

SMARTCITY

EXPO WORLD CONGRESS



November 15th to 17th 2022
www.smartcityexpo.com

The international summit on smart urban solutions will be jointly held with Tomorrow.Mobility and PUZZLE X

Smart City Expo 2022 gathers the key actors in the urban ecosystem to design *Cities inspired by People*

Smart City Expo World Congress (SCEWC), the leading international event on cities and smart urban solutions organized by Fira de Barcelona will bring together the urban innovation ecosystem to outline a plan for a more sustainable and livable urbanized planet. From November 15 to 17 and under the theme Cities Inspired by People, over 800 exhibitors, 700 cities and regions and 400 speakers will gather in Barcelona to push together transformation of metropolises worldwide and share knowledge and experiences.

The event will gather the leading international experts and companies to tackle the challenges involved in urban transformation. To cover the many fields involved, the congress program be structured in eight themes: Enabling Technologies, Energy & Environment, Tomorrow.Mobility World Congress, Governance, Living & Inclusion, Economy, Infrastructure & Buildings, and Safety & Security.

Cities from the five continents will send delegations to SCEWC including Amsterdam, Atlanta, Barcelona, Berlin, Boston, Brussels, Buenos Aires, Doha, Frankfurt, Kiev, New York, Paris, Quito, Reykjavik, Rio de Janeiro, Roma, Seoul, Stockholm, Sydney, Tel Aviv, Tokyo and Vienna. Likewise, many countries will showcase their latest projects and solutions, among them Austria, Belgium, Brazil, Canada, Chile, Czech Republic, Estonia, Finland, France, Germany, India, Israel, Italy, Japan, Latvia, Luxembourg, Mexico, Netherlands, Northern Ireland, Norway, Poland, Portugal, South Korea, Spain, Sweden, Switzerland and United States.

The director of SCEWC, Ugo Valenti, stated that *"becoming once again the capital of smart cities is a huge honor for Smart City Expo. Welcoming over 700 cities and a significant number of mayors and ministers from different countries strengthens our role as key element in the global urban innovation agenda. Barcelona and the event are more than just the place where the leading organizations in the industry meet with clients once a year, they have become a driver of innovation and change in the urban landscape. And being able to help transform the world into a better place and achieve a more sustainable and liveable planet has been our goal since day one."*

Tools to reshape the urban landscape

Urban solutions are critical element of the smart city ecosystem, and the 800 exhibiting companies will showcase their latest products and technologies and how they can help local governments redesign their cities. Among these are Accenture, Amazon Web Services, Cisco, Dell & Nvidia, Deloitte, EDF, FCC Environment, Fiware, Honeywell, Microsoft, Moventia, Smart Ports: Piers of the Future, and Sorigué.

Over 800 exhibitors, 700 cities and regions and 400 speakers will gather in Barcelona

Architect Elizabeth Diller, guerilla gardener Ron Finley and mathematician Hannah Fry feature among the keynote speakers

SCEWC will be jointly held with Tomorrow.Mobility World Congress and PUZZLE X creating an unparalleled knowledge platform

Urban knowledge platform

The over 400 experts taking part in the Congress will make SCEWC the leading global platform for urban knowledge capable of covering every angle of the transformation of cities. Among this edition's keynote speakers feature architect Elizabeth Diller, *gangsta gardener* Ron Finley and mathematician Hannah Fry. Diller has studied how to shape behaviour through public urban space and is responsible of widely acclaimed projects such as the New York High Line, and The Shed, a nonprofit cultural organization and venue in Hudson Yards. Ron Finley has been spearheading a green revolution in Los Angeles where guerrilla gardening has transformed the dirt patches in South Central LA into gardens where neighbors are not only growing vegetables but also healthier communities. Hannah Fry teaches Mathematics of Cities at the University College London. And has been able to decode the patterns of a wide range of social activities ranging from shopping and transport to urban crime, riots and terrorism.

The future of mobility

Among the most critical issues that cities face all over the world is the challenge to balance an increasingly urbanized and densely populated planet with the need of all its inhabitant to move. That is the main focus of Tomorrow.Mobility World Congress and event co-organised by Fira de Barcelona and the EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology, a body of the European Union. On its second edition Tomorrow.Mobility will promote the design and adoption of new sustainable urban mobility models.

The sessions featured in the conference program cover topics such as putting Public Transportation as a global priority in a context of rising energy prices, using low-emission-zones, electrification and micromobility to achieve carbon neutrality as soon as possible, and safely developing Urban Air Mobility (UAM). Among the more than 80 experts taking part at the discussion are Kelly Larson, Leading Road Safety & Drowning Prevention work at Bloomberg Philanthropies; Karen Vancluysen, Secretary General at POLIS; Marco te Brömmelstroet, Professor in Urban Mobility Futures, University of Amsterdam; and Thomas Geier, Research and Policy Officer at European Metropolitan Transport Authorities.

