

SMARTCITY
EXPO WORLD CONGRESS

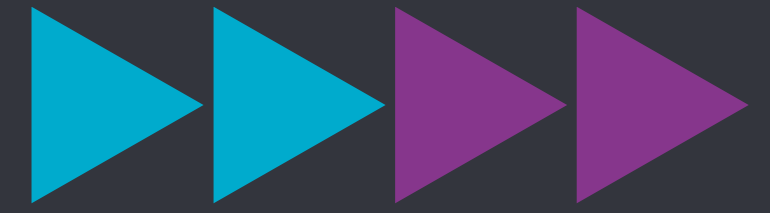
**TOMORROW.
MOBILITY**
WORLD CONGRESS

**TOMORROW.
BUILDING**
WORLD CONGRESS

**TOMORROW.
BLUE ECONOMY**
WORLD CONGRESS

**BARCELONA
DEEPTech
SUMMIT**

 **BARCELONA
CYBERSECURITY
CONGRESS**



3 - 5 NOVEMBER 2026
BARCELONA

INNOVATION BOOSTER



TMWC CO-ORGANIZED WITH:



Co-funded by the
European Union



The future of humanity is inevitably urban.

NEW REALITIES

NEW TECH

NEW BUSINESS MODELS

NEW OPPORTUNITIES

Held in Barcelona since 2011, **Smart City Expo World Congress** helps cities and territories become **better places to live** in by bringing them together and approaching the latest **urban solutions**.

We're on a mission: to accelerate a **brighter urban paradigm** towards green, efficient and thriving cities that leave no one behind.



THIS IS THE PLACE TO
CATALYZE A POWERFUL
URBAN TOMORROW
WORLDWIDE



SIX EVENTS UNDER ONE ROOF

Alongside **Smart City Expo World Congress** and its key vertical events such as Tomorrow.Mobility, Tomorrow.Blue Economy, Tomorrow.Building, Barcelona Deep Tech Summit and Barcelona Cybersecurity Congress, the Innovation Playground brings together global innovators to showcase and advance cutting-edge urban solutions.

