

Smart

thinking



solutions



Fira Barcelona

Barcelona
13-15 November 2012
www.smartcityexpo.com



Smart City Expo World Congress

The global event
promoting Smart Cities

World Leader

The reference

The meeting point that brings together the best experts, companies and products from all over the world.

Thousands of professionals now have their center of excellence in Barcelona.

Thinking & Solutions

The essential event

The place to foster learning, sharing and inspiration to support the development of smarter cities.

The best opportunity to showcase real solutions and products.

Networking

The hub for business and contacts

The meeting point for companies, public administration, entrepreneurs and research centers to identify business opportunities and partnerships.

Barcelona

The hub of smart cities

INNOVATIVE CITY

Investing in new solutions and smart development.

ADVANCED, SUSTAINABLE VENUE

Gran Via, the most advanced venue in Europe.

MOBILE WORLD CAPITAL

Home of the Mobile World Congress and a global hub for developing the Mobile industry.

Fira

Barcelona

A powerful economic engine that brings together over 35,000 companies and more than 3 million visitors in 70 events every year.

With all the experience of over 125 years, and the organizational and logistical capacity that allows it to provide service to global meetings like the Mobile World Congress.

The main platform

The world benchmark
for the smart cities sector

118
leading
companies

367
Speakers
from 30
countries

Delegates
from over **50**
countries from
5 continents

6,160
visitors

2,082
delegates

78.7%
purchase
decision
makers



“It had an outstanding representation from the business world and permitted the exchange of very important ideas and experiences which is necessary at this time.”

Tetsuya Nakajima,
Yokohama City

“Smart City Expo World Congress stood out for the quality of the attendees and the content of the conferences and panel discussions, establishing a watershed in relation to smart cities.”

Jordi Botifoll,
VP EMEA Cisco

“Smart City is a new idea: it needs to be refined, it requires a lot of practical innovation and it has to set standards. Only the SCEWC can do these three things.”

Greg Clark,
Business of cities, ltd



I think cities, I think the world

"We need a new economic model that has to be based on a new energy regime combined with a communication revolution agile enough to manage its complexity; A third industrial revolution based on renewable energies, distributedly produced, stored and shared."

Jeremy Rifkin,

President of the Foundation
on Economic Trends



Smart society for innovative
and sustainable cities



See the opinion of some experts from last year's event.

[Video 1](#)

[Video 2](#)

[Video 3](#)

2012 edition

smart thinking

World Congress

smart solutions

Exhibition Area

2012 edition

Innovation and technology are the drivers of a smart society, of businesses, and of governments facing the challenges of the 21st century: climate change, high consumption of non-renewable resources, economic development, growing populations and ageing infrastructures.

Smart City, a vision that integrates energy, technology, mobility, urban planning, environment, and governance and city management to develop solutions for innovative and sustainable cities.

World Congress

Smart Thinking



A conference program make up of
the most relevant experts and leaders
of the world's most innovative cities,
companies, initiatives and solutions.

The best opportunity to explain,
discuss, inspire and exchange
knowledge and ideas
at the highest level.

Smart drivers

An integrated vision of all interacting areas in the development of innovative and sustainable cities



