

SMARTCITY

EXPO WORLD CONGRESS

SMART**MOBILITY**
CONGRESS

**EARLY BIRD
PRICES**

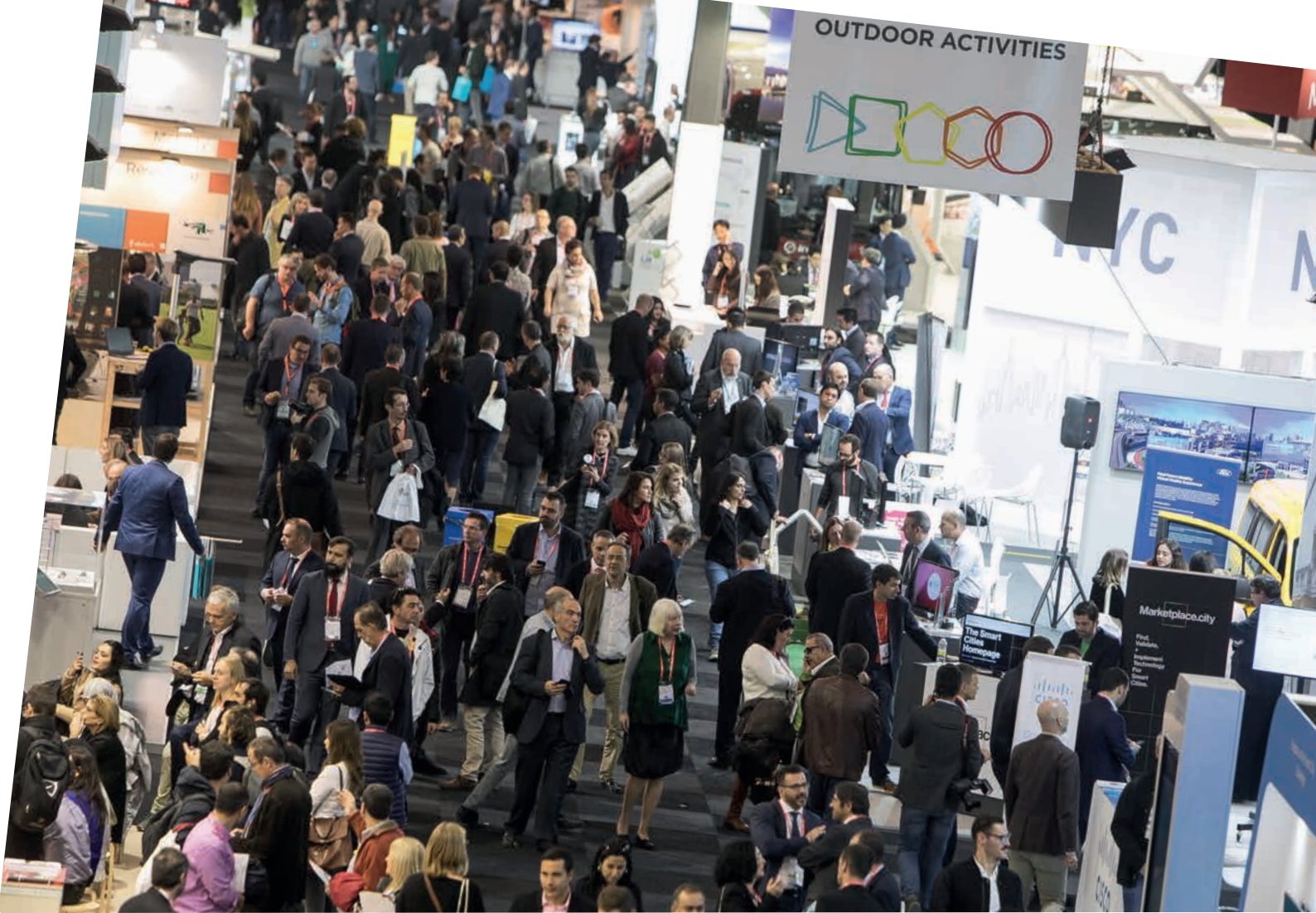
Valid until 31 March

Event Folder

19 - 21 NOVEMBER 2019 · BARCELONA



Fira Barcelona



SMART CITY EXPO WORLD CONGRESS

Our mission

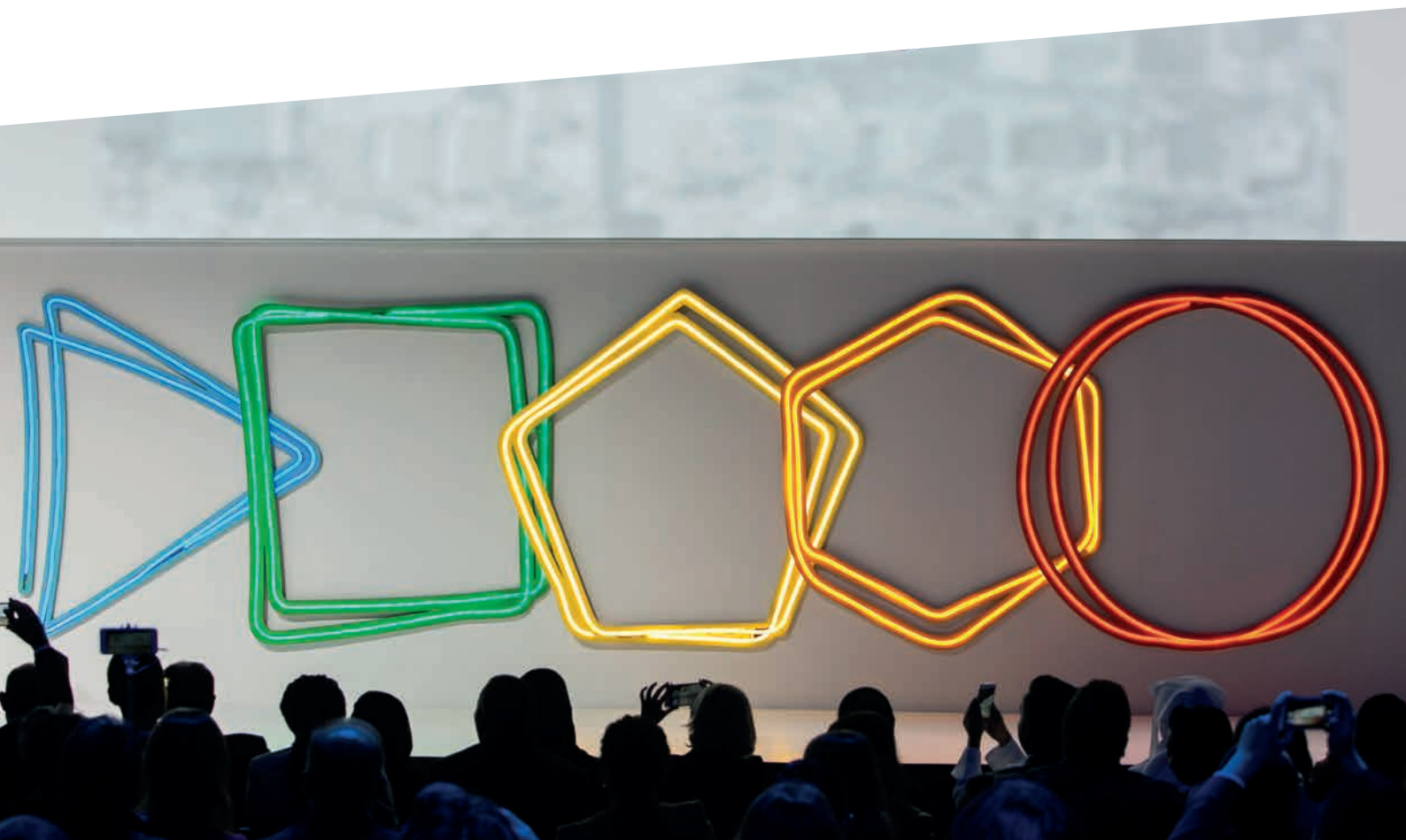
Smart City Expo World Congress exists in order to empower cities and collectivize urban innovation across the globe. Through promoting social innovation, establishing partnerships and identifying business opportunities, the event is dedicated to creating a better future for cities and their citizens worldwide.

