SMARTCITY
EXPO WORLD CONGRESS

Fira Barcelona

REPORT 2024

SMARTCITY
EXPO WORLD CONGRESS

Index

Smart City Expo
World Congress

YOU'RE IN HALL

↑ THE AVENUE

ORANGE AGORA

TOMORROW.
MOBILITY AGORA

TOMORROW.
MOBILITY ROOM

→ HALL 3

EXIT

Baden-Württemberg
THE LÄND

AMB

DIGITAL AGENDA
FOR THE CITY

SMART**CITY** EXPO WORLD CONGRESS TOMORROW. MOBILITY WORLD CONGRESS TOMORROW. BUILDING WORLD CONGRESS TOMORROW. BLUE ECONOMY WORLD CONGRESS

Smart City Expo World Congress

Better Means Together

Doing better and striving for constant improvement is always demanding but it becomes even more challenging when unforeseen events disrupt the norm. The tragic floods in Valencia and the need for resilient, future-proof cities marked the 2024 edition of the Smart City Expo World Congress (Barcelona, 5-7 November 2024).

And yet, once more, attendees made it clear that sharing best practices is the best way to make better cities. "Together we can create a better world", as Ugo Valenti, Director of the event, put.

Together with Tomorrow.Mobility World Congress, Tomorrow.Building World Congress and Tomorrow.Blue Economy World Congress, the 2024 edition ended up registering record-breaking figures.

Over 25,771 attendees from more than 850 cities and 135 countries, 1,150 exhibitors, and 632 speakers shared the strategies being deployed worldwide to tackle the most important challenges cities are facing. And they not only offered practical solutions, fully focusing on the importance of implementation, but also instilled a sense of hope and "the need to reclaim our ability to change the future."

The layout of the event, which was divided into two main areas -the Congress and the Expo where Agoras and a new Innovation Playground were set- certainly contributed to this goal along with multiple side events. Additionally, exhibitors showcased innovative solutions within a market whose volume is anticipated to reach US$115.30bn by 2029.

The idea that we're all in this together, that no action is not an option, that what matters is people, that the future depends on what we do today and, of course, that technology plays a crucial role in making cities more sustainable and livable pervaded the conversations in the Congress Area and the different spots all over the Expo floor.

Moreover, the World Smart City Awards, with a record-breaking 429 entries sent in from 64 countries worldwide, was again a huge celebration of transformative urban projects. Shenzhen, the Chinese fishing village which has turned into an international metropolis, was recognized with the City Award for her outstanding transformation privileging sustainability and quality of life. The gala also prized cutting-edge projects from Ireland, India, Italy, Korea, Saudi Arabia, Spain, the United Kingdom and the United States.

The show also saw Barcelona promote its vision of a city moving towards climate neutrality and guaranteeing access to housing through urban solutions. The Agora space at the city council's stand was a showcase for presenting and debating Barcelona's most innovative projects with those attending. It also included a spot for ten companies selected by Barcelona Activa to present their projects. Additionally, the city council participated in Tomorrow.Mobility World Congress and introduced two challenges to be launched in 2025.

Overall, Smart City Expo World Congress 2024 was our best yet edition where attendees felt great energy and could made valuable connections for a better urban living. The event will return to the Gran Via venue in Barcelona for its 14th edition on 4-6 November 2025.

