

WELCOME TO THE WORLD'S LEADING EVENT FOR CITIES

SMARTCITY
EXPO WORLD CONGRESS

BARCELONA • November 15-17, 2022



WHAT'S AHEAD?

A WORLD OF EVER-
CHANGING CITIES

**NEW URBAN
REALITIES.
NEW TECH.
NEW BUSINESS
MODELS.**



**Global
population
expected to
grow to 10B by
2050.**



**70% of this
people living
in cities.**

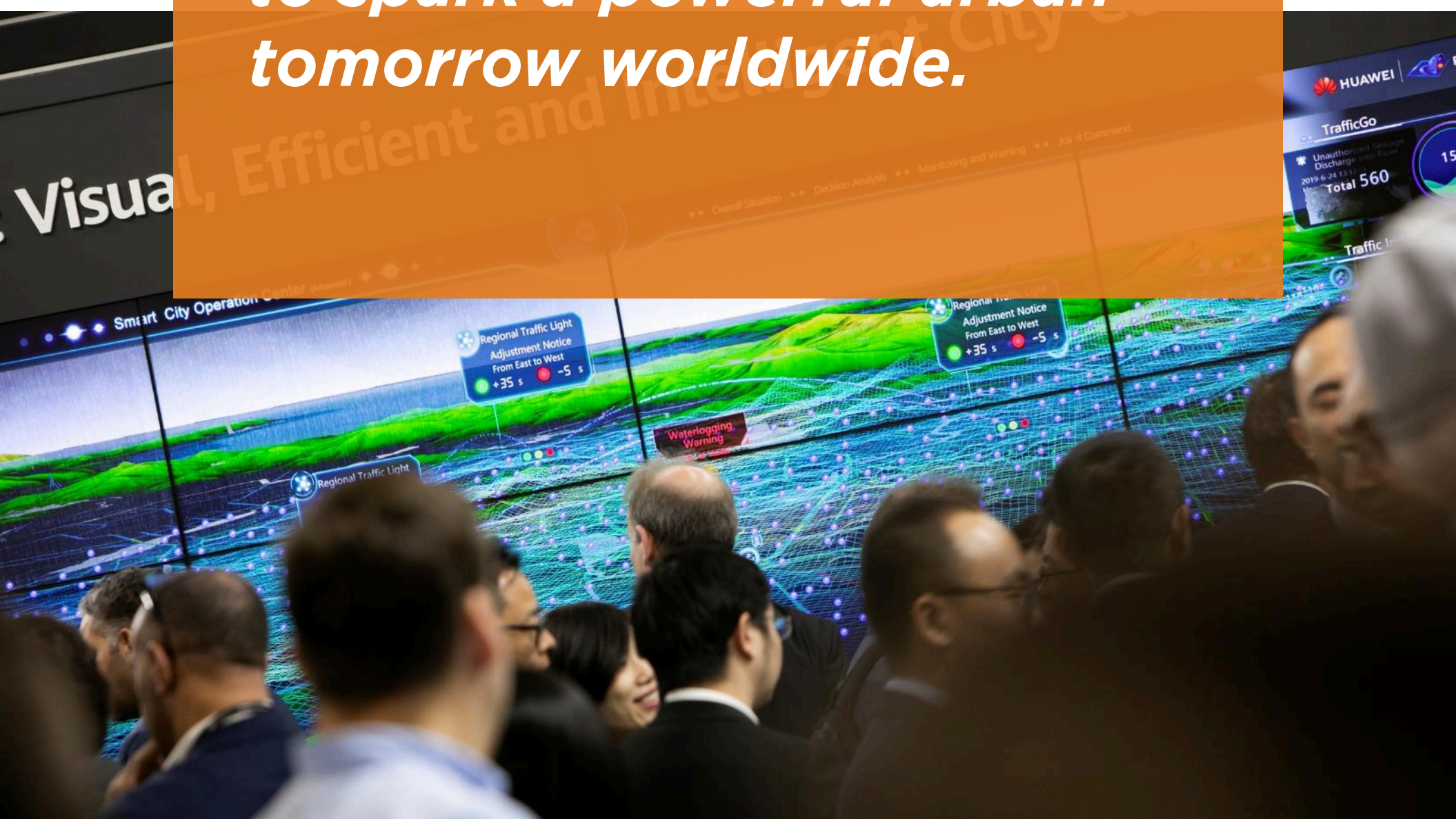


**In 40 years, we
will have built
as many new
cities as in all
human history.**

The future of humanity is inevitably urban, and digitization stands as an essential, unstoppable revolution to ensure future-proof cities focused on people and environment.

At the crossroads of tech and cities there's an opportunity for a more sustainable and inclusive world.

Smart City Expo is the place to spark a powerful urban tomorrow worldwide.



**WHAT'S NEXT
FOR CITIES STARTS
AT SCEWC**



I usually don't attend conferences, but the SCEWC is a learning place where you meet real people who deal with real city challenges. It's not just about gadgets. It's about smart thinking.

ERION VELIAJ

Mayor, City of Tirana

”

“

The SCEWC is a super important in-person event to create relationships and collaborations that drive inclusive solutions.

MIGUEL GAMIÑO

Executive Vice President and Head of Global Cities



citypossible™

Pioneered by Mastercard



SCEWC is crucial for innovating in ports. Being here with a broad perspective of what innovation is, this is crucial for us.

DAMIÀ CALVET

President



SMARTCITY
EXPO WORLD CONGRESS

TOMORROW.
MOBILITY



The Smart City Expo World Congress Barcelona is the world reference event for all related to smart cities, to cities that want to be sustainable

FELIPE URBANO DE SALETA

Head of Business Development, Communications & External Affairs



The first year we came at the Smart City Expo, we selected the best practices we saw and imported them to Montevideo. As a result, we had good improvements. So, this year we came back to get ideas and collaborate to improve the region.

CRISTINA ZUBILLAGA

Director of Sustainable Development, City of Montevideo

”

“

This event brings public, private and civil society together. If you're looking for a smart city event, this is the one you should make the time for.

JEREMY GOLDBERG

Worldwide Director of Critical Infrastructure





This is the one place we get to do it every year, where we have the top conversations.”

CASSIE ROACH

Vice President, Global Public Sector

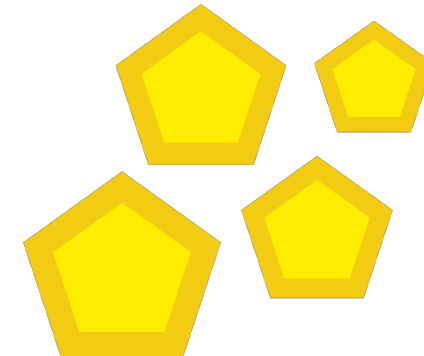


It's the face-to-face meeting which is the most interesting feature at the SCEWC. The venue is the place to meet people, network, discuss issues and see implemented solutions.

NEJIA LANOUAR

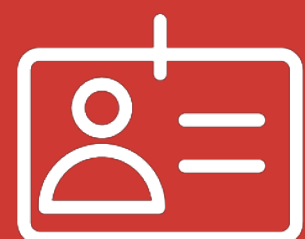
Director of Digital and Information Systems, City of Paris





