

# SMARTCITY

EXPO WORLD CONGRESS

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



**4 - 6 NOVEMBER 2025**  
**BARCELONA**





# 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 gathers leaders from the most innovative companies, governments and organizations to move cities towards a better future.

We're on a mission: 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





# URBAN INNOVATION ALL-YEAR-ROUND

## SMARTCITY

EXPO **USA**

2 - 3 APRIL 2025  
NEW YORK, USA

3,000+ VISITORS  
100+ EXHIBITORS  
100 SPEAKERS

## SMARTCITY

EXPO **SANTIAGO DEL ESTERO**

25 - 26 JUNE 2025  
SANTIAGO DEL ESTERO, ARGENTINA

6,500+ VISITORS  
50+ EXHIBITORS  
90+ SPEAKERS

## SMARTCITY

EXPO **KUALA LUMPUR**

17 - 19 SEPTEMBER 2025  
KUALA LUMPUR, MALAYSIA

## SMARTCITY

EXPO **CARTAGENA DE INDIAS**

8 - 9 OCTOBER 2025  
CARTAGENA DE INDIAS, COLOMBIA

## SMARTCITY

EXPO **CURITIBA**

25 - 27 MARCH 2025  
CURITIBA, BRAZIL

16,000+ VISITORS  
70 EXHIBITORS  
180 SPEAKERS

## SMARTCITY

EXPO **LATAM CONGRESS**

10 - 12 JUNE 2025  
MERIDA, MEXICO

8,000+ VISITORS  
200+ EXHIBITORS  
300+ SPEAKERS

## TOMORROW. CITY **SHANGHAI**

2 - 6 SEPTEMBER 2025  
SHANGHAI, CHINA

## SMARTCITY

FORUM **RIYADH**

29 - 30 SEPTEMBER 2025  
RIYADH, SAUDI ARABIA

8,000+ VISITORS  
100+ SPEAKERS

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**TOMORROW.  
MOBILITY**

WORLD CONGRESS

**TOMORROW.  
BUILDING**

WORLD CONGRESS

**TOMORROW.  
BLUE ECONOMY**

WORLD CONGRESS

**TOMORROW.  
CITY**

# 2024 EDITION IN NUMBERS



25,771

IN-PERSON ATTENDEES

283

REGISTERED PRESS



1,150

EXHIBITORS

13.8K

EDITORIAL MENTIONS



850

CITIES

1.39M

WEB VIEWS



632

SPEAKERS

184K

FOLLOWERS



135

COUNTRIES

83M+

DIGITAL IMPRESSIONS



TOMORROW.  
CITY



43,800+

MONTHLY USERS



28,400+

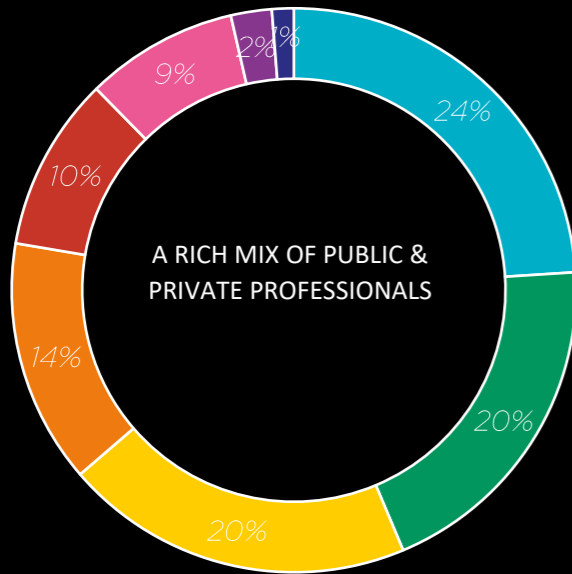
SUBSCRIBERS





# A GLOBAL MEETING POINT FOR URBAN TRANSFORMATION

ORGANIZATION PROFILE

















- Governments
- Large & Global Companies
- Local Companies & SMEs
- Institutions & other entities
- Startups
- Academia
- Media & Culture
- Investors

