

SMARTCITY

EXPO **LATAM CONGRESS**

JUNE 2 - 4, 2026
PUEBLA, MEXICO
EXHIBITION AND
CONVENTION CENTER

Governments
v.02.26

URBAN INNOVATION, SHARED PROSPERITY

smartcityexpolatam.com



11th
EDITION
#SCELC26

HOST



en **Pensar Grande**

POR AMOR A PUEBLA

HOST CITY



ORGANIZED BY



AN EVENT OF



LATIN AMERICA'S MOST INFLUENTIAL SMART CITY EVENT

Connect. Exhibit. Show your innovation to
**+8,500 Latin America's
leaders**. Endless possibilities.

LET'S CONNECT!

Scan the QR code and share your details to explore partnership opportunities, collaborations, and upcoming events across the Americas.





Puebla, Mexico, is an innovative and constantly evolving city that combines its rich cultural and historical heritage with sustainable and technologically advanced urban development to improve quality of life.

From June 2nd to 4th, 2026, it will host the Smart City Expo LATAM Congress, positioning itself as an inclusive capital committed to preserving its resources and cultural diversity. With a remarkable historical legacy and a focus on education, entrepreneurship, and sustainable tourism, Puebla celebrates its roots, promotes smart development and social inclusion, and reaffirms its capacity to think big for a prosperous future.

HOST



**Pensar
en Grande**

**Por Amor a
PUEBLA**

HOST CITY



ORGANIZED BY



AN EVENT OF



INNOVACIÓN · PROSPERIDAD · SOSTENIBILIDAD · CULTURA



We develop events, initiatives, and agendas with high social, economic, and environmental value that generate a positive impact for prosperity and sustainable development across the American continent.

Our commitment to excellence has been endorsed by the **Global Association of the Exhibition Industry (UFI)**, where PRONUS is a **full member in the Exhibition Organizer category**. Likewise, **Smart City Expo LATAM Congress** holds the **“UFI Approved Event”** certification, a distinction that recognizes compliance with international standards in operational quality, participant experience, and value for exhibitors and authorities.

This international endorsement reaffirms PRONUS’s institutional strength and its ability to produce events with real impact and global reach.



SMARTCITY

EXPO LATAM CONGRESS

Smart City Expo World Congress, based in Barcelona, has set the international standard for urban innovation, creating a global ecosystem committed to transforming the way we live in and manage our cities.

