



15-17 NOVEMBER 2016
GRAN VIA VENUE



Fira Barcelona

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#SCEWC16    



CITIES FOR CITIZENS

smart city expo
WORLD CONGRESS



Smart City Expo World Congress

Join the worldwide leading event for smart cities

Smart City Expo World Congress (SCEWC) is the international summit for discussion about the link between urban reality and the technological revolution. Since its first edition in 2011, it has become **a key global event for supporting the development of our cities.**

This professional, institutional, and social meeting point is a **leading platform** for ideas, networking, experiences, and international business deals that gathers together the highest level of stakeholders in the context of **urban development.**

The 2015 edition brought more than **14,288 professional visitors together** from **105 countries**, as well as **421 renowned speakers** and **485 exhibitors** coming from **568 cities.**



Cities for Citizens. Citizens changing Cities

This year SCEWC intends to increase the presence of organizations, exhibitors, and visitors from all over the world to keep generating synergies, sharing knowledge, provoking discussion, promoting out of the box thinking, and inspiring a call to action. There is an imperative need to discuss **smart cities and smart citizens**. The city must be created not only **for** citizens but also **with** them. We want to take advantage of the great improvements produced year by year in technological advances, social achievements, urban issues, social and ecological challenges, new forms of economic development, and innovative forms of citizen governance to make a **qualitative leap in the capacity for discussion and exchange** between event attendees.

In 2016 SCEWC is to continue the great debates about the **future of cities** and encourage more thorough discussion among participants in the industry, in a more thorough manner, echoing the concerns and recommendations based on the outcomes. In addition, the event will reinforce the new trends in the collaborative economy and commons production, energy innovation, sustainable mobility, co-production and co-creation dynamics, as well as discuss the important topic of open data and identify opportunities for improvement in education, health or aging populations. Technology today is a pre-distributive resource. Without online access and the use of information and communication technologies, **managing cities may become even more complex**.

It is a matter of modifying and transforming processes, going beyond what has been done before.

The city remains a space of freedom and opportunity, where **democracy can thrive** in the contemporary world and **technology can continue to strengthen this process**. The **Congress** gathers expert and leaders including cities, companies, social entrepreneurs, startups, research centers, and citizen initiatives that present their strategies for a smarter and more sustainable urban world. In the **Exhibition Area**, participants showcase their projects and the technologies that are making concrete and lasting positive impacts on the lives of millions of citizens.





Key Figures

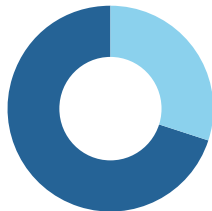
Our data reaffirms our leadership



Public / Private Sector

70%
Private Sector

30%
Public Sector



Professional Profiles

41% C-Level Management & President

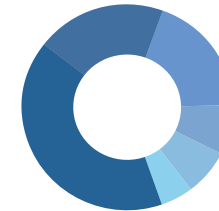
20% Middle Management

19% Technical

8% Academia

7% Elected Politician

5% Sales, Marketing & Others





Worldwide Attendees

Attendees came from 105 different countries



**“A global congress for
a smart world”**

Fira Barcelona

Discover the place to be

Fira de Barcelona is one of the leading European trade fair institutions and the Spanish market leader, particularly in trade and industrial shows. It has a portfolio of over **80 shows of different frequencies** with **30,000 exhibitors**, both direct and represented, and receives **2 million visitors from over 200 countries**.

The institution has some **400,000 sq.m of exhibition floor space**, one of the largest in Europe, spread over 2 venues: Montjuïc and Gran Via. Fira de Barcelona has established itself as a global event organizer with international positioning, twinned with the unmatched Barcelona brand, a city with over **a century of tradition in the organization** of big events.



Congress

Share knowledge at the worldwide leading event for smart cities

The Congress brings together more than **400 acclaimed speakers** from around the globe for over **60 sessions** to debate future visions, goals, and challenges to develop smarter and more sustainable cities. It offers the ideal forum to **generate synergies, provoke discussion, promote** out of the box thinking and **inspire** a call to action to the global community. This includes cities, regions, countries, companies, institutions and civic organizations to contribute significantly towards the achievement of sustainable development goals.