Our vision

As the world's leading event for cities, Smart City Expo World Congress provides a unique meeting spot for smart city sectors and an innovative platform for urban action worldwide.

Our values

The event is based around the values of social inclusion and empowerment and is dedicated to promoting awareness, understanding and critical reflection between inhabitants of different cities worldwide, all in a climate of mutual respect and caring. Sustainability is a top priority, with the Towards Zero Waste initiative aiming to reduce waste and increase efficient use of resources across the event.





WHY JOIN US?

OUR NUMBERS IN 2018

WE ARE TAKING THE LEAD

And becoming a “must” for all our participants.



21,331

ATTENDEES



844

EXHIBITORS



700

CITIES



400

SPEAKERS



146

COUNTRIES



+60

SIDE EVENTS

WORKING TOGETHER TOWARDS ZERO WASTE

We don't want to limit our scope to the creation of more efficient, inclusive and sustainable cities, we also want to set the example and become a sustainable event. That's why, for the third consecutive year, we have undertaken the Towards Zero Waste Initiative, aimed at reducing waste and saving resources. This is how we made it happen in 2017:



WE WERE FREE OF SINGLE-USE PLASTICS

We carried out various actions, such as substituting single-use plastic water bottles for **reusable packaging** and treated **water fountains** throughout the venue, or adapting catering menus to avoid using products wrapped or packaged in plastic.



WE WERE CARBON NEUTRAL

The event was carbon neutral and participants were informed on how to offset their own carbon footprint.

- **CO₂e compensation: 178 tonnes.**
- 178 carbon credits gained for the Andra Pradesh project to produce wind power in India, an initiative certified by the Verified Carbon Standard.



WE DIDN'T WASTE FOOD

- Containers for separating organic waste were available at restaurant centers and dining areas.
- **664 kg of leftover food** were donated to NGO Nutrition Without Borders to be distributed to community kitchens.



WE SAVED ON PAPER

- Our app was downloaded **3,907 times**, helping save **56 kg of paper**.
- All the paper used at the stands was collected at the end of the events.



WE RECYCLED

- **19,100m² of carpet** from the passageways as well as 912 m² of stand carpeting were reused after the events.
- **4,470 kg** of material from several booths were also reused after the event.



WE ENCOURAGED PARTICIPANTS

Visitors could also turn in their badge, made of recycled plastic, at the return point. **3,000 accreditations** were returned, helping save **45 kg of material**.



ABOUT THE 2019 EDITION







EVENT'S TOPICS



**DIGITAL
TRANSFORMATION**



**URBAN
ENVIRONMENT**



MOBILITY



**GOVERNANCE
& FINANCE**



**INCLUSIVE &
SHARING CITIES**

CONGRESS

- A 3-day program with **+400 international, top-level experts** to share insights and learn from the best practices for a more sustainable urban world.
- In order to enrich the congress with more specific knowledge and innovative approaches, we have a **new congress format**: the 'Thematic Programs'. These sets of dedicated conferences focus on highlighting the most critical issues of smart cities and concentrate the debate on different thematic blocks.

CHECK OUT THE DIVERSITY OF CONGRESS SESSIONS:

KEYNOTES

**PLENARY
SESSIONS**

**INSPIRATIONAL
TALKS**

**THEMATIC
PROGRAMS**

**SOLUTION
TALKS**



EXHIBITION AREA

- 844 companies and cities showcasing **cutting-edge developments and solutions.**
- 45,000 m² combining Exhibition and District Agoras with engaging and interactive presentations, thus we create a dynamic platform for business and networking.



SIDE EVENTS & ACTIVITIES

- **+60 industry** and theme-specific Side Events and Activities get attendees to the backbone of city challenges with educational and actionable sessions.

SOME OF LAST EDITION'S SIDE EVENTS & ACTIVITIES:

CITY CHALLENGES

Our City Challenges aim to link city leaders with peers and industry players to co-create solutions to specific urban challenges. These workshops enable cities to engage with key private partners, explore together potential solutions and find new collaboration opportunities.



UITP Urban Mobility Innovation Index Forum (UMii Forum)



C40 Cities C40 Talks: Cities Getting The Job Done



Microsoft Microsoft CityNext Intelligent Cities Forum



Huawei Global Smart City Summit



WORLD SMART CITY AWARDS

- The most pioneering ideas, projects and cities take center stage in front of an audience of +1,000 attendees from around the world.
- In 2018, we received **473 proposals from 57 countries**.