PUZZLE X and cutting edge technologies

The second edition of PUZZLE X, an event focusing on frontier technologies, will grasp the potential of bleeding-edge tech to build a prosperous future for humanity. To achieve that goal, the event will bring together visionaries, industry leaders, innovators and governments to discuss how these technologies can enable a better and more sustainable future. The conferences will be structured in eight themes: Quantum World; Matteredverse to Metaverse; 5G and Sentient Cities; Semiconductor: the new Wave; Transcending Biology; Architecting Tomorrow; Exotic Computing; and Sustainable Future.

Among the experts who will speak at PUZZLE X features Aubrey de Grey, co-founder of the Metuselah Foundation, who will discuss how technology might end aging and extend life indefinitely. In addition, the event's stage will also host presentations including a live demo by Australian company Cortical Labs who have been growing synthetic brain cells and combining them with silicon chips to create mini-brains with the ability to learn new routines live and even play videogames.

Barcelona, November 2022

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A high-level delegation from Kiev (Ukraine) led by Mayor Klitschko will take part in the event

Smart City Expo gathers over 700 cities and regions and strengthens its role as the key urban summit

Smart City Expo World Congress (SCEWC), the event on cities and urban innovation organized by Fira de Barcelona, will bring together in its eleventh edition representatives of more than 700 cities from the five continents, consolidating itself as one of the main platforms for urban innovation. The Congress, which will be held from 15th to 17th November at the Gran Via venue, will be attended by high-level representatives from major cities such as Amsterdam, Atlanta, Barcelona, Berlin, Boston, Brussels, Buenos Aires, Doha, Frankfurt, New York, Paris, Quito, Reykjavik, Rio de Janeiro, Roma, Seoul, Stockholm, Sydney, Tel Aviv, Tokyo and Vienna.

A high-level delegation from Kiev led by the mayor of the Ukrainian capital, Vitaly Klitschko, will visit SCEWC and participate in various events and conferences. In addition, the delegation will also show the situation in the Ukrainian capital after months of war through VR devices at the stand of the European Commission.

Other mayors taking part in the event feature those from Accra (Ghana), Amman (Jordan), Ashdod (Israel), Barcelona and Bilbao (Spain), Doha (Qatar), Dún Laoghaire and Limerick (Ireland), Dubrovnik and Split (Croatia), Incheon (South Korea), Nagoya and Yokohama (Japan), New Orleans (United States), Podgorica (Montenegro), San Juan (Puerto Rico), Reykjavik (Iceland), Vilnius (Lithuania) and Yangon (Myanmar).

The representation of urban governments also includes delegates from Baghdad, Brasilia, Bucharest, Dortmund, Dublin, Dubrovnik, Eindhoven, Florence, Freetown, Incheon, Jakarta, Lisbon, Marrakech, Munich, New Orleans, Porto, Quito, Rosario, Santiago de Chile, Sao Paulo, Torino, Ulaanbaatar, Vilnius, Yokohama and Zurich.

Additionally, the exhibition space of SCEWC will host pavilions from countries such as Austria, Belgium, Brazil, Canada, Chile, Czech Republic, Estonia, Finland, France, Germany, India, Israel, Italy, Japan, Latvia, Luxembourg, Mexico, Netherlands, Northern Ireland, Norway, Poland, Portugal, South Korea, Spain, Sweden, Switzerland and United States, and also stands of the European Commission, UN Habitat and the World Economic Forum.

The director of SCEWC, Ugo Valenti, stated that *"becoming once again the capital of smart cities is a huge honour for Smart City Expo World Congress. Welcoming representatives from over 700 cities, as well as a significant number of mayors and ministers from different parts strengthens our role as key element in the global urban innovation agenda. Barcelona and the event are more than the place where the leading organizations in the industry meet with clients, they have become a driver of innovation and change in the urban landscape. And being able to help transforming the world into a better place for its inhabitants to achieve a more sustainable and liveable planet has been our goal since day one."*

It is particularly noteworthy that half of the top 50 metropolises featuring in A.T. Kearney's Global Cities Index 2021 will be taking part in SCEWC. New York, London, Paris and Tokyo continue to lead the list while other such as Doha figure among the most improved in the last year. Business activity, resilience, the attraction of talent or cultural life are some of the parameters used to elaborate this classification.