CO-LOCATED EVENTS

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CONGRESS**

FULL FOCUS ON CRITICAL URBAN CHALLENGES

**ENABLING
TECH**

**ENERGY &
ENVIRONMENT**


MOBILITY

**INFRASTRUCTURE
& BUILDING**

**LIVING &
INCLUSION**

**GOVERNANCE
& ECONOMY**

**BLUE
ECONOMY**

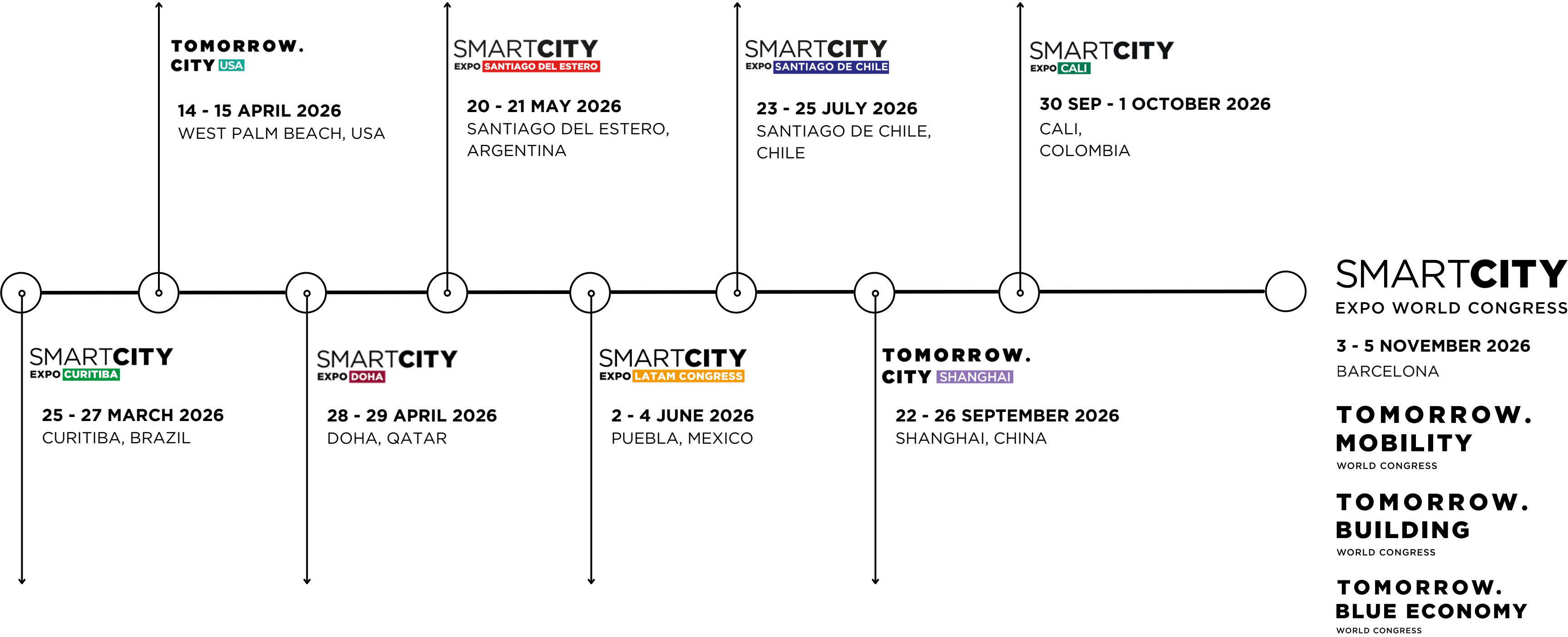
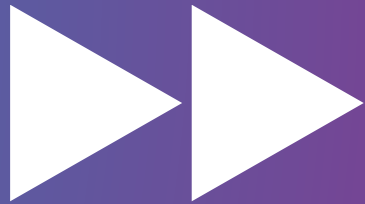


“At SCEWC we can meet real decision-makers, as we are all fighting for the same cause: cleaner cities.”

