

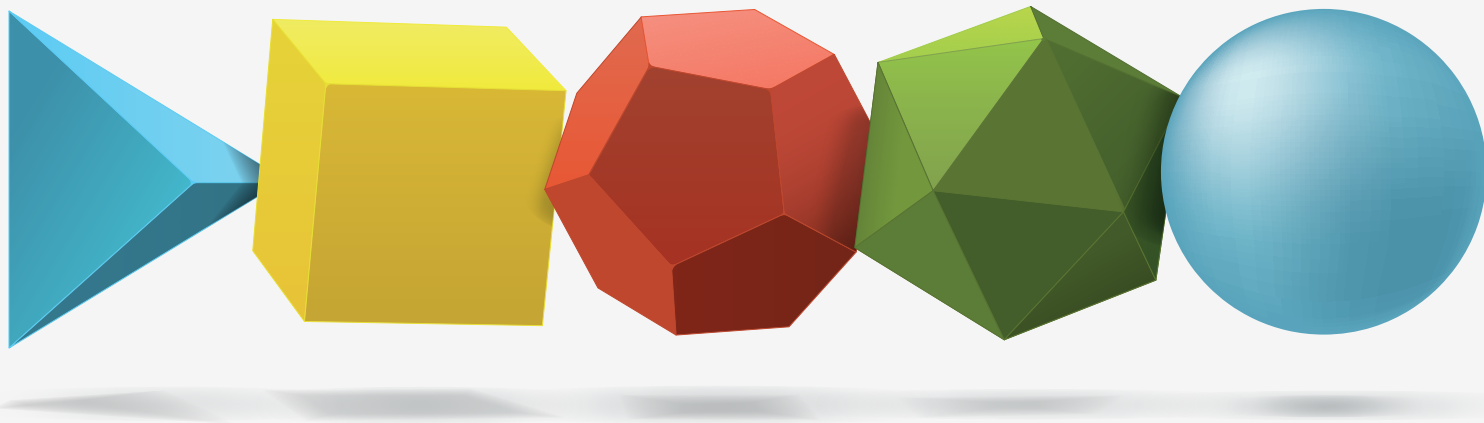


17-19 November 2015



[www.smartcityexpo.com](http://www.smartcityexpo.com)

#smartcityexpo    



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INNOVATION

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# Smart City Expo World Congress

The worldwide leading event for the smart city industry

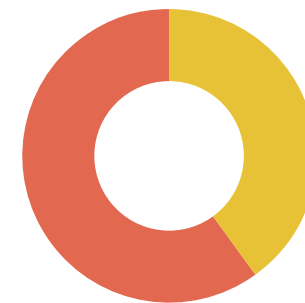
SCEWC is the world **leading smart city event**. It brings together global, national, and regional urban representatives, thought leaders, academic institutions, research centers, incubators, entrepreneurs, investors, and top corporations that have the kind of decision-making power that drives smart cities and empower its citizens.

It's a **hotspot for cities**, institutions and enterprises to share knowledge and get inspired, as well as the best marketplace to network and do business. As a major player in this field, a number of side events take place to enrich this ecosystem.



## SCEWC 2014 in Figures:

10,838 Attendees  
380 Speakers  
275 Exhibitors  
440 Cities  
92 Countries



○ 40%

Public Sector

○ 60%

Private Sector

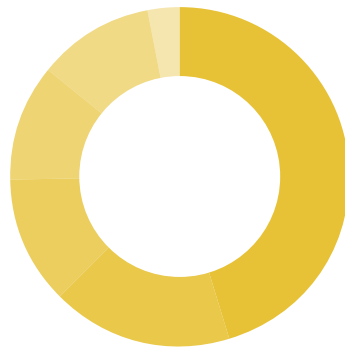


# Smart Community

## Region of origin



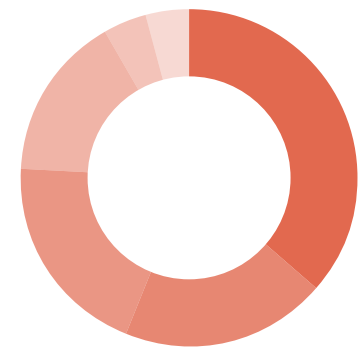
<b>45%</b>	Europe
<b>17%</b>	Latin America
<b>12%</b>	Asia-Pacific
<b>11%</b>	Middle East
<b>11%</b>	North America
<b>3%</b>	Central Asia
<b>1%</b>	Africa



## Profile



<b>35%</b>	Middle Management
<b>19%</b>	C-Level Management
<b>19%</b>	Technician & Academic
<b>15%</b>	Sales, Marketing & Others
<b>4%</b>	Elected Politician
<b>4%</b>	President
<b>4%</b>	Public Server