2019 CATEGORIES:

CITY AWARD

Cities that demonstrate established strategies, initiatives and policies developed for its citizens.

DIGITAL TRANSFORMATION AWARD

Implemented projects that are already benefitting inhabitants in this specific smart city field.

MOBILITY AWARD

Implemented projects that are already benefitting inhabitants in this specific smart city field.

INCLUSIVE & SHARING CITIES AWARD

Implemented projects that are already benefitting inhabitants in this specific smart city field.

INNOVATIVE IDEA AWARD

Innovations and concepts that aim to achieve sustainable integrated development in cities.

URBAN ENVIRONMENT AWARD

Implemented projects that are already benefitting inhabitants in this specific smart city field.

GOVERNANCE & FINANCE AWARD

Implemented projects that are already benefitting inhabitants in this specific smart city field.



ABOUT THE 2019 EDITION

SMART CITY EXPO ABROAD EDITIONS

After seven editions, Smart City Expo World Congress has strengthened its position as the leading international event for cities. Due to the success of the worldwide show in Barcelona, since 2013, the event has been exported around the globe with tailored events focused on local needs.

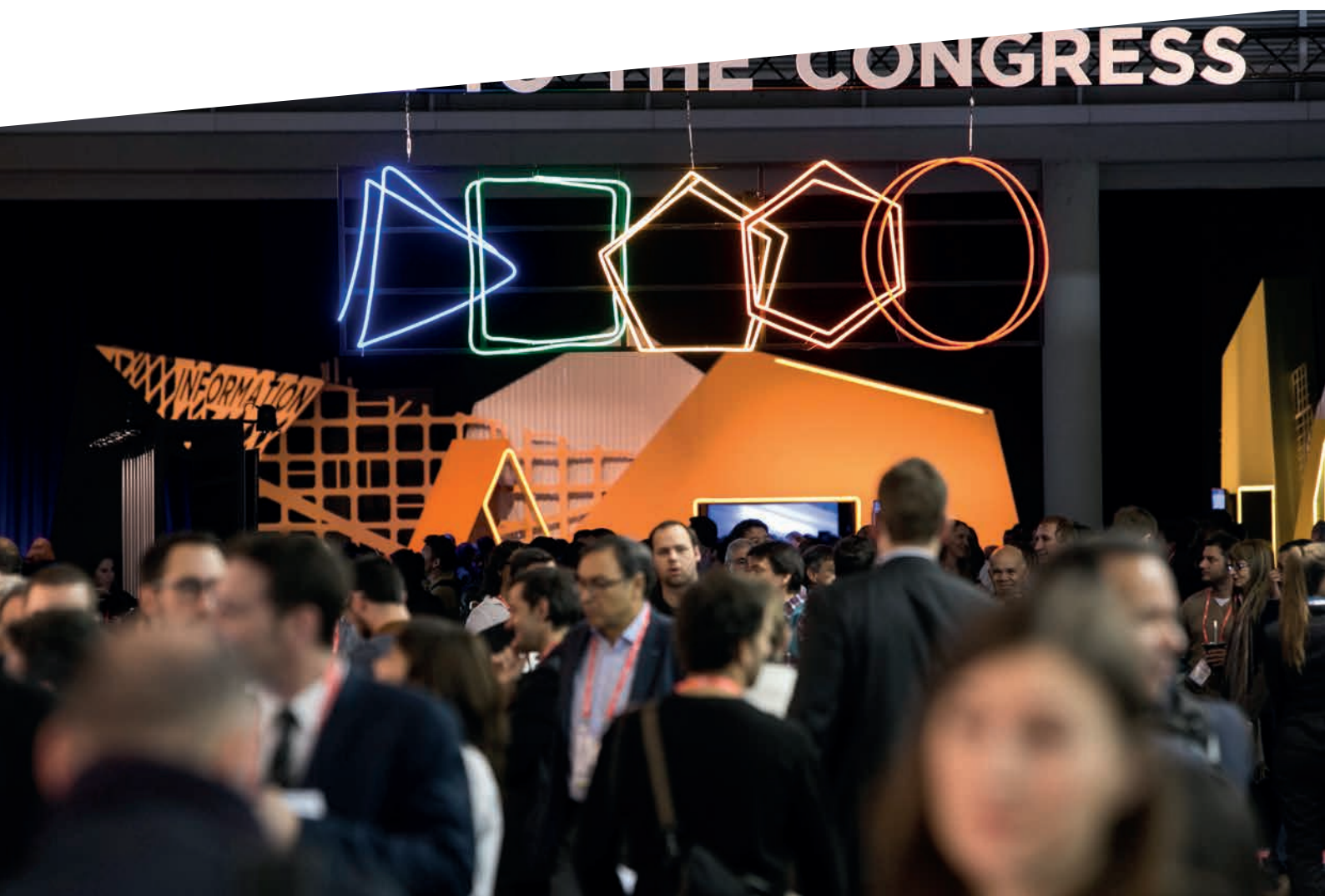
EDITIONS ABROAD IN 2019

SMARTCITY
EXPO **CURITIBA**

SMARTCITY
EXPO **LATAM CONGRESS**

SMARTCITY
EXPO **BUENOS AIRES**

SMARTCITY
EXPO **KYOTO**

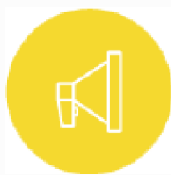


WHY PARTICIPATE



WHY PARTICIPATE

GROW WITH US



Promote your projects and solutions at the leading global event.



Reach a global audience at the international meeting point.



Acquire **expert knowledge** from global thought leaders.



Enhance your **brand awareness** and gain media exposure.



Network with investors, entrepreneurs and delegates.



Forge new collaborations with **key decision makers.**

WHY PARTICIPATE

IN OUR CLIENTS' WORDS

“It is the ‘must-attend’ event if you want to see what smart cities around the world are doing in reality”.

Ulrich Ahle
CEO, Fiware



“This has been a wonderfully rich and a wonderfully important event for us. We’ve been able to engage with so many cities around the world...”

Hany Fam
Executive VP Enterprise Partnerships,
Mastercard



“It’s the place to find ways -together with cities- to accelerate the deployment of smart city projects.”

