

WELCOME TO THE
WORLD'S LEADING
EVENT FOR CITIES

SMARTCITY
EXPO WORLD CONGRESS

7 – 9 NOVEMBER 2023
BARCELONA & ONLINE

WELCOME TO
CONGRESS

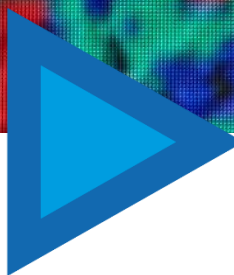
INF






A WORLD OF EVER-CHANGING CITIES


NEW URBAN
REALITIES.
NEW TECH.
NEW BUSINESS
MODELS.



Global population
expected to grow to
10B by 2050.



70% of this people
living
in cities.



In 40 years, we will
have built as many
new cities as in all
human history.

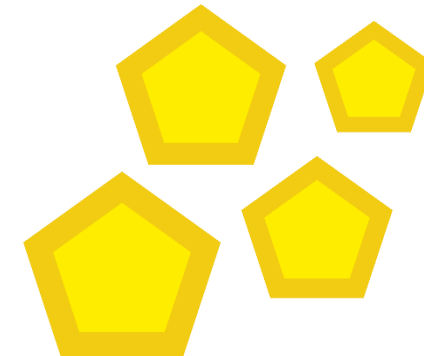
The future of humanity is inevitably urban,
and digitization stands as an essential, unstoppable revolution
to ensure future-proof cities focused on people and
environment.

At the crossroads of tech and cities there's an opportunity for
a more sustainable and inclusive world.

*Smart City Expo is the place to spark
a powerful urban tomorrow
worldwide.*



WHAT'S NEXT
FOR CITIES STARTS
AT SCEWC



SMART CITY EXPO IN FIGURES

SCEWC22

SCEWC23



20,000+ IN-PERSON
ATTENDEES
[56% INTL.]



800+
EXHIBITORS
[80% INTL.]



22,000+ IN-PERSON
ATTENDEES
[56% INTL.]



1000+
EXHIBITORS
[80% INTL.]



20,000+
ONLINE ATTENDEES



350+ SPEAKERS



20,000+
ONLINE ATTENDEES



500+ SPEAKERS



700+ CITIES



100+ SIDE EVENTS



800+ CITIES



120+ SIDE EVENTS

SM
EXPO

TO
MO
WORLD











JOIN A GLOBAL COMMUNITY...



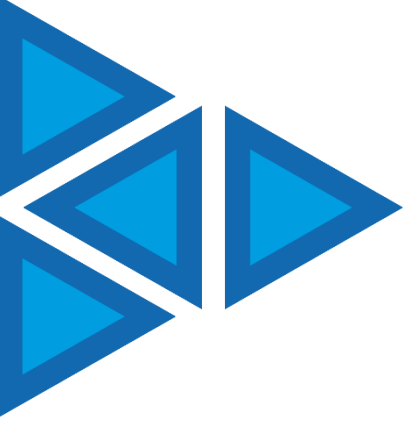
 146 COUNTRIES HAVE VISITED US



TOP 10 COUNTRIES VISITING US:

-  Germany
-  France
-  Netherlands
-  Belgium
-  Italy
-  Israel
-  Brazil
-  Portugal
-  United Kingdom
-  United States of America

