

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

**SMARTCITY**  
EXPO WORLD CONGRESS

**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

**TOMORROW.  
BUILDING**  
WORLD CONGRESS

**TOMORROW.  
BLUE ECONOMY**  
WORLD CONGRESS

**5 - 7 NOVEMBER 2024**  
BARCELONA





# URBAN INNOVATION ALL-YEAR-ROUND

## SMARTCITY

EXPO **CURITIBA**

**20 - 22 MARCH 2024**  
CURITIBA, BRAZIL

16,000+ VISITORS  
70 EXHIBITORS  
180 SPEAKERS

## SMARTCITY

EXPO **SANTIAGO DEL ESTERO**

**26 - 28 JUNE 2024**  
SANTIAGO DEL ESTERO, ARGENTINA

6,500+ VISITORS  
50+ EXHIBITORS  
90+ SPEAKERS

## SMARTCITY

EXPO **SANTIAGO DE CHILE**

**25 - 27 JULY 2024**  
SANTIAGO DE CHILE, CHILE

## SMARTCITY

EXPO WORLD CONGRESS

**HANGZHOU STAGE**

**25 - 29 SEPTEMBER 2024**  
HANGZHOU, CHINA

## SMARTCITY

FORUM **RIYADH**

**12 - 13 FEBRUARY 2024**  
RIYADH, SAUDI ARABIA

8,000+ VISITORS  
100+ SPEAKERS

## SMARTCITY

EXPO **USA**

**22 - 23 MAY 2024**  
NEW YORK, USA

3,000+ VISITORS  
100+ EXHIBITORS  
100 SPEAKERS