Ralf Nejedl
Senior VP B2B Europe, Deutsche Telekom



“It’s so impressive, our partners are all on fire and our customers are queuing up at the door”

Trudy Norris-Grey
Managing Director, Microsoft CityNext



WAYS TO PARTICIPATE





JOIN US AND STAND OUT

Whether you want to promote your brand or your project, let everyone know about you. At **Smart City Expo World Congress** there is a place for all. Select one of our different participation options and achieve the greatest impact.

PARTNERSHIP OPPORTUNITIES

Let's find common ground to partner up and consolidate you as an urban innovation leader at Smart City Expo World Congress.

SPONSORSHIP OPPORTUNITIES

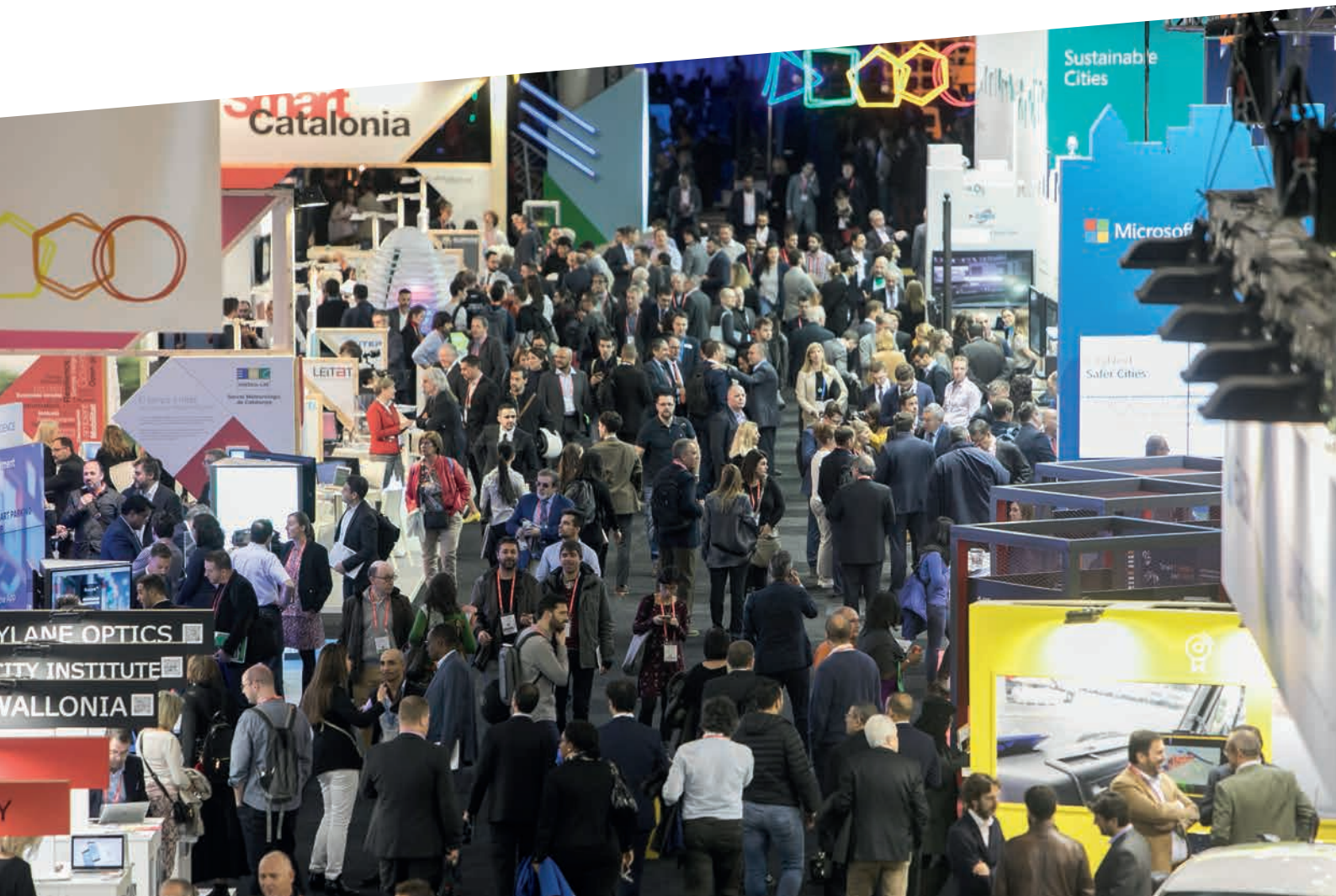
Your name and logo side-by-side with ours. Choose from a selection of key spots and materials to boost your brand's visibility at the event.

EXHIBITION OPTIONS

Create your home base and start making powerful connections with all of the participants. We adapt our available spaces to your needs.

ADDITIONAL SERVICES

Get the most out of your experience at the event with some additional services for exhibitors.



PARTNERSHIP



BECOME OUR PARTNER

Choose the partnership option that best suits your needs:

GLOBAL PARTNER

If you are a global leader, one of those big drivers of major industries who make a worldwide difference, and want to partner up with us, we guarantee a big spotlight in the congress, a premier stand location, top-level visibility and access to all of our exclusive network benefits and value-added services.

INDUSTRY PARTNER

Sector leaders, industry accelerators, strategic players and niche specialists who partner up with us will enjoy a dedicated congress session, a central stand location, high-level visibility in all communications related to the partner's topic and multiple networking benefits.

EVENT PARTNER

To those who are the motor of a sector, the key providers, we guarantee a congress slot with technical orientation, great stand location and brand exposure. We also provide a complete pack with extra tickets to distribute among clients.



