

SMARTCITY

EXPO **LATAM CONGRESS**

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

Media
v.02.26

**URBAN
INNOVATION,
SHARED
PROSPERITY**

smarcityexpolatam.com



11th
EDITION
#SCELC26

HOST



**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**

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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.

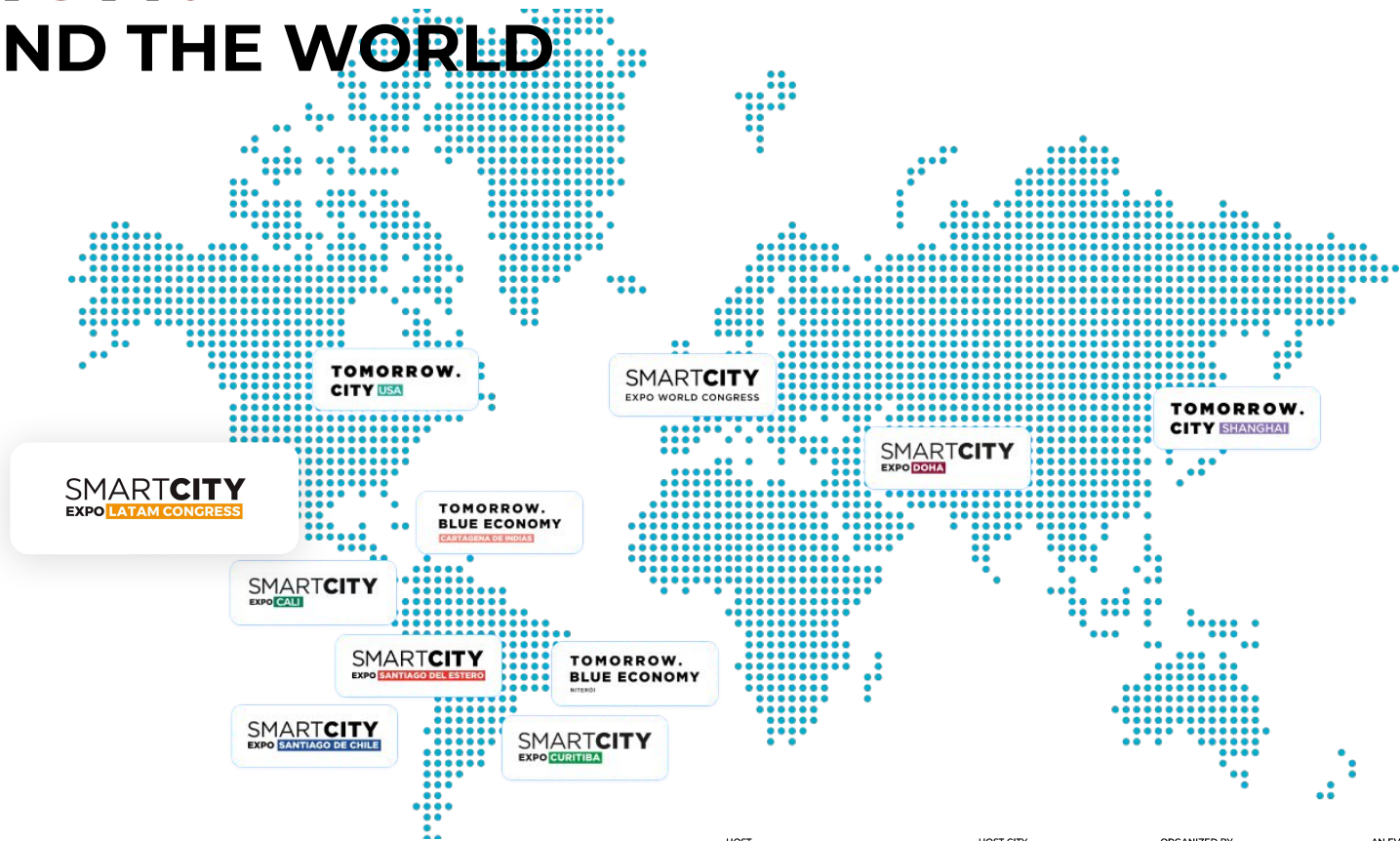
As part of this network, Smart City Expo LATAM Congress has become the most important meeting point in the region for aligning visions, sharing experiences, and turning ideas into projects that directly influence urban development in Latin America.

