



4<sup>th</sup> - 6<sup>th</sup>, Nov 2025 Barcelona, Spain

#### The world's largest

trusted platform for intercity exchange and cooperation.



**Smart City Expo World Congress** is deeply rooted in both the public and private sectors of cities and is regarded as one of the world's foremost organizations driving urban collaboration.

We bring together CEOs from global urban development sectors, government ministers, city policy makers, domain experts and scholars, international organizations, tech innovators, and representatives of civil society to jointly promote positive transformation in a fair and equitable environment, with the goal of achieving sustainable urban development.

### 2024 Highlights



The China Edition of the Congress is supported by organizations including UN-Habitat, the World Bank, the World Ocean Council, the World Urban Planning Education Network (WUPEN), the UNESCO International Centre for Engineering, Science and Technology (IKCEST-iCity), the Trade Development Bureau of China's Ministry of Commerce, the Global New Energy Vehicle Cooperation Organization, and Caixin Think Tank.

It maintains long-term engagement with over 100 cities and more than 200 leading enterprises.



#### Global Urban Collaboration Network

2024 SCEWC · Hangzhou Stage attracted over 230 speakers from more than 70 cities across 16 countries and regions worldwide.

Among them were **30+ mayors,** including those from Malaysia, Thailand, and Kyrgyzstan, who shared insights and experiences from their cities.



#### World Smart City Awards

In 2024, "China Smart City Awards" received 166 proposals, covering 441 smart city cases from 45 cities across China.

"Region Smart City Awards" involved 29 cities from 9 countries/regions, receiving 89 Best Scenario proposals and 50 Enterprise submissions.



Sessions 90+



Countries 16+



Exhibitors 100+



Cities **70+** 

International



Speakers 230+



Attendees 10,000+

Top 5 Sources of High-Level International Guests:

Southeast Asia, Europe, Central Asia, East Asia, South Asia

#### **Global Leaders**



**WU Zhiqiang**President, World Urban
Planning Education Network



**Tai Sheung Shing Victor, JP**Under Secretary,
Housing of the HKSARG

**ALIAS BIN RAMELI**Director General,
PLANMalaysia



**Aibek Dzhunushaliev** Mayor of Bishkek, Kyrgyzstan



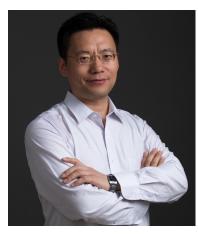


**KOMSON MALEESEE**President of King Mongkut's
Institute of Technology
Ladkrabang



AISHA BINT BUTTI BIN BISHR Global Digital Transformation Expert | Strategic Leader in Smart City Initiatives





MOHAMMED
ALBAGAMI
General Manager of Smart
City Products, Saudi Data
and Al Authority



**SHANMUGA RETNAM**Special Advisor
(Indochina), Fundacion
Metropoli (Madrid)



**CHUN VAT**Secretary of State, Ministry of Post and Telecommunications, Cambodia





# TOMORROW. CITY SHANGHAI 2025



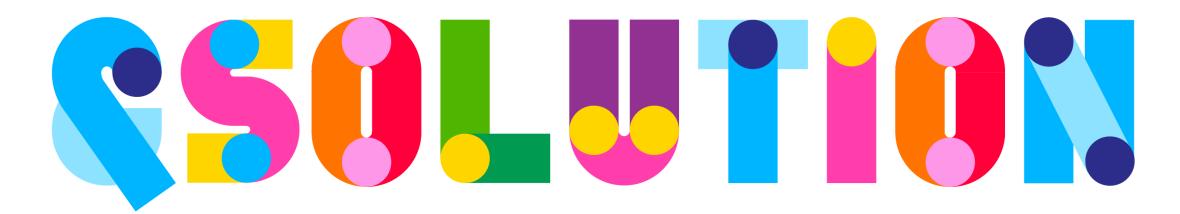






# GRALLENGE

## **TOMORROW.CITY SHANGHAI 2025**









TOMORROW. MOBILITY



TOMORROW. Utilities



#### **2025 Venue**

**Zhangjiang Science Hall**, the first landmark project completed within City Sub-center, commands a gross floor area of 115,000 sqm to offer three main venues for conferences & exhibitions, twenty-one conference rooms, and seven event/display areas.

A masterpiece of 2Portzamparc, an architectural firm shared by French architect and the Pritzker Architecture Prize winner Christian de Portzamparc and his wife Elizabeth de Portzamparc, Zhangjiang Science Hall incorporates natural elements of sunlight, earth, water and air into the design concepts. Its open, interactive public space design blends perfectly with the diverse ecosystem in the vicinity to create a profound experience of the flow of space and the environment.

