

# TOMORROW. BUILDING

WORLD CONGRESS

**7 - 9 NOVEMBER 2023**  
BARCELONA & ONLINE

Within the framework of  
**SMARTCITY**  
EXPO WORLD CONGRESS

Organized by

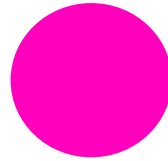




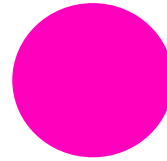
## A WORLD OF EVER-CHANGING CITIES

**NEW URBAN REALITIES. NEW CHALLENGES.  
NEW TECH. NEW BUSINESS MODELS.**

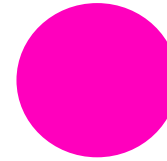
In 2050...



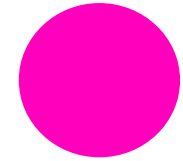
**Global population is expected to grow to 10B, and 70% will be living in cities.**



**Global building floor area is expected to double.**



**75% of the infrastructure required still needs to be built.**



**80% of the global building stock has already been built today.**

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.

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# SMARTCITY

EXPO WORLD CONGRESS

SMARTCITY  
EXPO WORLD CONGRESS  
CITIES INSPIRED  
BY PEOPLE  
POBEO



Smart City Expo World Congress gathers leaders from the most innovative companies, governments and organizations to **move cities towards a better future.**

Held in **Barcelona** since **2011**, Smart City Expo World Congress is the international leading event for cities. Its mission is to **empower cities and collectivize urban innovation** across the globe. Through promoting social innovation and identifying collaboration opportunities, the event is dedicated to accelerate a better future for cities and their citizens.

**FULL FOCUS  
ON CRITICAL  
URBAN  
CHALLENGES**

**ENABLING  
TECH**

**ENERGY &  
ENVIRONMENT**

**GOVERNANCE**

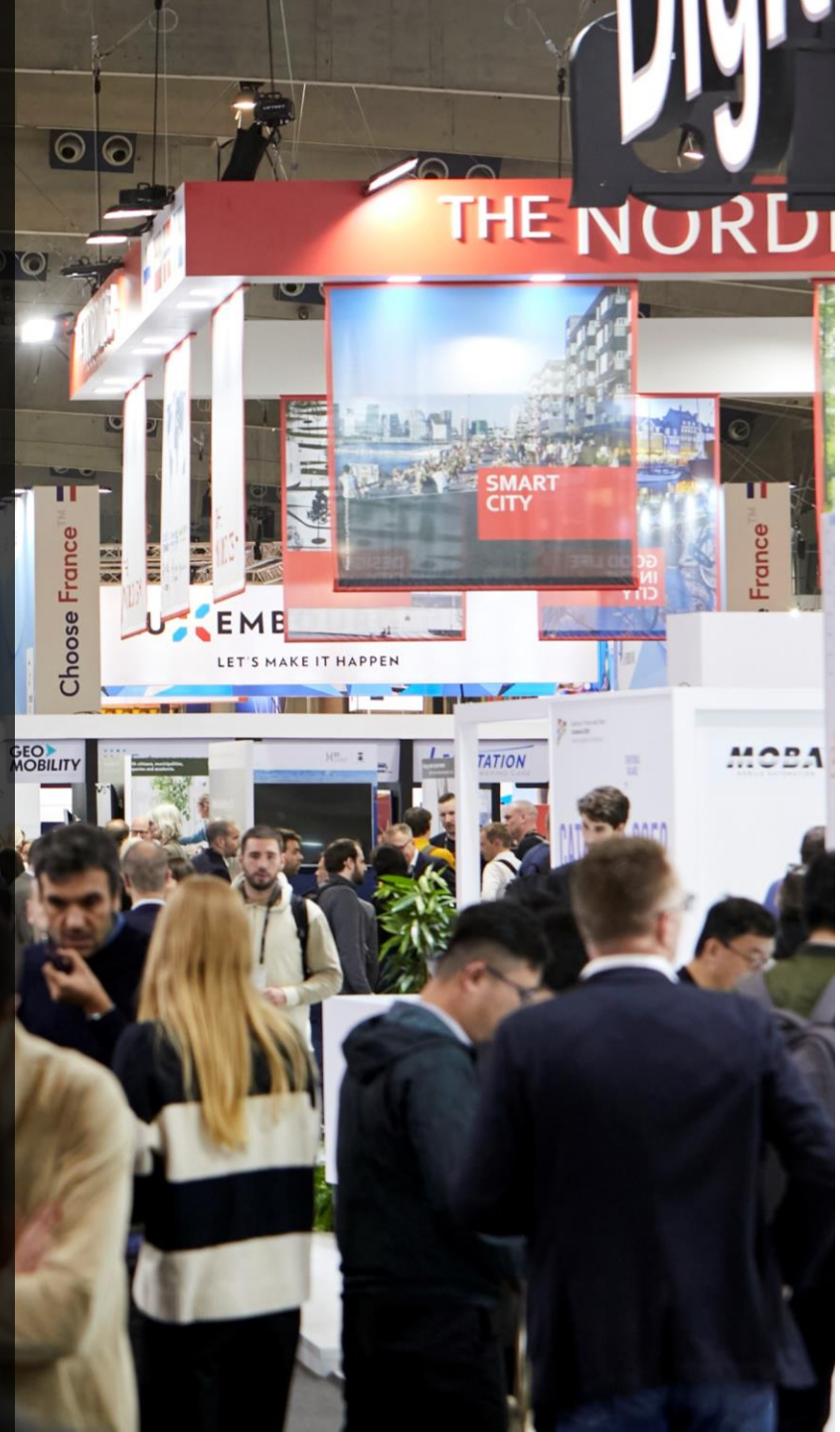
**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

