

**SMARTCITY**  
EXPO WORLD CONGRESS

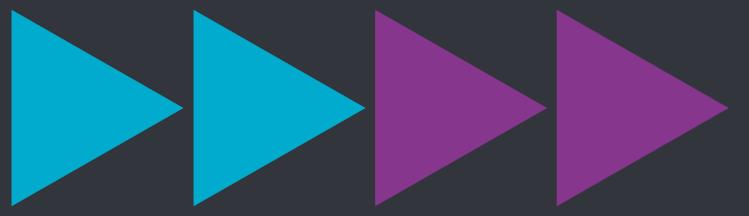
**TOMORROW.  
MOBILITY**  
WORLD CONGRESS

**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



## FULL FOCUS ON CRITICAL URBAN CHALLENGES

ENABLING  
TECH

ENERGY &  
ENVIRONMENT

MOBILITY

INFRASTRUCTURE  
& BUILDING

LIVING &  
INCLUSION

GOVERNANCE  
& ECONOMY

BLUE  
ECONOMY

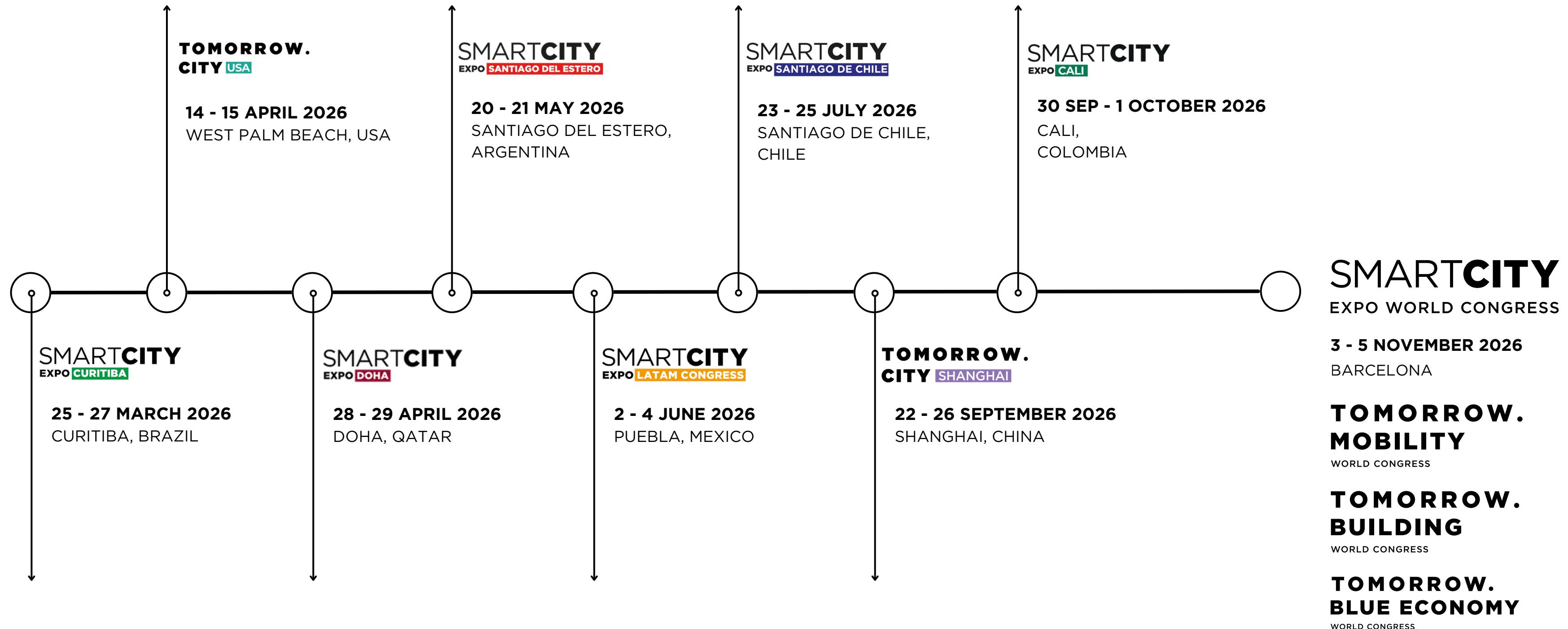
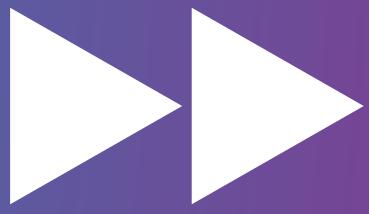