JOB FUNCTION



- High Level Management & Top Public Representative
- Senior Manager
- Technical Profile
- Specialist
- Consultant
- Others

TOP VISITING COUNTRIES

-  SPAIN
-  GERMANY
-  ITALY
-  FRANCE
-  NETHERLANDS
-  UNITED KINGDOM
-  UNITED STATES OF AMERICA
-  SOUTH KOREA
-  SAUDI ARABIA
-  BRAZIL
-  BELGIUM
-  PORTUGAL
-  ISRAEL
-  JAPAN

**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

# THE ULTIMATE EVENT FOR SUSTAINABLE & INTELLIGENT URBAN MOBILITY

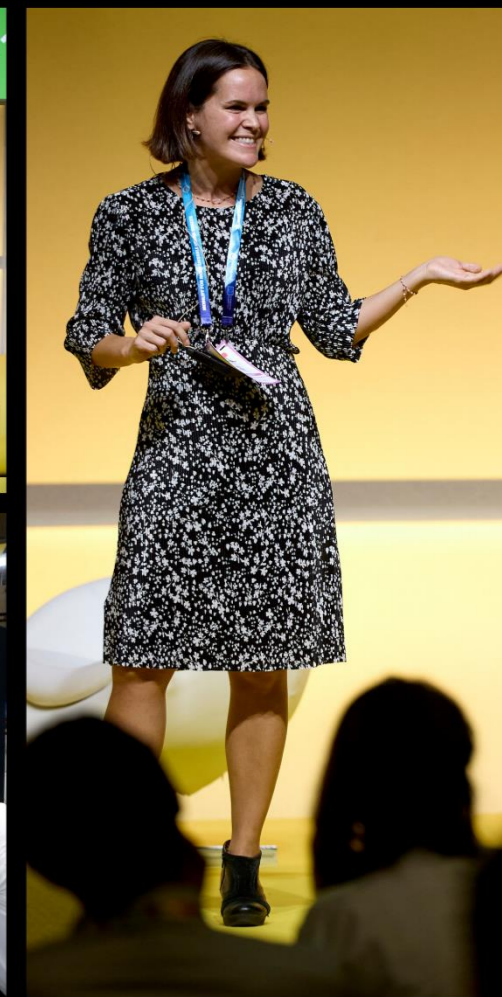
A new impulse for the urban mobility sector.  
A driving force for change in the transport industry.



THE PLACE TO DISCUSS TRENDS AND CHALLENGES, AND  
FIND SOLUTIONS FOR THE FUTURE OF MOBILITY



AN ACTION-FOCUSED PROJECT TO TRANSFORM CITIES'  
URBAN MOBILITY VISION TO ADAPT TO THE NEW GLOBAL  
SCENARIO





**TOMORROW.  
BUILDING**  
WORLD CONGRESS

# THE GLOBAL INITIATIVE EMPOWERING THE GREEN AND DIGITAL TRANSITION OF

## BUILDINGS & URBAN INFRASTRUCTURES



A MEETING POINT TO CATALYZE **POSITIVE CHANGE** IN THE WAY WE **PLAN, CONSTRUCT, RENOVATE, AND OPERATE** BUILDINGS AND URBAN INFRASTRUCTURES



AN INITIATIVE TO ACCELERATE A SHIFT IN THE BUILT ENVIRONMENT TOWARD A **CIRCULAR AND DIGITALIZED MODEL** THAT ENSURES **EFFICIENT, RESILIENT, AND NET ZERO CITIES**





**TOMORROW.  
BLUE ECONOMY**  
WORLD CONGRESS

# THE GLOBAL INITIATIVE DEVELOPING THE POTENTIAL OF THE BLUE ECONOMY



AN INTERNATIONAL HUB FOR LEADING EXPERTS, COMPANIES, AND INNOVATORS TO **EXPLORE SOLUTIONS** THAT DRIVE THE SUSTAINABLE USE OF **OCEAN RESOURCES**



