



World's largest smart city event

SMART CITY EXPO WORLD CONGRESS

Information on the Japan Pavilion and SCI-Japan Study Tour Program

Ver. 1.5

Smart City Institute Japan

Message from SCI-Japan on the kick-off of SCEWC Barcelona Project

Sustainable urban development through inter-city cooperation among smart cities, establishment of regional management models, and development of necessary human resources and organizations

Thank you very much for your continuous support of the business activities of the Smart City Institute Japan. We are pleased to inform you that SCI-Japan will establish the Japan Pavilion (288 square meters) for the second consecutive year with exhibitors from SCI-Japan's member local governments, companies and organizations at the Smart City Expo World Congress <https://www.sci-japan.or.jp/news/partner/fira.html>, the largest and most influential event on urban innovation to be held in Barcelona, Spain, on 7-9 November this year.

The event will bring 24,000 exhibitors and participants from businesses, universities, research institutes, open innovation organizations, and start-ups/accelerators from 140 countries and 800 cities, to Barcelona, one of the most advanced smart cities. SCI-Japan has entered into a strategic partnership with Fira Barcelona, the organizer of the event, and at the Japan Pavilion and the world congress, as well as via the organizer's media "Tomorrow City" (<https://tomorrow.city/>), SCI-Japan will present policies, initiatives and advanced examples of Japan's smart cities, regional mobility and regional decarbonisation, which aim to achieve regional "Well-Being" through a human-centered, participatory, industry-government-academia-citizen co-creation model, based on Japan's "Vision for a Digital Garden City Nation". As the sole agent in Japan for this event, SCI-Japan is able not only to provide information on the planning of the Japan Pavilion for its members, but also to provide information on the opportunities for non-member companies to participate in the "Tomorrow.Mobility World Congress", a co-located special exhibition on mobility, and the "Tomorrow.Building World Congress", a special exhibition on buildings and infrastructure to be launched this year.

At the G7 City Ministers' Meeting held the other day in Takamatsu City, Kagawa Japan, there were discussions on measures to realize carbon neutrality, resilience, and inclusive cities, and how digitalization in cities can realize "human-centered cities." It was declared that all countries, including emerging countries, would work together to realize a society that is possible, not just the G7.

Thus, Japan Pavilion at SCEWC will get a lot of attention from City Leaders from all over the world.

We would be grateful if you could take a look at the attached materials, share them with any departments in your company that are likely to be interested, and consider taking part in this event on a company-wide basis.

What is the Smart City Expo World Congress?

World's largest smart city event in Barcelona

- The Smart City Expo World Congress (SCEWC) is one of the world's largest smart city events that involves companies and organizations from around the world that offer solutions for social issues. It is the 13th edition this year.

Dates	7-9 November 2023
Venue	Fira de Barcelona Gran Via, Barcelona, Spain
Organizer	Fira de Barcelona
Participation fee	Full Congress Pass: EUR 1,250
	Visitor Pass: EUR 100
Frequency	Once a year Tomorrow.Mobility World Congress will be held at the same venue. This year, Tomorrow.Building World Congress and Tomorrow.BlueEconomy will also be held.
Record of 2022	20,423 in-person attendees / 28,621 online attendees 134 countries / 700 cities / 853 exhibitors
This year's goal	24,000+ in-person attendees / 28,000 online attendees 140+ countries / 800+ cities / 1,000+ exhibitors
Exhibited technologies	Smart city related technologies (energy and infrastructure, information and communications equipment, ICT, environmental solutions) and new mobility related technologies



Official website:

<https://www.smartcityexpo.com/>

Japanese cities that have participated

Yokohama City (9 times), Kyoto Prefecture (8 times), Kobe City (4 times), Fukuoka City (3 times), Tokyo (3 times), Toyama City, Sendai City, Fukushima Prefecture, Kitakyushu City, and Nagoya City (once)

World Smart City Award in 2022

- City Award: City of Seoul
- City Award Special Recognition: City of Kyiv
- Award finalists: City of Bogota, City of Curitiba, City of Sydney, City of Toronto


Leading smart city leaders praised the event



“
“
Being at the SCEWC allows us to have a voice in cities regarding investment, sustainability and digitalization, and to create the port of the future.

EMMA COBOS
Director of Innovation & Business Strategy

 **Port de Barcelona**



“
“
The debate taking place in Barcelona during the Smart City Expo World Congress is the center of what happens in Europe and worldwide. So, it's a major event we're really keen to support.

