



SMARTCITY
EXPO **LATAM CONGRESS**

JULY 2-4, 2019
PUEBLA, MEXICO
CENTRO EXPOSITOR

RADICAL INCLUSION
A SPACE FOR EVERYONE

SMARTCITY

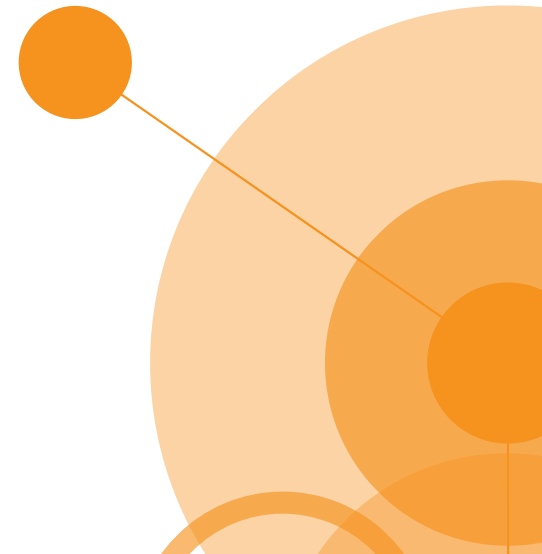
EXPO **LATAM CONGRESS**





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01 BACKGROUND



FIRA BARCELONA

Fira Barcelona is one of the most important trade fair institutions in the world.

A consortium that combines public ownership with autonomous business management with more than **80 years of experience** in the industry.

Fira Barcelona Mexico is this institutions' subsidiary dedicated to developing professional shows covering the main sectors of Mexican economy.

Smart City Expo World Congress (SCEWC), is the international debate summit on the development of cities, and the present and future challenges that urbanization represents. It is one of the most important events organized by Fira Barcelona, playing a fundamental role in the context of the enormous changes undergone by the planet.

SMARTCITY
EXPO WORLD CONGRESS



SMART CITY EXPO LATAM CONGRESS



In its fourth consecutive edition in Mexico, the **Smart City Expo LATAM Congress** is the largest innovation, transformation and collaboration event of Latin American cities, bringing together the main stakeholders of urban transformation.

Organized by **Fira Barcelona Mexico**, this event represents an opportunity to effectively connect all transformation stakeholders, leading us to have a better quality of life and to respond in a favorable and efficient way to the challenges facing the future posed by population growth and urbanization.

SMARTCITY
EXPO LATAM CONGRESS



RADICAL INCLUSION A SPACE FOR EVERYONE



Inclusion is **closeness, openness, equity, respect and co-responsibility**. Through our participation and connection, we can forge a city model where we are more than inhabitants and have a share in the growth and development of our environment through a state of equity, where each citizen has the same opportunities and freedoms.

This is how, through inclusion, the **Smart City Expo LATAM Congress** opens up once again as a meeting and debate point between the main stakeholders of change, making it possible to strengthen links to foster collaboration in order to define strategies and future lines of action to transform cities and territories in Latin America.



PROJECTION 2019



+13,000
Attendees



+150
Companies



+280
Speakers



+60
Institutions



+350
National and
international cities

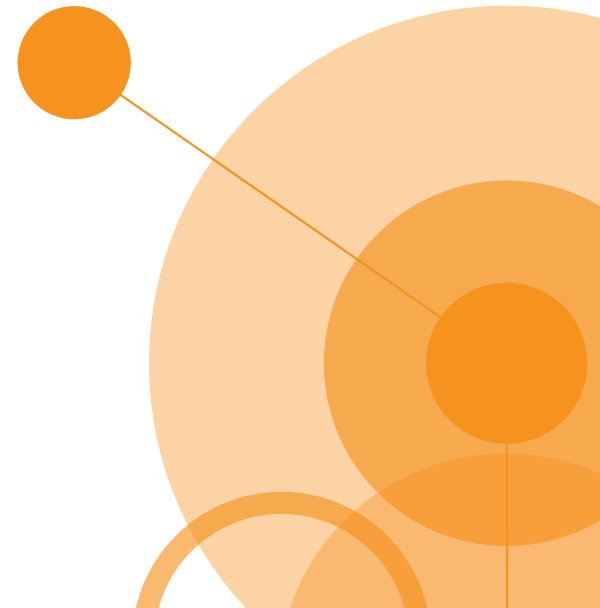


+50
Media partners



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02 CONGRESS AREA





CONFERENCE PROGRAMS



The **Congress Program** offers sessions and forums for dialogue with the aim of inviting attendees to reflect on and inspire ideas that can develop transformation projects to impact the different areas of the Smart City model.