**LIVING &  
INCLUSION**

**SAFETY &  
SECURITY**

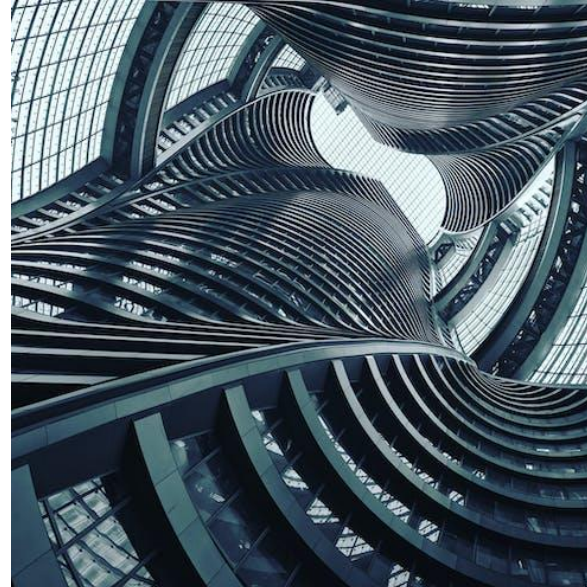
**ECONOMY**

**TOMORROW.  
BUILDING**  
WORLD CONGRESS



The built environment is responsible for **40% of annual global CO2 emissions**. As pressure to act towards climate neutrality increases, the construction and building renovation sectors are key. We must call for **emission restrictions** across its whole value chain and **eliminate all CO2 emissions from the built environment** by 2040.

What should urban planners, government leaders and developers consider to contribute to **healthier, cleaner, efficient and resilient buildings, communities and cities**?



# WHAT IS IT ABOUT?



## TOMORROW. BUILDING

Within the framework of  
**SMARTCITY**  
EXPO WORLD CONGRESS

**Tomorrow.Building is a global initiative empowering the green and digital transition of buildings and urban infrastructures.**

**Our mission is to catalyze positive change in the way we plan, construct, renovate and operate buildings and urban infrastructures. We accelerate a shift in the built environment towards a circular and digitalized model that ensures efficiency, resilience and net zero cities.**

SDGs covered:



# 3 LINES OF ACTION



A 3-day **global event with a professional congress and exhibition** to gather the industry, exchange ideas and foster business



A year-round **digital platform** to collectivize knowledge, raise awareness and strengthen community



A **Building Innovation Hub** in Barcelona to spur creativity within the sector

# A GLIMPSE AT THE **NUMBERS**

Held in parallel to the Smart City Expo World Congress, the world's leading event for cities and the biggest gathering of public and private representatives committed to smart urban development. **Together we go further.**

