

**SMARTCITY**  
EXPO **LATAM CONGRESS**

SEPTEMBER 11-13, 2018  
PUEBLA, MEXICO  
CENTRO EXPOSITOR

  
Fira Barcelona  
México



**COLLABORATIVE COMMUNITIES,**  
**SMART TERRITORIES**

**SMARTCITY** | **SEPTEMBER 11-13, 2018**  
**EXPO LATAM CONGRESS** | PUEBLA, MEXICO  
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# BACKGROUNDS

01



# FIRA BARCELONA

**Fira Barcelona** is one of the most important trade fair institutions of the world, a consortium company that combines public ownership with autonomous business management, and has more than 80 years of experience in the sector.

**Fira Barcelona Mexico** is the affiliate of this institution for Latin America, also dedicated to develop professional events that encompass the main sectors of the economy.

Our platform seeks to promote innovation as a guiding principle facing of new ways of doing business and have a positive impact on the economy of cities.

**Smart City Expo World Congress (SCEWC)**, international debate summit on the development of cities, is one of the most important events organized by **Fira Barcelona**. It plays a fundamental role in the context of the huge changes that the world population is currently experiencing.

**SMARTCITY**  
EXPO WORLD CONGRESS



# SMART CITY EXPO LATAM CONGRESS



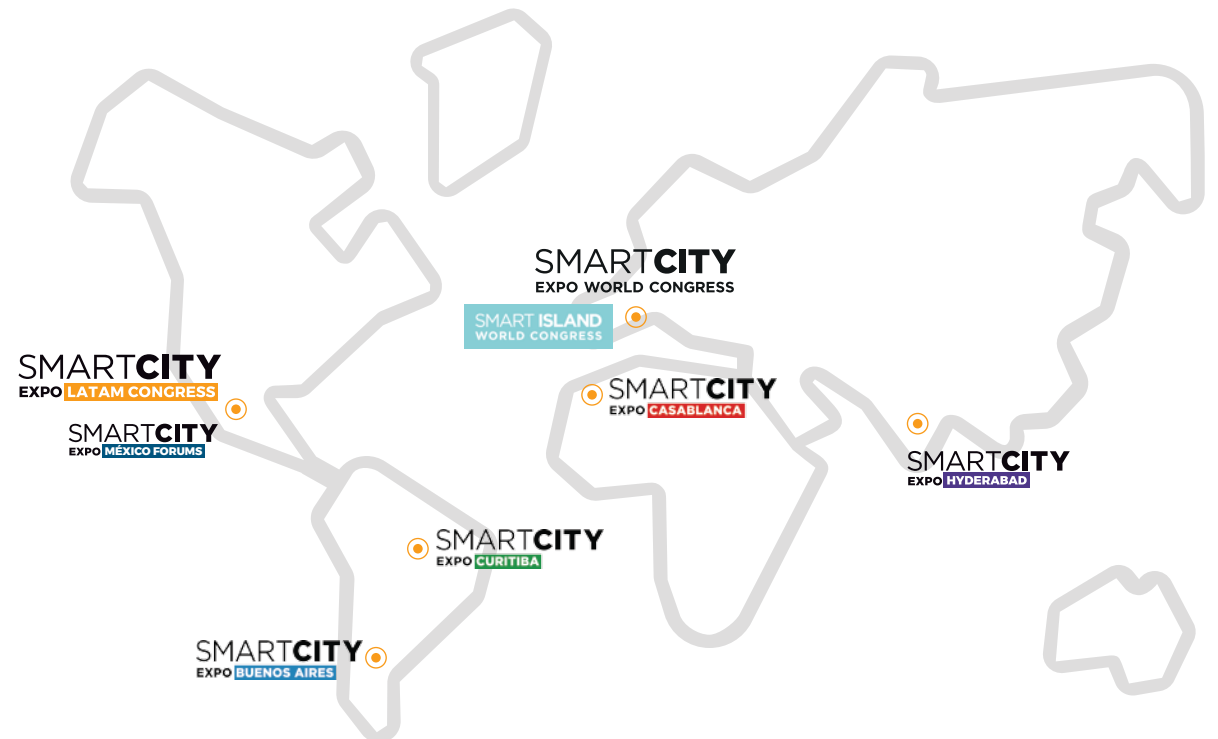
The macroevent of Smart  
Cities for Latin America