Projected Program 2016

4 Keynotes Sessions	1 Dialogue Session
7 Plenary Sessions	+40 Parallel Sessions



Congress Tracks

○ Governance

Open government, data protection and regulation, **citizen empowerment**, **commons**, cooperation platforms, deliberative democracy, digitalization, e-democracy, e-government, **engagement**, **infrastructure management**, indicators and metrics, intellectual property rights, multilevel governance, **open data**, open innovation, participative methods, **performance measurement**, policy framework, population growth, procurement, produsage, public-people cooperation, public-public cooperation, public safety, **public services**, public value, regulation, **right to the city**, security, **service integration**, shared value, **transparency**, user value.

○ Society

Aging population, co-city, **co-creation**, **co-production**, collaboration, culture, digital divide, **education**, e-health, e-learning, **empowerment**, engagement, **equity**, gender, health, housing, **inclusive**, inequality, **living labs**, **livable cities**, participation, population growth, privacy, public safety, public services, **quality of life**, **social innovation**, social services, transparency.

○ Economy

Accelerator, accountability, **business model**, clusters, corporate-startup collaboration, **economic development**, entrepreneurship, **financing models**, growth, incubator, investment, open source, **public-private-people partnership**, sharing economy, **social economy**, startups.

○ Sustainability

Air pollution, **alternative resources**, built environment, **climate change**, disaster recovery, environment, energy, flooding, fossil fuels, GIS, green areas, green building, greenhouse gas emissions, grids, heat, **low carbon**, low density, **public space**, regeneration, **regional development**, **renewable energy**, **resilience**, rural grids, strategic planning, urban design, urban farming, urban planning, **urban development**, waste, water, zero carbon.

○ Mobility

Bikes, **data management**, data protection, **electrical vehicles**, freight, integration, **intelligent transport systems**, mobility as a service, networks, non-motorized mobility, parking, **pedestrians**, policy framework, **public transport**, real-time, **sustainable mobility**, **traffic management**, transportation.

○ Data Technology

Apps, blockchain, **big data**, **cloud**, clusters, **city platform**, customization, cryptography, **cybersecurity**, **data analysis**, data management, **data protection**, data property, digitization, distributed architectures, integration, **internet of things**, interoperability, **networks**, open data, **peer-to-peer**, protocols, privacy, real time, **sensors**, service integration, smart grids, standardization, surveillance, visualization, open Wi-Fi.

Thought Leaders from the smart city community



Abha Joshi-Ghani

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



Alex Steffen

Planetary Futurist in Residence - IDEO, Design and Innovation Company, San Francisco, USA



Beth Simone Noveck

Founder & Director of The Governance Lab, New York, USA



Edward Glaeser

Professor of Economics, Harvard University, Urban Economist, New York, USA



Jeremy Rifkin

Founder and President of the Foundation on Economic Trends, Bethesda, MD, USA



Juliana Rotich

Executive Director of Ushahidi Inc, Nairobi, Kenya



Kent Larson

Director of the Changing Places research group at the MIT Media Lab, Massachusetts, USA



Parag Khanna

Global strategist, bestselling author and Managing Partner Hybrid Reality Institute, Singapore, Singapore



Richard Florida

Professor, University of Toronto and NYU, and Senior Editor, The Atlantic, New York, USA



Venkaiah Naidu

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

Exhibition

Explore the infinite potential to be an exhibitor



○ Promote

Your business, solution, service or product to grow and thrive in the event that connects regions and markets across the world.

○ Reach

A global audience, open new channels of communication and networking at the international meeting point between cities, institutions and businesses.

○ Forge

New business partnerships and collaborations with key decision makers (c-level management, presidents, public servants, etc.) in the smart city field.

○ Acquire and share

Expert knowledge from thought leaders through and with the smart city community.

○ Increase

Your network by meeting investors, entrepreneurs, delegates and key sector administrators.

○ Benefit

From the highly-targeted market by showcasing your projects and solutions to the right people in the sector (countries, cities, universities, investors, businesses, startups, etc.).

○ Enhance

Your brand awareness at the event where high levels of engagement and satisfaction have increased year on year.

Partners & Supporting Institutions

Be an urban innovation leader

Work alongside SCEWC in shaping the cities of the future. Be part of the smart revolution that is making cities **more sustainable, efficient and happy to live in**, empowering their citizens and boosting business opportunities.

Global Partners:



Event Partners:



Supporting Institutions



Cities & Countries

Connect with cities and countries across the globe at the international meeting point

- Inspire a global audience by **showcasing your initiatives** at the event or speaking at the Congress.
- Take advantage of a **unique ecosystem** where stakeholders (countries, cities, universities, businesses, individuals etc.) come to exchange ideas and search for solutions.
- **Promote local companies** from your city or country by participating in the leading event for urban development and innovation.
- **Find collaboration opportunities**, public-private partnership, funding and attract investment.



