



Mayor of Barcelona

8 November 2017

Dear Sir / Madam,

As Mayor of Barcelona, it is an honour for me to welcome you to our city and the latest *Smart City Expo World Congress (SCEWC)*, an event organised by Fira de Barcelona with the participation of over 700 cities from around the world.

From 14 to 16 November, Barcelona will become the indisputable capital of urban innovation. Cities, companies and experts from around the world will be exchanging ideas and projects intended to improve living conditions for all our neighbours.

Barcelona is the capital of creativity and innovation in many areas, but particularly in the field of smart cities. We are committed to ensuring technological progress helps us meet the major challenges facing cities today: an ageing and growing population; the fight against climate change; the transition to new forms of sustainable mobility; the right to housing, education and health; and the challenge of making our cities places of welcoming rather than exclusion. These are global challenges, yet they undoubtedly require local solutions, where innovation, talent and technology will play a very important role.

Our city, now established as a powerful technology hub and one of Europe's major innovative capitals, provides an exceptional setting for the SCEWC. Along with its dynamic spirit and leadership in professional congresses and meetings, Barcelona is a cosmopolitan, caring and sustainable city that welcomes its visitors with open arms.

The events experienced by the city in recent months, after the tragic attack in August, and in the midst of the unprecedented political and social circumstances we are living through in Catalonia, have made us headline news in the world's media. However, Barcelona has shown that it can respond to adversity with determination and fully convinced of its strengths. The city continues to function, demonstrating its undoubted capacity for resilience. The numerous congresses and events organised each month in our city with excellent results and not the slightest incident are proof of this.

Thus, I invite you to walk around our streets and squares, enjoy our architecture, our pleasant climate, our food, our culture and an exceptional urban environment and, especially, to experience the hospitality of our citizens.

I am convinced you will thoroughly enjoy your stay with us and that your participation in SCEWC 2017 will help advance our goal of creating more human and inclusive cities for everyone.

Best regards,

Ada Colau Ballano