

**SMARTCITY**  
EXPO WORLD CONGRESS

**3 - 5 NOVEMBER 2026**  
BARCELONA

Organised by:



Hosted by:



# SUCCESS STORIES FROM SMART CITY EXPO

*In our clients' words*



# KOREA PAVILION

For Korea Pavilion, the biggest value gained from participating in SCEWC was the ability to efficiently secure opportunities for international cooperation. It provided them with a valuable platform to connect with key policymakers and decision-makers from various countries in one place.

During the exhibition, meetings were held with a wide range of countries, corporations, and municipalities. These interactions extended beyond simple networking and led to tangible discussions on cooperation and potential business initiatives.



*We engaged in detailed discussions with international institutions and companies regarding potential technology applications, business model development, and practical contract opportunities.*



*SCEWC continues to play a pivotal role not merely as an exhibition, but as a smart city platform that fosters real collaboration and project development. The Korea Pavilion hopes to achieve even more impactful outcomes through future participation in SCEWC.*

SUCCESS STORY KOREA



# MDEC, MALAYSIA

SCEWC has been a pivotal platform for MDEC (Malaysia Digital Economy Corporation), leading them to even host their own regional edition in Kuala Lumpur, SCEKL. For MDEC, the primary value of SCEWC lies in our role as a high-density “laboratory”. Unlike other tech events that focus broadly on hardware or software, SCEWC is uniquely laser-focused on the intersection of policy, urban livability, and digital innovation.



*SCEWC differentiates itself by convening not just vendors, but the actual architects of cities, ministers, mayors, and urban planners. This was clearly evidenced by our City Leaders Programme, which brought together over 20 ASEAN city leaders alongside Malaysian officials, and the AI Cities Pitch Lab, which featured eight shortlisted cities.*



*MDEC’s participation has consistently bridged the gap between local innovation and global scalability. The event served as a direct catalyst for connecting MDEC-supported Enterprises, SMEs, and MSMEs with key decision-makers. These interactions have led to several preliminary MOUs and exploratory partnerships that strengthen Malaysia’s position as the digital hub for ASEAN.*

SUCCESS STORY MDEC™



# ICE, ITALY

For the ICE (Italian Trade & Investment Agency), the SCEWC represents a key meeting point in the field of innovative urban systems. They consider this event a strategic outlet for Italian companies, thanks to the strong demand for technologies needed to address global challenges such as climate change, urbanisation and digitalisation



*Compared to other industry events, the Smart City Expo stands out for its ability to consolidate Italian leadership and confirm our country's commitment to the development of sustainable cities, strengthening our international reputation in a targeted manner.*



*The event acts as a catalyst for business opportunities between Italian, Spanish and international companies. These connections have been instrumental in promoting the excellence of Italian "know-how" in a highly competitive market. SCEWC is a very efficient business platform where authorities and innovators collaborate with the common goal of improving the quality of life of citizens.*

## SUCCESS STORY



# FCC ENVIRO

FCC enviro is the brand of companies that have driven the FCC Group's environmental activities for more than 125 years. It serves 78 million people in 5,650 municipalities around the world and manages nearly 27 million tonnes of waste as a resource each year. FCC enviro has been an uninterrupted partner of SCEWC since our first edition in 2011.



*For FCC enviro, this participation has been –and continues to be– highly beneficial. I believe that no other event focused on smart cities, either in Spain or abroad, achieves such a level of visibility and participation, particularly on a global scale.*



*SCEWC represents for FCC enviro a key forum for engagement with our stakeholders. It is an ideal opportunity to share new projects and ideas, both internally and externally, and to strengthen our brand image. Potential clients from regions where we are not yet present (such as Northern Europe or the Persian Gulf) have frequently visited our stand to express interest in our services, making it an effective way to establish contacts for future operations.*

## SUCCESS STORY



# NORTH TEXAS INNOVATION ALLIANCE

The North Texas Innovation Alliance is a 501(c)3 consortium that includes governmental and civic organizations, private companies and academic institutions who work collaboratively to pursue innovation in North Texas. Their mission is to create the most connected, smart, and resilient region in the U.S. NTIA has participated in SCEWC every year since 2022.



