SMART CITY
EXPO LATAM CONGRESS
JULY 2-4, 2019
PUEBLA, MEXICO
CENTRO EXPOSITOR

RADICAL INCLUSION
A SPACE FOR EVERYONE
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.
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.
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
02 CONGRESS AREA
CONFERENCES 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

**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

**Energy and the environment**
- Sustainable urban planning
- Infrastructure financing
- Energy efficiency
- Renewable energies
- Public spaces
- Smart buildings
- Environmental quality
- Sustainable tourism
- Climate change
- Resilience

**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

**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
# CONFERENCE PROGRAM

<table>
<thead>
<tr>
<th>JULY 02</th>
<th>JULY 03</th>
<th>JULY 04</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Registry</td>
<td>Registry</td>
</tr>
<tr>
<td>9:00</td>
<td>Ribbon cutting (Expo Area)</td>
<td>Plenary</td>
</tr>
<tr>
<td>10:00</td>
<td>Opening</td>
<td>Keynote</td>
</tr>
<tr>
<td>11:00</td>
<td>Plenary</td>
<td>PARALLEL</td>
</tr>
<tr>
<td>12:00</td>
<td>Welcome lunch</td>
<td>PARALLEL</td>
</tr>
<tr>
<td>13:00</td>
<td>Inspirational talk</td>
<td>PARALLEL</td>
</tr>
<tr>
<td>14:00</td>
<td>PARALLEL</td>
<td>PARALLEL</td>
</tr>
<tr>
<td>15:00</td>
<td>PARALLEL</td>
<td>PARALLEL</td>
</tr>
<tr>
<td>16:00</td>
<td>PARALLEL</td>
<td>PARALLEL</td>
</tr>
<tr>
<td>17:00</td>
<td>PARALLEL</td>
<td>PARALLEL</td>
</tr>
<tr>
<td>18:00</td>
<td>Plenary</td>
<td>Plenary</td>
</tr>
</tbody>
</table>

*This program can change.*

© FBM S de RL, 2016. All rights reserved.
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
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.
MEDIA PARTNERS 2018

ALLIANCE MEDIA PARTNERS

PREMIER MEDIA PARTNERS

SUPPORTING MEDIA PARTNERS
“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
CONTACT

info@smartcityexpolatam.com
+52 (55) 5661 6583 Ext. 301

www.smartcityexpolatam.com