THE PLACE TO ADDRESS **PRESSING CLIMATE AND ECONOMIC CHALLENGES** PAVING THE WAY FOR A **RESILIENT AND PROSPEROUS BLUE ECONOMY**





**SMARTCITY**  
EXPO WORLD CONGRESS

# SPOTLIGHT ON THE ISSUES THAT MATTER



**Enabling Technologies**



**Energy & Environment**



**Mobility**



**Infrastructure & Building**



**Governance & Economy**



**Living & Inclusion**



**Blue Economy**





# AN ALL-EMBRACING DEBATE WITH WORLDWIDE EXPERTS



**GOBIND SINGH DEO**

Minister of Digital,  
Government of Malaysia

**CLAIRE O'NEILL**

Former UK Climate and  
Energy Minister



**JUNG HOON LEE**

Honorary Mayor, Seoul  
Metropolitan Government

**JANETTE SADIK-KHAN**

Principal of Transportation,  
Bloomberg



**ROBERTO GUALTIERI**

Mayor, City of Rome



**KATHLEEN MITFORD**

Corporate VP, Global  
Industry Marketing, Microsoft

**AJAZ MUNSIFF**

Global Head, Smart Cities,  
Dell Technologies



**DAVID GROVER**

CEO, Roshn Group

**SARAH VARGHESE**

Global Head of Cities,  
KPMG



**NATHAN BLECHARCZYK**

Co-founder and CSO, Airbnb



# TRUSTED BY GLOBAL LEADING CORPORATE PARTNERS



# SUPPORTED BY A POWERFUL NETWORK OF INSTITUTIONS, ORGANIZATIONS...





# ...RESEARCH, INNOVATION BOOSTERS AND MEDIA PARTNERS





# A MEETING POINT FOR GOVERNMENTS

## Map of exhibiting cities, regions and countries





# A CELEBRATION OF URBAN INNOVATION WORLD SMART CITY AWARDS

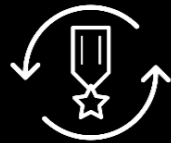
These internationally acclaimed prizes **recognize and support innovative city strategies, projects and ideas** that can make an impact on citizens' lives and turn our cities into better places to live.

In 2024, we received 429 entries from 64 countries!

## AWARD CATEGORIES



CITY  
AWARD



INNOVATION  
AWARD



LEADERSHIP  
AWARD



GREEN EXHIBITOR  
AWARD



7 PROJECT  
AWARDS

ENABLING TECHNOLOGIES AWARD  
ENERGY & ENVIRONMENT AWARD  
MOBILITY AWARD  
GOVERNANCE & ECONOMY AWARD  
LIVING & INCLUSION AWARD  
INFRASTRUCTURE & BUILDING AWARD  
SAFETY & RESILIENCE AWARD



# THE INNOVATION PLAYGROUND

THE PLACE WHERE TOMORROW TAKES SHAPE

The *Innovation Playground* is a cross-cutting project spreading through the world's most influential event for cities. A carefully designed space connecting the main players of the global innovation ecosystem: startups, investors, governments, corporations, universities, 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.

2025 will mark the second year of this impactful initiative.

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EXPO WORLD CONGRESS

**TOMORROW.  
MOBILITY**  
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BUILDING**  
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BLUE ECONOMY**  
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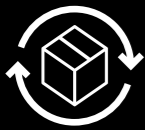




# OUR VALUES IN ACTION

## SUSTAINABILITY & DIVERSITY

*Proud of it:* We reduce our environmental footprint, promote green consciousness & enhance equity.