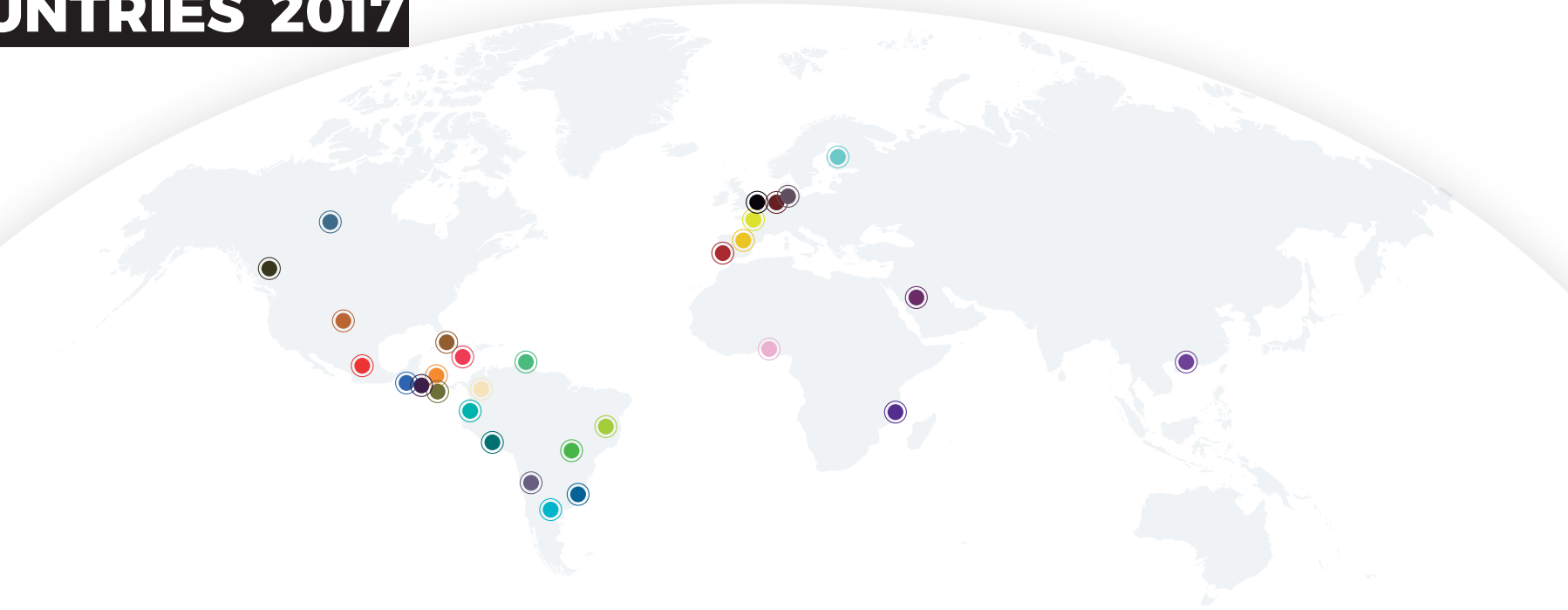
**Smart City Expo Latam Congress** (SCELC) is the Latin American platform that attracts the supply and demand of solutions for the planning of cities and brings together representatives of cities, institutions and organizations of the civil society with those companies developing innovative solutions.

The congress allows identifying needs, exposing projects, sharing experiences, as well as generating links and fostering collaboration among Latin American cities with the common goal of improving the lives of their citizens.

Smart City Expo 2018 across the world:



# PRESENCE OF COUNTRIES 2017



- Germany
- Argentina
- Belgica
- Brazil
- Canada
- Chile
- Colombia
- Costa Rica
- Cuba
- U.A.E.
- Ecuador
- El Salvador
- Spain
- Finland
- France
- Honduras
- Jamaica
- Macau
- Mayotte
- Mexico
- Nicaragua
- Nigeria
- Netherlands
- Paraguay
- Peru
- Portugal
- Trinidad and Tobago
- Uruguay
- USA
- Venezuela

SMART CITY EXPO LATAM CONGRESS SEP\_11-13\_2018

# INSTITUTIONS 2017

## PRINCIPAL INSTITUTIONS



## SUPPORTING INSTITUTIONS



## COLLABORATING INSTITUTIONS



\*INSTITUTIONS PRESENT IN 2017 EDITION 2017



# PARTNERS 2017

## GLOBAL PARTNERS



## LOCAL PARTNERS



## EVENT PARTNER



# SUCCESS STORIES



The **Smart City Expo Latam Congress** identifies common challenges that Latin American cities must face; innovative ideas that will be implemented by the stakeholders of the cities, the generators of change.