ROBERT COMPTON
Deputy Director, Energy, Building & Environmental Technologies

  **GERMANY TRADE & INVEST**

Attendee profile (from 2022 Report)

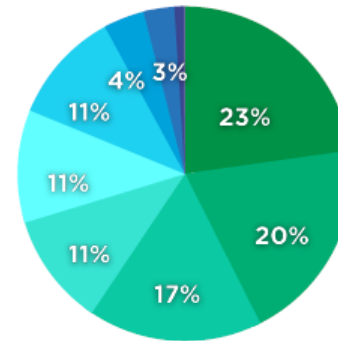
A global community of urban leaders

134 COUNTRIES HAVE VISITED US

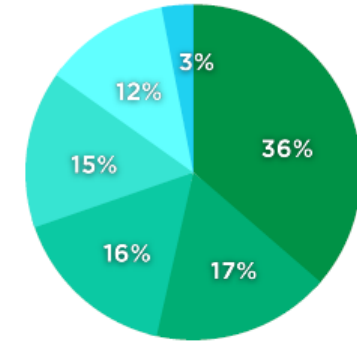
Top visiting countries in 2022



HIGH PARTICIPATION FROM BOTH PUBLIC AND PRIVATE SECTOR



MORE THAN HALF ATTENDEES ARE DECISION MAKERS



A WORLDWIDE EVENT

Greater presence from Western Europe, Asia & MENA



- Governments
- Local Companies & SMES
- Large & Global Companies
- Academia
- Startups
- Institutions & Other Entities
- Inter-governmental Organizations
- Media & Culture
- Investors

- High Level Management & Top Public Representative
- Specialist
- Senior Manager
- Technical Profile
- Consultant
- Others

Aims of exhibiting the “Japan Pavilion”

- ① Introduce policies, initiatives, and advanced cases of smart cities in Japan aiming at improving “well-being” in the region (**including regional mobility, regional decarbonization, etc.**) through a human-centered, participatory, industry-academia-government-private co-creation model based on Japanese Government’s Vision for a Digital Garden City Nation
- ② Establish a forum for dialogue with City of Barcelona and other participating cities to **share knowledge of business models through inter-city collaboration (e.g., data integration platform, use of open data, regional mobility, coordination of regional decarbonization and smart city policies), and promote business matching among start-ups and urban developers**
- ③ Invite representatives of the Japan Pavilion’s exhibitors to the reception of the organizer Fira de Barcelona, and provide them with opportunities for networking with the world smart city leaders, as well as the Japanese government, local governments and companies participating in the Japan Pavilion and SCI-Japan’s study tour
- ④ Organize talk sessions and panel discussions with SCI-Japan’s partner organizations and members at the pavilion’s stage
- ⑤ As an official strategic partner of the organizer Fira de Barcelona, disseminate Japan’s advanced smart city initiatives worldwide through the organizer’s media “Tomorrow City” <https://tomorrow.city/>

Key messages (draft):

- 1) Establishing **Open-Data** driven Global Business Model
- 2) Creating **Global Start Up Ecosystem** Network
- 3) Driving Well-being Smart City for Sustainable, **Zero Emission Society and Urban Resilience**
- 4) Promoting **New Mobility Services** to solve regional challenges and revitalizing regional economies
- 5) Promoting Liveable Well-being City Indicators for “**City to City**” **Collaboration**

NOTE:

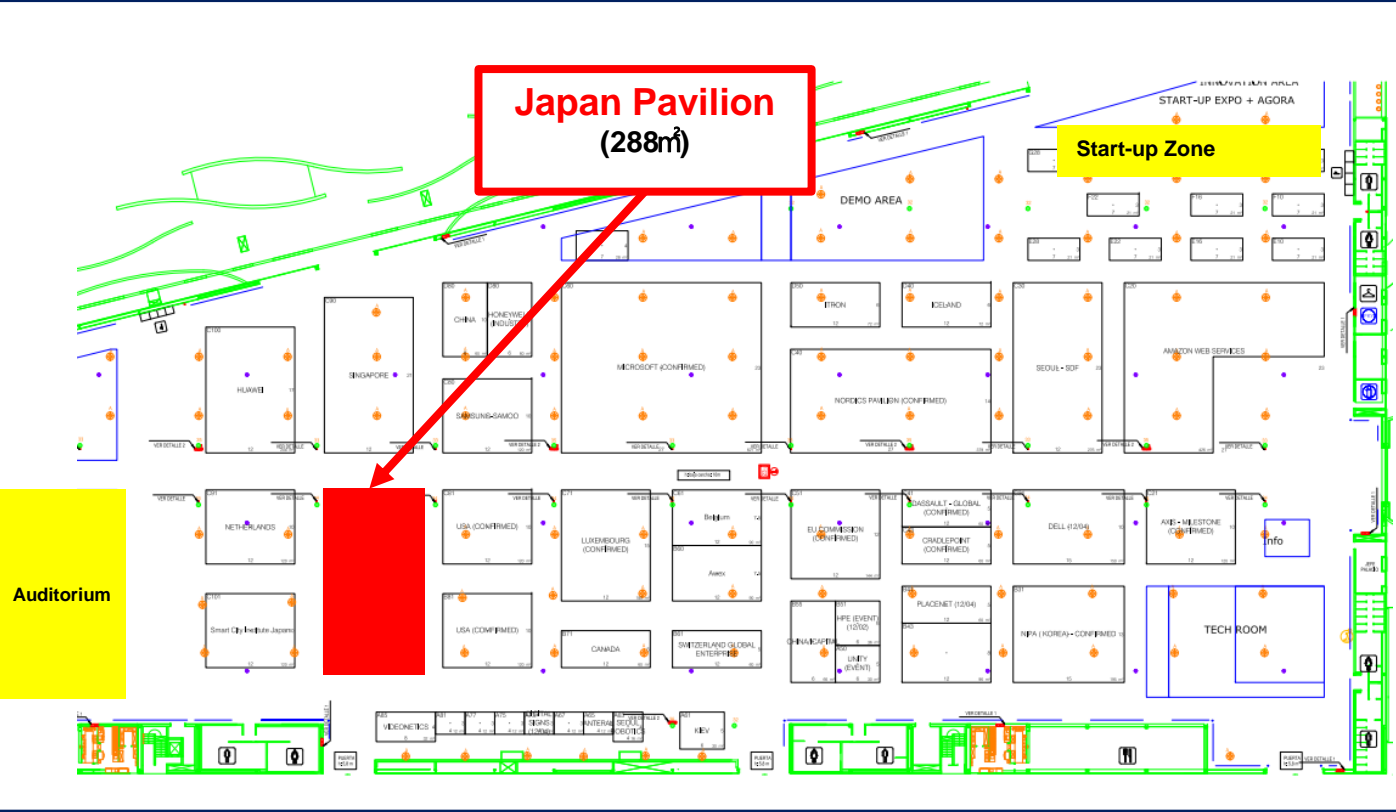
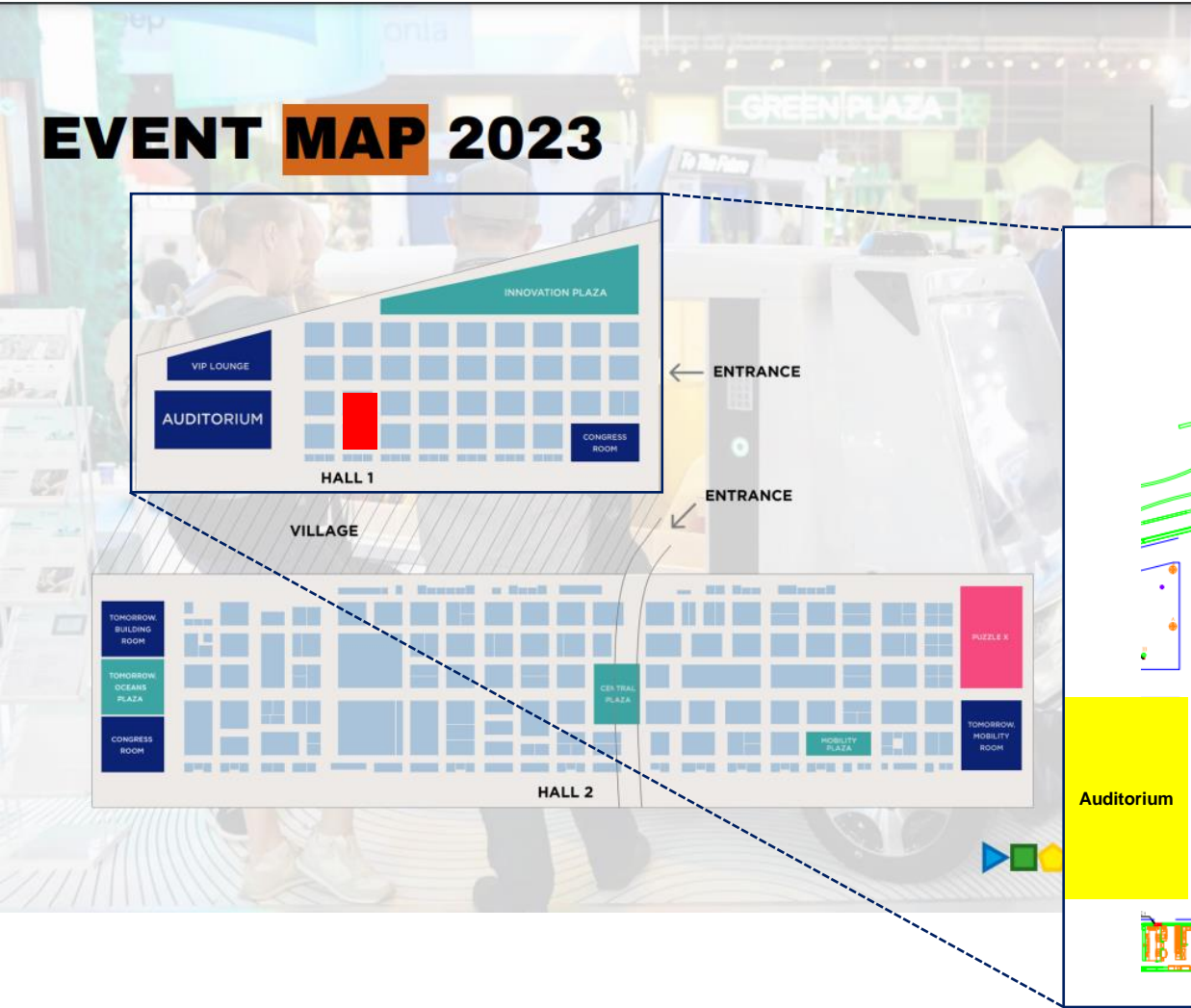
- 1) Only SCI-Japan members are eligible to exhibit at the Japan Pavilion. Start-up companies (membership free) are eligible to join SCI-Japan upon recommendation by SCI-Japan full members or supporting members, with the approval of the Board of Directors. For more information, visit <https://www.sci-japan.or.jp/english/index.html>
- 2) Non-members are eligible to exhibit at Tomorrow.Mobility World Congress, Tomorrow.Building World Congress, and Tomorrow.BlueEconomy.