## SMARTCITY

EXPO **LATAM CONGRESS**

**9 - 11 JULY 2024**  
MERIDA, MEXICO

8,000+ VISITORS  
200+ EXHIBITORS  
300+ SPEAKERS

## TOMORROW. MOBILITY

MEXICO

## SMARTCITY

EXPO **BOGOTA**

**25 - 27 SEPTEMBER 2024**  
BOGOTA, COLOMBIA

11,000+ VISITORS  
80+ EXHIBITORS  
120 SPEAKERS

## SMARTCITY

EXPO WORLD CONGRESS

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## TOMORROW. MOBILITY

WORLD CONGRESS

## TOMORROW. BUILDING

WORLD CONGRESS

**TOMORROW.  
CITY**

# THE 2023 EVENT IN NUMBERS



**25,300**  
IN-PERSON ATTENDEES



**1,106**  
EXHIBITORS



**800**  
CITIES



**577**  
SPEAKERS



**132**  
COUNTRIES

**300+** REGISTERED PRESS  
13,2K EDITORIAL MENTIONS IN 96 COUNTRIES

**1.2M+**  
WEB VIEWS

**147K+**  
FOLLOWERS     

**54M+**  
DIGITAL IMPRESSIONS

**6K+**  
SOCIAL MEDIA MENTIONS

**TOMORROW.  
CITY**

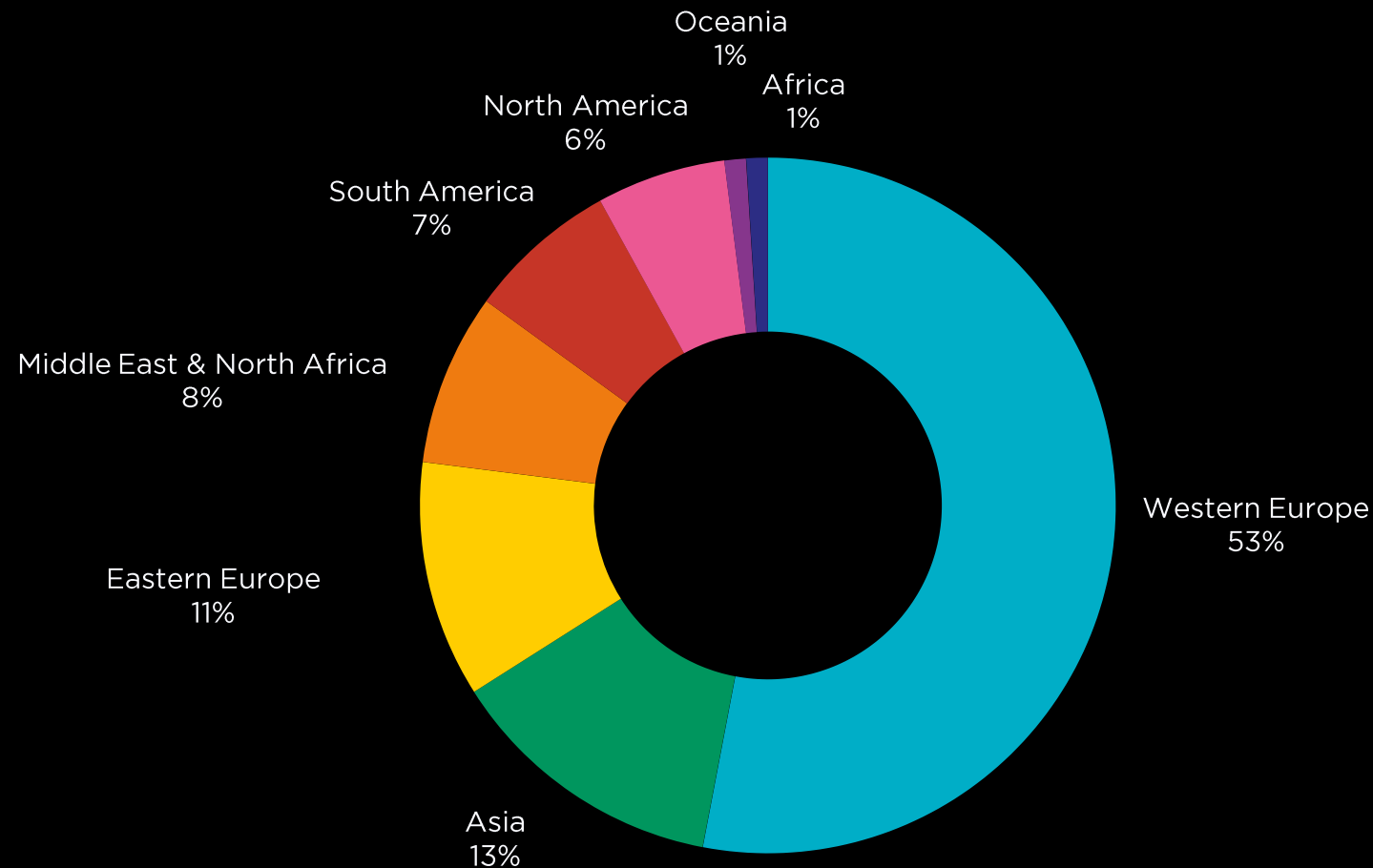


**68,000+**  
MONTHLY USERS


















**28,700+**  
SUBSCRIBERS

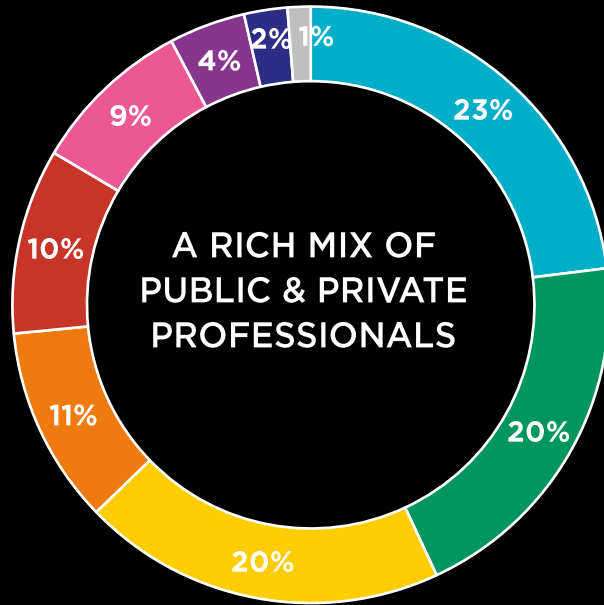
# A GLOBAL MEETING POINT FOR URBAN TRANSFORMATION