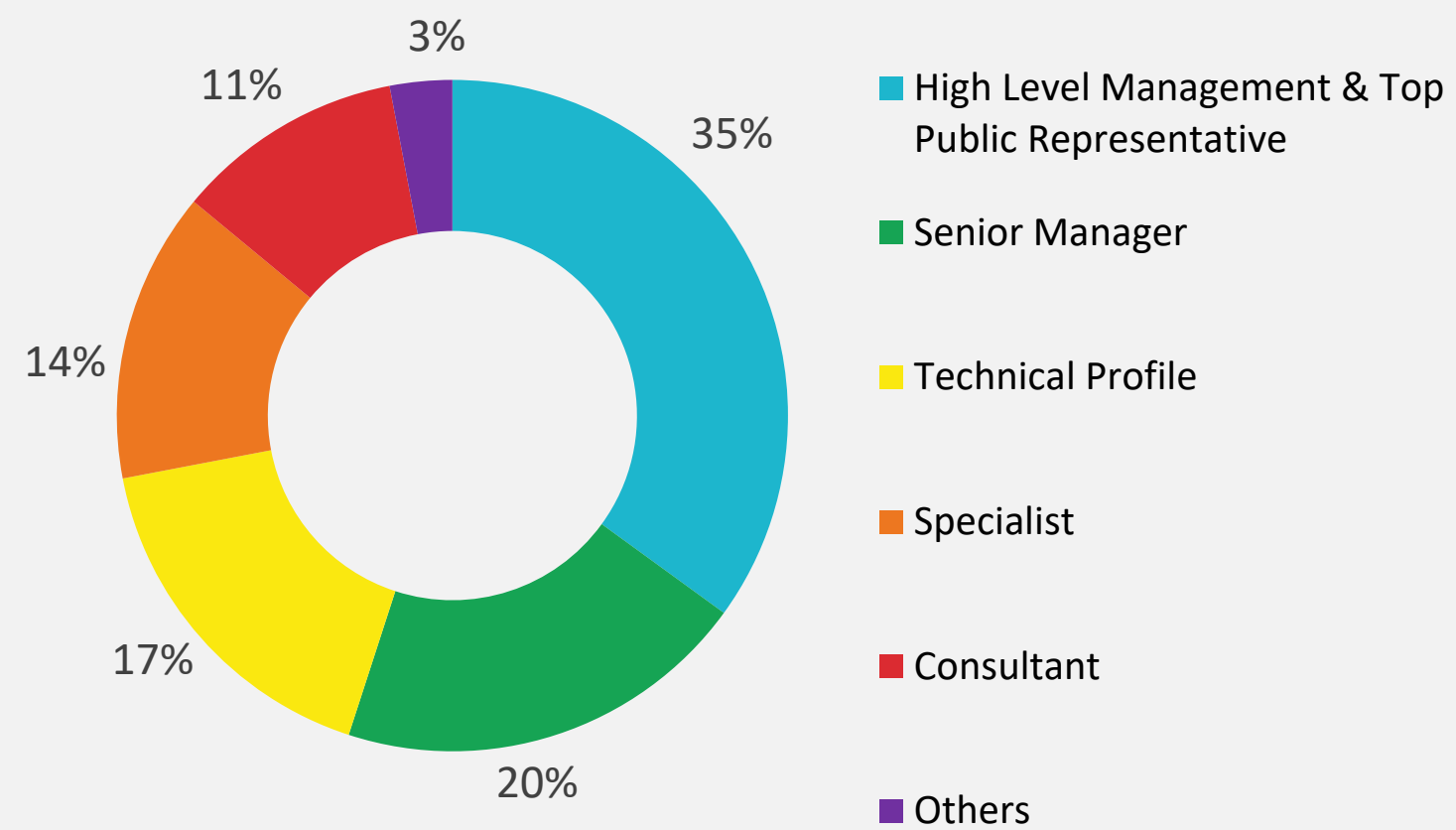
1. WESTERN EUROPE | 2. ASIA | 3. EASTERN EUROPE | 4. MIDDLE EAST | 5. NORTH AMERICA
6. SOUTH AMERICA | 7. CENTRAL AMERICA | 8. OCEANIA | 9. AFRICA