Floor plan of the Japan Pavilion

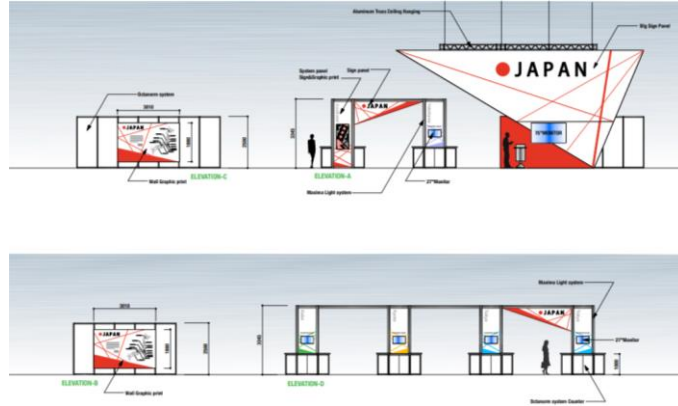
Secured an ideal location in "HALL 1", close to the auditorium with easy access to the Start-up Zone.

EVENT MAP 2023

[HALL 1]



Basic package plan of the Japan Pavilion



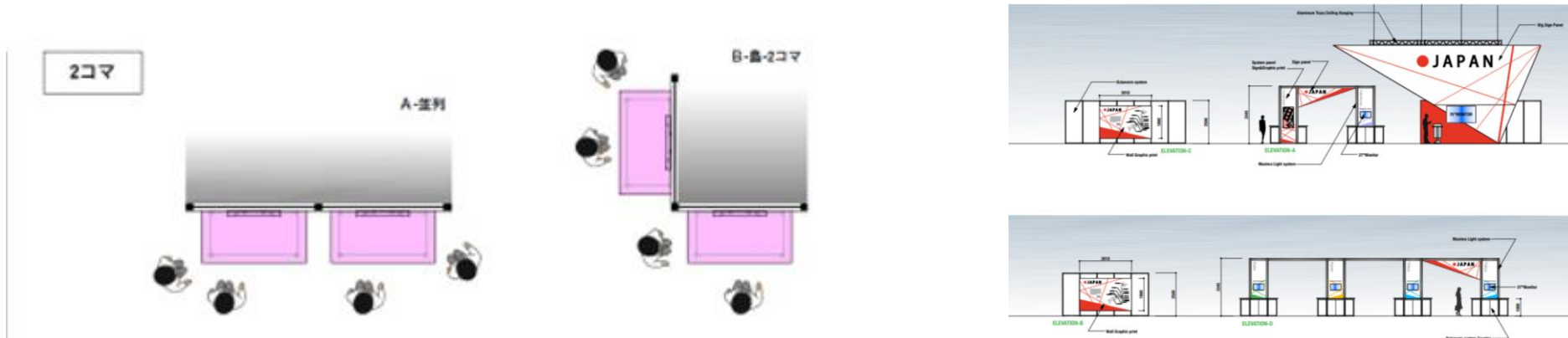
Key messages (draft):

