

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



Represented by





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.

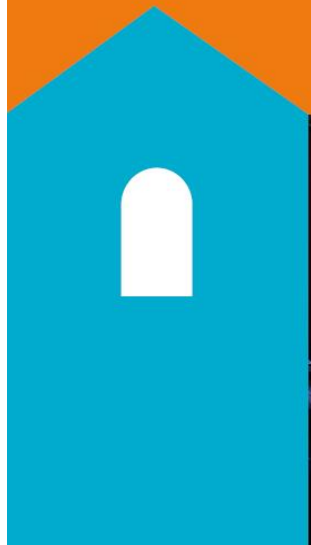
Climate change goals and implementations of the 2030 Agenda can only be achieved based on local perspectives and strategies.



- 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.



4 AREAS TO EXPLORE



CONGRESS
World-class experts take the stage

EXHIBITION
A busy marketplace of transformative solutions



INNOVATION
The place where tomorrow takes shape

AWARDS
Spotlight on the most impactful initiatives





SCEWC 2025 IN NUMBERS

+27,000
ATTENDEES

~1,200
EXHIBITORS



SMARTCITY
EXPO WORLD CONGRESS

~1000
CITIES

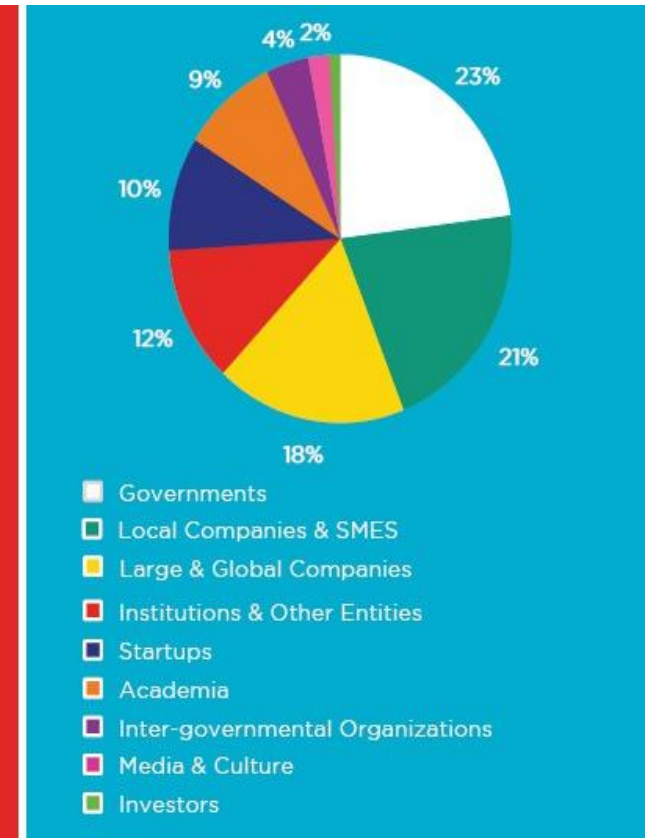
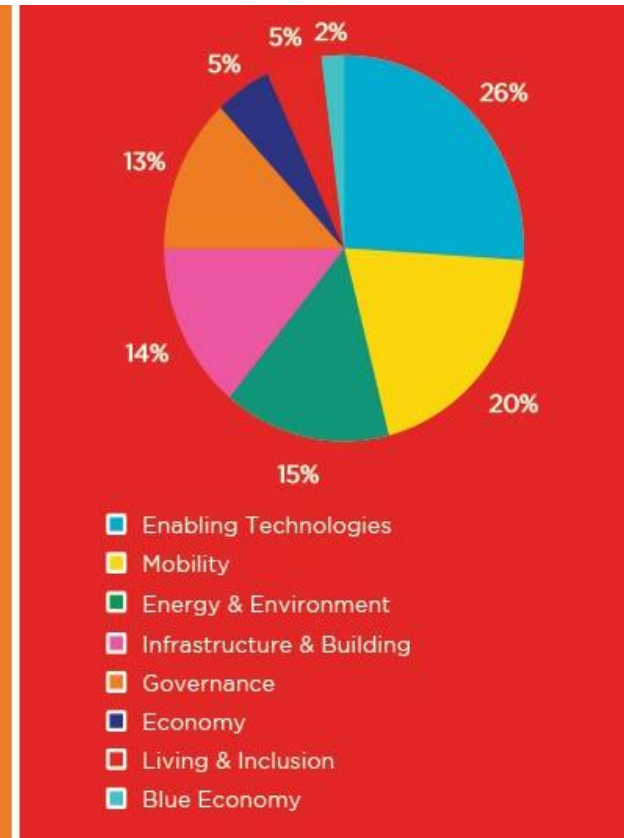
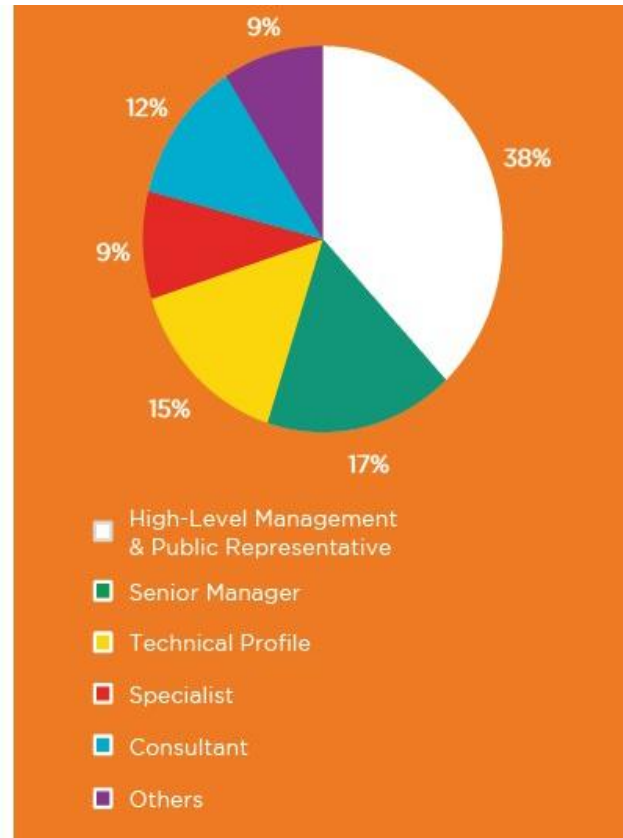
138
COUNTRIES