Zoé Dupuy
Product Manager,
The Great Bubble Barrier



Urban Innovation all-year-round



2025 EDITION IN NUMBERS



27,104
ATTENDEES



1,190
EXHIBITORS



997
CITIES



592
SPEAKERS



138
COUNTRIES



584
REGISTERED PRESS



15,2K
MEDIA IMPACTS



1.13M
WEB VISITS



162K
SOCIAL MEDIA FOLLOWERS



112M
DIGITAL IMPRESSIONS

TOMORROW. CITY



22,800+
SUBSCRIBERS



8,200+
MONTHLY
ACTIVE USERS



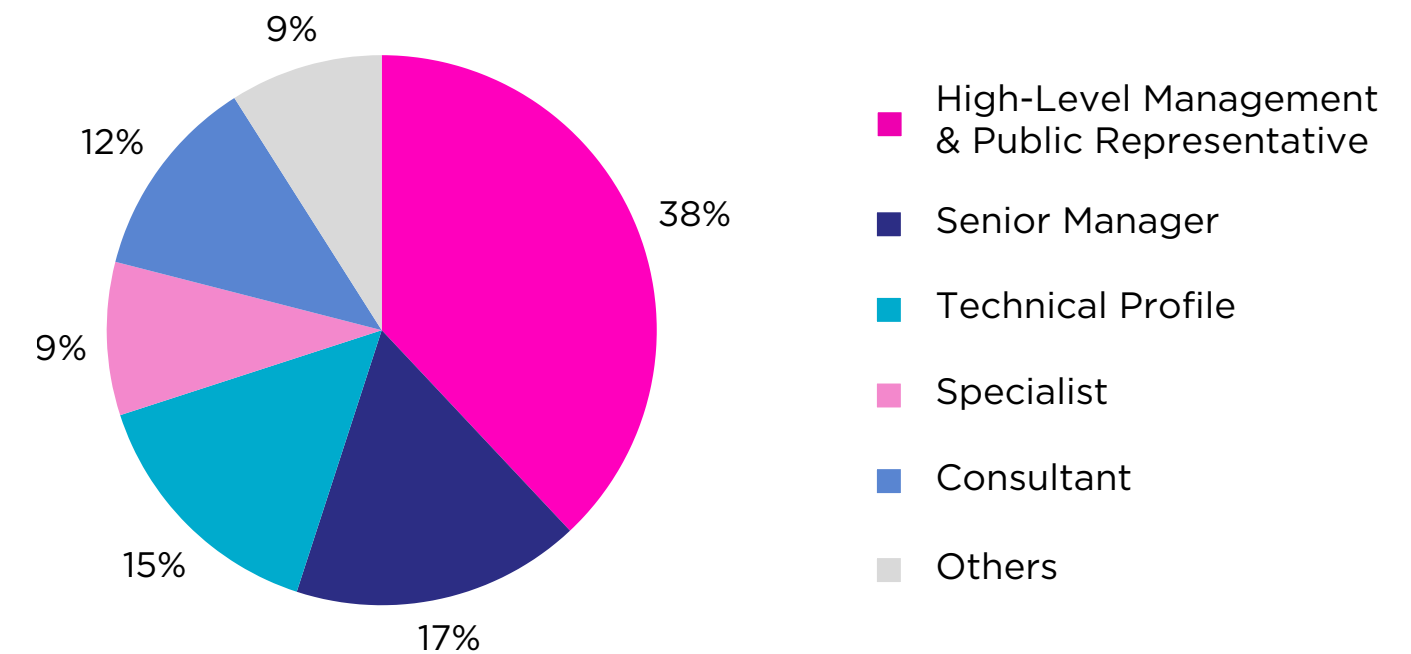
27%
EMAIL
OPEN RATE

A global interest on the rise

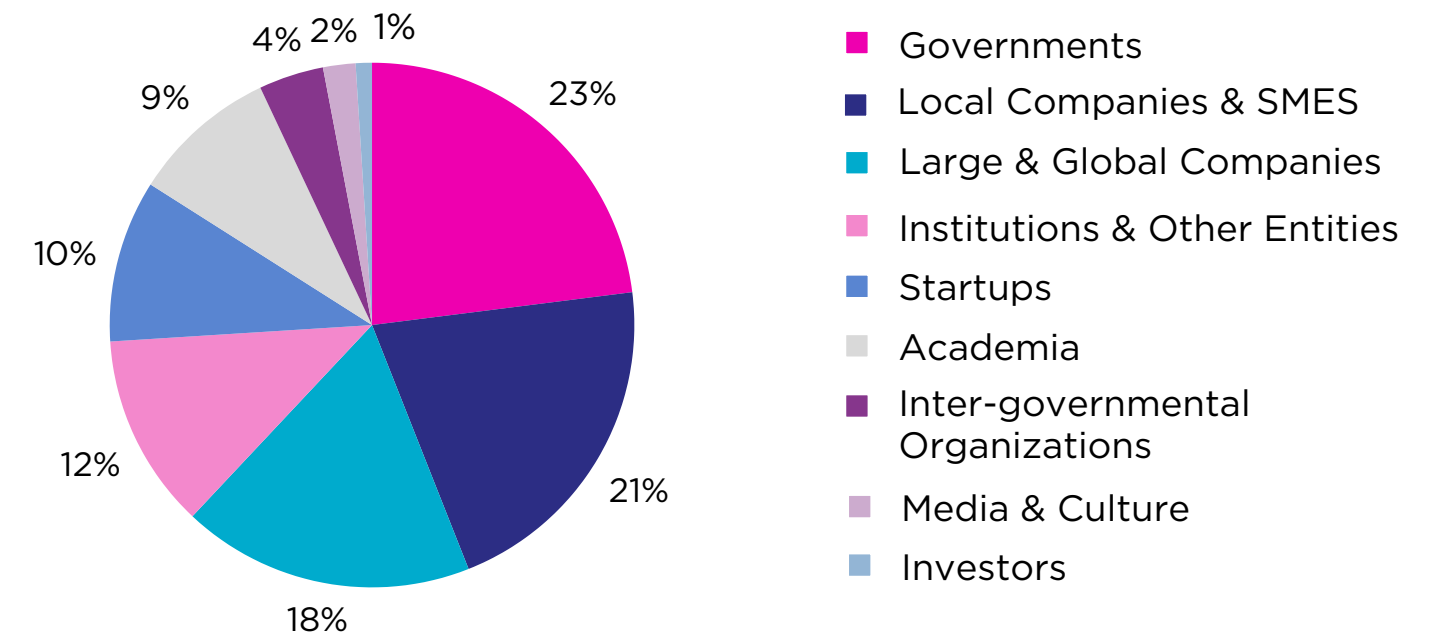