... OF CROSS-SECTORIAL LEADERS

MOST ATTENDEES HOLD SENIOR-LEVEL POSITIONS

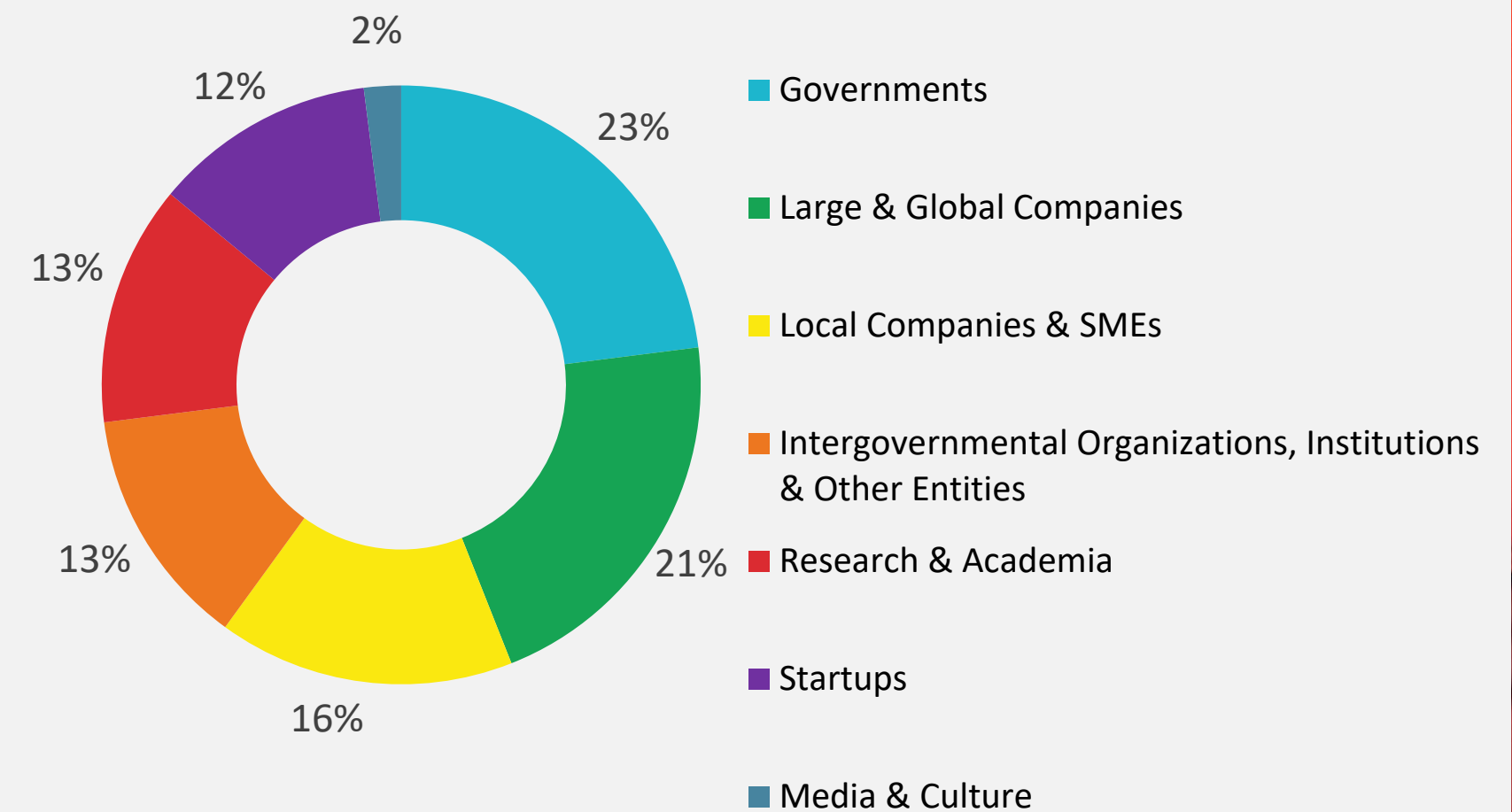
ATTENDEES PROFILE



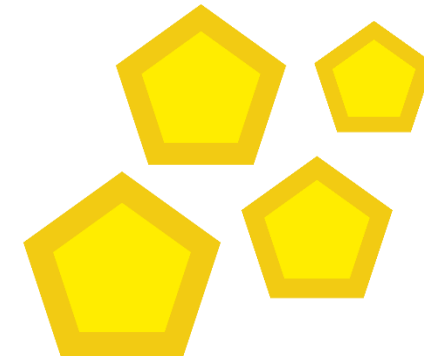
55% OF ATTENDEES HOLD SENIOR MANAGEMENT POSITIONS

A KEY MEETING POINT FOR PUBLIC & PRIVATE SECTORS

VISITING ORGANIZATIONS PROFILE



44% OF GLOBAL COMPANIES AND GOVERNMENTS



EXPAND YOUR DIGITAL REACH

Our digital footprint

MEDIA OUTREACH

500+ ACCREDITED JOURNALISTS

50+ MEDIA PARTNERS

8,000+ MEDIA ITEMS PUBLISHED

€15M MEDIA IMPACT VALUE

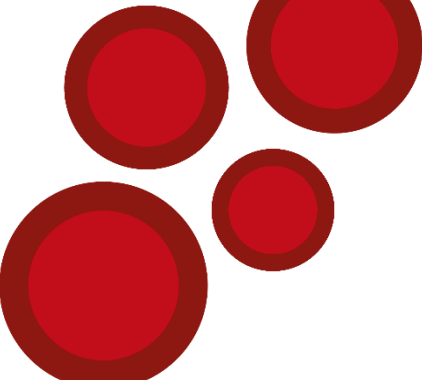
SOCIAL MEDIA REACH

+34M IMPRESSIONS IN DIGITAL
ADVERTISING, DISPLAY MK &
SOCIAL PLATFORMS

+119,000 FOLLOWERS


+610,000 WEB VISITS

+17,000 MENTIONS OF #SCEWC



IN GOOD COMPANY

The world's leading innovation brands consider us a key platform for the promotion of their business

GLOBAL PARTNERS

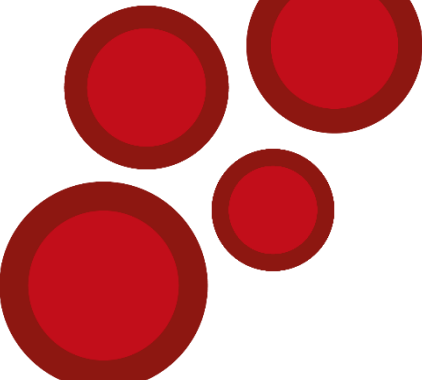


INDUSTRY PARTNERS



EVENT PARTNERS





IN GOOD COMPANY

The world's leading innovation brands consider us a key platform for the promotion of their business

HOSTED BY



ORGANIZED BY

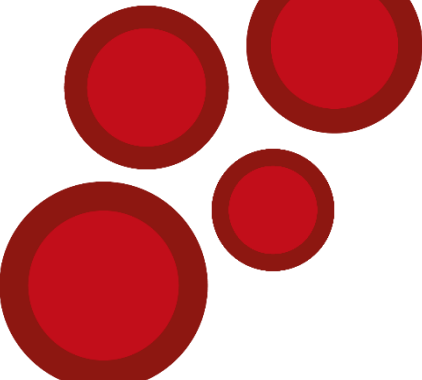


SUPPORTING INSTITUTIONS



STRATEGIC ORGANIZATIONS



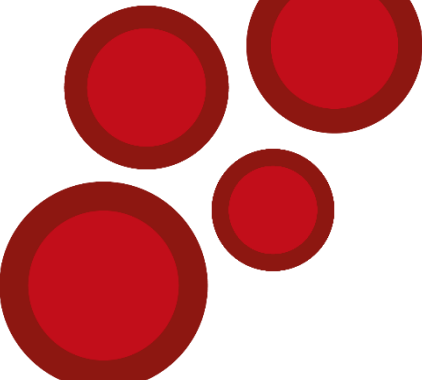


IN GOOD COMPANY

The world's leading innovation brands consider us a key platform for the promotion of their business