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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HOST

HOST CITY

ORGANIZED BY

AN EVENT OF



Pensar Grande

FOR AMOR A PUEBLA



LA CAPITAL IMPARABLE



PREVIOUS EDITIONS



2016

URBAN INNOVATION
TOWARDS EQUITABLE
CITIES



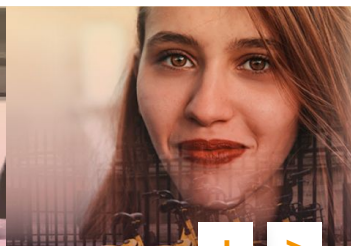
2017

WeGov: CITIZENSHIP AND
GOVERNMENT FOR THE
COMMON GOOD



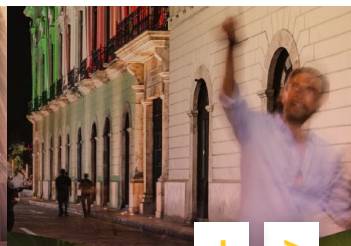
2018

COLLABORATIVE
COMMUNITIES, SMART
TERRITORIES



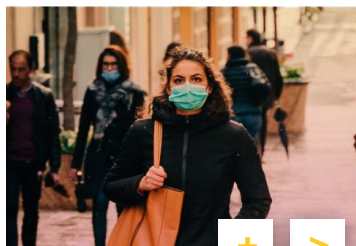
2019

RADICAL INCLUSION, A
SPACE FOR EVERYONE



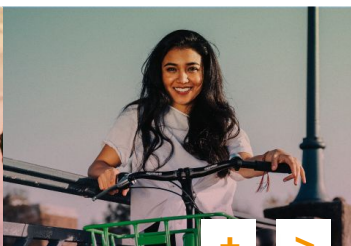
2020

RESILIENCE AND PLANNING:
DEVELOPING THE FUTURE OF
LATIN AMERICA



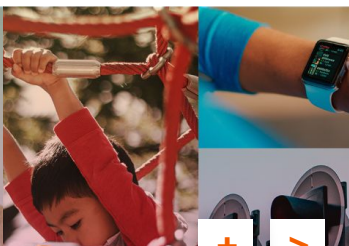
2021

RETHINK, REACTIVATE,
REBUILD



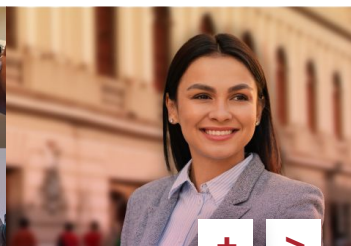
2022

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

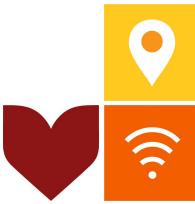


SMARTCITY
EXPO WORLD CONGRESS



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

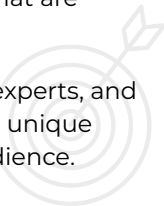
- **Preferential coverage** for spokespersons, launches, interviews, and brand storytelling.



Commercials and Reason for Participation

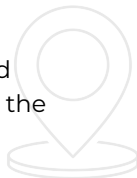
Direct Opportunities

- Access to conferences, announcements, presentations, and key moments that generate newsworthy and high public-interest content.
- Opportunity to document trends, initiatives, and projects that are transforming the region.
- Interviews with leaders, experts, and spokespersons who offer unique perspectives for your audience.



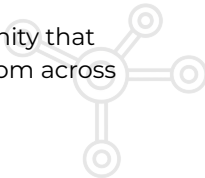
Positioning and Reach

- Dedicated spaces for coverage, recording, and multimedia content production.
- Facilities to broadcast, create special features, and expand the media outlet's informational reach.
- Direct relationships with institutions, companies, and authorities that strengthen the editorial portfolio.



