technology

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ASAP COMMUNICATIONS

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