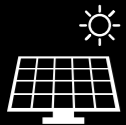
**CIRCULARITY.**  
EVERYTHING GETS A SECOND LIFE

**5,110kg** of material reused      **11,131kg** of carpet recycled



**NO SINGLE-USE PLASTICS.**  
**LESS PAPER. TONS OF RECYCLING**

*1,780kg* of saved plastic      *1,620kg* of selective waste collection



**ALL THE (GREEN) POWER**  
**TO THE VENUE**

Venue & offices powered only with renewable sources      **5.86 GWh** of electricity generated per year



**PLANT SOME TREES,**  
**HELP THE PLANET BREATHE**

Money from merch goes to reforestation initiatives. **1,388 trees** planted in 2024

All CO2 emissions generated by the event are offset. *149.94* tons of CO2



**FULL ACCESSIBILITY ENSURED**

Electric scooters and reserved spaces for people with reduced mobility

Accessibility and guidance system for the visually impaired

Vegan, halal and kosher menus available. Plus, convenient prayer rooms



**A CONGRESS EMPOWERING AND CELEBRATING DIVERSITY**

Equal gender representation within our 600+ speaker roster

Conference program with specific sessions about gender inclusivity, equality, accessibility and barrier-free design



READY  
TO JOIN  
THE 2025  
EDITION?



SEE YOU NEXT YEAR

4 - 6 NOVEMBER 2025

SMARTCITY  
EXPO WORLD CONGRESS

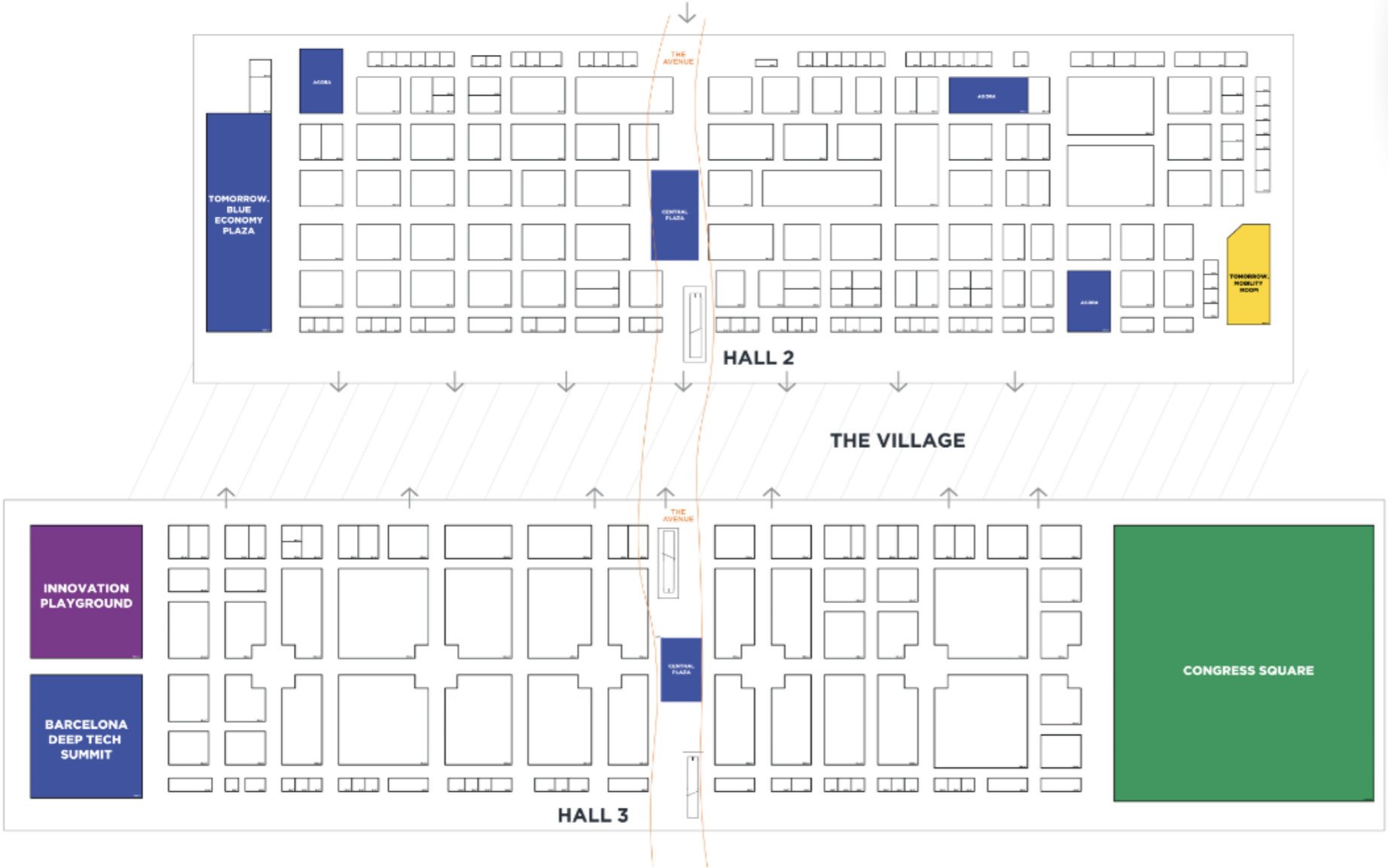
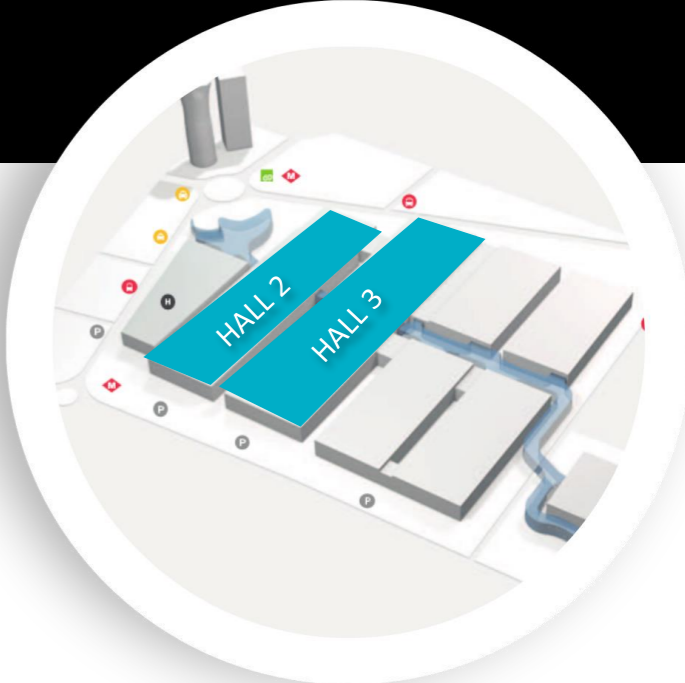
TOMORROW.  
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TOMORROW.  
BLUE ECONOMY  
WORLD CONGRESS