Smart City Expo World Congress

AUDITORIUM

GREEN ROOM

SPEAKERS ROOM

❚❘5

RED ROOM

TOMORROW. BUILDING ROOM

WC

❚❘11

TRAIN

METRO EUROPA/FIRA

❚❘6

THE VILLAGE

WC

❚❘10

TOMORROW. MOBILITY ROOM

A

❚❘5

WC

THE AVENUE

❚❘9

WC

TOMORROW. MOBILITY AGORA

WC

❚❘4

WC

❚❘7

THE AVENUE

BARCELONA DEEPTECH SUMMIT

BS

INNOVATION PLAYGROUND

ORANGE AGORA

A

❚❘8

THE VILLAGE

A

CC3

❚❘1

❚❘3

CC1

❚❘2

WC

WC

METRO FIRA

BLUE ECONOMY SUMMITS

HALL 3

L&F

THE AVENUE

TOMORROW. BLUE ECONOMY PLAZA

GREEN AGORA

A

A

HALL 2

SMART**CITY** EXPO WORLD CONGRESS

TOMORROW. **MOBILITY** WORLD CONGRESS

TOMORROW. **BUILDING** WORLD CONGRESS

TOMORROW. **BLUE ECONOMY** WORLD CONGRESS

Our Best Yet Edition

1,150 EXHIBITORS

19% NATIONAL

81% INTERNATIONAL

25,771 ATTENDEES

46% NATIONAL

54% INTERNATIONAL

632 SPEAKERS

261 SESSIONS

135 COUNTRIES

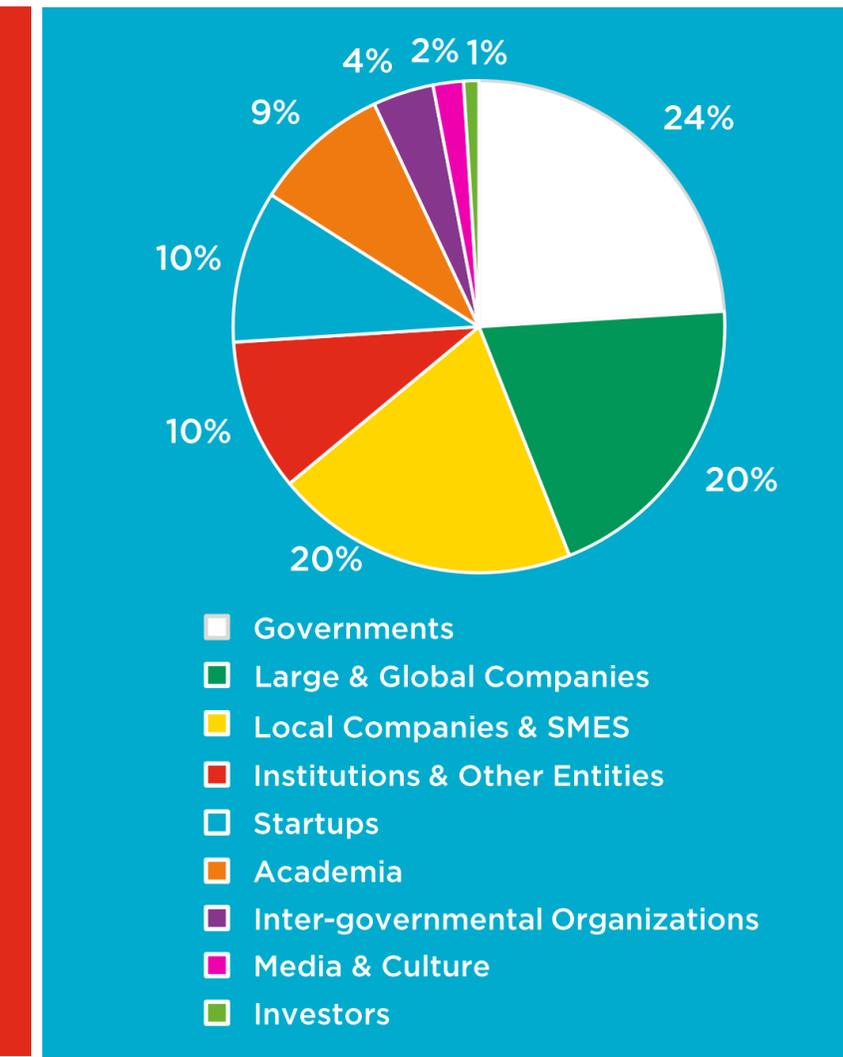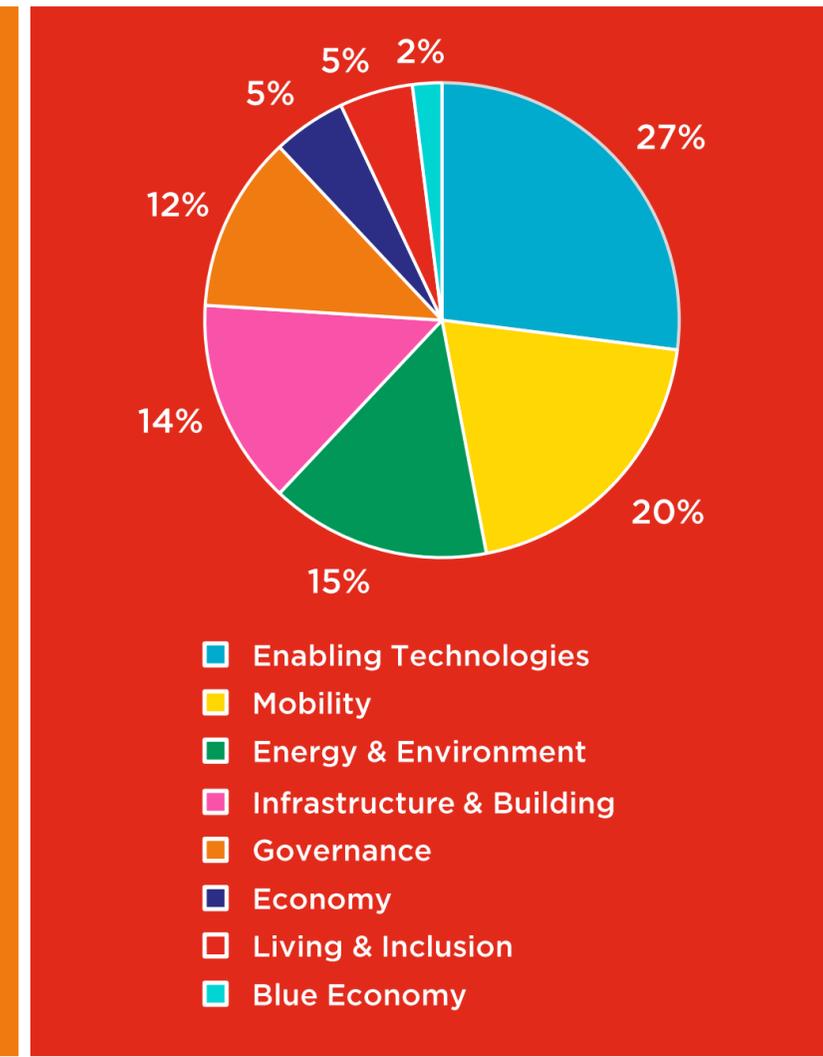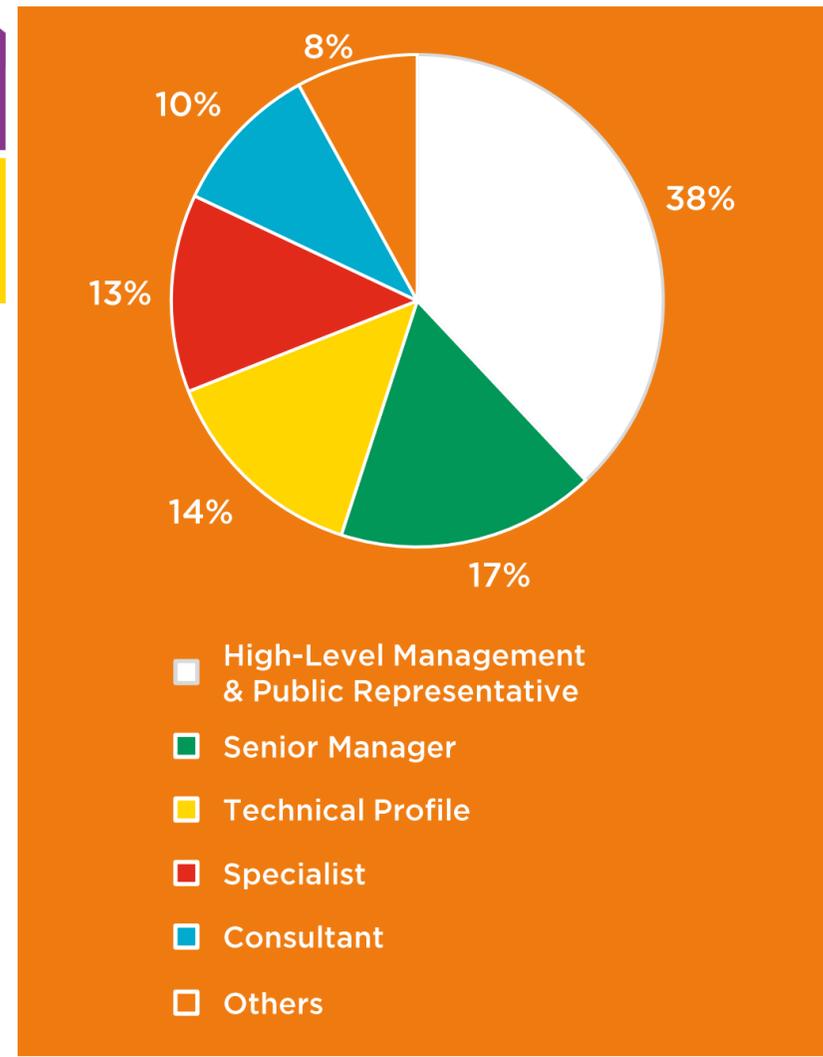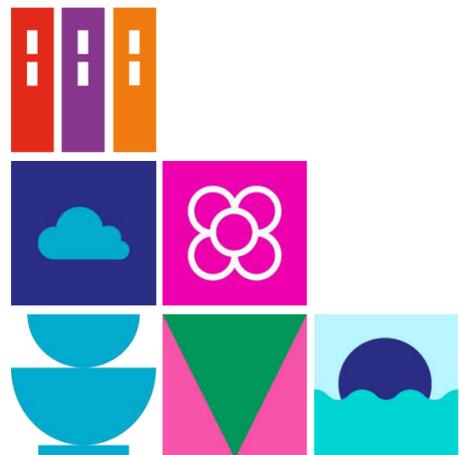**850** CITIES

A Burgeoning International Interest

ATTENDEES' PROFILE

Attendees' Profile pie chart:
- 38% High-Level Management & Public Representative
- 17% Senior Manager
- 14% Technical Profile
- 13% Specialist
- 10% Consultant
- 8% Others

Legend:
- High-Level Management & Public Representative
- Senior Manager
- Technical Profile
- Specialist
- Consultant
- Others

Topics pie chart:
- 27% Enabling Technologies
- 20% Mobility
- 15% Energy & Environment
- 14% Infrastructure & Building
- 12% Governance
- 5% Economy
- 5% Living & Inclusion
- 2% Blue Economy

Legend:
- Enabling Technologies
- Mobility
- Energy & Environment
- Infrastructure & Building
- Governance
- Economy
- Living & Inclusion
- Blue Economy

Organizations pie chart:
- 24% Governments
- 20% Large & Global Companies
- 20% Local Companies & SMES
- 10% Institutions & Other Entities
- 10% Startups
- 9% Academia
- 4% Inter-governmental Organizations
- 2% Media & Culture
- 1% Investors

Legend:
- Governments
- Large & Global Companies
- Local Companies & SMES
- Institutions & Other Entities
- Startups
- Academia
- Inter-governmental Organizations
- Media & Culture
- Investors

SMART**CITY** EXPO WORLD CONGRESS · TOMORROW. MOBILITY WORLD CONGRESS · TOMORROW. BUILDING WORLD CONGRESS · TOMORROW. BLUE ECONOMY WORLD CONGRESS

♥ Overview and Figures

A Global Rendez-vous

TOP VISITING COUNTRIES

Spain

Germany

Italy

France

Netherlands

United Kingdom

USA

South Korea

Saudi Arabia

Brazil

Belgium

Portugal

Israel

Japan

A WIDE AND GLOBAL REACH

445K WEB USERS

184K SOCIAL MEDIA FOLLOWERS

1.32M WEB VISITS

283 REGISTERED PRESS

83M+ DIGITAL IMPRESSIONS

13.8K EDITORIAL MENTIONS

An unmissable meeting point for leaders

The 2024 edition of the Smart City Expo World Congress gathered political representatives of national and regional governments from cities worldwide, to share experiences and promote new initiatives on urban transformation.