Additionally, the **Workshops Program**, is structured as a space where our partner institutions share their knowledge in work sessions in order to identify challenges and develop ideas for future solutions aimed at better urban planning.

TOPICS



Mobility and urban and territorial planning

Development targeted at public transport.
Quality of urban space.
Electric mobility.
Public space.
Optimization of urban space.
Sustainable mobility.
Public transport.
Urban design.
Accessibility and mobility.



Citizen empowerment and open government

Collaboration of all levels of government.
City networks.
Project financing.
Metropolitan and regional dimension.
Open Government.
PPP alliances.
E-Government.
Institutional strengthening.
WeGov.



Equity, Learning and Culture

Historical, cultural and natural heritage.
Social participation.
Smart rural.
Community development.
Transparency.
Digital inclusion.
Health.
Bottom-Up initiatives.
Social innovation.
Historic downtown areas.
Gender equality.



Energy and the environment

Sustainable urban planning.
Infrastructure financing.
Energy efficiency.
Renewable energies.
Public spaces.
Smart buildings.
Environmental quality.
Sustainable tourism
Climate change.
Resilience.



Economic and technological development

Innovative ecosystem.
Technological innovation.
Talent and knowledge.
Rural development.
Connectivity. Legislation.
Education.
Innovative tourism products.
City branding.
Collaborative economy.
Startups.
Technology and innovation parks.



Security and Resilience

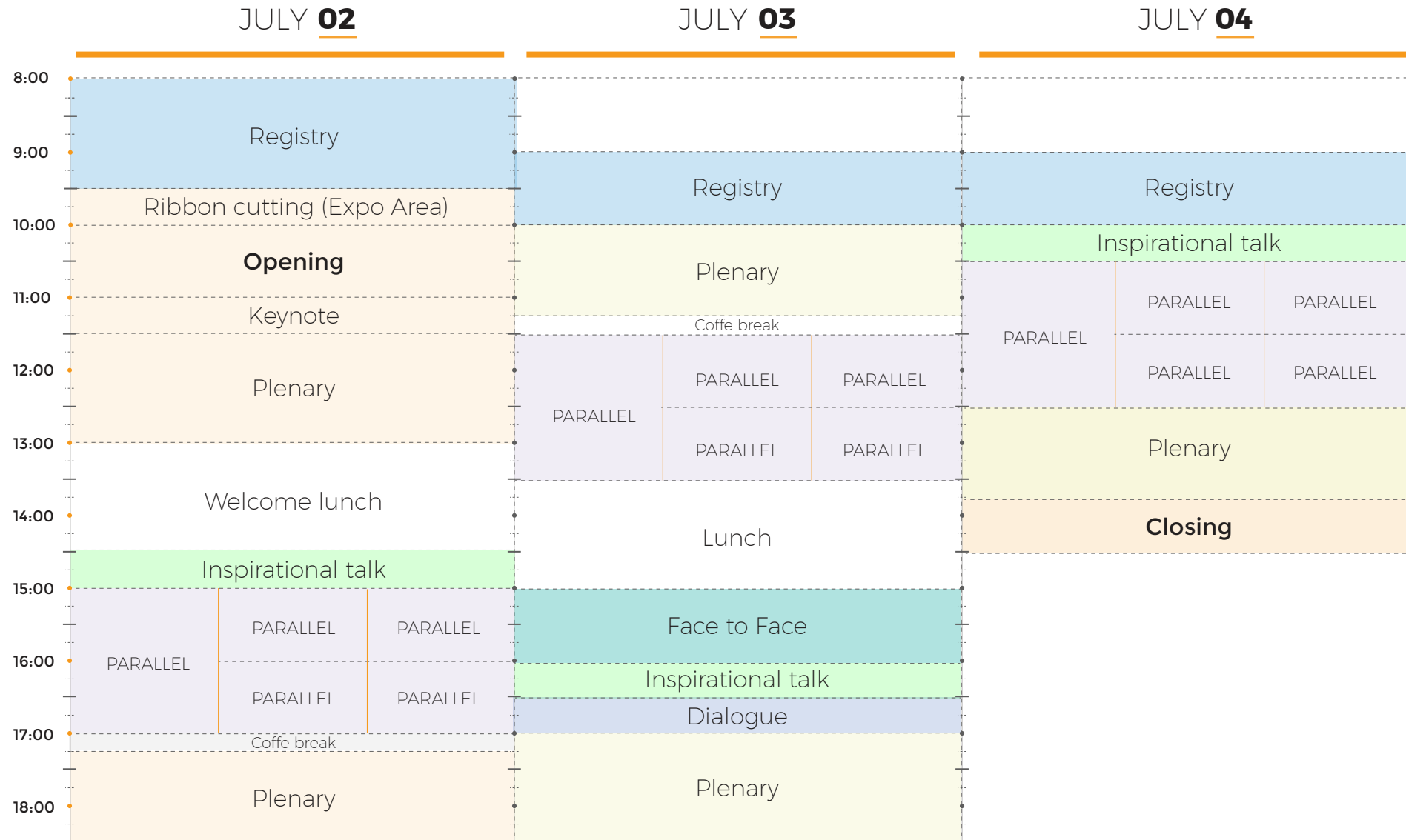
Geo-prevention.
Emergencies.
Community participation.
Pedestrianization.
Maintenance of public spaces.
Territory strengthening.



