

November 4 – 6 2025
www.smartcityexpo.com

Smart City Expo urges cities to become drivers of change in its 2025 edition

- The event will see the debut of the AI-enabled cities area to showcase how this technology can improve and speed up urban transformation
- Nikki Greenberg, Kate O'Neill and Carlo Ratti headline a lineup of speakers with over 600 international experts

Smart City Expo World Congress (SCEWC), the leading international event on cities and smart urban solutions organized by Fira de Barcelona will match its largest edition ever in 2025. From November 4-6 and under the theme “The Time for Cities” the show and congress aims to seize the full potential of technologies to transform the urban landscape gathering over 1,100 exhibitors, 25,000 delegates exceeding last year’s attendance.

The event, held at Fira’s Gran Via venue, will focus on strategies to transform current metropolises into more sustainable, efficient, and livable spaces and will give a central role to Artificial Intelligence (AI) as a key asset capable of accelerating a much-needed push towards more efficient and sustainable cities. To do so, SCEWC will host the new “AI-enabled cities” where attendees will be able to learn how this technology can improve and speed up urban transformation projects worldwide.

This new area will add to an exhibition floor space that will bring together leading companies from around the world to showcase the latest solutions and technologies. Among them are Axis Communications, Bentley, Dahua Technology, Dassault Systèmes, Dell, Deloitte, Iotsquared, Microsoft, Nvidia, Spie, Urbaser and Veolia. In addition to companies, the event will also house a large number of country pavilions including those from Argentina, China, Czech Republic, France, Germany, Italy, Japan, Republic of Korea, Mexico, Netherlands, Nordics, United Kingdom and the USA.

The event’s director, Ugo Valenti, said that *“Twenty-five years into this new millennium we know that cities are more than clusters of infrastructure; they are dynamic systems built around the lives of millions and our greatest asset to curb climate change and secure a better future for millions of people around the world. Smart City Expo is the place where companies, experts and government officials act in this common goal and share strategies, technologies and projects that speed the process.”*

The Capital of Urban Knowledge

Along these lines, SCEWC will gather over 600 speakers and international experts in its congress to share the latest experiences and breakthroughs in urban transformation in a conference program structured around eight main tracks: Enabling Technologies, Energy & Environment, Mobility, Governance & Economy, Living & Inclusion, Infrastructure & Building, and Blue Economy.

Among the confirmed speakers are Nikki Greenberg, CEO of Real Estate of the future and a globally recognized futurist and strategic advisor with over two decades of experience in real estate development, urban innovation and technology-driven transformation; Kate O'Neill, Founder and CEO of KO Insights, a renowned digital innovator focused on enhancing human experiences at scale through data-driven and AI-led interactions, who has worked with companies Google, IBM, Microsoft, and the United Nations; and architect Carlo Ratti, Director of the MIT Senseable City Lab and widely regarded as one of the most influential thinkers in smart city design.

Other confirmed speakers include Patrick Child, Deputy Director General of Environment at the European Commission; Matt Hale, Deputy Mayor of the City of Los Angeles; Monica Lucarelli, Deputy Mayor of the city of Rome; Jeff Merritt, Head of Urban Transformation at the World Economic Forum; Josephine Ong, Vice President of Cities & Public Services at Dassault Systèmes; Jaroslaw Sarna, Minister of Digital Affairs of Poland.

The Global Hub of Innovation

In 2025, SCEWC will also focus on the potential of startups as a driving force capable of developing new solutions in the urban transformation field. To achieve this goal, the event will reprise its Innovation Playground, a space to connect the main players of the global urban innovation ecosystem including investors, research centers and 80 startups. This will rise the number of young innovative companies at the show to almost 350 when adding those present at other areas of SCEWC.

World Smart City Awards

SCEWC will also host a new edition of the World Smart City Awards to acknowledge the most outstanding initiatives and projects in the innovation and urban transformation industry. With a total of 462 entries from 65 countries, the 14th edition of these accolades is the biggest to date. The winners of the 9 categories featured – City, Leadership, Innovation, Enabling Technologies project, Energy & Environment project, Mobility project, Governance & Economy project, Living & Inclusion project, and Infrastructure & Buildings project – will be announced during a special gala hosted on the evening of Wednesday, November 5th.

