

SMART CITIES

CHANGE THE WORLD

Barcelona 19–21 November, 2013
www.smartcityexpo.com



SMART CITIES

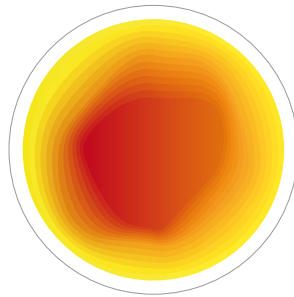
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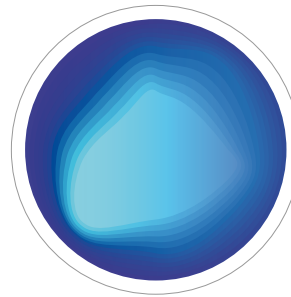
SMART CITY EXPO WORLD CONGRESS

Setting the stage for a smarter world



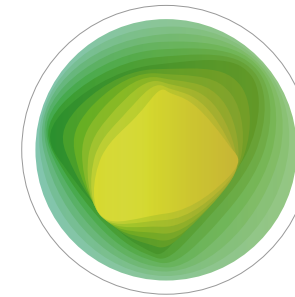
World Leader

The Smart City Expo World Congress is the leading event where the public and private sectors meet together to showcase and discuss the best ideas and solutions for smart cities. Changing the world starts here.



Congress

Experts and leaders from the smart city community will share their latest developments, results and strategies to tackle the challenges of the global scenario for the future of cities. The world's brain will be in Barcelona.



Business & Solutions

The leading companies in the smart city industry bring and present their most innovative products and solutions, enhance their visibility and build strong relationships with cities and partners. The event for doing business creating smarter cities.



WORLD LEADER

WORLD LEADER

BARCELONA

A smarter world starts here

BARCELONA SMART CITY

Barcelona is in the top ten of the leading studies.

1st European city in quality of life for workers*.

3rd city in the world for international meetings.

6th city in the world for international conferences.

8th European smart city.

1st class infrastructures, hotels, transport, etc.

In the European **top 10** for passenger traffic at airports.

*Source: *European cities monitor 2011*, Cushman & Wakefield

WORLD LEADER

FIRA DE BARCELONA

The meeting point for business and innovation

A smart venue that brings together more than

35.000

companies in over 70 national and international events throughout the year.

Strategically sited between the airport, the port and the city centre, with an annual average of

3

million visitors.

240.000

m² of available space to do business and innovate.



SMART CITY EXPO WORLD CONGRESS

Leading the change

The key event for the smart cities sector

7.126 visitors.
140 exhibiting companies.
3.055 delegates.
319 speakers.



Delegates from **82** countries across the **5** continents.



WORLD LEADER

SMART COMMUNITY

The meeting for world leaders

The most important event that gathers in **one place** city representatives, institutions, academic and thought leaders, research centres, industry and entrepreneurs with **major decision-making power.**


43% Senior Management 

15% Board Member / Political Position 

14% Department Manager 

14% Technician 

14% Middle Management 



"I came to this very exciting congress because my research explores what makes a city smart from a service integration perspective."

"I am very impressed by the Smart City Expo World Congress; it is very exciting to see so many things happening"

"Barcelona is a leader city".

Theresa A. Pardo

Director - Center for
Technology in Government,
SUNY Albany

"A couple of things that I am very impressed by: the number of individuals that are here, and the diversity of the people; they come from governments, mayors, from engineering and architectural firms and IT companies".

Anne Altman

General Manager
US Federal and Government
Industries, IBM

"I came to the SCEWC because I was very interested in what the state of the art is in terms of technology; there is a worldwide community of people doing this kind of work now and this is a chance for that network to come together."

"This show stimulates us to think in new ways about the kind of projects we can take on."

