

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

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EXPO **SANTIAGO DEL ESTERO**

26 - 27 JUNE 2025
SANTIAGO DEL ESTERO, ARGENTINA

6,500+ VISITORS
50+ EXHIBITORS
90+ SPEAKERS

SMARTCITY

EXPO **KUALA LUMPUR**

17 - 19 SEPTEMBER 2025
KUALA LUMPUR, MALAYSIA

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EXPO **CARTAGENA DE INDIAS**

8 - 9 OCTOBER 2025
CARTAGENA DE INDIAS, COLOMBIA

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EXPO **CURITIBA**

25 - 27 MARCH 2025
CURITIBA, BRAZIL

16,000+ VISITORS
70 EXHIBITORS
180 SPEAKERS

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EXPO **LATAM CONGRESS**

10 - 12 JUNE 2025
MERIDA, MEXICO

8,000+ VISITORS
200+ EXHIBITORS
300+ SPEAKERS

TOMORROW.

CITY **SHANGHAI**

2 - 4 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

**TOMORROW.
MOBILITY**
WORLD CONGRESS

THE ULTIMATE EVENT FOR SUSTAINABLE & INTELLIGENT URBAN MOBILITY

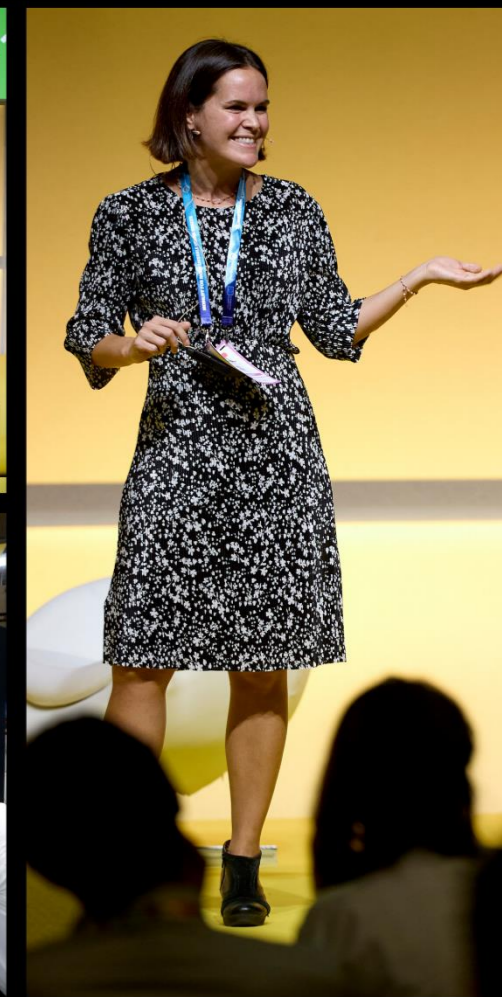
A new impulse for the urban mobility sector.
A driving force for change in the transport industry.



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**



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



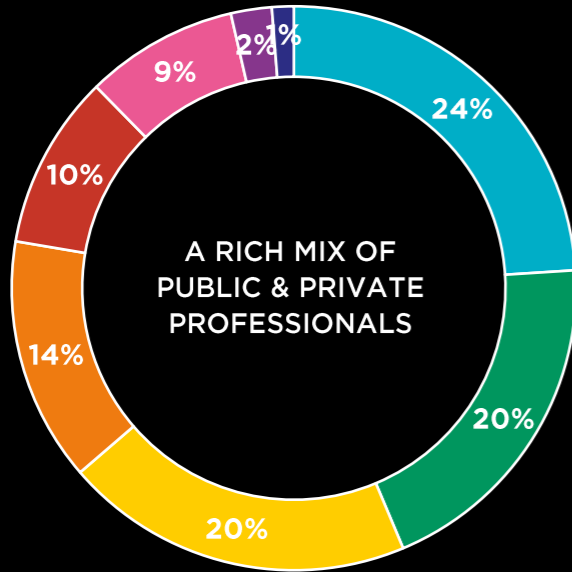
28,400+

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

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



DIANA PARKER

WW Public Sector
Government Lead,
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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MOBILITY**
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BLUE ECONOMY**
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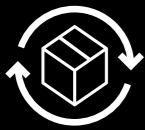