# Why Participate

**SCEWC is the industry's top international event**

## **Increase the visibility**

of your brand, project, city or company

## **Gain insight**

knowledge and guidance from industry experts

## **Network**

with investors, entrepreneurs, delegates and decision makers

## **Showcase**

your products and services to professionals from more than 90 countries

## **Build partnerships**

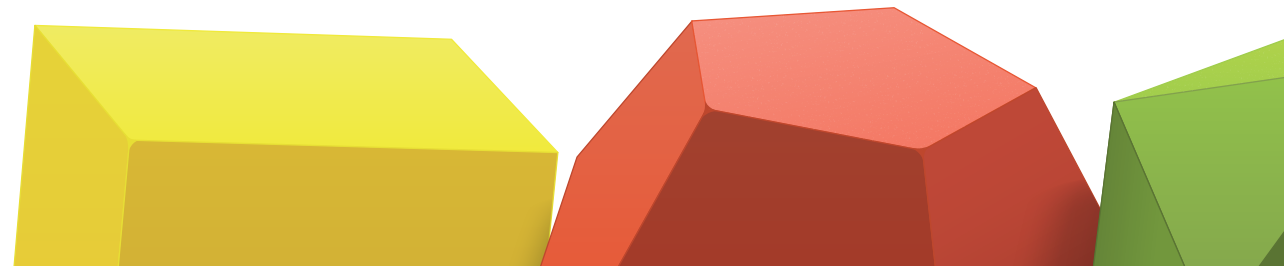
and find talent to grow your business internationally

## **Connect**

with the right people, institutions and corporations

## **Share**

best practices and ideas from around the world



# Barcelona

Innovative  
Modern  
Cosmopolitan  
Livable

## The European Innovation Capital

In 2014 Barcelona won the iCapital Award, thanks to using new technologies for the **benefit of its inhabitants**. The city's dynamic mix of creativity, culture, fresh ideas, new tech trends, and strong R&D make it a global favorite for cities seeking smart solutions.

## A human-centered Smart City

Different local projects encourage the use of new technologies for the well-being of its citizens through a range of different initiatives, including the promotion of open data, smart mobility and energy, and public/private partnerships, amongst others.





# Fira de Barcelona

Where the best ideas in business and innovation meet and evolve

Fira is a **smart international venue** that hosts the biggest and best trade shows and industry conferences every year. It brings together over **35,000** companies for more than 70 global events annually. **Strategically located** between Barcelona's airport, Mediterranean seaport and the bustling city center. Fira welcomes an average of **3 million visitors** to its **240,000 m²** of space each year. It's the perfect spot to connect, exchange, showcase, and build your enterprise.





# The World Congress

Share ideas  
Acquire knowledge  
Get inspired

Envision the present and future of cities  
and urban ecosystems

More than **300 speakers** with leading expertise, experience, and insights will gather **together to share knowledge** with attendees, present their own visions and highlight opportunities on the horizon for business, institutions, cities, and countries.

Join a mix of fascinating personalities, provocative **thought leaders**, doers and incisive speakers as they discuss what's happening now, what the future holds for the smart city ecosystem, and how we will create efficient, economically viable, sustainable and livable cities.



## Projected Program 2015

- 4 Keynote Speakers
- 7 Plenary Sessions
- 35 Parallel Sessions
- 8 Workshops

Inspiring  
Informative  
Insightful

# Congress Tracks and Themes

## A new integrated urban agenda

### Technology

**Services integration**, city platforms, **sensors**, Internet of Things, **cloud**, big data, **apps**, visualization, **geo information**, networks, **data analysis**, high technology, systemic view, standardization, city rooms, security, emergencies, intelligent transport systems, and interoperability

#### Innovation

Entrepreneurship, management, ecosystem, finance, startups and business models

### Sustainability

Climate change, **urban growth**, smart grids, **zero carbon & green buildings**, water & waste management, **urban regeneration**, urban green, **energy efficiency**, renewable energy sources, air pollution, urban agriculture, and product cycles

#### Energy

Choice, **efficiency**, energy production, **harvesting**, storage, grids, sources, and **electric mobility**

#### Urban planning

Regeneration, **transformation**, urban development, **strategies**, built environment, **public space**, and managing low density

### Society

Citizen services, **social innovation**, participation, **livable cities**, empowerment, education, engagement, regeneration, **collaboration**, apps for society, aging cities, **social well-being**, health beyond hospitals, measurable outcomes, gentrification, and sharing services

#### Public safety

Security, police, fire emergencies management, and control centers

#### Equity

Exclusion, **slums**, poverty, **inequality**, developing world, **access to services**, representation, and **vulnerable communities**

### Mobility

Share, **integrate**, decarbonize, **apps**, infrastructures, policies, **technologies**, pedestrians, bikes, **public transport**, freight, traffic management, mobility on demand, non-motorized mobility, electric vehicles, and parkings