"It's a transformation tool setting the challenge of adding many players to achieve great impact."

**-Anibal Gaviria-**

*Former Mayor of Medellin*

"Capable of offering innovative solutions and new urban development methodologies".

**-Elkin Velázquez -**

*UN Habitat Regional Director for Latin America and the Caribbean*

"A model of professional conferences that, through technology and innovation, generates improvement in the quality of life of citizens."

**-Luis Banck-**

*Mayor of the City of Puebla*

"I think that Latin America has to thank the event for the proximity, and for not having to cross the ocean to visit it."

**-Zulma Bolívar -**

*President of the Municipal Urban Planning Institute of Caracas*

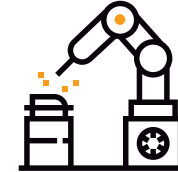
# 2018 EDITION PROJECTION



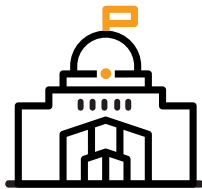
**+ 12,000**  
professional  
visitors



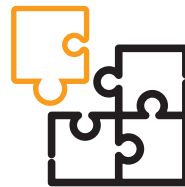
**+ 220**  
conferences



**+ 140**  
companies



**+ 100**  
National and  
sub-national governments



**+ 50**  
collaborating  
institutions



**+ 250**  
National and  
international cities





# CONFERENCES

02

# CONFERENCE PROGRAM



SMART CITY EXPO LATAM CONGRESS SEP\_11-13\_2018

## CONGRESS

The official congress of Smart City Expo Latam Congress is the main source of knowledge of the sector exhibiting the latest trends and developments in technology and Smart initiatives.

Speakers making-up the congress come from different levels of the Smart City ecosystem and travel from all around of the world to show the results of their research and the projects they have developed in Latin American cities.

## WORKSHOPS

Sessions organized by our institutional partners with the aim of generating and enriching the environment of Smart Cities through the achievement of different synergies. These events allow us to shed a light on targets, strategies and innovative solutions of the field.



**GREATS  
SPEAKERS,  
INSPIRING  
IDEAS**



The event where, together with the main agents of the cities, strategies and future lines of action are defined.

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**MORE THAN**



**220**  
SPEAKERS

**IN MORE THAN**



**50**  
CONFERENCES



# TOPICS

## SUSTAINABLE AND RESILIENT TERRITORIES

renewable energy / energy efficiency / climate change / sustainable tourism / environmental quality / resilience / urban planning and urban design / historical, cultural and natural heritage / public spaces / water / smart rural / accessibility and mobility / sustainable urban planning / public transport / infrastructures / supramunicipal mobility / financing of infrastructure and services / metropolitan dimension / rural environments / smart building / water management



## OPEN GOVERNMENT

metropolitan and regional dimension / collaboration of all levels of government / institutional strengthening / public-private partnerships / quadruple helix / project financing / city networks / alliances



## ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT

technological innovation / talent and knowledge / startups and entrepreneurship / innovative tourism products / collaborative economy / university-business collaboration / education / territorial connectivity / technological centers / technology and innovation parks



## Co-Cities: PARTICIPATORY AND COLLABORATIVE COMMUNITIES

social equity / social participation / security / social innovation / community development / historic centers and quality of life / transparency / e-government / open government / wegovernment / smart citizens / bottom-up initiatives / digital inclusion / health