COLLABORATING ORGANIZATIONS





IN GOOD COMPANY

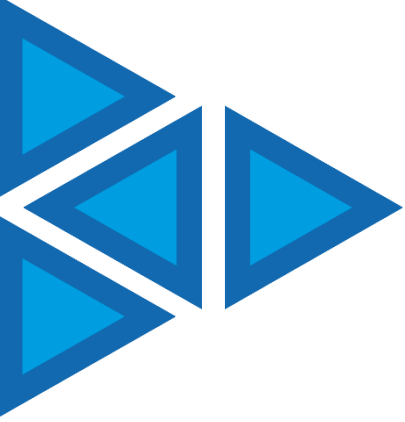
The world's leading innovation brands consider us a key platform for the promotion of their business

MEDIA PARTNERS



EVENT MAP FOR 2023

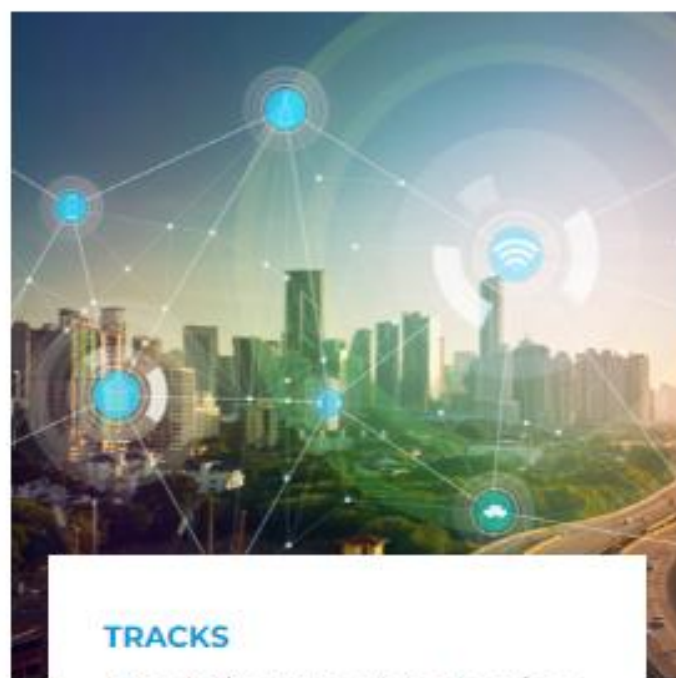




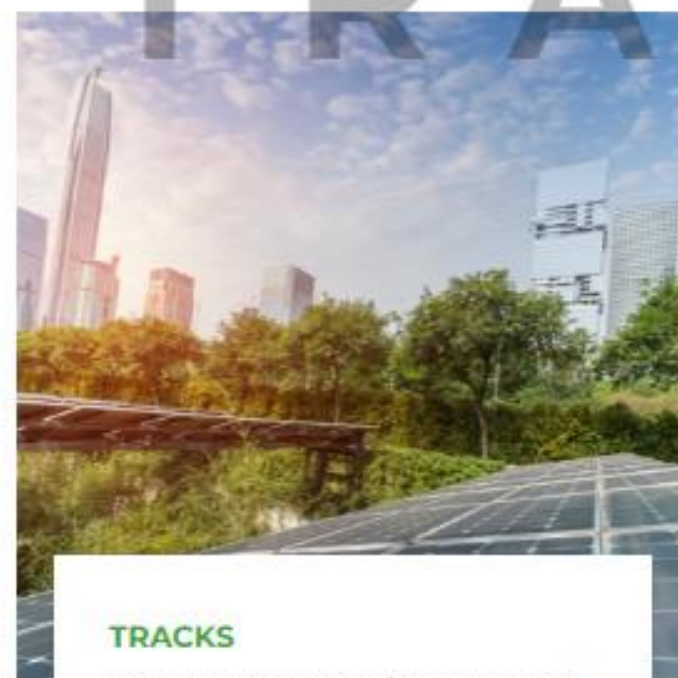
HOT TOPICS FOR DEBATE

Key markets & critical issues at the heart of the discussion

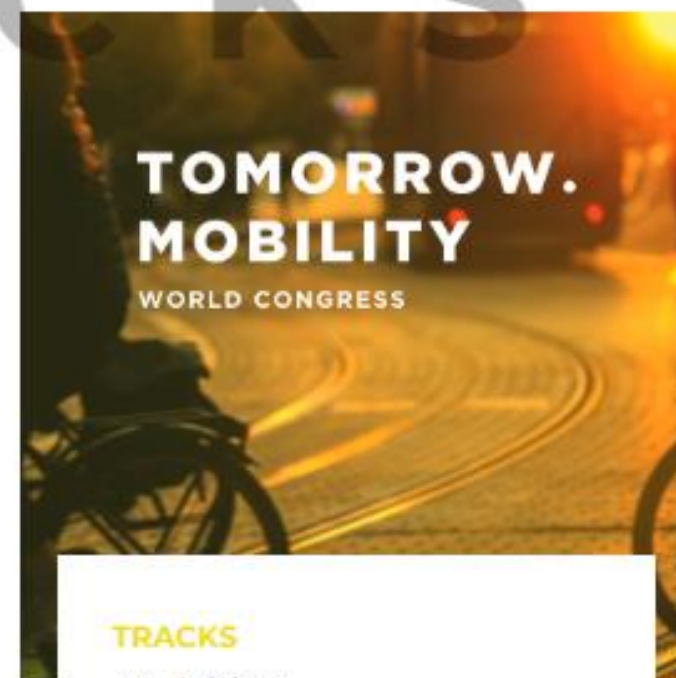
TRACKS



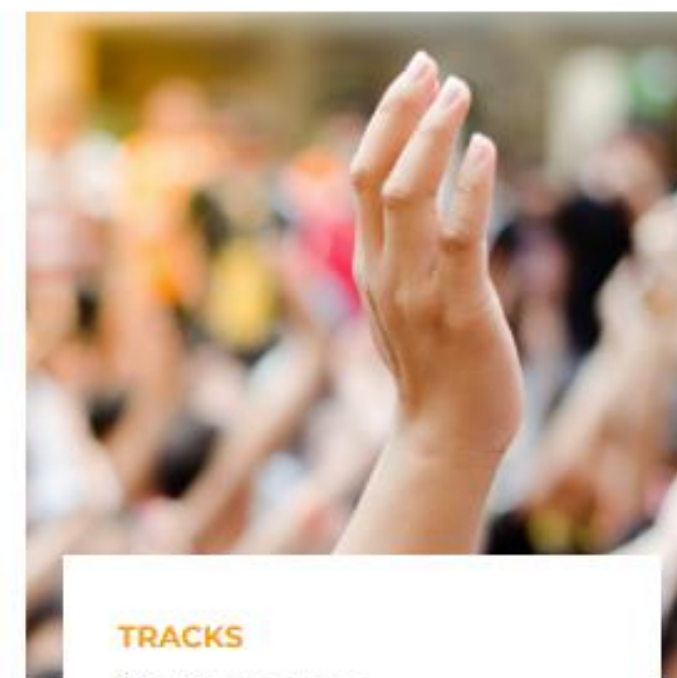
TRACKS
Enabling Technologies



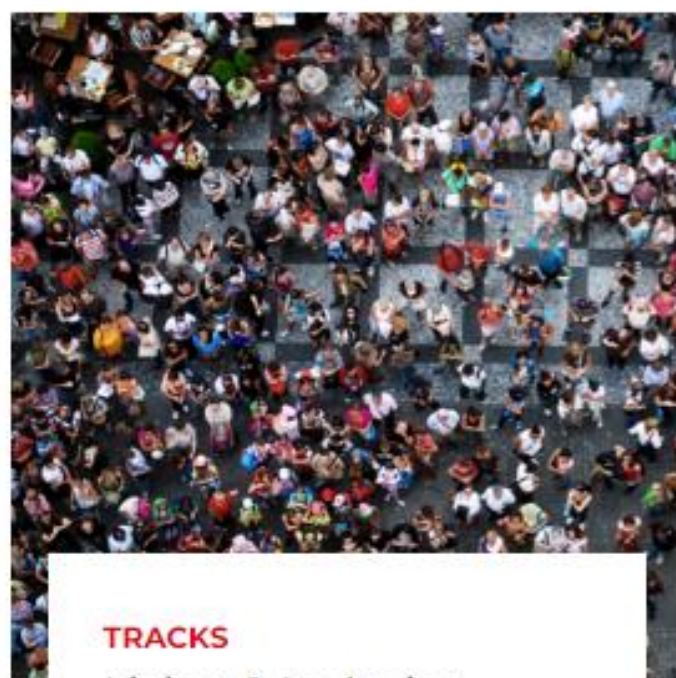
TRACKS
Energy & Environment



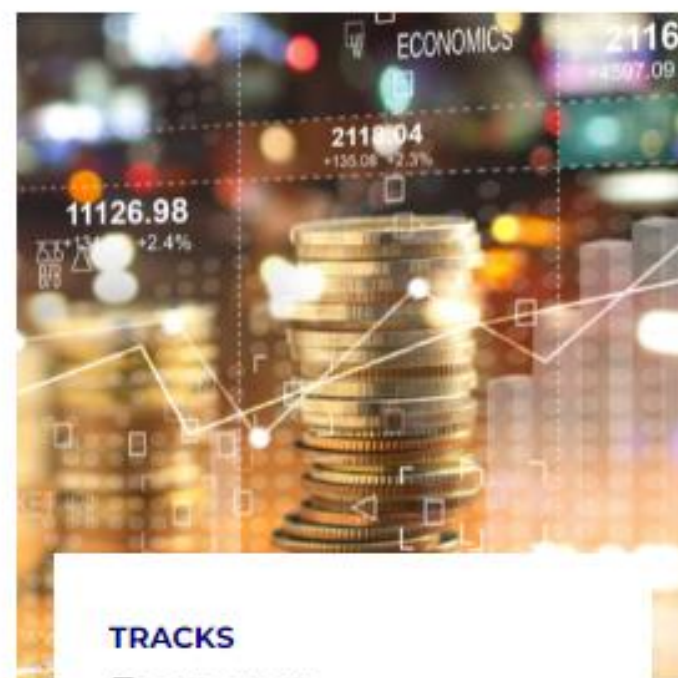
TRACKS
Mobility



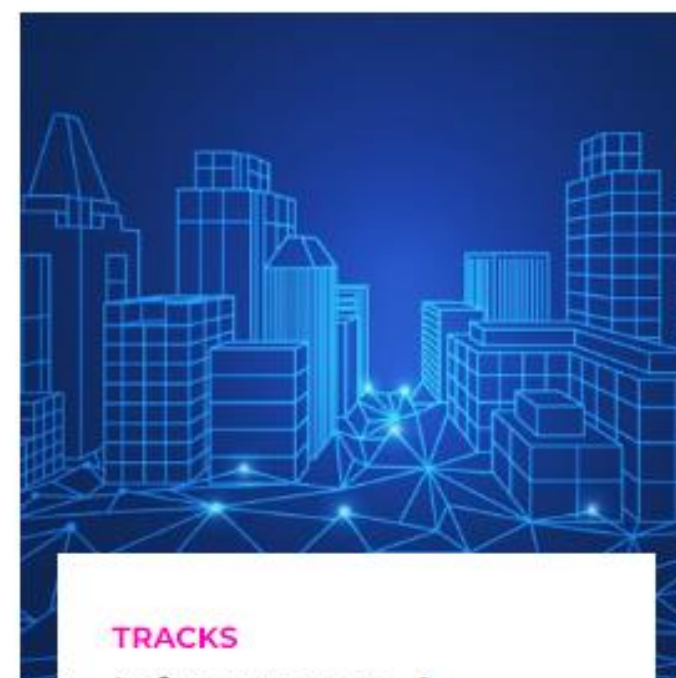
TRACKS
Governance



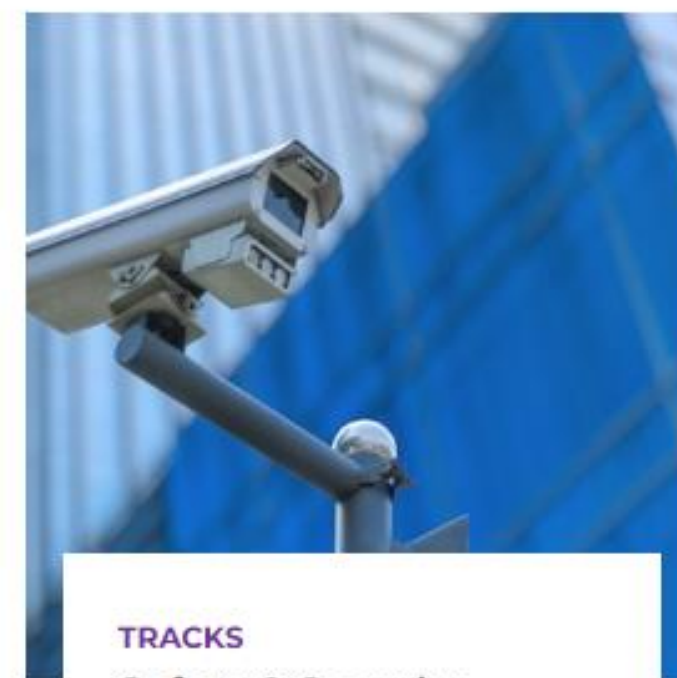
TRACKS
Living & Inclusion



TRACKS
Economy



TRACKS
Infrastructure & Buildings



TRACKS
Safety & Security



ENABLING TECHNOLOGIES

