

# 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

## SMARTCITY

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**4 - 6 NOVEMBER 2025**  
BARCELONA

## 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

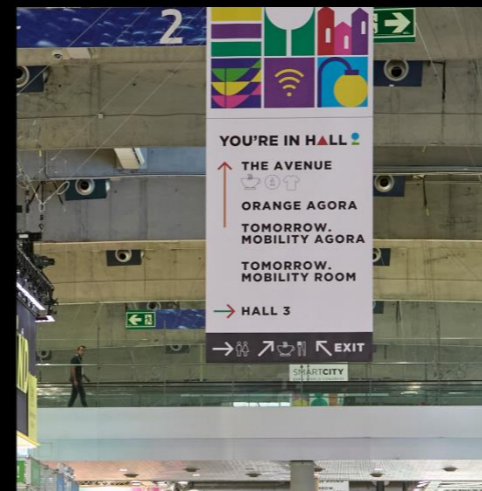
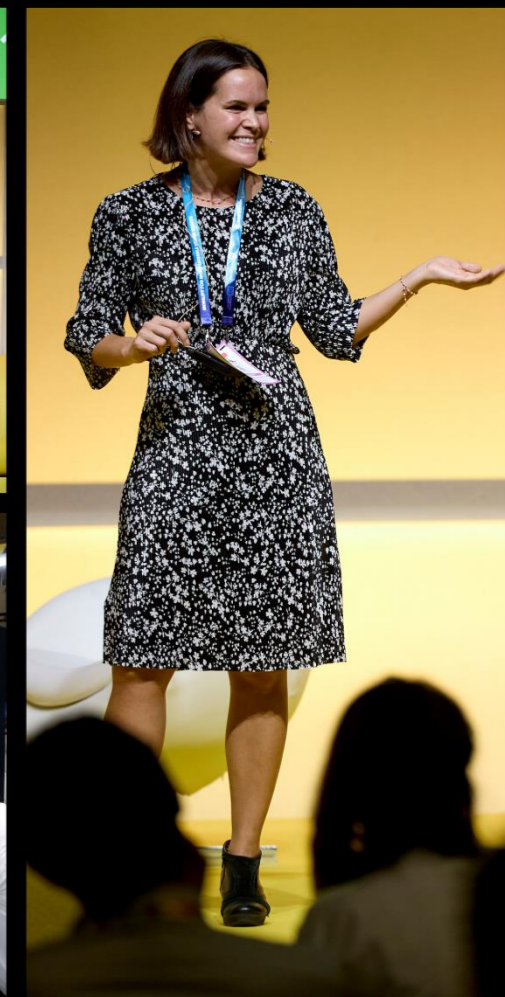
A new impulse for the urban mobility sector.  
A driving force for change in the transport industry.



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



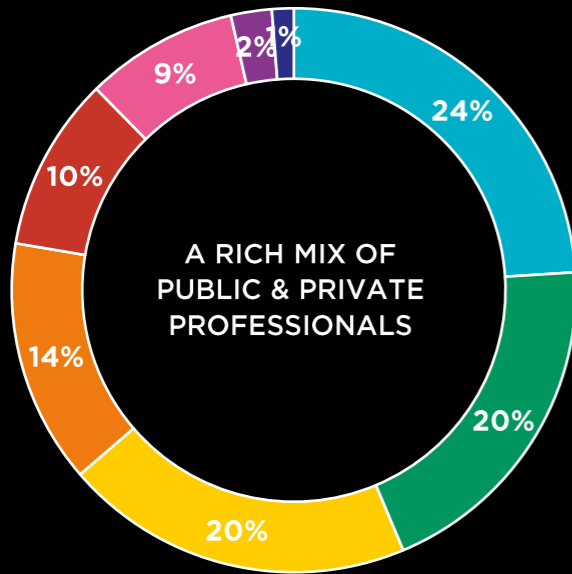
28,400+

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



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

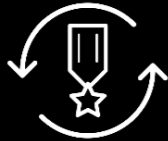
These internationally acclaimed prizes **recognize and support innovative city strategies, projects and ideas** that can make an impact on citizens' lives and turn our cities into better places to live.

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.