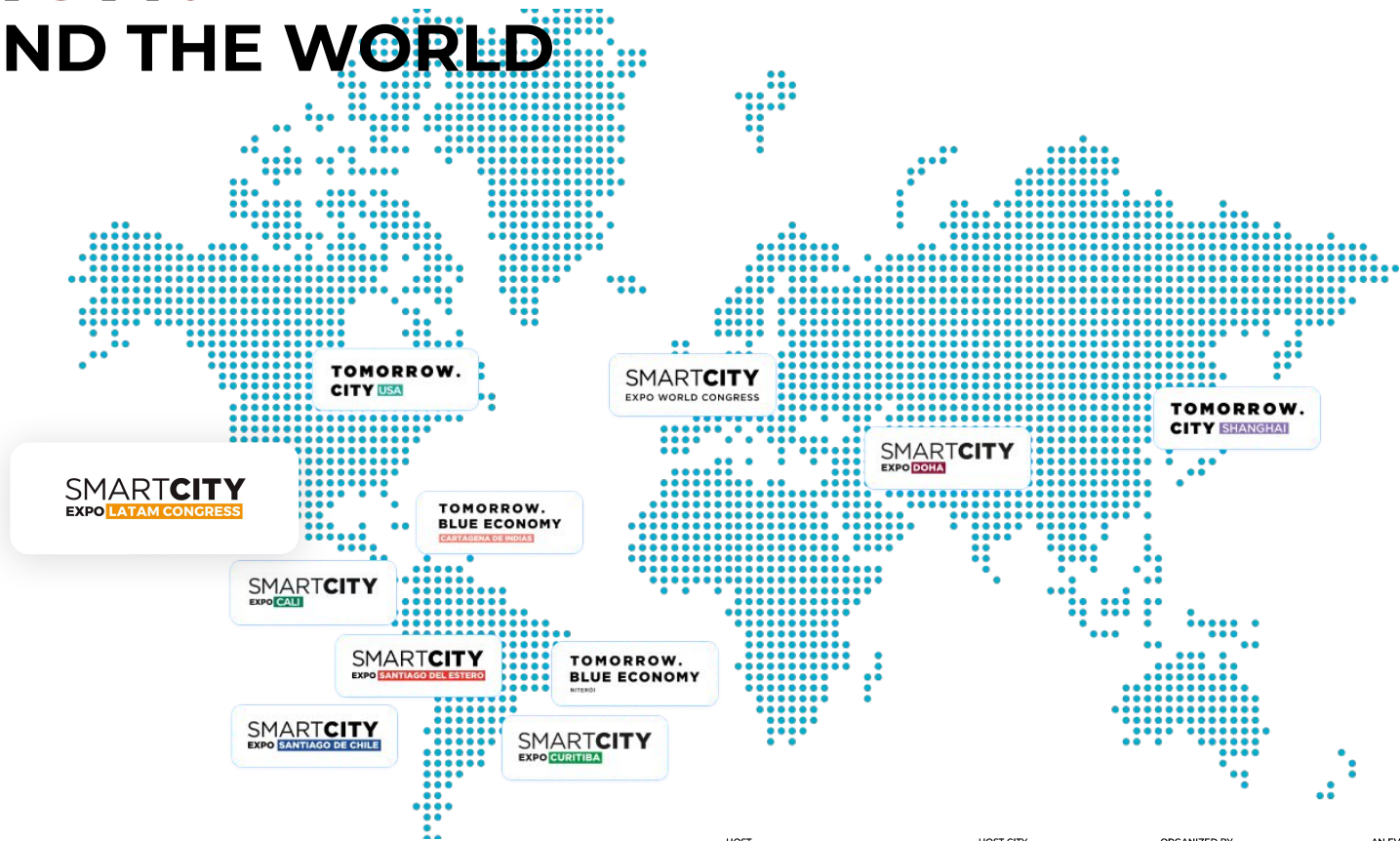
As part of this network, Smart City Expo LATAM Congress has become the most important meeting point in the region for aligning visions, sharing experiences, and turning ideas into projects that directly influence urban development in Latin America.

In 2026, we celebrate **11 editions** of promoting technological solutions, governance models, and sustainability strategies that address the social, environmental, and economic challenges of the region.

SCELC continues to bring together the region's talent and innovation, aligned with the global vision of the Smart City Expo ecosystem.

