



20-21 sep  
2023

# Follow us to the new era

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

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

Organiza / Organiser \_\_\_\_\_

Coorganizadores / Co-organisers \_\_\_\_\_





**S-MOVING**  
SMART AND SUSTAINABLE MOBILITY

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



**greencities**  
URBAN INTELLIGENCE AND SUSTAINABILITY

14 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 to attract 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 AND TERRITORIES

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

- 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
- 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 - 2022

# ALL THE REFERENCE VOICES



**Eduardo Martínez**  
Head of Smart Cities at  
NTT Data



**Juan Marcelo  
Gaitán**  
Director of FIWARE  
iHUBS at Telefónica



**Adrián Brazao**  
Managing Director at  
Wavecom



**Julieta Maresca**  
Head of Distributed  
Energy Resources at  
Repsol



**César Yllera**  
Regional Territory  
Manager at Huawei  
Technologies Spain



**Fabienne Gautier**  
Head of Unit - EU and place-  
based Innovation Ecosystems  
European Innovation Council and  
SMEs Executive Agency (EISMEA)



**Jehan de Thé**  
Vice President Maas  
Alliance & Group Public  
Affairs Director at  
Europcar Mobility Group



**Charles Paulino  
Montejo**  
Head of Marketing at  
Padam Mobility



**Almudena Alcaide**  
Director of the R+D+i  
Department at ONCE  
Foundation



**Pilar Gorriz**  
Innovation Manager  
at Renfe



**Miriam Howe**  
Lead Cyber Consultant  
at BAE Systems



**Carlos Becker**  
Head of Marketing and  
Business Development  
at Vodafone Business  
Spain



# CITIES COMMITTED TO THE FUTURE



**Miguel Ángel Gallardo**  
President of the Provincial  
Council of Badajoz and Mayor  
of Villanueva de la Serena



**Ana González**  
Mayor of Gijón



**Carles Ruiz**  
Mayor of Viladecans



**Antonio Pérez**  
Mayor of Benidorm



**Luis Barcala**  
Mayor of Alicante



**Francisco de la Torre**  
Mayor of Málaga



**Javier Torres**  
Second Vice-president and  
Councillor for Innovation,  
Transparency, Participation  
and Transport of the Consell  
of Eivissa



**Patricia Cavada**  
Mayor of San Fernando



**Juan Carlos Abascal**  
Mayor of Ermua



**Carmen Hernández**  
Mayor of Telde



**Gema Igual**  
Mayor of Santander



**Fatimetou Abdel Malick**  
President of the  
Nouakchott Region



**Pablo Hermoso de Mendoza**  
Mayor of Logroño



# INVESTING INTO FUTURE

Leading brands are committed to sustainability. More than 1,100 exhibitors have participated since 2010.





# BOOSTING YOUR PROJECTS

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

2900 

**PROFESSIONAL  
ATTENDANTS**

+300 

**PARTICIPANTS  
ENTITIES**

50 

**MUNICIPAL  
REPRESENTATIVES**

+250 

**EXPERTS**

\* Data 2022 edition



# BOOSTING THE CHANGE

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

344   
CITIES  
REPRESENTED

181   
COUNTRIES  
REPRESENTED

828   
EXHIBITORS

\* 2016-2022 data



# COMMUNICATING AN IDEA



*#greencitiesMLG - #SMoving22*  
**27.789.160M**  
views

Increasing our outreach in media and social network each year.



**2.47M€**  
impact value

**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)

**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)

\* 2022 Data

# 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 250 presentations.

## Urban Arena

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

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

## Mobility Arena

Smart and sustainable mobility, urban, connected, electric, autonomous. [+ 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

## **CONTENT**

## **Déborah Pastrana**

*Content Manager*  
+34 620 612 976  
dpastrana@fycma.com

## **Lorena Cañete**

+34 646 820 164  
lcanete.ext@fycma.com





**FYCMA**



**Mobile Week**  
MÁLAGA



**Transfiere**  
European Meeting on Science,  
Technology and Innovation



**H&T**  
INNOVATION SUMMIT FOR  
THE HOSPITALITY INDUSTRY



**CM MÁLAGA**  
CULTURE & MUSEUMS  
INTERNATIONAL TECH FORUM



**greencities**  
URBAN INTELLIGENCE AND SUSTAINABILITY



**S-MOVING**  
SMART AND SUSTAINABLE MOBILITY



**simed**  
MEDITERRANEAN REAL  
ESTATE EXHIBITION



**talent  
woman**®



**CONNECTING**

**INNOVATION**



**AND**

**BUSINESS**

**Trade Fairs & Congress  
Center of Málaga**

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



Málaga, Sept. 20<sup>th</sup>-21<sup>st</sup> of 2023



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