# EVENT MAP 2025





# WAYS TO PARTICIPATE

01

BECOME AN EXHIBITOR

02

BECOME A PARTNER

03

BECOME A SPONSOR





# 01

## BECOME AN EXHIBITOR

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.

REBOOKING  
RATE

**€250/m<sup>2</sup>**

Until 31 January, 2025. Only for  
2024 exhibitors\*

EARLY BIRD RATE

**€275/m<sup>2</sup>**

Until 31 January, 2025.

REGULAR  
RATE

**€295/m<sup>2</sup>**

From 1 February, 2025.

\* 10% of the amount will be issued on 31 January, 2025. The remaining 90% will be charged during the three months prior to the event.

*Co-Exhibitor Fee*  
**€525**

*Double Deck*  
**€150/m<sup>2</sup>**

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



# 01 BECOME AN EXHIBITOR

CHOOSE FROM  
OUR STAND PACKS



SILVER PACK

BRONZE PACK

STAND		16 sqm.	12 sqm.
	Space	16 sqm.	12 sqm.
	Open sides	2	1
	Full Congress passes	4	3
	Visitor passes	12	10
	Exhibitor passes	4	4
	Public Sector Invitations	2	2
INCLUDES	25% discount on extra passes	✓	✓
	Access to the networking activity: Brokerage event	✓	✓
	Stand and furniture	✓	✓
	Insurance	✓	✓
		<del>€6,250</del>	<del>€4,750</del>
		<b>€5,750</b>	<b>€4,250</b>