CHOOSE YOUR BEST OPTION

		EVENT PARTNER	INDUSTRY PARTNER	GLOBAL PARTNER	
C O N G R E S S *	PLENARY SESSION			1	
	DIALOGUE/THEMATIC KEYNOTE		1		
	SOLUTION TALK		1	1	
	THEMATIC SESSION	1		1	
	INVITATIONS TO THE CONGRESS	50	50	100	
E X P O	EXHIBITION SPACE		60 sqm		
	TRADE FAIR PASSES	50	50	100	
V I S I B I L I T Y	LOGO ON THE HOMEPAGE FOOTER			✓	
	LOGO ON TOPICS' WEB SECTION		✓		
	LOGO & DESCRIPTION ON PARTNERS' WEB SECTION	✓	✓	✓	
	COLLABORATION ANNOUNCEMENT ON SOCIAL MEDIA		✓	✓	
	RETWEETS & MENTIONS ON SOCIAL MEDIA	✓	✓	✓	
	PARTNER ANNOUNCEMENT IN ONE E-MAILING			✓	
	LOGO ON THE FOOTER OF E-MAILINGS			✓	
	LOGO ON TARGETED E-MAILINGS (BY TOPIC)		✓		
	LOGO ON VISITOR GUIDE & EXHIBITOR FLOORPLAN IN THE CENTER OF THE EXPO			✓	
	LOGO ON STATIC SIGNAGE AND DYNAMIC ADVERTISING SCREENS	3 RD LEVEL	2 ND LEVEL	1 ST LEVEL	
	LOGO ON ROOM PROJECTIONS BETWEEN CONGRESS SESSIONS		ONE ROOM	ALL ROOMS	
	CORPORATE ACTIVITY FEATURED AT THE EVENTS' AGENDA (WEBSITE & APP)			✓	
	LOGO & DESCRIPTION IN POST-EVENT REPORT	✓	✓	✓	
V A L U E - A D D E D	B E N E F I T S	VIP NETWORKING TOOL	1 ACCESS	1 ACCESS	3 ACCESSES
		INVITATION TO WELCOME DINNER			✓
		PARKING BAYS	2	2	5
		POSSIBILITY OF BOOKING A TABLE AT NUCLIO RESTAURANT	✓	✓	✓
		ABILITY TO BLOCK HOTEL ROOMS	✓	✓	✓
		DISCOUNT ON ADDITIONAL CONGRESS & TRADE FAIR PASSES	25%	25%	25%
M E D I A	P R E S	EXCLUSIVE ACCESS TO REGISTERED PRESS DATABASE			✓
		GLOBAL PARTNERS MEDIA DISPLAY AT THE ONSITE PRESS OFFICE			✓
		SHARED PRESS RELEASES + MEDIA KIT WITH THE PARTNERS' COMMUNICATIONS TEAM	✓	✓	✓
		PRESS KIT SPACE IN SCEWC PRESS ROOM	✓	✓	✓
		MEDIA INVITE GROUP PRE-REGISTRATION	✓	✓	✓
		LOCAL KEY MEDIA OUTLET GUIDANCE	✓	✓	✓
PRICE		€18,000	€50,000	€70,000	

*See the following page for more information about the types of congress sessions.

THERE IS A CONGRESS SESSION FOR YOU

Discover all the types of sessions we offer to help you convey your message and inspire all of the participants while you are on stage.

PLENARY SESSION

- High Level Roundtable with first-class governmental authorities, leading thinkers and executives.
- No other congress sessions scheduled at the same time.

📍 **MAIN AUDITORIUM (1,000 AUDIENCE)**

THEMATIC KEYNOTE

- Speech given by a thought leader (recommended by an industry partner).

📍 **THEMATIC ROOM**

DIALOGUE

- 2 speakers (partner + client) and 1 chair.

📍 **THEMATIC ROOM**

SOLUTION TALK

- Short talk about specific implemented solutions, policies or products.
- Presented by a moderator.

📍 **DISTRICT AGORAS (LOCATED IN THE EXHIBITION AREA)**

THEMATIC SESSION

- Presentations with up to 4 speakers and 1 chair.

📍 **THEMATIC ROOM**



OUR PARTNERS IN 2018

Check out the community of partners who made our last edition an exceptional one:

GLOBAL PARTNERS



Deloitte.



ferrovial
services



MSHEIREB PROPERTIES
QATAR



SIEMENS
Ingenuity for life

INDUSTRY PARTNERS



minsoit
An Indra company



SIEMENS
Ingenuity for life

KNOWLEDGE PARTNER

McKinsey&Company
MCKINSEY GLOBAL INSTITUTE

EVENT PARTNERS



OUR PARTNERS IN 2018

Check out the community of partners who made our last edition an exceptional one:

SUPPORTING INSTITUTIONS



SPONSORSHIP



THE VILLAGE

YOUR BRAND WHERE VISITORS ENJOY NETWORKING

Gain brand visibility at the event's resting and eating area. Engage with all visitors at the perfect moment while they're enjoying a break.

Your brand will be on:

- Village signage
- Email – *Plan your visit* email
- Website – *Plan your visit* and *Partners* pages
- Venue static signage and dynamic advertising screens
- Post-event Report