Global platform of urban Innovation

Fira de Barcelona will strengthen its role as a global hub for urban innovation by holding SCEWC 2025 together with Tomorrow.Mobility World Congress, Tomorrow Building World Congress, and Tomorrow.Blue Economy. Tomorrow.Mobility World Congress, jointly organized by Fira de Barcelona and EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology, a body of the European Union, aims to speed up the adoption of new sustainable urban mobility paradigms. Focusing on topics as *Staying competitive in the race to net-zero*, *The future of mobility: exploring the next decade of innovations*, *Innovations to increase the resilience and quality of mobility systems*, *Solutions for sustainable commuting*, and *Autonomous mobility in public transport*.

In addition, Tomorrow.Building World Congress will bring together the construction sector to showcase the most innovative solutions, projects and strategies for transforming the industry. To do so, the event will focus on eight key themes: Design Tech, Digital Building Innovation, City Infrastructures, Decarbonized Building, Resilient City Planning, Retrofitting Urban Fabric, Proptech, and Housing. With over 100 experts and 30 conference sessions, keynote speakers include Renate Mitterhuber, Head of Smart Cities and Regions Division at the German Federal Ministry of Housing, Urban Development and Building; Maria Buhigas, Chief Architect of the Barcelona City Council; and Martha Thorne, Senior Advisor at the Henrik F. Obel Foundation and former Executive Director of the Pritzker Architecture Prize.

Tomorrow.Blue Economy will hold its fourth edition with the goal of promoting the huge potential of the seas and oceans as a source of sustainable economic growth. Organized with the support of the Barcelona City Council, Port de Barcelona, World Ocean Council and Smart Ports: Piers of the Future, the event will gather experts, companies, institutions and community leaders to showcase innovative solutions, programs and best practices carried out in recent years with the aim of advancing an interdisciplinary approach in this field, including public-private collaboration. Among the topics discussed feature climate change, finance, offshore energy, water management, biodiversity, green shipping, smart ports, and recreational boating.

The Barcelona Deep Tech Summit, organized by Barcelona Activa, celebrates its fourth edition as a benchmark event for the southern European ecosystem, bringing together more than 600 startups, 180 investors, 400 representatives from universities and research centers, 275 corporations, and 70 speakers with the aim of connecting talent, sharing knowledge, facilitating the search for funding, and generating synergies that promote deep tech. The conference will have the slogan “Deep tech for a better future” and will feature a program based on debate and reflection on the potential of science and advanced technologies such as AI, quantum computing, robotics, and photonics as tools for solving humanity's global challenges.

TOMORROW. MOBILITY



November 4 – 6, 2025
www.tomorrowmobility.com

Tomorrow.Mobility 2025 sets the pace for the future of urban mobility

- Low-carbon mobility, autonomous mobility and Artificial Intelligence among the key topics
- David Zipper and Jari Kauppila headline a world-class speaker lineup

The fifth Tomorrow.Mobility World Congress (TMWC), the global event driving a new sustainable and intelligent urban mobility, returns to Barcelona on November 4–6, 2025, for its most ambitious edition yet. Held at Fira de Barcelona's Gran Via venue and co-organized by Fira Barcelona and EIT Urban Mobility—an initiative of the European Institute of Innovation and Technology, a body of the European Union—this year's congress will gather over 200 exhibitors and 240 speakers under the theme “Move Better” to accelerate the shift toward connected, inclusive and low-emission mobility.

Across more than 50 conference sessions, TMWC 2025 will explore critical themes including *Staying competitive in the race to net-zero*; *The future of mobility: exploring the next decade of innovations*; *Innovations to increase the resilience and quality of mobility systems*; *Solutions for sustainable commuting*; and *Autonomous mobility in public transport*.

“Tomorrow.Mobility 2025 arrives at a defining moment for cities worldwide. As the demands on urban transport grow more complex, we are bringing together global cities, industry leaders, and changemakers to chart the course for the next decade of sustainable mobility. Alongside breakthrough technologies, we will also spotlight critical issues such as health, social inclusion, and urban well-being—reminding us that truly resilient mobility systems must serve not only efficiency, but people. This congress is about moving better, and moving with purpose.” said Marc Rozendal, CEO of EIT Urban Mobility.