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Top speakers will tackle the role of mathematics, architectural design and gardening in the future of cities

Elizabeth Diller, Ron Finley and Hannah Fry to head the keynotes at Smart City Expo 2022

Is mathematics capable of deciphering the underlying patterns of urban behaviour? How can architectural design reshape cities and their citizens? Will guerrilla gardening spearhead the fight for greener metropolises? These are some of the questions that the 2022 Smart City Expo World Congress (SCEWC) keynote speakers will answer this November in Barcelona. The leading international summit on cities and smart urban solutions organized by Fira de Barcelona, gather 400 experts to tackle the challenges facing cities in the future. Under the theme *Cities inspired by people*, the event will be held from November 15 to 17 at Fira de Barcelona's Gran Via venue

The apparently chaotic tapestry that a city might seem can be decoded through Mathematics, according to Hannah Fry, Professor in the Mathematics of Cities at the Centre for Advanced Spatial Analysis - University College London. Hannah studies the patterns of human behaviour in an urban setting. Her research applies to a wide range of social problems and questions, from shopping and transport to urban crime, riots and terrorism and she has applied this research by advising and working alongside governments, police forces, supermarkets and health analysts.

Shaping behaviour through public urban spaces is one of the topics that Elizabeth Diller has been addressing for many decades. Professor of Architectural design at Princeton University, her private practice has been awarded several times and Diller and her partner Ric Scofidio received the first ever MacArthur Foundation Fellowship awarded in the field of architecture in recognition of their work exploring how space functions in our culture and understanding architecture as the physical manifestation of social relationships. Among her projects feature the New York High Line, and the transformation of Lincoln Center's half-century-old performing arts campus.

Planting the seeds of change has been Ron Finley's literal and metaphorical goal since 2010. Known around the world as the *Gangsta Gardener*, Ron set out to fix a problem in his Los Angeles South Central neighborhood parkways reclaiming the neglected dirt patches next to the streets by planting vegetables. After a turf war with the City of Los Angeles for gardening without a permit in public spaces, Ron managed to force the city council to change the law and allow local communities to use parkways as communal gardens. Ten years after that his gardens have not only grown vegetables and flowers but have also created healthier and more responsible and sustainable communities around Los Angeles.

Fry, Diller and Finley will head the list of over 400 experts that will reflect on how citizens can do their part to make the world a better place from their own cities. To cover every possible angle, the congress program of SCEWC will be structured in eight themes: Economy, Enabling Technologies, Energy & Environment, Governance, Infrastructure & Buildings, Living & Inclusion, Mobility, and Safety & Security.

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Fira Barcelona

15 to 17 november de 2022

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Public transport, low-emission zones and micromobility, among the challenges to be addressed

Tomorrow.Mobility will showcase the initiatives and projects that are shaping the future of mobility

Under the theme 'What Moves You?', the second edition of Tomorrow.Mobility World Congress (TMWC), the international event that promotes new models of sustainable mobility, will bring together more than 80 national and international experts and a hundred companies that will showcase their initiatives and projects to respond to the challenges that society is facing in terms of mobility. The event is held alongside Smart City Expo World Congress, the leading international summit on cities and smart urban solutions.

Topics such as public administrations' commitment to public transport and the creation of low-emission zones in a context of economic crisis and climate emergency, mobility as a service (MaaS), micro-mobility and urban air mobility will be addressed in the program of conferences to be held from 15 to 17 November at Fira de Barcelona's Gran Via venue.

Among the over 80 speakers are several Ministers of Transport and experts such as Kelly Larson, director of the Road Safety Programme at Bloomberg Philanthropies; Karen Vancluysen, secretary general of POLIS; Marco te Brömmelstroet, professor of Future of Urban Mobility at the University of Amsterdam; Mikael Colville-Andersen, Urban Design Expert and Thomas Geier, head of research and policy at the European Metropolitan Transport Authorities.

Sector studies

At this year's event, two studies produced by EIT Urban Mobility will be unveiled. The first of the two focuses on the fifteen-minute city approach, an urban planning trend that aims at reorganizing neighborhoods in such a way that all citizens have every basic service accessible within 15 minutes at the most. The second study analyses the development of urban air mobility (UAM), a disruptive air transport system for both passengers and last-mile logistics in urban environments.

One of the main challenges in the sector of urban mobility is data sharing, in an environment of trust, security, and data sovereignty. The European proposal to respond to this challenge are Data Spaces to empower both small and medium organizations and the public sector. EIT Urban Mobility will present a study on its potential in Spain and the main challenges for its deployment.