SMART CITY EXPO IN FIGURES

2022: A record-breaking edition



24,000+

IN-PERSON ATTENDEES

52% INTERNATIONAL



21,000+

ONLINE ATTENDEES



1,000+ EXHIBITORS

80% INTERNATIONAL



400+ SPEAKERS

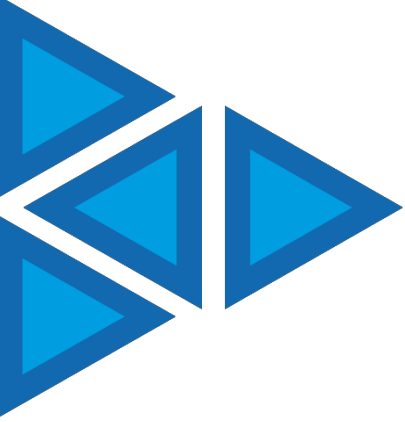


700+ CITIES



90+ SIDE EVENTS

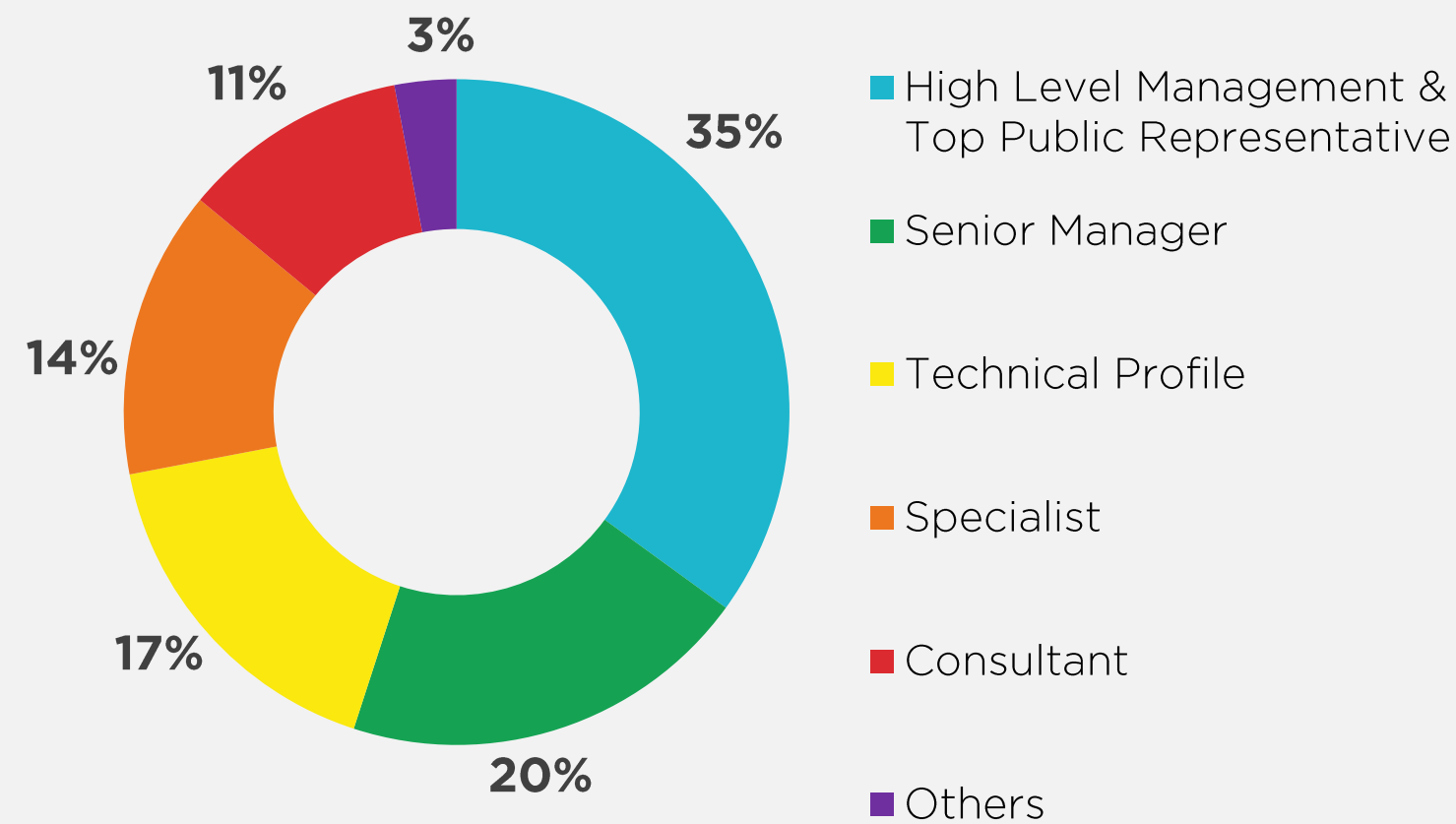
+97% OF PARTICIPANTS CLAIM THEY WILL COME BACK NEXT EDITION



MEET CROSS-SECTORIAL LEADERS

MOST ATTENDEES HOLD SENIOR-LEVEL POSITIONS

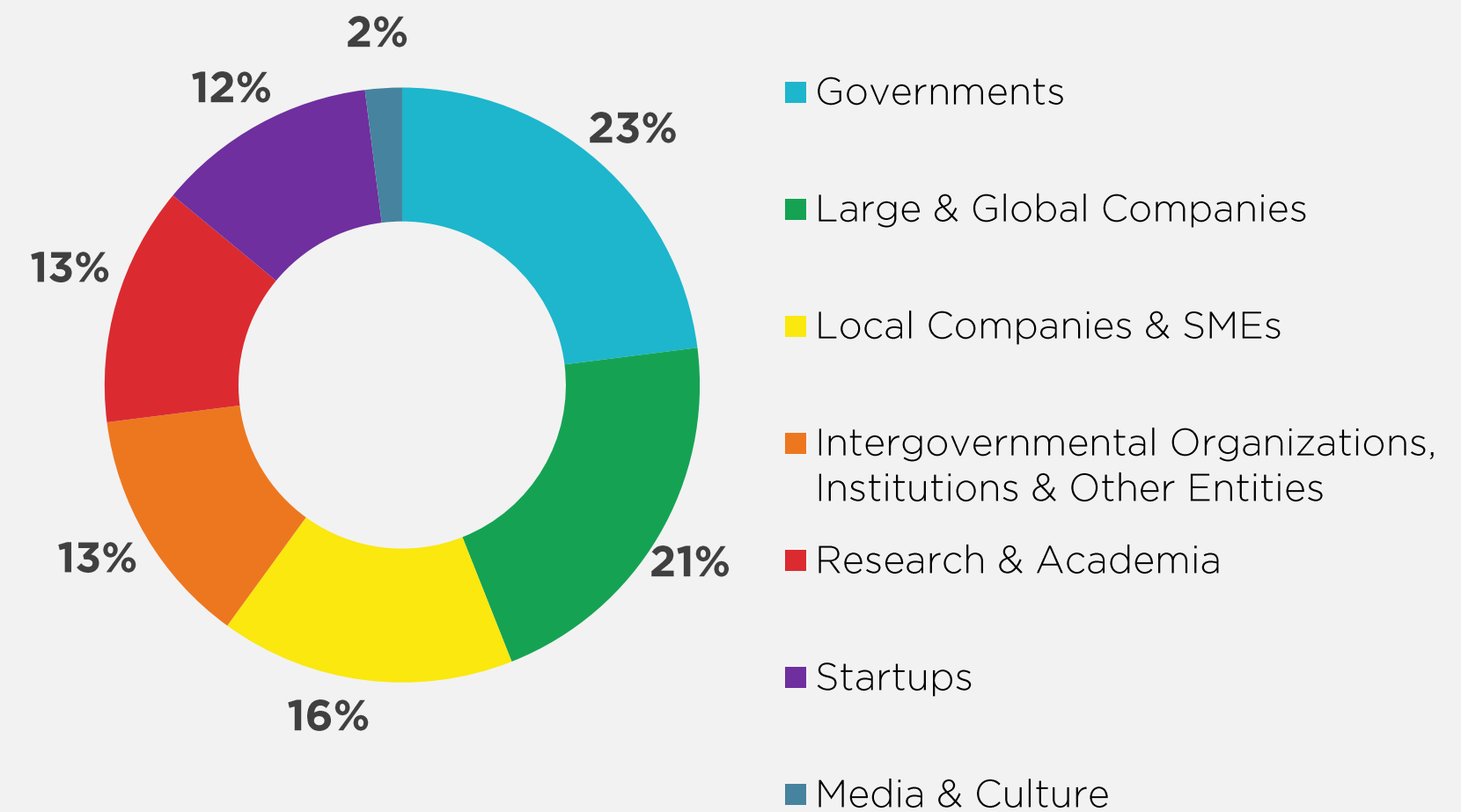
ATTENDEES PROFILE



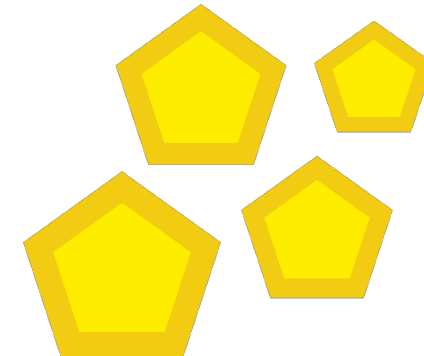
55% OF ATTENDEES HOLD SENIOR MANAGEMENT POSITIONS

A KEY MEETING POINT FOR PUBLIC & PRIVATE SECTORS

VISITING ORGANIZATIONS PROFILE



44% OF GLOBAL COMPANIES AND GOVERNMENTS



EXPAND YOUR DIGITAL REACH

Our digital footprint in 2019

MEDIA OUTREACH

574 ACCREDITED JOURNALISTS

54 MEDIA PARTNERS

8,084 MEDIA ITEMS PUBLISHED

€15M MEDIA IMPACT VALUE

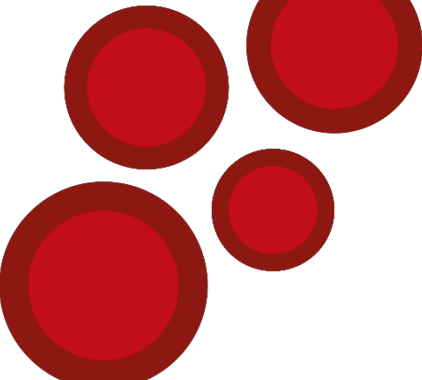
SOCIAL MEDIA REACH

+34M IMPRESSIONS IN DIGITAL
ADVERTISING, DISPLAY MK
& SOCIAL PLATFORMS

+152,000 FOLLOWERS
   

+610,000 WEB VISITS

17,000 MENTIONS OF #SCEWC19



IN GOOD COMPANY

The world's leading innovation brands consider us a key platform for the promotion of their business

GLOBAL PARTNERS

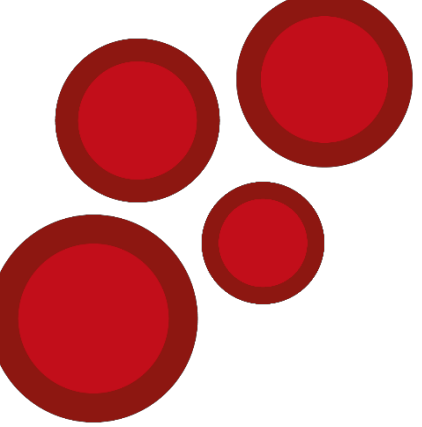


INDUSTRY PARTNERS



EVENT PARTNERS





IN GOOD COMPANY

The world's leading innovation brands consider us a key platform for the promotion of their business

HOSTED BY



ORGANIZED BY

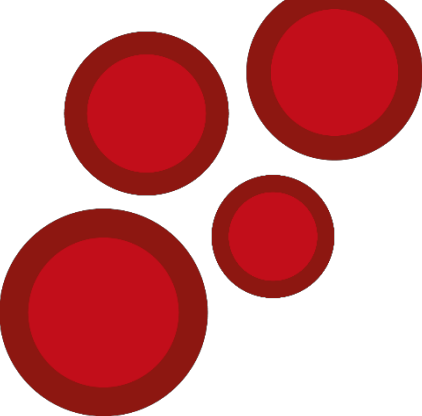


SUPPORTING INSTITUTIONS



STRATEGIC ORGANIZATIONS





IN GOOD COMPANY

The world's leading innovation brands consider us a key platform for the promotion of their business

COLLABORATING ORGANIZATIONS



MEDIA PARTNERS



ROADMAP FOR 2022

TOMORROW.CITY

365 DAYS A YEAR

**SMART CITY EXPO
WORLD CONGRESS
& CO-LOCATED EVENTS**

**SMART CITY EXPO
ABROADS**

**TOMORROW.
CITY**

Our 365-day digital platform dedicated to urban development.