- **Pedro Alessandri** | Undersecretary of Smart City. Buenos Aires, Argentina
- **Jonathan Rodriguez** | Secretary of State Modernization. Catamarca, Argentina
- **Ariel Sujarchuk** | Governor. Escobar, Argentina
- **Marcos Calvente** | Governor. Guaymallén, Argentina
- **Débora Giorgi** | Secretary of Production. La Matanza, Argentina
- **Aníbal Norberto Gómez** | Secretary General. La Plata, Argentina
- **Ariel Vercellone** | Undersecretary of Innovation and Digital Transformation. Mendoza, Argentina
- **Lucas Romero Spinelli** | Vice-Governor. Misiones, Argentina
- **Sebastián Guastavino** | Secretary of the Treasury. Posadas, Argentina
- **Lucas Jardín** | Secretary of Urban Mobility. Posadas, Argentina
- **Amadeo Vallejos** | Mayor. Reconquista, Argentina
- **Rodrigo Buteler** | Governor. Río Negro, Argentina
- **Fernando Monguillot** | Secretary of Government. San Fernando del Valle de Catamarca, Argentina
- **Soledad Martinez** | Mayor. Vicente López, Argentina
- **Ugyen Dorji** | Mayor. Thimphu, Bhutan
- **Roberto Naves** | Mayor. Anápolis, Brazil
- **Michel Angelo Bomtempo** | Mayor. Assaí, Brazil
- **Victor Da Silva Coelho** | Mayor. Cachoeiro de Itapemirim, Brazil
- **Pitagoras Alves Da Silva Ibiapina** | Mayor. Candeias, Brazil
- **Rafael Greca** | Mayor. Curitiba, Brazil
- **Leoarren Cunha** | Mayor. Estreito, Brazil
- **Topazio Neto** | Mayor. Florianópolis, Brazil
- **Axel Grael** | Mayor. Niteroi, Brazil
- **Cinthia Alves Caetano Ribeiro** | Mayor. Palmas, Brazil
- **Nelson Ribeiro** | Mayor. Porto Murtinho, Brazil
- **Túlio Martins Raposo** | Mayor. Ribeirão das Neves, Brazil
- **Aldair Pereira** | Mayor. Rolim de Moura, Brazil

- **Sávio Gurgel Nogueira** | Mayor. Russas, Brazil
- **José Antônio Alves Donato** | Mayor. Santa Bárbara do Tugúrio, Brazil
- **José Benedito Aragão** | Mayor. Santa Rita de Cássia, Brazil
- **Anderson Farias Ferreira** | Mayor. Sao Jose dos Campos, Brazil
- **Kayo Amado** | Mayor. Sao Vicente, Bulgaria
- **Fátima Veloso** | Vice-President. Tauá, Brazil
- **Ivan Goychev** | Deputy Mayor Digitalization and Innovation. Sofia, Bulgaria
- **Jorge Daza** | Subsecretary of Transport. Santiago de Chile, Chile
- **Wangxian Liu** | Deputy Mayor. Dongguan, China
- **Elvia Milena Sanjuan Dávila** | Governor. El Cesar, Columbia
- **Mario Rajn** | Mayor. Križevci, Croatia
- **Ivica Puljak** | Mayor. Split, Croatia
- **Margot Roose** | Deputy Mayor. Tallinn, Estonia
- **Geoffroy Boulard** | Vice President for Communications and Digital Innovation. Paris, France
- **Philippe Laurent** | Mayor. Sceaux, France
- **Bertrand Serp** | Vice President of the Digital Transition. Toulouse, France
- **Maxime Boyer** | Vice President. Toulouse, France
- **Andreas Wolter** | Deputy Mayor. Cologne, Germany
- **Andree Haack** | Deputy Mayor. Cologne, Germany
- **Fabian Mayer** | First Deputy Mayor. Stuttgart, Germany
- **Kristina Sinemus** | Minister for Digitalisation and Innovation. Wiesbaden, Germany
- **George Dimarelos** | First Deputy Mayor. Stuttgart, Germany
- **Donna Cooney** | Deputy Lord Mayor for Mobility. Dublin, Ireland
- **Shai Moshe Hajaje** | Mayor. Merchavim, Israel
- **Haim Bibas** | Mayor. Modiin Maccabim Reut, Israel
- **Giacomo Angeloni** | Deputy Mayor of Innovation and Security. Bergamo, Italy
- **Francesca Savini** | Deputy Mayor for Smart City and Digital Innovation. Ferrara, Italy

SMARTCITY EXPO WORLD CONGRESS — TOMORROW. MOBILITY WORLD CONGRESS — TOMORROW. BUILDING WORLD CONGRESS — TOMORROW. BLUE ECONOMY WORLD CONGRESS

HIGH LEVEL REPRESENTATIVES

An unmissable meeting point for leaders

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- **Matilde Eleonora Celentano** | Mayor. Latina, Italy
- **Arianna Censi** | Deputy Mayor for Mobility. Milan, Italy
- **Giuseppe Sala** | Mayor. Milano, Italy
- **Maurizio Carta** | Deputy Mayor. Palermo, Italy
- **Matteo Marnati** | Councillor for Digital Innovation and Environment. Piemonte, Italy
- **Maurizio Veloccia** | Deputy Mayor for Urban Planning. Rome, Italy
- **Monica Lucarelli** | Deputy Mayor. Rome, Italy
- **Eugenio Patanè** | Deputy Mayor for Mobility. Rome, Italy
- **Roberto Gualtieri** | Mayor. Rome, Italy
- **Massimiliano Fedriga** | President. Trieste, Italy
- **Jacopo Buffolo** | Deputy Mayor. Verona, Italy
- **Tommaso Ferrari** | Deputy Mayor. Verona, Italy
- **Keiko Kuroda** | Vice Mayor. Kobe, Japan
- **Tadakuni Nishiyama** | Deputy Mayor. Osaka, Japan
- **Yutaka Matsuzawa** | Vice Minister. Tokyo, Japan
- **John-charuk Siafa** | Mayor. Monrovia, Liberia
- **Guy Altmeisch** | Mayor. Differdange, Luxembourg
- **Gobind Singh Deo** | Minister. Putrajaya, Malaysia
- **Jesús Valenciano** | Mayor. Delicias, Mexico
- **Sofyan Mbarki** | Deputy Mayor. Amsterdam, Netherlands
- **Carla Kranenborg-van Eerd** | Deputy Mayor. Breda, Netherlands
- **Ralph Geers** | Deputy Mayor and Alderman. 's-Hertogenbosch, Netherlands
- **Eva Oosters** | Deputy mayor for zero-emission mobility. Utrecht, Netherlands
- **Eduardo Bless** | Mayor. San Miguel, Peru
- **Ronnie Vicente Lagnada** | Mayor. Butuan, Philippines
- **Caesar Dy, Jr.** | Mayor. Cauayan, Philippines
- **Lukasz Sek** | Deputy Mayor. Cracovia, Poland

- **Konrad Fijolek** | Mayor. Krasne, Poland
- **Pedro Folgado** | President. Alenquer, Portugal
- **Filipe Araújo** | Deputy Mayor. Porto, Portugal
- **Richard Raši** | Minister of Investments, Regional Development and Informatization of the Slovak Republic. Bratislava, Slovakia
- **Sang-don Park** | Mayor. Cheonan, South Korea
- **Chung Hun-jai** | Deputy Mayor. Gangnam-gu, South Korea
- **Shin Sang-jin** | Mayor. Seongnam, South Korea
- **Philhyung Lee** | Mayor. Seoul, South Korea
- **Dongyeon Na** | Mayor. Yangsan, South Korea
- **Antonio Francés Pérez** | Mayor. Alcoy, Spain
- **Jan Santaló I Lloret** | Mayor. Ametlla del Vallès, Spain
- **Jordi Valls** | Deputy Mayor for Economy, Tax, Economic Promotion, and Tourism. Barcelona, Spain
- **Laia Bonet** | Deputy Mayor. Barcelona, Spain
- **Gemma Badia I Cequier** | Mayor. Gavà, Spain
- **David Quirós Brito** | Mayor. Hospitalet, Spain
- **Alicia Izquierdo García** | Deputy Mayor Delegate for Innovation, Digitalization, Promotion. Malaga, Spain
- **Antoni Josep Valentí Moll** | Deputy Mayor. Manresa, Spain
- **Marc Giribet** | Mayor. Sant Andreu de La Barca, Spain
- **Lourdes Borrell I Moreno** | Mayor. Sant Feliu de Llobregat, Spain
- **Belén García Criado** | Mayor. Sant Joan Despí, Spain
- **Isaac Salvatierra Pujol** | Mayor. Tiana, Spain
- **Bev Craig** | Leader. Manchester, United Kingdom
- **Jim Ross** | Mayor. Arlington, United States of America
- **Latoya Cantrell** | Mayor. New Orleans, United States of America
- **Bryan K. Barnett** | Mayor. Rochester Hills, United States of America

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TOMORROW.
MOBILITY
WORLD CONGRESS

TOMORROW.
BUILDING
WORLD CONGRESS

TOMORROW.
BLUE ECONOMY
WORLD CONGRESS

Co-Located Events

TOMORROW. MOBILITY

WORLD CONGRESS

The Tomorrow.Mobility World Congress outlined the route to speed up the adoption of new sustainable urban mobility schemes enabling to move and live better, because as Maria Tsavachidis, CEO of EIT Urban Mobility, put: "It's more important than ever that we come together as a community to take action."