A SNEAK PEEK OF THE TRACK FOR 2023

Technology is a critical foundation to enable the post-COVID recovery. As computing power continues to explode, 5G is being rolled out, and 6G is on the horizon, cities push to work on innovation focused on people and sustainability. How can datafication, blockchain, quantum computing, extended reality, and digital twins, among other developments, inspire better cities?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

ARTIFICIAL INTELLIGENCE. Algorithm Ethics, Algorithms, Deep Learning, Smart Devices

CONNECTIVITY. Connectivity, 5G, 6G, Latency, Wifi 6, IOT

DATA. Big Data, Data Analytics, Data, Integration, Data Lake, Data Management, Data Storage, Data Infrastructure

DIGITAL SERVICES. Stimulated Environments, Digital Twins, Metaverse, Virtual Reality, Robotics, Blockchain

CLOUD & PLATFORMS. City Platforms, Cloud Computing, Cloud Storage, Edge Computing, Hybrid Data Storage, IaaS, PaaS.

INTERNET OF THINGS. Machine to Machine Communication, Networked Devices, Sensoring

ENERGY & ENVIRONMENT

A SNEAK PEEK OF THE TRACK FOR 2023

The COVID-19 pandemic and the Russian energy crisis have created significant challenges inevitably impacting the environment. As concerns about the overwhelming emphasis on economic recovery at the cost of green transition progress have raised worldwide, more voices are calling for clear decarbonization strategies in the post-pandemic era. How can cities continue exploring innovative solutions to meet their energy needs while tackling climate change?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

CLIMATE EMERGENCY

Adaptation, Climate Change, Decarbonization, Energy Transition, GHG Emissions, Green Deal, Mitigation, Regenerative by design, renewables, Urban Resilience, Urban-rural Linkages.