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

SMARTCITY
EXPO DOHA

SMARTCITY
EXPO CURITIBA

SMARTCITY
EXPO LATAM CONGRESS

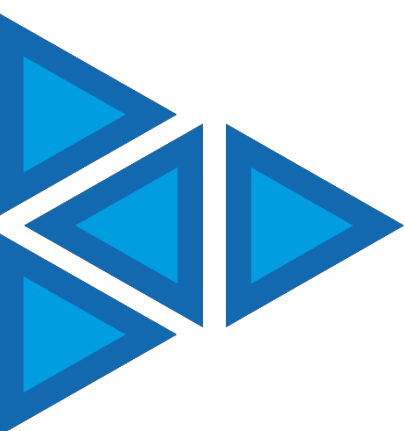
SMARTCITY
EXPO USA

SMARTCITY
EXPO SHANGHAI

SMARTCITY
EXPO WORLD CONGRESS

**TOMORROW.
MOBILITY**
WORLD CONGRESS

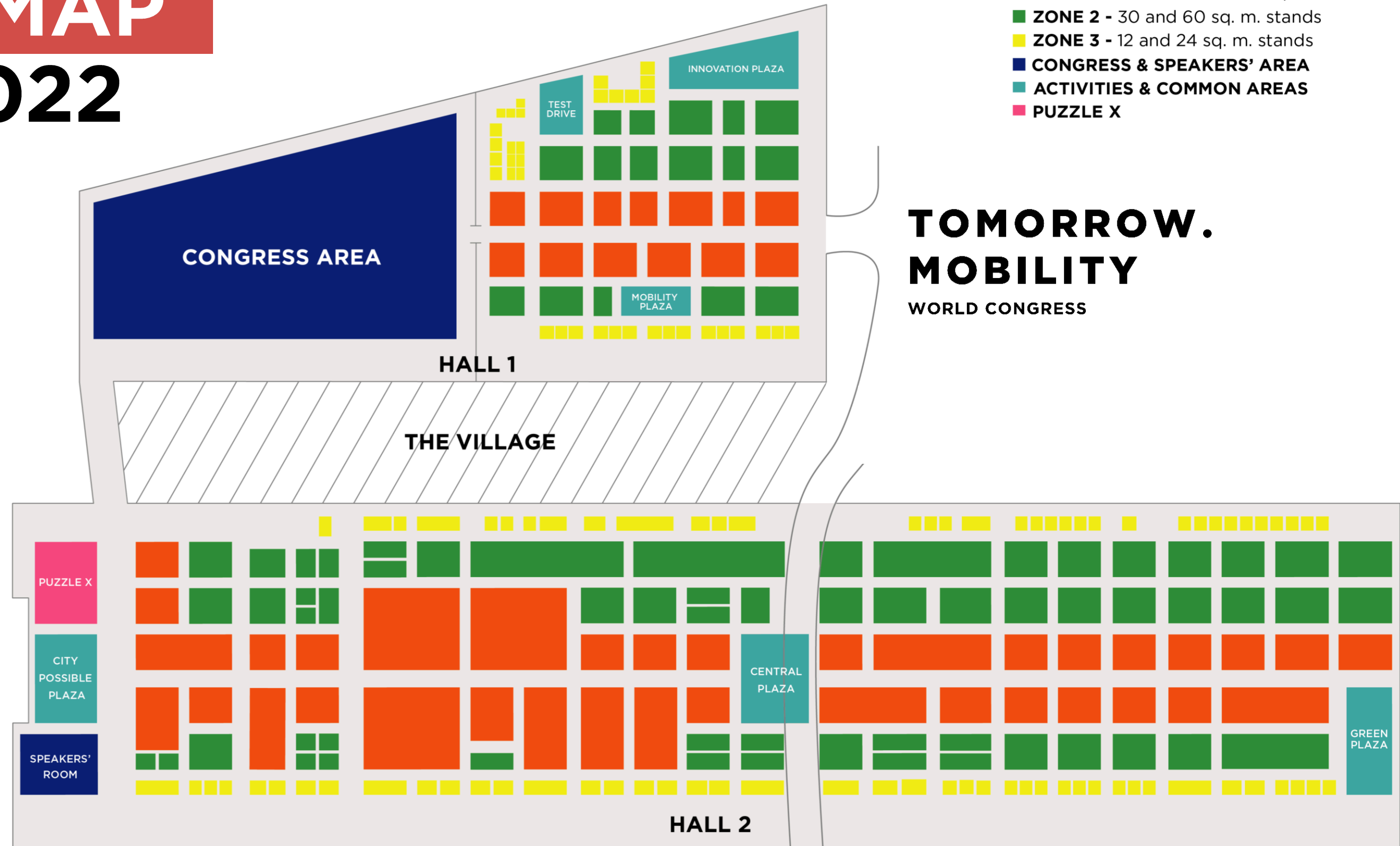
Barcelona Innova Week
Ciudad, sociedad y tecnología



EVENT MAP

FOR 2022

- ZONE 1 - Partners with 120 sq. m. stands or larger
- ZONE 2 - 30 and 60 sq. m. stands
- ZONE 3 - 12 and 24 sq. m. stands
- CONGRESS & SPEAKERS' AREA
- ACTIVITIES & COMMON AREAS
- PUZZLE X