EDITIONS

AROUND THE WORLD



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PREVIOUS EDITIONS



2016

URBAN INNOVATION
TOWARDS EQUITABLE
CITIES



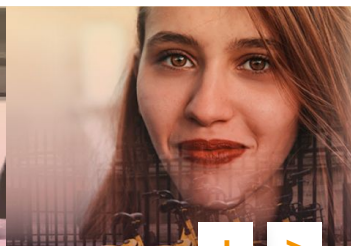
2017

WeGov: CITIZENSHIP AND
GOVERNMENT FOR THE
COMMON GOOD



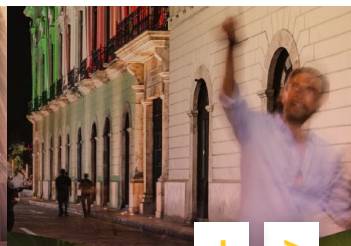
2018

COLLABORATIVE
COMMUNITIES, SMART
TERRITORIES



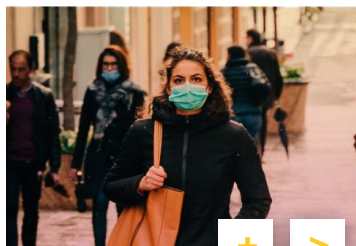
2019

RADICAL INCLUSION, A
SPACE FOR EVERYONE



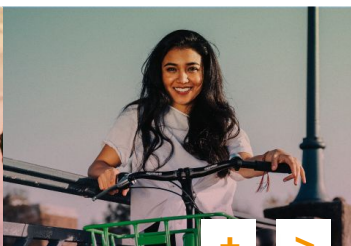
2020

RESILIENCE AND PLANNING:
DEVELOPING THE FUTURE OF
LATIN AMERICA



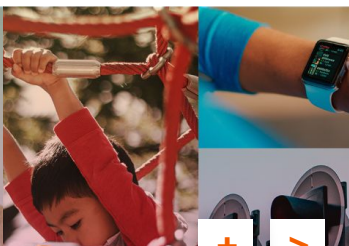
2021

RETHINK, REACTIVATE,
REBUILD



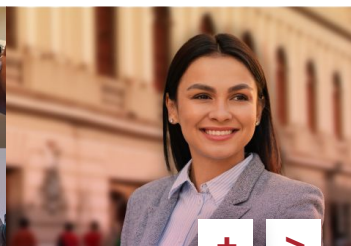
2022

ACTIVATE, ACT, ACCELERATE



2023

VIABLE PROJECTS,
REAL IMPACTS



2024

CITIES FOR ALL: LEADERSHIP
AND COMMITMENT



2025

CREATING OPPORTUNITIES,
REDUCING GAPS

CELC IN NUMBERS

SMARTCITY
EXPO LATAM CONGRESS

+300

Participating Mayors

+1,000

Cities Represented

+220

Institutions and companies

+320

Speakers

+80

Media

+8,500

Attendees

+15,000

m² of event space

HOST



PUEBLA
Gobierno del Estado

Pensar
en Grande

POR AMOR A
PUEBLA

HOST CITY



Puebla
GOBIERNO DEL ESTADO

LA CIUDAD
IMPARABLE

ORGANIZED BY



PRONUS
eventos

AN EVENT OF

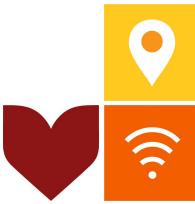


SMARTCITY
EXPO WORLD CONGRESS



Fira Barcelona
INTERNACIONAL

10 YEARS OF FEATURED SPEAKERS





CONGRESS

SMARTCITY
EXPO LATAM CONGRESS



Main Stage

With a capacity to accommodate more than 1500 people



Thematic Stage

Spaces to foster the exchange of ideas and specialized learning.



Workshops

Unique spaces for dynamic presentations by partner companies and experts.



Leaders' Forum

The perfect space for government leaders looking to engage and broadcast their message to the entire audience.

MAIN TOPICS

Digital Innovation

Equitable Society

Sustainable Environment

Economic Prosperity

Mobility and Urban Space

EXPO ZONE + NETWORKING

Where Business Happens

Expo zone

- **Exhibition for +8,000** accredited attendees seeking real solutions.
- High-visibility **stands** with a constant flow of decision-makers.
- Ideal for demonstrations, activations, and **capturing qualified leads**.



Meeting Point / Business Hub

- Scheduled **meetings** to close partnerships, projects, and opportunities.
- **Networking** with government leaders, institutions, companies, and investors from across LATAM.



Media District

- **Preferential coverage** for spokespersons, launches, interviews, and brand storytelling.



SMARTCITY
EXPO LATAM

Commercials and Reason for Participation

Direct Opportunities

- Access to government leaders, national and international institutions, and companies driving the modernization of the public sector.
- Participation in key conversations shaping the future of cities in Latin America.
- Identification of new opportunities for collaboration, funding, and the development of strategic projects for your municipality, state, or institution.

Positioning and Reach

- Prominent presence before, during, and after the event, strengthening institutional visibility at the regional level.
- Positioning as a government committed to urban innovation, administrative efficiency, and sustainable development.
- Exposure to key actors: authorities, multilateral organizations, technology companies, consultancies, and decision-makers from across the region.

Connection with Trends

- Firsthand insight into technological solutions and management models implemented in cities across Latin America.
- Inspiration drawn from success stories, replicable projects, and public policies transforming territories.
- Strategic updates to strengthen planning, set priorities, and accelerate the adoption of smart solutions in your city or territory.