TOP VISITING COUNTRIES



Attendees' profile

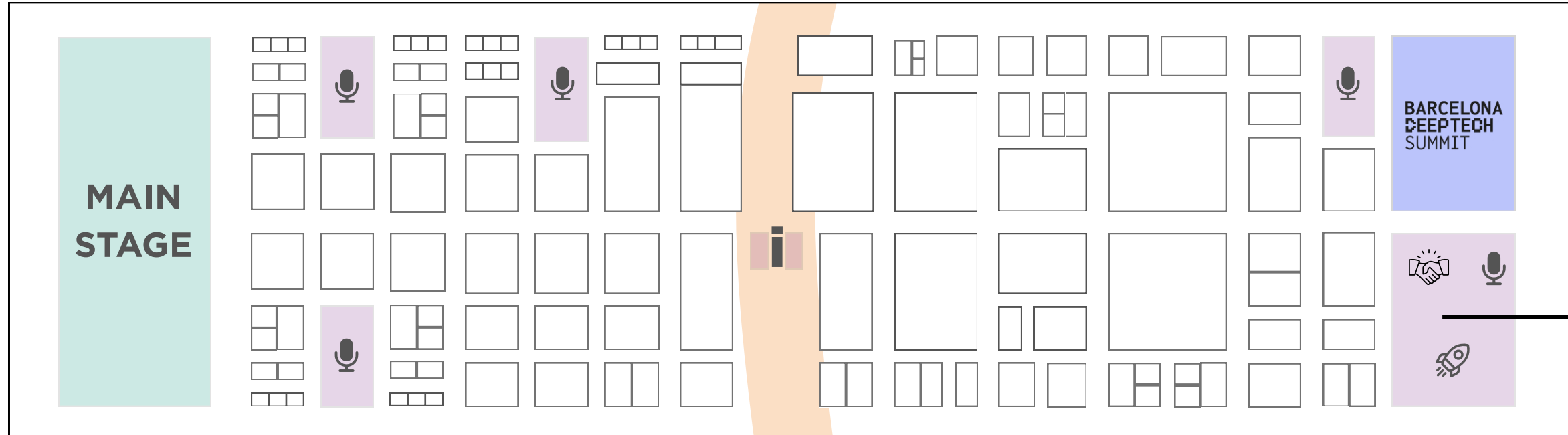
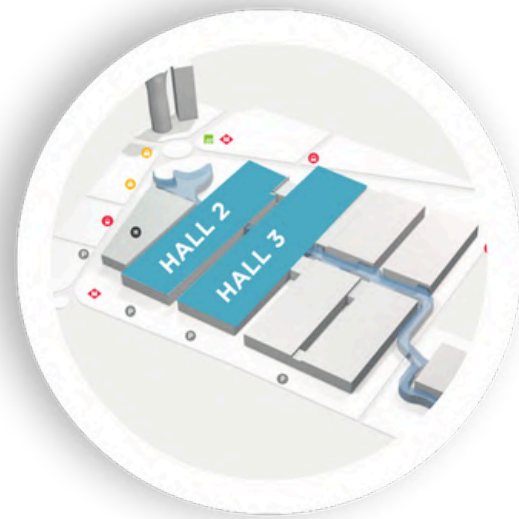


Attendees' Organization



EVENT MAP

SMARTCITY
EXPO WORLD CONGRESS



HALL 3

THE
AVENUE

OUTDOOR AREA

TOMORROW.
MOBILITY
WORLD CONGRESS



HALL 2

ENTRANCE

- Thematic Stages
- Startups
- Investors Lounge

● Exclusive access for Full Congress & Investor Passes

Trusted by global leading CORPORATE PARTNERS



Supported by a powerful network of INSTITUTIONS, ORGANIZATIONS...



