

Cities for all:
Leadership & Commitment

SMARTCITY

EXPO **LATAM CONGRESS**

July 9th to 11th, 2024
Merida, Yucatan, Mexico
Siglo XXI Convention Center

smarcityexpolatam.com



#SCELC24

HOST



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Cities for All: Leadership and commitment

Smart City Expo LATAM Congress 9th edition!

This year, the Smart City Expo LATAM Congress aims, through leadership and community commitment, to transform our cities in Latin America into more inclusive, equitable and sustainable environments.

The SCELIC will, once again, be the epicenter of urban innovation and technology in Latin America, as it has become the premier meeting point, year after year, for bright minds, leaders and experts to present their ideas at our congress, workshops, smart agora, expo area, and the global initiative, to accelerate the intelligent and sustainable mobility of the future: Tomorrow Mobility.

Together, we are building the urban future for everyone.



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2024 Worldwide Editions

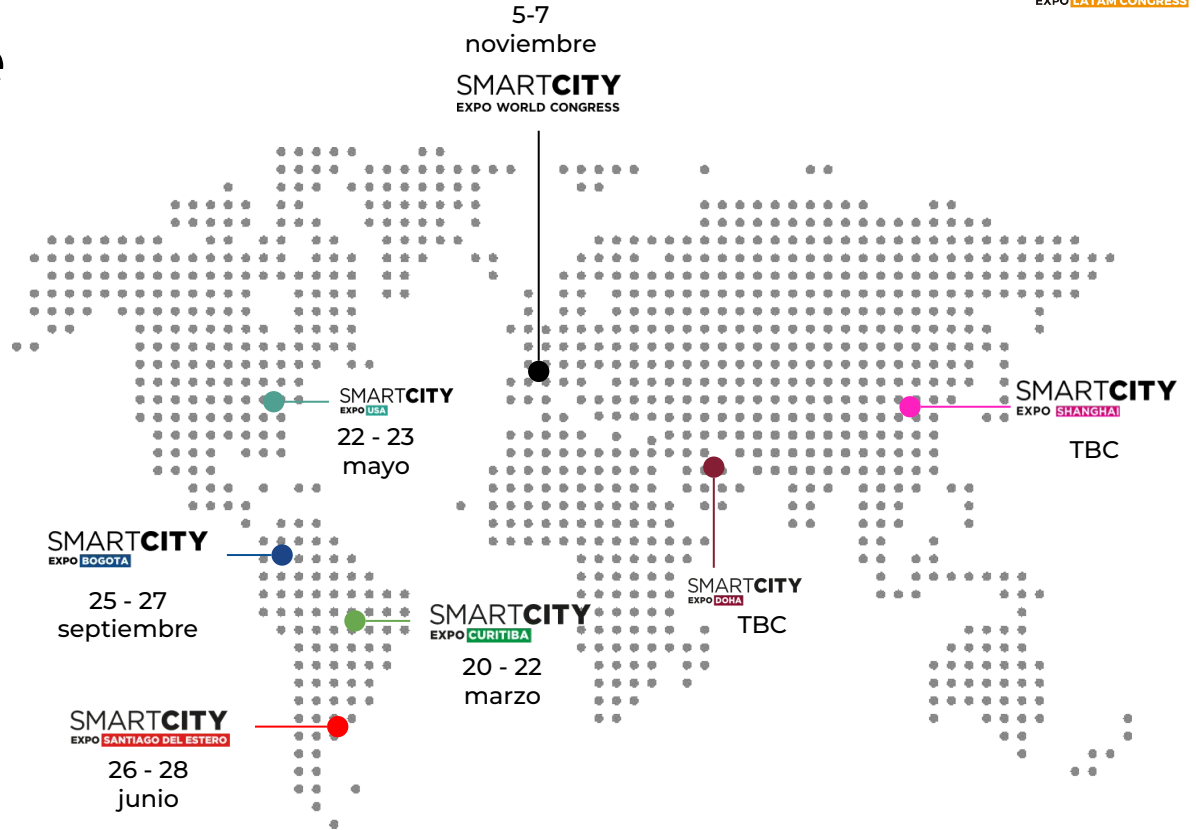
SMARTCITY
EXPO WORLD CONGRESS



Held in Barcelona since 2011, the Smart City Expo World Congress is the international benchmark event for cities.

Our goal is to empower cities and foster urban innovation worldwide.

By promoting social innovation and identifying collaboration opportunities, the event is dedicated to creating a better future for cities and their citizens.



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Merida, Yucatan

Leadership and Commitment.
The state and city that are building cutting-edge urban projects for all.

Comprised of cultural and natural wonders, the state of Yucatán is a mexican paradise that, once again, welcomes leading businesses, institutions, government entities and media from the public and private sectors to the Smart City Expo LATAM Congress 9th edition.

In 2024, Merida will open its doors to the international community for the fifth time, presenting itself as a prosperous capital with a rich historical heritage, a focus on natural resource preservation, iconic gastronomy and the safest city in the country.

