

SMARTCITY
EXPO WORLD CONGRESS

**TOMORROW.
MOBILITY**
WORLD CONGRESS

**TOMORROW.
BUILDING**
WORLD CONGRESS

**TOMORROW.
BLUE ECONOMY**
WORLD CONGRESS

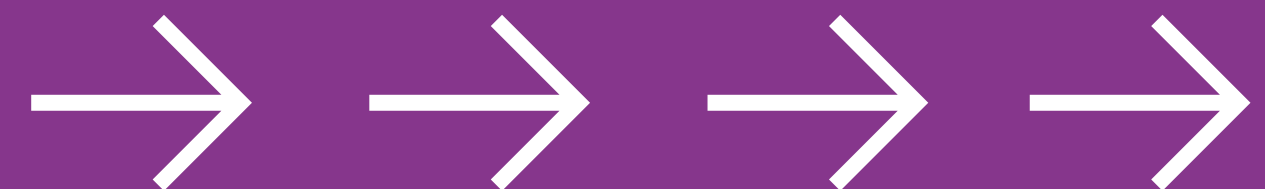
BARCELONA
DEEPTech
SUMMIT

4 - 6 NOVEMBER 2025
BARCELONA



INNOVATION PLAYGROUND

The place where tomorrow takes shape

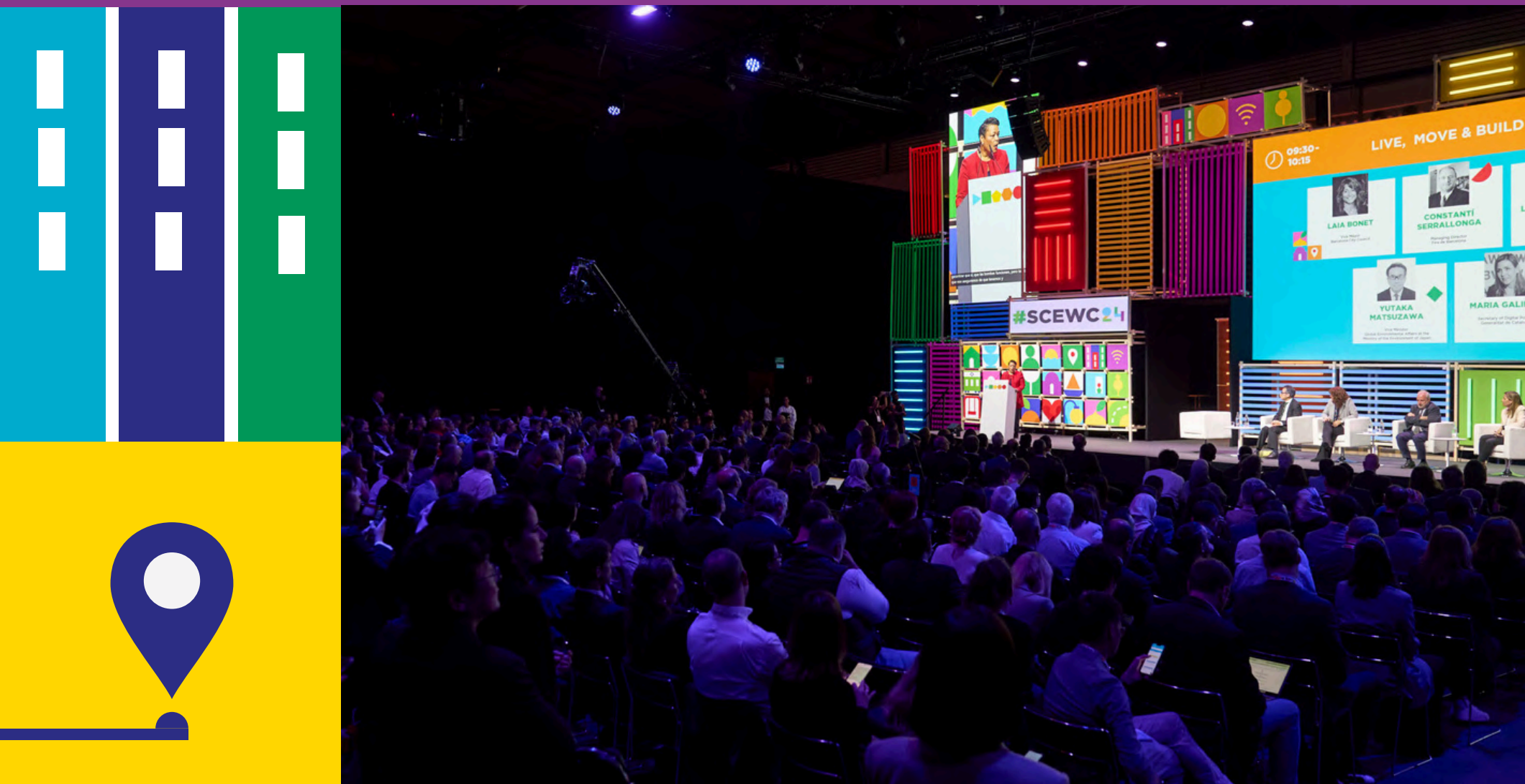


THIS IS THE PLACE TO CATALYZE A POWERFUL URBAN TOMORROW WORLDWIDE

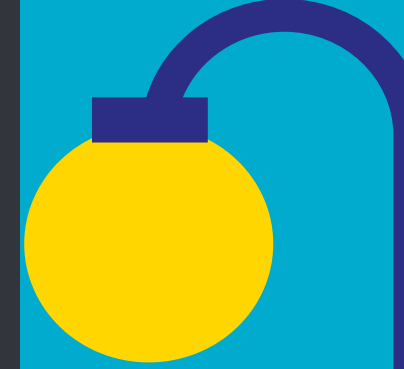
SMARTCITY
EXPO WORLD CONGRESS

Held in Barcelona since 2011,
Smart City Expo World Congress
helps cities and territories
become **better places to live in**
by bringing them together and
approaching the latest market-
ready **urban solutions**.

We're on a mission: to **accelerate**