...RESEARCH CENTRES, INNOVATION BOOSTERS AND MEDIA PARTNERS



List of exhibiting cities, regions and countries

ARGENTINA

Agencia Argentina de Inversiones
y Comercio Internacional
Santiago del Estero

AUSTRIA

Advantage Austria – Austrian
Chamber of Commerce
Carinthia
Smart Urban Region Austria Alps
Adriatic
Vienna

BELGIUM

Agence Wallone
Flanders

BRAZIL

Curitiba

CHINA

Guanghzou
Shaanxi
Zhejiang

COLOMBIA

Barranquilla

CYPRUS

Invest Cyprus

CZECH REPUBLIC

Brno
Ministry of Industry and Trade of
the Czech Republic

Prague

Ptzen

Ricany

ESTONIA

Tallin

EUROPEAN COMMISSION

FINLAND

Espoo
Oulu
Tampere
Tampere Region EU Office
Vantaa

FRANCE

Business France
Grenoble Alpes Metropole
Région Île-de-France
Paris Est Marne & Bois

GERMANY

Apfeldorf, Unterdiessen, Fuchstal
Region
Aschaffenburg
Baden-Württemberg
Bavaria
Berlin
Brandenburg
Dormagen
Dresden
Etteln
Goslar
Hamburg

Hannover

Hannover Region

Hildesheim

Karlsruhe

Kiel Region

Leipzig

Lower Saxony

Metropolitan Region Hannover,
Braunschweig, Göttingen,
Wolfsburg

Munich

Metropolitan Region Munich

North Rhine-Westphalia

Nuremberg

Saxony

Schleswig-Holstein

South Westphalia

Stuttgart Region

Wolfsburg

Wuppertal

GREECE

HUNGARY

Budapest

INDIA

IRELAND

Dublin

ITALY

Consiglio Nazionale Delle Ricerche
(CNR)

Italian Trade Promotion Agency
(ITA)

Piemonte Region

Roma

Sardegna

JAPAN

Cabinet Office Government of
Japan
Ministry of Land, Infrastructure,
Transport and Tourism
Osaka Prefecture / Osaka City
Sakaimachi
Smart City Institute Japan
Tsukuba
Tokyo
Yokohama

LATVIA

University of Latvia
Riga

LITHUANIA

Innovation Agency Lithuania

LUXEMBOURG

MALAYSIA

Malaysia Digital Economy
Corporation (MDEC)

MEXICO

Puebla

NETHERLANDS

POLAND

Katowice
Polish Investment & Trade
Agency
Rzeszow
Sopot

PORTUGAL

Porto

ROMANIA

SAUDI ARABIA

Eastern Province Municipality
Riyadh Infrastructure Projects
Center (RIPC)
Saudi Export Development
Authority

SLOVAKIA

Ministry of Investmensts,
Regional Development and
Informatization
Technical University of Kosice

SOUTH KOREA

Cheonan
Daejeon
Ministry of Land, Infrastructure
and Transport
Seongnam City
Seoul AI Foundation

SPAIN

Barcelona
Generalitat de Catalunya –
Departament de Territori,
Habitatge i Transició Ecològica
Government of Catalonia
L'Hospitalet de Llobregat
ICEX – Spain Trade and
Investment
Madrid
Red.es – Ministerio de España
para la Transformación Digital
Sagunto

UNITED KINGDOM

Belfast
Glasgow
London Borough of
Hammersmith and Fulham
Manchester
Nexus University Leeds
Sunderland
The West of England Mayoral
Combined Authority

USA

Frisco Economic Development
Corporation
McKinney Economic
Development Corporation
North Texas Innovation Alliance
(NTXIA)
Peachtree Corners



INNOVATION PLAYGROUND

THE PLACE WHERE TOMORROW TAKES SHAPE

A carefully designed, open, and agile environment where the **world's most ambitious startups, forward-thinking investors, industry leaders, and public entities** come together to accelerate the future of urban innovation.