“Urban mobility is undergoing a fundamental transformation, but the path ahead is complex. From decarbonisation to digitalisation, cities face urgent challenges that require bold thinking and collaborative action. Tomorrow.Mobility World Congress 2025 is not just a showcase of innovation—it's a platform for forging real solutions. The companies, policymakers, and experts joining us in Barcelona will play a decisive role in reshaping mobility systems to be more sustainable, inclusive, and resilient,” said Delphine Romeu, Director of Tomorrow.Mobility World Congress

World-class speakers and keynotes

Urban mobility and policy expert David Zipper, Senior Fellow at the MIT Mobility Initiative, and Jari Kauppila, Head of the Secretary-General's Office at the International Transport Forum (ITF), will headline the keynote lineup.

David Zipper explores the intersection of transportation policy, technology, and society. He has worked in city government, venture capital, and as an advisor in the smart cities and mobility sectors. His writings have appeared in Bloomberg CityLab, The Atlantic, Vox, and Slate, among other media.

Jari Kauppila will also be among the highlights of the congress. Kauppila oversees the ITF's strategic agenda and overall leadership. Prior to that, Kauppila led research and modelling work at ITF and coordinated international projects on topics such as decarbonization, logistics, road safety and infrastructure investment. Before joining ITF he worked at Finland's Ministry of Transport and Communications.

Additional confirmed voices include Pierfrancesco Maran, Member of the European Parliament; Arianna Censi, Deputy Mayor for Mobility of Milan (Italy); and Claire Depré, Head of the Road Safety Unit at the Directorate-General for Mobility and Transport of the European Commission.

Key insights to reshape mobility

EIT Urban Mobility will present two new studies: a European-wide analysis quantifying the return on investment of bike-sharing schemes today and by 2030, and “Integrating behavioural insights into sustainable mobility planning,” which examines how commuting habits are shaped by status quo bias, loss aversion and friction costs.

The first study quantifies the return on investment of bike-sharing schemes across Europe today and by 2030. The analysis reveals that well-designed systems deliver significant benefits in emissions reduction, public health improvements, congestion alleviation and urban quality of life, outweighing their operating costs. Key findings reveal that one new job is created for every 75 shared bicycles deployed, and that European bike sharing schemes have saved 760,000 commuting hours, equivalent to €30 million in productivity gains.

The second study, “Integrating behavioural insights into sustainable mobility planning”, investigates how people’s commuting habits are shaped by factors such as status quo bias, loss aversion, or friction costs. Based on latest research insights and examples from deploy corporate mobility, the report highlights models and tactics that can incentivize more sustainable behaviour in commute, such as nudges and experimentation. These are instrumental to overcome psychological barriers and to encourage sustainable mobility.

Exhibition and Innovation zones

Alongside the congress, TMWC 2025 will feature an exhibition area and an Innovation Playground showcasing cutting-edge solutions across the mobility ecosystem. Among the more than 200 confirmed exhibitors are Barcelona Serveis Municipals, Deloitte, Generalitat de Catalunya – Departament de Territori, Moventis, Google, Network Optix, PTV Group, Senec and TomTom.

The Startup Zone will host disruptive mobility technologies and companies such as Standab (Sweden), SWITCH (Italy), and Nowos (the Netherlands) showcasing solutions ranging from smart micromobility parking and AI-powered urban fleet optimisation to battery repair for reduced waste and a circular economy. Their innovations exemplify how technology and user-centric design can enable greener, more efficient mobility ecosystems.

A global event shaping urban futures

As in previous editions, TMWC will be held alongside Smart City Expo World Congress, the leading international summit on smart cities and urban solutions. Together with Tomorrow.Building and Tomorrow.Blue Economy, these events will bring together more than 1,100 exhibitors and over 25,000 attendees, transforming Fira de Barcelona into the world’s largest hub for urban innovation.

