

SMARTCITY

EXPO WORLD CONGRESS



From 13 to 15 November 2018
www.smartcityexpo.com

The exhibition will also host the C40 Talks, the Digital Future Society and the Sharing Cities Summit

Smart City Expo to focus its record-breaking edition on achieving more liveable cities

Smart City Expo World Congress (SCEWC), the leading international event for cities, will be held for the eighth time in 2018 under the theme *Cities To Live In* to emphasise the ultimate and common goal of smart cities: to become more habitable places. Organised by Fira de Barcelona at its Gran Via venue from 13 to 15 November, the event will be the largest to date, with over 840 exhibiting companies, 700 attending cities and a 31% increase in terms of exhibition space, occupying two pavilions for the first time.

The list of 844 companies taking part comprise Alstom, Bosch, Cellnex, Cisco, Dassault, Deloitte, FCC, Ferrovial, FiWare, Hexagon, Huawei, Indra, Mastercard, McKinsey, Microsoft, Deutsche Telekom, Engie, Mshereib Properties, Nec, Ntt, SAP, Siemens, Suez and Urbaser, among many others.

Ugo Valenti, the event director, said that “as we move forward in the development of smart cities around the planet and implement smart solutions, we must take into account the fundamental motivation driving all these changes: to make cities better places to live in. It’s our responsibility, both individually and collectively, to capitalise on the tools we have at hand to transform cities and make them the best possible places for their current inhabitants and those of the future”.

New key topics

In 2018, in keeping with the thematic focus of the event, the congress programme will be restructured around five axes (Digital Transformation, Urban Environment, Mobility, Governance & Finance and Inclusive & Sharing Cities), and it will address topics such as Data-driven Cities, 5G and the future of Connectivity, Resilient Cities, Gentrification, Innovative Transport Systems, Multi-level Governance, Sharing and Collaborative Economy, Circular Economy and Cities for All.

To do so, the event will bring together more than 400 speakers from fields ranging from technology and smart governance to shared economy and mobility. The main speakers at the 2018 event will include Muhammad Yunus, the Bangladeshi social entrepreneur, banker and economist and winner of the 2006 Nobel Peace Prize, Rufus Pollock, economist and founder of Open Knowledge International, Andrew Keen, economist and author of *How to Fix the Future* and *Cult of the Amateur*, Víctor Pineda, specialist in social development and defender of the rights of the disabled, and Yochai Benkler, professor of law at Harvard University and one of the world’s leading experts in the shared economy and how the collaborative network facilitated by information technologies can have transformational consequences for the economy and society.

The event will bring together 844 exhibiting companies, 700 cities and over 100 mayors

The most prominent speakers will include Muhammad Yunus, winner of the 2006 Nobel Peace Prize, Rufus Pollock, Andrew Keen, Víctor Pineda and Yochai Benkler

The event will coincide with Iwater, Smart Mobility Congress, the C40 Talks the Digital Future Society and the Sharing Cities Summit

Capital of smart cities

In 2018 SCEWC will bring together representatives from more than 700 cities, including Amsterdam, Atlanta, Barcelona, Berlin, Brussels, Buenos Aires, Cologne, Stockholm, Florence, Hanover, Kobe, Melbourne, Montevideo, Moscow, Munich, Prague, San Diego, Seoul, Taipei, Tel Aviv and Vienna. In addition, countries such as Austria, Germany, Colombia, Denmark, Spain, Estonia, Finland, France, Holland, India, Israel, Italy, Japan, Norway, Sweden, Thailand and the United States will also take part with their own pavilion. In this regard, we should highlight the presence of more than one hundred mayors, including those from Athens (Greece), Barcelona (Spain), Berlin (Germany), Dubrovnik (Croatia), Eindhoven (Holland), Kampala (Uganda), Milan (Italy), Puebla (Mexico), Pune (India), Santiago de Chile (Chile) and Shanghai (China).

Smart Mobility Congress

The second SMC (Smart Mobility Congress) will also be held within the framework of SCEWC. The fair and congress focusing on smart urban and interurban transport will address, under the slogan *The Next Move*, the challenges posed by the prospect of greater urban concentration in terms of mobility, including aspects such as public transport networks, sustainable mobility, self-driving vehicles, new disruptive transport models, payment systems, logistics and railways.

Parallel events

SCEWC will host three parallel events to reinforce the positioning of the exhibition as the international summit for cities: the DFS (Digital Future Society), the Sharing Cities Summit and the C40 Talks. The DFS will be a meeting promoted by Mobile World Capital Barcelona to understand, address and resolve the ethical, legal and inclusion-related challenges of global digital transformation and technological advancement. On 13 November a closed-door workshop will be held at SCEWC to address some of the above challenges and publish the conclusions reached by the participants.

The Sharing Cities Summit is an international forum on the collaborative economy, how it affects life in the city and what measures can be taken to increase its positive effects and mitigate its negative aspects. The event will be held for the third time from 13 to 18 November, having previously visited Amsterdam and New York, and will be organised by Barcelona City Council, the Dimmons Research Group from the Open University of Catalonia, SCEWC, the cities of New York, Amsterdam and Paris and the rest of the Sharing Cities network.