MAIN SECTORS

ASSOCIATED WITH THE EVENT

Government and Public Sector

Technology, Telecommunications, and Innovation

Economy, Services, and Business

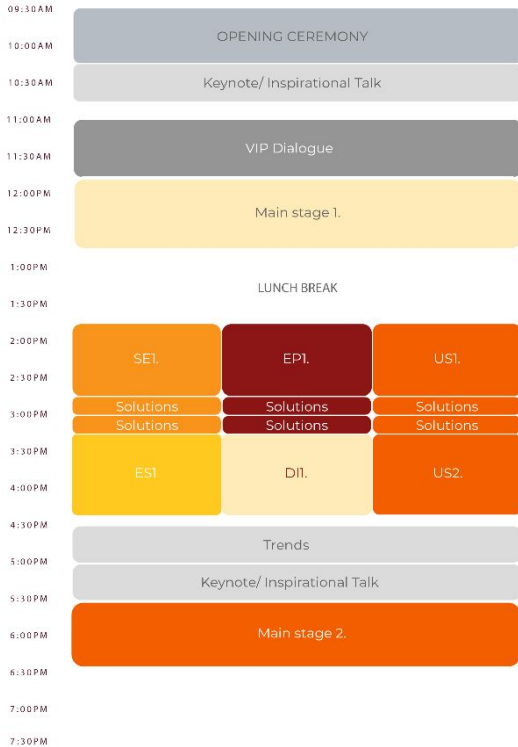
Health and Wellbeing

Mobility, Transport, and Urban Development

Energy, Sustainability, and Environment

PRELIMINARY PROGRAM

JUNE 02 | TUESDAY



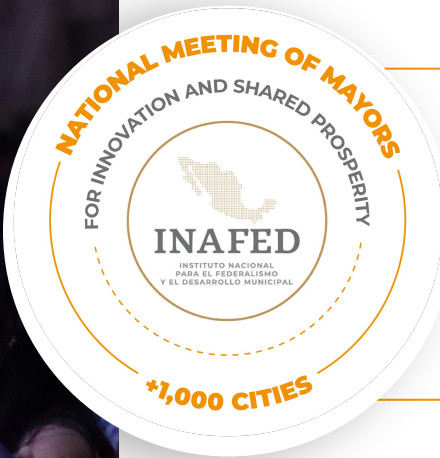
JUNE 03 | WEDNESDAY



JUNE 03 | THURSDAY



*Subject to changes



“The goal is to bring together presidents and mayors from Mexico and Latin America to share innovative solutions, strengthen local capacities and build a territorial development agenda with a vision for the future”

Following the success of the 2025 edition —which consolidated key alliances between municipalities, the federal government and companies— the Encounter returns in 2026 with a strengthened proposal:

- Three-Day Agenda
- A Pavilion within the Smart City Expo LATAM Congress, dedicated to Federalism, featuring federal government agencies.
- A dedicated meeting room exclusively for the National Meeting during the three days of the event.



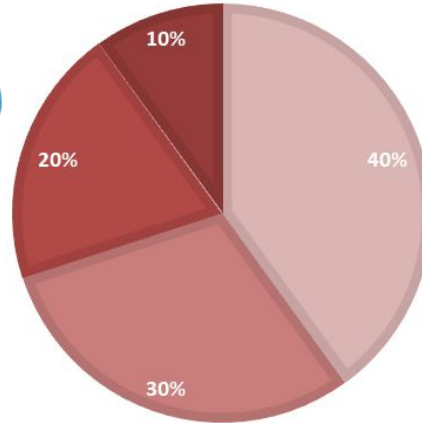


Audience:
Public profile

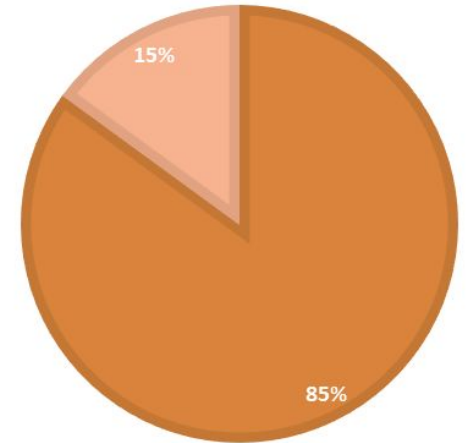
Estimated **75% engagement rate** during the congress

Geographic origin:
Mexico and LATAM

■ Government ■ General Public ■ Companies ■ Institutions



■ Organic traffic ■ Traffic driven by advertising



Key positions: Governors, Mayors, Secretaries, Directors of Innovation, CEOs

ALLIES

PREVIOUS EDITIONS

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For full details, please refer to the complete legal document at:

<https://pronus.events/derechos-propiedad-intelectual/>

HOST



Pensar Grande

POR AMOR A PUEBLA

HOST CITY



LA CAPITAL IMPARABLE

ORGANIZED BY



AN EVENT OF

SMARTCITY
EXPO WORLD CONGRESS