### Governance

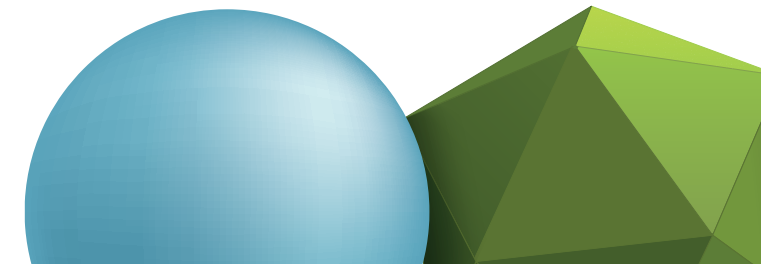
**Open government**, transparency, **open data**, procurement processes, **new public-private collaboration frameworks**, financial instruments, public services, **innovation networks**, performance measurement, urban resilience, customization of service provision, circular economy, service integration policies, and regulations & business models

#### Circular economy

Concepts, regulations, new industries, technology, design, cultural changes, and infrastructures needed

#### Resilience

Urban resilience, emergency management, urban services, vulnerability, and adaptation to climate change



# Thought Leaders

## from Smart City Community



**Abha Joshi-Ghani**

*Director, Knowledge Exchange & Learning, World Bank Institute - The World Bank Washington DC, USA*



**Carlo Ratti**

*Director, MIT Senseable City Lab, and Founding Partner, Carlo Ratti Associati Turin, Italy*



**Jeremy Rifkin**

*Founder and President of the Foundation on Economic Trends*



**Minerva Tantoco**

*Chief Technology Officer of New York City New York, USA*



**Richard Florida**

*Professor, University of Toronto and NYU, and Senior Editor, The Atlantic Toronto, Canada*



**Alex Steffen**

*Planetary Futurist in Residence - IDEO, Design and Innovation Company*



**Gabriella Gómez-Mont**

*Chief Creativity Officer of Laboratorio para la Ciudad Mexico DF, Mexico*



**Kent Larson**

*Director of the Changing Places research group at the MIT Media Lab*



**Parag Khanna**

*Global strategist, Best-selling author and Managing Partner Hybrid Reality Institute Singapore, Singapore*

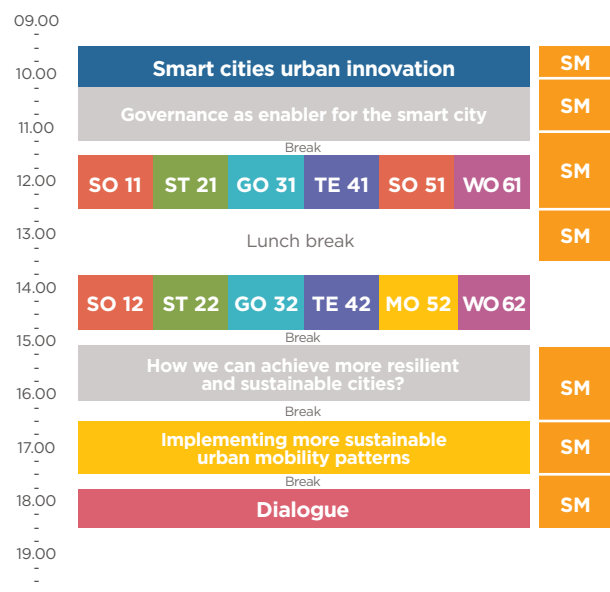


**Venkaiah Naidu**

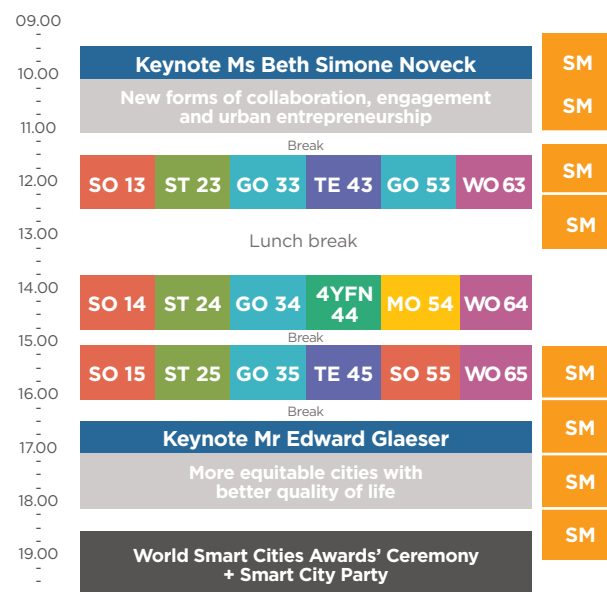
*Union Minister for Urban Development, Government of India New Delhi, India*