- 1) Establishing **Open-Data** driven Global Business Model
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- 4) Promoting **New Mobility Services** to solve regional challenges and revitalizing regional economies
- 5) Promoting Liveable Well-being City Indicators for “**City to City**”
Collaboration

Basic package plan: JPY 1.3 million (tax not included) * The contents of the program are subject to change.

- ◎ Opportunities for presentation at the event space set up within the Japan Pavilion (15 minutes x 2 times for 3 days)
- ◎ Exhibition booth (1.485 m (W) x 0.6 m (D) x 3.464 m (H)) x 1 unit: Decoration of the turnkey booth and a display included
- ◎ A lead retrieval device to capture visitors' contact information x 1 unit
- ◎ Visibility in the list of exhibitors and study tour participants (English/Japanese)
- ◎ Visibility in the Japan Pavilion Guidebook (A4 size, in English): 1/3 page and the logo
- ◎ Invitation to the Japan Night that will be held at the Japan Pavilion on the first day (5 persons)
- ◎ Invitation to the exhibitor / study tour team networking reception on the last day (Spanish cuisine dinner) (1 person)
- ◎ 3 Exhibitor Passes
- ◎ Invitation to SCI-Japan's study tour program (including one Full Congress Pass) (1 person)
 - ※ SCI-Japan member companies can add one participant in addition to those participating in the study tour program using the members' benefits.
- ◎ Invitation to Slack community of exhibitors / study tour participants: opportunities to exchange information before, during, and after SCEWC in a timely manner
- ◎ Study tour report prepared by SCI-Japan