DELEGA
RESTAU

Technology &
Innovation

Energy

Urban Planning

Environment

**Smart society
&
Collaborative city**

Mobility

Emergencies &
Security

Smart GEO

Economy &
Governance

Smart drivers

Keywords

Collaborative City & Smart Society

Liveable cities
Smart society
Social innovation
Participation

Energy

Renewable energies
Energy grid
Energy storage
Zero carbon
EV equipment

Technology & Innovation

Sensorization
Cloud
M2M
Big data
Apps

Urban planning

Creative city
Citizen involvement
Smart growth
Green building

Environment

Water
Product cycle
CO2 / emissions
Urban sustainability

Governance & Economy

PPP
Smart funding
Open Government

Mobility

ICTs
New paradigms
Electric Vehicle

Emergencies & Security

City resilience
City services

Smart GEO

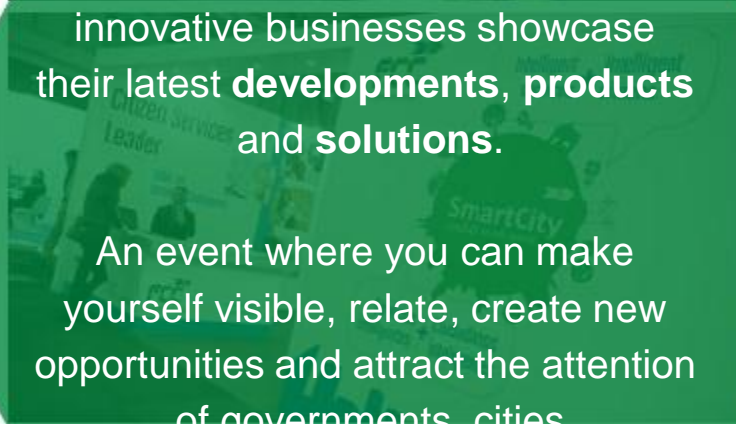
Data analysis
Cartography
Visualization
Geo information

Exhibition Area

The most powerful
business platform

The place where the most innovative businesses showcase their latest **developments, products and solutions.**

An event where you can make yourself visible, relate, create new opportunities and attract the attention of governments, cities and businesses.



Smart City plaza

A space where our partners will exhibit their real solutions



“The best showcase for a smart city is the city itself.”

World Smart Cities Awards

Bringing together experts from all fields to reward excellent **smart cities, solutions and initiatives.**

Its first edition achieved great success with over a **100 companies** and initiatives competing.



Smart connect & Global networking



Business Match

An exclusive service of Fira de Barcelona which allows you to manage your appointments before, during and after the event. A fast and convenient tool which allows you to: organize your agenda, select the profile and contacts that best suit your company and arrange meetings in advance at Smart City Expo World Congress.

Business Bridge

An activity which aims to bring together and generate new opportunities among a selection of trade delegations from prominent countries and markets.



Hosted Buyers Program

Personal agendas between Qualified buyers and Exhibitors.
Formats: speed dating, B2B, meetings...

Smart connect & Global networking



Welcome Lunch

Opening event to welcome and promote business contacts at the highest level.