Connection with Trends

- Connection with other media outlets, journalists, and creators for future collaborations.
- Discovery of community, cultural, technological, and social projects with strong storytelling potential.
- Integration into a community that shares impactful stories from across Latin America.



MAIN SECTORS

ASSOCIATED WITH THE EVENT

Government and Public Sector

Technology, Telecommunications, and Innovation

Economy, Services, and Business

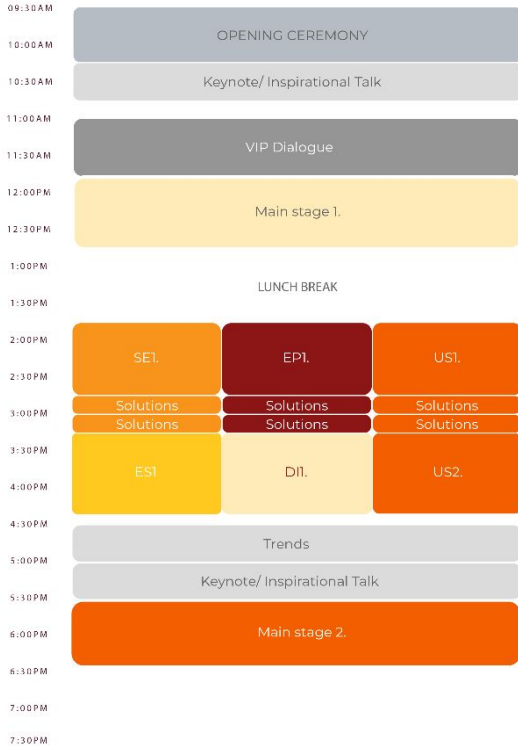
Health and Wellbeing

Mobility, Transport, and Urban Development

Energy, Sustainability, and Environment

PRELIMINARY PROGRAM

JUNE 02 | TUESDAY



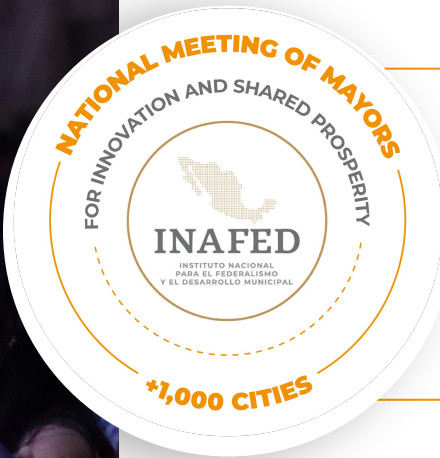
JUNE 03 | WEDNESDAY



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.



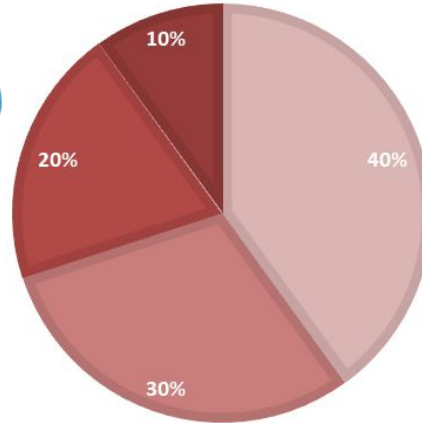


Audience:
Public profile

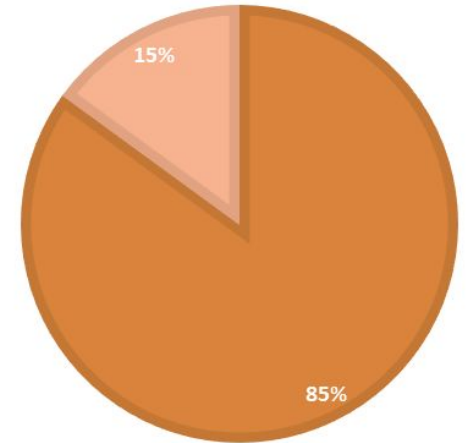
Estimated **75% engagement rate** during the congress

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

HOST



Pensar Grande

POR AMOR A PUEBLA

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