Two-booth package plan of the Japan Pavilion

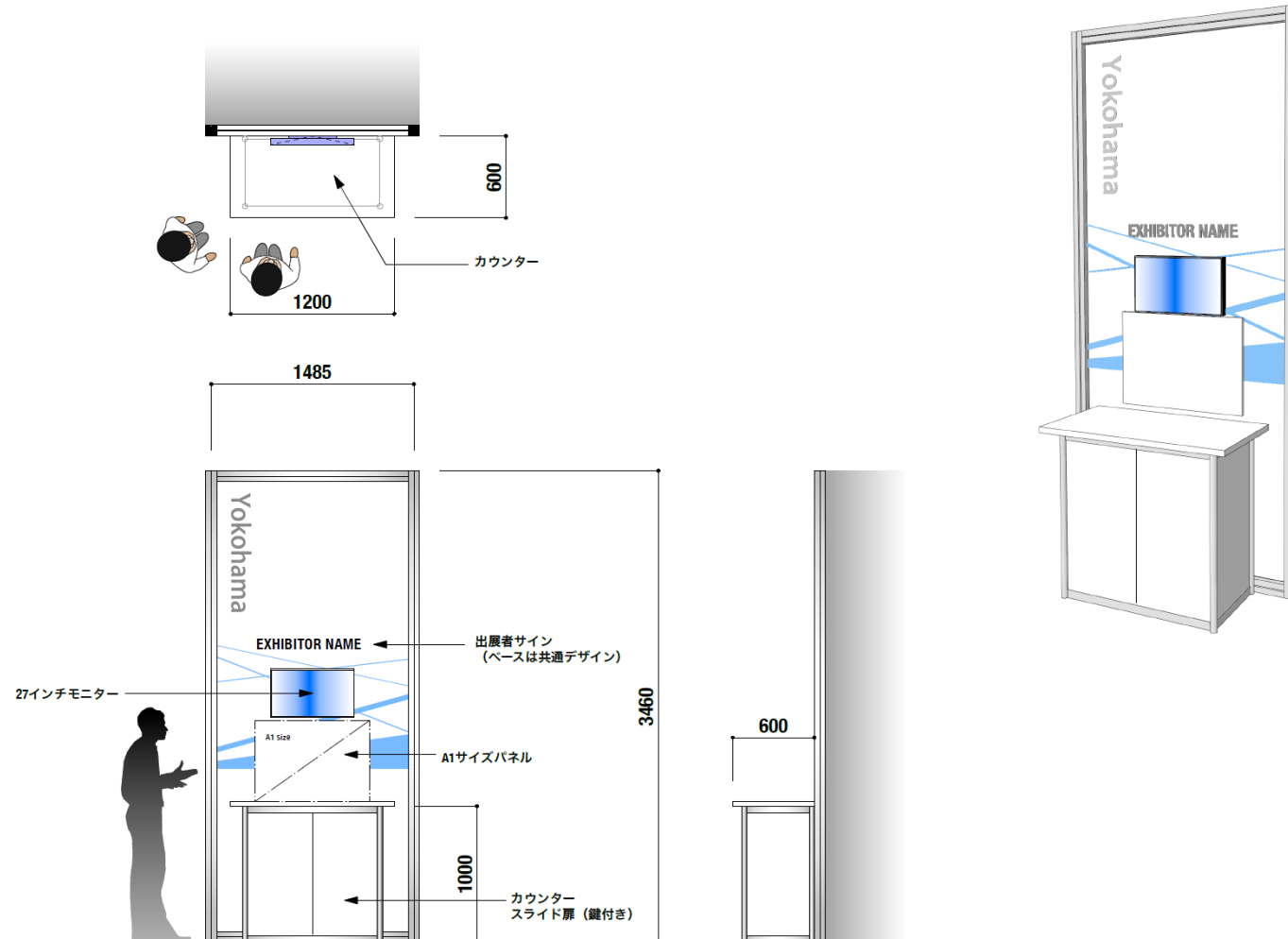


Two-booth package plan: JPY 2.5 million (tax not included) * The contents of the program are subject to change.

- ◎ Opportunities for presentation at the event space set up within the Japan Pavilion (15 minutes x 4 times for 3 days)
- ◎ Exhibition booth (1.485 m (W) x 0.6 m (D) x 3.464 m (H)) x 2 units: Decoration of the turnkey booth and a display included
- ◎ A lead retrieval device to capture visitors' contact information x 1 unit
- ◎ Visibility in the list of exhibitors and study tour participants (English/Japanese)
- ◎ Visibility in the Japan Pavilion Guidebook (A4 size, in English): 1/3 page x 2 and the logo
- ◎ Invitation to the Japan Night that will be held at the Japan Pavilion on the first day (10 persons)
- ◎ Invitation to the exhibitor / study tour team networking reception on the last day (Spanish cuisine dinner) (2 persons)
- ◎ 6 Exhibitor Passes
- ◎ Invitation to SCI-Japan's study tour program (including two Full Congress Passes) (2 persons)
 - ※ SCI-Japan member companies can add two participants in addition to those participating in the study tour program using the members' benefits.
- ◎ Invitation to Slack community of exhibitors / study tour participants: opportunities to exchange information before, during, and after SCEWC in a timely manner
- ◎ Study tour report prepared by SCI-Japan

Exhibition booth (sample)

1コマ仕様



GLOBAL PARTNER. GET UNRIVALLED POSITIONING

For global leaders, drivers of major industries making a worldwide difference: big spotlight in the congress, premier stand location, top-level visibility and access to all our exclusive networking benefits.

PRICE
- €70,000

Congress

- / 1 High-level Roundtable, Interview or Dialogue in the main Auditorium
- / 1 Thematic Roundtable or in Focus Session in a Thematic Room
- / 1 Solution Talk in an Agora

Tickets

- / 100 Full Congress Passes + 100 Visitor Passes
- / 25% discount on additional passes

Visibility

- / **Website:** Logo on the homepage footer | Dedicated page gathering all relevant info about the partner's participation | Logo, description & link on Partners' web section
- / **E-mailings:** Exclusive partner announcement e-mail | E-mail Thanks to our partners: Logo & link, 1st level | E-mails footer: Logo & link (October to December)
- / **Social Media:** Exclusive collaboration announcement | Exclusive solution-focused post | Possibility of sharing your Pre-event partner video | Retweets & mentions
- / **Signage:** Logo on exhibitor floorplan (super-central location) | Logo on static signage & dynamic advertising (1st level) | Logo on congress screens between sessions (all rooms)
- / Corporate activity featured at the event's agenda (website and app)
- / Testimonial video of the partner's onsite participation (post-event)
- / Logo and description in post-event report