Official Delegations

Throughout the event, city and country delegates organize a multitude of activities to establish significant **partnerships** and different **forms of collaboration** with companies and institutions worldwide.

Startups

The future of urban innovation

SCEWC is thoroughly committed to the search for **new talent** and **new innovations** and aiding them in their quest to grow and find new business possibilities. In collaboration with 4YFN (4 Years From Now), the global tech startup community, it will provide startups with the unique opportunity to showcase their creations, network and meet possible new partners.



Academia

Striving for innovation and development

Join the global **smart city influencers** and innovators and **submit your projects** for the Call for Solutions, Call for Awards, and Smart Activities, **showcase** in the Smart City Plaza, Agora, or be selected as a thought speaker for the event.

As well as demonstrating the wealth of knowledge that centers can offer, the SCEWC is the ideal place to publicize university programs and research center scholarships. There are also special offers for institutions to exhibit projects, prototypes and services related to the smart city ecosystem.



Smart City Plaza

Live the heart of cities

With the buzz and excitement of a modern-day city, you can **experience a plaza unlike any other**. Developed in order to truly live tangible, smart innovations in real time and as a citizen of the 'city', this 2,000 sq.m recreation features a café, city hall, press corner, agora and much more.

In the center of the Expo, the plaza offers interactive showcases from Partners Solutions and the Call for Solutions initiative.



Calls

Present and propose

○ Call for Awards

The prestigious World Smart City Awards looks to reward innovative and life-changing smart city projects at their various stages of implementation.

○ Call for solutions

Seeking inspired and impactful smart city solutions, products or prototypes from SME's, entrepreneurs, research hubs and startups. Winners will be displayed around the Smart City Plaza.

○ Call for Apps

Looking for the apps that can really make a difference to society and help improve citizens' lives.



○ Agora

Agora is the space in the Smart City Plaza where cities, businesses and institutions will give presentations. Everyone is welcome to attend and gain insight from speakers.

Networking Activities

Meet and mix

○ Brokerage Event

The hugely popular matchmaking event brings together potential cooperation partners and allows them to network and establish connections, in 30-minute, one-to-one, pre-arranged meetings.

○ City Challenges

For the first time, cities will present some of the challenges they currently face, giving participants the opportunity to pitch their solutions to these problems.

○ Job Marketplace

Companies looking for smart city professionals to fill roles can find them here. Candidates for interview are carefully selected beforehand to ensure that they fit the profile of the company, whether they be app developers or marketing managers.



Side Events

Engage with the issues

SCEWC Side Events are a selection of complementary, **parallel events** organized by a variety of institutional partners that aim to leverage synergies and enrich the smart cities ecosystem. They provide the **perfect opportunity** for participating organizations to debate the big smart city questions and issues.



World Smart City Awards

Rewarding the most beneficial and pioneering projects

Each year hundreds of proposals from more than **50 countries** are submitted to the World Smart City Awards.

The awards were established to recognize, promote, and support innovative solutions or strategies that can potentially change citizens' lives by increasing efficiency, generating business, and **improving quality of life**.

All key smart city industry players compete to win one of these prestigious accolades, which recognize outstanding **vision, innovation, and impact**.



City Award

Awarding cities that demonstrate established strategies, initiatives and policies developed for its citizens.



Project Award

For implemented projects that are already benefitting inhabitants in specific smart city areas.