a brighter urban paradigm
towards greener, more efficient
and thriving cities that leave no
one behind.



THERE'S NO OTHER PLATFORM LIKE THIS FOR THE SMART CITY INDUSTRY



25,771

IN-PERSON ATTENDEES

1,150

EXHIBITORS

850

CITIES















135

COUNTRIES

55%

DECISION-MAKERS

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



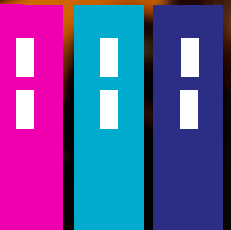
CO-CELEBRATED EVENTS



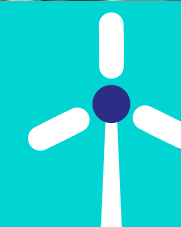
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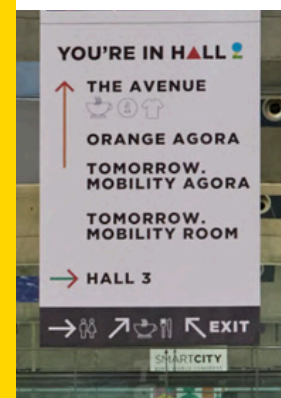


**BARCELONA
DEEPTech
SUMMIT**

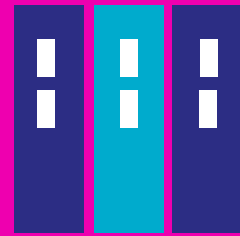


THE ULTIMATE EVENT FOR SUSTAINABLE & INTELLIGENT URBAN MOBILITY

- ▶▶ 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-organised by:

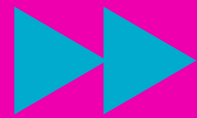


**TOMORROW.
BUILDING**
WORLD CONGRESS

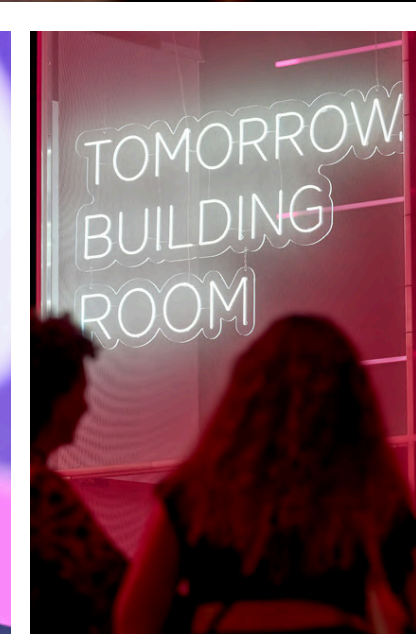
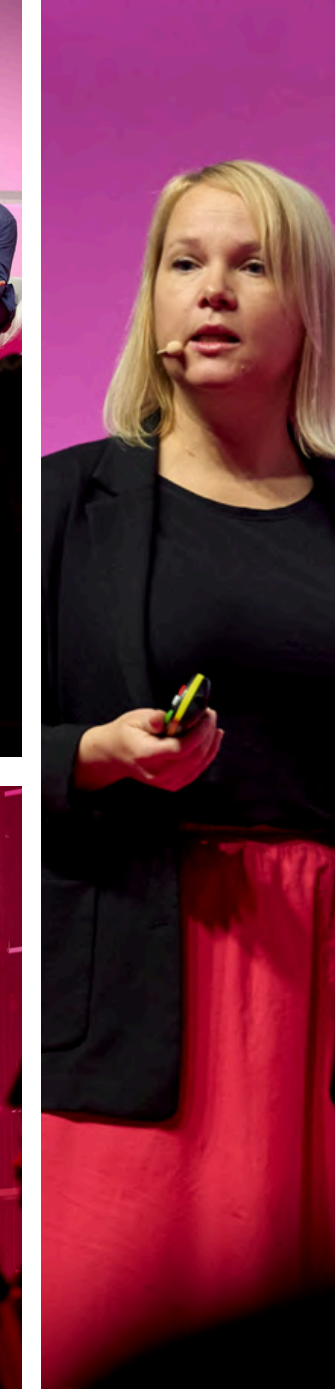
THE GLOBAL INITIATIVE EMPOWERING THE GREEN AND DIGITAL TRANSITION OF BUILDINGS & URBAN INFRASTRUCTURES

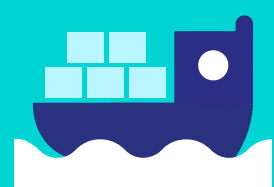


A meeting point to rethink how we plan, build, and manage sustainable buildings and infrastructures



An initiative to accelerate the shift toward a circular, digital, and net-zero built environment





**TOMORROW.
BLUE ECONOMY**
WORLD CONGRESS

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



The place to boost innovation and technology
in the blue economy 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:





THE PLACE TO DRIVE THE FUTURE THROUGH SCIENCE & TECH TRANSFER

- ▶▶ A meeting point for startups, researchers, and investors to grow the Deep Tech ecosystem
- ▶▶ Focused on science-based innovation shaping the technologies that will change tomorrow



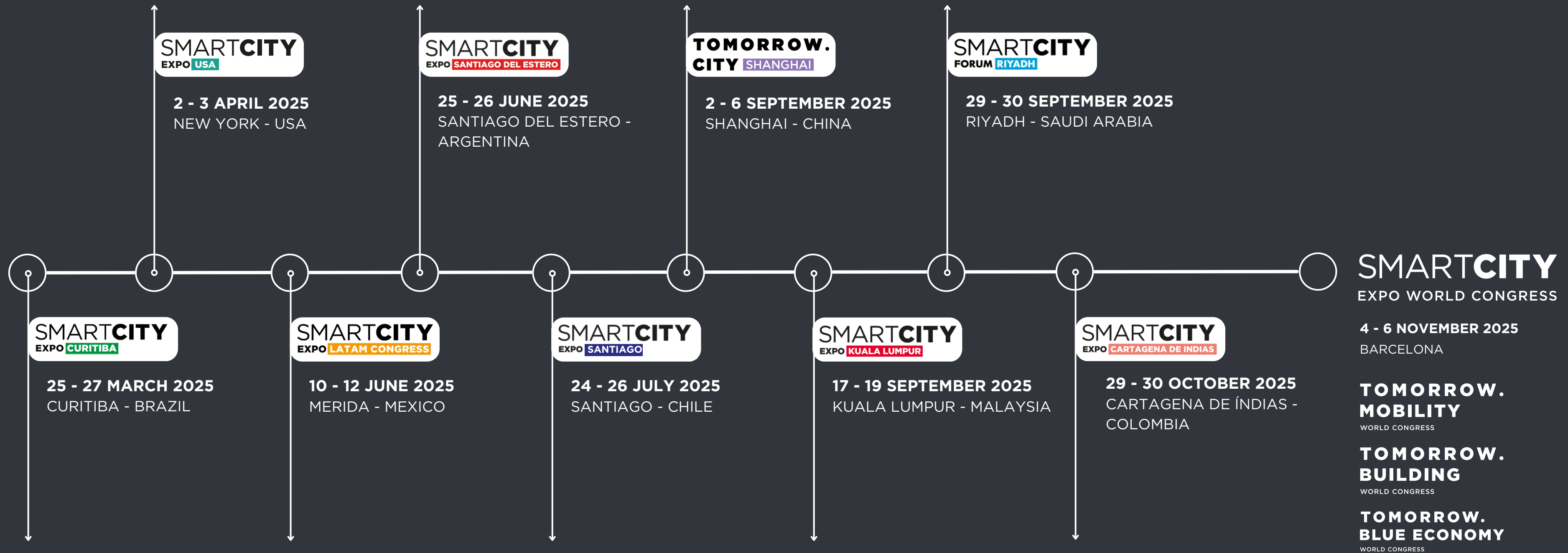
Organized by:



Hosted by:



URBAN INNOVATION ALL-YEAR-ROUND





4 AREAS TO EXPLORE

CONGRESS

World-class experts
take the stage



INNOVATION

The place where
tomorrow takes shape



EXHIBITION

A busy marketplace of
transformative solutions

AWARDS

Spotlight on the most
impactful initiatives



SMARTCITY
EXPO WORLD CONGRESS



A 3-DAY PROGRAM WITH FIRST-CLASS OPINION LEADERS SHAPING WHAT'S NEXT FOR CITIES



EVENT TOPICS:

- Enabling Technologies
- Energy & Environment
- Mobility
- Infrastructure & Building
- Governance & Economy
- Living & Inclusion
- Blue Economy

WORLD-LEADING BRANDS TRUST US

CORPORATE PARTNERS



SUPPORTING INSTITUTIONS



SEE MORE PARTNERS

LIST OF EXHIBITING CITIES, REGIONS AND COUNTRIES



ARGENTINA

Santiago del Estero

AUSTRIA

BELGIUM

Flanders
Wallonia

BRAZIL

Araguaiana
Curitiba
Santo André
Sao Paulo

CANADA

Calgary
Quebec

CHILE

CHINA

Zhejiang
Shanghai
Wupeng
Guangdong
Shenzhen
Hangzhou

ESTONIA

FINLAND

FRANCE

Métropole du Grand
Paris
Grenoble-Alpes
Métropole
Bordeaux Métropole
Région Nouvelle-
Aquitaine
Le Grésivaudan
Toulouse Métropole

GERMANY

Baden-Württemberg
Bad Hersfeld
Bavaria
Berlin
Bielefeld
Bochum
Brandenburg
Darmstadt
Dortmund
Dresden
Duisburg
Essen
Frankfurt Metropolitan Region
Gelsenkirchen
Germany Trade and Invest