Tomorrow.Mobility World Congress is also the largest commercial and informative platform for companies in the mobility sector which, in 2027, will reach a global market volume of 60,000 million euros. In this sense, the event will be attended by more than a hundred exhibitors such as Deloitte,

Over 80 speakers will take part in the Congress including Ministers of Transport and experts from leading companies

Among the exhibiting companies are Deloitte, BSM, Moventia, Racc, Renfe, Keolis and Mercedes and Volvo

The EIT Urban Mobility will present two studies focused on the deployment of the 15-minute city and Urban Air Mobility

BSM, Moventia, Racc, Renfe, Keolis, Mercedes and Volvo, and more than 60 startups which will showcase their latest products and services, as well as institutions such as AMB, FGC, TMB, CARNET and ETRA.

The CEO of EIT Urban Mobility, Maria Tsavachidis, said that "As the world continues to urbanise pressure is added on existing cities infrastructures. In building more liveable urban spaces we need to acknowledge the key role of innovation, in developing the future of mobility and answering to the current challenges we are facing globally in tackling climate change. Tomorrow.Mobility presents the latest innovations and market-ready solutions to support and inspire cities and other key players with implementing new mobility models. The Congress connects actors in the public, business, research, and education sectors to achieve clean, affordable and inclusive mobility."

Along these lines, it is worth highlighting that the Barcelona City Council and Fira have launched an innovation laboratory for urban mobility, the Barcelona Innova Lab Mobility, with the goal of creating a space for reflection on the future of mobility and to promote Barcelona as a living lab enabling the use of environments real environments and scenarios to test, demonstrate and implement pilot programs for new user-centered solutions.

Cities, technology and oceans

Tomorrow.Mobility World Congress will be held in conjunction with the Smart City Expo World Congress, which is now in its eleventh year and has established itself as the world's leading event on smart cities and solutions, with the participation of more than 800 exhibitors from cities, countries, regions, territories, and companies from all five continents. In parallel, the second edition of PUZZLE X will take place, an event focused on frontier technologies and the potential of these innovations to enable a better and more sustainable future.

The program of events is rounded off with Tomorrow.Oceans, a congress that aims at boosting the development of the blue economy and promoting the role of the seas and oceans as a source of innovative and sustainable economic wealth. Organized by Fira de Barcelona with the collaboration of Barcelona City Council, through Barcelona Activa, and the Port of Barcelona, this new congress will bring together specialists in this field from all over the world.

Barcelona, November 2022

TOMORROW. OCEANS



November 17 2022
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The new event will be held on November 17 in the framework of Smart City Expo World Congress.

Tomorrow.Oceans addresses the potential of the blue economy to achieve a sustainable future

The first edition of Tomorrow.Oceans, a global summit that aims to promote the development of the blue economy, will take place on November 17. The new event, organized by Fira de Barcelona with the support of the Barcelona City Council and the collaboration of the Port of Barcelona, promotes the role of seas and oceans as a source of innovative and sustainable economic wealth. The new event will bring together specialists in this field from all over the world and will be held within the framework of the Smart City Expo World Congress.

The congress program will structure the presentations around three thematic axes - blue economic activity, marine environmental challenges and openness to civil society - and will bring together national and international experts in the blue economy and its component sectors, showcasing the interrelationship between the environment, society and the economy through an interdisciplinary approach to innovation, entrepreneurship, sustainability, education, technology and collaboration.

Featured speakers include Gunter Pauli, Belgian economist and author of 'The Blue Economy' concept; Juliette Lassman, Policy Analyst, Water Governance & Circular Economy Unit at the OECD; Maria Cristina Pedicchio, president of the Maritime Technology Cluster of the Italian region of Friuli Venezia Giulia; or Noelia Ortega, general manager of the Naval and Sea Technology Center, among others.

Tomorrow.Oceans will be held in Barcelona, one of the largest ports in the Mediterranean and a city whose blue economy sectors employ 15,000 people and generate an annual turnover of 3.75 billion euros. According to a report by the European Commission, with data from 2018, the blue economy had a turnover in the EU of around 750 billion euros per year, with a gross value added of 218 billion..

Platform for the future

In addition, the new event will coincide in dates and space with Smart City Expo World Congress, the largest international summit on smart cities and urban solutions, which will bring together 20,000 visitors, 800 companies and representatives from more than 700 cities around the world in 2022; with Tomorrow. Mobility World Congress, an event co-organized by Fira de Barcelona and EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology, a body of the European Union, to promote the design and adoption of new models of sustainable urban mobility; and PUZZLE X, an event focused on frontier or disruptive technologies that seeks to harness the potential of these innovations to build a prosperous future for humanity.

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