Passes included: 25 Delegate & 60 Visitor

| €50,000



REGISTRATION

YOUR BRAND ALL ALONG THE ACCREDITATION PROCESS

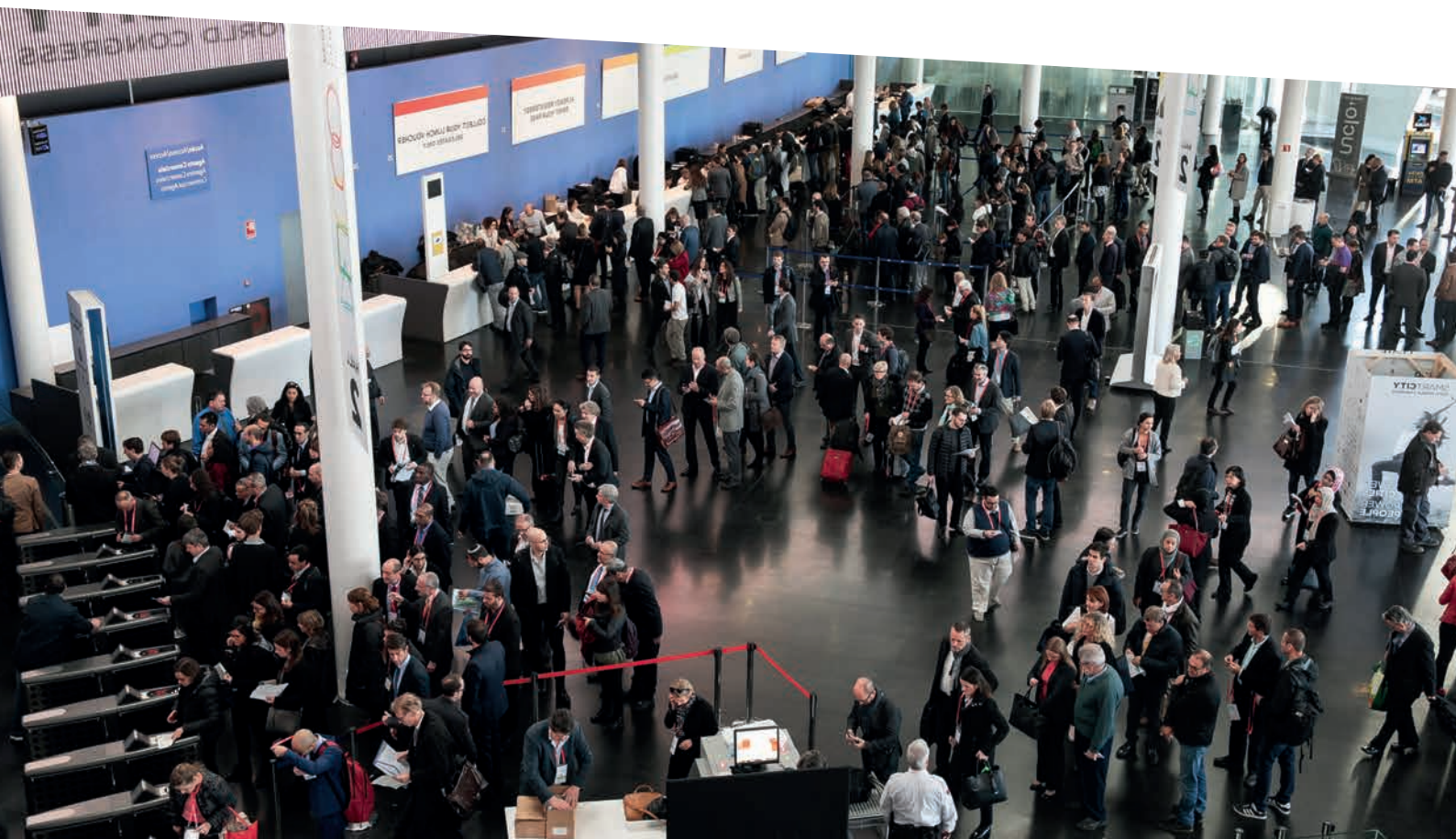
Your brand's logo will be visible at every step of the accreditation process. A great way to make sure every visitor can see your brand even before their visits start.

Your brand will be on:

- Online accreditation form for exhibitors and attendees
- Event Passes – 22,000+ attendees expected
- Onsite accreditation desk
- Email - *Accreditation* email
- Website - *Passes & Prices* and *Partners* pages
- Venue static signage and dynamic advertising screens
- Post-event Report

Passes included: 25 Delegate & 60 Visitor

€50,000



TOWARDS ZERO WASTE

CONNECT YOUR BRAND TO SUSTAINABILITY

Position your brand as the official supporter of the Towards Zero Waste initiative, a project committed to helping us make a 100% sustainable event.

Your brand will be on:

- Towards Zero Waste signage - on all the signage elements linked to this initiative
- Attendee Badge - 22,000+ attendees expected
- Email - *Accreditation* email
- Email - *Presentation of the initiative to exhibitors and visitors*
- Website - *Towards Zero Waste* and *Partners* pages
- Social Media posts (110,000 followers in SCEWC social media)
- Press release
- Venue static signage and dynamic advertising screens
- Post-event Report

Passes included: 25 Delegate & 60 Visitor

€50,000



AWARDS PARTY

YOUR BRAND AT THIS POPULAR SOCIAL EVENT

Place your brand in the spotlight while congress attendees, exhibitors and VIP guests network and unwind at the party celebrated after the prestigious World Smart City Awards ceremony.

Your brand will be on:

- Awards Party signage
- Email - *Daily recap email inviting the guests to attend the party*
- Website - *Partners page*
- Venue static signage and dynamic advertising screens
- Post-event Report

Passes included: 20 Delegate & 40 Visitor

€25,000



CAFÉ

YOUR BRAND WHERE VISITORS TAKE A BREAK

Showcase your brand during waiting time, where attendees take the opportunity to network and forge new business deals.

Your brand will be on:

- Café signage
- Website – *Partners* page
- Venue static signage and dynamic advertising screens
- Post-event Report

Passes included: 20 Delegate & 40 Visitor

**WEST
DISTRICT
CAFÉ** | **€20,000**

**CENTRAL
DISTRICT
CAFÉ** | **€20,000**

**EAST
DISTRICT
CAFÉ** | **€20,000**



DISTRICT AGORAS

BE AT THE KNOWLEDGE POINT

Make sure your brand gets all the relevance it deserves by sponsoring one of our three district agoras, the jam-packed hotspots where everybody will be spreading ideas during three days.

Your brand will be on:

- Agora signage
- Website - *Partners* page
- Venue static signage and dynamic advertising screens
- Post-event Report

Passes included: 20 Delegate & 40 Visitor

**WEST
DISTRICT
AGORA** | **€25,000**

**CENTRAL
DISTRICT
AGORA** | **€25,000**

**EAST
DISTRICT
AGORA** | **€25,000**



BECOME A KEY SPONSOR



FREE WI-FI

At every event, Internet connection is a *must*. So, why not take center stage every time attendees log on the net? Become the Wi-Fi provider and increase your visibility on the “Prepare your Visit” webpage and email, and the event’s signage and passes.

Passes included: 20 Delegate & 40 Visitor

| €20,000



LANYARD

Embrace your target audience, literally, and make a lasting impression on more than 22,000 attendees.