## SCEWC23 & TBWC23



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



**1000+**  
EXHIBITORS  
[80% INTL.]



**28,000+**  
ONLINE ATTENDEES



**500+** SPEAKERS



**800+** CITIES

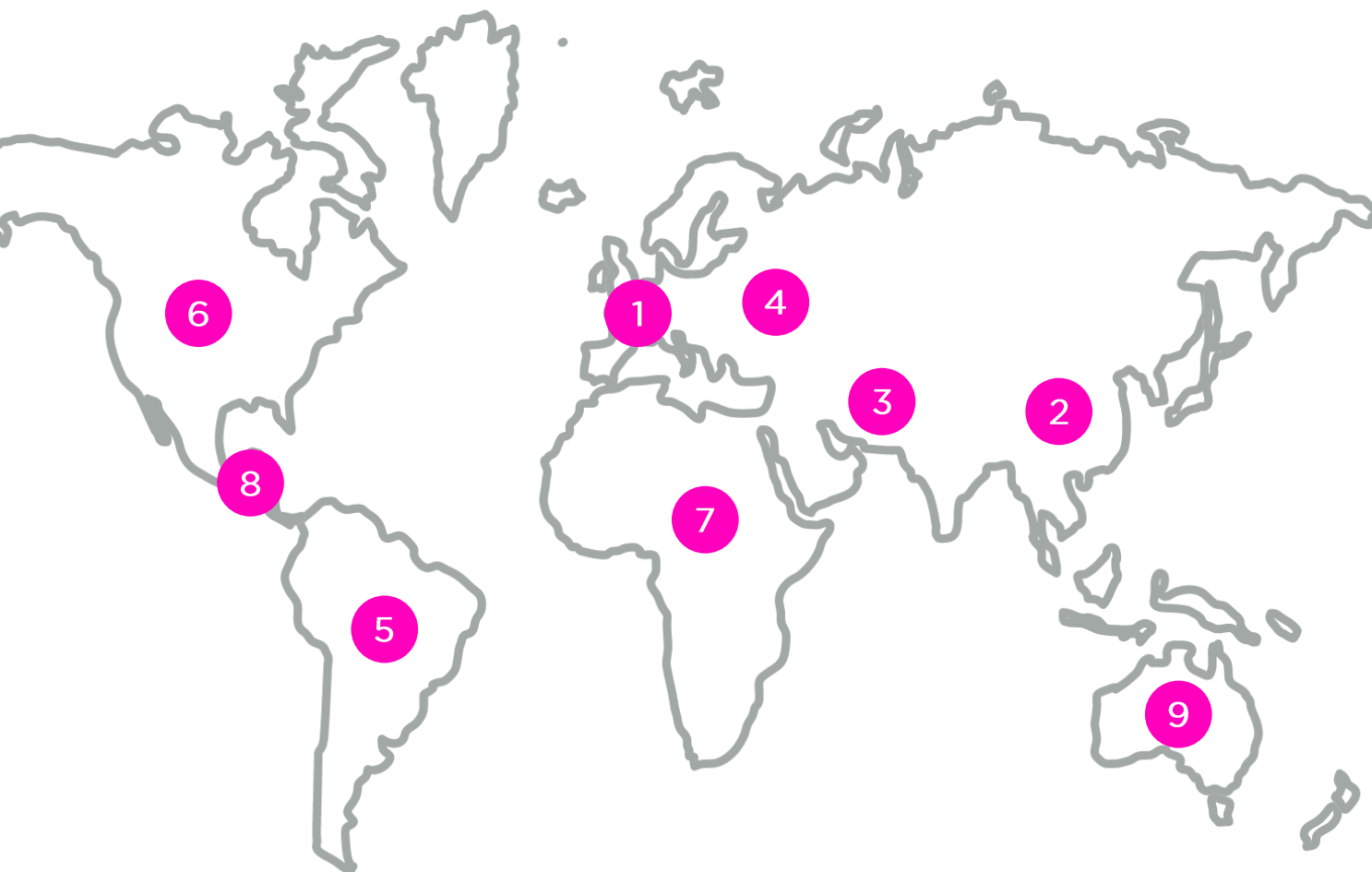


**150+** SIDE EVENTS

**SMARTCITY**  
EXPO WORLD CONGRESS

**TOMORROW.  
BUILDING**  
WORLD CONGRESS

# A GLOBAL COMMUNITY...



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



**134** COUNTRIES  
HAVE VISITED US

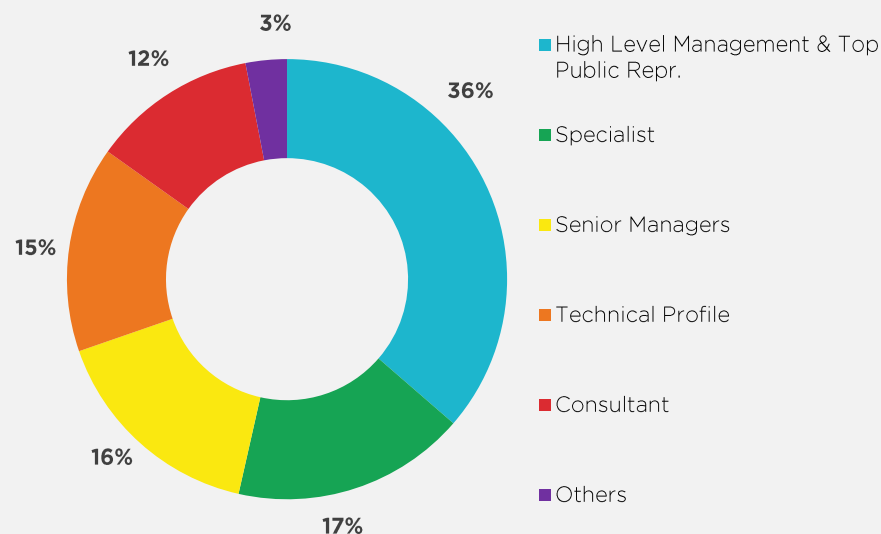
## TOP 10 COUNTRIES VISITING US:

-  Germany
-  France
-  Italy
-  Belgium
-  Netherlands
-  United Kingdom
-  Israel
-  South Korea
-  Brazil
-  Portugal

