

# SMART CITY WORLD EXPO

## BARCELONA, 2021



Where the global smart city eco-system meets to establish new relations and new projects.

16 – 18 November 2021

Fira, Gran Via, Barcelona

**The Confederation of Danish Industry and State of Green invites you to take part in the world's largest event for Smart Cities, where leading Danish businesses will demonstrate why Danish smart city solutions are in such high demand. This year, Danish participants will again take part in the Nordic Pavilion.**

### THE SMART CITY MARKET

The global market for Smart City solutions is continuing to grow. Multiple analyses forecast a global growth of an annual 24 percent until 2025 within the Smart City sector. Cities around the world are seeking solutions and technologies, which through data, analysis and artificial intelligence can offer fundamental results to current community related problems. Here, Denmark has an already well-established reputations of applying digital solutions to create sustainable and well-functioning cities with a high quality of life. Yet, Danish companies have yet to grasp the opportunity to play a leading role.

### WHY JOIN?

Smart City World Expo in Barcelona is the leading global platform for the entire Smart City eco-system. Over the course of three days, businesses, government officials, entrepreneurs, professionals and academics unite to present possible solutions, exchange know-how and best-practice, as well as to establish new partnerships.

The event has over 54,000 square meters, which makes it the largest marketplace for Smart City Solutions. With over 24,000 visitors and more than 1,000 exhibitors from 146 countries, the congress gives you an opportunity to present your expertise and solutions to a global audience. One can be in the presence of global companies such as Microsoft, Huawei and Deloitte while enjoying beautiful Barcelona. [Click here to see more on the Smart City World Expo 2021.](#)

Denmark will together with Norway, Sweden, and Latvia make up the Nordic Pavilion at this year's Smart City World Expo. The pavilion already has a productive program planned for exhibitors, partners and potential customers, which is filled with events, workshops, networking receptions. The Nordic Pavilion, with more than 360 square meters, is known as one of those places, one must visit during the congress. [Click here to see more on the Nordic Pavilion.](#)



Confederation of Danish Industry

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## WHO SHOULD JOIN?

The Smart City Expo Congress is targeted at high-technological companies, green companies, cities, regions and entrepreneurs. Companies of all sizes are welcome.

## COST OF PARTICIPATION

Exhibitor Price: **DKK 19.250**

- Open stand solution with high-tables, chairs and backdrop
- Help to coordinate stand design.
- 2 X Networking tickets that include entrance to Expo and Congress, Nordic networking dinner, Danish delegation dinner.

## HOTEL AND TRAVEL INFORMATION

- Hotel and travel are not included in the price.

## THE FINE PRINT

The price is calculated on a basis of a 75 per cent funding from The Danish Trade Council pending approval. If the number of participating companies or the size of the area changes or if the funding is not approved we reserve the right to offer participation at a different price. Should this result in a higher price than the one quoted you have the right to cancel your participation. Registration cannot be made dependent on a specific location at the Danish Pavilion, e.g. a corner booth.



## **Tentative Programme**

**16. November:** Opening of the Nordic Pavilion followed by B2B meetings with relevant companies and cities.

**17. November:** Continuation of exhibition and B2B meetings with relevant companies and stakeholders. Followed by Networking Cocktail Reception.

**18. November:** Continuation of exhibition and B2B meetings with relevant companies and stakeholders.

## REGISTER

Please register here by filling out the online form.

Deadline: 18. June 2021

[REGISTER HERE](#)

## CONTACT INFORMATION



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