\*Not included: VAT or participation fee

+ additional m2: €350

Early Bird Rates until 28 February



\* Standpack subjected to the shape and location of the Floorplan. This render can be modified by the organization



# 01 CO-EXHIBITOR FEE

*As an exhibitor, you can bring other companies to exhibit in your own space.*

They will benefit from:

- ✓ Visibility in the SCEWC websites and app (Exhibitor list)
- ✓ Visibility in the exhibitor floorplan onsite
- ✓ 2 Full Congress Passes
- ✓ 6 Visitor Passes
- ✓ 2 Exhibitor Passes (access to the Congress included)
- ✓ Access to the Exhibitor Area, so they can manage their participation:
  - Use the Invitation Tool to send electronic invitations to their costumers.
  - Buy extra services (catering, rental of meeting rooms, hotels, etc.)
  - Use the contact management
  - Enjoy 25% discount for purchasing additional passes

Co-Exhibitor Fee= €525





# TICKETS INCLUDED

	FULL CONGRESS PASS 3 DAYS	VISITOR TRADE FAIR	EXHIBITOR PASS	PUBLIC SECTOR INVITATION
12-15 sqm	3	10	4	2
16-18 sqm	4	12	4	2
19-24 sqm	5	14	6	2
25-30 sqm	6	18	6	3
31-40 sqm	7	25	6	4
41-50 sqm	8	30	6	4
51-60 sqm	9	40	8	4
61-70 sqm	10	50	10	5
71-80 sqm	11	60	10	5
80-100 sqm	13	70	12	6
101-120 sqm	15	90	15	7
121-150 sqm	17	120	20	7
151-200 sqm	20	140	25	10
201-300 sqm	25	150	30	12
301-400 sqm	30	250	35	15
401-500 sqm	35	300	40	17
501-600 sqm	40	350	45	20
601-700 sqm	45	400	50	22
701 -1000 sqm	50	500	55	25
CO-EXIHBITOR	2	6	2	0





# 01

## EXHIBITOR SERVICES

We take care of everything.  
Let us provide you the best possible experience  
at #SCEWC25



Booth design  
and construction

**servifira/**

Booth services: furniture,  
AV, decoration, supplies,  
cleaning, support staff...



Catering services



Smart contact  
management tool





# n2

## ***BECOME A PARTNER***

Gain maximum awareness and position your brand as a global leader in urban innovation.

- ✓ Speak to a targeted audience.
- ✓ Take central stage at the Expo.
- ✓ Enjoy high-level networking.
- ✓ Gain premium visibility.