Here, **startups gain direct access to decision-makers and capital**; investors discover impact-driven solutions with unicorn potential; and corporates tap into the agility and creativity they need to stay ahead.

This is not just a space—it's a global launchpad for the innovations shaping our cities and our world.



A comprehensive space where innovation can flourish

By combining **inspiring talks**, a **curated startup expo** and **pitches**, **immersive demos**, and **high-trust networking** in the investor lounge, the Innovation Playground transforms bold ideas into real-world impact —fuelling collaboration, opportunity, and growth.



STAGE



STARTUP EXPO



DEMO AREA



INVESTORS
LOUNGE



THE INNOVATION PLAYGROUND

IN NUMBERS



100+

SELECTED EXHIBITING
STARTUPS



300+

EXHIBITING STARTUPS
WITHIN THE EXPO



200+

TOP WORLDWIDE
INVESTORS



30+

SESSIONS
& SIDE EVENTS



INNOVATION BOOSTERS

FUELING THE GLOBAL INNOVATION ECOSYSTEM

Innovation Boosters are leading organizations in the startup ecosystem that partner with the Innovation Playground to boost innovation, visibility, and meaningful connections at a global level.

WHO THEY ARE

- Accelerators, incubators, angel networks
- VCs, Corporate VCs & public entities

WHAT THEY ENABLE

- Startup visibility and portfolio showcasing
- High-value connections and dealflow
- Influence in key innovation conversations



WHY SHOULD YOU TAKE PART IN THE INNOVATION PLAYGROUND



If you are an investor:

Identify relevant deal-flow and spot your next big thing

Make valuable connections and schedule meetings with selected startups

Meet your fellow investors and collaborate on investment projects



If you're an accelerator, incubator or startup hub:

Network with other global organizations trailblazing local startup growth

Position your organization as a leading smart city innovation booster

Showcase your startups at the world's most influential event for urban innovation



Investors in attendance



500



ASTANOR

aSTara
INNOVATION VENTURE LAB



^BSabadell
BStartup

Bloom
*HOLLS



DEMEA
SUSTAINABLE INVESTMENT



faber



INCLIMO
PEOPLE, PLANET, PROSPERITY

LBOFRANCE



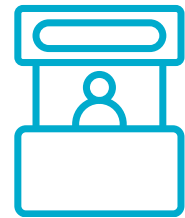
PLUGANDPLAY



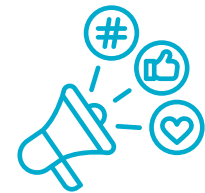
venture Lab
Niterra Group



HOW CAN YOU GET INVOLVED?



Showcase your portfolio through a dedicated **booster island (4, 6, 8 or 10 startup pods)**



Sponsor premium spaces and host a networking event



Strengthen brand positioning as a leader in urban and tech innovation



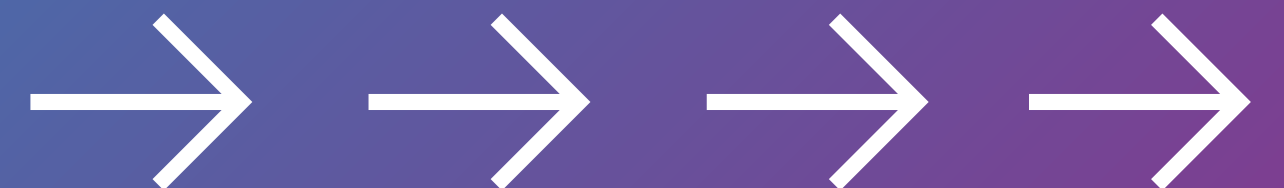
Connect with highquality deal flow and global decisionmakers





INNOVATION BOOSTER

WAYS OF PARTICIPATION



1. BOOSTER CORNER

Power your startup lineup with this 4-6 pod spotlight package.