Nigel Jacob

Co-Chair - Mayor's Office of New
Urban Mechanics

WORLD LEADER

ROAD SHOW

Smart thinking around the world

An **international presentation** to share our vision
for smart cities **around the world.**
Attended by worldwide **leading companies,**
heads of **cities** and institutions, **thinkers, universities**
and **research centres, press and media.**



CITIES 2013

Amsterdam, Beijing, Bogotá, Brussels, Buenos Aires, Chicago, Istanbul, Kuala Lumpur, Kyoto, London, Manaus, Medellín, Mumbai, New Delhi, New York, Rio de Janeiro, San Francisco, Santiago de Chile, São Paulo, Seoul, Tokyo and Washington.

CONGRESS

CONGRESS

WORLD EVENT

Ideas to change the world

A conference programme made 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** for the smart development of our cities.

SMART PROGRAM

Inspirational thoughts gathered together

An event that brings together **3** of the most **influential KeyNotes**,
6 plenary conferences,
50 parallel conferences and
more than **300** speakers from different areas discussing about the future of cities.



KEYNOTE SPEAKERS

Global thought leaders

Previous editions:

Jeremy Rifkin, founder and president of the Foundation on Economic Trends,

Carlo Ratti, Director of the SENSEable City Lab at the MIT.

Ricky Burdett, Director of the London School of Economics Cities Programme.