# ... OF CROSS-SECTORIAL LEADERS

## MOST ATTENDEES HOLD SENIOR-LEVEL POSITIONS

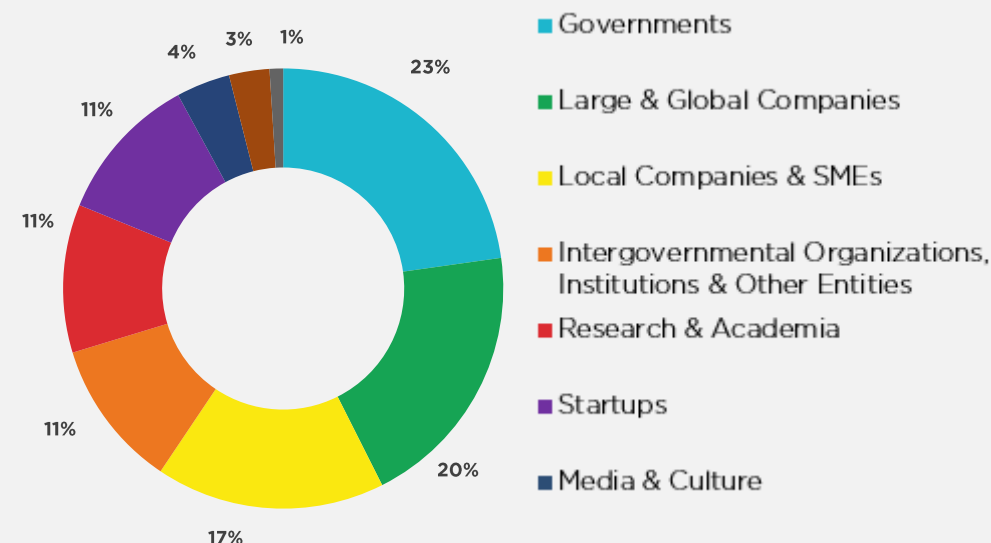
ATTENDEES PROFILE



**52%** OF ATTENDEES HOLD SENIOR MANAGEMENT POSITIONS

## A KEY MEETING POINT FOR PUBLIC & PRIVATE SECTORS

VISITING ORGANIZATIONS PROFILE



**43%** OF GLOBAL COMPANIES AND GOVERNMENTS

# THE PLACE TO BE.

## POSITIONING, EXPOSURE, CONNECTIONS

In-person events are back, the thrill of face-to-face business is back, and we're excited to re-connect again next November 7-9, 2023. **Discover the infinite potential of exhibiting and sharing your solutions** with our global audience.

### **1 CONNECT WITH DECISION MAKERS**

Join a unique mix of international senior-level attendees from public and private sectors

### **2 GENERATE QUALIFIED LEADS**

Grow your sales pipeline collecting leads from decision-making profiles

### **3 ENTER NEW MARKETS**

Expand your business footprint connecting with event participants coming from 134 countries

### **4 LAUNCH PRODUCTS AND SERVICES**

Leverage this global platform to show the world your newest prototypes, products, services or integrated solutions

### **5 NETWORK**

Benefit from dedicated networking tools available to participants: prescheduled meetings, mobile app contact search and ad hoc, high-level activities

### **6 INCREASE BRAND AWARENESS**

Get presence in congress talks and the exhibit floor to build top-of-mind position in targeted audiences and attract media coverage

# 3 MAIN AREAS

KNOWLEDGE, SHOWCASE, NETWORK



## THE CONGRESS

A 3-day program with international experts coming together to share insights and learn best practices for a more sustainable urban world. A global discussion shaping what's next for cities.



## THE EXPO

A marketplace where hundreds of global companies and organizations can engage with worldwide professional attendees and show the world their cutting-edge projects and smart implemented solutions.