**“At SCEWC we can meet real decision-makers, as we are all fighting for the same cause: cleaner cities.”**

**Zoé Dupuy**  
Product Manager,  
The Great Bubble Barrier



# Urban Innovation all-year-round



**SMARTCITY**  
EXPO CURITIBA

25 - 27 MARCH 2026  
CURITIBA, BRAZIL

**SMARTCITY**  
EXPO DOHA

28 - 29 APRIL 2026  
DOHA, QATAR

**SMARTCITY**  
EXPO LATAM CONGRESS

2 - 4 JUNE 2026  
PUEBLA, MEXICO

**TOMORROW.**  
**CITY** USA

14 - 15 APRIL 2026  
WEST PALM BEACH, USA

**SMARTCITY**  
EXPO SANTIAGO DEL ESTERO

20 - 21 MAY 2026  
SANTIAGO DEL ESTERO,  
ARGENTINA

**SMARTCITY**  
EXPO SANTIAGO DE CHILE

23 - 25 JULY 2026  
SANTIAGO DE CHILE,  
CHILE

**SMARTCITY**  
EXPO CALI

30 SEP - 1 OCTOBER 2026  
CALI,  
COLOMBIA

**SMARTCITY**  
EXPO WORLD CONGRESS

3 - 5 NOVEMBER 2026  
BARCELONA

**TOMORROW.**  
**MOBILITY**  
WORLD CONGRESS

**TOMORROW.**  
**BUILDING**  
WORLD CONGRESS

**TOMORROW.**  
**BLUE ECONOMY**  
WORLD CONGRESS