On 14 November the event will host the second C40 Talks, titled: *Cities Getting the Job Done*, a special session which will explore the ambitious climate goals that European cities have set themselves so as to achieve a better future. Organised by C40, Barcelona City Council and Fira de Barcelona, the encounter will promote the climate initiatives that are being conducted in cities, following the latest report on global warming putting the maximum temperature rise at 1.5°C, in order to avoid catastrophic levels of climate change.

Towards Zero Waste

SCEWC's commitment to the environment and sustainability has led it to implement the most ambitious initiative in this area at a fair organised by Fira de Barcelona. In order to generate the minimum environmental impact and to achieve the goal of zero waste, the fair will dispense with any single-use plastic, reuse all the materials used to construct the stands at the fair and conduct initiatives to offset carbon emissions.

In 2018 the event will be held jointly with Iwater, the Digital Future Society Summit and the Circular Economy European Summit, creating an unparalleled platform for the sustainability sector.

Barcelona, November 2018

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Del 13 al 15 de noviembre de 2018
www.smartcityexpo.com

The representatives of cities from the five continents will attend the Barcelona summit

Over 700 cities and 100 mayors will take part in Smart City Expo World Congress 2018

Smart City Expo World Congress (SCEWC), the event for cities organized by Fira de Barcelona, will gather in its eighth edition representatives of more than 700 cities from the five continents and over 100 mayors. The event, which will take place from November 13 to 15 at the Gran Via venue, will feature major capitals such as Amsterdam, Athens, Atlanta, Berlin, Brussels, Chicago, Copenhagen, Stockholm, Geneva, New York, Rome, London or Yokohama that will analyze how to undertake initiatives that seek to transform cities into places in which to make the lives of their citizens better.

In this edition and under the theme *Cities to Live In*, the event will host 840 exhibitors and more than 400 speakers. Among the delegations present, are the 77 cities, countries and territories that have their own pavilion including Austria, Germany, Colombia, Denmark, Spain, Estonia, Finland, France, Holland, India, Israel, Italy, Japan, Norway, Sweden, Thailand and the United States.

Among the participating cities in this edition are Amsterdam, Atlanta, Barcelona, Berlin, Brussels, Buenos Aires, Cologne, Stockholm, Florence, Hannover, Kobe, Melbourne, Montevideo, Moscow, Munich, Prague, San Diego, Seoul, Taipei, Tel Aviv or Vienna, among others. Particularly noteworthy is the presence of mayors in this edition with more than a hundred confirmed, among them those of Athens (Greece), Barcelona (Spain), Berlin (Germany), Dubrovnik (Croatia), Eindhoven (Holland), Kampala (Uganda), Puebla (Mexico), Pune (India) and Shanghai (China).

The director of SCEWC, Ugo Valenti, said that *"the number of cities present in the 2018 edition confirms the leadership of the show not only as a great international showcase for the latest technologies in the field of urban transformation, but also as an authentic platform of debate on the future of cities, a place where experts and municipal leaders are summoned annually to address together the most important challenges of the immediate future."* And he added that *"this gives us an idea about the importance of what is discussed and decided here if we take into account that in the coming years the geostrategic importance of the cities will multiply turning them into protagonists of global development."*

In this sense, it is particularly noteworthy that several of the cities that take part in SCEWC are among the 25 leading disruptive innovation cities in 2018, according to 'The Global Cities Index' of A.T. Kearney. New York heads this ranking, followed by London and Paris. Amsterdam, Barcelona, Berlin, Brussels, Buenos Aires, Madrid, Melbourne, Seoul, Shanghai and Vienna are also in the top 25 of the list. Business activity, human capital or cultural experience are some of the parameters used to develop this classification.

Since its first edition in 2011 and with its constant growth in the number of cities, speakers and participating companies, SCEWC has become the world reference event. Thus, in this year's edition, among the 840 exhibiting companies are Alstom, Bosch, Cellnex, Cisco, Dassault, Deloitte, FCC, Ferrovial, FiWare, Hexagon, Huawei, Indra, Mastercard, McKinsey, Microsoft, Deutsche Telekom, Engie, Mshereib Properties, Nec, NTT, SAP, Siemens, Suez and Urbaser.

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The international conference on smart cities and urban solutions will gather over 400 speakers

Rufus Pollock, Andrew Keen, Victor Pineda and Muhammad Yunus, keynotes at Smart City Expo

Smart City Expo World Congress (SCEWC), the leading international event for cities will host on 2018 its eighth edition under the theme *Cities To Live In*. From November 13 to 15, Fira de Barcelona's Gran Via venue will gather over 400 speakers and thinkers from fields that range from technology and smart governance to sharing economy and mobility. Among the top speakers for the 2018 edition are Rufus Pollock, economist and founder of Open Knowledge International; Andrew Keen, economist and author of *How to fix the Future* and *Cult of the Amateur*; Víctor Pineda, social development scholar and disability rights advocate; and Bangladeshi social entrepreneur, banker and economist Muhammad Yunus, 2006 Nobel Peace Prize winner.