The event, jointly organized by Fira de Barcelona and EIT Urban Mobility, featured 50 sessions revolving around 10 topics that are key to achieve a mobility paradigm shift: New Mobility Services, Public Transport, Autonomous Mobility, Last Mile Logistics, Data For Mobility, Mobility Infrastructure For Liveable Spaces, Zero and Low-Emission Mobility, Active Mobility, Road Safety, and Inclusive Mobility.

It also displayed an exhibition floor and an Innovation Playground including a Demo Area for new vehicle demonstrations as well as a zone dedicated to innovative startups within the mobility industry.

TOMORROW. BUILDING

WORLD CONGRESS

This edition, Tomorrow.Building World Congress, the event for a better building environment, gave special prominence to the voices of women with the most disruptive vision in the industry. Celebrated within the framework of Smart City Expo World Congress, the event focused on how to speed up the sustainable transformation of the construction sector through new technologies.

Over 100 renowned international experts discussed innovative ideas and solutions through five main tracks: urban planning and landscaping, construction technology, design technology, decarbonized building and sustainable transformation of buildings.

In addition, ground-breaking solutions from companies and startups were showcased on the Expo floor.

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TOMORROW.
MOBILITY
WORLD CONGRESS

TOMORROW.
BUILDING
WORLD CONGRESS

TOMORROW.
BLUE ECONOMY
WORLD CONGRESS

Co-Located Events

TOMORROW. BLUE ECONOMY

WORLD CONGRESS

Tomorrow.Blue Economy World Congress is the global summit dedicated to promoting and developing the potential of the Blue Economy.

Held together with the Smart City Expo World Congress, the event brought together international experts from industries including renewable energies, tourism, fisheries and maritime transport to highlight the importance of a responsible use of ocean resources for economic growth – and its huge potential for coastal cities- focusing on the state-of-the-art solutions and initiatives on blue tech, as well as smart ports and blue finances.

TBEWC is hosted by Barcelona City Council in partnership with the Port of Barcelona, Smart Ports: Piers of the Future, and the World Ocean Council.
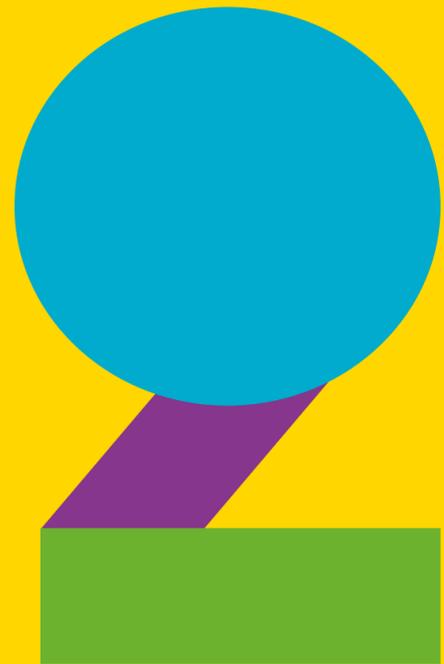
BARCELONA DEEPTECH SUMMIT

Barcelona Deep Tech Summit aims at empowering science and tech-driven entrepreneurship in an ever-evolving industry.

Organized by Barcelona Activa and celebrated along with the Smart City Expo World Congress, the show touched key global challenges such as Energy & Sustainability, Industry 4.0 & Mobility, Digital Health and Space Tech.

Partners

Global Partners

SMARTCITY
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TOMORROW. MOBILITY
WORLD CONGRESS

TOMORROW. BUILDING
WORLD CONGRESS

TOMORROW. BLUE ECONOMY
WORLD CONGRESS

Corporate & Ecosystem Partners

"The Smart City Expo World Congress enables us to connect with a vibrant ecosystem and share ideas, best practices, and support so that cities become future-ready. If you are a city, if you are a public stakeholder, this is the place to be to learn more, to adopt these kind of solutions and improve the quality of life of your people."

Mahel Abaab-Fournial - Cities & Public Services Strategy Director | Dassault Systèmes

Industry Partners

aws | BCG | B:SM | Generalitat de Catalunya Government of Catalonia | HUAWEI

intellifusion 云天励飞 | moventis | nx Network Optix | RBITS Engineering Firm | RACC Mobility Club

SAND TECHNOLOGIES | 深智城集团 SHENZHEN SMART CITY | SPIE | TAHAKOM

Tencent Cloud | ubiwhere

"At Tomorrow.Building World Congress, in Barcelona, people meet, talk, explain what they do and what are the questions they have to reflect on that. This is the main reason for participating in the event."

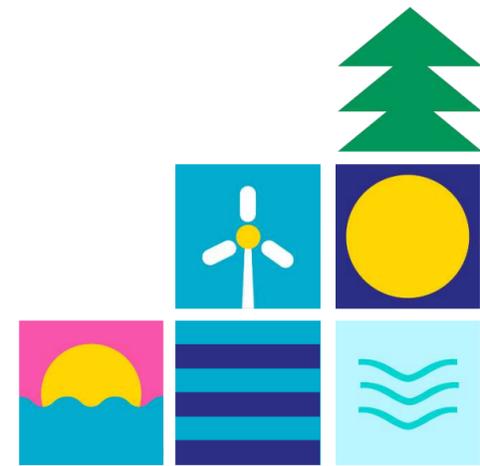Jacco Saaman - Business Development, Sales, and Innovation Director | SPIE

SMART**CITY** EXPO WORLD CONGRESS TOMORROW. MOBILITY WORLD CONGRESS TOMORROW. BUILDING WORLD CONGRESS TOMORROW. BLUE ECONOMY WORLD CONGRESS

Corporate & Ecosystem Partners

Event Partners

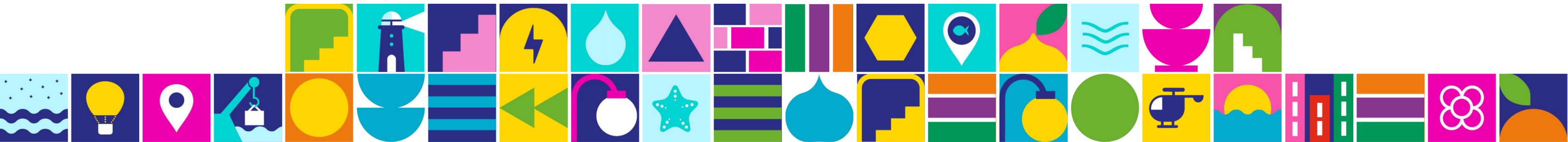"The Smart City Expo World Congress is big event we always consider as it enables us to meet people from around the world. Our booth is bigger and bigger every year as we need more space for our visits."