## TOP VISITING COUNTRIES

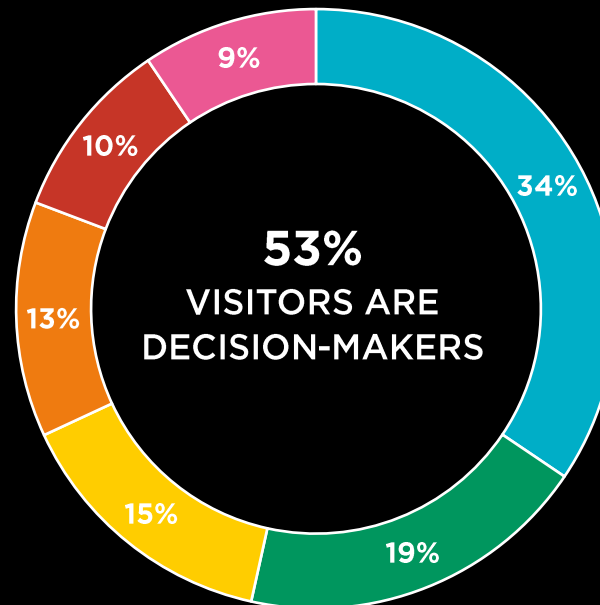
	SPAIN
	GERMANY
	FRANCE
	ITALY
	SOUTH KOREA
	NETHERLANDS
	UNITED KINGDOM
	UNITED STATES OF AMERICA
	BELGIUM
	PORTUGAL
	BRAZIL
	SAUDI ARABIA
	JAPAN
	SWEDEN
	FINLAND

# OUR POWERFUL COMMUNITY OF CROSS-SECTORIAL CITY-CHANGERS



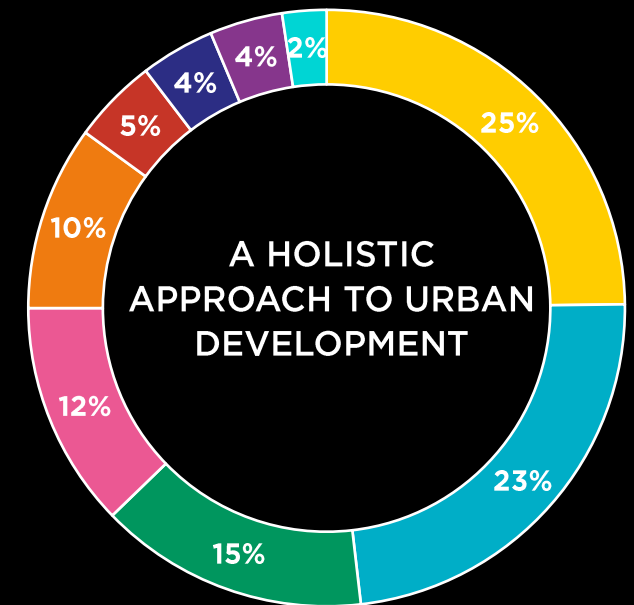
ATTENDEES' ORGANIZATION PROFILE

- Governments
- Local Companies & SMES
- Large & Global Companies
- Startups
- Institutions & other entities
- Academia
- Inter-governmental organizations
- Media & Culture
- Investors