This edition's theme aims to underline the ultimate and common goal of making cities better places to live in. And the keynote speakers featured in the 2018 SCEWC exemplify this purpose. The first keynote is British economist Rufus Pollock, founder of Open Knowledge International, a foundation that defines itself as a "leading international non-profit that empowers people and organizations with access to information and the tools and skills to make sense of it." A recognized global expert on open data and open knowledge, he has worked with multiple governments and institutions such as the World Bank and the UN.

Andrew Keen will also take part in SCEWC. Keen is an entrepreneur and author and is considered among the world's best-known contemporary analysts of digital business and culture, and the digital revolution. He is executive director of the Silicon Valley innovation salon FutureCast. In 2015, he was named by GQ magazine in their list of the "100 Most Connected Men".

The third keynote will be Víctor Pineda, president of World Enabled, an educational non-profit to promote the rights and dignity of disabled people and works to build Cities for All. Professor at University of California, Berkeley, he is a leading global expert on disability rights, policy, planning and design, and has worked closely with cities and institutions like World Bank, United Nations, UNESCO or UNICEF.

The last keynote is Nobel Peace Prize winner Muhammad Yunus. Widely known as the banker to the poor, Professor established the Grameen Bank in Bangladesh in 1983, fueled by the belief that credit is a fundamental human right. His objective was to help poor people escape from poverty by providing loans on terms suitable to them and by teaching them a few sound financial principles. Rated number 2 in Foreign Policy magazine's list of the 'Top 100 Global Thinkers in 2008, Yunus also serves on the board of directors of the United Nations Foundation.

International benchmark

In 2018 the congress program has been restructured into 5 themes, Digital Transformation, Urban Environment, Mobility, Governance & Finance, and Inclusive & Sharing Cities; and will cover topics such as Data-driven Cities, 5G and the future of Connectivity, Resilient Cities, Gentrification, Innovative Transport Systems, Multilevel Governance, Sharing and Collaborative Economy, Circular Economy and Cities for All.



13 to 15 November 2018

www.smartmobilitycongress.com

The event will also host the UMii Forum on mobility-related innovation, organized by the UITP

Smart Mobility Congress sets course towards the urban and interurban mobility of the future

Under the theme “The Next Move”, the second SMC (Smart Mobility Congress), the fair focusing on smart urban and interurban transport, will address the challenges raised by the prospect of greater urban concentration in terms of mobility, including aspects such as public transport networks, sustainable mobility, self-driven vehicles, new disruptive transport models, payment systems, logistics and railways. Organized by Fira de Barcelona, SMC will be held from 13 to 15 November, coinciding with Smart City Expo World Congress, the leading exhibition devoted to cities and urban solutions.

The exhibition area will include the latest solutions and projects showcased by the main companies in the sector. The companies set to take part in the event include Acciona, Alstom, Axis Citilog, Bosch, Cisco, Dassault Systemes, Deloitte, Deutsche Telekom, Easymile, Engie, ESRI, FCC, Ferrovial, Hexagon, Huawei, Isbak Mastercard, Microsoft, Mobileye, SAP, Moovel, Rambus, Ridecell, Seat, Tomtom, Torrot, Ubiwhere, Urbaser and World Sensing.

According to Pere Calvet, President of Smart Mobility Congress, it is “*a magnificent opportunity for all the agents involved in the field of mobility to meet in one place, discuss future challenges, share experiences and undertake new projects in a field that will be essential for the short-term development of our society*”. In this regard, SMC will benefit from the synergies created with Smart City Expo World Congress, the largest event in the industry, with more than 20,000 visitors expected, together with a broad spectrum of cities and governments, including more than 50 exhibiting cities as well as 700 participating cities and official delegations headed by mayors and ministers from different parts of the world.

The congress section of SMC will be attended by 120 speakers and 50 sessions. The most prominent speakers will include Janil Puthuchery, Senior Minister of State of the Ministry of Transport, Communications and Information of Singapore, Sharon Dijksma, Deputy Mayor for Transport, Water and Air Quality of the city of Amsterdam (the Netherlands), Mar Alarcón, founder and CEO of SocialCar, Khaled Bin Abdullah Al Hogail, CEO and Executive Director of the Saudi Public Transport Company, Howard Permut, former President of the Metro North Railway at the New York Metropolitan Transport Authority (USA), Nicolás Grandón, Director of the Smart City Unit at the Chilean Ministry of Transport and Telecommunications, and Adriana Krnacova, Mayoress of Prague (Czech Republic).

Partnership with the UITP

SMC will cooperate with the UITP (International Association of Public Transport) and hold a special UMii (Urban Mobility Innovation Index) Forum, a platform which studies mobility in some of the main cities on the five continents and provides a guide to help municipal governments to implement policies and solutions to achieve innovation in the field of urban mobility. The latest data from the index will be presented and the cities which best resolve the challenges posed by transport will be announced during the event.