Vidal Roca - Sales Manager | PTV Group

SMART**CITY** EXPO WORLD CONGRESS   TOMORROW. MOBILITY WORLD CONGRESS   TOMORROW. BUILDING WORLD CONGRESS   TOMORROW. BLUE ECONOMY WORLD CONGRESS

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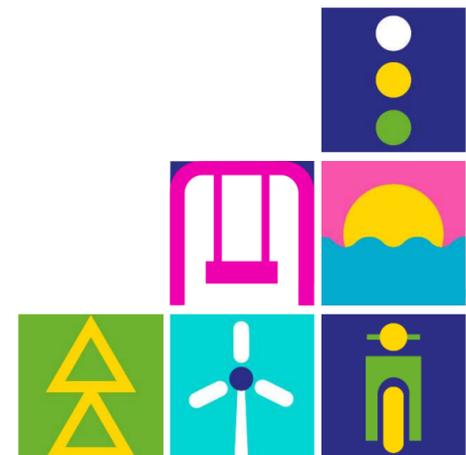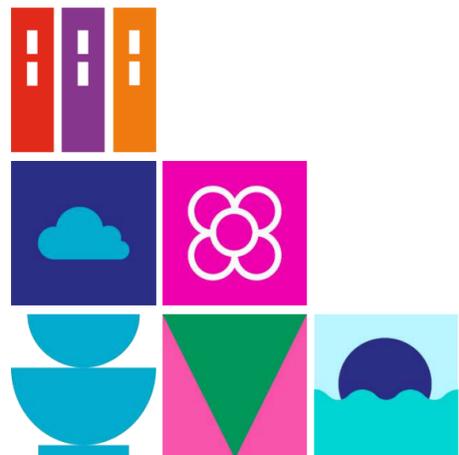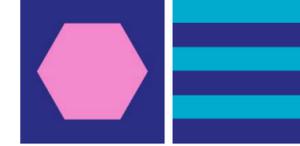# Supporting Institutions

Strategic Organizations

Collaborating Organizations
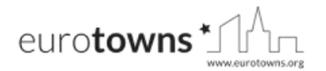
Collaborating Organizations

Collaborating Organizations

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Collaborating Organizations

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Innovation Boosters

ĀTICCO

BrazilLAB

InnovUp

StartupBlink

Urban Impact

Partner Kit Digital

KIT DIGITAL

Financiado por la Unión Europea NextGenerationEU | GOBIERNO DE ESPAÑA MINISTERIO PARA LA TRANSFORMACIÓN DIGITAL Y DE LA FUNCIÓN PÚBLICA | red.es | Plan de Recuperación, Transformación y Resiliencia

Partners Intellectual Property

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EUIPO OFICINA DE PROPIEDAD INTELECTUAL DE LA UNIÓN EUROPEA | ideas powered for business

MINISTERIO DE INDUSTRIA Y TURISMO | Oficina Española de Patentes y Marcas

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Media Partners

Expo Area

FLOOR PLAN 2024

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Expo Area

ENTRANCE

HALL 2

THE AVENUE

GREEN AGORA

ORANGE AGORA

Deloitte D130

TOMORROW BLUE ECONOMY PLAZA

TOMORROW MOBILITY AGORA

TOMORROW MOBILITY ROOM

THE VILLAGE

HALL 3

INNOVATION PLAYGROUND

Microsoft

BARCELONA DEEP TECH SUMMIT

SALES OFFICE — TOMORROW BUILDING ROOM — RED ROOM

CONGRESS SQUARE

AUDITORIUM

SPEAKERS ROOM — GREEN ROOM

Legend
- CAFE
- CENTRAL CAFE
- STARTUP AREA
- AGORA
- DEMO AREA
- SHOP
- INFO POINT
- FIRST AID
- INVESTORS & FOUNDERS LOUNGE
- TOMORROW.BUILDING EXPO AREA
- TOMORROW.MOBILITY EXPO AREA

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WORLD CONGRESS

TOMORROW.
BLUE ECONOMY
WORLD CONGRESS

Expo Area

The World's Stage for the Smart City Market

Representatives of over 850 cities and dozens of government pavilions displayed their vision on implementing effective solutions for better cities, while collecting insights from various stakeholders. Delegates arranged a number of activities targeted at developing significant connections and diversified collaborations with global businesses and institutions.

In this year's extended Expo floor, a number of local, regional and national governments from all around the world stood out from the crowd hosting their own projects in their booths and showing their implemented solutions to the world.

Congress
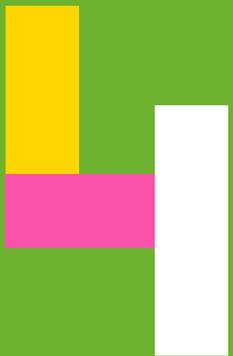
Issues That Matter on the Global Urban Map

SCEWC24 delved into seven main tracks:

Enabling Technologies
Energy & Environment
Mobility
Infrastructure & Building
Governance & Economy
Living & Inclusion
Blue Economy

A creative approach, featuring roundtables, discussions, dialogues, and interviews, was employed to reflect on essential themes.

"Beyond Dystopias, the Future is Us"

It was our largest and most comprehensive program to date. More than 630 international experts and global city-changers such as Majora Carter, Urban Revitalization Strategist; professor of African American Studies at Princeton University Ruha Benjamin; author broadcaster and researcher Stephanie Hare; the Mayor of Rome, Roberto Gualtieri, and the founder of Bye Bye Plastic Bags Melati Wijsen reflected on viable solutions to design a better tomorrow at the Congress.

The prevailing opinion was that technology can empower a greener future and that an imperfect solution is far better than waiting another decade for the perfect scenario, that even in the worst situations, such as war and weather disasters, there is a way out if we, as humans, are "back into the game to encode the public good."

A diverse array of topics were explored, including climate crisis solutions, innovative public-private partnerships for sustainable mobility, urban planning and infrastructure development, as well as sustainable ocean management.

"As a global community, we need to believe that it is possible." Words from UCLG Firdaous Oussidhouml during the Congress. We couldn't have said it better.

LIVE BETTER LIVE BETTER LIVE BETTER

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Speakers Made it Clear

"Talent retention strategies like those used to grow successful companies can also be used to build great neighborhoods for the people born and raised in them."

Majora Carter – Urban Revitalization Strategist

"Technology works when you don't see it.
It just works.
And this is just what a Smart City is all about."

Sascha Pallenberg – Blogger

"We have to put the humans back into the game to encode the public good."

Ruha Benjamin – Professor of African American Studies, Princeton University

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Congress

Speakers Made it Clear

"There are enormous environmental costs of AI that are not being fully shared with the public."

Stephanie Hare – Technology Researcher

"To reduce carbon emissions we need to set the coupling between nuclear energy and renewable energy."

Yongsoo Kim – VP, Korea Hydro&Nuclear Power

"We created a digital twin of Rome, and up to two million objects now are in the system, so we have a very granular description of the whole city."

Roberto Gualtieri – Mayor of Rome

Five Key Takeaways

#1
Technology plays a crucial role in making cities more sustainable and livable. Yet citizens deserve transparency in dealing with it, especially with Generative AI, which has great environmental costs.

#2
We need to revive collective wisdom and be more deliberated to reclaim our ability to change the future. Because "beyond dystopias, the future is us."

#3
The more complex the world becomes the more we need empathy and emotional intelligence at the core. We have to be human-centric with urban planning but also with technology development.

#4
No action is not an option to curb the climate emergency. It's better to have an imperfect solution today than wait a decade for the perfect scenario. The future doesn't depend on what we dream but on what we do today.

#5
Technology really works when you don't see it. And this is what a smart city is all about. The integration of shared autonomous vehicles into the public transportation system may advance net-zero cities.

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ENABLING TECHNOLOGIES TAKEAWAYS

Cognitive Technologies Are Redefining Urban Environments

#1 We are at a transformative moment in History. Emerging technologies, when used effectively, can reduce carbon emissions, optimize energy usage, and drastically improve quality of life.

#4 The question of the environmental cost of AI is the biggest secret in the industry right now. ChatGPT needs to drink 500L bottle of water for a simple conversation. Will AI drive a nuclear renaissance?

#2 AI apps for cities deal with perception and sensing; simulation with Digital Twins and Generative AI. But cities are still struggling with AI-ready data and data aggregation.

#5 The concept of cognitive cities is reshaping how urban environments function. Cities not only respond to change, but also anticipate it, learning and evolving to meet the needs of their inhabitants.

#3 Every data quality issue is linked to a business lifecycle that needs to be fixed. So, in most of the cases, it's not a technical problem.

#6 The vision shouldn't be only of technological advancement, but of shared global responsibility. Efforts need to be aligned with global goals that prioritize sustainability, resilience, and quality of life.

"Cognitive technologies powered by AI play a crucial role in making cities more sustainable and inclusive."
Dr. Esam Alwagait – Director of National Information Centre. SDAIA, Saudi Arabia

ENERGY & ENVIRONMENT TAKEAWAYS

Cities Can Be Places Where Nature Thrives

#1 The World Health Organization estimates that by 2050 we could have 250,000 deaths per year just from heat. Strategic planning is key to ensure that cities have a climate-responsive design.

#2 Powering greener cities is possible provided we have specific goals. Achieving net zero the just way requires a different approach to data management and economic systems.

#3 Addressing both carbon emission reduction and rising energy demand simultaneously is crucial. Combining nuclear and renewable energy sources could offer a solution.