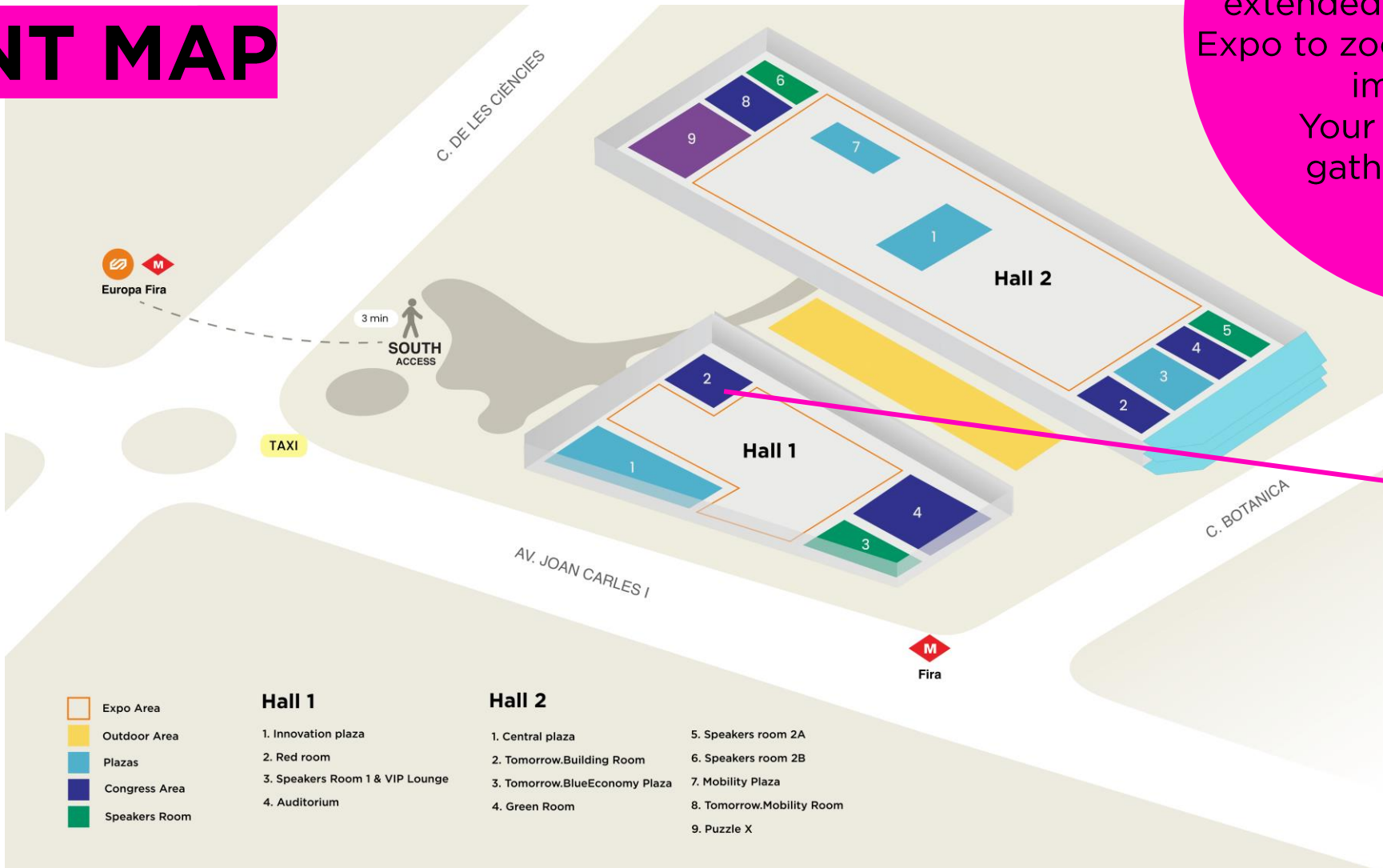


## SIDE EVENTS & ACTIVITIES

A curated list of workshops and activities to move from words to actions. Dedicated spaces to explore business opportunities.

# 2023

## EVENT MAP



### NEW EVENT LAYOUT!

A decentralized congress, an extended program, and a 2-hall Expo to zoom in on real smart city implementation. Your whole ecosystem gathered around you!

Tomorrow.Building Room

# CONTENT TOPICS



## DESIGNTECH

Artificial Intelligence // Augmented Reality // BIM // Building Simulation // Design Services // Digital Tools // Digital Building Twin // Extended Reality // GIS // Immersive Technologies // Mixed Reality // Planning & Design Tools // Smart Buildings // Virtual Reality // Urban Planning // 3D modelling



## BUILDTECH

Artificial Intelligence // Augmented Reality // Big Data // BIM // Building Automation // Circular Economy // Cloud // Construction Technologies // Green Building Technology // Innovative Building Technologies // Digital Twins // Drones // IoT // Innovative Materials // Intelligent Security Systems // On-site Execution // Off-site Fabrication // Pre-fab building // Machine Learning // Modular Construction // Real Time Data // Robotics // 3D Printing



## SMART & GREEN BUILT ENVIRONMENT

Building Automation // Circular Economy // Design Services // Digital Tools // Digital Building Twin // Digital Construction // Facility Management // Green Building // Planning & Design Technology // Real Time Data // Smart Buildings // Sustainability // Urban Planning // Urban Management



## NET ZERO INFRASTRUCTURES & BUILDINGS

Carbon Reduction // Climate Change // Decarbonisation // Electrification // Energy Efficiency // Energy Transition // Green Building // Nearly Zero-Energy Buildings // Renewable Energy // Smart Buildings // Urban Management // Zero Emission Buildings

# CONTENT TOPICS




## SMART INFRASTRUCTURE

Airports // Automation // Bridges  
// Electrification // Green  
Infrastructure // High Speed Train  
Stations // Infrastructure  
Management // Innovative  
Infrastructure Technologies //  
Intelligent Security Systems // Hubs  
// Parks // Public Space // Railway  
Stations // Railway // Roads //  
Smart Airports // Smart Ports //  
Street Furniture // Tunnels //  
Urban Infrastructure // Waterways  
// Urban Planning



## PROPTech

Asset Management // Built  
Environment // Co-housing // Co-  
working // Digital Products //  
Energy Management // Flexible  
Workplace & Coworking // Indoor  
Navigation // Management &  
Collaboration Tools // Next-Gen  
Hospitality // Next-Gen rentals &  
Co-living // Property Management  
// Real Estate // Refurbishing //  
Retrofitting // VR Technology //  
Virtual Tours // Workplace  
Management



## FMTECH

Artificial Intelligence // Access &  
Security // Big Data // Building  
Automation // Building  
Management // Built Environment  
// Community Facilities // Digital  
Solutions // Digital Twins // Energy  
Management // Intelligent Security  
Systems // IoT // Logistics // Real  
Time Analytics // Robotics // Urban  
Facility Management // Urban  
Management // Virtual Reality //  
Waste Management // Workplace  
Management // Workspace

# WORLDWIDE EXPERTS

Just some of the many world-renowned specialists in infrastructure & building who have shared their voice at the event last year



**ELIZABETH DILLER**

Partner, Diller Scofidio  
+ Renfro



**JENNIFER SCHOOLING**

Director, Centre for Smart  
Infrastructure and Construction,  
University of Cambridge



**BENEDETTA TAGLIABUE**

Founder & Head Architect,  
Miralles Tagliabue EMBT



**STEPHEN RICHARDSON**

Director of the Europe  
Regional Network, World  
Green Building Council



**ESZTER DÁVIDA**

Member of the Board, KÉK  
– Hungarian Contemporary  
Architecture Centre



**FRANCESCA BRIA**

President, Chairwoman of  
the Italian National  
Innovation Fund - CDP  
Venture Capital SGR