Networking

- / Exclusive access to the VIP guests list
- / Booth included in the thematic tour through the Expo attended by international delegations
- / Invitation to Global Partners Lunch - Day 1 (2 pax/partner)
- / Invitation to Mayors' Dinner - Day 1 (2 pax/partner)
- / Invitation to High Level Networking Cocktail gathering all partners & VIP guests - Day 2 (2 pax/partner)

Press

- / Registered press update on a weekly basis (last weeks before the event)
- / Press releases and media kit sent to your communications team
- / Press kit space in the press room onsite
- / Media invite group pre-registration
- / Local key media outlet guidance

Value-added benefits

- / 4 parking bays
- / Extra 3h per day of free access to the loading/unloading zone during assembly and dismantling
- / Priority in booking hotel rooms & a table at Nuclio restaurant
- / **Tomorrow.City:** Featured Partner Page | Auditorium Congress sessions available in VOD | Dedicated article in the Magazine (in adherence with our editorial standards)

INDUSTRY PARTNER. RECOGNITION AS A SECTOR LEADER

For industry accelerators, strategic players and niche specialists: a dedicated congress session, a central stand location, high-level visibility and multiple networking benefits.

PRICE
- €51,500

Congress

- / 1 Keynote Talk or Burning Debate in a Thematic Room.
- / 1 Solution Talk in an Agora.

Space

- / Exhibition space of 60 sq. m.

Tickets

- / 50 Full Congress Passes + 60 Visitor Passes
- / 25% discount on additional passes

Visibility

- / Website: - Logo on *specific Track* page - Logo on *Partners* page
- / E-mailings: - Logo on theme-oriented e-mailings (by topic)
 - E-mail Thanks to our partners: Logo & link, 2nd level
- / Social Media: - Exclusive collaboration announcement
 - Retweets and mentions
 - Possibility of sharing your pre-event partner video
- / Venue: - Logo on static signage & dynamic advertising (2nd level)
 - Logo on projections between congress sessions (1 room)
- / Logo and description in post-event report

Networking

- / Priority access to the VIP guest list
- / Invitation to High Level Networking Cocktail gathering all partners & hosted guests - Day 2 (2 pax/partner)

Press

- / Press releases and media kit sent to your communications team
- / Press kit space in the press room onsite
- / Media invite group pre-registration
- / Local key media outlet guidance

Value-added benefits

- / 2 parking bays
- / Priority in booking a table at Nucló restaurant
- / Priority in blocking hotel rooms

EVENT PARTNER. STAND OUT FROM EXHIBITORS

For those who are the engine of an industry, the key providers, we guarantee a congress slot with technical orientation, great stand location, major brand visibility and multiple networking benefits.

PRICE
- €18,000

Congress

- / 1 Thematic Roundtable or in Focus Session in a Thematic Room

Tickets

- / 50 Full Congress Passes + 50 Visitor Passes

Visibility

- / Website: logo and link on Partners page
- / Emailings: - E-mail Thanks to our partners: Logo & link, 3rd level
- / Social Media: - Retweets and mentions
 - Possibility of sharing your pre-event partner video
- / Venue: - Logo on static signage & dynamic advertising (3rd level)
- / Logo and description in post-event report

Networking

- / Invitation to High Level Networking Cocktail gathering all partners & hosted guests - Day 2 (2 pax/partner)

Press

- / Press releases and media kit sent to your communications team
- / Press kit space in the press room onsite
- / Media invite group pre-registration
- / Local key media outlet guidance

Value-added benefits

- / 2 parking bays
- / Priority in booking a table at Nuclio restaurant
- / Priority in blocking hotel rooms
- / 25% discount on additional Full Congress and Visitor Passes

Exhibiting at Tomorrow.Mobility World Congress or Tomorrow.Building World Congress

Premium stands from 16 to 72 sqm Material: ALUVISION

Aluvision stand MOD 1 - 16 to 50 sqm



COD 502135 16 to 24 sqm SERVIFIRA
COD 502151 25 to 50 sqm SERVIFIRA

180 €/sqm

Aluvision stand MOD 2 - 16 to 50 sqm
Includes graphics



COD 500316 16 to 24 sqm SERVIFIRA
COD 502152 25 to 50 sqm SERVIFIRA

210 €/sqm

Aluvision stand MOD 3 - 24 to 72 sqm
Includes graphics, tower and storage



COD 500317 24 to 50 sqm SERVIFIRA
COD 502153 51 to 72 sqm SERVIFIRA

230€/sqm

Please note that this is your own exhibition. SCI-Japan Secretariat will submit an application for a stand on your behalf. However, preparation for the installation of the stand and other operation support shall be arranged by the exhibitor. SCI-Japan can refer you to JTB Communication Design that builds and operates the Japan Pavilion.