**TOMORROW.**  
**CITY** SHANGHAI

22 - 26 SEPTEMBER 2026  
SHANGHAI, CHINA

# 2025 EDITION IN NUMBERS

TOMORROW.  
CITY



**27,104**

ATTENDEES



**584**

REGISTERED PRESS



**1,190**

EXHIBITORS



**15,2K**

MEDIA IMPACTS



**997**

CITIES



**1.13M**

WEB VISITS



**592**

SPEAKERS



**162K**

SOCIAL MEDIA FOLLOWERS



**138**

COUNTRIES



**112M**

DIGITAL IMPRESSIONS



**22,800+**

SUBSCRIBERS



**8,200+**

MONTHLY  
ACTIVE USERS



**27%**

EMAIL  
OPEN RATE

# A global interest on the rise

## TOP VISITING COUNTRIES



Spain



USA



Italy



Saudi Arabia



Germany



South Korea



France



Portugal



Netherlands



Czech Republic



Brazil



Poland

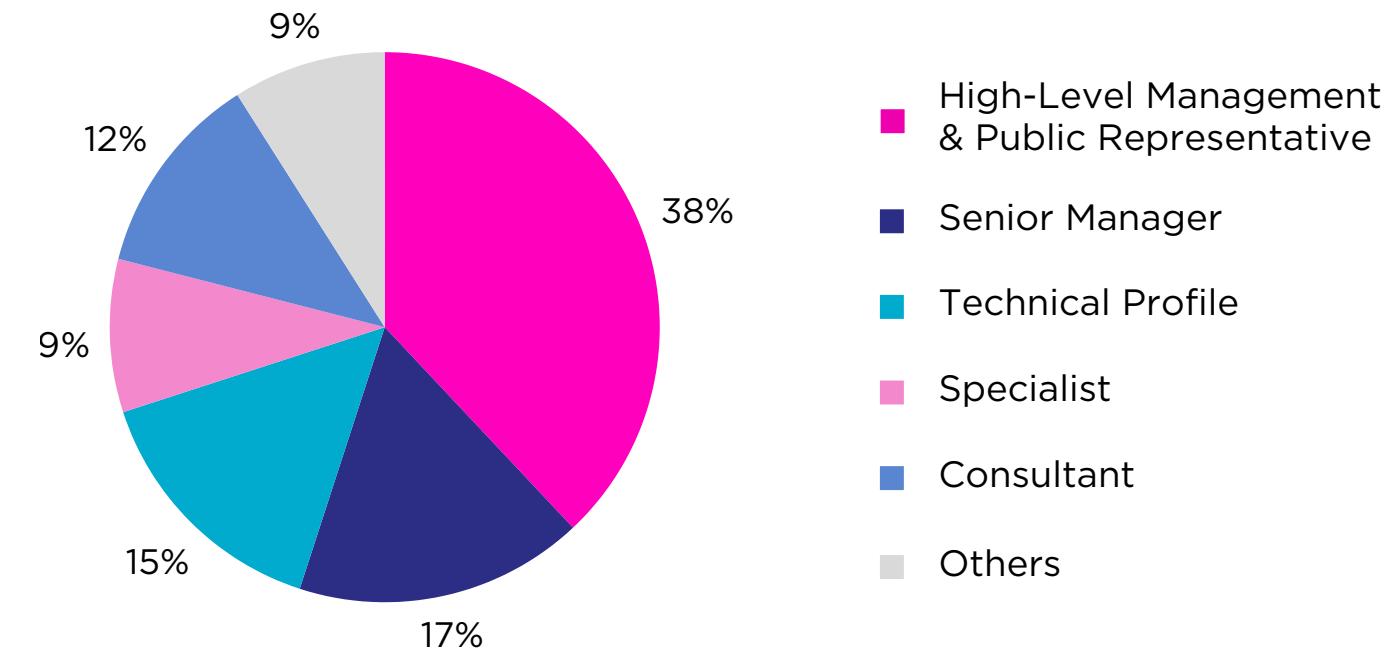


United Kingdom

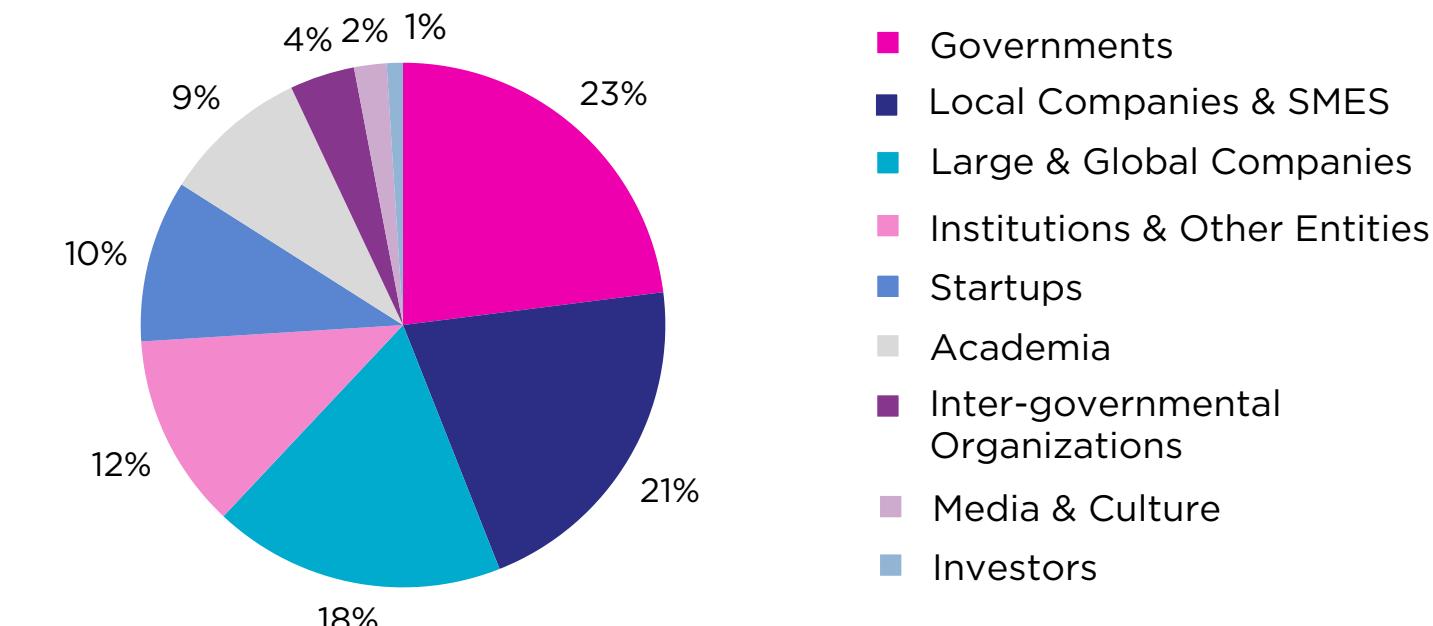


Belgium

## Attendees' profile

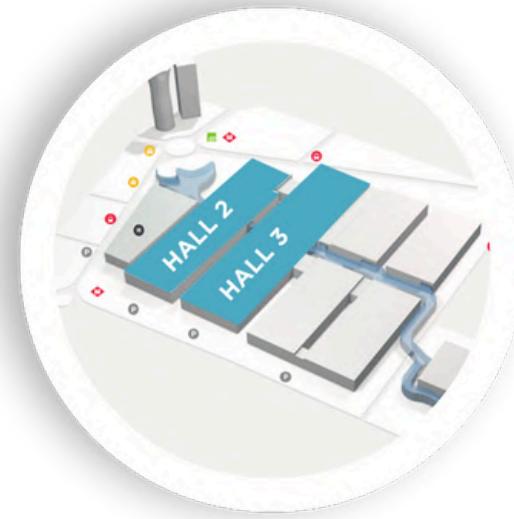


## Attendees' Organization



2026