Heide Region

Hessen

Jena

Karlsruhe

Kassel

Kiel Region

Munich

Munich Metropolitan Region

North Rhine-Westphalia

Rhein-Neckar Metropolitan Region

Ruhr Valley

Saxony

Schleswig-Holstein

Smart Region Schwalm-Eder-West

Turingia

Wetzlar

Wiesbaden

HUNGARY

Budapest

INDIA

INDONESIA

ISRAEL

ITALY

Bologna
Cagliari

Catania

Firenze

Florence

Genova

Milan

Palermo

Reggio Calabria

Naples

Prato

Roma

Venice

JAPAN

Kobe

Kyoto

Nago City

Osaka

Sakai Town

Tokyo

Tsukuba

Yokohama

KOREA

Seoul

Seongnam City

Gyeonggi-do

Daejeon City

Cheonan City

LATVIA

Riga

LITHUANIA

City Pro

LUXEMBOURG

MALAYSIA

Kuala Lumpur

NETHERLANDS

POLAND

City of Reszow

PORTUGAL

Porto

Lisbon

Guimaraes

Oeiras

SAUDI ARABIA

Riyadh

Madinah City

Hail Municipality

SINGAPORE

SPAIN

Barcelona

L'Hospitalet de Llobregat

Catalonia

Madrid

Sagunto

UKRAINE

Kyiv

Poltava

UNITED KINGDOM

Liverpool

London

Manchester

Newcastle

Northern Ireland

Sunderland

Birmingham

West Yorkshire

Bristol

Tees Valley

USA

Dallas, TX

Fort Worth, TX

Frisco, TX

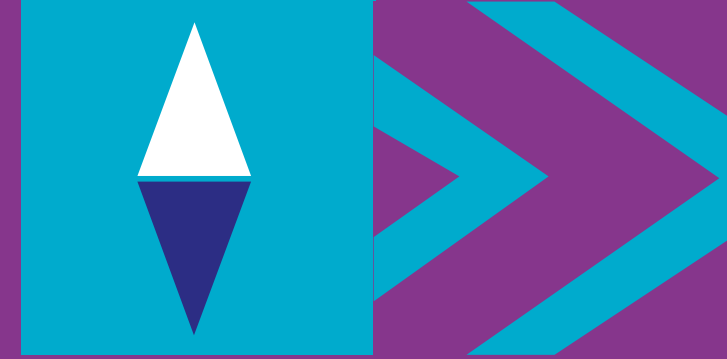
McKinney, TX

Peachtree Corners, GA



A carefully designed space connecting the main players of the global innovation ecosystem: **startups, scaleups, investors, policymakers, and research centers.**

Combining talks, exhibiting startups and immersive demos, the Innovation Playground leverages the **entrepreneurial capacity of cities and regions**, attracts **international talent**, promotes **people-focused innovation** and builds a more **diverse innovation network.**



INNOVATION PLAYGROUND

THE PLACE WHERE
TOMORROW TAKES SHAPE

THE ULTIMATE SPACE TO PITCH, PARTNER & GROW

With 4 dynamic zones designed to spark ideas, foster meaningful connections and build trust for networking.



STAGE



STARTUP EXPO



DEMO AREA



INVESTORS
LOUNGE

PROVIDING VALUE TO ALL PLAYERS

A curated program for top investors, startups, and decision-makers shaping the future of cities.

- 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 are 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:

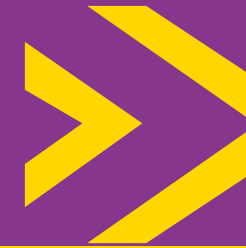
Network with other global
organizations trailblazing
local startup growth

