



Government  
of Canada

Trade Commissioner  
Service

Gouvernement  
du Canada

Service des  
délégués commerciaux

Canada

# Canadian capabilities in Smart Cities

## TCS & Canadian Smart Cities Mission 2023

May 30th, 2023

**Nadia Rego**

Trade Commissioner

Embassy of Canada to Spain



# Outline

- Trade Commissioner Service
- Why Smart Cities?
- Success Stories
- Canadian Smart City Delegation to Spain

## Our Services: how we can help you

- Preparation for international markets
- Market potential assessment
- Qualified contacts
- Problem solving

## Our Objectives: how you can help us

- Increased Canadian Exports
- S&T Partnerships with Local Companies
- Investment in Canada and in Canadian companies

# TCS Support: Program and Connections to Local Resources

## Funding programs:

- **CanExport SMEs** — Up to \$50,000 in funding to assist with international market development activities
- **CanExport Innovation** — Up to \$75,000 in funding to assist with international R&D collaborative agreements with international partners
- **Support for international funding programs (e.g. Eureka)**

## Local tools and resources

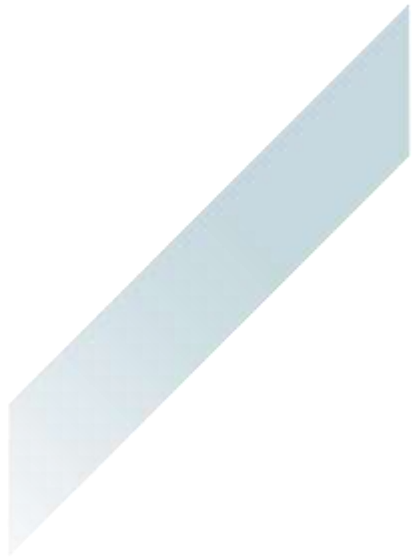
- **Accelerator programs, tech challenges**
- **Associations and clusters**
- **Local investors**

# Why Smart Cities?

- CETA entered into force in 2017 – Open public procurement at municipal level
- Canadian cities consistently top ranked in the IESE Cities in Motion (consult report [here](#))
- Canadian companies expertise  
Buildings Automation Systems | Smart Energy Systems |  
Transportation and Mobility | Integrated Sensors and Remote  
Monitoring | AI-powered analysis

## Opportunities – Spain is a key Smart Cities market

- Cities pioneers in the Smart City provision
- Ambitious plans to keep attractive and functional (growing) cities



IESE Cities in Motion Report  
(2022)

Top Ranked cities

Toronto (Urban Planning ++)

Montreal (Urban Planning ++)

Ottawa (Social Cohesion ++)

Vancouver (Urban Planning ++)

Quebec (Small city ranking)



# Canadian Smart Cities Successes in Spain



**Aerial**



Wifi detection technology applied to elderly health monitoring with City of Barcelona



Barcelona  
San Sebastián  
Valladolid  
A Coruña  
Madrid

Leader company in the provision of bikes and e-bikes (and services) in Spain



Micro-transit design of bus routes under demand in Mallorca

# Canadian Smart City Delegation to Spain

Nov. 6-9th, 2023 | Barcelona

**SMARTCITY**  
EXPO WORLD CONGRESS

Anchored around a major event:  
November 7-9th, 2023

Theme: **Proptech & Energy Efficiency Solutions**

Option to participate as a full delegate (with kiosk) –  
limited number of spots!

Delegation includes: pre-mission info market session, participation at  
networking events and the option to have an agenda of B2Bs

Deadline to apply: 1 June – 31 August

For more information or to  
sign up (expression of interest)  
click [here](#)

Questions? [Nadia.Rego@International.gc.ca](mailto:Nadia.Rego@International.gc.ca) & if you are from QC - BQB