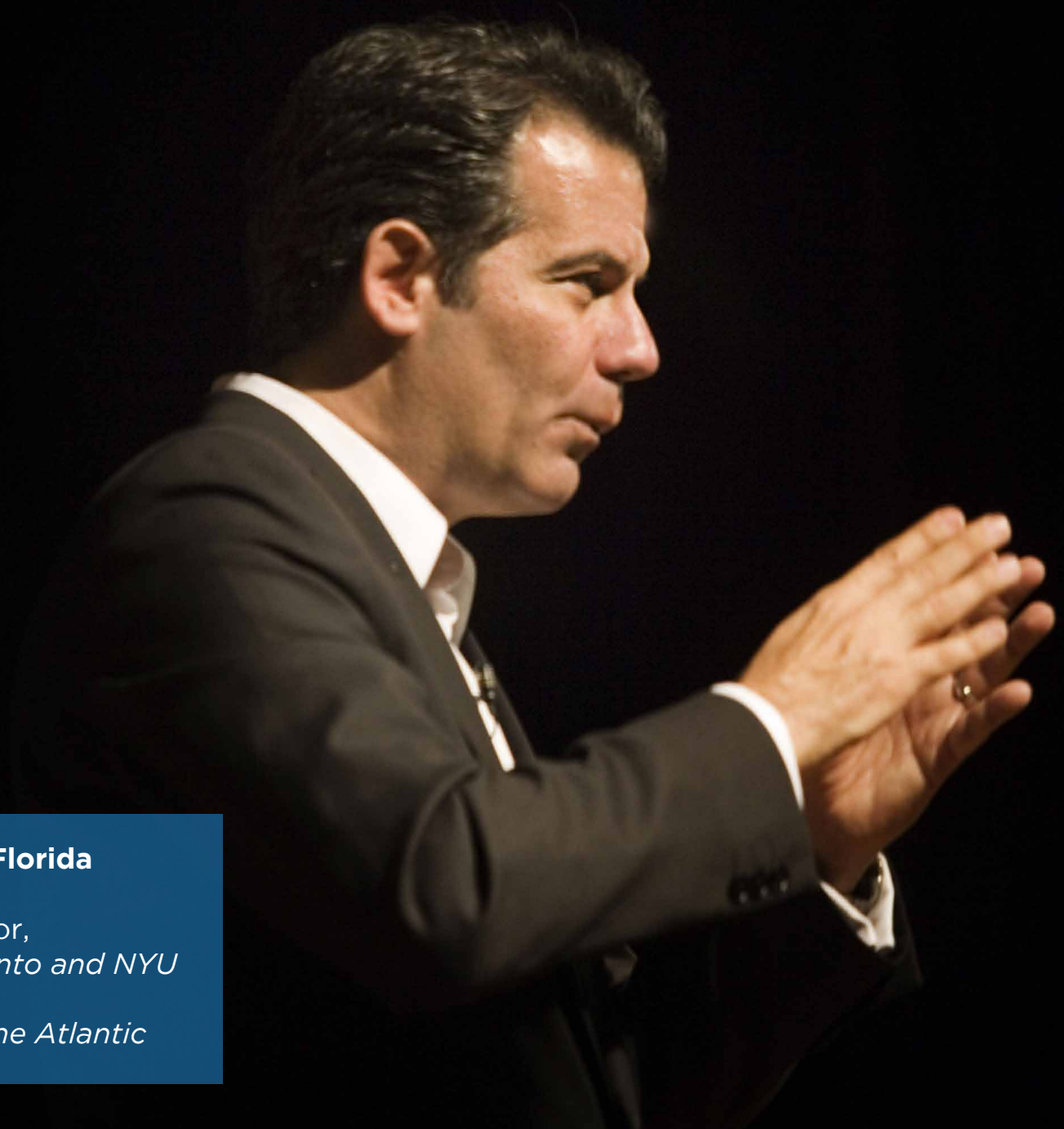
2013

| 17

Dr Richard Florida

Professor,
University of Toronto and NYU

Senior Editor, *The Atlantic*



SMART DRIVERS

An integrated vision of all interacting areas in the development of smart cities

Technology & Innovation
Smart Society & Collaborative City
Energy
Sustainable Built Environment
Mobility
Governance & Economy
City Resilience & Security
Smart GEO



The background features a series of concentric, wavy lines in various shades of green and yellow, creating a dynamic, organic pattern. The colors transition from a bright yellow in the center to darker greens towards the edges.

BUSINESS & SOLUTIONS

BUSINESS & SOLUTIONS

EXHIBITION AREA

The showcase for global change

At an event that gathers leaders, experts and major market decision-makers

from more than 80 countries, the **exhibition area** is the ideal setting

for companies to **showcase** their projects, products,

innovations and solutions **to the world.**

A place to share **knowledge,** create **new contacts**

and find **new opportunities** for partnership.