*The ability to represent not just North Texas at SCEWC, but the United States, to the world creates such incredible opportunities to partner with international peers, connect with new innovations and companies that we can bring to our region, and connections to opportunities to contribute to our economic growth and vibrance in our market have been key value propositions that bring us back year after year.*



*With our global smart cities startup competition in 2024 and 2025, we made direct connections to dozens of international companies, including four currently in discussion to open operations in the U.S. Every year our goals expand.*

## SUCCESS STORY



# ICEX, RED.ES & RECI

ICEX, Red.es and RECI are responsible for managing the Spain Pavilion at SCEWC. ICEX is Spain's public agency for internationalisation and foreign investment promotion, while Red.es serves as the entity responsible for driving Spain's Digital Agenda. The Spanish Network of Smart Cities (RECI) is a platform for cooperation between cities that seek to transform their urban environments into more sustainable, efficient, and livable places.



*For us, SCEWC is the global flagship event for showcasing the broad Spanish offering in the smart cities sphere. It brings together a growing number of international delegations from countries and cities. This enables us to stay in direct contact with the sector's leading trends, identify business opportunities in foreign markets, and foster synergies and lead generation for our companies.*



*SCEWC allows us to strengthen our brand by providing clear added value through parallel events and a highly business-oriented content program. The evolution of the event, together with the sustained growth of the Spain Pavilion, enables us to affirm today the existence of a fully consolidated smart-city industry. We are now able to present a well-defined business model that integrates not only the technological solutions developed by companies, but also success stories from cities that have effectively implemented these solutions.*

## SUCCESS STORY



# ICEX, RED.ES & RECI



*Having a Spain Pavilion at an event of such international relevance, within a cross-cutting macro-sector, has been a key element in strengthening ICEX and Red.es' collaboration with strategic partners, both public and private. It has also enabled us to reinforce internal alliances within the organization. The involvement of all internal and external stakeholders is driven by the importance of an event that, due to its uniqueness, has succeeded in generating strong interest among all parties involved.*



*This has made it easier for us to attract city delegations from Europe, Turkey, the United States, Puerto Rico, and Japan, which have directly shared their needs and projects with our companies.*



*A key milestone is the recent signing of the MOU between ICEX, Red.es, and RECI/FEMP to establish a strong Spain brand uniting institutions, companies, and cities. The agreement supports the digital transformation of cities and strengthens Spain's smart city industry, reinforcing the country's institutional leadership and generating synergies between innovation policy, international action, and local governance.*



**ICEX**



**red.es**



FEDERACION ESPAÑOLA DE MUNICIPIOS Y PROVINCIAS

**RECI**  
Red Española de Ciudades Inteligentes  
SmartCities

# BUSPAS

BusPas is a Montreal-based company that transforms bus shelters into AI-enabled curbside data centers. It is live infrastructure that generates real-world data to improve public transit, enhance public safety, and promote sustainability, providing edge AI at the bus-stop level that can scale across an entire city or region.

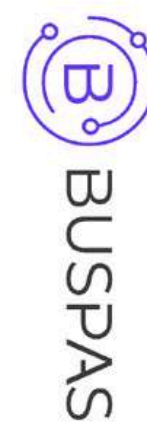


*At Smart City Expo, global conversations turn into real city outcomes. The Congress has been at the origin of some of the most important successes for Québec companies expanding across the Iberian Peninsula. BusPas is proud to be one of them.*



*With the support of the Oficina de Québec en Barcelona, we moved from participation to proof of concept, winning a city challenge and deploying 14 intelligent bus stops across Barcelona*