Trade Commissioner Service



# SMARTCITY

## EXPO WORLD CONGRESS

**Smart City Expo World Congress** is the world's biggest and most influential event on urban innovation.

### What to expect

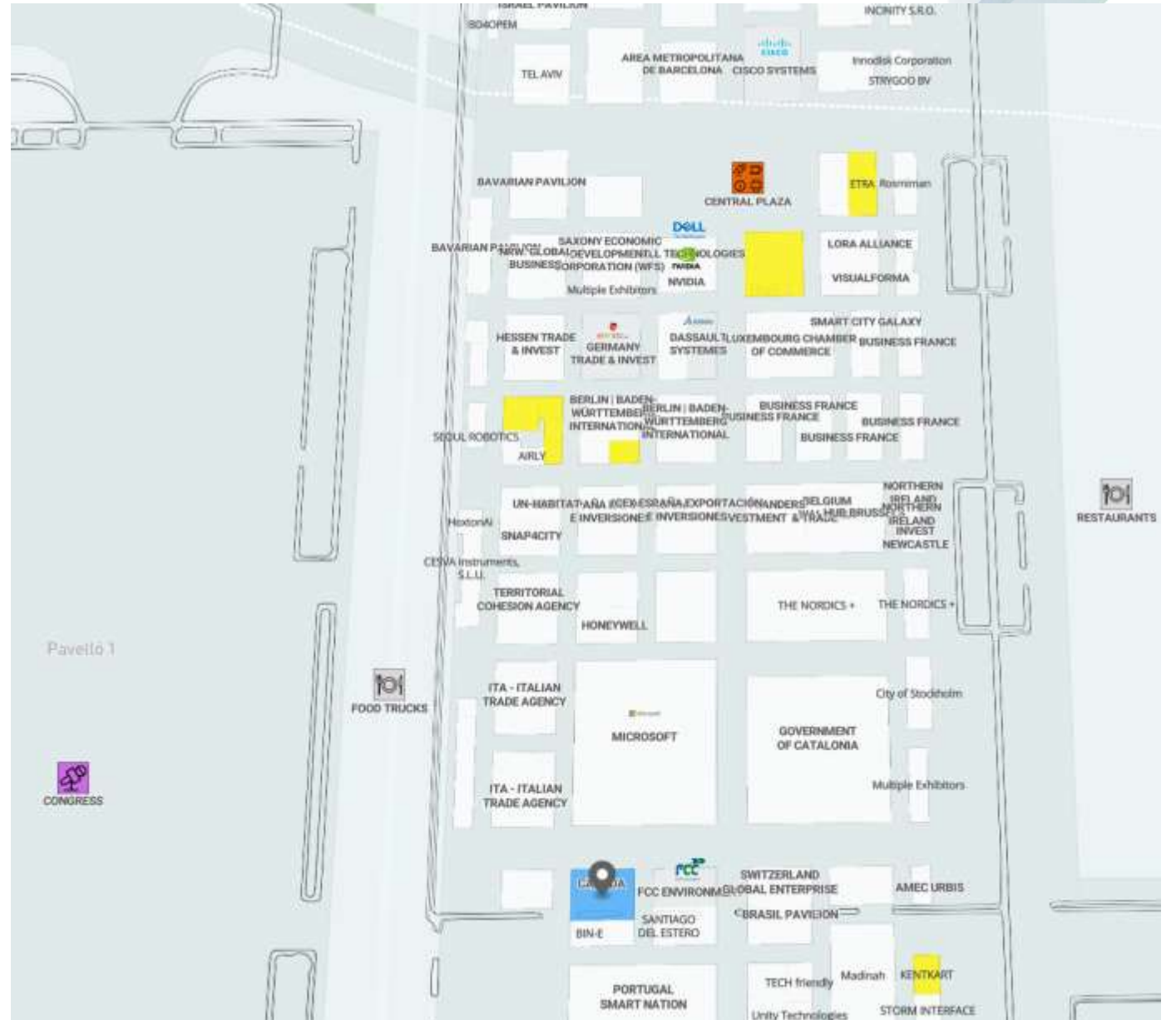
- SCEWC 23 will take place from November 7-9th
- Canadian Pavilion – Shared meeting space with some kiosks
- Presence of cities, companies and regions

### Congress and Trade show:

- Congress with the following tracks:

Enabling Technologies, Energy & Environment, Mobility, Governance, Living & Inclusion, Economy Infrastructure & Building and Safety & Security

- Tomorrow Mobility
- Tomorrow Building (track specializes in Green and Digital Transition of buildings and urban infrastructures)
- Startup & Innovation area







Stay tuned for more:  
[Nadia.Rego@International.gc.ca](mailto:Nadia.Rego@International.gc.ca)