# Congress Outline

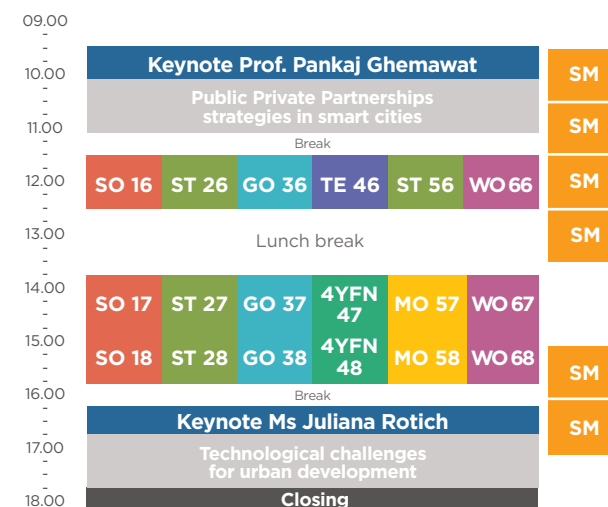
## Tuesday, November 17<sup>th</sup>



## Wednesday, November 18<sup>th</sup>



## Thursday, November 19<sup>th</sup>



 Society

 Governance

 Mobility

 Technology

 Sustainability

 Innovation & Startups by 4YFN

 Keynote

 Plenaries

 Workshops

 Dialogue

 Smart Mobility

# Cities & Countries

**SCEWC is an international meeting point for cities and countries to showcase their initiatives**

## Inspire cities

Country and city representatives, institutions, research centers, academia, businesses and startups are all welcome to participate in SCEWC and take advantage of this unique event in the Smart City industry to inspire others by showcasing their initiatives as a thought leader at the congress, workshops or the Speakers' corner as well as exhibiting in a booth.

## Search for solutions

The Exhibition Area provides a unique ecosystem for all stakeholders (countries, cities, universities, businesses, individuals, etc.) around the world, searching to find solutions and opportunities for cities and meet with potential partners on innovative projects.







## Share knowledge

SCEWC is the event for people to meet and find each other to interact, showcase best practices, and share knowledge.

It's a meeting point for community representatives around the world, to tackle urban challenges and share visions and solutions towards becoming a more livable and sustainable society. We spur meetings between countries, institutions, cities and companies from around the world, bridging different cultures to stimulate the exchange of experiences, knowledge between them, and new collaborative ventures.

## Empower local economies & find investment opportunities

Cities and countries exhibit at SCEWC to boost their local projects and businesses, in order to showcase their latest developments. This is a great opportunity to raise awareness and boost their activity globally, amongst key stakeholders and the audience taking part in the exhibition.

On the other hand, it's also an opportunity to attract international businesses and institutions that are looking to invest and establish new partnerships with cities and countries.

## Public-Private collaboration & funding

Cities and countries attending the event will find different forms of collaboration and partnerships with companies and institutions worldwide, in order to receive funding for various initiatives and projects. Major global institutions attend the congress to invest in different initiatives to boost these ideas globally as well as taking part in public and private consortiums.