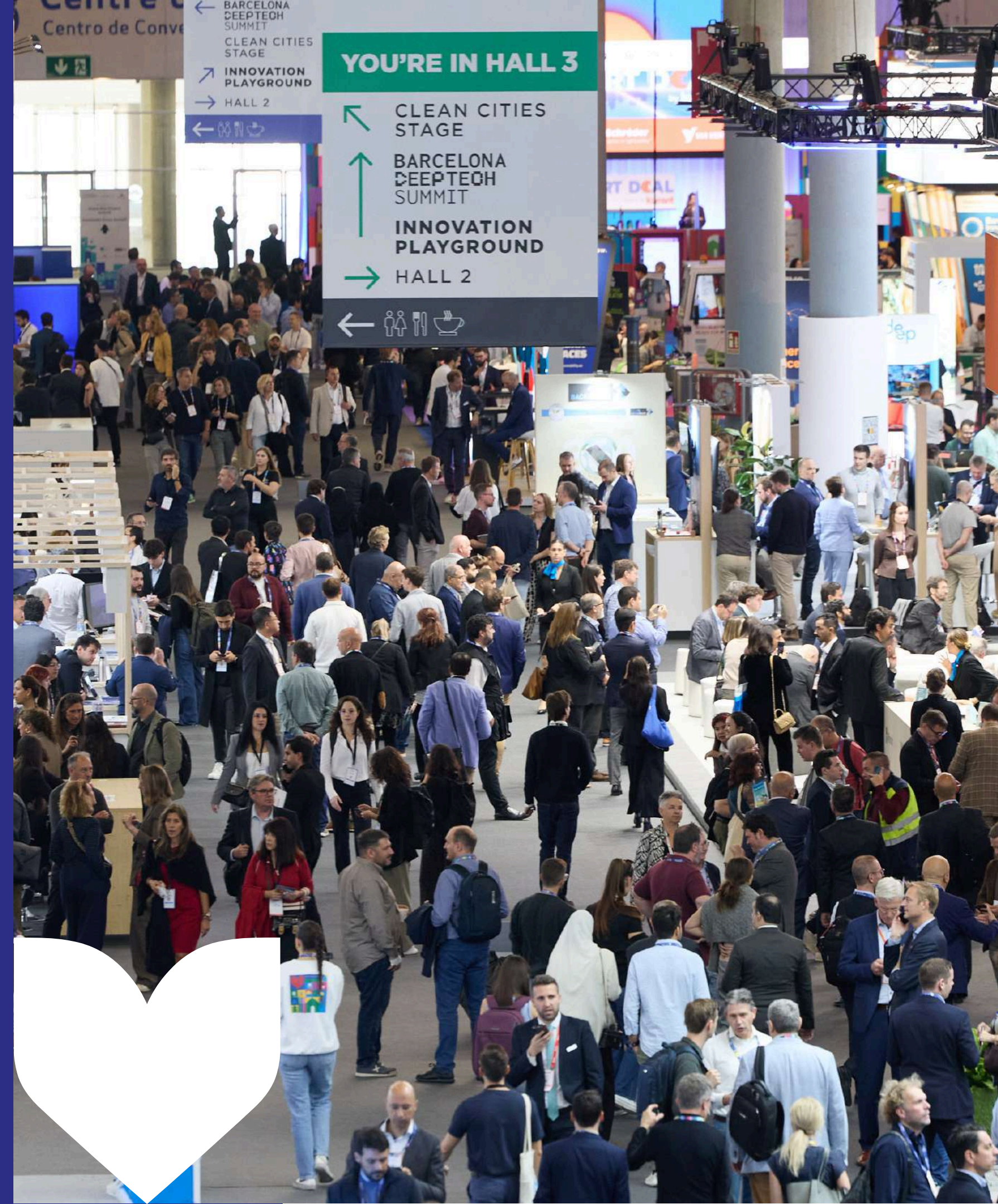
## SUCCESS STORY



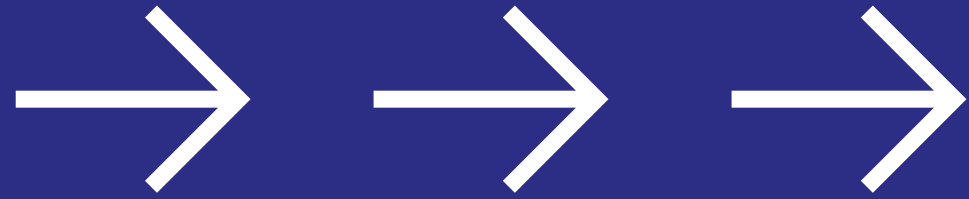
# READY TO SEIZE THE OPPORTUNITY?

The next edition of **Smart City Expo World Congress** will take place on **3-5 November 2026**. Whether you want to broaden your impact, forge new connections, discover the latest market-ready solutions, or expand into new markets —we have the perfect formula for you.

Get in touch with our **Sales Team** and tell us what you're looking for. We'll be delighted to make a **tailored proposal** aligned with your goals and budget. **Let's connect!**



Fira Barcelona



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