



21-22 sep  
2022

# Follow us to the new era

**FYCMA**  
Trade Fairs and Congress  
Center of Malaga

[smovingforum.com](https://smovingforum.com) · [#SMoving22](https://twitter.com/SMoving22)

[greencitiesmalaga.com](https://greencitiesmalaga.com) · [#greencitiesMLG](https://twitter.com/greencitiesMLG)

Organiza / Organiser

Coorganizadores / Co-organisers



S-Moving



Greencities





**S-MOVING**  
SMART AND SUSTAINABLE MOBILITY

Since 2018, we have been  
committed to autonomous  
and intelligent mobility.



**greencities**  
URBAN INTELLIGENCE AND SUSTAINABILITY

13 years promoting a  
sustainable future  
for our cities.



# ALIGNED WITH THE FUTURE

We promote local leadership in the global strategy to create more humane and sustainable living spaces.

## SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



# THE WORLD IS CHANGING, WHAT ABOUT YOU?

Administrations, companies and reference entities are called upon to assume an integral concept of sustainability.

New approaches to governance join forces with entrepreneurship to generate knowledge and propose innovative solutions.

**We want to hear what you have to say.**



# BOOST YOUR PROJECTS

Access the innovative ecosystem that brings together the main opinion leaders in the field of urban management and mobility of the future.



## POSITIONING AND BUSINESS

Contact with pioneering cities in sustainability and mobility.



## INTERNATIONALISATION

Access to global markets and international partners.



## INVESTMENT

Opportunities for attracting new lines of financing.



## COMPETITIVENESS

Professional environment to increase your potential.



## ALLIANCES AND COLABORATION

Promoting public-private partnerships.



## INNOVATION TOOLS

Disruptive technologies as a transversal axis.



# RETHINKING CITIES

- Afganistan
- Andorra
- Argelia
- Argentina
- Austria
- Bangladesh
- Belgium
- Bolivia
- Bosnia and Herzegovina
- Brazil
- Bulgaria
- Cameroon
- Canada
- Catar
- Chile
- China
- Colombia
- Croatia
- Cuba
- Czech
- Republic
- Denmark
- Dominican Republic
- Ecuador
- England
- Finland
- France
- Gambia
- Germany
- Ghana
- Greece
- Honduras
- Hungry
- India
- Iran
- Iraq
- Ireland
- Israel
- Italy
- Japan
- Kazakhstan
- Latvia
- Lithuania
- Luxembourg
- Macedonia
- Mexico
- Morocco
- Nepal
- Nigeria
- Norway
- Pakistan
- Panama
- Paraguay
- Peru
- Poland
- Portugal
- Puerto Rico
- Qatar
- Romania
- Russia
- Saudi Arabia
- Slovakia
- Slovenia
- South Korea
- Spain
- Sri Lanka
- Sweden
- Switzerland
- Tajikistan
- Thailand
- The Netherlands
- Tunisia
- Turkey
- United Arabs Emirates
- United Kingdom
- United States
- Uruguay
- Venezuela

\* Data 2010 - 2021

Hundreds of cities all over Spain and participants from different countries have already joined the change:



# ALL THE REFERENCE VOICES



**Alfonso Vegara**  
President of Metropolis  
Foundation



**Alicia Asín**  
CEO of Libelium



**Ana Ariño**  
Corporate Strategy  
Director ACCIONA



**Carlo Ratti**  
Director of MIT  
Senseable City Lab



**Daniel Serra**  
Innovation Director  
Hub South of EIT Urban  
Mobility



**Dirk Ahlborn**  
CEO of Hyperloop  
Transportation  
Technologies



**Karolina Korth**  
Strategy and  
Digitalization Director  
of Siemens Mobility  
España



**Lourdes Martín**  
Technical Director of  
Sustainability and  
Climate Change. SGS



**Lourdes Sánchez**  
Connectivity Director -  
DEKRA



**Lucas Yamamoto**  
Investment  
Professional - GEF  
Capital Partners



**Maite Rodríguez**  
General director of  
Clear Channel



**María Jesús  
Almazor**  
CEO of Telefónica



**Nikhil Goel**  
Co-founder Uber  
Elevate



**Olivier Jager**  
Co-founder and CEO -  
ForwardKeys



**Ramón  
Fernández**  
Business Development  
Manager of eBus -  
Endesa X

# CITIES COMMITTED TO THE FUTURE



**Amparo Marco**  
Mayor of Castellón  
de la Plana



**Ana González**  
Mayor of Gijón



**Carles Ruiz**  
Mayor of Viladecans



**Emma Buj**  
Mayor of Teruel



**Enrique Maya**  
Mayor of Pamplona



**Francisco de la  
Torre**  
Mayor of Málaga



**Gema Badía**  
Mayor of Gavá



**Joan Ribó**  
Mayor of Valencia



**Juan Carlos  
Abascal**  
Mayor of Ermua



**Juan Mari Aburto**  
Mayor of Bilbao



**Llúisa Moret**  
Mayor of Sant Boi de  
Llobregat



**Noemí Trucharte**  
Mayor of Vilanova del  
Camí



**Pablo Hermoso  
de Mendoza**  
Mayor of Logroño



**Xabier García**  
Mayor of Badalona



# INVESTING INTO FUTURE

Leading brands are committed to sustainability. More than 1,000 exhibitors have participated since 2010.