+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 **1st National Pavilion**, supported by **Enterprise Greece**, under the auspices of the **Ministry of Digital Governance** and represented by ASAP Communications.

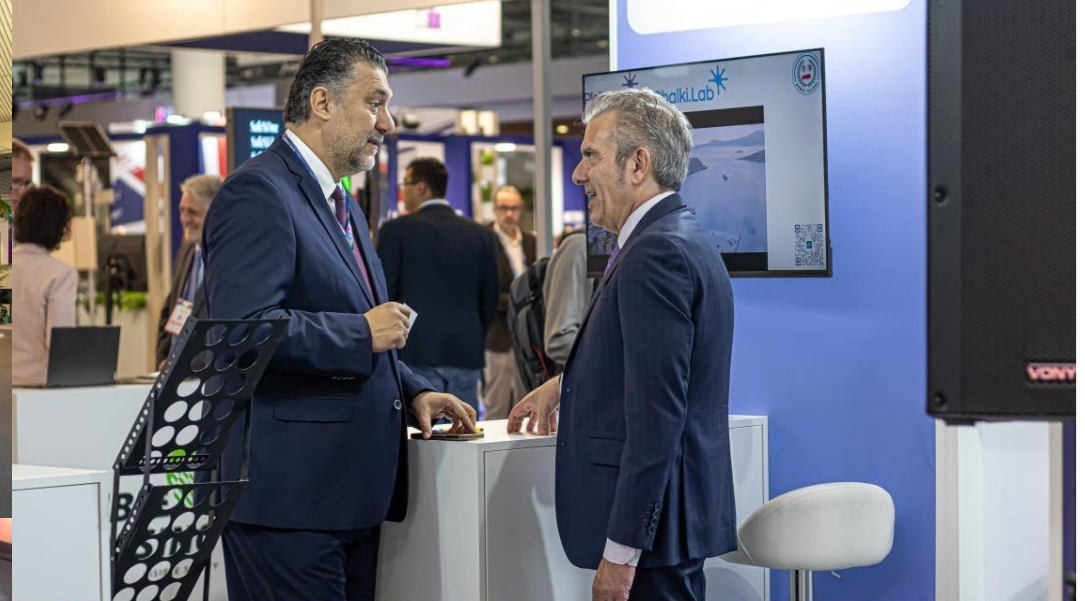
For 2026, the **2nd National Pavilion** is well under way with broader participation and a larger booth.

Apply until May 27th & 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**



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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?