ATTENDEES' JOB FUNCTION

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



ATTENDEES' JOB TOPIC

- Mobility
- Enabling Technologies
- Energy & Environment
- Infrastructures & Buildings
- Governance
- Living & Inclusion
- Economy
- Safety & Security
- Blue Economy

# **SPOTLIGHT** ON THE ISSUES THAT MATTER



Enabling Technologies



Energy & Environment



Mobility



Governance & Economy



Infrastructure & Building



Living & Inclusion



Blue Economy





**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



Co-organized by:





TOMORROW.  
BUILDING  
WORLD CONGRESS

# THE NEW 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**



e of the world'  
n living in citie  
to rise to 80%



, 2022





TOMORROW.  
BLUE ECONOMY  
WORLD CONGRESS

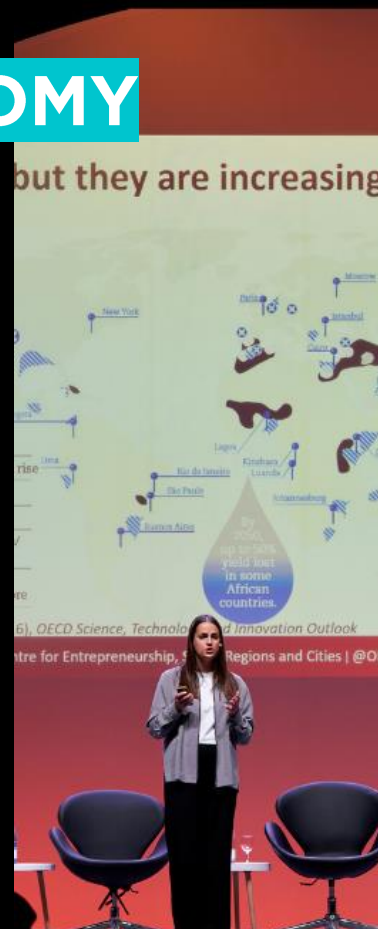
# THE NEW GLOBAL SUMMIT DEDICATED TO PROMOTING AND DEVELOPING THE POTENTIAL OF THE BLUE ECONOMY



THE PLACE TO ACCELERATE AND BOOST  
**INNOVATION, KNOWLEDGE AND TECHNOLOGY** ON  
THE BLUE ECONOMY AS AN ECONOMIC HUB FOR  
COASTAL CITIES



A MEETING POINT FOR NATIONAL AND  
INTERNATIONAL EXPERTS ON THE **BLUE ECONOMY**  
AND THE SECTORS THAT MAKE IT UP



Hosted by:



Organized by:



Strategic Partners:



Global Partner:



# TRUSTED BY GLOBAL LEADING CORPORATE PARTNERS





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





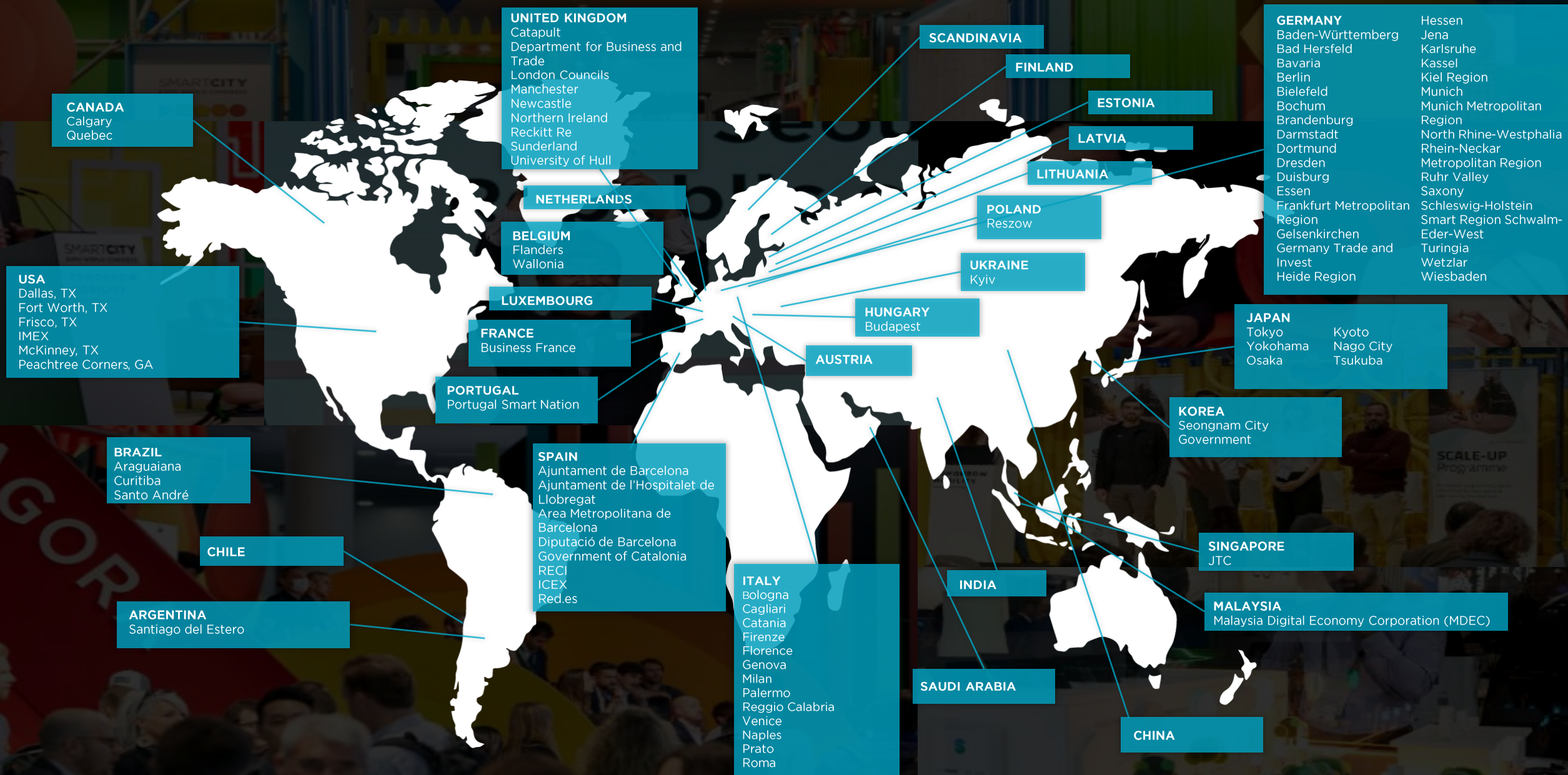
# ...RESEARCH, INNOVATION BOOSTERS AND MEDIA PARTNERS





# A MEETING POINT FOR GOVERNMENTS

## Map of exhibiting cities, regions and countries





# THE INNOVATION PLAYGROUND

A NEW, CREATIVE INITIATIVE AT THE  
HEART OF OUR EVENTS

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# THE **INNOVATION** PLAYGROUND

AN AMBITIOUS EVOLUTION OF OUR 2023 INNOVATION AREA

The brand-new **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, research centers.

**We're accelerating the implementation of solutions that might disrupt the smart city market. How?**



Strengthening connections between the innovation ecosystem members.



Promoting people-focused innovation, leveraging the great entrepreneurial capacity of cities and regions.



Attracting international talent, linking them to targeted investment players.



Building a more diverse innovation network, supporting women-led entrepreneurship.