Innovative Global South Award

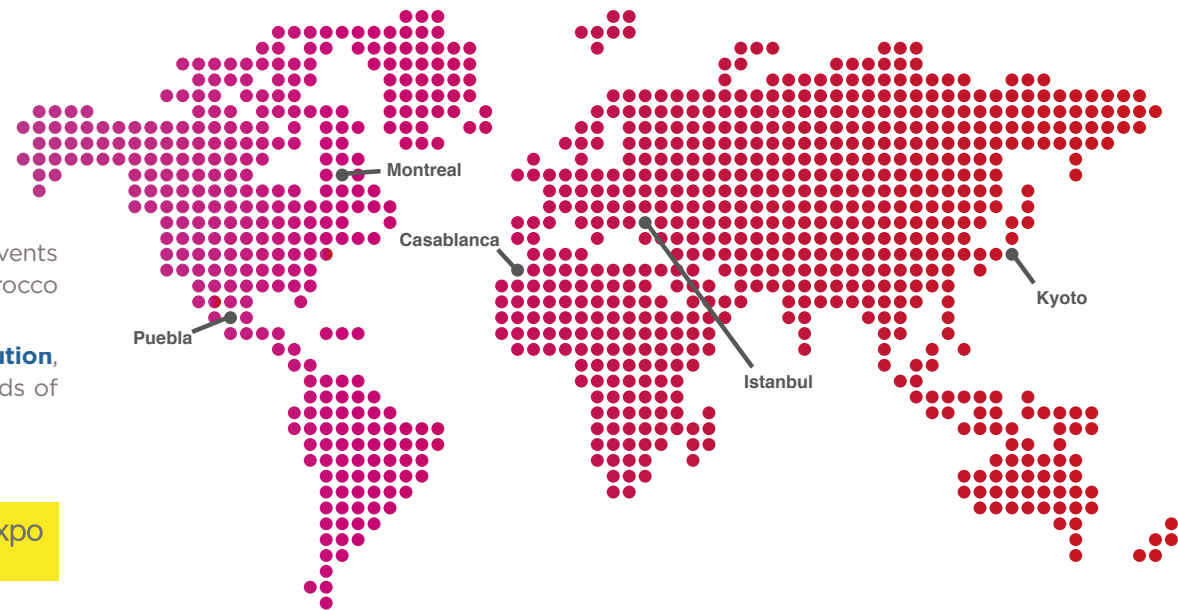
Jointly organized with the General Assembly of Partners for Habitat III, this new prize considers innovative ideas that address pressing global challenges located in the Global South (Asia, Africa, and Latin America).

Abroad

Smart City Expo around the world

Thanks to the enormous success of SCEWC Barcelona, various exciting Events Abroad are being celebrated in **key countries around the globe**; from Morocco to Mexico and Japan to Canada.

These events are aimed at engaging the entire globe in the **urban revolution**, providing a specific and more in-depth focus on the economy and needs of each region.



Ways to participate

All those linked to the urban revolution



◉ We welcome

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

◉ Get involved

- Become a Partner
- Take advantage of the opportunity to be our sponsor
- Book your space
- Submit a paper at the Call for Papers initiative
- Come along to the world's premiere Smart City Awards
- Discover innovative smart city solutions and register as a visitor

◉ Contact us

To help you choose
the best way to participate
smartcityexpo@firabarcelona.com
+34 932 332 000

Testimonials

Minerva Tantoco / CTO New York City

“I would recommend everyone to attend the Smart City Expo World Congress to learn more about how we can make the world a better place through the cities of the world.”

Pankaj Ghemawat / Global Prof. of Management and Strategy - IESE & Stern School of Business

“To anybody that has an interest in cities and particularly in how technology can help solve some of the urban planning problems that we do see. This is clearly the premier gathering of its type in the world.”

Pericles Rocha / Personal Experiences at Microsoft

“Smart City Expo World Congress gets the biggest players in technology, the city leaders, mayors, ministers. It’s a great networking opportunity and you get to learn what’s happening in the whole world.”

Santiago Giraldo / Civic Technology at CartoDB

“It’s an incredible event and an opportunity for everybody across the board from university, private industries and government to really get a firm perspective and grasp on the direction of how cities and technology are being shaped into the future.”

Sarka Bartova / Design for Social Change, London, UK

“It’s a great place to meet people so I would definitely recommend it to anyone, be it from the public sector or a business in the smart city industry or just someone who is just really interested in this topic.”

Shannon Lawrence / Director of Global Initiatives at C40 Cities Climate Leadership Group

“It’s a great place to learn about new things and technology options, as well as engage with experts.”

Yasser Helmy / Sales Manager at Cisco Systems

“SCEWC is THE EVENT. Not just in Spain or in Europe but all over the world.”



Save the Date!

15 – 17 November 2016

Come along and discover the infinite potential of the world's leading event for Smart Cities

Two other key events will take place at the same time as SCEWC 2016:

- **Circular Economy European Summit**, the ideal platform bringing global experts together to highlight this compelling new way to do business.
- **Iwater**, the international meeting point on the evolution of the water sector.

These co-located events bring together global professionals and stakeholders in the search for sustainability, urban planning and the efficient management of resources, making it the must-attend week for all players in the sector.





**Join the Smart
Community**

#SCEWC16

www.smartcityexpo.com



CITIZENS CHANGING CITIES