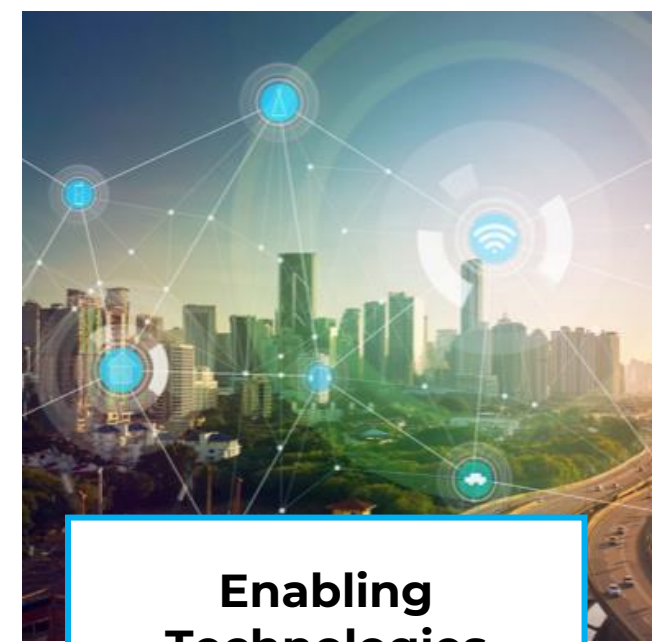
**TOMORROW.
MOBILITY**
WORLD CONGRESS

SMARTCITY
EXPO WORLD CONGRESS

HOT TOPICS FOR DEBATE

Key markets & critical issues at the heart of the discussion

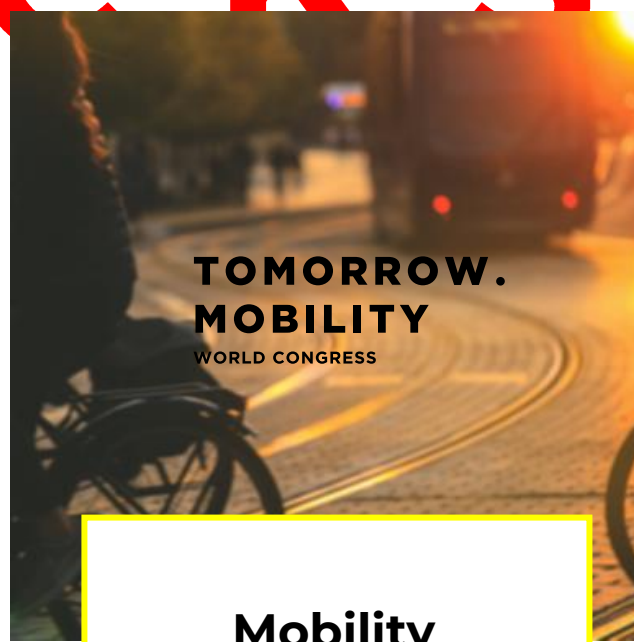
TRACKS



Enabling Technologies



Energy & Environment



Mobility



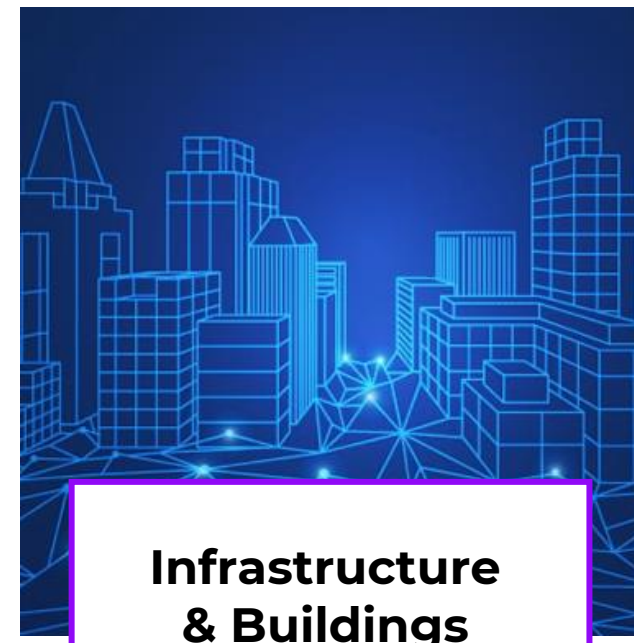
Governance



Living & Inclusion



Economy



Infrastructure & Buildings



Safety & Security

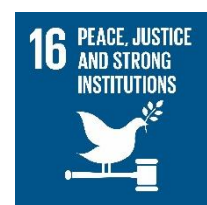
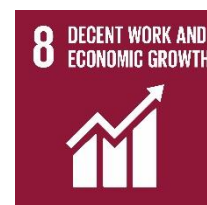


ENABLING TECHNOLOGIES

A SNEAK PEEK OF THE TRACK FOR 2022

Technology is a critical foundation to enable the post-COVID recovery. As computing power continues to explode, 5G is being rolled out, and 6G is on the horizon, cities push to work on innovation focused on people and sustainability. How can datafication, blockchain, quantum computing, extended reality, and digital twins, among other developments, inspire better cities?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

ARTIFICIAL INTELLIGENCE. Algorithm Ethics, Algorithms, Deep Learning, Smart Devices

CONNECTIVITY. Connectivity, 5G, 6G, Latency, Wifi 6, IOT

DATA. Big Data, Data Analytics, Data, Integration, Data Lake, Data Management, Data Storage, Data Infrastructure

DIGITAL SERVICES. Stimulated Environments, Digital Twins, Metaverse, Virtual Reality, Robotics, Blockchain

CLOUD & PLATFORMS. City Platforms, Cloud Computing, Cloud Storage, Edge Computing, Hybrid Data Storage, IaaS, PaaS.

INTERNET OF THINGS. Machine to Machine Communication, Networked Devices, Sensing



ENABLING TECHNOLOGIES

PARTICIPATION ROFILES

- Chief Communications Officer
- Chief Data Officer
- Chief Digital Officer
- Chief Information Officer
- Chief Innovation Officer
- Chief Security Officer
- Chief Technology Officer
- Director of AI Strategy
- Director of Big Data and Analytics
- Director of Blockchain Solutions
- Director of Cybersecurity
- Director of Cloud Data and Security
- Director of Digital Transformation
- Director of IoT Solutions
- Director of Public Safety
- Director of Research in Data Science
- Director of Software Development
- Engineer
- Head of IT / IT Director
- Project Manager
- R&D and Innovation Director
- Safe Cities Director

SOME PARTICIPATING COMPANIES





ENABLING TECHNOLOGIES

SPEAKERS ON STAGE IN PREVIOUS EDITIONS



Roland Busch
CEO, Siemens



Cassie Roach
Vice President, Global Public
Sector, Cisco



Miguel Gamiño
Executive VP & Head of
Global Cities, Mastercard



Joe So
CTO Industry
Solutions, Huawei



Kristina Sinemus
Minister for Digital Strategy
and Development,
Hessian Government



Aisha Bin Bishr
General Director,
Smart Dubai



John Farmer
CTO, City of New York



Jeff Merritt
Head of IoT & Urban
Transformation, World
Economic Forum



ENABLING TECHNOLOGIES

PUBLIC SECTOR REPRESENTATIVES

- Undersecretary “País Digital” – Secretaría de Gobierno de Modernización, Argentina
- Responsible for the Smart and Digital City, Information Technologies, Innovation and Organizational Performance – City of Montréal, Canada
- Director General, Big Data Development Administration – City of Huzhou, China
- Deputy Director for Digital Government – Ministry of Information, Technology and Communications of Colombia
- Head of Open Data – City of Aarhus, Denmark
- Director of Digital Transformation – Bordeaux Métropole, France
- Chief Innovation Officer – City of Tel Aviv-Yafo, Israel
- Chief Digital Officer – City of Rotterdam, Netherlands
- Chief Data Analytics and Innovation Officer – Madinah Region, Saudi Arabia
- Group Chief Technology Officer – City of Johannesburg, South Africa
- Chief Executive of Smart City Division – Daegu Metropolis, South Korea
- Director of Innovation – City of Stockholm, Sweden
- Chief Digital Officer – City of London, United Kingdom
- Chief Innovation Officer – City of Atlanta, USA
- Deputy CIO and Senior Technology Advisor – City of Los Angeles, USA
- Chief Technology Officer – City of New York, USA

HIGHLIGHTED SIDE EVENTS



City Possible Summit



Transportation Operations Platform Demo



Digital Innovation for Inclusive Development
in Latin America and the Caribbean

ENERGY & ENVIRONMENT

A SNEAK PEEK OF THE TRACK FOR 2022

The COVID-19 pandemic and the Russian energy crisis have created significant challenges inevitably impacting the environment. As concerns about the overwhelming emphasis on economic recovery at the cost of green transition progress have raised worldwide, more voices are calling for clear decarbonization strategies in the post-pandemic era. How can cities continue exploring innovative solutions to meet their energy needs while tackling climate change?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

CLIMATE EMERGENCY

Adaptation, Climate Change, Decarbonization, Energy Transition, GHG Emissions, Green Deal, Mitigation, Regenerative by design, renewables, Urban Resilience, Urban-rural Linkages.

CLEAN ENERGY

Decentralized Energy, Energy Efficiency, Energy Storage, Energy Transition, Grids, Hydrogen-powered, New Energy Models, Low Emissions Tech, Renewables.

LOW-CARBON TECH

Decentralized Energy, Energy Efficiency, Energy Storage, Energy Transition, Grids, Hydrogen-powered, New Energy Models, Low Emissions Tech, Renewables.

ENERGY & ENVIRONMENT

PARTICIPATION PROFILES

- Chief Sustainability Officer
- Chief Resilience Officer
- Architect
- Project Manager
- Engineer
- Director of Sustainable Development
- Specialist
- Head of Urban Services
- Director of Water and Wastewater Treatment
- Director of Cleantech Strategy
- Director of Climate Change and Disaster Risk Reduction
- Chief of Housing and Urban Development
- Director of Waste Management
- Director of Urban Planning and Development
- Director of Transport and Infrastructure
- Director of Energy and Utilities
- Director of Renewable Energy and Energy Efficiency

SOME PARTICIPATING COMPANIES



ENERGY & ENVIRONMENT

SPEAKERS ON STAGE IN PREVIOUS EDITIONS



Bertrand Camus
CEO, Suez



Joanna Drake
Deputy Director-General, DG
Environment, European
Commission



Soo-Jin Kim
Deputy Head of Cities,
Urban Policies & Sustainable
Development, OECD



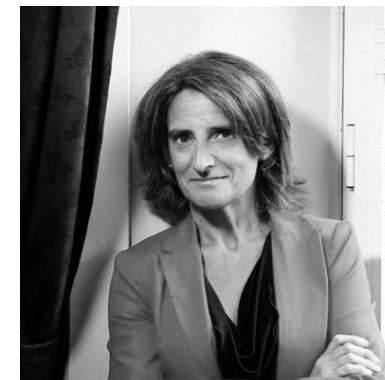
Felipe Urbano
Director of Business
Development, Communications
& External Affairs, FCC Group



Tatiana Gallego
Chief of Housing, Urban
Development, Climate
Change & Sustainability, IDB



Gino Van Begin
Secretary General,
ICLEI



Teresa Ribera
Minister for Ecological
Transition, Government of
Spain



Julia López Ventura
European Regional
Director, C40

ENERGY & ENVIRONMENT

PUBLIC SECTOR REPRESENTATIVES

- Head of Energy & Environmental Technologies – Ministry for Transport, Innovation and Technology, Vienna, Austria
- Chargée de mission innovation par Énergie – Grenoble Alpe, France
- Secretary of Social Integration and the Environment, Climate and Smart City Colonia – City of Köln, Germany
- Deputy Mayor for the Environment – City of Thessaloniki, Greece
- Councillor for Energy, Innovation and Environment – Piemonte Region, Italy
- Deputy Director for Climate Change Policy Headquarters – City of Yokohama, Japan
- Head of Waste Management Division – City of Vilnius, Lithuania
- Head of the Street Lighting Department – City of Luxembourg
- Chairman of Environment, Green Technology, Science, Technology and Innovation and Consumer Affairs – City of Selangor, Malaysia
- Head of the Resilience Department – City of Barcelona
- Director of the Office for Urban Development – City of Zurich, Switzerland
- Deputy Chief Resilience Officer – Greater London Authority, London
- Chief Resilience Officer – City of Milan, Italy
- Energy Manager – City of Cincinnati, USA
- Senior Technician in Renewable Energy – Ministère des Collectivités Territoriales et de l'Aménagement, Dakar, Senegal

HIGHLIGHTED SIDE EVENTS



The New Challenges of Smart Ports



Responsible Digital Technology:
Major French Cities are Mobilised



Think Smart, Deliver Sustainable Solutions

MOBILITY

**TOMORROW.
MOBILITY**
WORLD CONGRESS

A SNEAK PEEK OF THE TRACK FOR 2022

The 2020-2021 various lockdowns, the rise of remote working, and stay-at-home orders have definitely impacted urban mobility. Many cities worldwide have experienced a reduction in the volume of people commuting and a rise of alternative and active modes of transport, such as cycling and walking. Will this trend stay when living with endemic COVID? How can cities turn crisis into an opportunity to accelerate towards more sustainable, resilient, and human-centric urban mobility systems?