#### TOMORROW.CITY SHANGHAI 2025



#### **4 Key Sectors**

#### TOMORROW. TECHNOLOGIES



We will focus on "Co-evolution of Technology Clusters" and center our efforts around "Holistic Digital Transformation."

By driving urban operational logic through data elements, technological convergence and innovation, and institutional optimization, we aim to jointly draw a new blueprint for the "City of Tomorrow" — one that integrates technological breakthroughs, adaptive governance, and human-centered care.

**Keywords**: 5G/6G Communication, AI Large Models, Machine Learning, Digital Twin, Blockchain, Biotechnology, New Materials etc.

#### TOMORROW. MOBILITY



We will focus on the "Paradigm Shift in Urban Mobility," centering on the "Reconstruction of an All-Space Transportation System."

Through technological breakthroughs, policy coordination, and ecosystem cocreation, we aim to reshape the vision of future mobility.

**Keywords:** Intelligent Transportation Vehicles, Autonomous Driving Technology, Electric and Hydrogen Fuel Cell Vehicles, Urban Air Mobility (UAM), Low-altitude Economy, Logistics and Transportation Solutions, Intelligent Transportation Systems, Mobility as a Service (MaaS).

#### 4 Key Sectors

#### TOMORROW. ENVIRONMENT



We will delve into the innovative practices of Chinese and other Asian cities in tackling environmental pollution and advancing low-carbon transformation. Together, we aim to chart a new blueprint for sustainable urban development, offering practical solutions and innovative approaches to building more resilient and livable cities of the future.

**Keywords:** Climate Change Solutions, Zero-carbon Technologies, Circular Economy Models, Solid Waste Treatment and Resource Recovery, Sustainable Agriculture and Food, Air and Water Resource Protection, New Energy & Renewable Energy.

## TOMORROW. UTILITIES



Focusing on the three dimensions of "Renewal-Driven, Digitally Empowered, and Green Coexistence" to address the pressing challenges faced by Asian cities, including aging infrastructure, lagging governance, and high-quality public service.

**Keywords:** Cultural and Educational Facilities, Medical and Health Facilities, Social Security and Governance, Urban Safety and Emergency & Disaster Management, Urban Renewal, Digital Infrastructure, Underground Utility Tunnels, Buildings and Communities, Industrial Parks, Logistics Centers, and Related Facilities.

#### **2025 Event Format**

# TOMORROW.CITY SHANGHAI 2025



**25+** Public Sessions

**30+** City Show

**40+** Tomorrow.City Challenge @Closed-door Meeting

**50+** Media Interviews



**3** Selected Enterprises Visits

Region&China Smart City
Awards Ceremony

10,000+m<sup>2</sup> Exhibition Area

**GHALLENGE QSOLUTION** 

#### **2025 Supporting Institution (part)**

































#### **2025 Public Session**

Smart Cities in Focus — Where Minds Clash and Innovation Sparks!

TOMORROW.
TECHNOLOGIES

TOMORROW. ENVIRONMENT TOMORROW. MOBILITY

TOMORROW.









**Sustainable** 

**Synergistic** 

**Smart** 

Circular Economy

**Public-Private Synergy** 

Enabling Technologies

Data factors

**Future Mobility** 

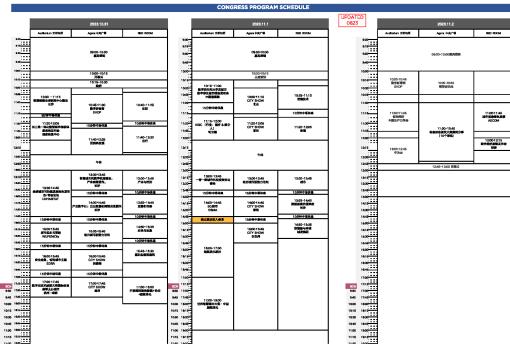
Healthcare

Urban Governance

**Going Global** 

**Green Energy** 





#### 2025 Region & China Smart City Awards

CHINA SMART CITY AWARDS

REGION
SMART CITY
AWARDS

(Special focus on city transformation and innovation in Asia)



The aim of this award is to set benchmarks for the development of Asian cities by selecting and recognizing Cities, products, outstanding projects, enterprises, and leaders. By sharing their successful experiences, cases, and insights, we hope to connect the challenges of urban development with business solutions, promote substantive cooperation between government and business, and drive the smart transformation of Asian cities in digitalization, green low-carbon, and sustainable development fields.