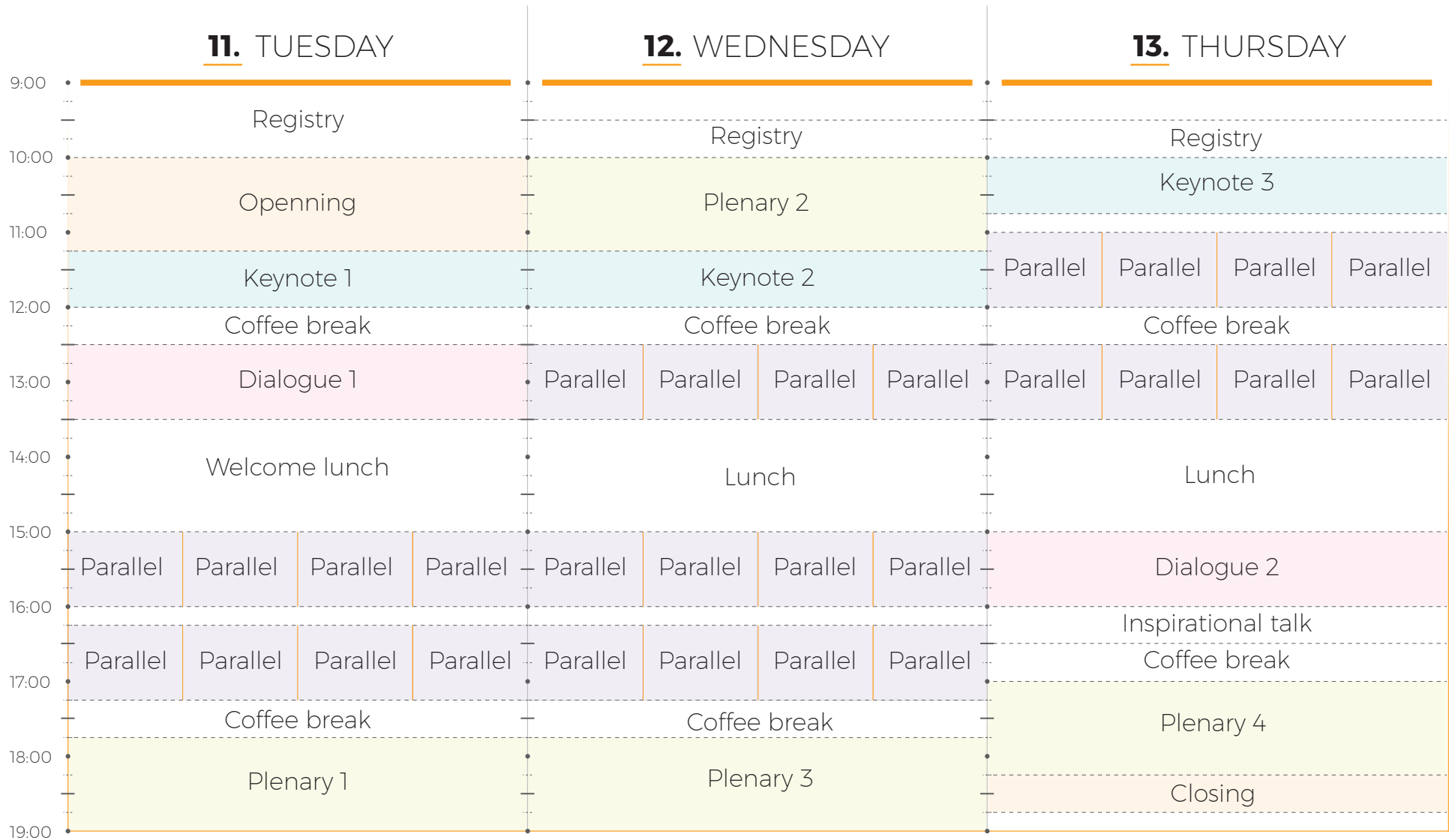


## DIGITAL TRANSFORMATION

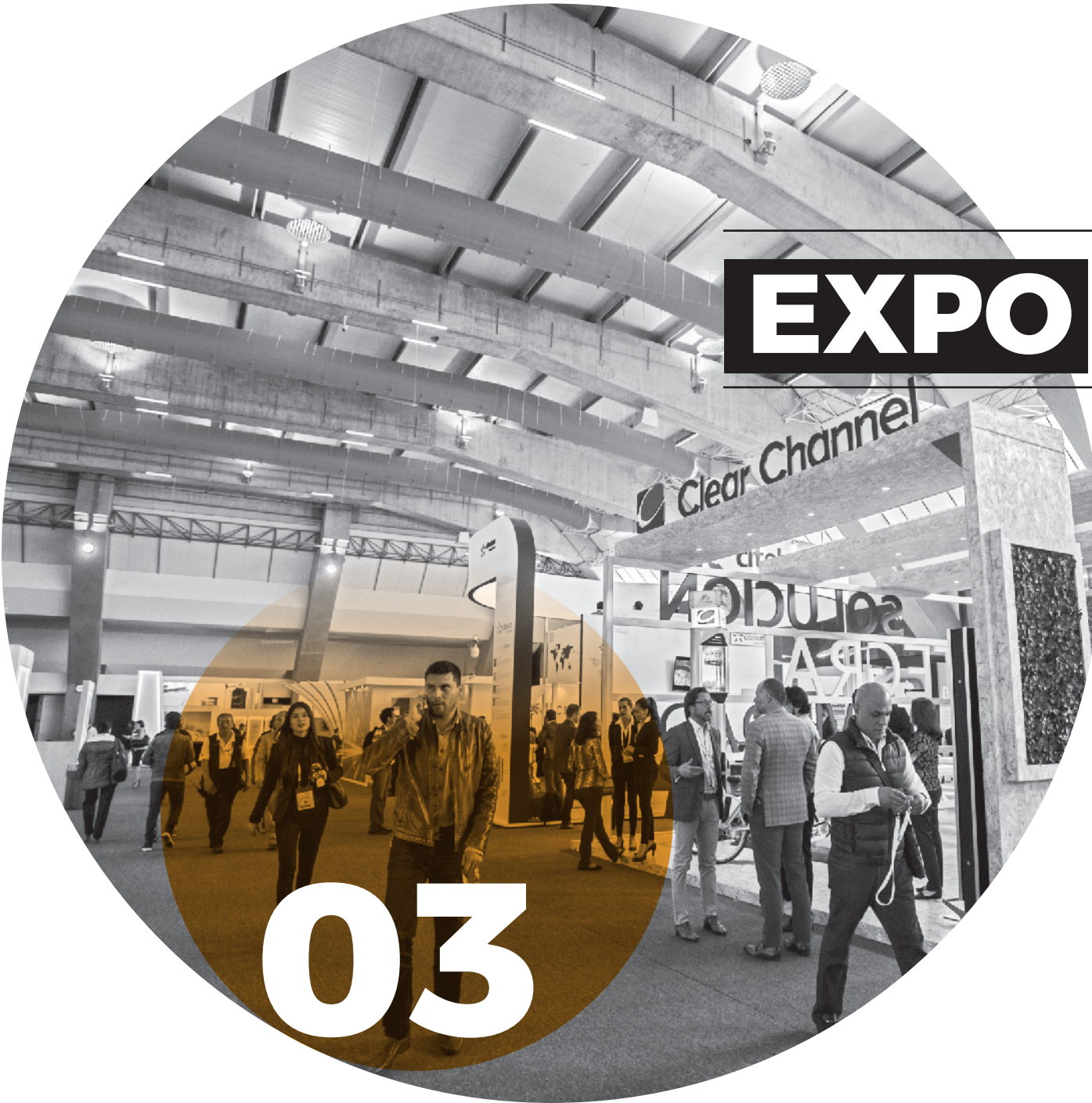
new technologies / efficient urban services / big data / cloud computing / open data / data visualization and data analytics / data-drive innovation / city in real time / internet of things / utilities / smart destinations / artificial intelligence / modernization of public services / connected vehicles



# GENERAL PROGRAM



- OPENNING / CLOSING
- KEYNOTE
- PLENARY
- PARALLEL
- DIALOGUE



# EXPO AREA

03

# EXPO AREA

A unique opportunity for companies, governments, institutions and universities seeking to show solutions and outstanding projects in order to respond to the needs of cities.