4 - 6 November 2025
www.tomorrowblueeconomy.com

Tomorrow.Blue Economy explores the potential of the blue economy for ports, cities and corporations

- **More than one hundred experts will highlight the importance of the marine ecosystem as a source of sustainable and regenerative development**
- **Held from 4 to 6 November as part of the Smart City Expo World Congress at Fira de Barcelona's Gran Via venue**

Fishing, aquaculture, port management, shipbuilding... These are some of the activities linked to the seas and ocean that make visible the importance of the marine ecosystem as a lever for socio-economic development. The enormous potential offered by the blue economy will be the focus of the fourth edition of Tomorrow.Blue Economy World Congress (TBEWC) which will take place from November 4-6 at Fira de Barcelona's Gran Via venue as part of the Smart City Expo World Congress.

With 120 national and international experts and the aim of promoting the development of the blue economy, which seeks to transform marine resources into an economic powerhouse under a sustainable and regenerative approach, TBEWC will feature 42 sessions distributed among the three major events that comprise this year's edition: Smart Ports: Piers of the Future, promoted by the Port of Barcelona; Global Blue Finance Summit and Sustainable Ocean Summit, both organized by the World Ocean Council (WOC).

The TBEWC will also have a start-up area, the Ocean Innovation Hub, where 30 emerging companies specialising in the field of the blue economy will showcase their projects, managed by WOC partner Oceanovation for the first time this year. Coming from countries such as China, Spain, the United States, the Netherlands, India and the United Kingdom, they will present solutions ranging from sensorized decontamination barriers, to materials that recover carbon from the bottom of the seas, technological applications that use AI or blockchain, floating wind platforms, underwater robots, black boxes for ships with IoT, proteins from the biomass of algae, coatings to prevent biofouling on ship hulls or hydrogen refuelling buoys for offshore vessels, and more.

Port Management & Finance

Representatives from 9 European, North American and Asian ports will participate in the seventh edition of the Smart Ports congress, including the President of the Port of Barcelona, José Alberto Carbonell; the Vice President of the Port of Busan (South Korea), Ja-rim KOO; or the CEO of the Port of Hamburg and president of the IAPH (International Association of Ports and Harbors, Jens Meier. Topics covered include cybersecurity, less polluting port operations, the integration of ports into the development of cities or the employment opportunities offered by the blue economy.

The Global Blue Finance Summit (BlueFIN) will focus on innovation, bluetech, marine and coastal systems as areas of public and private investment with representatives across the spectrum of venture capital, impact investing, banking and insurance and more, from local and global contexts. Speakers include Olivier Raybaud, Managing Director, SWEN Blue Capital; Dale Galvin, Managing Director, Global Fund for Coral Reefs Investment Fund; Esther Badiola, Principal Climate Adviser, European Investment Bank; Lucy Holmes, Senior Director Ocean Markets and Finance, WWF UK; Anton Gigov from Aquamarine Impact Capital Partners, to name a few.

During the Sustainable Ocean Summit (SOS), business, startup and innovator involvement in corporate ocean responsibility for a sustainable and regenerative blue economy will bring together topics as wide ranging as aquaculture, circularity, green shipping, blue jobs of the future, coastal resilience and much more, with speakers like Jason Giffen, Chief

Sustainability & Innovation Officer, Port of San Diego; Kristijan Curavic-President, Ocean Alliance Conservation Member (OACM); Aisha Stenning, Business Action Lead: Plastics Team, Ellen McArthur Foundation; Ben Rubin, Executive Director and Founder, Carbon Business Council; Panagiotis Anastasopoulos, CEO, Patras Port Authority; Cristina Gil from the Global Reporting Initiative (GRI), among others.

The president of the Port of Barcelona, José Alberto Carbonell, stressed that *"collaboration and innovation are key to facing the great challenges of the maritime and port sector. Barcelona has established itself as a hub for organisations committed to sustainability and digitalisation, and Smart Ports: Piers of the Future is the best example of our leadership and ability to generate global impact"*.