#### LEADERSHIP CATEGORIES

Leader

Entrepreneur

Expert

Youth Talent

#### ENTERPRISE CATEGORIES

Leading Corp.
Outstanding S.M.E.
Rising Start-up

- Best Products Award
- Best Projects (X-SDI) Award

#### CITY CATEGORIES

City Award

Innovation Award

**Enabling Technologies Award** 

Energy and Environment Award

Mobility Award

Industry and Economy Award

Living and Inclusion Award

Safety and Resilience Award

Infrastructure and Building Award

#### 2025 Tomorrow.City Challenge @Closed-door Meeting (\*Asian Projects & Opportunities)

"Closed-door meeting" is held in a private and exclusive setting, accessible only to specific individuals or groups by invitation. Its purpose is to facilitate discussions on relatively confidential topics or to plan future strategies and make decisions.

In 2024, we hosted a total of 40 closed-door meetings, covering major cities in Thailand and Malaysia, as well as 16 other countries and regions, including the UAE, Hong Kong (China), Indonesia, Bangladesh, Laos, and Cambodia.

Key topics such as digital twin technology, waste incineration ash treatment, robotics, and EV charging infrastructure companies are now engaging in follow-up collaborations with overseas governments.





#### **2025 Cities Go**

# GITIES GO

#### CITY AS A PAVILION(CAAP).

[Site Visits + Capacity Building + Case Sharing]

The goal is to provide cities with a platform to showcase their achievements in various aspects of smart city development to the world.







Directly engage with leading enterprises





## Main Venue (Enabling Technologies):

A 10,000+ m<sup>2</sup> static exhibition area Showcasing and facilitating business discussions with companies related to AI, big data, IoT, spatial computing, AR/VR, and other technologies.

## Immersive Experience Station (Energy & Environment):

In-depth experience of energy and environment solutions, including charging and battery swapping infrastructure, smart energy infrastructure and development, waste management, and water treatment case studies.





## Immersive Experience Station (Mobility):

Visit 5-6 industry-leading automotive companies, transportation data operation centers, and experience autonomous driving firsthand.

\*For detailed information, please refer to the sponsor benefits.



# Become a Partner



• Industry Partner: € 118,000

• Pioneer Partner: € 77,500

• Event Partner: € 50,800



# **Become an Exhibitor**

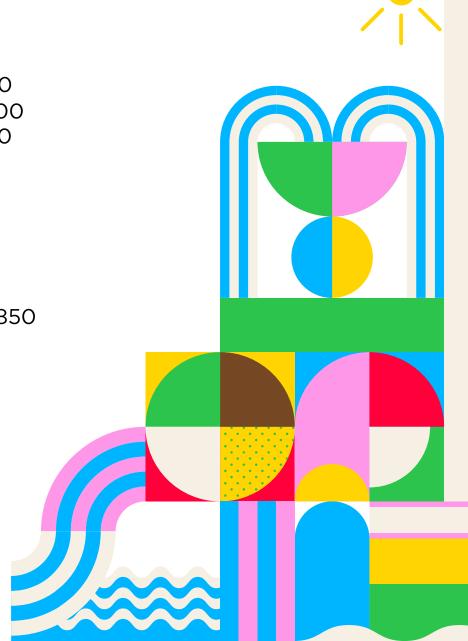
• Space Fee: € 250/m2

• Exhibition Package: € 4,850



# Become a Sponsor

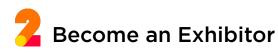
- Badge
- Area Sponsor
- Advertising space