Merida, Yucatan is the ancestral treasure of innovation and progress!

From July 9th to 11th, the Siglo XXI Convention Center in Merida, Yucatan, awaits you.



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Reach

+5,000

Accredited

+150

Cities &
municipalities

+100

Institutions &
companies

+300

Speakers

+100

Mayors from Mexico
and LATAM

+50

Media partners

+10,000

m² (expo+congress)

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Gobierno
del Estado
de Yucatán

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Fira Barcelona

Themes

Digital Transformation



Urban spaces



Connected society



Colocalized event



Smart destinations



Climate change and sustainable territories

Caring Cities

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Congress

The focal point for all Latin American cities!

Featuring a **Plenary Hall** with a capacity to host over 500 people and in conjunction with the **Thematic Rooms**, we are committed to creating the perfect space to make the quality leap that cities need.

Merida, Yucatan, and the Siglo XXI Convention Center will witness the incredible contributions that our national and international speakers and panelists will make to the following themes: Digital Transformation, Connected Society, Climate Change, Resilient Cities, Caring Cities, Urban Spaces and Smart Destinations.



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Workshops

Inspire, excite, and lead smart communities!

Acquire and conduct a workshop in the 9th edition of SCEL. Shine, share and make a difference.

Exclusive benefits:

- Unique spaces for dynamic company and expert presentations.
- Capacity for over 80 people.
- Option for hosting public or private events.
- Workshop duration: from 1 to 4 hours.
- Facilities with all the necessary services and resources for planned activities.
- The room is adaptable for various activities such as lectures, workshops, and corporate breakfasts, if necessary, incurring an additional cost.*
- Special program and ongoing promotion of workshops during the event.

*Please consult your account executive for availability, validity and restrictions.



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Smart Agora

The stage is yours – Captivate your audience!

Our Smart Agora is the ideal choice for those seeking the **perfect space to include and spread their message** to the entire attending audience.

Smart Agora benefits:

- Spaces for dynamic presentations open to the attending public.
- Presentations ranging from 15 to 20 minutes.
- Capacity for over 40 people.
- Facilities are equipped with everything needed to carry out scheduled activities.



*Please consult your account executive for availability, validity and restrictions.

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Colocated Event

TOMORROW. MOBILITY MEXICO

An event of:



**The mobility of tomorrow's cities
begins here!**

This multimodal, sustainable and intelligent initiative is joining us, once again, at the Smart City Expo LATAM Congress, to present cutting-edge ideas, conferences and exhibitions in the fields of mobility and transportation.

Come and listen to the proposals that are revolutionizing the industry in Latin America!

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Co-located Event



An event of:

PRONUS

Space that aims to engage university students and young citizens in the co-creation of **sustainable, technological and innovative solutions** to address the challenges facing our planet.

The goal is to **raise awareness** among the future leaders of Latin America.

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Speakers

Experts of the highest level

Our **speakers, presenters and lecturers** are recognized individuals with extensive experience in topics such as **technology, innovation, economy, mobility and sustainability**:

- **Ingrid Motta**, General Director of BrainGame Central.
- **Oriol Estela**, General Coordinator of Business for the PEMB (Metropolitan Strategic Plan of Barcelona).
- **Camila Jordan**, Executive Director of Teto Brasil.
- **Juan José Prada**, Technology Manager for Smart Cities at the Intendencia de Montevideo.



Main Program (preliminary)

Day 1

Opening

1st Dialog

Keynote/Inspirational Talk 1

Plenary 1

1st Session

2nd Session

Pausa comida

Urban Spaces 1	Caring Cities 1	Tomorrow Mobility 1
Urban Spaces 2	Caring Cities 2	Tomorrow Mobility 2
Sustainable Territories 1	Smart Destinations 1	Tomorrow Mobility 3

Plenary 2

Day 2

Keynote/Inspirational Talk 1

Debate/Dialog

Plenary 3

3rd Session

Digital Transformation 1	Sustainable Territories 2	Tomorrow Mobility 4
Connected Society 1	Smart Destinations 2	Tomorrow Mobility 5
Sustainable Territories 3	Digital Transformation 2	Tomorrow Mobility 6

Plenary 4

Trend Session

Plenary 5

LATAM Awards Ceremony

Day 3

Plenary 6

Keynote/Inspirational Talk 1

Trend Session

Connected Society 2	Caring Cities 3	Tomorrow Mobility 7
Urban Spaces 3	Digital Transformation 3	Tomorrow Mobility 8

4th Session

Closing Ceremony

*Preliminary program subject to change.

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Gobierno del Estado de Yucatán

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Fira Barcelona

Expo Zone

+7,000 m²

to create new business opportunities, network with national and international partners, and share knowledge, initiatives and actions.