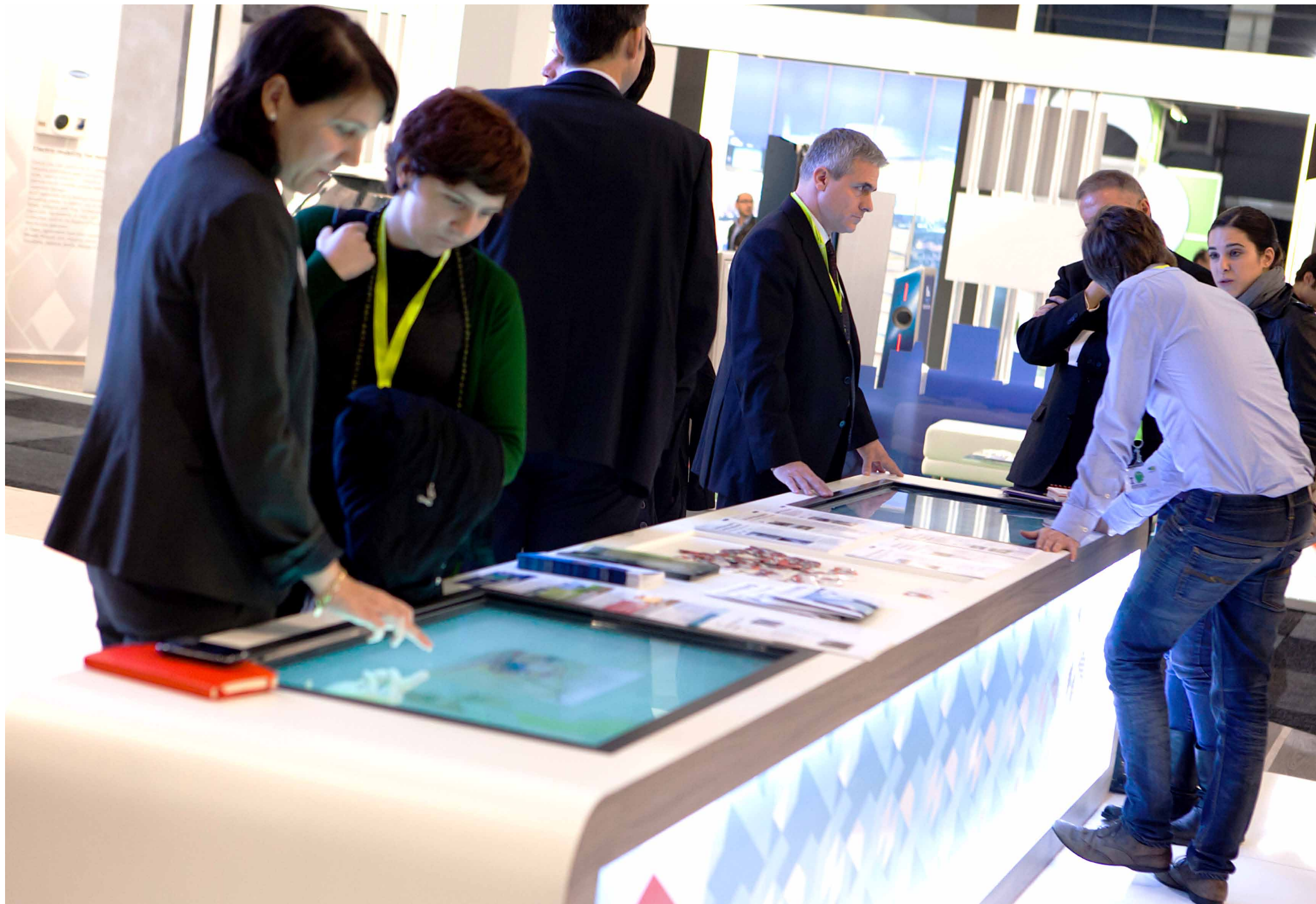
BUSINESS & SOLUTIONS

EXHIBITORS

Showcasing smart solutions

Why exhibit? Because it means being part of the leading smart cities event.

Because it provides you with an **excellent** opportunity to **showcase** your latest products, technologies and solutions, interact and enhance your **visibility** among major corporations, governments and cities. Because it gives you the **tools** and activities your business or project needs for **successful networking.**



LEADING COMPANIES

Creating smart opportunities

At the Smart City Expo World Congress you will join the **biggest companies** that are changing the foundations of a new smarter and more **sustainable** city model.

Become a sponsor and add value to your business by tying your image to those that are **leading the change.**

GLOBAL EVENT PARTNERS

abertis telecom

accenture
High performance. Delivered.