Experience ■■■

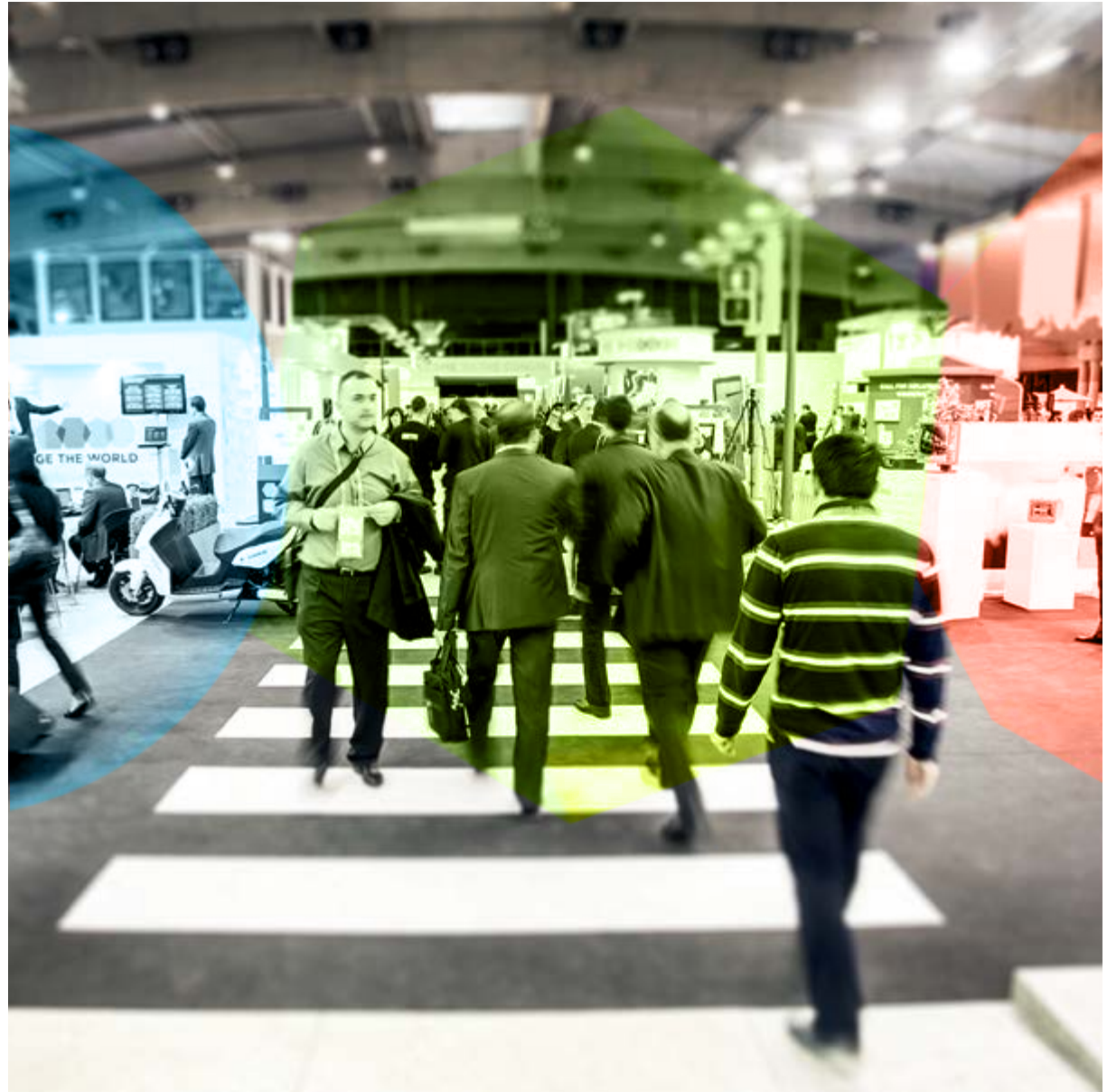
# Smart City Plaza

## Where ideas gain momentum

A central part of the exhibition area is the Smart City Plaza. A special area recreating a Smart City developed to showcase, test and experience real-time solutions to shift innovation. This **2,000 m<sup>2</sup>** space, offers a unique opportunity for assistants to experience **real and tangible solutions** for smart cities.

### Call for Solutions

The Call for Solutions initiative is a call for prototypes, products and solutions aimed to find **innovative and advanced solutions** from entrepreneurs, research centers, startups, and SMEs, to showcase a curated selection ready to be used or implemented in cities.





# World Smart Cities Awards

The World Smart City Awards **recognize pioneering projects** designed to make cities more livable, sustainable, and economically viable. Each year, businesses, research hubs, non-governmental organizations, entrepreneurs, and public or private consortiums pitch their innovative smart city strategies and solutions.

## Call for Awards

Applicants come from every corner of the globe with impressive projects that use new technologies to **engage citizens, increase efficiency, generate business, and improve quality of life.**

## Categories:



### City Award

For city **global strategies** developed by a city that combines projects, initiatives, and policy implementations.



### Project Award

For **innovative and successful projects** that are already being implemented and developed in a specific area of the Smart City.



### Innovative Idea Award

For concepts developed in a **specific Smart City area** that are in an early stage of development.



# Smart Activities

**Activities aimed to connect all the dots of the smart city ecosystem and empower visitors and exhibitors**

## Brokerage Event

A matchmaking initiative introducing each player in the industry to their perfect match. Based on a 30-minute one-to-one pre-scheduled meeting, the program lets attendees explore and discover potential partners, supporters, and opportunities to make their business grow.

## Open Innovation Marketplace (OIMP)

A space oriented to B2B activities, where entrepreneurs, spinoffs, SMEs, and technology centers pitch solutions challenging big cities and top corporations to forge new joint ventures or partnerships.



## SynergyS

Links in situ people at the event searching for immediate new means of collaboration, which may occur during the 3-day event.

## Job Marketplace

Connects job seekers with projects and companies from the smart city ecosystem, needing their skills.

## Speaker's Corner

Selected speakers showcase and present their projects at the Speakers' Corner to the passerby audience. It's situated at a hotspot area in the Smart City Plaza to gain exposure and to grab visitor's attention.