#4 AI can help us in mitigating climate change. We need to increase the resilience of populations and territories and create places where people feel safe and well trough community partnerships.

#5 Let's bring nature back into the cities and create spaces that are both people-friendly and planet-friendly. We need to think about cities as places where nature can thrive.

#6 A radical education revolution to empower ourselves to create action is needed. The future depends not on what we dream but on what we do today.

"We need to have a radical education revolution. People power can really create change."
Melati Wijsen – Founder of Bye Bye Plastic Bags and Youthtopia

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MOBILITY TAKEAWAYS
Public Transport and Active Mobility Take the Lead

#1 Implementing the 'inverted mobility pyramid' model enables to get rid of the cars in the city, or at least to limit them to make people use more public transport.

#4 In the end, public transport needs to be that visible symbol of what cities are about. Yet promoting active mobility requires taking into consideration all the transport available.

#2 We might not have flying taxis between our buildings in 2040 but air mobility between hospitals might become a reality as it gathers social acceptance.

#5 Electrification of fleets is still a challenge. In 2030, in Europe, 90% of the buses on the market need to be zero emission.

#3 A holistic approach to urban mobility includes the decarbonization of public transport as well as resilience and inclusivity.

#6 Parking management is more than managing parking spaces. It's a key lever for improving the quality of urban life.

"We've developed a holistic solution to understand the city. You're not just getting from A to B.
You're getting from A to B, taking into consideration all transport that's available."
Michiel Penne – Coordinator, Smart Ways to Antwerp

INFRASTRUCTURE & BUILDING TAKEAWAYS
AI is Crucial for Sustainable Development

Digital Twins are essential for smart urban infrastructure. Satellite data integrated into DT offers a new range of possibilities to manage urban areas, but it is currently underused by cities.

#1

We can build cohesive systems of social solidarity through urban planning, for example considering the right to adequate housing by adopting processes adhering to human rights principles.

#4

Urban planning should be people-centric. It requires commitment from different stakeholders, new developing tools, and processes that go beyond traditional ways of governing cities.

#2

The right projects create the reasons for people to stay and build their lives and careers in their home community. And getting unlikely projects across the finish line breaks economic stagnation.

#5

Today, real estate depends on AI for construction, operation and maintenance. It's crucial for a sustainable development, and for community engagement to co-create projects with citizens.

#3

We have to use existing technologies for the future, thinking about what's going to come along in 2030 that doesn't exist today. We all face the same challenges.

#6

"Our cities cannot be smart without practicing talent retention."
Majora Carter – Urban Revitalization Strategist

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GOVERNANCE & ECONOMY TAKEAWAYS

Embracing a New Era of Smart Collaboration

#1 Everyone in the city can be a city maker but without leadership nothing will happen. Change is always possible.

#4 We need a number of regulatory, financial, political, and administrative tools to put affordable housing policies on the agenda.

#2 Governments need to make sure they prepare the infrastructure people can use. Cybersecurity, education and training become key issues.

#5 A part of the society may not want to adopt technology. Governments need to ensure that everyone is on board.

#3 We need to do more in training to eliminate the digital knowledge divide and develop the 'augmented citizen' concept.

#6 In the end, AI is just another tool. It's up to us to take off the red tape and roll the red carpet for technology. We have to make it easier to embrace a new era of smart collaboration.

"A government has the responsibility to build an ecosystem that will be able to support people in the years ahead. In this sense, cybersecurity and education become key issues."

Gobind Singh Deo – Minister of Digital, Government of Malaysia

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LIVING & INCLUSION TAKEAWAYS

Cities that Are Deliberately Inclusive Listen and Respond

Cities need to be deliberately inclusive. Governments need to make sure they listen but also that they respond so that everyone feels included.

#1

The new type of digital divide is AI literacy. It's very important to make AI inclusive by including everyone across the value chain. The first step is having a vision and political will.

#4

You call a place home when you have a sense of familiarity, security and belonging or proudness. In cities, IoT can help citizens to feel at home but governments need to share data.

#2

Frugal social smart cities is an approach that is important for emerging countries as they can capitalize on it to empower vulnerable populations.

#5

The biggest ROI comes when you invest in human capital. We need to be human-centric with urban planning and technology development.

#3

Talent is a worldwide problem. We need to fix it and then find the technical solution. Not the other way round.

#6

"Inclusion is a precondition for being smart."
Kristina Sinemus – Minister for Digitalization and Innovation, State of Hesse, Germany

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BLUE ECONOMY TAKEAWAYS

Oceans Are the Final Frontier

#1 Blue Economy encompasses traditional and new sectors that need to be sustainable. It's a must and also an opportunity to develop ports beyond infrastructure and logistics.

#4 We don't have a silver bullet to tackle decarbonization. We need digitalization and operations optimization, the implementation of autonomous systems and green propulsion systems.

#2 To some extent, we've always had economic activities related to the ocean, and these have been anthropogenic, with an economic model that really sees the ocean as an endless resource.

#5 Research suggests that we must invest 550 Billion dollars a year in a sustainable Blue Economy by 2030. We need to reimagine our economic systems to align them with planetary boundaries.

#3 About 60% of the plastic in oceans is coming from cities. A warming ocean is causing biodiversity loss. Blue economy is a convenient, holistic way to address climate change.

#6 Space is not the final frontier anymore. The ocean floor is actually the final frontier. Satellite data, combined with other kinds of data, can really bring value as they are force multipliers.

"These times require different approaches. Infrastructure is becoming kind of a commodity, and the key is how well you perform with data, technology and innovation."
Emma Cobos – Director of Innovation and Business Strategy, Port of Barcelona

Innovation Playground & Breakout Sessions

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Innovation
Playground

The place where tomorrow takes shape

This year, the event created a new **Innovation Playground** to connect key players in the global innovation ecosystem. The goal was to develop synergies, attract international talent, and connect emerging projects with targeted investment players.

Combining talks, exhibiting startups and immersive demos, the Innovation Playground also leveraged the entrepreneurial capacity of cities and regions, built a diverse innovation network, and supported women-led initiatives.

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Breakout Sessions

Focused Learning Sessions

More than 200 dedicated sessions organized by leading organizations and companies actively involved in urban development took place during the SCEWC24. They all delved into the core of significant urban challenges and attracted lots of attendees. Standout sessions included:

Bloomberg Philanthropies

metropolis

Big Bets in Cities: How Philanthropy Can De-Risk Innovation

In this session three city leaders explained how they used $1M to address their most pressing challenges and how powerful student engagement, local food production and the provision of dignified jobs are. On the other hand, Bloomberg Philanthropies talked about the Mayors Challenge and how to win $1M to bring bold ideas to life.

Making Energy Communities Successful in Metropolitan Areas

Energy communities often struggle to take off. This sessions introduced the COMANAGE project, which aims at tackling and counteracting the main governance and management barriers faced by citizen-led and public-participated energy communities' projects.

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Breakout Sessions

C4O CITIES

2O3O NEUTRALPATH **RE-VALUE**

ASCEND **EUROPEAN URBAN INITIATIVE**

Youth Reinventing Cities: How are youth ideas reshaping cities?

C40's Youth Reinventing Cities competitions empower young people, from schools to universities, to collaborate with city leaders and share their vision. In dialogue with cities, young leaders, and other partners, this session unpacked solutions that are truly inspiring and changing urban areas into more green and thriving neighbourhoods.

Power of Communities: co-creating pathways to climate neutrality

The biggest roadblock to climate-neutral and positive energy districts isn't technology -it's the disconnection between stakeholders. This session presented ways stakeholder engagement can unite citizens, leaders, businesses, and financiers to create districts and cities as vibrant as they are sustainable.

Talents for Tomorrow: How Local Governments Can Address Emerging Challenges?

What is at stake for local and regional governments and their associations when trying to address emerging challenges? This session discussed the role of human potential in meeting the current and future challenges that all local and regional governments must face.

GCoM and Partners: Business to Cities Matchmaking and Climate Finance

This session provided examples of private sector and businesses cooperation with cities, supporting the implementation of climate action plans. Additionally, it gave insights into how cities can align local needs with business expertise and funding sources. Eventually, it highlighted GCoM's initiative, which helps cities accelerate the development of climate projects at the pre-feasibility stage.

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Breakout Sessions
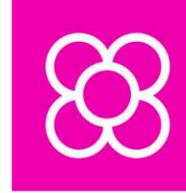
How Can Public-Private Partnerships Leverage Vehicle Data to Improve Mobility?