Agbar

Atos

CISCO

gasNatural fenosa

COMSA EMTE

Enel
Endesa

ferrovial services

FCC
Servicios Ciudadanos

Schneider Electric

ROS ROCA

indra

IBM

urbaser

SIEMENS

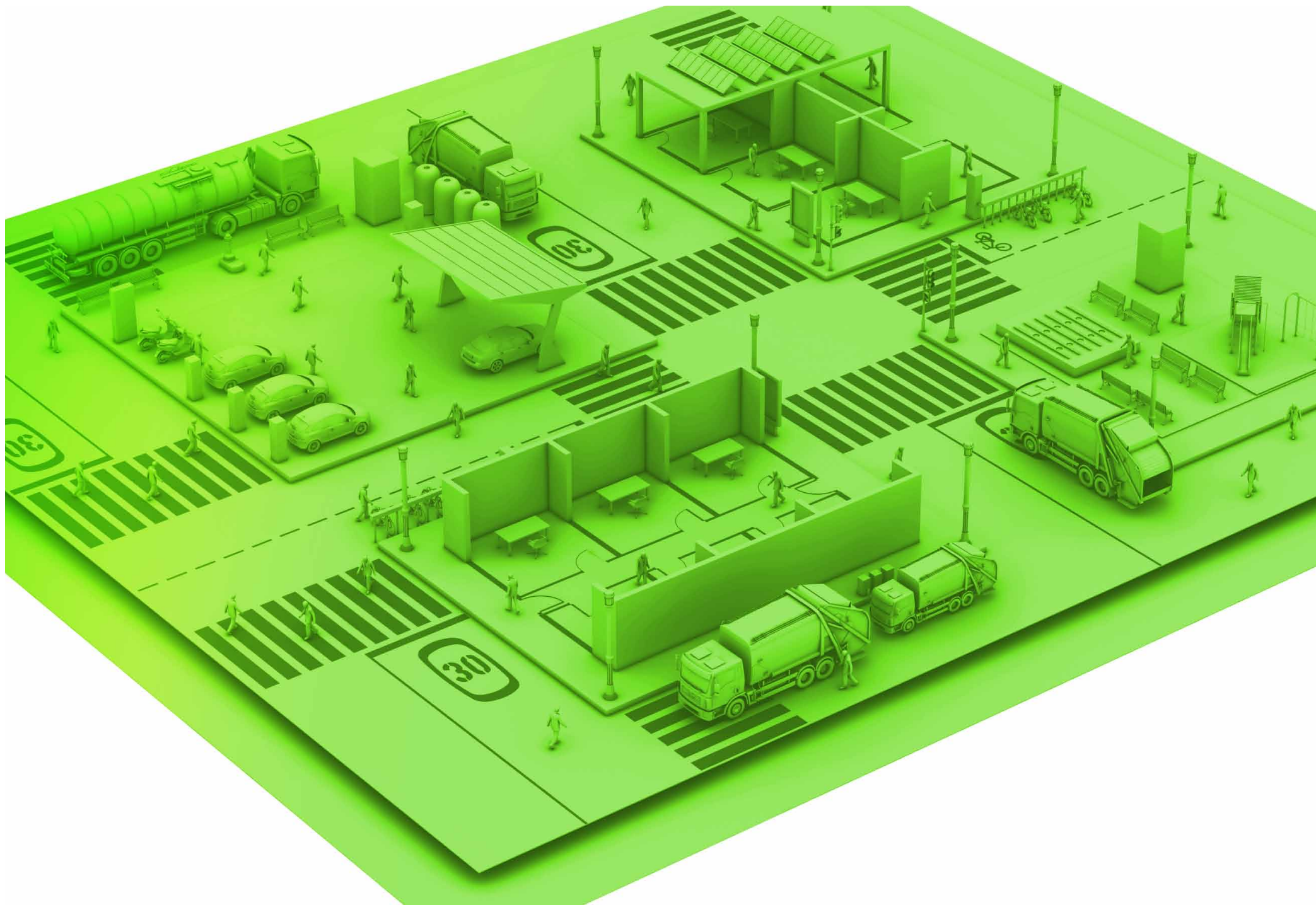
Telefonica

invenso
Software

SMART CITY PLAZA

Real-time solutions

The best way to **showcase**
solutions is to **experience** them.
2.000 m² featuring the technology
that is **leading the change** to smarter cities. A couple of minutes
at the Smart City Plaza are enough to **make you realize**
the potential technology has to **change the world.**