# Exhibition Area

## The meeting point for Smart City stakeholders

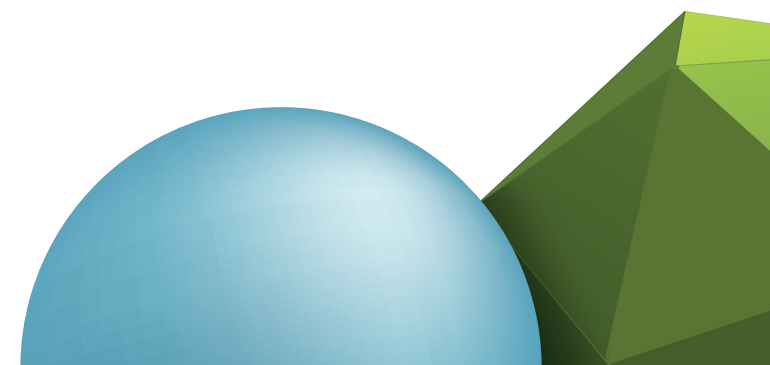
With more than five years of success, SCEWC reaches across global markets and regions, connects the industry and enables technology innovations to grow and thrive.

Every year the event draws attendees from around the globe ready to present their innovative solutions and do business. Senior-level executives and key decision-makers are all looking to develop new business partnerships and new forms of collaboration to keep on developing and innovating smart cities.



Smart City Expo World Congress is the place where urban representatives meet up to **tackle challenges, forge new partnerships, explore new ideas, and share insights and expertise.**

More global cities and companies get on board each year to demonstrate how novel technologies, structural solutions, best practices, and collaboration optimize urban areas and create more sustainable, livable, and resilient cities.



# Partners & Supporting Institutions

## Boosting business opportunities

Join our global network of partners and support SCEWC in its ongoing mission of transforming our planet. Be part of a global pioneering drive that is turning our cities into a more livable, economically vibrant, and a connected community. Better for citizens. Better for cities. Better for business.

Global partners:



Event partners:



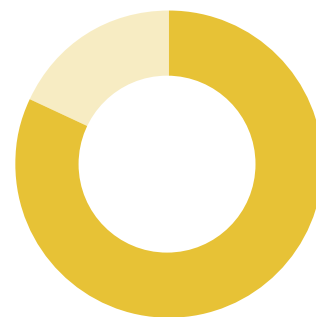
Supporting institutions:



# Exhibitors

## High levels of engagement and satisfaction

The event has received great positive feedback from worldwide exhibitors who have attended. It's high above the general trade show average and has increased year over year.

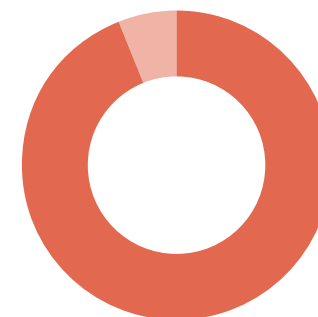


82%

of the exhibitors at the event, were very satisfied of taking part at SCEWC.



The exhibitors satisfaction in relation to professional contacts established during the event, was **4 out of 5.**



94%

of exhibitors surveyed, indicate the Smart City profile visitor fits with what they were expecting.



Exhibitors really appreciated the networking activities they've attended during the event, assessing **4.1 out of 5.**



# Startups

## New key players for urban innovation

As part of the essence of SCEWC's mission, this new edition with the collaboration of 4YFN (4 Years From Now), wants to provide startups and entrepreneurs the **opportunity to develop and work on global projects**, access mentoring from Smart City thought leaders, and help them tap into a new source of funding through our Smart Activities.



# 4YFN @ SCEWC

## 4YFN is a leading international mobile startup event that will be held at SCEWC

Startups in the 4YFN network can join the call and a curated selection will showcase their creations at the 4YFN Village. Networking activities and an exclusive meeting area will be available for these companies to network with potential partners and investors enhancing their experience in the search for new business opportunities.

The 4YFN Awards (Smart City Edition) will focus on distinguishing those startups that demonstrate a high impact mobile solution to enhance the well-being of citizens.

**4YFN**  
CONNECTING STARTUPS





Exhibition ■■■

# Research Centers & Academia

Research Centers & Academia are at the **heart of innovation** with new prototypes and services in the Smart City industry. These institutions and individuals are welcomed to participate by exhibiting and submitting their best research projects for the Call for Solutions, Call for Awards, and Smart Activities, in order to showcase in the Smart City Plaza, Speakers' Corner or to be selected as a thought speaker for the event.

Also, SCEWC offers special booth prices for these institutions to have a say at the event where they can showcase their latest research projects, prototypes and services which are related to the Smart City ecosystem. This event is a perfect place to publicize university programs and grants as well as research center scholarships.