- Cluster of **4-6 startups** + branded side panels + host entity counter
- **20-30 min** dedicated **session in the Innovation Stage** organized by the host
- **Visibility** as **Innovation Booster** – online & onsite
- **Visibility** in the **venue floor map** and **e-catalogue**
- 1-2 min **on-site video** introducing your firm, portfolio, and thesis – yours to use freely
- **2 Exhibitor** Passes
- **2 Full Congress** Passes
- **20 Visitor** Passes
- **2 Investor** Passes

What is included per startup:

- Access to the **Match & Fund Tool**
- **Inclusion** of your **Pitch Deck** in the Match & Fund Tool
- Access to the **Investors Lounge**
- **Visibility** in the Floor Map, website, and app
- 2 Exhibitor passes, 2 Full Congress passes, 20 Visitor passes



2. BOOSTER ISLAND

Power your startup portfolio with this 8-10 showcase package

- Cluster of **8-10 startups** + branded side panels + host entity counter
- **40-50 min** dedicated **session in the Innovation Stage** organized by the host
- Visibility as **Innovation Booster** – online & onsite
- Visibility in the **venue floor map** and **e-catalogue**
- 1-2 min **on-site video** introducing your firm, portfolio, and thesis – yours to use freely
- **2 Exhibitor** Passes
- **4 Full Congress** Passes
- **50 Visitor** Passes
- **4 Investor** Passes

What is included per startup:

- Access to the **Match & Fund Tool**
- **Inclusion** of your **Pitch Deck** in the Match & Fund Tool
- Access to the **Investors Lounge**
- **Visibility** in the Floor Map, website, and app
- 2 Exhibitor passes, 2 Full Congress passes, 20 Visitor passes



3. BOOSTER SPOTLIGHT

Bring your community peers and share your expertise.

- **30-min** dedicated **session in the Innovation Stage** (limited availability)
- Visibility as **Innovation Booster** - online & onsite
- 1-2 min **on-site video** introducing your firm, portfolio, and thesis — yours to use freely.
- **4 Investor** passes (worth 1,495€ each)
- **4 Full Congress** passes (worth 1,250€ each)
- **50 Visitor** passes (worth 200€ each)
- Priority in booking a **private meeting room** (50% discount on rental price)



4. INVESTORS LOUNGE

Be the leader of the investor and startup ecosystem. Your brand will witness how investors and founders engage.

- Exclusive **branding in the Investors Lounge** (digital and in-venue visibility)
- Possibility of organizing a **networking activity** in the lounge hosted by the sponsor
- 1-2 min **on-site video** introducing your firm, portfolio, and thesis — yours to use freely.
- Visibility as **Innovation Booster** - online & onsite
- Presence in the **Innovation Playground page** of the event website
- Visibility in the **Match & Fund Tool**
- **4 Investor** passes (worth 1,495€ each)
- **20 Full Congress** passes (worth 1,250€ each)
- **40 Visitor** passes (worth 200€ each)



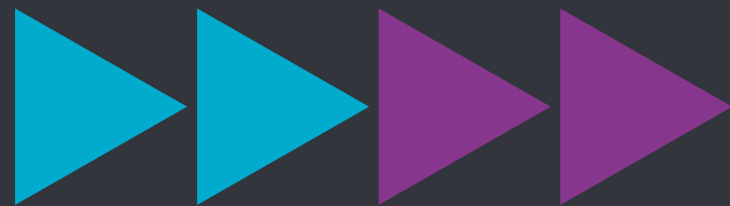
5. THE SMART DEAL

Join Europe's premier smart city startup competition jury, gaining high-profile visibility and early access to promising digital innovators.

Powered by **kurrent**

- **Early access to 50+** pre-screened seed/Series A **startups**
- **Connect** with **leading VCs, industry players**, and **decisionmakers** from 850+ cities
- Direct influence in **selecting winners** and announcing **investment interests on stage**
- **Logo placement** and **speaking opportunities** at the world's largest smart city event (27,000+ attendees)
- Invitation to an exclusive **private dinner with influential investors and innovators**
- Full **event filmed and published**, amplifying thought leadership.
- **6 finalist startups**, 15-minute **deep-dive sessions**, **€50K+ in grants**, proven track record of successful partnerships and follow-on investments.
- **2 Investor Passes** + **10 Visitor Passes**





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Pick your way to boost innovation!

tomorrowcity.startups@firabarcelona.com


Fira Barcelona

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