# WORLDWIDE EXPERTS

Just some of the many world-renowned specialists in infrastructure & building who have shared their voice at the event last year



**JOE DIGNAN**

Head of European Government Insights, IDC



**MARTHA THORNE**

Dean, IE University of Architecture and Design



**MICHAEL FLYNN**

Global Infrastructure, Transport & Regional Government Leader, Deloitte



**ANGELA HEISE**

Worldwide Public Sector, Corporate VP, Microsoft



**MATTHIAS SCHULER**

Managing Partner, Transsolar



**IGNACIO MOLINA MILLÁN**

BIM Projects Director, SENER Infrastructure

# CONGRESSES



# MORE EXPERTS ON STAGE

- **MARTA FERNANDEZ BERTOS** - Executive Director, RMIT Europe
- **SELINA VANCANE** - Councillor, Deputy Chair, Riga City Council, Latvia
- **AMINATA LO** - Local Coordinator, ASToN African Smart Towns Network
- **LUCRECIA PANIZONI** - Undersecretary of Urban Maintenance, City of Buenos Aires, Argentina
- **MARTA SUBIRÀ I ROCA** - President, FGC Catalan Government Railway
- **CARLOS MORENO** - Scientific Director of the Chair “Entrepreneurship, Territory, Innovation”, Sorbonne University-IAE Paris
- **CHRISTINA SALMHOFER** - Sustainability Strategist, City of Stockholm, Sweden
- **MARIA LENNARTSSON** - Technical Advisor, City of Stockholm, Sweden
- **SANDER DOLDER** - Senior Vice President, Smart & Sustainable Cities | Industry Initiatives, New York City Economic Development Corporation, US
- **FRANCESCA CESA** - Project Director, Stefano Boeri Archietti
- **DUNCAN MANN** - COO, HoxtonAi
- **TONI PAJU** - CEO, Crowdsorsa
- **MIGUEL DOMINGO LODEIRO** - Co-Founder & CEO, Staria Technologies
- **HOORIAH AHMED** - Planning Advisor, Ajman Municipality & Planning department, United Arab Emirates
- **ESTANISLAU VIDAL-FOLCH** - Director of the Development Area Delegation of the Spanish Government in Catalonia
- **MARCOS ROS** - MEP, European Parliament
- **YOUSSEF DIAB** - Scientific Director, UGE/EIVP
- **URSULA EICKER** - Canada Excellence Research Chair (CERC) for Next-Generation Cities, Concordia University
- **GREG WILSON** - CTO Government, Microsoft
- **HELENA ANGERER** - Research Associate, Nuremberg Institute of Technology, Germany
- **JULIA ARNERI** - Deputy Managing Director, Paradox Engineering
- **RAMON GRAS ALOMÀ** - Cofounder, Aretia Urban Analytics and Design
- **AURELIO MUÑOZ** - I2M Business Development Global Markets, SENER Engineering
- **SONIA SETHI** - Principal Secretary, Urban Development Department of Maharashtra, India
- **OLGA CHEPELIANSKAIA** - Founding Director, UNICITI
- **BRITANNY LEE** - Product Manager, Smart Buildings IOT, Rogers Communications



# EXHIBITION AREA

Industry-leading brands that chose us to promote their business

AGC GROUP (Wideye Rhino)  
ALUVISA  
BENITO URBAN  
BENTLEY  
CAME PARKARE GROUP  
CITY GECKO  
DEXION  
DREES & SOMMER  
EBERSPÄCHER CLIMATE CONTROL  
SYSTEMS GMBH  
ECOPLASTILE  
ETRA  
INSTITUTE OF EKOLOGI (Cinderella)  
ITeC (Catalonia Institute of Construction  
Technology)

PORT OF ANTWERP-BRUGES  
PORT OF BARCELONA  
PORT OF LOS ANGELES  
PORT OF MONTREAL  
PORT OF ROTTERDAM  
PROMETI PROSTOR  
SALVI LIGHTING  
SCHREDER  
SEEDIA  
SENER  
SMART CITY INFRASTRUCTURES FUND  
SORIGUE  
STRYGGOO  
TAIGA  
WORLDSENSING

# PARTICIPANTS

The **Tomorrow.Building World Congress** gathers **top-level representation of public administration and industry executives** to strategically put focus on critical urban subjects like buildings and infrastructure

Some of the **profiles attending the event:**

## WHO'S COMING?

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- Architect
  - Builder
  - Buildings and Infrastructures Technology Director
  - Chief Building Official
  - Chief of Housing and Urban Development
  - City Manager
  - Construction Manager
  - Consultant
  - Developer
  - Director of Urban Planning & Urban Design
  - Director of Infrastructure & Urban Development
  - Director of Sustainable Construction
  - Engineer
  - Facility Manager
  - Head of Construction & Infrastructure
  - Head of Land Strategy and Urbanism
  - Property Manager
  - Real Estate Investor
  - Research and Innovation Director
  - Sustainability Manager
  - Technical Architect and Quantity Surveyor
  - Urban Designer
  - Urban Planner
-