# BOOSTING YOUR PROJECTS

Each edition of Greencities and S-Moving brings together the perfect ecosystem to boost your projects:

2600 


**PROFESSIONAL  
ATTENDANTS**

+800 

**REPRESENTED  
ENTITIES**

40 

**MAYORS**

+250 

**EXPERTS**

\* Datos edición 2021



# BOOSTING THE CHANGE

Over the last few years we have succeeded in bringing together the key players in the sustainability revolution:

274   
PARTICIPATING  
CITIES

181   
COUNTRIES  
REPRESENTED

700   
EXHIBITORS

\* 2016-2021 data



# COMMUNICATING AN IDEA



*#greencitiesMLG - #SMoving21*  
**26.423.466M views**

**Technologies and local initiatives for the smart management of cities and mobility, at Greencities and S-Moving**  
[www.lavanguardia.com](http://www.lavanguardia.com)

**Greencities and S-Moving conclude their 2021 edition at FYCMA with 2,600 professional visitors**  
[www.europapress.es](http://www.europapress.es)

\* 2021 Data

Increasing our outreach in media and social network each year.



**3.32M€ impact value**

**Greencities and the challenge of designing cities  
“for people and with people”**  
[www.innovaspain.com](http://www.innovaspain.com)

**Technology to improve the habitability of cities gathers at Greencities and S-Moving**  
[www.vidaeconomica.es](http://www.vidaeconomica.es)

# ALL THE VOICES, ALL THE IDEAS

## Participant's profile

- Institutional positions and government representatives
- Technology centres
- Companies and entities of:
  - \* Automotive
  - \* Micromobility and last mile
  - \* Mobilityas a Service
  - \* Electric Mobility
  - \* Smart and sustainable mobility
  - \* Transport infrastructures
- Economic experts: funding, internationalization, and entrepreneurship
- Facility managers and administrators
- R&D&I / startups linked to innovation for smart cities and mobility
- Prescribers of solutions for cities
- Professionals from:
  - \* Architecture, engineering, and urban planning
  - \* Consulting
  - \* Digital transformation and technology solutions for Smart cities and mobility
  - \* CSR and sustainability
  - \* Enviromental area
- System suppliers
- Public representatives and technicians from Public Administrations.
- Universities: reasearches and students of subjects related to the development of smart cities and mobility

## Main sectors represented

- Public administration
- Healthy and inclusive cities
- Digitalisation and artificial intelligence
- Circular economy
- Green Ecosystem
- Funding and socio-economic recovery
- Government and citizen participation
- Smart infrastructures
- Smart and sustainable mobility
- Sustainability
- Digital territories and disruptive technologies



# TALENT AND KNOWLEDGE

The most updated agenda on sustainability, urban management and smart mobility is discussed here. Research, experiences, case studies and analysis in more than 200 presentations.

## Greencities Arena

Projects, innovative initiatives, political and technological advances of companies and institutions. [+ info](#)

## S-Moving Arena

Smart and sustainable mobility, urban, connected, electric, autonomous. [+ info](#)

## Urban Intelligence Room

Startup ecosystem, investment and financing. [+ info](#)

## Sustainability Room

Analysing and presenting projects and initiatives that enhance Sustainable Development Goals (SDGs). [+ info](#)





# INTERACT WITH THE ECOSYSTEM

Take advantage of the opportunities of a unique setting.



## DISPLAY AREA

Maximum visibility to a qualified audience.



## NETWORKING B2B

Increase your business options.



## START-UP MARKET

Start-ups companies and projects.



## SIDE EVENTS

Platform for organising meetings and events.

# JOIN THE REVOLUTION

## PROFESSIONAL VISITOR

Greencities and S-Moving have a lot to offer you as a professional. Enrich your knowledge, experience, and business contacts. Do not miss the opportunity to access to all the contents and connect with the companies you are interested in.

[+ info](#)

## CITIES, COMPANIES AND ENTITIES

Take advantage of this unique opportunity to showcase your products, services / innovations to a qualified audience and contact potential customers and partners.

[+ info](#)

## PARTNER

Being a Partner offers you outstanding advantages: maximum Brand awareness and specific communication actions, enhanced involvement in the event's areas of activity, highlighted presence in the institutional agenda, as well as positioning as a leading player in the smart cities and mobility sectors.

[+ info](#)

# MEET THE TEAM

The Greencities & S-Moving Team is at your disposal to assist you, listen to you and help you choose the form of participation that best suits the needs of your company or organisation.

## Yvonne Flores

*Head of Trade Fairs*

+34 616 164 717

yflores@fycma.com

## FORMS OF PARTICIPATION

### Ana Belén Martos

*Trade Fairs Manager*

+34 620 996 890

abmartos@fycma.com

### Lorena Cañete

+34 646 820 164

lcanete.ext@fycma.com

## CONTENT

### Déborah Pastrana

*Content Manager*

+34 620 612 976

dpastrana@fycma.com

### Reyes Dorronsoro

+34 620 163 735

rdorronsoro.ext@fycma.com

## CITIES

### Rodrigo Vallejo

+34 686 149 692

rvallejo.ext@fycma.com





**FYCMA**

**COMMITMENT INNOVATION AND TRANSFORMATION**  
**COMMON GOAL OF OUR EVENTS**

Trade Fairs & Congress  
Center of Málaga



FYCMA is committed to highly specialised events with an international vocation, promoting the creation of innovative ecosystems to boost different sectors and industries.



Málaga, Sept. 21<sup>st</sup>-22<sup>nd</sup>, 2022



[smovingforum.com](https://smovingforum.com) · #SMoving22

[greencitiesmalaga.com](https://greencitiesmalaga.com) · #greencitiesMLG