OUR VALUES IN ACTION

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

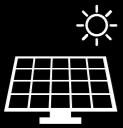
11,131kg
of carpet recycled



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

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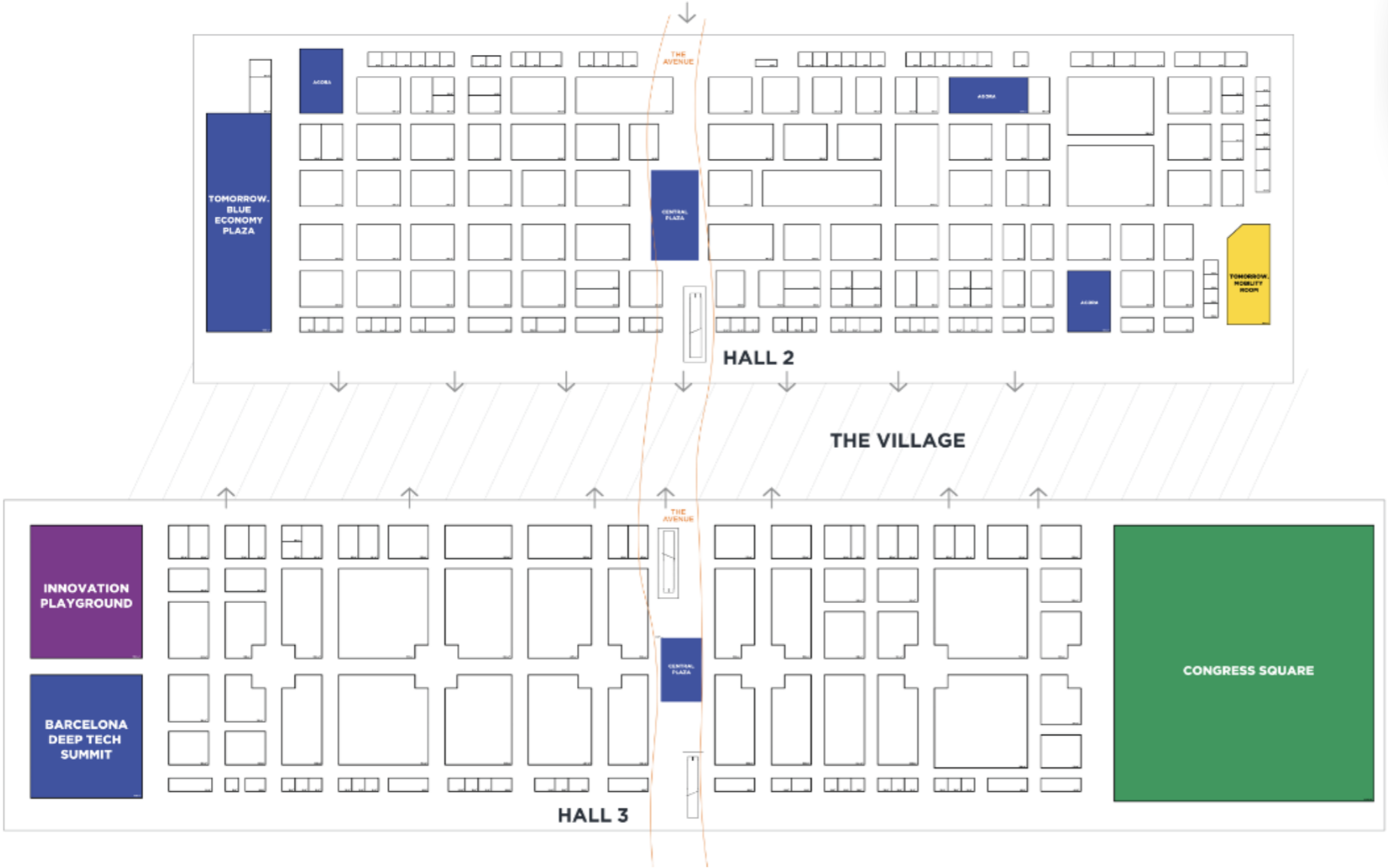
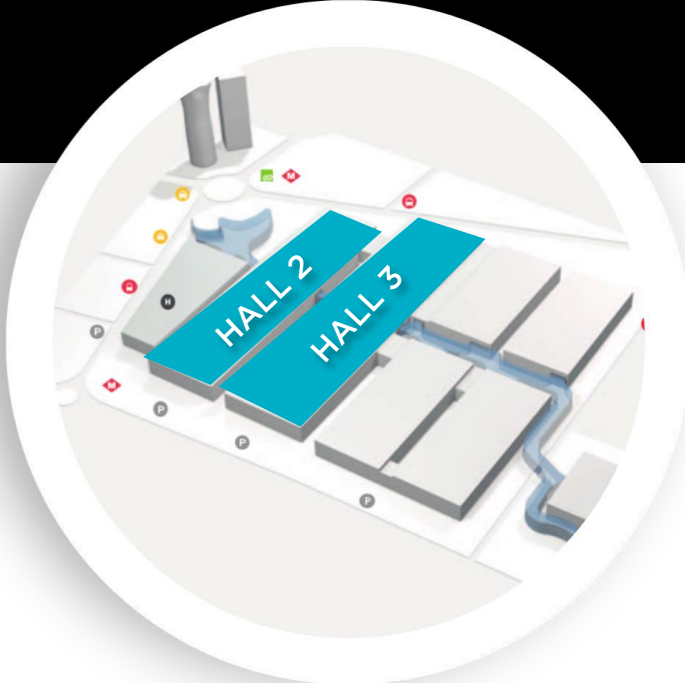
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WORLD CONGRESS