With cities rapidly expanding and new technologies constantly appearing on the horizon, the sector needs a place to convene, discuss the big issues and discover solutions – and that's where **Tomorrow.Mobility World Congress** comes in. Within the framework of Smart City Expo World Congress, #TMWC22 returns to Barcelona this November for a second edition to reignite the debate on urban mobility.

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

- MICRO MOBILITY
- PUBLIC TRANSPORT
- AUTOMOTIVE
- LAST MILE LOGISTICS
- FUTURE AND DIGITAL TRANSPORTATION
- TRANSPORT INFRASTRUCTURE
- ENERGY TRANSITION & EFFICIENCY



MOBILITY

PARTICIPATION PROFILES

- Chief Mobility Officer
- Director Geographical Information Systems
- Director of Electric Vehicle Business Development
- Director of E-Mobility Innovation
- Director of Intelligent Transportation Systems
- Director of Sustainable Urban Mobility
- Director of Transport and Infrastructure
- Director of Transport Authority
- Director of Urban Mobility Services
- Director of Urban Planning
- Engineer
- Head of Traffic Engineering
- Project Manager

SOME PARTICIPATING COMPANIES



MOBILITY



SPEAKERS ON STAGE IN PREVIOUS EDITIONS



Janette Sagik-khan
Former NYC Transport
Commissioner



Fernanda Rivera
Director of Road Safety &
Sustainable Mobility, City of
Mexico



Manuel L. Villena
Infrastructure and Road
Traffic Director, Indra



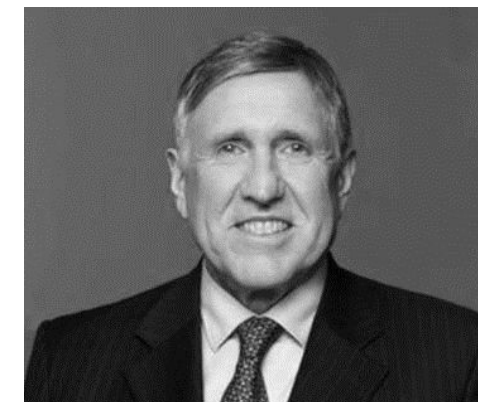
Lola Ortiz
Director of Planning &
Mobility, City of Madrid



Thomas Friderich
Head of Partner
Management, Moovel Group



Wiebke Pankauke
Deputy Head of Unit for
Future & Urban Mobility,
European Commission



François Bausch
Minister of Mobility & Public
Works, Luxembourg



Pablo Humanes
Vice President Business
Development & New
Mobility, PTV Group

MOBILITY

**TOMORROW.
MOBILITY**
WORLD CONGRESS

PUBLIC SECTOR REPRESENTATIVES

- Director-General, Mobility Infrastructure – Gobierno de la Ciudad Buenos Aires
- Manager of Transportation Planning – City of Vancouver, Canada
- Head of Development and E-Mobility – Ministerio de Transportes y Telecomunicaciones, Santiago de Chile
- Head of Urban Air Mobility (UAM) – Toulouse Métropole, France
- Coordinator for Mobility Transition – City of Dortmund, Germany
- Deputy Mayor for Mobility – City of Milan, Italy
- Head of Mobility and Transport Department – City of Rome, Italy
- Minister for Mobility and Public Works – Luxembourg Government, Luxembourg
- Fleet Services Manager – City of Pittsburgh, USA
- Chairman of Public Transportation and New Village Development – City of Selangor, Malaysia
- General Director of Road Safety and Sustainable Urban Mobility Systems – Ministry of Mobility, Mexico
- General Director of Planning and Mobility Infrastructures – City of Madrid, Spain
- Executive Manager, Department of Transportation – City of Dallas, USA
- Head of Section Public Road Lighting – Government Agency of Cleanliness and Green Open Space, City of Surabaya , indonesia
- Minister of Land, Infrastructure, Transport and Tourism – Ministry of Land, Infrastructure, Transport and Tourism , Tokyo, Japan
- Chief Researcher – Korea Transportation Safety Authority
- Secretary of Mobility and Transport – City of Porto Velho, Brazil

HIGHLIGHTED SIDE EVENTS



**EIT Urban Mobility High-level City Event
“Leading Innovation for Impact”**



**Urban mobility trends 2021: user
experience in MAD & BCN**



**Creating a Pan-European
Mobility Ecosystem**



GOVERNANCE

A SNEAK PEEK OF THE TRACK FOR 2022

Democracies are more fragile and more vulnerable than in the past. As the world struggles to rebuild from the COVID health crisis and the Ukraine war, cities work to enhance transparency, effectiveness, accountability, and legitimacy of public policy-making by seizing the opportunities of technological change. Yet citizens are becoming increasingly skeptical of politics. How can local governments improve trust in democratic institutions, safeguarding liberties and the rule of law while protecting democracy from multidimensional threats?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

REGULATION & STANDARDS

Open government, Legislation, Policies, Policy-making, Regulations, standards, Standardization

COLLABORATION

Alliances, Collaboration, Cross-sector governance, multilevel governance

PARTICIPATION SCHEMES

Best practices, Co-creation, Citizen Engagement

GOVERNANCE

PARTICIPATION PROFILES

- Advisor
- Chief Financial Officer
- Chief Operating Officer
- City Manager
- Councillor
- Minister
- Diplomat
- Governor
- Head of Institutional Relations
- Mayor
- Official
- President
- Secretary General
- Vice Mayor
- Specialist

SOME PARTICIPATING ORGANIZATIONS





GOVERNANCE

SPEAKERS ON STAGE IN PREVIOUS EDITIONS



Anne Hidalgo
Mayor, City of Paris



Lori Lightfoot
Mayor, City of Chicago



Daniel Quintero
Mayor, City of Medellin



Vivian Balakrishnan
Minister for Foreign Affairs,
Government of Singapore



Jan Jambon
Minister-President,
Government of
Flanders



**Maria Fernanda
Espinosa**
Former President, UN
General Assembly



Emilia Saiz
Secretary General, UCLG



Octavi de la Varga
Secretary General,
Metropolis



GOVERNANCE

PUBLIC SECTOR REPRESENTATIVES

- Vice Mayor – City of Minsk, Belarus
- Mayor – City of Medellin, Colombia
- Mayor – City of Prague, Czech Republic
- Secretary of the State of Hungary – Budapest Prime Minister’s Office, Hungary
- Mayor – City of Balikpapan, Indonesia
- Mayor – City of Fès, Morocco
- Mayor – City of Blantyre, Malawi
- First Deputy Mayor – City of Bamako, Mali
- Mayor – City of Den Bosch, Netherlands
- Deputy Mayor – City of Gdynia, Poland
- Deputy Mayor – City of Cascais, Portugal
- Mayor – City of Iasi, Romania
- Deputy Mayor – City of Málaga, Spain
- Mayor – City of Santander, Spain
- Deputy Governor – Bangkok Metropolis , Thailand
- Mayor – Izmir Metropolis, Turkey
- Mayor – Kampala Capital City Authority, Uganda
- Mayor – City of Montevideo, Uruguay
- Director General – Smart Dubai, UAE
- Principal Secretary to Government – City of Chandigarh, India

HIGHLIGHTED SIDE EVENTS



UCLG World Council 2021



Localizing Global Agendas in Barcelona
and in the Region of Catalonia



Data Spaces and Local Digital Twins
for Cities and Communities

LIVING & INCLUSION

A SNEAK PEEK OF THE TRACK FOR 2022

During COVID-19, cities have seen rapid shifts to virtual and remote work, new partnerships across ecosystems, and unprecedented levels of adaptability. Now, as organizations rethink work and shift away from rigid routine and structure aiming for social inclusion is not just the right thing to do, it also makes good economic sense. What do cities need to do to reinforce their commitment not to leave anybody behind? Moreover, how can they meet the needs of displaced populations?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

HOUSING

Affordability, Cities for All, Co-housing, Gentrification, Housing, Informal Housing, Innovative Housing Models, Right to Housing, Right to the City.