Position your organization
as a leading smart city
innovation booster

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



INNOVATION PLAYGROUND IN NUMBERS



100+

EXHIBITING STARTUPS
AT THE INNOVATION
PLAYGROUND

300+

EXHIBITING STARTUPS
AMONG THE
EXPO AREA

200+

WORLDWIDE
INVESTORS

30+

SESSIONS &
SIDE EVENTS



SOME OF THE INTERNATIONAL EXPERTS THAT HAVE JOINED IN



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

Co-founder & Partner, Moodin



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



SMARTCITY
EXPO WORLD CONGRESS

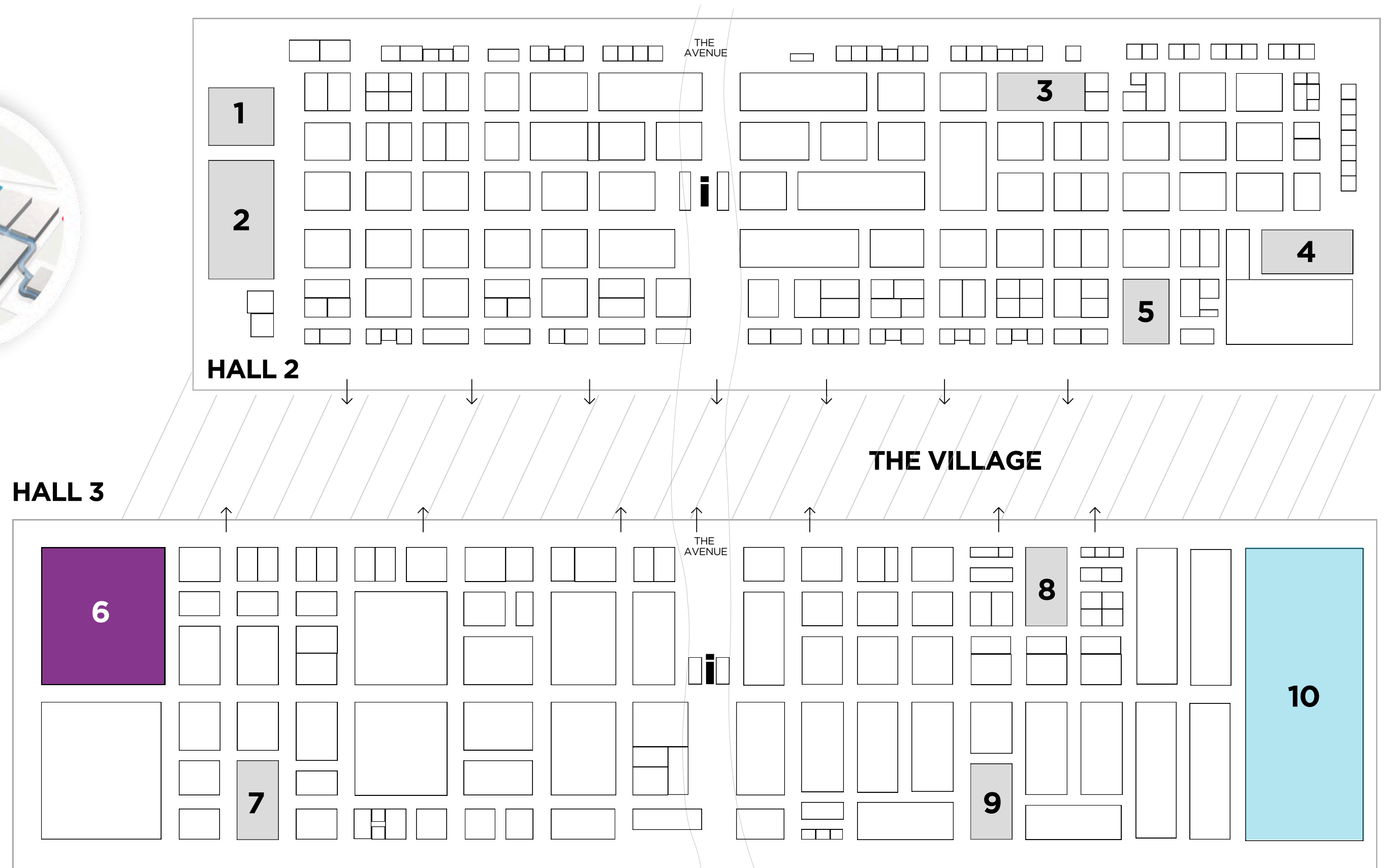
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1. People-First Stage
2. Blue Economy
3. Impact Tech Stage
4. Move Better Stage
5. Shaping Mobility Stage
- 6. Innovation Playground**
7. Clean Cities Stage
8. Tech X Cities Stage
9. Infrastructure & Building Stage
- 10. Main Stage & VIP Lounge**

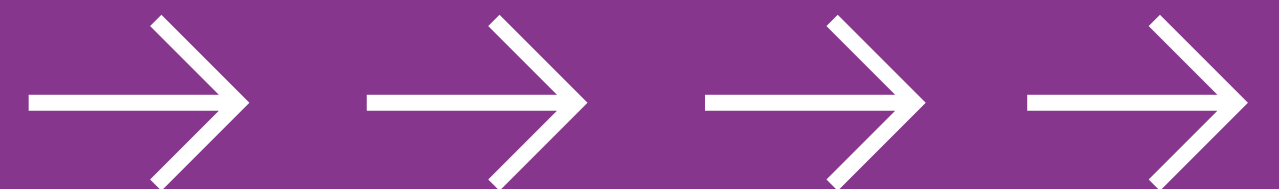


● Exclusive access for Full Congress & Investor Passes



INVESTORS PROGRAM

IDENTIFY RELEVANT DEAL-FLOW
AND SPOT YOUR NEXT BIG THING



INVESTORS PROGRAM

HOW CAN YOU TAKE PART IN?



1

Get your Investor Pass here

A premium ticket to make the most of the event.

2

Access the Match & Fund Tool

Registered investors will be contacted with instructions on how to access the Match & Fund tool, complete their profile and start connecting.

3

Gain full access

Enjoy exclusive, targeted benefits during your experience

- 3-day access to the whole conference & expo program taking place at the Smart City World Congress, Tomorrow.Mobility World Congress, Tomorrow.Building World Congress, Tomorrow.Blue Economy World Congress.
- Access to the Startup List and Pitch Deck Compilation.
- Access to the Investors Lounge and Networking Area.
- Access to Investors Program Agenda (specific sessions & activities for investors and startups).
- Match & Fund – Access to the B2B Networking Tool
- Priority in booking a private meeting room (rental price not included).