# EVENT MAP



**SMARTCITY**  
EXPO WORLD CONGRESS



# Trusted by global leading CORPORATE PARTNERS



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



ICEX  
Exportación e Inversiones



Government of Catalonia



Diputació  
Barcelona



Metrópolis  
Barcelona



DEVELOPMENT BANK  
OF LATIN AMERICA  
AND THE CARIBBEAN



FEDERACIÓN ESPAÑOLA  
DE  
MUNICIPIOS Y PROVINCIAS



Union pour la Méditerranée  
الاتحاد من أجل المتوسط



Co-funded by the European Union  
Interreg



World Smart Sustainable Cities Organization



Asociación Latinoamericana de Movilidad Sostenible



Associació  
Catalana  
de Municipis



ASOCIACIÓN NACIONAL  
DE EMPRESAS DE EFICIENCIA ENERGÉTICA



ASOCIACIÓN ESPAÑOLA  
DE MANTENIMIENTO  
DE EQUIPOS



ASOCIACIÓN  
BRASILEÑA DE  
VEHÍCULOS ELÉCTRICOS DE CHILE



ASOCIACIÓN ESPAÑOLA  
DE EMPRESAS DE SEGURIDAD



Asociación  
Española de  
Fabricantes de  
Mobiliario Urbano Y  
Parques Infantiles