Passes included: 20 Delegate & 40 Visitor

| €25,000



MOBILE APP

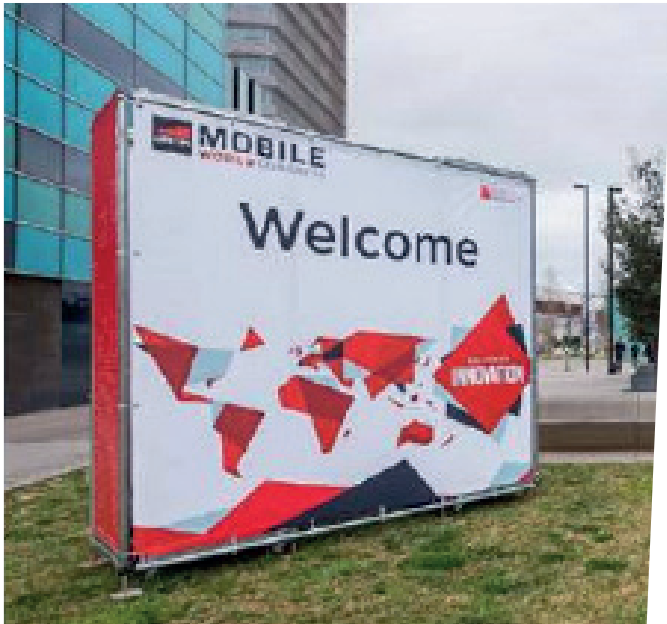
One of our strongest tools for networking during the event should be your tool for branding. Increase awareness by placing your logo on:

- App - *Splash* screen, *Welcome* screen and *About* screen
- Emails - *Accreditation* and *Plan your visit* emails
- Website - *App* page, *Plan your visit* page and *Partners* page
- Venue static signage and dynamic advertising screens
- Post-event Report

Passes included : 20 Delegate & 40 Visitor

| €10,000

YOUR BRAND, ON A GRAND SCALE



BIG BILLBOARD

When it comes to sponsoring, size does matter. So why not place your logo on a king-size billboard right at the entrance of the event?

3 x 3 x 7 m.

| €25,000

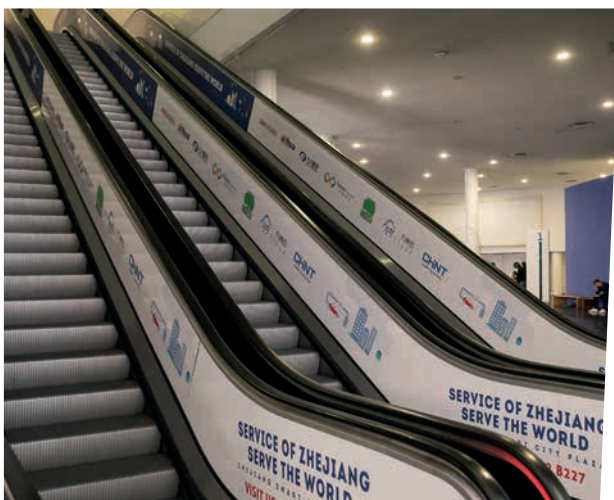


SMALL BILLBOARD

Be the first brand to be seen by all visitors each and every time they access the venue.

1,15 x 4 m.

| €7,500



VENUE ESCALATORS

Why not draw their attention while they're moving up and down?

| €10,000

CHOOSE YOUR BEST SPONSORSHIP OPTION

SPONSORSHIP OPPORTUNITIES		
THE VILLAGE		€50.000
REGISTRATION		€50.000
TOWARDS ZERO WASTE		€50.000
AWARDS PARTY		€25.000
CAFÉ	WEST DISTRICT CAFÉ	€20.000
	CENTRAL DISTRICT CAFÉ	€20.000
	EAST DISTRICT CAFÉ	€20.000
DISTRICT AGORAS	WEST DISTRICT AGORA	€25.000
	CENTRAL DISTRICT AGORA	€25.000
	EAST DISTRICT AGORA	€25.000
LANYARD		€25.000
BIG BILLBOARD		€25.000
FREE WI FI		€20.000
MOBILE APP		€10.000
VENUE ESCALATORS		€10.000
SMALL BILLBOARD		€7.500

EXHIBITION



OUR EXHIBITION OPTIONS

There are two ways to exhibit:

① HIRE SPACE AND CUSTOMIZE YOUR OWN STAND

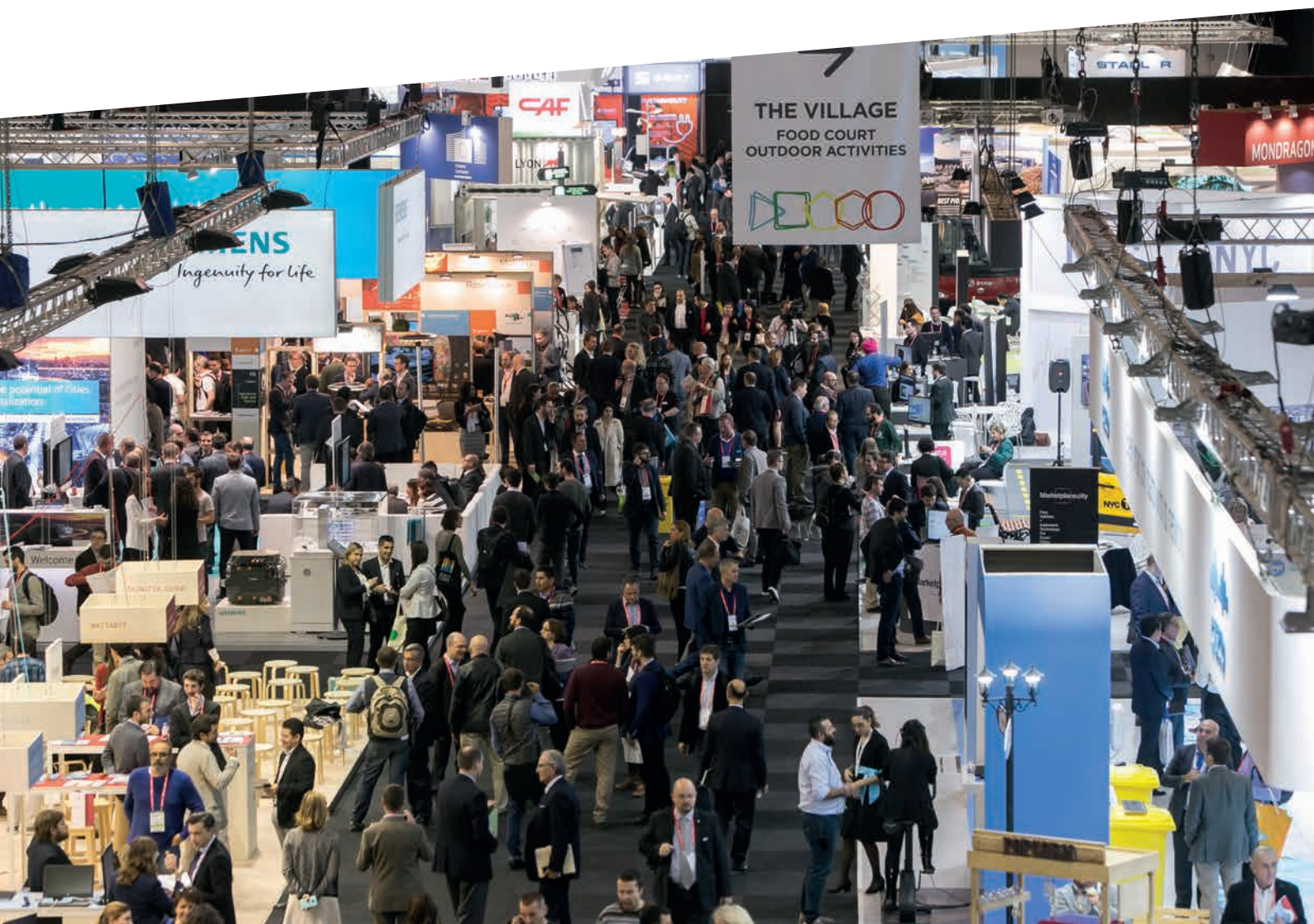
EARLY BIRD
PRICES

SPACE ONLY

€225/m²

② CHOOSE AMONG OUR THREE AVAILABLE STAND PACKS

Turn to the next page for more information on sizes, prices and benefits.



OUR EXHIBITION OPTIONS

**EARLY BIRD
PRICES**



		BRONZE PACK	SILVER PACK	GOLD PACK
S T A N D	SPACE	12 sqm	16 sqm	30 sqm
	OPEN SIDES	1	2	2
I N C L U D E S	THREE-DAY CONGRESS PASS	1	2	3
	VISITOR-TRADE FAIR PASSES	6	10	25
	EXHIBITOR PASSES	4	4	4
	25% DISCOUNT ON EXTRA CONGRESS PASSES	✓	✓	✓
	ACCESS TO THE NETWORKING ACTIVITY: BROKERAGE EVENT	✓	✓	✓
	STAND AND FURNITURE	✓	✓	✓
	INSURANCE	✓	✓	✓
PRICE	€3,765	€5,195	€11,905	

ADDITIONAL SERVICES



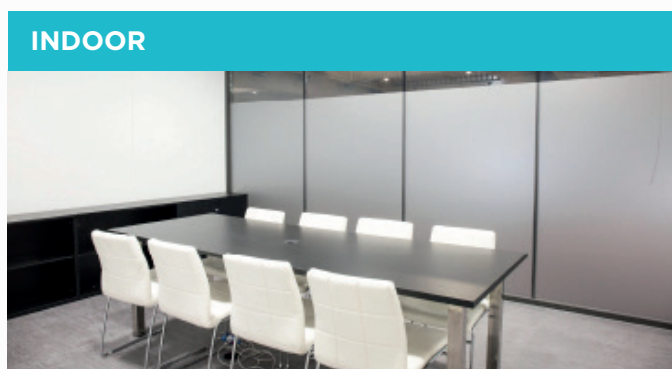
HOST YOUR OWN MEETINGS

Capitalize on our global reach and secure your own private meeting space with industry leaders and global media, and forge powerful connections. Choose a convenient location and start pre-arranging meetings.

At the Smart City Expo World Congress 2019 we will be offering rooms for up to 8 people. We will welcome you with a fresh fruit basket upon arrival at the meeting rooms.

The price does not include audiovisual equipment or catering, these should be booked in advance at Servifira and/or Gastrofira. Take a look at the available options:

PRICES		
	EXHIBITOR	NON-EXHIBITOR
1 DAY	€2,500	€5,000
3 DAYS	€5,000	€10,000



COFFEE & DRINKS

€294,50 (3 days)

Rental of small Nespresso coffee maker (incl. 50 coffee capsules) and small fridge including still mineral water (28u), sparkling water (15u), Coca-Cola (15u), Coca-Cola light (10u), Orange Fanta (5u), Lemon Fanta (5u), plastic cups (80u).

AUDIOVISUAL

€300 (1 day) / €550 (3 days)

50" monitor - special desktop stand - 2 HDMI cables.

€400 (1 day) / €750 (3 days)

50" monitor - special desktop stand - 2 HDMI cables & Laptop

DRINKS

€185 (3 days)

Small fridge including still mineral water (28u), sparkling water (15u), Coca-Cola (15u), Coca-Cola light (10u), Orange Fanta (5u), Lemon Fanta (5u), plastic cups (80u).

LEAD RETRIEVAL

Follow-up on the leads you've generated at the event with our contact scanners.

HOW IT WORKS

Scan visitors' badges to save contact details and use advanced features to get more information, quickly and efficiently. Export all captured data during or after the event to an Excel file.

- Delivery on the first day of the event and pickup the last day of the event directly from the stand.
- Real-time synchronization of data and access to Web site.
- Assistance via email, phone and onsite.

CONTACT DETAILS

Tel.: +34 93 233 2773

Email: leadretrieval@firabarcelona.com

You can rent as many scanners as you need.

WHAT DOES IT INCLUDE

- Mobile Scanner Rental
- 4G internet data connectivity



Mobile Scanner



Web site

FEATURES

SURVEYS



Use the Web site and create your own surveys. Then use the contact Scanner to send them to your scanned visitors.

DOCUMENTS



Send any document or link to your leads simply by previously uploading them to the Web site.

TAGS



You can easily classify your contacts using tags created in advance through the Web site.

NOTES



Add notes to a scanned visitor profile to use them as reminders after the event.

CUSTOMIZE YOUR STAND

BuildUP is the official stand designer of Fira Barcelona and a safe bet for you to create a unique and memorable stand.

The team accompanies you in all the processes, from start to finish:



DESIGNING



MANAGING



COORDINATING

“From initial design concepts to final building, Qorvo relies on buildUP by Fira to provide a best-in-class exhibition stand. Quality workmanship coupled with superior customer support make buildUP by Fira a trusted partner for Qorvo.”

Kathleen Ingram
Events Manager, Qorvo Inc.



MEET THE TEAM



MEET THE TEAM

CONTACT US

Our team is happy to help you with any questions or requests you may have. We're an email away:



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