PRICE

1,000€

Until June, 19

1,500€

Until Sep., 15

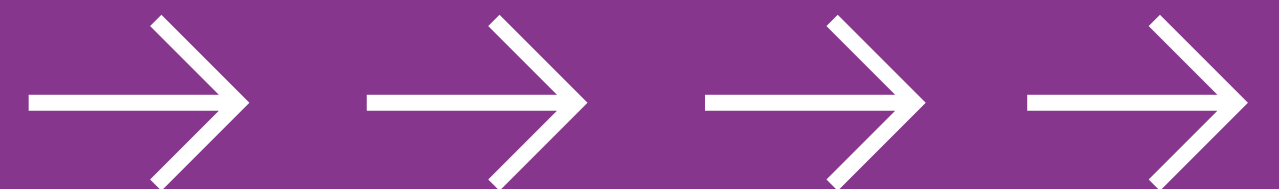
1,995€

Regular Price



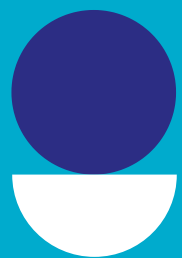
INVESTOR SPONSORSHIPS

INCREASE YOUR VISIBILITY WITHIN
THE INNOVATION ECOSYSTEM



BECOME A SPONSOR

INVESTOR VOICE



Bring your community peers and share your expertise.

This option includes:

- Speaking slot in the Innovation Playground Stage
- Visibility as Innovation Booster - *online & onsite*
- 1-2 min on-site video introducing your firm, portfolio, and thesis — yours to use freely
- 4 Investor passes (worth 1,995€ each)
- 4 Full Congress passes (worth 1,250€ each)
- 50 Visitor passes (worth 200€ each)
- Priority in booking a private meeting room (50% discount on rental price)



BECOME A SPONSOR

INVESTORS LOUNGE



Your brand will witness how investors and founders engage.

This option includes:

- Exclusive branding in the Investors Lounge
- Visibility as Innovation Booster - *online & onsite*
- Possibility of organizing a networking activity in the lounge hosted by the sponsor
- Plus, presence in the *Networking* page of the event website
- 1-2 min on-site video introducing your firm, portfolio, and thesis — yours to use freely
- 4 Investor passes (worth 1,995€ each)
- 20 Full Congress passes (worth 1,250€ each)
- 40 Visitor passes (worth 200€ each)
- 20 Public Sector passes



BECOME A SPONSOR

BOOSTERS ISLAND

Power your startup portfolio with this 8-pod showcase package.

This option includes:

- Island with 8 exhibiting pods + branded side panels
- 45-min dedicated session in the Innovation Stage
- Visibility as Innovation Booster - online & onsite
- Visibility in the venue floor map and e-catalogue
- 1-2 min on-site video introducing your firm, portfolio, and thesis — yours to use freely
- 4 Investor passes (worth 1,995€ each)
- 4 Full Congress passes (worth 1,250€ each)
- 50 Visitor passes (worth 200€ each)
- 20 Public Sector passes
- For each of the 8 startups featured in the pods...
 - Inclusion in the Pitch Deck compilation
 - Visibility in the Floor Map, website, and app
 - 2 Exhibitor passes, 2 Full Congress passes, 20 Visitor passes



BECOME A SPONSOR

THE SMART DEAL

Powered by **kurrent**



Join Europe's premier smart city startup competition jury, gaining high-profile visibility and early access to promising digital innovators.

- Early access to 50+ pre-screened seed/Series A startups
- Connect with leading VCs, industry players, and decision-makers from 850+ cities
- Direct influence in selecting winners and announcing investment interests on stage
- Logo placement and speaking opportunities
- Invitation to an exclusive private dinner with influential investors and innovators
- Full event filmed and published, amplifying thought leadership
- 6 finalist startups, 15-minute deep-dive sessions, €50K+ in grants, proven track record of successful partnerships and follow-on investments
- 2 Investor Passes + 10 Visitor Passes





BE PART OF SCEWC25

OPPORTUNITIES ARE ENDLESS

**JOIN OUR
INVESTORS
PROGRAM**

[Get your pass](#)

**SECURE
SPONSORSHIP
DEALS**

Contact us at
smartcityexpo.sales@firabarcelona.com



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