# PARTICIPANTS

## A SAMPLE OF 2022 PUBLIC SECTOR REPRESENTATIVES



### Director of Urban Planning

City of East Santo  
Domingo  
*Dominican Republic*

### Executive Director of Infrastructure Development Sector

Ajman Municipality  
*United Arab Emirates*

### Subsecretary of Urban Maintenance in the Ministry of Public Space and Urban Hygiene

City of Buenos Aires  
*Argentina*

### General Director of Building

City of San Jose  
*Uruguay*

### Commune Engineer Director of Planning

City of Marrakesh  
*Morocco*

### Head of National Land & Urban Development Division

City of Jinju-si  
*South Korea*

### Head of Building Department

City of Klang  
*Malaysia*

### Director of Ministry of Land, Infrastructure and Transport

City of Sejong  
*South Korea*

### Principal Secretary Urban Development Department

City of Maharashtra  
*India*

### Director of Territorial Planning Officer

City of Cayey  
*Puerto Rico*

### Director of Urban Consulting and Public Space

Municipality of Lo  
Barnechea  
*Chile*

### Deputy City Manager for Planning and Economic Development

Municipality of Greater  
Amman  
*Jordan*

### Director of Departmental Planning

Government of Antioquia  
*Colombia*

### Director of Infrastructure & Construction Administration

Municipality of Tel-Aviv  
*Israel*

### Director of Urban Planning

City of Turku  
*Finland*

### Head of the Department of Construction, Urban Development and Utilities

Cabinet of Ministers of  
the Republic of  
*Azerbaijan*

# WORLD SMART CITY AWARDS

The annual World Smart City Awards is a prestigious international competition that seeks to recognize pioneering projects, ideas and strategies making cities around the world more livable, sustainable, and economically viable.



## Infrastructure & Building Award



Call for innovative projects implemented and developed in the field of construction technologies, sustainable buildings and infrastructures.

**OPENING  
DATE**

**25 APRIL**

Submit your Proposal



# HOW TO **PARTICIPATE?** GET A TAILORED PROPOSAL

Whether you want to promote a project or gain exposure for your brand, we'll design a package that fits your goals and budget.



## **PARTNERSHIP OPPORTUNITIES**

Partner up and position your brand as an urban innovation leader at a global scale.

## **SPONSORSHIP OPPORTUNITIES**


Be seen by thousands of professional visitors alongside the world's leading event on urban innovation. Choose from a selection of key spots to boost your visibility.

## **EXHIBITION OPPORTUNITIES**

Create a unique space in which to build powerful connections with decision makers. We'll adapt our space to meet your needs.

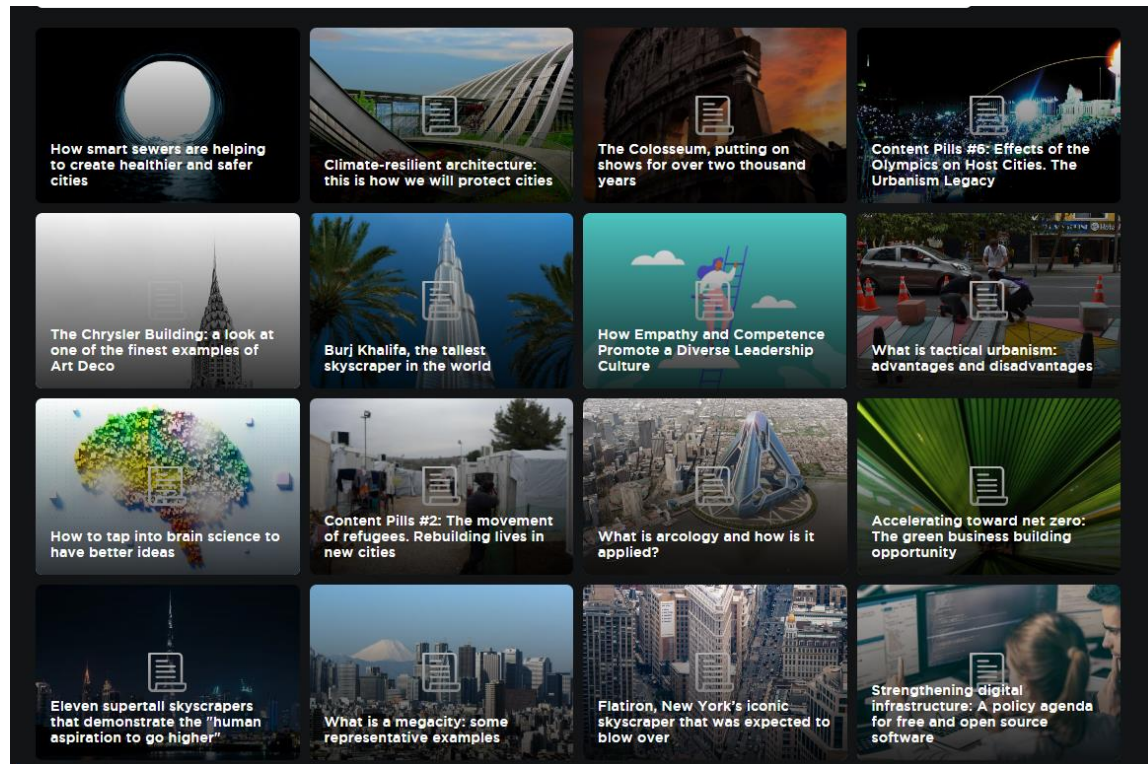
## **ADDITIONAL SERVICES**

Get the most out of your participation at the event with additional services for clients.