**SMARTCITY**  
EXPO WORLD CONGRESS

**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

**TOMORROW.  
BUILDING**  
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**TOMORROW.  
BLUE ECONOMY**  
WORLD CONGRESS

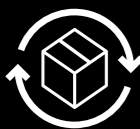




# OUR VALUES IN ACTION

## 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



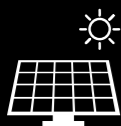
NO SINGLE-USE PLASTICS.  
LESS PAPER. TONS OF RECYCLING

**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

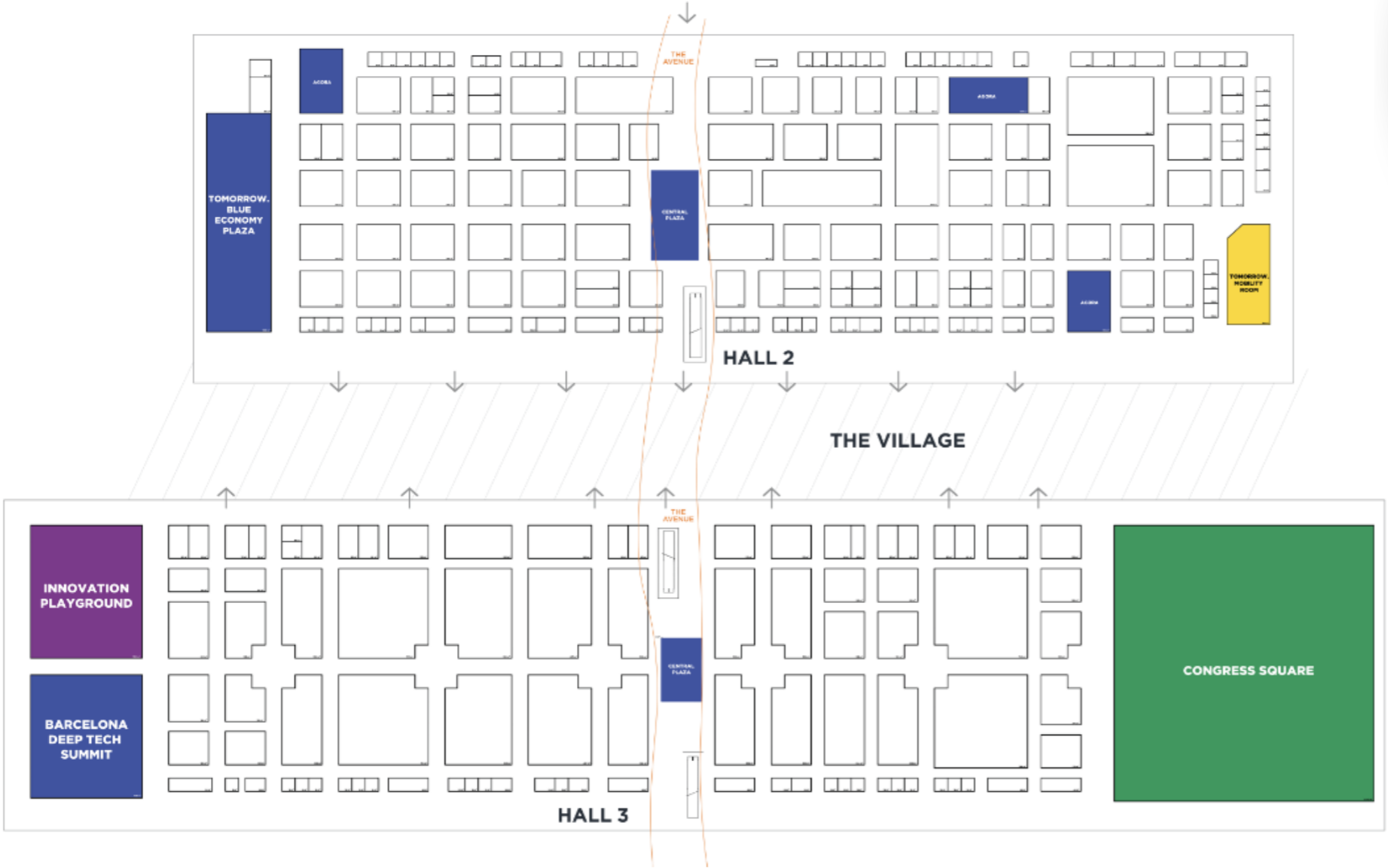
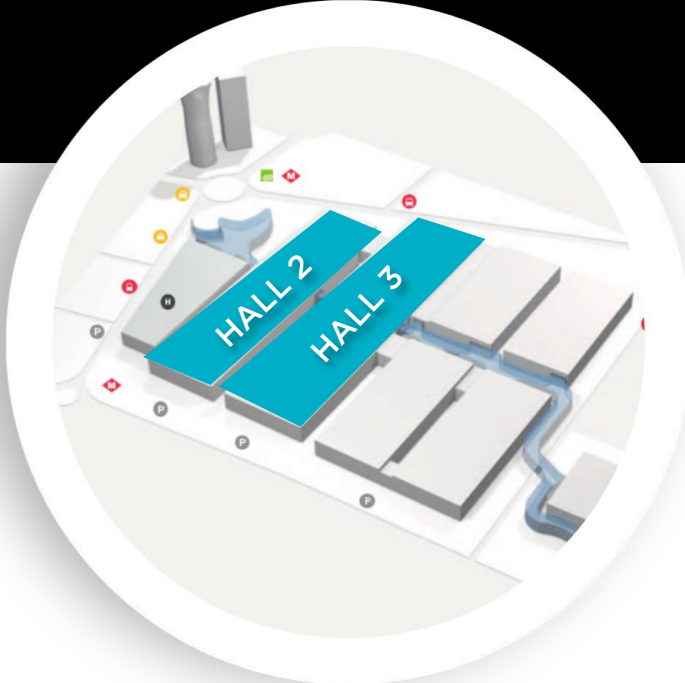
**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