The Barcelona City Council's Commissioner for Economic Promotion, Trade and Catering, Nadia Quevedo, explained that *"Barcelona remains firmly committed to the blue economy. Through Barcelona Activa, we have just finalized the first Government Measure on the Blue Economy, which has agreed and implemented, in partnership with all stakeholders in the sector, an action plan capable, for example, of providing 5,600 hours of training in reskilling programs or accelerating 32 entrepreneurial projects."*

For his part, the director of the TBEWC, Ugo Valenti, pointed out that *"This edition strengthens the event's position as the leading global trade show for promoting the blue economy by bringing together public institutions, leading companies, startups, and funding organizations for a three-day summit, which constitutes a strong example of public-private collaboration."*

WOC Chief Executive Officer (a.i.), Stewart Sarkozy-Banoczy, has stated that *"WOC has been through some major changes over the last year and the topics, speakers, sessions and design of this year's events reflect many of those changes. We are so pleased to again partner with the city and the port of Barcelona, and expand our deep collaboration with Oceanovation, showing unique value to members and attendees as we blend corporate, startup, innovation, investment and government voices on stage and off."*

Tomorrow.Blue Economy World Congress is organised by Fira de Barcelona with the collaboration of Barcelona City Council, through Barcelona Activa; the Port of Barcelona; the World Ocean Council (WOC); Oceanovation and Smart Ports: Piers of the Future, an initiative of the Port Authority of Barcelona.

Trade by sea

According to the United Nations, the blue economy brings 1.5 trillion dollars of added value to the world economy, generating more than 30 million jobs. Likewise, this organization highlights that more than 90% of international trade is carried out by sea, that the oceans absorb approximately 30% of CO₂ and 90% of the excess heat generated by climate change, as well as that 3,200 million people around the world depend directly on fish as the main source of animal protein.

For its part, the EU Blue Economy Report states that the blue economy generates more than 1.6% of the GDP of the twenty-seven countries of the European Union, employing more than 4.8 million people throughout Europe.

Tomorrow.Blue Economy World Congress, Tomorrow.Mobility World Congress and Tomorrow.Building World Congress are held together with Smart City Expo World Congress 2025, the world's largest event on cities and urban innovation. The four events are expected to bring together more than 1,100 exhibitors, representing more than 850 cities and 140 countries.

4 - 6 November 2025
www.tomorrow-building.com

Design Tech, Decarbonized Building and Retrofitting among the key topics

Tomorrow.Building targets the housing crisis to lay the foundation of a smarter construction

Tomorrow.Building World Congress (TBWC), the leading international event driving innovation in the built environment, will hold its third edition from November 4–6, 2025, in Barcelona's Gran Via venue. The event will bring together more than 100 experts from around the world to explore the future of resilient, decarbonized, and tech-driven urban development with a special focus on addressing the housing crisis that metropolis face worldwide.

Organized by Fira de Barcelona and under the theme “Build Better”, the event will feature a comprehensive conference program focused on the most pressing issues in the construction and urban planning sectors. Among the key topics to be addressed are Design Tech, Digital Building Innovation, Retrofitting, Decarbonized Building, Housing, Resilient City Planning, and PropTech. These themes reflect the urgent need for smarter, more sustainable solutions in the face of climate change, urbanization, and the housing crisis.

The speaker lineup includes Nikki Greenberg, Founder and Chief Innovation Officer at Real Estate of the Future; Renate Mitterhuber, Head of Smart Cities and Regions Division at the German Federal Ministry of Housing, Urban Development and Building; Maria Buhigas, Chief Architect of the Barcelona City Council; Dr Orna Rosenfeld, a renowned advisor on housing and urban affairs; and Martha Thorne, Senior Advisor at the Henrik F. Obel Foundation and former Executive Director of the Pritzker Architecture Prize.

TBWC will also feature an exhibition space with a strong presence of global companies committed to transforming the construction and building sectors. Among the confirmed exhibitors are ORBITS Engineering Firm, SPIE, Jacobs, Bentley Systems, RIPC, and VORTEX International.

Reshaping the urban landscape

The event will be held alongside Smart City Expo World Congress, the leading tradeshow and congress on cities and smart urban solutions; Tomorrow.Mobility World Congress, the international event promoting the design and adoption of new sustainable urban mobility schemes; Tomorrow.Blue Economy, aimed at seizing the full potential of ocean resources for a sustainable economic growth; and the fourth edition of the Deep Tech Summit, an event organized by Barcelona Activa focused on scientific tech entrepreneurship and university spin-offs.

Altogether, the events are expected to gather over 1,100 exhibitors, representatives of over 850 cities, more than 600 international experts, and over 25,000 attendees.

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Folc Lecha / Edu Pérez Moya
93 233 35 55 / 93 233 21 66
flecha@firabarcelona.com / eperezm@firabarcelona.com