# THE INNOVATION PLAYGROUND

IN NUMBERS

**100+**

SELECTED STARTUPS

**300+**

EXHIBITING STARTUPS

**200+**

TOP WORLDWIDE  
INVESTORS

**30+**

AGORA SESSIONS  
& SIDE EVENTS



# THE INNOVATION PLAYGROUND

SOME OF THE INTERNATIONAL EXPERTS THAT TOOK THE STAGE



**NATALIA OLSON**  
GROWTH ADVISOR & INVESTOR,  
RAPID SCALE VC



**JOHN BIGGS**  
FOUNDER, BAKER HALL CAPITAL



**SEENA AMIDI**  
EMEA MANAGING DIRECTOR,  
PLUG AND PLAY TECH CENTER



**MAR ALARCÓN**  
CEO, 19N STRATEGIES



**FERNANDO CASADO**  
CO-FOUNDER & GENERAL  
MANAGER, INCLIMO CLIMATE  
TECH FUND



**CELESTE REGLÁ**  
IMPACT VENTURES PROGRAMMES  
OFFICER, EIT URBAN MOBILITY



**HELENA TORRAS**  
VENTURE PARTNER,  
HANS(WO)MEN GROUP



**BETTINA WARBURG**  
CO-FOUNDER, WARBURG SERRES  
INVESTMENTS



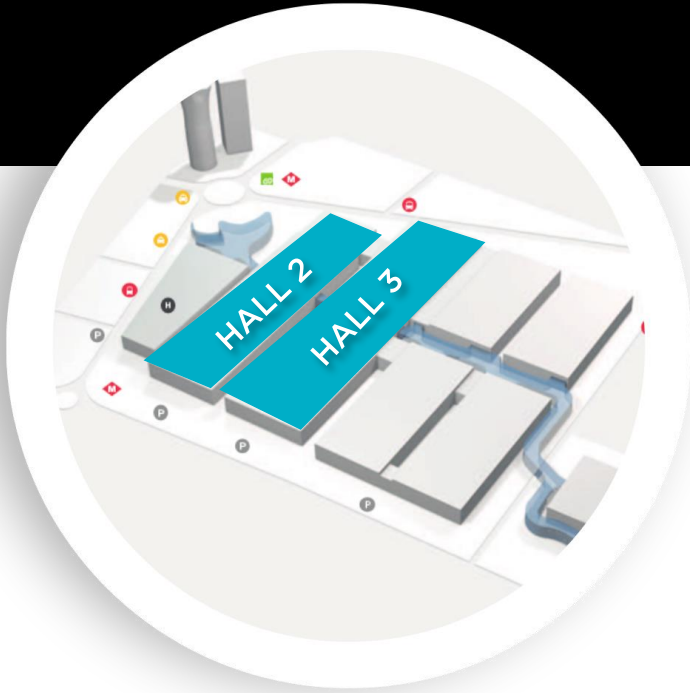
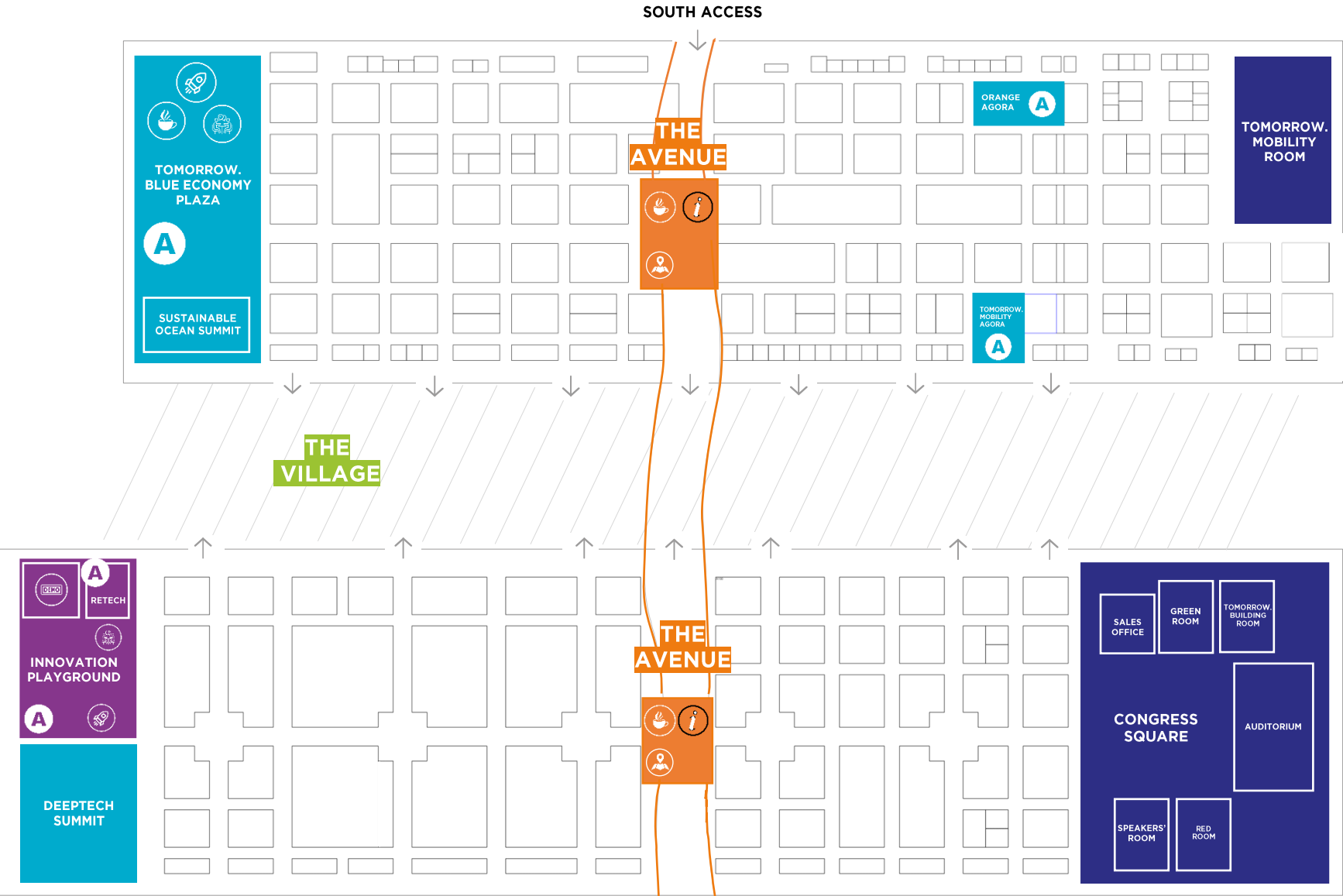
**DARIA TATAJ**  
EXPERT ON INNOVATION &  
ENTREPRENEURSHIP, EUROPEAN  
COMMISSION