POST-PANDEMIC RECOVERY

Alliances, Collaboration, Cross-sector Governance, Multilevel Governance

REFUGEE CRISES

Climate Justice, Migration, Social Inclusion

SYSTEMIC INEQUALITIES

Best Practices, Co-creation, Citizen Engagement



LIVING & INCLUSION

PARTICIPATION PROFILES

- Circular Innovation Officer
- Deputy Mayor for Social Rights
- Director of Affordable Housing Development
- Director of Corporate Social Responsibility
- Director of Public Services and Healthcare
- Director of Social Services
- Head of Circular Economy
- Head of Development and Innovation
- Head of People Engagement & Social Collaboration
- Head of Social Economy
- Head of Society Affairs
- Head of Youth & Education
- Project Manager

SOME PARTICIPATING ORGANIZATIONS





LIVING & INCLUSION

SPEAKERS ON STAGE IN PREVIOUS EDITIONS



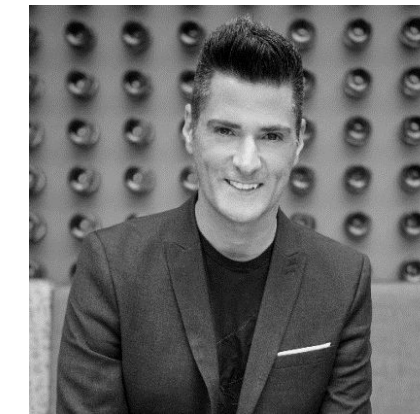
Muhammad Yunus
Nobel Peace Prize Laureate



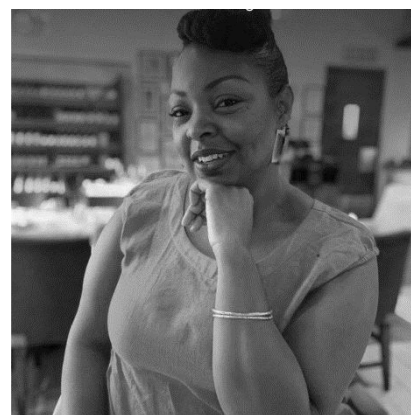
Maria Fernanda Espinosa
Former President,
UN General Assembly



Maimunah Mohd Sharif
Executive Director,
UN-Habitat



Anthony Salcito
Vice President, Education & Public
Sector, Microsoft



Salah Goss
Head of Social Impact,
Mastercard



Qaadirah Abdur-Rahim
Chief Equity Officer, City of Atlanta



Victor Pineda
President, World Enabled



Fatima Barkan
Director of the Women's Department,
Ministry of Social Inclusion of Morocco

LIVING & INCLUSION

PUBLIC SECTOR REPRESENTATIVES

- Undersecretary of Smart City and Educational Technology - Ministry of Education and Innovation City of Buenos Aires, Argentina
- Manager of the Migrant Assistance Plan - City of Bogotá, Colombia
- Deputy Mayor in Charge of Access to Rights and Solidarity - City of Bordeaux, France
- Chairman Committee of Education, Science, Culture and Sport Affairs - Autonomous Republic of Adjara, Georgia
- Education Ministry's Director for Administration and Development - Ministry of Education of Israel
- Deputy Mayor for Culture, City Promotion and Civic Imagination - City of Bologna, Italy
- Secretary of Sustainable Economy & Tourism - Mexico
- Deputy Major of Social Rights, Global Justice, Feminisms and LGTBI - City of Barcelona, Spain
- Senior Director of the Division of Social Justice and Racial Equity - City of Birmingham
- Assistant Commissioner for Housing Policy at NYC Department of Housing Preservation & Development - City of New York
- Head of Public Works and Housing Department - City of Samarinda, Indonesia
- Smart City Engagement Lead - City of Dublin, Ireland
- Head of Housing Administration Division - City of Vilnius, Lithuania
- Deputy Mayor and Development Councilor - City of Murcia, Spain

HIGHLIGHTED SIDE EVENTS



Sustainable is the New Start



City Possible Summit



Reinventing the Future of Cities Emerging from the COVID-19 Pandemic

ECONOMY

A SNEAK PEEK OF THE TRACK FOR 2022

In 2021, OECD countries and key partner economies increased public spending on green recovery measures to \$677 billion (up from \$336 billion). While this is welcome news, is it enough to have the transformational effects needed to address environmental crises while building back a more inclusive economy? How green can cities go while assuring a better life for their citizens?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

FINANCING TOOLS

Financing Schemes, Global Funds, investment Models, Multilateral Institutions, Philanthropies, Regional, investment Banks, Taxes

ECONOMIC MODELS

Circular Economy, Sharing Economy, Innovation Ecosystems, Economic Models, Talent Attraction, International Projection, Start-ups, Local Economic Development

FUTURE OF WORK

Future of Education, Future of Work, Future Skills, Talent Attraction

ECONOMY

PARTICIPATION PROFILES

- Chief Financial Officer
- Head of Department of Economy and Urban Development
- Head of Investment Banking Department
- Executive Director, Finance and Resources
- Director of International Affairs Office
- Head of International Cooperation
- Finance Director

SOME PARTICIPATING COMPANIES



indra

CityDO

城市大数据运营



ISRAEL EXPORT INSTITUTE

Deloitte.

OiER
Organization for International
Economic Relations
est. 1947



iCEX

JETRO
Japan External Trade Organization

مشيرب العقارية
MSHEIREB PROPERTIES



BUSINESSFRANCE

ITCA
ITALIAN TRADE AGENCY
ICE - AGENZIA

EAS
Enterprise Estonia



ECONOMY

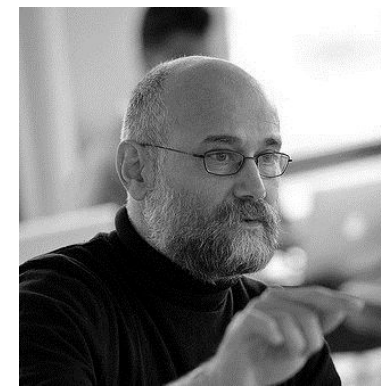
SPEAKERS ON STAGE IN PREVIOUS EDITIONS



Miguel Eiras Antunes
Global Smart Cities Leader,
Deloitte



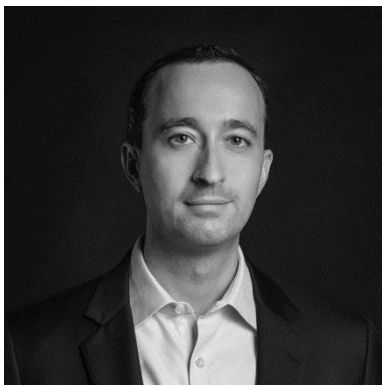
Kristina Háfoss
Former Minister of
Finance, Government
of the Faroe Islands



Yochai Benkler
Professor & Faculty Co-
Director, Harvard Law
School



Daria Tataj
Chair of the High-Level Advisors to
EU Commissioner for Research,
Science & Innovation



David Mann
Chief Economist, Asia & MEA,
Mastercard



Miguel Sangalang
Deputy Major of Budget and
Innovation, City of Los Angeles



Francesca Bria
President, Italian Innovation
Fund



Alice Charles
Lead, Cities & Infrastructure,
World Economic Forum

ECONOMY

PUBLIC SECTOR REPRESENTATIVES

- Head of Department for Official Development Assistance and International Cooperation – Government of Brcko District, Bosnia and Herzegovina
- Deputy Mayor, Digitalisation, Innovation and Investments Department – City of Sofia, Bulgaria
- Head of Business Development Department – City of Tartu, Estonia
- Conseillère Municipale Déléguée à l'Économie Numérique et l'Innovation – Angers Loire Métropole, France
- Head of Office for Management of Regional Revenue, Finance and Assets – City of Pemerintah Kota Samarinda, Indonesia
- Head of the Investment and Business Development Department – City of Nur Sultan, Kazakhstan
- Deputy Head of Investment Division – City of Riga, Latvia
- Business Development Manager of Digital City Program – City of Helmond, Netherlands
- Executive Director, Finance and Resources – City of Westminster, UK
- Executive Member Finance, Human Resources and Digital Transformation – City of Manchester, UK
- Deputy Mayor of Budget and Innovation – City of Los Angeles, USA
- First Deputy Head of Main Department of Finance – City of Tashkent, Uzbekistan
- Director of International Affairs Office – Bangkok Metropolitan Administration, Thailand
- Director of Sustainable Development – City of Montevideo, Uruguay
- Deputy Director of Innovation, Entrepreneurship and Smart Cities – Chihuahua Municipal Economic Development, Mexico

HIGHLIGHTED SIDE EVENTS



How to Address the Digital Skills
Missmatch vs the Business Demands



Nothing is more common than the climate: launch
the maximal impact foundation and the climate
context.io Initiative



Investor Pitch Session | X-Pitch

INFRASTRUCTURES & BUILDINGS

A SNEAK PEEK OF THE TRACK FOR 2022

Buildings are currently responsible for 30 to 40% of total city emissions. As the pressure to act on climate change increases, local authorities aim at regenerating infrastructures so that they are more energy-efficient and sustainable. What do city leaders need to consider for contributing to a better quality of life through smart and sustainable buildings and a well-integrated and intelligent city infrastructure?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

CONSTRUCTION TECHNOLOGIES

AI, Augmented Reality, Big Data, BIM, Building Automation, Cloud, Design Services, Automation, Digital Tools, Digital Twins, Drones, Innovative Building, Technology, IoT, Machine Learning, Modular Construction, Robotics, Smart buildings, Smart Infrastructures, Street Furniture, Virtual Reality, 3D modelling, 3D Printing

DECARBONIZATION

Carbon Reduction, Decarbonization, Electrification, Energy Efficiency, green building, Nearly Zero-Energy Buildings, Parks, Public Space, Smart Buildings, Smart Infrastructures Urban Planning, Zero Emission Buildings

BUILDINGS & INFRASTRUCTURE MANAGEMENT

Asset management, BIM, Building Automation, Community Facilities, Co-housing, Co-working, Digital Tools, Digital Twins, Intelligent Security Systems, Facility Management, Property Management, Property Management, Real Estate, Refurbishing, Retrofitting, Smart Buildings, Smart Infrastructures, Urban Facility Management, Urban Management, Urban Planning, Workplace