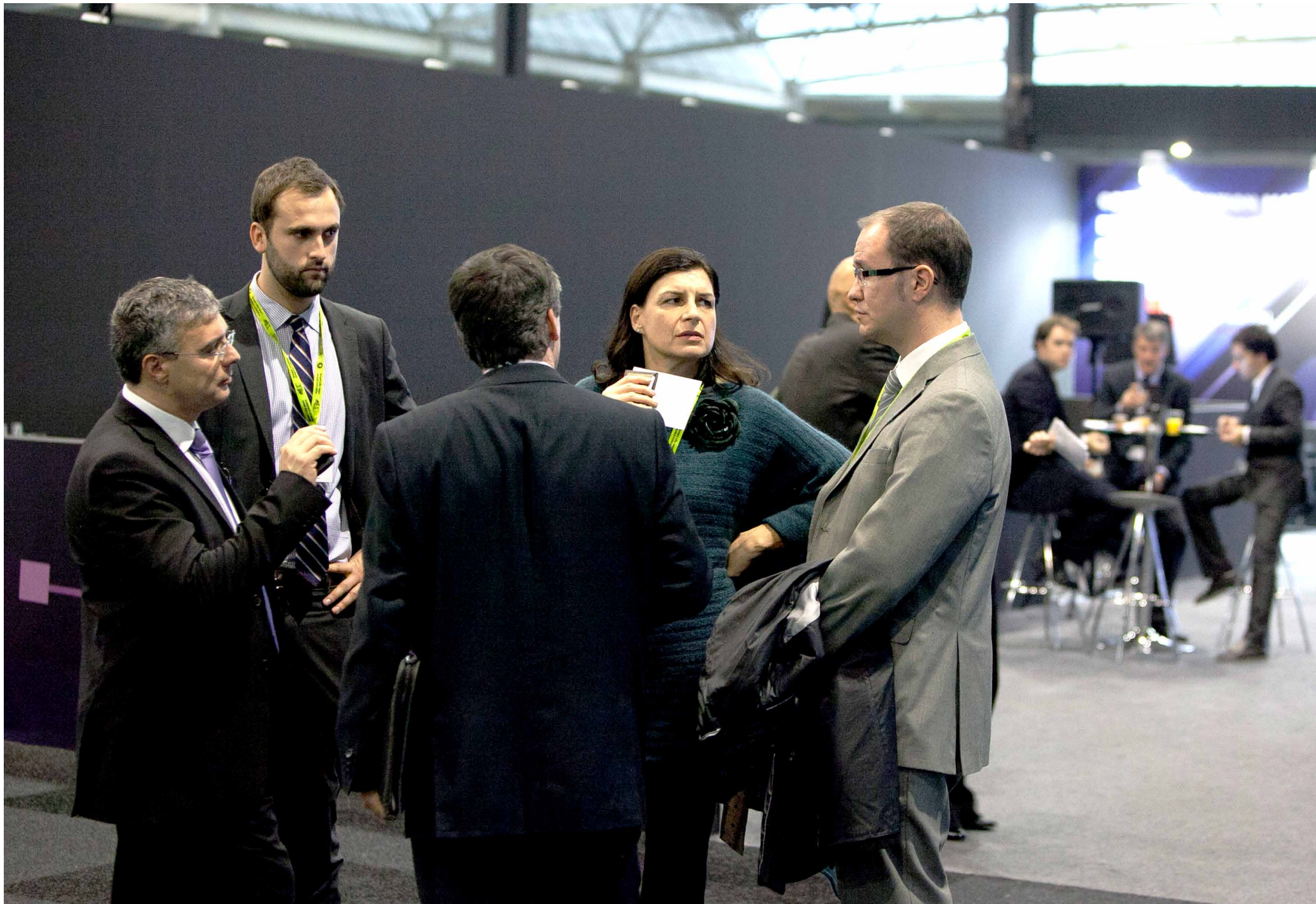


OPEN INNOVATION MARKET PLACE

The smartest way to find investment

Face-to-face meeting

between those who bring **new ideas** and those who have the means to make them possible. The ideal opportunity for **entrepreneurs**, SMEs, technology centres and professionals who have innovative ideas to explain their **solutions** to large corporations, business angels and investors who **specialize** in smart cities.



WORLD SMART CITIES AWARDS

Fostering change for our cities and the world

The World Smart Cities Awards **recognize** the most innovative city strategies, solutions and initiatives for moving towards the **smart city model.**

The Awards are a call to leading companies, **entrepreneurs,** public and private organizations and **universities** and research centres.

Categories of the awards: **City, Project, Innovative initiative.**

World Smart Cities Awards

Category

City



NETWORKING

Meet the right people in the right place

The Smart City Expo World Congress offers a wealth of activities and tools that encourage knowledge sharing and the creation of contacts and business opportunities.

**Business Bridge, Hosted
Buyers Program, Welcome
Lunch, Gala Dinner
Awards, VIP Lounge.**



**OUR BUSINESS IS TO CHANGE THE WORLD
BE PART OF IT**



For further information:

www.smartcityexpo.com
smartcity@firabarcelona.com



@smartcityexpo



<http://es.linkedin.com/in/smartcityexpo>



Fira Barcelona