**ALBERT DOMINGO**  
DIRECTOR, UPF VENTURES



# EVENT MAP 2024



# A COMPREHENSIVE SPACE WHERE INNOVATION CAN FLOURISH

The **Innovation Playground** will be designed to boost playful interactions and build trust for networking. An open, agile environment to foster creative problem solving and meaningful connections. It will consist of different areas:



AGORAS



STARTUP EXPO



DEMO AREA



BUSINESS LOUNGE &  
NETWORKING AREA



COFFEE CORNER

# AN EXTENSIVE PROGRAM

## PROVIDING VALUE TO ALL PLAYERS

The **Innovation Playground** will bring together a wide range of public and private agents from the smart city innovation ecosystem. This space and program is addressed to:

/ ACCELERATOR/INCUBATOR

/ BUSINESS ANGEL

/ FAMILY OFFICE

/ ANGEL NETWORK

/ VENTURE CAPITAL

/ LIMITED PARTNER

/ CORPORATE VENTURE CAPITAL

/ PRIVATE EQUITY FIRM

/ INVESTMENT BANK

/ INSTITUTIONAL INVESTOR

/ GOVERNMENT / POLICYMAKER

/ INVESTMENT PROMOTION AGENCY

/ MULTILATERAL DEVELOPMENT BANK

/ SOVEREIGN WEALTH FUND

/ PRE-SEED STAGE STARTUP

/ SEED STAGE STARTUP

/ EARLY-STAGE STARTUP

/ GROWTH STAGE STARTUP

/ SCALEUP





# Why should you take part in the **Innovation Playground**?

## If you're an investor ↓



Identify relevant **deal-flow** and spot your next **big thing**



Make **valuable connections** and schedule meetings with **selected startups**



Meet your **fellow investors** and **collaborate** on investment projects

## If you're an accelerator, incubator or startup hub ↓



Network with other global organizations trailblazing **local startup growth**



Position your organization as a **leading smart city innovation booster**



Showcase your startups at the world's most influential **event for urban innovation**





# Hey, investors & accelerators!

## Sponsorship deals for you



### AGORA SPONSORSHIP

Place your brand at the spot where knowledge sparkle. This option includes:

- 45-min dedicated session in the sponsored Agora
- **IN-VENUE VISIBILITY.** Logo in the sponsored Agora
- **IN-VENUE VISIBILITY.** Stage & agenda screens between sessions
- **IN-VENUE VISIBILITY.** Advertising screens and static signage
- **DIGITAL VISIBILITY.** Presence in the event website – *Agenda* and *Partners* page
- **DIGITAL VISIBILITY.** Presence in *Thank you partners* email campaign
- 25 Full Congress passes (worth €1.250 each)
- **DIGITAL VISIBILITY.** Presence in social media
- **DIGITAL VISIBILITY.** Presence in post-event Report
- 60 Visitor passes (worth €100 each)
- 25 Public Sector passes

☒ Up to three sponsors.



# Hey, investors & accelerators!

## Sponsorship deals for you



### INVESTORS & FOUNDERS LOUNGE SPONSORSHIP

Your brand will witness how investors and founders engage. This option includes:

- **IN-VENUE VISIBILITY.** Logo in the sponsored lounge
- **IN-VENUE VISIBILITY.** Advertising screens and static signage
- **DIGITAL VISIBILITY.** Presence in the event website – *Networking and Partners* page
- **DIGITAL VISIBILITY.** Presence in *Thank you partners* email campaign
- **DIGITAL VISIBILITY.** Presence in social media
- **DIGITAL VISIBILITY.** Presence in post-event Report
- 4 Investor passes (worth 1.995€ each)
- 20 Full Congress passes (worth €1.250 each)
- 40 Visitor passes (worth €100 each)
- 20 Public Sector passes



Up to three sponsors.





# Hey, investors & accelerators!

## Sponsorship deals for you



### INVESTOR PACK

Bring your community peers and share your expertise.  
This option includes:

- 4 Investor passes\* (worth 1.995€ each)
- 4 Full Congress passes (worth 1.250€ each)
- 50 Visitor passes (worth 100€ each)
- Speaking Slot in an Agora Session
- Visibility as Innovation Booster
- Priority in booking a private meeting room (50% discount on rental price)





# DEMO AREA

Let people  
experience  
the future



# THE FUTURE IS HERE.

## Want a taste of it?

The **Demo Area** of the Innovation Playground will bring to 25,000+ global attendees a curated array of interactive displays, immersive simulations, and revolutionary tools that vividly prove how sci-fi solutions will actually disrupt the way we live, work, and interact within our cities.

**500+**  
**m2**

of bleeding-edge, hands-on innovation to let visitors witness the real potential of advanced analytics, artificial intelligence or internet of things as they converge to form a new, limitless urban ecosystem







## SPOTTED SOMETHING INTERESTING?

WE'RE AN EMAIL AWAY!

[tomorrowcity.investors@firabarcelona.com](mailto:tomorrowcity.investors@firabarcelona.com)

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