CLEAN ENERGY

Decentralized Energy, Energy Efficiency, Energy Storage, Energy Transition, Grids, Hydrogen-powered, New Energy Models, Low Emissions Tech, Renewables.

LOW-CARBON TECH

Decentralized Energy, Energy Efficiency, Energy Storage, Energy Transition, Grids, Hydrogen-powered, New Energy Models, Low Emissions Tech, Renewables.

MOBILITY



A SNEAK PEEK OF THE TRACK FOR 2023

The 2020-2021 various lockdowns, the rise of remote working, and stay-at-home orders have definitely impacted urban mobility. Many cities worldwide have experienced a reduction in the volume of people commuting and a rise of alternative and active modes of transport, such as cycling and walking. Will this trend stay when living with endemic COVID? How can cities turn crisis into an opportunity to accelerate towards more sustainable, resilient, and human-centric urban mobility systems?

With cities rapidly expanding and new technologies constantly appearing on the horizon, the sector needs a place to convene, discuss the big issues and discover solutions – and that's where Tomorrow.Mobility World Congress comes in. Within the framework of Smart City Expo World Congress, #TMWC22 returns to Barcelona this November for a second edition to reignite the debate on urban mobility.

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

- MICRO MOBILITY
- PUBLIC TRANSPORT
- AUTOMOTIVE
- LAST MILE LOGISTICS
- FUTURE AND DIGITAL TRANSPORTATION
- TRANSPORT INFRASTRUCTURE
- ENERGY TRANSITION & EFFICIENCY

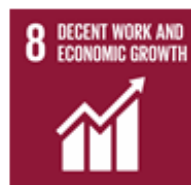


GOVERNANCE

A SNEAK PEEK OF THE TRACK FOR 2023

Democracies are more fragile and more vulnerable than in the past. As the world struggles to rebuild from the COVID health crisis and the Ukraine war, cities work to enhance transparency, effectiveness, accountability, and legitimacy of public policy-making by seizing the opportunities of technological change. Yet citizens are becoming increasingly skeptical of politics. How can local governments improve trust in democratic institutions, safeguarding liberties and the rule of law while protecting democracy from multidimensional threats?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

REGULATION & STANDARDS

Open government, Legislation, Policies, Policy-making, Regulations, standards, Standardization

COLLABORATION

Alliances, Collaboration, Cross-sector governance, multilevel governance

PARTICIPATION SCHEMES

Best practices, Co-creation, Citizen Engagement

LIVING & INCLUSION

A SNEAK PEEK OF THE TRACK FOR 2023

During COVID-19, cities have seen rapid shifts to virtual and remote work, new partnerships across ecosystems, and unprecedented levels of adaptability. Now, as organizations rethink work and shift away from rigid routine and structure aiming for social inclusion is not just the right thing to do, it also makes good economic sense. What do cities need to do to reinforce their commitment not to leave anybody behind? Moreover, how can they meet the needs of displaced populations?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

HOUSING

Affordability, Cities for All, Co-housing, Gentrification, Housing, Informal Housing, Innovative Housing Models, Right to Housing, Right to the City.

POST-PANDEMIC RECOVERY

Alliances, Collaboration, Cross-sector Governance, Multilevel Governance

REFUGEE CRISES

Climate Justice, Migration, Social Inclusion

SYSTEMIC INEQUALITIES

Best Practices, Co-creation, Citizen Engagement

ECONOMY

A SNEAK PEEK OF THE TRACK FOR 2023

In 2021, OECD countries and key partner economies increased public spending on green recovery measures to \$677 billion (up from \$336 billion). While this is welcome news, is it enough to have the transformational effects needed to address environmental crises while building back a more inclusive economy? How green can cities go while assuring a better life for their citizens?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

FINANCING TOOLS

Financing Schemes, Global Funds, investment Models, Multilateral Institutions, Philanthropies, Regional, investment Banks, Taxes

ECONOMIC MODELS

Circular Economy, Sharing Economy, Innovation Ecosystems, Economic Models, Talent Attraction, International Projection, Start-ups, Local Economic Development

FUTURE OF WORK

Future of Education, Future of Work, Future Skills, Talent Attraction

INFRASTRUCTURES & BUILDINGS

A SNEAK PEEK OF THE TRACK FOR 2023

Buildings are currently responsible for 30 to 40% of total city emissions. As the pressure to act on climate change increases, local authorities aim at regenerating infrastructures so that they are more energy-efficient and sustainable. What do city leaders need to consider for contributing to a better quality of life through smart and sustainable buildings and a well-integrated and intelligent city infrastructure?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

CONSTRUCTION TECHNOLOGIES

AI, Augmented Reality, Big Data, BIM, Building Automation, Cloud, Design Services, Automation, Digital Tools, Digital Twins, Drones, Innovative Building, Technology, IoT, Machine Learning, Modular Construction, Robotics, Smart buildings, Smart Infrastructures, Street Furniture, Virtual Reality, 3D modelling, 3D Printing