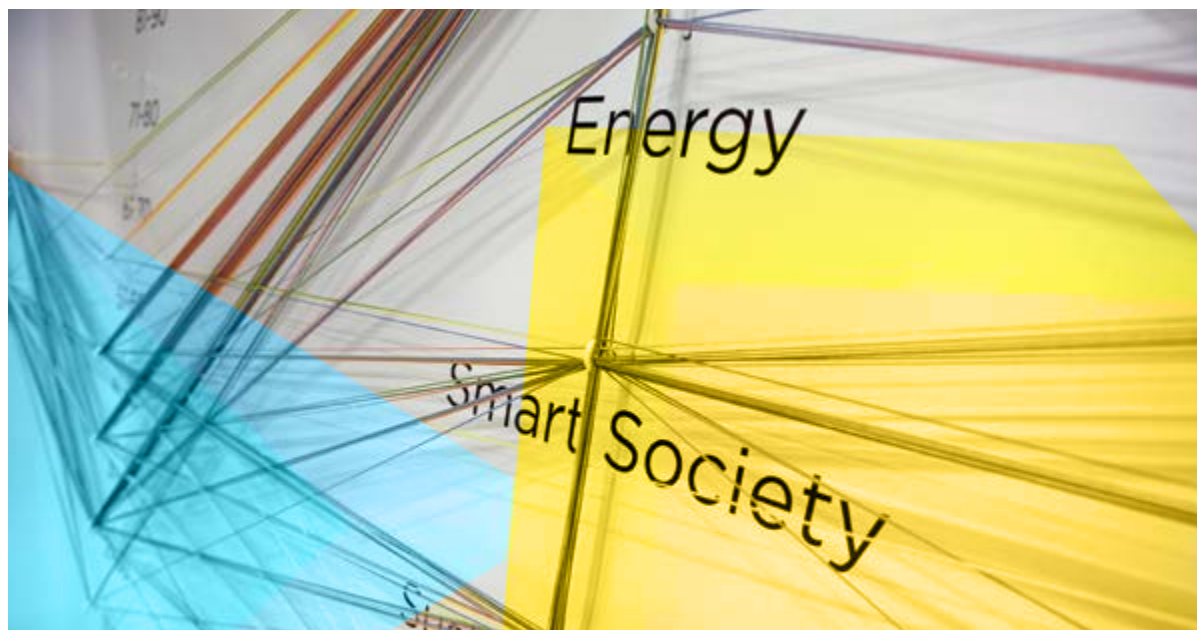


# Side Events

## Smart Mobility

The Smart Mobility BcnRail Congress aims to provide a platform to present and **discuss new technologies and successful solutions**, which several countries have implemented to enhance Smart Mobility. The development of new technologies applied to this field, leads to the Smart Mobility concept.

In this context, BcnRail 2015 aims to be the perfect place for **mobility leaders** to exchange ideas and discuss successful innovations around the world.



### CitiSense

#### Developing human-centered smart cities

The World Bank hosts an event that encourages city and municipal leaders, urban developers, energy specialists, and engineers to design truly human-centered Smart Cities.



### Rural Smart Grids

#### Amending rural city outskirts

An expert panel debates on balancing the bidirectional urban-rural flow of resources, materials, products and services, and invites rural areas to join the smart revolution.