### **GLOBAL PARTNER**

Get unrivalled positioning

€100,000

### **EVENT PARTNER**

Stand out from exhibitors

€18,000

### **INDUSTRY PARTNER**

Be recognized as a sector leader

€50,000





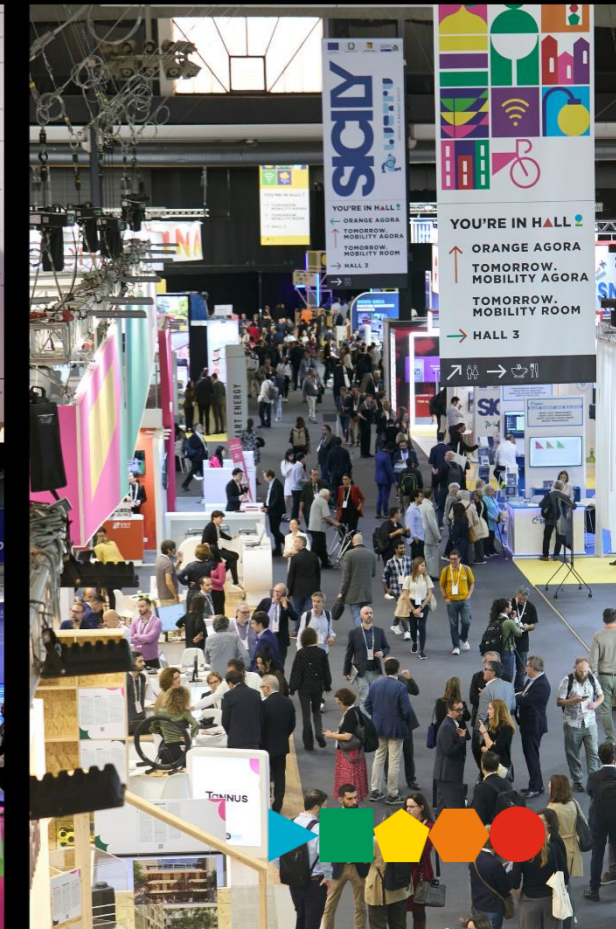
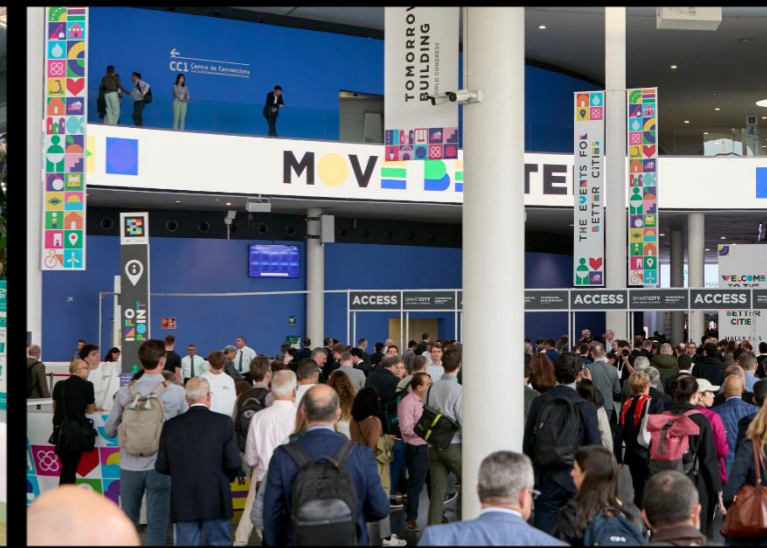


# BECOME SPONSOR

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.







# ***SPONSORSHIP OPTIONS***

Find the sponsorship option that best suits your interests

## ***WELCOME***

Entrance screen & 360° circular led -  
€40.000



## ***REGISTRATION***

Brand presence in the registration area  
(onsite & digital) - €60.000



## ***TOWARDS ZERO WASTE***

Align your brand with sustainability  
initiatives - €30.000







# ***SPONSORSHIP OPTIONS***

Find the sponsorship option that best suits your interests

## ***AGORAS***

Sponsorship of key debate spaces - €30.000



## ***AWARDS PARTY***

Visibility at the Awards & Afterparty - €30.000



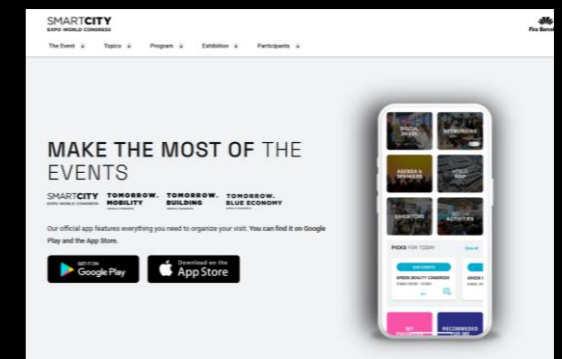
## ***CAFÉ CORNER***

Brand exposure in popular networking spaces - €20.000



## ***EVENT APP***

Prominent branding in the official event app - €30.000





“SCEWC enables us to connect with a vibrant ecosystem & share ideas, best practices and support so that cities become future-ready.”



“The Smart City Expo World Congress fosters essential dialogue, showcases available solutions, and enables meaningful connections. It's this exchange that drives innovation and collaboration”



“SCEWC allows us to be in touch with our stakeholders & let them know about all the actions that we take for making cities smarter.”







# SCEWC25 STARTS NOW. SAVE YOUR SPOT!

[smartcityexpo.sales@firabarcelona.com](mailto:smartcityexpo.sales@firabarcelona.com)