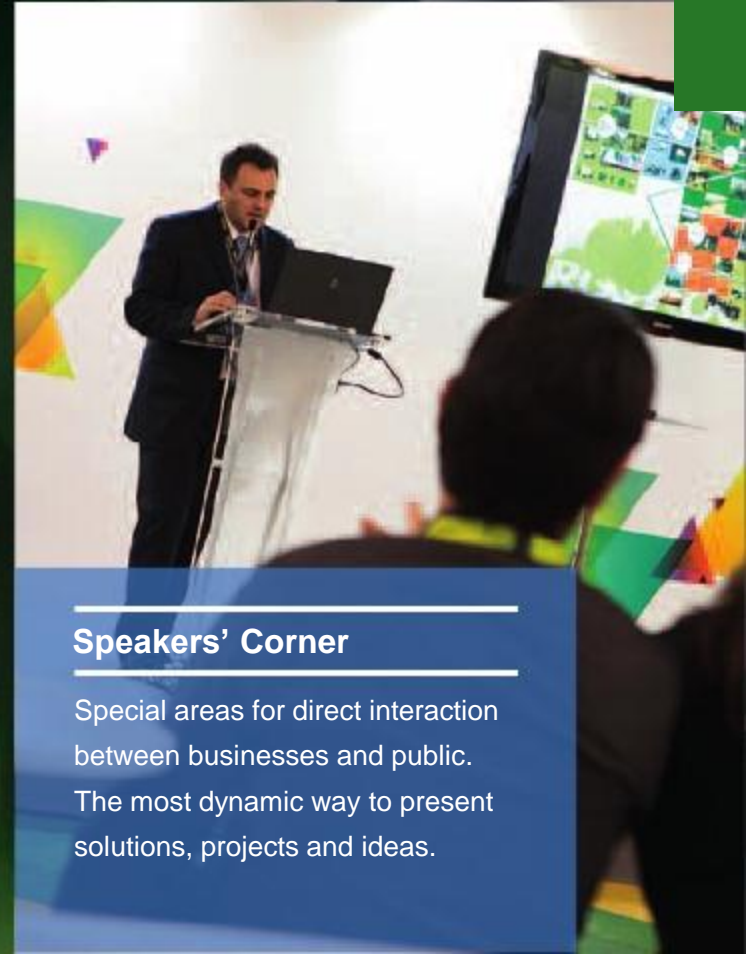
Gala Dinner Awards

The World Smart City Awards have the best possible closing event: a special prize-giving dinner for the best projects, ideas and solutions. An ideal setting to share excellence with the most prominent exponents of the “smart city” market worldwide.



Speakers' Corner

Special areas for direct interaction between businesses and public. The most dynamic way to present solutions, projects and ideas.



Road Show

2012

- Madrid
- Los Angeles
- Tokyo
- Yokohama
- Hangzhou
- Medellín
- Dubai
- London
- New Delhi
- Bruxelles
- Copenhagen
- Stockholm
- New York
- Hyderabad
- San Francisco
- Sao Paulo
- Rio de Janeiro
- Bogotá

Fira de Barcelona's Delegations

- Algeria
- Argentina
- Austria
- Belgium
- Brazil
- Bolivia
- Canada
- Chile
- China
- France
- Ecuador
- Germany
- Holland
- Hong Kong
- India
- Ireland
- Israel
- Italy
- Kazakhstan
- Luxembourg
- Mexico
- Morocco
- Poland
- Portugal
- Peru
- Russia
- Switzerland
- Taiwan
- Tunisia
- Turkey
- Ukraine
- United Kingdom
- United States

Media Impact

An integrated campaign to maximize the impact on all media



Networking

Visibility

Exclusive agreements with general and business press (ie: Financial Times, Expansion)



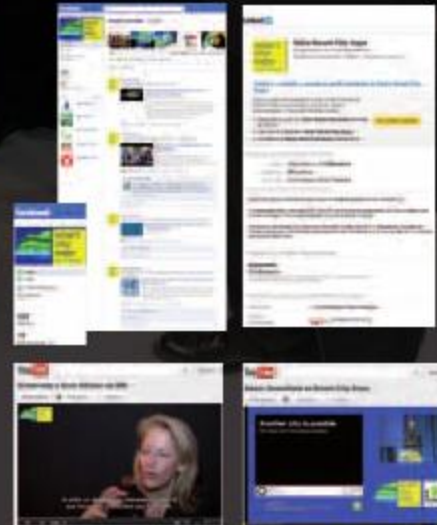
Internet

The website interactive tool for information and latest news.



Social Media

A global relationship platform that creates and contributes value to the contents generated at the event.



Relationship

Over 50,000 contacts (institutions, companies and international organizations with which to maintain regular contact).



Sponsorship Opportunities

We offer you a wide range of possibilities to support the event and obtain the best results in terms of visibility and, of course, capacity to generate new business opportunities through sponsorship or the high added value activities that are part of Smart City World Congress.



Available Sponsorship Opportunities

Delphine Romeu
dromeu@firabcn.es

Fran Lucena
flucena@firabcn.es

Luis Fernández
lfernandez@firabcn.es


Pedro Sánchez
psanchez@firabcn.es

**Main
Partner**

**Global
Event
Sponsor**

**Event
Sponsor**



A promotional banner for the Smart City Expo World Congress. The banner features a yellow background with the text "smart city expo" in large, bold, black letters. Below this, "WORLD CONGRESS" is written in smaller, black, all-caps letters. To the left of the text is a stylized graphic of a city skyline with green and yellow buildings. A dark silhouette of a person's head and shoulders is overlaid on the left side of the banner. The banner is set against a background of other event materials, including a white banner with "SCO" and "natural fenosa" visible, and a "Schneider Electric" logo. A small orange tag with "World Congress" and "IN SUSTAINABLE POWER" is also visible at the bottom left.

We will be shaping the future
at the Smart City Expo World Congress.
Be part of it!