## Participation | Become a Partner

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	[Global Key Events & Social Interactions] Attend annual meetings and high-level summits held by the SCEWC, engaging in interactive exchanges with global city leaders from both public and private sectors.	[Strategic Insights & Industry Research] Lead and participate in activities at Tomorrow.City Research Institute, shaping influential products. Provide roadmaps, toolkits, and industry solutions for urban and business transformation readiness.	[Branding & Communication] Leverage the SCEWC as the primary platform for enhancing your company's global influence. Through media coverage and interviews, increase visibility and attract potential partners.
(including China, Barcelona, and Asia event privileges)	<ul> <li>✓ 2025 Smart City Expo World Congress · Barcelona:         <ul> <li>120m² Exhibition Space</li> <li>Participation in 1 Public Roundtable in Auditorium</li> <li>Participation in 1 Special Roundtable or Focus meeting</li> <li>Mayor's Evening Banquet (2 Persons)</li> </ul> </li> <li>✓ 2025 Tomorrow City · Shanghai:         <ul> <li>120m² Exhibition Space</li> <li>Keynote Speech/High-level Roundtable at Auditorium</li> <li>Exclusive Sub-event</li> <li>Organization of 2 High-level Closed-door Meetings</li> <li>Access to 100% of Tomorrow.City Challenge @Closed-door Meetings</li> </ul> </li> </ul>	including agenda co-design, itinerary planning, and training program development  ✓ Co-organize one thematic training session  ✓ Coordinate one project-based site visit  ✓ Priority access to high-level guest luncheons or equivalent networking activities during the two main event days  ✓ Nominate relevant company representatives to fully participate in the training program  ✓ Priority involvement in the planning and design of selected agendas	<ul> <li>China &amp; Barcelona Congress S-level Exposure:</li> <li>Livestream a dedicated session via official media partners and online platforms</li> <li>Opportunity for an exclusive interview with official media outlets (subject to prior application)</li> <li>Feature your company's promotional video in the high-level leadership meeting zone</li> <li>Showcase your company's promotional video between sessions on event screens</li> <li>Produce and widely distribute highlight videos of keynote speeches across all channels</li> <li>Promote partner information through all official media and communication channels</li> </ul>
€ 118,000 Industry Partners (including China and Barcelona event privileges)	<ul> <li>✓ 2025 Smart City Expo World Congress · Barcelona:</li> <li>60m² Exhibition Space</li> <li>1 Keynote Speech</li> <li>1 Solution Sharing</li> <li>✓ 2025 Tomorrow City · Shanghai:</li> <li>60m² Exhibition Space</li> <li>Public Roundtable Panelist</li> <li>Access to 75% of Tomorrow.City Challenge @Closed-door Meetings</li> </ul>	<ul> <li>✓ Second-tier priority for participating in site visits and the "Tomorrow.City Journey - Shanghai Edition" during September 2-6</li> <li>✓ Attend high-level guest luncheons or equivalent activities during the two main event days</li> <li>✓ Nominate relevant company representatives to fully participate in the training program</li> <li>✓ Secondary involvement in planning selected agendas or visits</li> <li>✓ Second-tier exposure in Cities Go short video content</li> </ul>	<ul> <li>China &amp; Barcelona Congress A-level Exposure:</li> <li>Showcase your company's promotional video between sessions on event screens</li> <li>Produce and widely distribute highlight videos of keynote speeches across all channels</li> <li>Promote partner information through all official media and communication channels</li> </ul>
Pioneer Partners (Primarily focus on	<ul> <li>✓ 2025 Tomorrow City- Shanghai:</li> <li>120m² Exhibition Package</li> <li>Public Session Speaker</li> <li>Access to 50% of Tomorrow.City Challenge @Closed-door Meetings</li> </ul>		<ul> <li>✓ China Congress A-level Exposure:</li> <li>✓ Showcase your company's promotional video between sessions on event screens</li> <li>✓ Produce and widely distribute highlight videos of keynote speeches across all channels</li> <li>✓ Promote partner information through all official media and communication channels</li> </ul>
Event Partners (China event	<ul> <li>✓ 2025 Tomorrow City · Shanghai:</li> <li>54m² Exhibition Package</li> <li>Public Session Speaker</li> <li>Access to 30% of Tomorrow.City Challenge @Closed-door Meetings</li> </ul>		<ul> <li>✓ China Congress Brand Exposure</li> <li>✓ Produce and widely distribute highlight videos of keynote speeches across all channels</li> <li>✓ Promote partner information through all official media and communication channels</li> </ul>

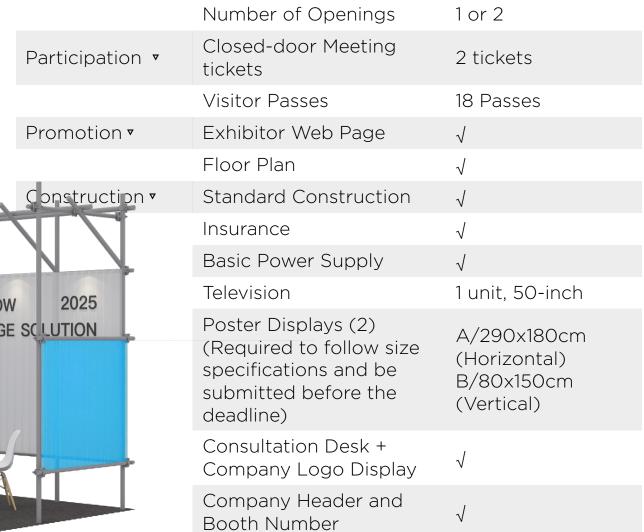
#### **2025 Exhibition Package**



**Price:** € 4,850

• Based on 18 sqm, with additional area available for sale

• Five theme colors, matched according to different fields



**Exhibition Package** 

18 sam

Stand Area









Stand ▼







# THE WORLD'S LARGEST TRUSTED PLATFORM FOR INTERCITY EXCHANGE AND COOPERATION.

china@tomorrow-city.com



LINKEDIN/IG: TomorrowCity\_China WECHAT/DOUYIN: TomorrowCity WEBSITE: tomorrow-city.com