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/m²

Until 31 January, 2025. Only for 2024 exhibitors*

EARLY BIRD RATE

€275/m²

Until 31 January, 2025.

REGULAR RATE

€295/m²

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/m²

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



01 BECOME AN EXHIBITOR

CHOOSE FROM
OUR STAND PACKS



SILVER PACK

BRONZE PACK

16 sq. m.

12 sq. m.

STAND

Space

Open sides

Full Congress passes

Visitor passes

Exhibitor passes

Public Sector Invitations

INCLUDES

25% discount on extra passes

Access to the networking activity:

Brokerage event

Stand and furniture

Insurance

2

1

4

3

12

10

4

4

2

2



€6,000

€4,500

+ additional m2: €350



*Not included: VAT or participation fee

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





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



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



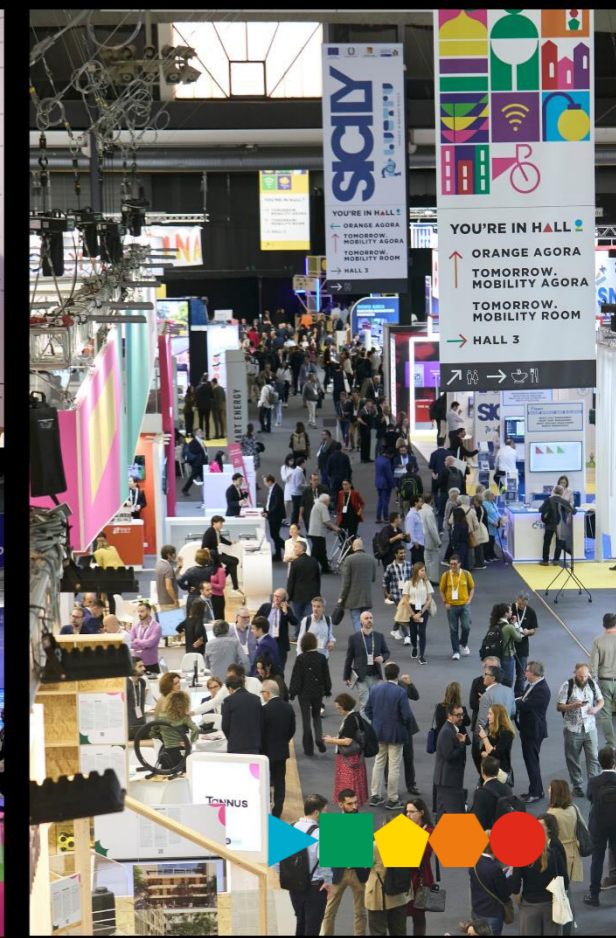


BECOME SPONSOR

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



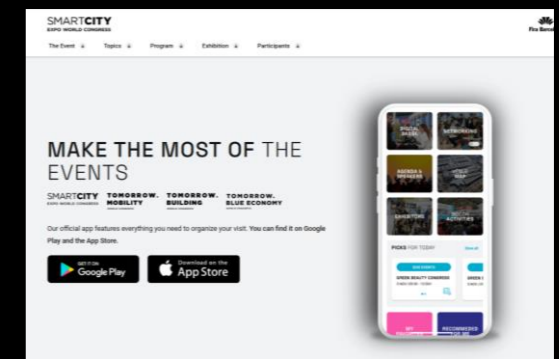
CAFÉ CORNER

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