This presentation focused on the collaboration of Mercedes-Benz with public entities, like the Netherlands' Ministry of Infrastructure and Water Management, to leverage vehicle data for enhanced road safety and sustainability. It explored the dynamics of public-private partnerships, highlighting successful projects, sharing a Live Demo, and showcasing how public entities can be empowered with actionable insights from car data.

Urban Transformation: Inclusive and Sustainable Neighbourhoods

This panel about the New European Bauhaus LAB project reflected on inclusive and sustainable neighbourhoods. The LAB project represents a collaboration between the international company Drees & Sommer, the German Sustainable Business Council (DGNB), the organization Local Governments for Sustainability (ICLEI), the Climate PositiveEurope Alliance (CPEA) and Bable Smart Cities.

Cádiz Investment Hub: An Opportunity

Cadiz stands as a geographically strategic and significant hub as it's a gateway to the Mediterranean, Europe and Africa. The session highlighted the advantages of the province as an investment destination, focusing on the strategic sectors with the greatest presence in the event.

World Smart City Awards

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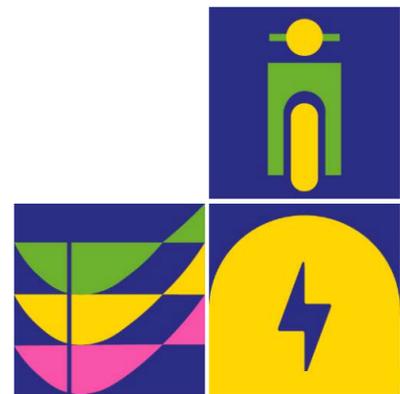
World Smart City Awards

Recognizing Daring Innovation

The desire for a better world fuels innovation. But in this age of uncertainty, pioneering change requires boldness and dedication, and this courageous pursuit deserves recognition.

The 2024 edition of the World Smart City Awards wanted to recognize the most innovative ideas and projects that are fostering sustainable and inclusive development in urban areas worldwide.

After another highly competitive process, with a record-breaking 429 entries sent in from 64 countries worldwide, this year's winners were announced at a gala held the second day of the event in a packed Auditorium.

Nine distinct categories covering key smart cities issues and significant contributions of living professionals were considered for the competition:

INNOVATION AWARD
ENERGY & ENVIRONMENT AWARD
MOBILITY AWARD
GOVERNANCE & ECONOMY AWARD
LIVING & INCLUSION AWARD
INFRASTRUCTURE & BUILDING AWARD
ENABLING TECHNOLOGIES AWARD
LEADERSHIP AWARD
CITY AWARD

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World Smart City Awards

The winning projects

INNOVATION AWARD

This prize was awarded to two projects:

- **MyCommunity: Sinergize & Enjoy - Aramco Dhahran Smart City, Saudi Arabia**

A platform including more than 400 community activities and facilities for the residents creating a connected ecosystem that enriches and empowers over 100 different ethnicities across 14 communities.

- **aProCh - The Riverside Education Foundation - Ahmedabad, India**

A project to make cities child-friendly. By reclaiming and reimaging public spaces, the aProCh aims at empowering children to be active participants in the city, fostering physical, mental, and social development, therefore creating a more inclusive and sustainable future.

The representatives of both projects came up on stage to get the award and give their acceptance speech. The Awards were presented by Ugo Valenti, Director of the event, and Pilar Conesa, Curator of the event.

ENERGY & ENVIRONMENT AWARD

Urban Service H2-Cell Chassis - FCC Medio Ambiente - Madrid, Spain

FCC's Hydrogen-fuelcell truck, which was showcased on the Expo floor, is an innovative heavy-duty vehicle suitable to various urban service purposes, 100% electric, affordable and versatile. The first application of this new platform was carried out on a 21m3 side-loading compactor collector.

The Award was presented by Ramon Roca, President of the Smart City Expo World Congress.
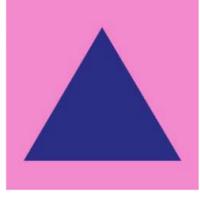
MOBILITY AWARD

Dublin Active Travel Dashboard - Smart Dublin - Dublin City Council, Ireland

This project was awarded because it involves restoring old trams and making them available exclusively for cyclists, with the aim of increasing bicycle awareness in the city and developing a new transportation model for cyclists.

The Award was presented by Júlia López, Regional Director Europe at C40.

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GOVERNANCE & ECONOMY AWARD

Get Online London (GOL) - London Office of Technology and Education - London, UK

Get Online London (GOL) is the UK and London's first pan-city sustainable digital inclusion service, created to improve access to digital devices, connectivity and digital skills for London residents, so that they can get the most of being online, while the service addresses the deepening inequalities resulting from the digital society.

The award was presented by George Burciaga, US Mayoral Roundtable.

LIVING & INCLUSION AWARD

Data Analysis Platform COMPAS - Korea Land & Housing Corporation (LH)

COMPAS enables to collect big data from different sources, analyze it and find the optimal solution to solve urban problems, which can be later reflected in policies.

The award was presented by Sandra Ruiz, General Director of Economy and Digital Society, Government of Catalonia.

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World Smart City Awards

INFRASTRUCTURE & BUILDING AWARD

Glass to Concrete - Envision Charlotte, USA

Many cities struggle with glass. For Charlotte, it costed more to ship it to Atlanta than it is worth. Glass to concrete is a new circular way to manage glass and the city's response to an environmental issue which benefits the community.

The award was presented by Meredith Hodgman, Policy Lead, Internet of Things Alliance Australia.

ENABLING TECHNOLOGIES AWARD

Madrid Capital Digital - Madrid City Council, Spain

Madrid Capital Digital is the digital strategy designed to facilitate and accelerate the digital transformation of the capital of Spain. It's based on European, national and municipal strategic guidelines.

The award was presented by Jeff Merritt, Head of Urban Transformation at the World Economic Forum.

LEADERSHIP AWARD

Giuseppe Sala - Mayor of Milan, Italy

Sala assumed the Mayor's Office in June 2016. Beyond his climate change leadership, he has championed international initiatives for safe and legal human mobility. He has also co-founded the Mayors Migration Council and committed to the dialogue between African and European mayors.

The award was presented by Laia Bonet, Deputy Mayor at the Barcelona City Council.

CITY AWARD

Shenzhen, China

Once a small fishing village in Southern China, Shenzhen is a city boosting innovation that has been designated as 'City of Design' by the UNESCO. A city of the future. The prize recognized its innovative policies and technologies, which have improved governance, transportation, sustainability, and the digital economy, all enhancing urban management and quality of life.

The award was presented by Laia Bonet, Deputy Mayor at the Barcelona City Council.

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World Smart City Awards

Sustainability & Diversity

7

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Sustainability & Diversity

Our Values In Action

At the Smart City Expo World Congress, our 14-year journey has been focused on creating equitable, sustainable urban environments. To embody this vision, we launched the Towards Zero Waste Initiative in 2016: we want to lead by example, and our commitment to sustainability is further evidenced by the ISO 14001 certification obtained by Fira Barcelona.

Therefore, this edition, our four events have set new standards for eco-friendly practices. We've taken significant steps to minimize our environmental footprint, foster equity, and inspire green thinking. Here are some of our key initiatives:

CIRCULARITY: EVERYTHING GOT A SECOND LIVE

- 5,110 kg of material reused
- 11,131 kg of carpet recycled

A GREEN-POWERED VENUE

- The venue and the offices were powered only by renewable sources
- 5.86 GWh of electricity generated per year

FULL ACCESSIBILITY ENSURED

- Electric scooters and reserved places for people with reduced mobility
- Accessibility and guidance for the visually impaired
- Vegan, halal and kosher menus available
- Convenient prayer rooms

NO SINGLE-USE PLASTICS

- 1,780 kg of plastic saved
- 1,620 kg of selective waste collection

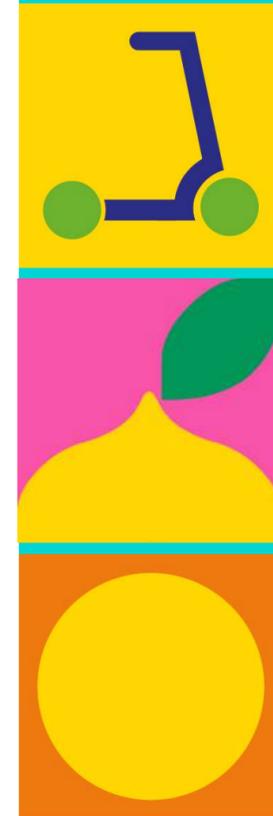## HELPING THE PLANET BREATHE

- Money from merch went to a reforestation project of Doñana Park
- 1,388 trees were planted
- All emissions generated by the event were offset
- 149.94 tons of CO2 compensated

A CONGRESS CELEBRATING DIVERSITY

- Equal gender representation within our +600 speaker roster
- Conference program with specific sessions about gender inclusivity, equality, accessibility and barrier-free design.