Italian ITS  
Association



Asociació Catalana de Facility Management



ASSOCIACIÓ  
DE MUNICIPIS  
DE CATALUNYA  
EL TRANSPORT D'AB



ASSOCIATION OF  
EUROPEAN AUTOMOTIVE  
AND INDUSTRIAL BATTERY MANUFACTURERS



# ...RESEARCH CENTRES, INNOVATION BOOSTERS AND MEDIA PARTNERS



# List of exhibiting cities, regions and countries

<b>ARGENTINA</b>	Prague	Hannover	Italian Trade Promotion Agency (ITA)	<b>POLAND</b>	<b>SPAIN</b>
Agencia Argentina de Inversiones y Comercio Internacional	Ptzen	Hannover Region	Piemonte Region	Katowice	Barcelona
Santiago del Estero	Ricany	Hildesheim	Roma	Polish Investment & Trade Agency	Generalitat de Catalunya - Departament de Territori, Habitatge i Transició Ecològica
		Karlsruhe	Sardegna	Rzezsow	Government of Catalonia
		Kiel Region		Sopot	L'Hospitalet de Llobregat
<b>AUSTRIA</b>	Tallin	Leipzig		<b>PORTUGAL</b>	ICEX - Spain Trade and Investment
Advantage Austria - Austrian Chamber of Commerce		Lower Saxony		Porto	Madrid
Carinthia		Metropolitan Region Hannover, Braunschweig, Göttingen,	Cabinet Office Government of Japan		Red.es - Ministerio de España para la Transformación Digital
Smart Urban Region Austria Alps		Wolfsburg	Ministry of Land, Infrastructure, Transport and Tourism		Sagunto
Adriatic		Munich	Osaka Prefecture / Osaka City	<b>ROMANIA</b>	
Vienna		Metropolitan Region Munich	Sakaimachi	<b>SAUDI ARABIA</b>	
		North Rhine-Westphalia	Smart City Institute Japan	Eastern Province Municipality	
<b>BELGIUM</b>	Tampere	Nuremberg	Tsukuba	Riyadh Infrastructure Projects Center (RIPC)	
Agence Wallone Flanders	Tampere Region EU Office	Saxony	Tokyo	Saudi Export Development Authority	
	Vantaa	Schleswig-Holstein	Yokohama	<b>LATVIA</b>	
		South Westphalia	University of Latvia	Ministry of Investmensts, Regional Development and Informatization	
<b>BRAZIL</b>		Stuttgart Region	Riga	Technical University of Kosice	
Curitiba		Wolfsburg	<b>LITHUANIA</b>	<b>SLOVAKIA</b>	
		Wuppertal	Innovation Agency Lithuania	Ministry of Investmensts, Regional Development and Informatization	
<b>CHINA</b>		<b>GERMANY</b>		Technical University of Kosice	
Guanghzou		Apfeldorf, Unterdiessen, Fuchstal Region	<b>LUXEMBOURG</b>	<b>SOUTH KOREA</b>	
		Aschaffenburg		Cheonan	
		Baden-Württemberg	<b>INDIA</b>	Daejeon	
		Bavaria		Ministry of Land, Infrastructure and Transport	
<b>CYPRUS</b>	Berlin	<b>HUNGARY</b>	<b>MALAYSIA</b>	Seongnam City	
Invest Cyprus	Brandenburg	Budapest	Malaysia Digital Economy Corporation (MDEC)	Seoul AI Foundation	
	Dormagen	<b>IRELAND</b>			
	Dresden	Dublin			
<b>CZECH REPUBLIC</b>	Etteln	<b>ITALY</b>	<b>MEXICO</b>		
Brno	Goslar	Consiglio Nazionale Delle Ricerche (CNR)	Puebla		
Ministry of Industry and Trade of the Czech Republic	Hamburg			<b>NETHERLANDS</b>	



# 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:

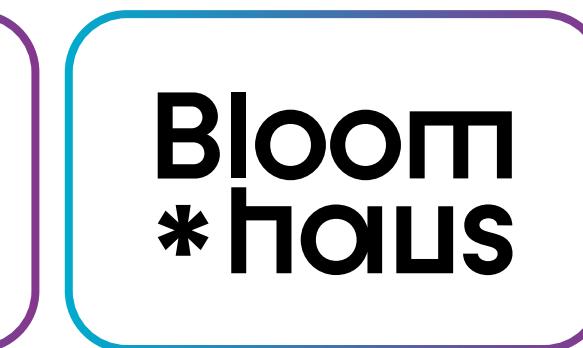
Network with other global organizations trailblazing local startup growth

Position your organization as a leading smart city innovation booster

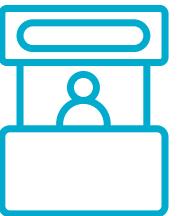
Showcase your startups at the world's most influential event for urban innovation



# Investors in attendance



# 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



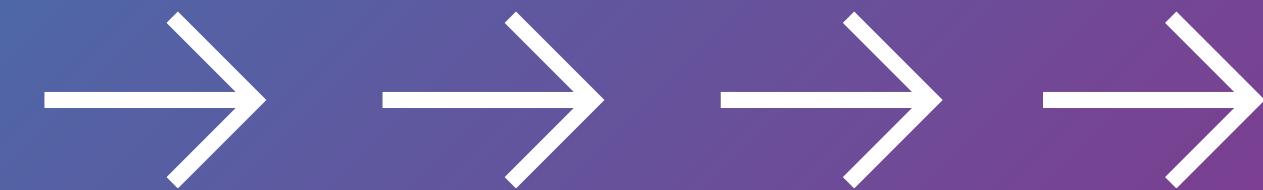
**Connect with highquality deal flow** and global decisionmakers





# 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 **kurrant**

- **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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boost innovation!

[tomorrowcity.startups@firabarcelona.com](mailto:tomorrowcity.startups@firabarcelona.com)

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Fira Barcelona

eit Urban Mobility

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