[click for info](#)



[click for info](#)



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](#)

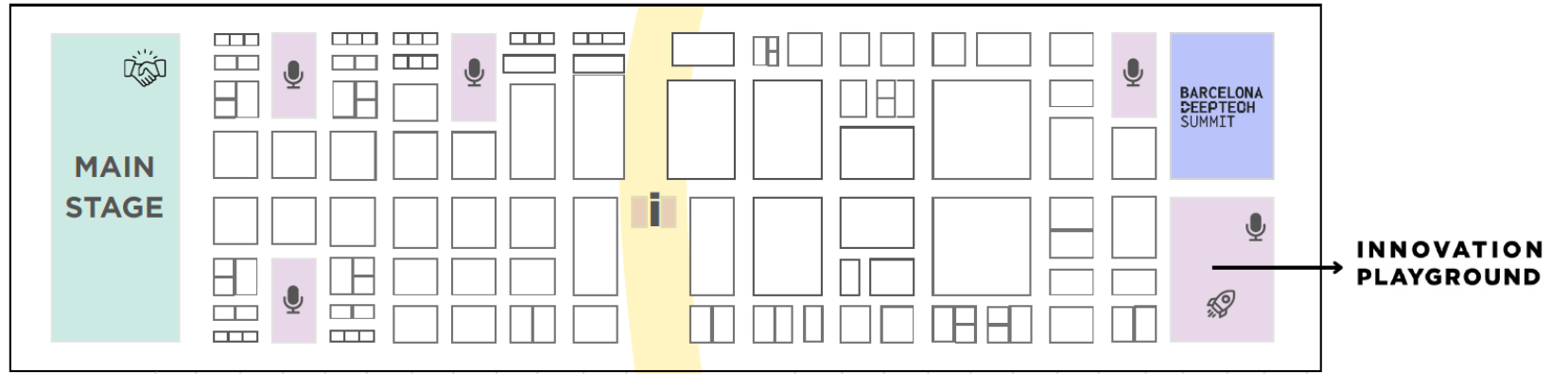


2026

EVENT MAP



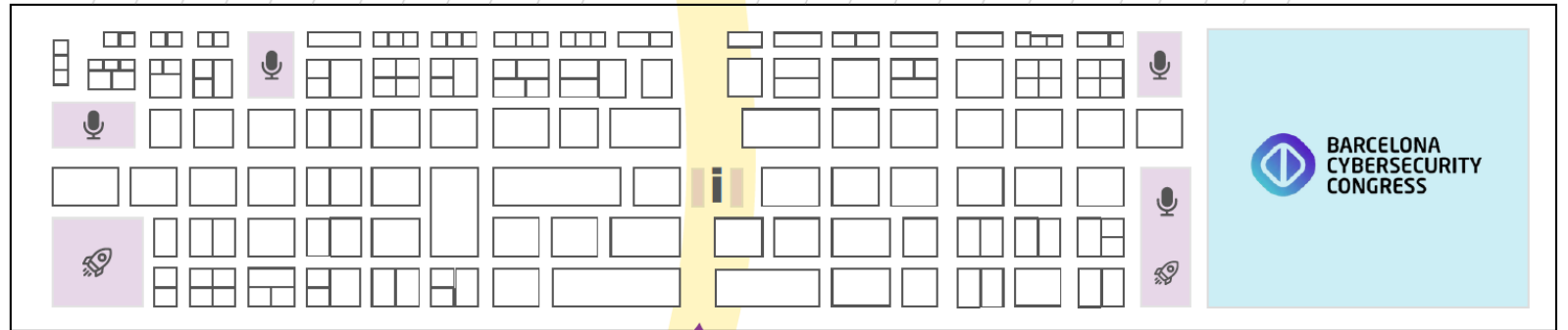
SMARTCITY EXPO WORLD CONGRESS **TOMORROW. MOBILITY** WORLD CONGRESS **TOMORROW. BUILDING** WORLD CONGRESS **TOMORROW. BLUE ECONOMY** WORLD CONGRESS