**TOMORROW.  
BUILDING**  
WORLD CONGRESS

**TOMORROW.  
BLUE ECONOM**  
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

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



# 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-EXHIBITOR	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





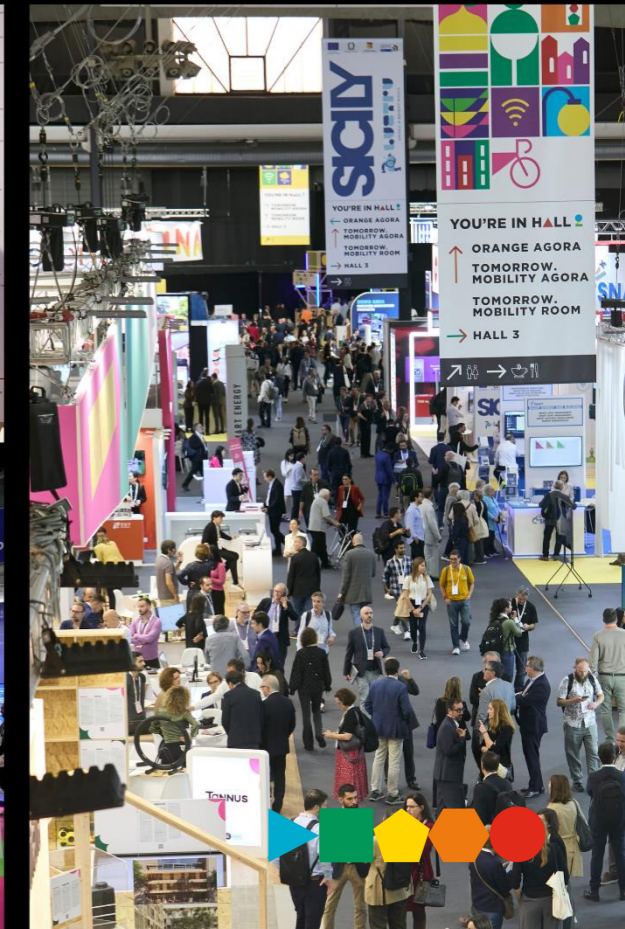
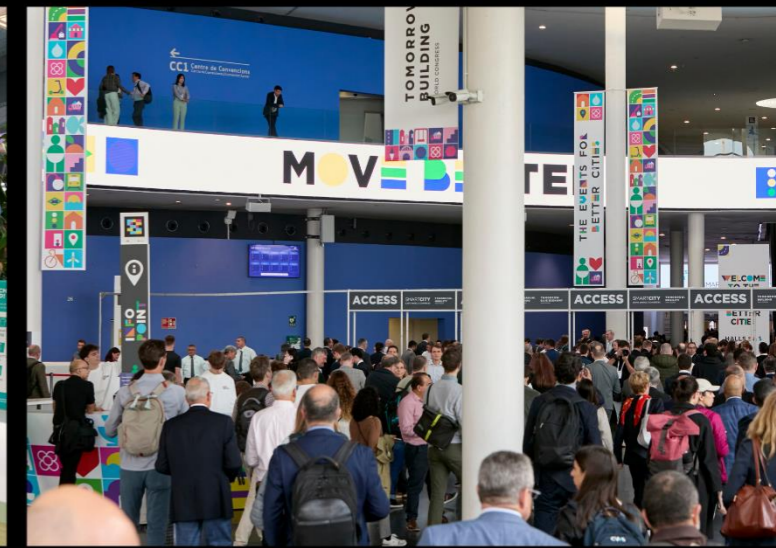


# BECOME SPONSOR

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



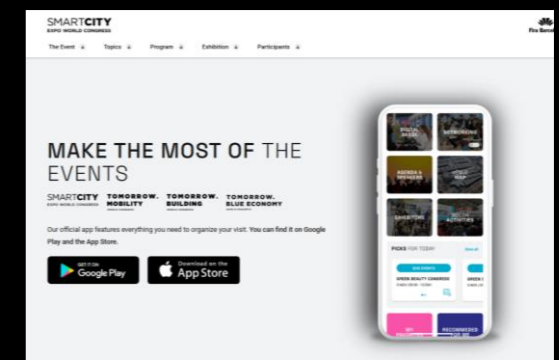
## CAFÉ CORNER

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