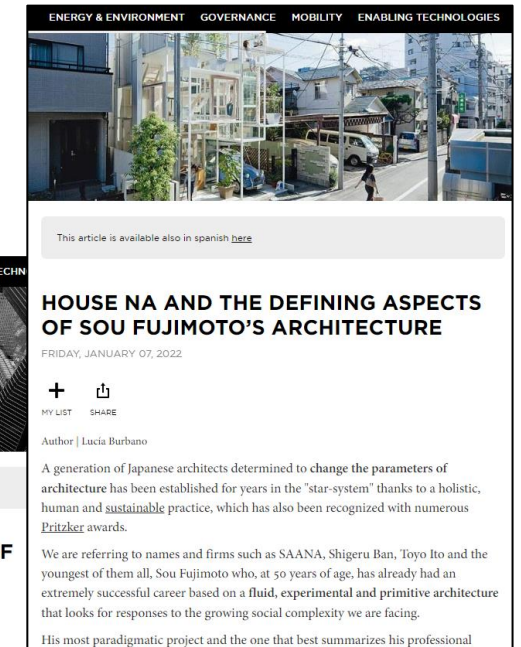
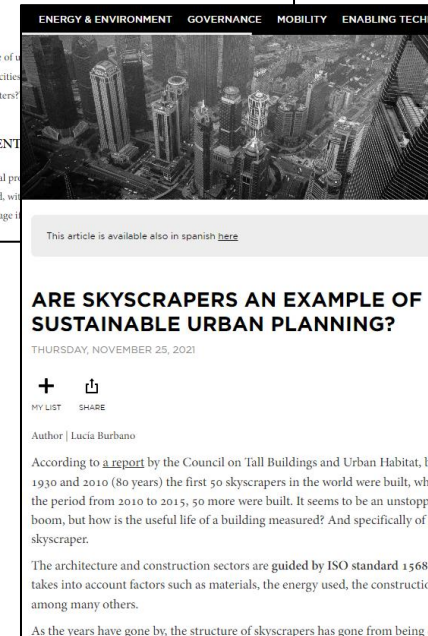
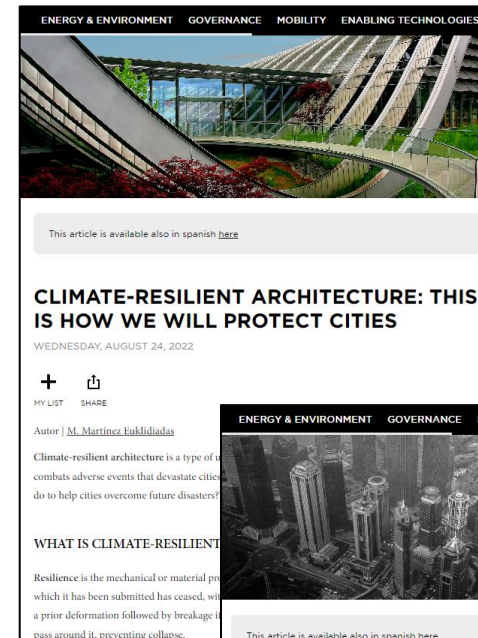


# TOMORROW. CITY

Tomorrow.Building is part of **TOMORROW.CITY**, the world's biggest platform devoted to creating and spreading content about cities and innovation.



# DIGITAL PLATFORM





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*“The event has done an excellent job in changing the conversation about the technology itself to the people and how to make the public space a safer and more inviting place for us to be.”*

**MIGUEL SANGALANG**

Executive Director & General Manager,  
City of Los Angeles Bureau of Street Lighting

“

*What if your outside space was as safe as your home? The outside space should provide this beautiful, secure attitude. It's a very focal point to make our cities better.*

**BENEDETTA TAGLIABUE**

Founder & Head Architect,  
Miralles Tagliabue EMBT

”



”

**TOMORROW.  
BUILDING**



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*“Being here allows us to have a voice in cities regarding investment, sustainability and digitalization, and to create the port of the future.”*

**EMMA COBOS**

Director of Innovation & Business Strategy, Port de Barcelona

“

*The first year we came, we selected the best practices we saw and imported them to Montevideo. As a result, we had good improvements. So, this year we came back to get ideas and collaborate to improve the region.*

**CRISTINA ZUBILLAGA**

Director of Sustainable Development, City of Montevideo



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”

**TOMORROW.  
BUILDING**



# **TOMORROW. BUILDING**

WORLD CONGRESS

## **LET'S GET IN TOUCH**

Feel free to contact us at  
[sales.tomorrowbuilding@firabarcelona.com](mailto:sales.tomorrowbuilding@firabarcelona.com)

**7 - 9 NOV 2023**  
BARCELONA & ONLINE

Get to know more at  
[www.tomorrow-building.com](http://www.tomorrow-building.com)