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Sustainability & Diversity

2024 Green Exhibitor Award

The **Czech Republic pavilion** turned into the winner of the 2024 Green Exhibitor Award, which is part of our Towards Zero Waste Initiative.

The stand concept went far beyond mere respecting of sustainable principles. It embodied a truly circular approach to booth design and assembling as it reduced the use of materials and energy consumption.

Furthermore, the presentation area was open to the entire exposition, minimizing the utilization of partition walls and graphic panels. Eventually, the supporting structures were made of reused materials to prevent unnecessary waste.

A landmark for ephemeral architecture!

Editions Abroad
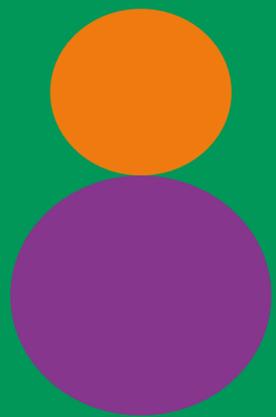
Relentless Innovation

Since 2013, the Smart City Expo has expanded from its home base in Barcelona to cities all around the world, with local editions adapted to the specific needs and interests of their host regions. And the movement keeps growing!

In 2024, Smart City Expo World Congress was held in Curitiba (Brazil), Mérida (Mexico), New York, Santiago de Chile, Bogota, Santiago del Estero (Argentina), Riyadh and Hangzhou (China). In 2025, our spin-off events will expand to Kuala Lumpur.
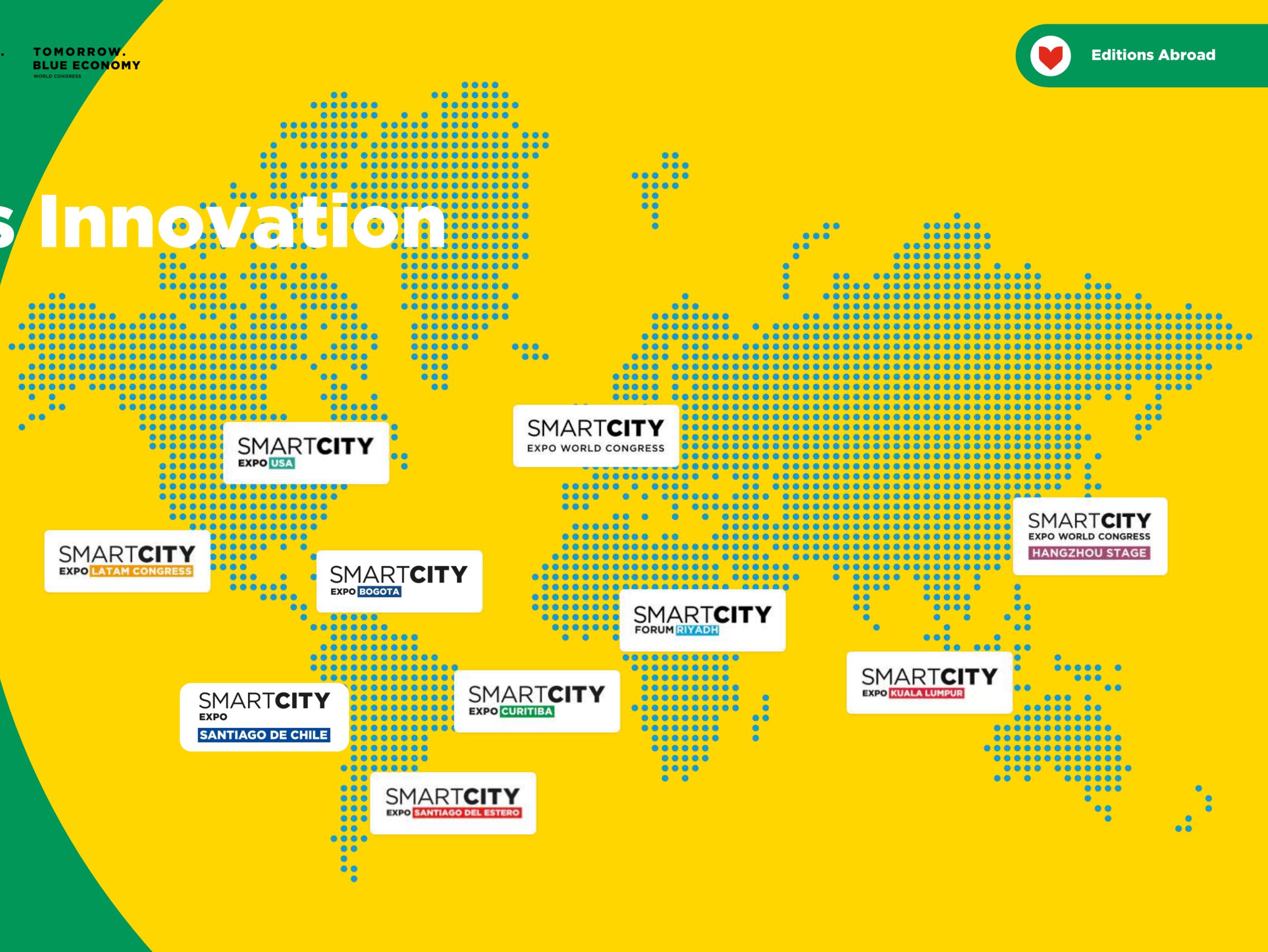
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SMARTCITY EXPO WORLD CONGRESS

SMARTCITY EXPO WORLD CONGRESS HANGZHOU STAGE

SMARTCITY EXPO LATAM CONGRESS

SMARTCITY EXPO BOGOTA

SMARTCITY FORUM RIYADH

SMARTCITY EXPO KUALA LUMPUR

SMARTCITY EXPO SANTIAGO DE CHILE

SMARTCITY EXPO CURITIBA

SMARTCITY EXPO SANTIAGO DEL ESTERO

What's Said About Us

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What's Said About Us

What's Said About Us

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We need to have events like the Smart City Expo World Congress to tackle global challenges. We have one planet, so we're all sitting on the same boat. And to be honest, there's nothing like the Smart City Expo anywhere else in the world.

Sascha Pallenberg | Tech Blogger and Mobility Consultant

At the end of the day, we all work in the same ecosystem, so we can help each other. The Smart City Expo World Congress is a great place to get connected, understand and explore possibilities for the future.

Kristina Madolova | Architect and Engineering Manager, Axis Communications

The Smart City Expo World Congress brings together countries, industries, and people from all backgrounds, fostering innovation and collaboration. The common idea is that we all work together and learn from each other. And this is the kind of event that makes it possible.

Gobind Singh Deo | Minister of Digital, Government of Malaysia

Cities are essential in addressing the climate crisis. That is why it's so important for me to be at the Smart City World Expo. I'm particularly excited that all the event merch sales allow us to plant trees in the incredibly beautiful Doñana National Park.

Felix Finkbeiner | Fouder, Plant-For-The-Planet

The Smart City Expo World Congress fosters essential dialogue, showcases available solutions, and enables meaningful connections. It's this exchange that drives innovation and collaboration.

Kostas Loukas | EMEA Regional General Manager – Government, Microsoft

The Smart City Expo World Congress is crucial for us to build trust in our brand and connect with stakeholders across both the public and private sectors.

John Li | General Manager of Global Government Business Department, Dahua Technology

This event provides a valuable platform to benchmark our initiatives against international smart cities, learn from global expertise, and refine our digital transformation efforts.

Maram Hammad | CSIO Manager, Aramco

The Smart City Expo World Congress is value for us because it allows us to be in direct touch with our stakeholders and showcase the innovations driving smarter, more sustainable cities.

Felipe Urbano de Saleta | Head of Business Development, Communications and External Affairs, FCC Medio Ambiente

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#SCEWC24

See 2024 Aftermovie

Fira Barcelona