HALL 3

THE AVENUE

OUTDOOR AREA



HALL 2

ENTRANCE

- Thematic Stages
- Startups
- Networking Lounge

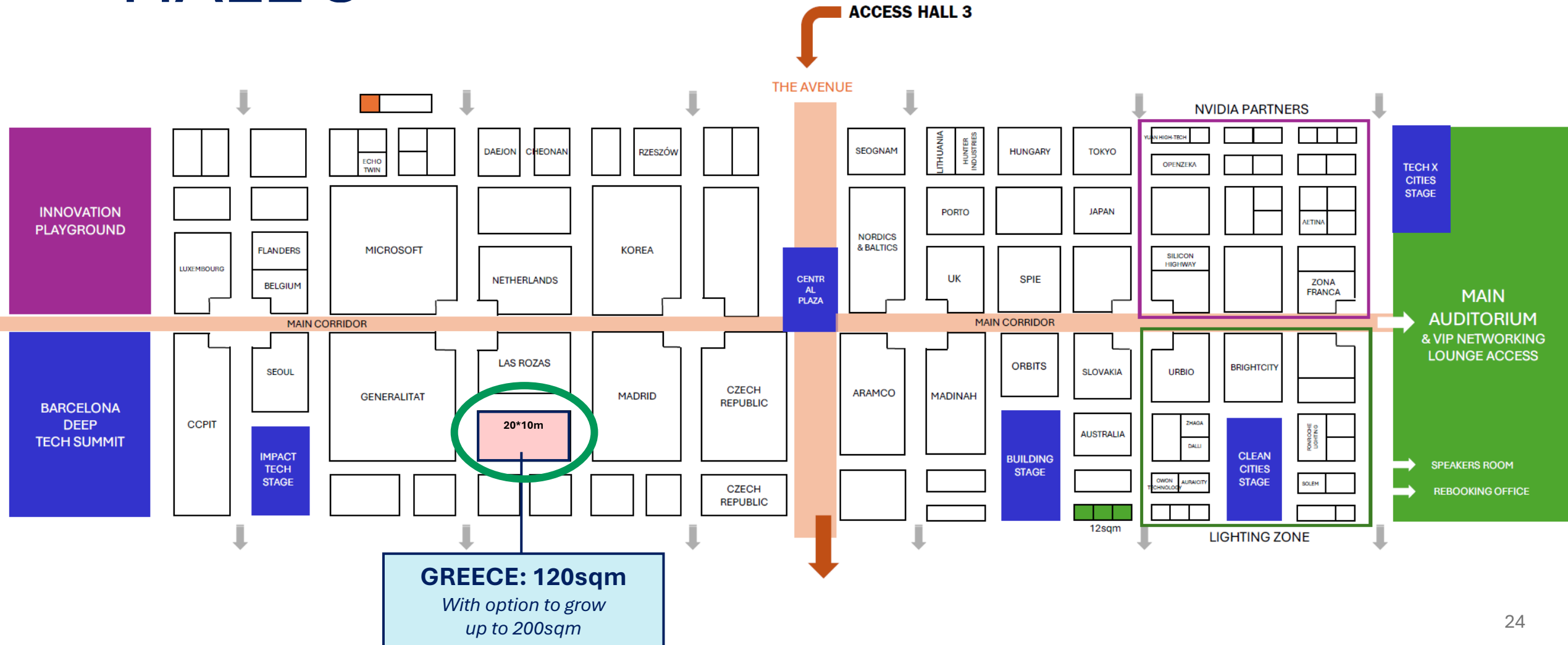


GREEK PARTICIPATION @ SCEWC 2026



GREEK NATIONAL PAVILION

HALL 3



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 & screen</i>	<i>Large-scale Pod with dedicated reception desk with demo area & screen</i>	<i>No dedicated reception desk, participation at entities' collective stand</i>
PASSES	<ul style="list-style-type: none"> • 1 Exhibitor • 1 Full Congress • 2 Visitor 	<ul style="list-style-type: none"> • 2 Exhibitor • 1 Full Congress • 12 Visitor 	<ul style="list-style-type: none"> • 3 Exhibitor • 4 Full Congress • 16 Visitor 	<ul style="list-style-type: none"> • 2 Exhibitor • 3 Full Congress • 12 Visitor
SERVICES	<ul style="list-style-type: none"> • Collective Branding • Logo at Wall of Fame • Access to common areas • Collective SoMe publicity 	<ul style="list-style-type: none"> • Bespoke Branding • Logo at Wall of Fame • Access to common areas • Video at main screen • Collective SoMe publicity 	<ul style="list-style-type: none"> • Bespoke Branding • Logo at Wall of Fame • Access to common areas • Video at main monitor • Dedicated SoMe publicity 	<ul style="list-style-type: none"> • Collective Branding • Logo at Wall of Fame • Access to common areas • Collective SoMe publicity
TOTAL* <i>[excl. VAT]</i>	1.050€	3.550€	5.550€	3.950€

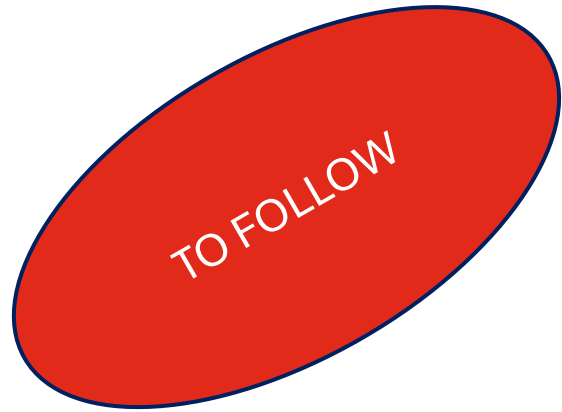
Common Areas = meeting room(s), open space presentation area, face-to-face meeting tables/chairs, storage room.

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



NATIONAL PAVILION

3D RENDERS





IF INTERESTED, CONTACT US

ASAP COMMUNICATIONS

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Client Services Director

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210 6772674

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be part of the Greek Pavilion at
SCEWC 2026!**

[Click here for the Application Form](#)



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