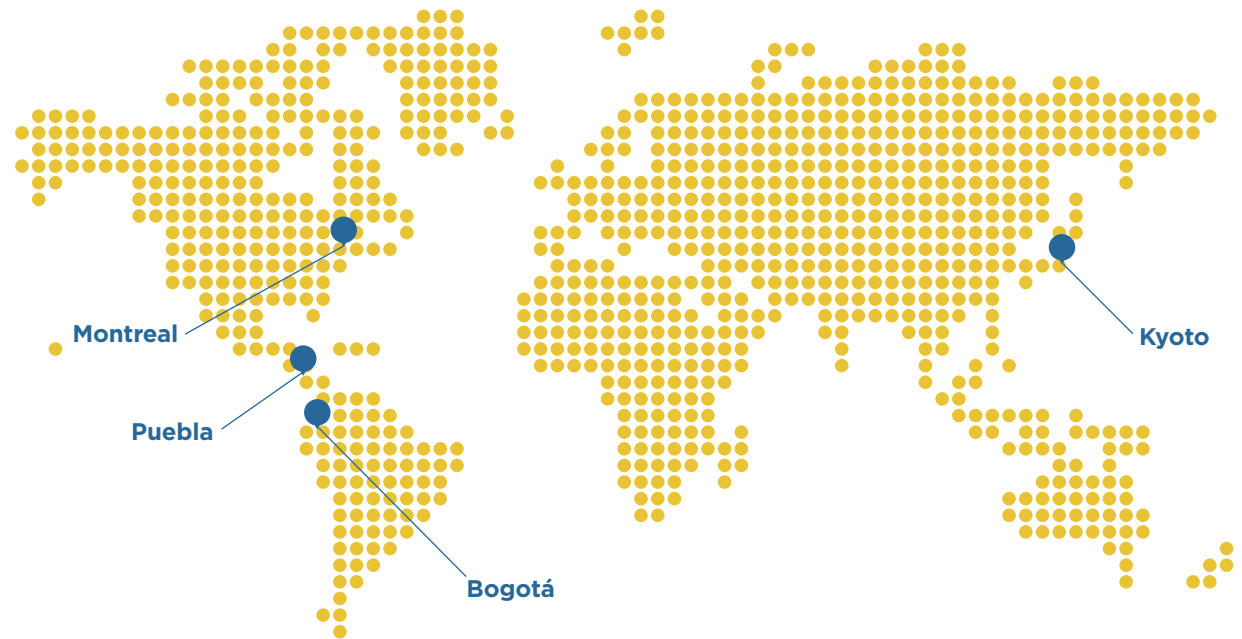


La ciutat imprescindible amb l'energia al món rural

# Events Abroad

As Smart Cities proliferate across the globe, so is SCEWC with a variety of spinoffs from its main event, taking place in strategic cities around the world, and establishing these events as key players for entrepreneurs, businesses, and different stakeholders in the region.

-  **Bogotá (Colombia)**  
Sustainable development for future cities
-  **Kyoto (Japan)**  
Practical challenges designing Smart Cities
-  **Montreal (Canada)**  
Civic engagement for Smart Cities
-  **Puebla (Mexico)**  
Innovating for social equality related to smart urban projects in Latin America







# Testimonials

“This is a platform that provides you with information, new innovative ideas, and a better understanding. You can see, hear, discuss and debate, and then decide in your country what you want to do.”



**Venkaiah Naidu**

(Union Minister for Urban Development, Government of India)

“It’s really an excellent meeting. It brings together a number of different players from different parts of the world. There are a large number of companies, city governments, academics, and other people with an interest in the Smart Cities agenda. The conference has been very well organized, useful and a place where you find discussions that don’t occur elsewhere.”



**Mark Kleinman**

(Director of Economic Business Policy at the Greater London Authority, UK)

“Meet representatives from cities around the world and learn first-hand what is working in different parts of the world. That’s very useful.”



**Dan Byles**

(Member of UK Parliament, UK)

“Our government and ICT company have a big interest in the Internet of Things from early on this year. We have many projects rolling out, and many initiatives we want to submit next year at the Smart City Project Award.”



**Jinyoung Oh**

(Kisa, South Korea)

“It’s crucial to find people who are developing these concepts and are at the forefront in this field. It’s important to get first-hand information and this is a great reason to attend this event.”



**Eduardo Lopez Moreno**

(UN Habitat, Kenya)



# Ways to participate

**There's a place and a purpose for everyone at the Smart City Expo World Congress**



## We welcome

Cities  
Exhibitors  
Speakers  
Congress attendees  
Visitors  
Research Centers & Academia  
Startups & Entrepreneurs

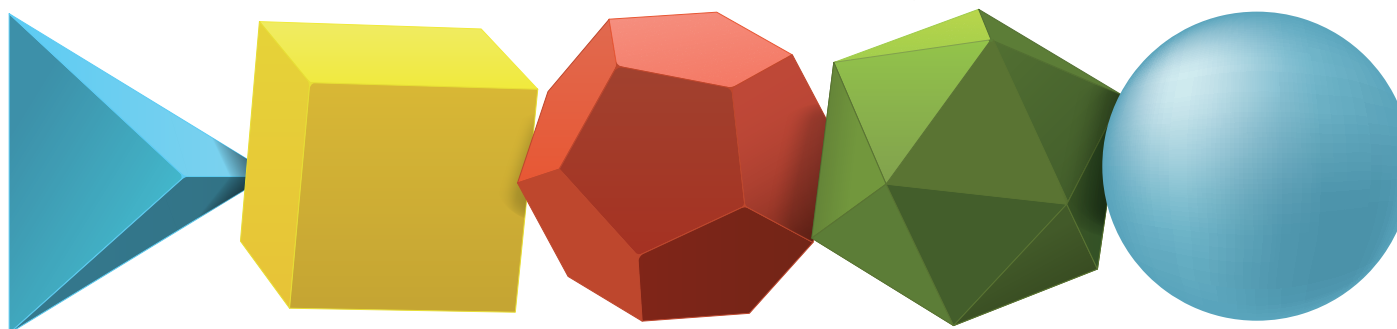
## Act now

- Request a custom proposal
- Submit a paper at the Call for Papers initiative
- Join us at the world's premiere Smart Cities Awards
- Reserve your space and display your smart solution at the Smart City Plaza

**Contact us to help you choose the best way to participate**

[smartcityexpo@firabarcelona.com](mailto:smartcityexpo@firabarcelona.com)  
+34 932 332 000





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