INFRASTRUCTURES & BUILDINGS

PARTICIPATION PROFILES

- Chief of Housing and Urban Development
- Director of Urban Planning and Development
- Architect
- City Manager
- Director Sustainable Construction
- Chief Building Official
- Ministry of Lands and Urban Development
- Director of Town Planning
- Director of Planning and Strategic Infrastructure
- Architect and Development Manager
- Head of Construction and Infrastructure
- Head of Land Strategy and Urbanism

SOME PARTICIPATING COMPANIES





INFRASTRUCTURES & BUILDINGS

SPEAKERS ON STAGE IN PREVIOUS EDITIONS



Jeremy Golberg
Worldwide Director of Critical
Infrastructure, Microsoft



Damià Calvet
President, Port of Barcelona



Bertrand Camus
CEO, Suez



Sameh Wahba
Global Director, Disaster Risk, Resilience
& Land Practice, World Bank



Alice Charles
Lead, Cities & Infrastructure,
World Economic Forum



Ulrich Ahle
CEO, Fiware Foundation



Ricardo Vitorino
Head of R&I, Ubiwhere



Benedetta Tagliabue
Founder & Head Architect,
Miralles Tagliabue EMBT



INFRASTRUCTURES & BUILDINGS

PUBLIC SECTOR REPRESENTATIVES

- State Secretary of Infrastructure and Logistics – Paraná State, Brazil
- Head of Department of Strategic Planning, Urban Development and Statistics – City of Wolfsburg, Germany
- Head of the Regional Section for Structuring and Building Special Environments Head of Housing Administration Division – City of Vilnius, Lithuania
- Director of Roads, Infrastructures and Electricity Department – City of Lamentin, Martinique
- Architect and Development Manager – Nouakchott Region, Mauritania
- Vice-Minister of Urbanism and Housing –Paraguay
- Deputy Director of Department of City Planning and Urban Development – Bangkok Metropolitan Administration, Thailand
- Head of Construction and Infrastructure – City of London, UK
- Director of City Planning – City of Bihac, Bosnia and Herzegovina
- Deputy Minister – Ministry of Land, Infrastructure and Transport, South Korea
- Head of Construction – City of Tartu, Estonia
- Vice-President in Charge of Land Strategy, Urbanism and Intermunicipality Local Land Strategy Roadmap – Grenoble-Alpes-Métropole, France

HIGHLIGHTED SIDE EVENTS



Sustainable Cities: the Key Role of Public-Private Partnership



Digital Technology: A Strength for the Environmental Transition



Creating Innovation Hubs



SAFETY & SECURITY

A SNEAK PEEK OF THE TRACK FOR 2022

In a world with ever-increasing threat levels the demand for responsive safety and security in cities, from a holistic and people-centric perspective, grows. How can city governments respond to safety and security challenges in a tailored manner that directly improve people's lives? How to establish flexible enough systems so that they can rapidly adapt to hazards and new dangers?

THIS TRACK COVERS THESE SUSTAINABLE DEVELOPMENT GOALS:



KEY DEBATE TOPICS

CYBERSECURITY

Data protection, Data Security, Digital Rights, Fraud detection, Phishing, Safety Engineering

RESILIENCE & RISKS

Disaster Risk Management, Emergency Response, Crisis Management, Critical Infrastructures, Resilience

SAFE PUBLIC SPACE

Critical infrastructures, Surveillance, Urban Safety, Public Safety, Physical Security, City Sovereignty



SAFETY & SECURITY

PARTICIPATION PROFILES

- Safe cities Director
- Director of Ciber Security
- Director of Public Safety
- Chief Security Officer
- Manager Digital Safety
- Quality and Security Manager
- IT Systems & Security Manager
- City Innovation Manager
- Chief Technology Officer
- Chief Information

SOME PARTICIPATING COMPANIES



CCTV CENTER



enevo



Deloitte.

indra

accenture





SAFETY & SECURITY

SPEAKERS ON STAGE IN PREVIOUS EDITIONS



Mala Anand
President, Leonardo,
Analytics & Industries, SAP



Zhiguang Shan
Director-General of Information
Research Department, State
Information Center of China



Alissa Abdullah
Deputy Chief Security Officer,
VP of Emerging Corporate
Security Solutions, Mastercard



Diana Fernández
Systems & Cloud Business
Development Director, Oracle



Gianni Minetti
CEO, Paradox Engineering



Jeff Merritt
Head of IoT & Urban
Transformation, World Economic
Forum



Shira Rubinoff
President, Prime Tech Partners



Theo Blackwell
Chief Digital Officer,
City of London

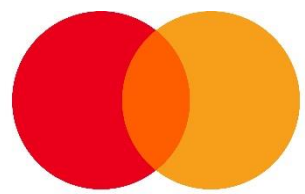


SAFETY & SECURITY

PUBLIC SECTOR REPRESENTATIVES

- Manager – Municipality of Quito, Ecuador
- Manager Digital Safety – Chief Technology Office, City of Amsterdam, Netherlands
- Quality and Security Manager – Institut Municipal Informatica, City of Barcelona, Spain
- IT Systems & Security Manager – Union of the Municipalities of Turkey
- Deputy Mayor – Committee on Informatization and Communication of St. Petersburg, Russia
- CIO – City of Gent, Belgium
- Chief Digital Officer (CDO) – City of Essen, Germany
- Head of Real Time Data - Urban Data Hub, Free and Hanseatic City of Hamburg, Germany
- Digital Manager – City of Reykjavik, Iceland
- City Innovation Manager – City of Belfast, UK

HIGHLIGHTED SIDE EVENTS



mastercard

Meeting the Urban
Cybersecurity Challenge



Digital Technology: A Strength
for the Environmental Transition

Schröder
Experts in lightability™

Think Smart, Deliver Sustainable Solutions



Muhammad Yunus

Nobel Peace Prize
Laureate



Parag Khanna

Geostrategic advisor
and bestselling author



Laura Tenenbaum

Climate Change and
Scientific Communicator,
NASA



**Dame Ellen
MacArthur**

Founder, Ellen
MacArthur Foundation



Richard Florida

Professor & Senior Editor
of the Atlantic,
University of Toronto &
NYU



Sameh Wahba

Global Director, Urban,
Disaster Risk
Management,
Resilience and Land
Global Practice, World
Bank



Kent Larson

Principal Research
Scientist & Director,
Changing Places Group
(MIT Media Lab)

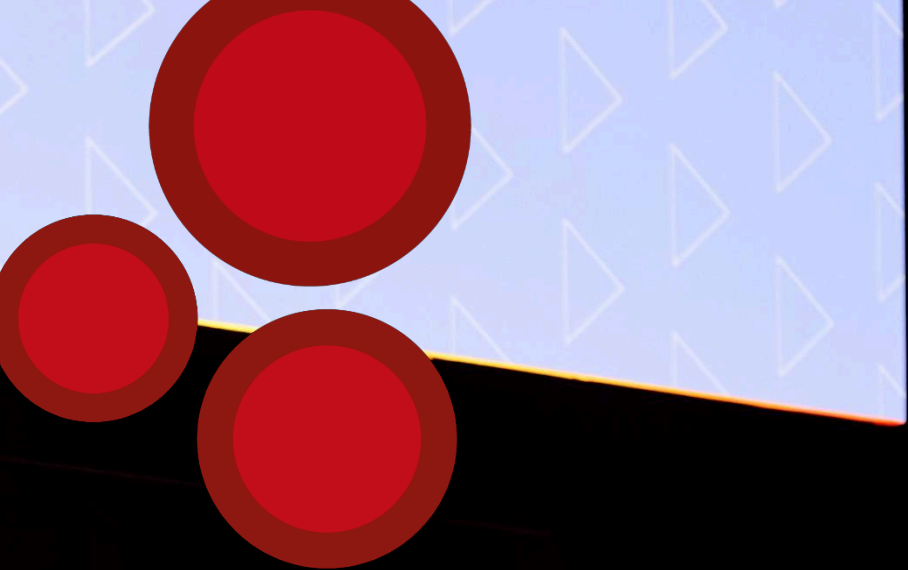


Janette Sadik-Khan

Principal of
Transportation of
Bloomberg

**WORLDWIDE
CITY EXPERTS
HAVE SPOKEN**





& GLOBAL SECTOR LEADERS SHARED THEIR EXPERTISE ON STAGE



Miguel Gamiño

Executive Vice President and Head of Global Cities, Mastercard



Cassie Roach

Vice President for Global Public Sector, CISCO



Jeremy Goldberg

Worldwide Director of Critical Infrastructure, Microsoft



Maimunah Mohd Sharif

Executive Director, UN-Habitat



Joe So

CTO Industry Solutions, Huawei



Bettina Warburg

Co-Founder, Animal Ventures



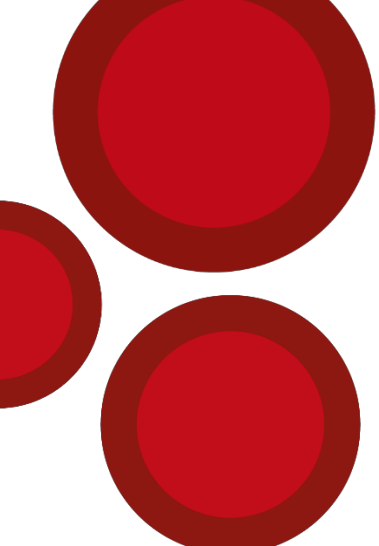
Bertrand Camus

CEO, SUEZ



Roland Busch

CEO and President, Siemens



ABOUT THE 2021 EDITION

MEET THE WORLD'S TOP SMART CITY EXPERTS

Our three-day program sees more than **400 international thought-provoking voices** coming together to share insights and learn best practices for a more sustainable urban world.

