Smart thinking solutions

Barcelona
13-15 November 2012
www.smartcityexpo.com
Smart City Expo World Congress
The global event promoting Smart Cities

World Leader
The reference
The meeting point that brings together the best experts, companies and products from all over the world. Thousands of professionals now have their center of excellence in Barcelona.

Thinking & Solutions
The essential event
The place to foster learning, sharing and inspiration to support the development of smarter cities. The best opportunity to showcase real solutions and products.

Networking
The hub for business and contacts
The meeting point for companies, public administration, entrepreneurs and research centers to identify business opportunities and partnerships.
Barcelona
The hub of smart cities

INNOVATIVE CITY
Investing in new solutions and smart development.

ADVANCED, SUSTAINABLE VENUE
Gran Via, the most advanced venue in Europe.

MOBILE WORLD CAPITAL
Home of the Mobile World Congress and a global hub for developing the Mobile industry.
A powerful economic engine that brings together over 35,000 companies and more than 3 million visitors in 70 events every year.

With all the experience of over 125 years, and the organizational and logistical capacity that allows it to provide service to global meetings like the Mobile World Congress.
The main platform
The world benchmark for the smart cities sector

- 118 leading companies
- 367 Speakers from 30 countries
- Delegates from over 50 countries from 5 continents
- 6,160 visitors
- 2,082 delegates
- 78.7% purchase decision makers
“It had an outstanding representation from the business world and permitted the exchange of very important ideas and experiences which is necessary at this time.”

Tetsuya Nakajima, Yokohama City

“Smart City Expo World Congress stood out for the quality of the attendees and the content of the conferences and panel discussions, establishing a watershed in relation to smart cities.”

Jordi Botifoll, VP EMEA Cisco

“Smart City is a new idea: it needs to be refined, it requires a lot of practical innovation and it has to set standards. Only the SCEWC can do these three things.”

Greg Clark, Business of cities, ltd
I think cities, I think the world

“We need a new economic model that has to be based on a new energy regime combined with a communication revolution agile enough to manage its complexity; A third industrial revolution based on renewable energies, distributedly produced, stored and shared.”

Jeremy Rifkin, President of the Foundation on Economic Trends
Innovation and technology are the drivers of a smart society, of businesses, and of governments facing the challenges of the 21st century: climate change, high consumption of non-renewable resources, economic development, growing populations and ageing infrastructures.

Smart City, a vision that integrates energy, technology, mobility, urban planning, environment, and governance and city management to develop solutions for innovative and sustainable cities.
A conference program make up of the most relevant experts and leaders of the world’s most innovative cities, companies, initiatives and solutions.

The best opportunity to explain, discuss, inspire and exchange knowledge and ideas at the highest level.
Smart drivers

An integrated vision of all interacting areas in the development of innovative and sustainable cities

- Technology & Innovation
- Energy
- Environment
- Emergencies & Security
- Economy & Governance
- Smart society & Collaborative city
  - Urban Planning
  - Mobility
  - Smart GEO
Exhibition Area

The most powerful business platform

The place where the most innovative businesses showcase their latest developments, products and solutions.

An event where you can make yourself visible, relate, create new opportunities and attract the attention of governments, cities and businesses.
Smart City plaza

A space where our partners will exhibit their real solutions

“The best showcase for a smart city is the city itself.”
World Smart Cities Awards

Bringing together experts from all fields to reward excellent smart cities, solutions and initiatives. Its first edition achieved great success with over a 100 companies and initiatives competing.
Smart connect & Global networking

Business Match
An exclusive service of Fira de Barcelona which allows you to manage your appointments before, during and after the event. A fast and convenient tool which allows you to: organize your agenda, select the profile and contacts that best suit your company and arrange meetings in advance at Smart City Expo World Congress.

Business Bridge
An activity which aims to bring together and generate new opportunities among a selection of trade delegations from prominent countries and markets.

Hosted Buyers Program
Personal agendas between Qualified buyers and Exhibitors. Formats: speed dating, B2B, meetings...
Smart connect & Global networking

Opening event to welcome and promote business contacts at the highest level.

Gala Dinner Awards
The World Smart City Awards have the best possible closing event: a special prize-giving dinner for the best projects, ideas and solutions. An ideal setting to share excellence with the most prominent exponents of the “smart city” market worldwide.

Welcome Lunch

Speakers’ Corner
Special areas for direct interaction between businesses and public. The most dynamic way to present solutions, projects and ideas.
Road Show

2012

- Madrid
- Los Angeles
- Tokyo
- Yokohama
- Hangzhou
- Medellín
- Dubai
- London
- New Delhi
- Bruxelles
- Copenhagen
- Stockholm
- New York
- Hyderabad
- San Francisco
- São Paulo
- Rio de Janeiro
- Bogotá

Fira de Barcelona’s Delegations

- Algeria
- Argentina
- Austria
- Belgium
- Brazil
- Bolivia
- Canada
- Chile
- China
- France
- Ecuador
- Germany
- Holland
- Hong Kong
- India
- Ireland
- Israel
- Italy
- Kazakhstan
- Luxembourg
- Mexico
- Morocco
- Poland
- Portugal
- Peru
- Russia
- Switzerland
- Taiwan
- Tunisia
- Turkey
- Ukraine
- United Kingdom
- United States
Media Impact
An integrated campaign to maximize the impact on all media

Visibility
Exclusive agreements with general and business press (ie: Financial Times, Expansion)

Internet
The website interactive tool for information and latest news.

Social Media
A global relationship platform that creates and contributes value to the contents generated at the event.

Relationship
Over 50,000 contacts (institutions, companies and international organizations with which to maintain regular contact).
Sponsorship Opportunities

We offer you a wide range of possibilities to support the event and obtain the best results in terms of visibility and, of course, capacity to generate new business opportunities through sponsorship or the high added value activities that are part of Smart City World Congress.
Available Sponsorship Opportunities

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Main Partner

Global Event Sponsor

Event Sponsor
We will be shaping the future at the Smart City Expo World Congress. Be part of it!