DECARBONIZATION

Carbon Reduction, Decarbonization, Electrification, Energy Efficiency, green building, Nearly Zero-Energy Buildings, Parks, Public Space, Smart Buildings, Smart Buildings, Smart Infrastructures Urban Planning, Zero Emission Buildings

BUILDINGS & INFRASTRUCTURE MANAGEMENT

Asset management, BIM, Building Automation, Community Facilities, Co-housing, Co-working, Digital Tools, Digital Twins, Intelligent Security Systems, Facility Management, Property Management, Property Management, Real Estate, Refurbishing, Retrofitting, Smart Buildings, Smart Infrastructures, Urban Facility Management, Urban Management, Urban Planning, Workplace



SAFETY & SECURITY

A SNEAK PEEK OF THE TRACK FOR 2023

In a world with ever-increasing threat levels the demand for responsive safety and security in cities, from a holistic and people-centric perspective, grows. How can city governments respond to safety and security challenges in a tailored manner that directly improve people's lives? How to establish flexible enough systems so that they can rapidly adapt to hazards and new dangers?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

CYBERSECURITY

Data protection, Data Security, Digital Rights, Fraud detection, Phishing, Safety Engineering

RESILIENCE & RISKS

Disaster Risk Management, Emergency Response, Crisis Management, Critical Infrastructures, Resilience

SAFE PUBLIC SPACE

Critical infrastructures, Surveillance, Urban Safety, Public Safety, Physical Security, City Sovereignty



Muhammad Yunus
Nobel Peace Prize Laureate



Parag Khanna
Geostrategic advisor
and bestselling author



Laura Tenenbaum
Climate Change and Scientific
Communicator, NASA



Dame Ellen MacArthur
Founder, Ellen MacArthur
Foundation



Richard Florida
Professor & Senior Editor of
the Atlantic, University of
Toronto & NYU



Sameh Wahba
Global Director, Urban,
Disaster Risk Management,
Resilience and Land Global
Practice, World Bank



Kent Larson
Principal Research Scientist &
Director, Changing Places
Group (MIT Media Lab)



Janette Sadik-Khan
Principal of Transportation of
Bloomberg

WITH THE PRESENCE
OF WORLDWIDE CITY
EXPERTS





Michael Flynn

Global Infrastructure,
Transport & Regional
Government Leader,
Deloitte



Cassie Roach

Vice President for Global
Public Sector, CISCO



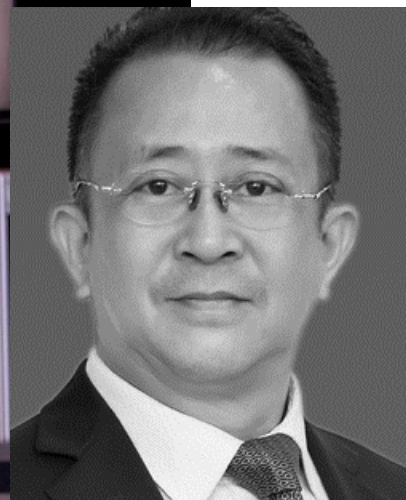
Jeremy Goldberg

Worldwide Director of Critical
Infrastructure, Microsoft



Maimunah Mohd Sharif

Executive Director, UN-
Habitat



Joe So

CTO Industry Solutions,
Huawei



Bettina Warburg

Co-Founder, Animal Ventures



Bertrand Camus

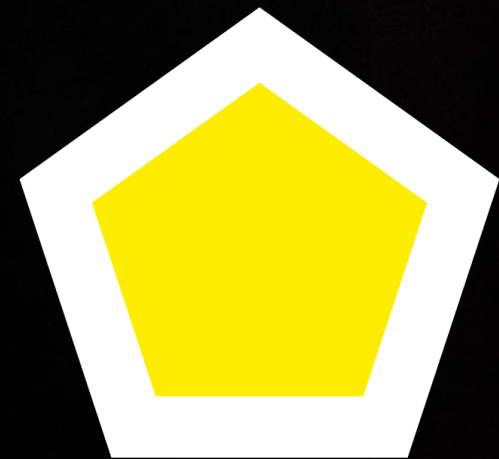
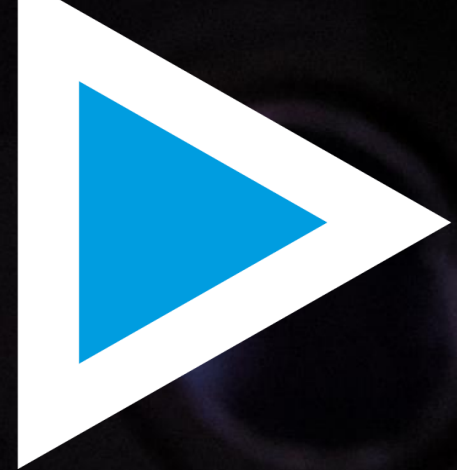
CEO, SUEZ



Roland Busch

CEO and President,
Siemens

& GLOBAL SECTOR LEADERS



**DON'T BE SHY,
ASK ME**

SMARTCITY
EXPO WORLD CONGRESS

**TOMORROW.
MOBILITY**
WORLD CONGRESS

LET'S GET IN TOUCH!

Contact us at smartcityexpo.sales@firabarcelona.com