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Expo Zone

Schedule your meetings in our **Smart Meeting Zone.**

The perfect space for conducting business, building collaborative networks, and generating innovative projects.

Drive your ideas with a **Workshop.**

Let your voice be heard in front of a large audience; present your ideas, conduct workshops and showcase your initiatives.

Build your **booth.**

Showcase your solutions or products attractively to a professional audience.

Stand out in our **Smart Agora!**

The perfect stage to introduce your urban innovation projects, share experiences and display your solutions to an enthusiastic smart cities audience.

Become part of the **Media District.**

Experience it firsthand through various media outlets and their special coverage of the event. It's a must-attend!

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Smart Meeting Zone

Networking has never been this easy!

Connecting with industry professionals in this space creates business opportunities, knowledge exchange and professional development.

The Smart Meeting Zone offers you:

- A conducive environment for meetings.
- Privacy and security for discussing confidential matters.
- Comfortable and well-equipped spaces for work.



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Media District

Broadcasting, coverage, outreach, and prominence.

A centralized space for media outlets where interviews, live broadcasts, and content generation can take place. This significantly enhances the event's visibility as it is disseminated through various traditional and social media channels.

This year, the **Media District** will feature:

- Over **55 national and international media outlets.**
- Presence of **internationally acclaimed journalists.**
- **On-site interview** generation.
- Agreements and continuous promotion in major local, national and international media.



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Create your Personalized Agenda

Design your ideal itinerary with the events that interest you the most. Don't miss out on anything we have prepared for you!

Real time program

Stay updated at all times. Receive notifications to keep you informed about each presentation and activity.

Meet the speakers

Discover the experts and leaders who will share their knowledge and experiences during the event.

Stand out your Company

Want to stand out among the attendees? The app allows you to have **constant visibility and reach all participants.**

Simplified Networking

Scan your personalized QR code and connect with other attendees quickly and effectively.

App & virtual platform

Carry the entire **Smart City Expo LATAM Congress** experience in the palm of your hand!

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Digital Reach

Boost your brand visibility by generating business opportunities. Our 2023 **Smart City Expo Latam Congress** figures, support the effectiveness of a strong digital & mass media presence for your company.

Digital Reach **26,559,339**

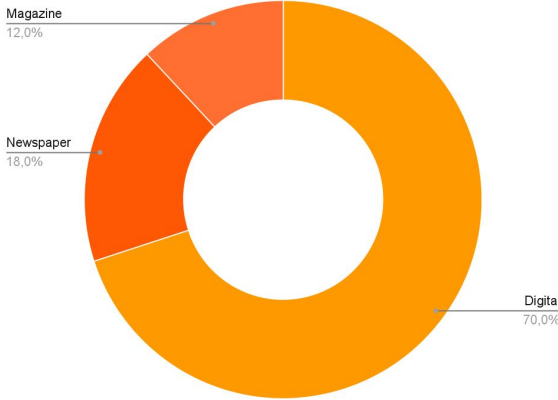
Target Audiences **379,890,000**

	Meta Range: 43k		Twitter Range: +15M
	Google Ads Range: +10M		Instagram Range: +600k

Total Audience
+360 Millions

Online
+350 Millions

Total Reach **+16 Millions**



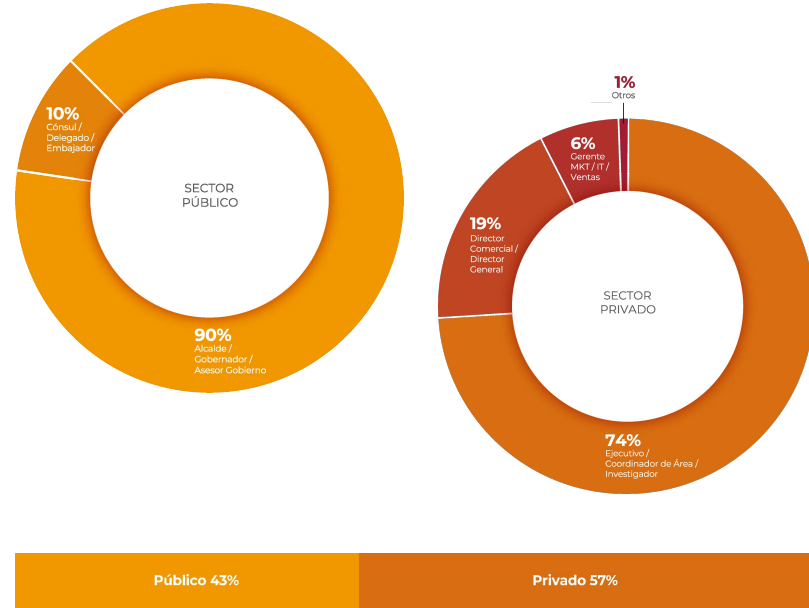
*Estimated range

Visitor profile

Sectors of Interest



Professional visitor profile



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Previous editions partners and exhibitors



Previous editions partners and exhibitors



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