**12,000 m<sup>2</sup>**

EXPO



**12,000**

VISITORS

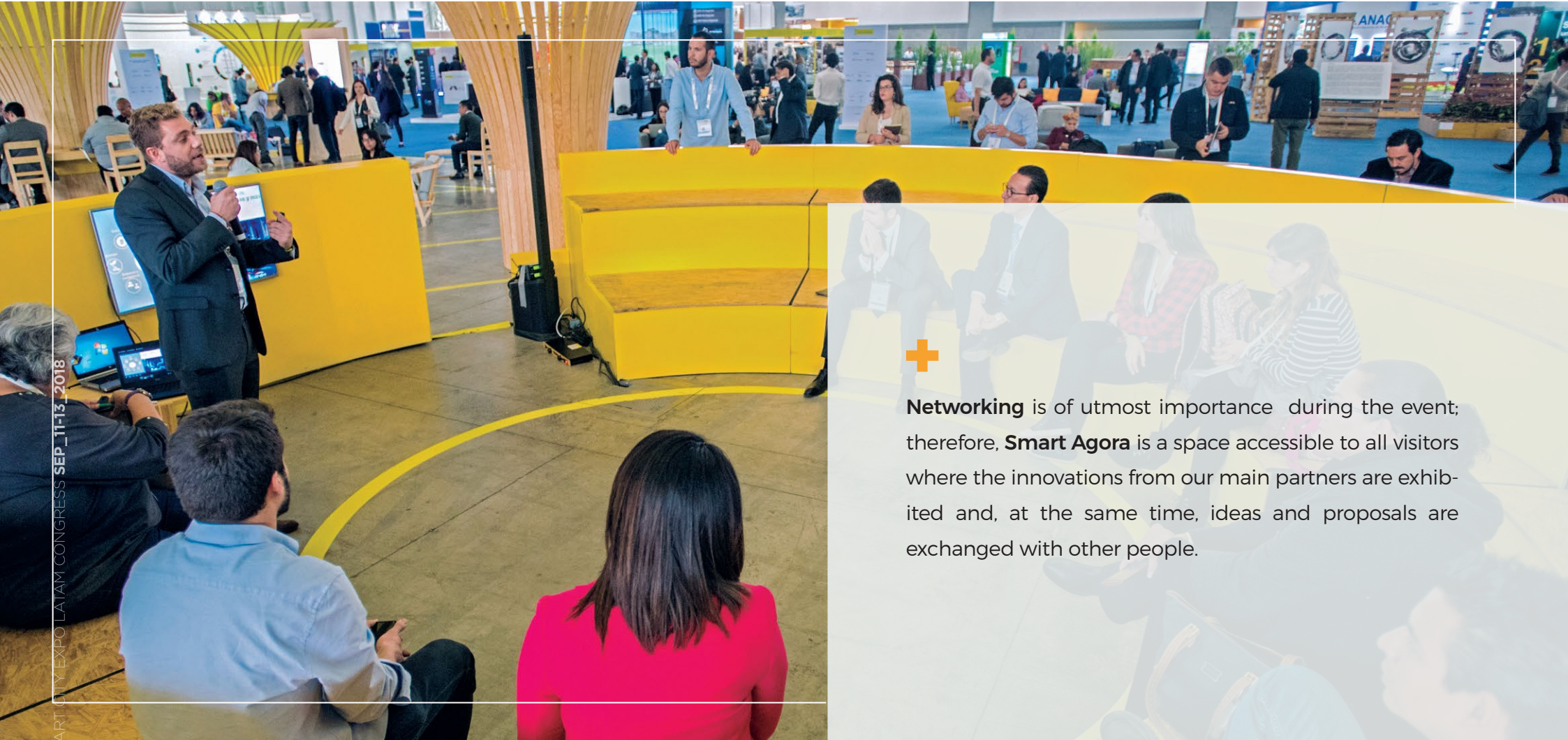
National and international  
exposure event



**A SPACE WHERE  
GREAT IDEAS  
ARE SHOWN**



# SMART AGORA



SMART CITY EXPO LATAM CONGRESS SEP\_11-13\_2018



**Networking** is of utmost importance during the event; therefore, **Smart Agora** is a space accessible to all visitors where the innovations from our main partners are exhibited and, at the same time, ideas and proposals are exchanged with other people.

# WAYS TO PARTICIPATE

Everyone involved in Smart City Expo Latam Congress becomes a generator of change that potentiates this platform of success.

Find a place according to your  
interests and needs!

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[info@smartcityexpolatam.com](mailto:info@smartcityexpolatam.com)

▣ PARTNER

▣ GOVERNMENT

▣ EXHIBITOR COMPANY

▣ SPEAKER

▣ STARTUP

▣ CONGRESS VISITOR

▣ CITY

▣ EXPO VISITOR

▣ INSTITUTION



**SMARTCITY**  
EXPO **LATAM CONGRESS**

INVITE



Gobierno de la  
República



Gobierno del  
Estado de Puebla



Presidencia Municipal  
del Estado de Puebla

SPECIAL COLLABORATION

*Alianza  
Smart  
Latam*

  
Fira Barcelona  
México

EVENT

**SMARTCITY**  
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#SCELC2018 