CHECK OUT THE DIVERSITY OF CONGRESS SESSIONS WE WILL HOLD THIS YEAR:

KEYNOTE SESSIONS

ROUNDTABLES

SOLUTIONS TALKS

BURNING DEBATES

IN FOCUS SESSIONS



2022 SCHEDULE SAMPLE

AUDITORIUM	ENABLING TECHNOLOGIES	ENERGY & ENVIRONMENT INFRASTRUCTURE & BUILDINGS	GOVERNANCE ECONOMY	LIVING & INCLUSION SAFETY & SECURITY
KEYNOTE				
ROUNDTABLE				
	KEYNOTE	IN FOCUS	KEYNOTE	SOLUTIONS TALKS
	BURNING DEBATE		BURNING DEBATE	
	ROUNDTABLE	SOLUTIONS TALKS	IN FOCUS	ROUNDTABLE
KEYNOTE				
	IN FOCUS	BURDNING DEBATE	ROUNDTABLE	IN FOCUS
		KEYNOTE		KEYNOTE
	ROUNDTABLE	ROUNDTABLE	SOLUTIONS TALKS	KEYNOTE
KEYNOTE				
ROUNDTABLE				

Enabling technologies sessions	Energy & Environment session	Infrastructure & Buildings session	Living & Inclusion session	Economy session	Safety & Security session
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ENJOY A UNIQUE PLATFORM TO SPREAD YOUR MESSAGE

OUR PAST SIDE EVENTS INCLUDED:



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

**G20 Global Smart Cities Alliance –
Launching the Policy Roadmap**

**C40
CITIES**

**C40 Cities C40 Talks: Cities Getting
The Job Done**



City Challenge Workshop

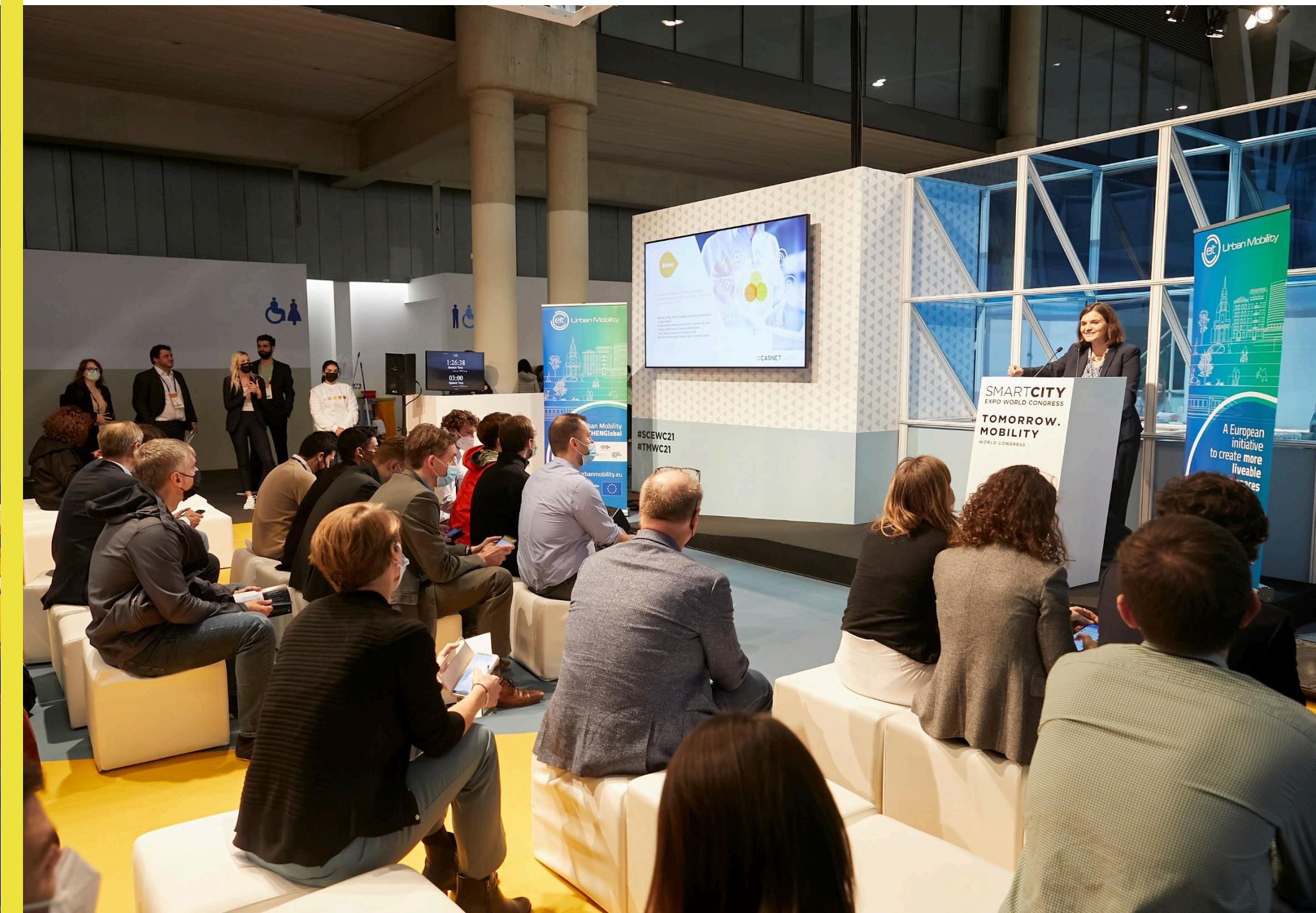
citypossible™
Pioneered by Mastercard
City Possible Summit

UN HABITAT
FOR A BETTER URBAN FUTURE

**Innovative tools to enhance
SDG11 performance monitoring
in cities**

UCLG
United Cities
and Local Governments

UCLG World Council



GAIN GLOBAL RECOGNITION AT THE WORLD SMART CITY AWARDS

2022 CATEGORIES

This annual ceremony is a prestigious international competition that seeks to recognize pioneering projects, ideas and strategies making cities around the world more livable, sustainable, and economically viable.



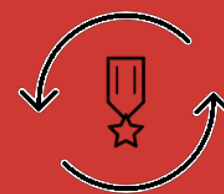
CITY AWARD

For cities that demonstrate groundbreaking strategies, initiatives and policies for citizens.



LEADERSHIP AWARD

To exemplary living individuals who have made significant contributions to advancing smart cities projects worldwide during the last 10 years.



INNOVATION AWARD

To projects with the potential of contributing to the successful transformation, adaptation or response of our cities to the Covid-19 pandemic



ENABLING TECHNOLOGIES AWARD

To the most innovative and successful projects being implemented and developed in the fields of data and technology.



ENERGY & ENVIRONMENT AWARD

To the most innovative and successful projects being implemented and developed in relation to urban environments.



INFRASTRUCTURE & BUILDING AWARD

To the most innovative projects being implemented and developed in the fields of smart buildings and infrastructure.



MOBILITY AWARD

To the most innovative and successful projects being implemented and developed in the field of mobility.



GOVERNANCE & ECONOMY AWARD

To the most innovative and successful projects being implemented and developed in the fields of governance and finance.



LIVING & INCLUSION AWARD

To the most innovative and successful projects being implemented and developed in relation to inclusive and sharing cities.



SAFETY & SECURITY AWARD

To the most innovative and successful projects being implemented and developed in relation to urban safety and security.

MEET THE SALES TEAM

Our sales team is happy to help you with any questions or requests you may have.



Katia Colomer

Sales Manager

kcolomer@firabarcelona.com



Nicole Xavier

Digital Transformation Lead

nxavier@firabarcelona.com



Eva Branchadell

Urban Environment Lead

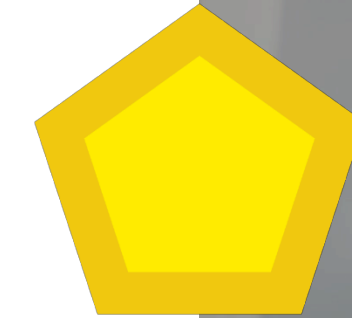
ebranchadell@firabarcelona.com



Carla Oliva

Mobility Lead

colivab@firabarcelona.com



WE ARE AN EMAIL AWAY



MEET THE INSTITUTIONAL RELATIONS TEAM

Our Institutional Relations team is happy to help you with any questions or requests you may have.



Sonia Pollastri

Institutional Relations Manager
spollastri@firabarcelona.com



Maria Llovera

Hosted Guests & Visitor Specialist
mllovera@firabarcelona.com



Marta Ruiz

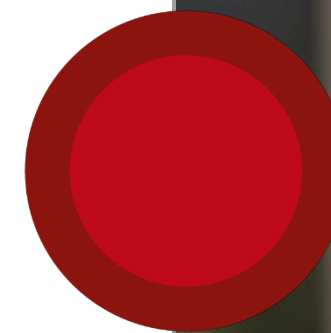
Hosted Guests & Visitor Specialist
mruiz@firabarcelona.com



Brenda Siu

Technical Office Hosted Guests
scewc.event@firabarcelona.com

WE ARE AN EMAIL AWAY



SEE YOU NEXT YEAR

15 - 17 NOVEMBER 2022



More at www.smartcityexpo.com