Premium stands from 36 to 60 sqm Materials: 100% SUSTAINABLE

Certified Wood stand and sustainable paint. ECO sign. Available from 36 to 60 sqm



COD 500054 SERVIFIRA

290 €/sqm

100% Cardboard Stand. ECO sign. Option to purchase. Available from 36 to 60 sqm



COD 500053 SERVIFIRA

270 €/sqm

Premium stands from 20 to 60 sqm Material: FIBER BOARD + PINEWOOD

Wood stand 20 sqm
Includes furniture



250 €/sqm

Wood stand 30 sqm
Includes furniture



250 €/sqm

Wood stand 60 sqm
Includes furniture and graphics



250€/sqm

Key issues at SCEWC and Tomorrow.Mobility / Tomorrow.Building World Congress

HOT TOPICS FOR DEBATE

Key markets & critical issues at the heart of the discussion

TRACKS



TRACKS
Enabling Technologies



TRACKS
Energy & Environment



TRACKS
Mobility



TRACKS
Governance



TRACKS
Living & Inclusion



TRACKS
Economy



TRACKS
Infrastructure & Building



TRACKS
Safety & Security

Partner companies



IN GOOD COMPANY

The world's leading innovation brands consider us a key platform for the promotion of their business

GLOBAL PARTNERS

aws CISCO DASSAULT SYSTEMES DELL Technologies Deloitte. FCC Environment

HUAWEI GERMANY WORKS GTAI GERMANY TRADE & INVEST Microsoft NVIDIA. SMART PORTS PERS OF THE FUTURE

INDUSTRY PARTNERS

accenture B:SM Barcelona de Serveis Municipals Honeywell milestone moventia

PARADOX ENGINEERING RACC Mobility Club renfe ubiwhere

EVENT PARTNERS

EDF Ekin ENGIE FIWARE KEOLIS Mercedes-Benz

RIOT La FRENCH FAB SENER sorigué STARIA Unity

Inquiries for participation in the Japan Pavilion and Tomorrow.Mobility / Tomorrow.Building World Congress

Number of booths at Japan Pavilion: 30

First application deadline: 3 July 2023

Application will be closed once all the booths are filled.

Contact:

**Smart City Institute Japan Secretariat
(Tatsuya Kitamura, Tomiko Hirayama, and Hiroko Ikesako)**

**Holland Hills Mori Tower, 5-11-2, Toranomom, Minato-ku, Tokyo
105-8501 Japan**

E-mail: digital-society@murc.jp

URL: <https://www.sci-japan.or.jp/english/index.html>

Study tour schedule (provisional)

Date	Main activities (provisional*)
Monday 6 November	Arrival 16:00-17:00 Orientation (optional)
Tuesday 7 November	9:00-17:30 Smart City Expo World Congress <ul style="list-style-type: none">• Arranged visits to exhibition booths of advanced smart cities• Participation in events in the Japan Pavilion• Congress participation, etc. 17:30-19:00 Japan Night (at the event space in the Japan Pavilion)
Wednesday 8 November	9:00-17:30 Smart City Expo World Congress <ul style="list-style-type: none">• Arranged visits to exhibition booths of advanced smart cities• Participation in events in the Japan Pavilion• Congress participation, etc.
Thursday 9 November	9:00-17:00 Smart City Expo World Congress <ul style="list-style-type: none">• Arranged visits to exhibition booths of advanced smart cities• Participation in events in the Japan Pavilion• Congress participation, etc. 16:45-17:00 Closing ceremony of the Japan Pavilion 19:00-21:00 Networking reception (dinner) at a restaurant near the venue

*The schedule is provisional. The final schedule will be sent later.

Application and inquiries for the study tour

- Application form: <https://forms.office.com/r/P1pugE3EQV> (in Japanese)



- Cancellation policy:

Date of termination	Cancellation fee
3 days or more prior to the start date	No cancellation fee In case a Congress Pass has been already arranged, you are asked to purchase the Pass.
1-2 days before the start date	50% of the participation fee
On the start date or no-show	100% of the participation fee

- Contact: The Smart City Institute Japan Secretariat
 - Tatsuya Kitamura, Tomiko Hirayama, and Hiroko Ikesako
 - Tel: 03-6733-3960 (Hirayama)
 - Email: digital-society@murc.jp
 - URL: <https://www.sci-japan.or.jp/english/index.html>