W iwater The water cycle

Irrigation and agriculture.
Control and measurement.
Science, research and development.
Automation and IT services.
Water purification and reuse.
Industry.
Water management.
Collection, treatment, storage and supply.

CONFERENCE PROGRAM

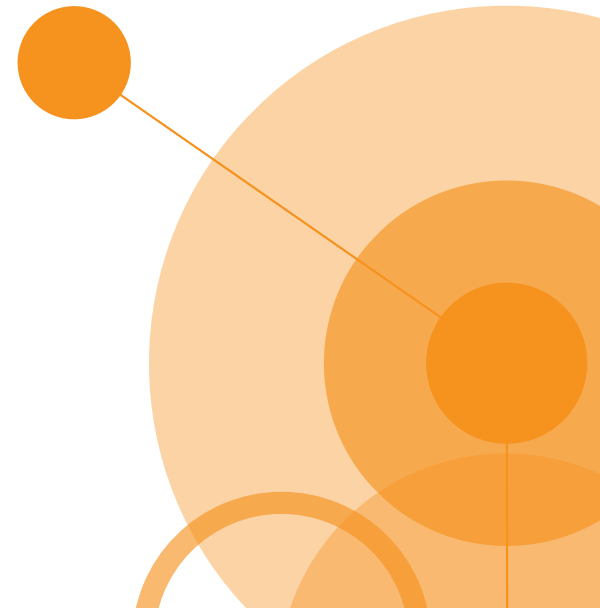


*This program can change.



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03 EXPO AREA



EXHIBITION AREA



12,000 m² space, designed to learn the main advances in technology and innovation for urban development and create strategic collaboration links to benefit transformation of our cities.

It represents an opportunity for companies, cities, institutions, universities, and civil societies to share ideas and experiences, establish valuable connections with the main transformation stakeholders, create brand positioning at international level, and acquire knowledge to develop ideas that allow innovation in favor of development in Latin America.



+13,000 Attendees



12,000 m² Expo



SMART AGORA



Sharing ideas, projects and experiences is an essential aspect of the **Smart City Expo LATAM Congress**.

To encourage and build synergies, we created **Smart Agora**, a networking space accessible to all exhibitors, offering the opportunity to show projects and exchange proposals.

PARTNERS 2018



ALLIANCE PARTNER



GLOBAL PARTNERS



LOCAL PARTNERS



EVENT PARTNERS



INSTITUTIONS 2018



ALLIANCE



MAIN



SUPPORTING



ASSOCIATE



MEDIA PARTNERS 2018



ALLIANCE MEDIA PARTNERS



PREMIER MEDIA PARTNERS



SUPPORTING MEDIA PARTNERS



TESTIMONIALS



"It represents a specific moment where there is the possibility of finding and connecting with a large number of stakeholders of all levels."

-Edgar Mora

Minister of Public Education in Costa Rica

"An event like this, impacts while it adopts the principles of the new urban agenda defining the objectives of urban development in Latin America."

-Elkin Velázquez

Director of the Regional Office for the Caribbean and Latin America of UN-Habitat

"Learning about the experiences of other cities and transferring them to the rest of Latin America, is one of the most important contributions of this event."

-Ezequiel Sabor

Ambassador of the Republic of Argentina in Mexico

"These events, through the experience of those who have done it well, share knowledge to be implemented in other cities and thus have a better Latin America."

-Manuel Ricardo Pérez

Ambassador of Panama in Mexico



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SPECIAL COLLABORATION



HOST



ORGANIZERS

