



**LETTER OF INTENT**  
**BETWEEN**  
**INTERNATIONAL TELECOMMUNICATIONS UNION (ITU)**  
**AND**  
**FIRA DE BARCELONA**

**PREAMBLE:**

**WHEREAS**, the International Telecommunication Union (hereinafter referred to as "ITU") is the specialized agency of the United Nations in the field of telecommunications established on May 17, 1865, having its headquarters in Geneva, Switzerland. As an intergovernmental organization, ITU brings together Member States and the private telecommunications sector to coordinate the development and operation of telecommunications networks and services. ITU is responsible for the regulation, standardization, and development of global telecommunications, ensuring the harmonization of national telecommunications policies among Member States. ITU works to promote digital connectivity for all, offering a multilateral and trusted platform for negotiating international agreements and standards, sharing knowledge, building capacity, and collaborating with members and partners to expand global access to technology. In particular, it focuses on fostering technological innovation and promoting urban sustainability.

**WHEREAS**, FIRA DE BARCELONA is one of the largest European trade fairs organizations. It is a consortium comprised of the Barcelona City Council, the Regional Government of Catalonia and the Barcelona Chamber of Commerce, which combines public ownership with autonomous company management, based in Av. Reina Maria Cristina s/n, Barcelona (Spain) and VAT No. Q-0873006-A. FIRA DE BARCELONA is responsible for the organization of the Smart City Expo and World Congress (hereinafter referred to as "SCEWC"), a leading event on cities typically hosting more than 25,000 professional participants, over 1,000 exhibitors and representatives from over 700 cities, and related events on smart cities in other locations (Smart City Abroads editions) and the Tomorrow.City platform;

**WHEREAS**, ITU and FIRA DE BARCELONA (hereinafter collectively referred to as the "Parties" and individually as the "Party") have agreed to collaborate in the promotion of people-centred, inclusive, and resilient smart cities, as well as in the advancement of emerging technologies — including, but not limited to, artificial intelligence, the citiverse, and other frontier digital solutions. This collaboration will be pursued through the participation of ITU in the sessions and activities of the SCEWC in Barcelona as well as in its related events in other locations through the Smart City Abroad editions, including related events or activities under its innovation and knowledge platform Tomorrow.City;

**WHEREAS**, the Parties recognizing the benefits of genuine, substantive cooperation and wishing to pursue the abovementioned cooperation have entered into this non-binding Letter of Intent (hereinafter referred to as the "LoI") in a spirit of trust and cooperation;

*W*

*BDS*

**NOW THEREFORE**, the Parties hereto hereby agree as follows:

**ARTICLE I**  
**Scope and Purpose**

1. The purpose of this LoI is to provide a framework of cooperation within which ITU and FIRA DE BARCELONA shall work together to promote people-centred smart cities and emerging technologies, including but not limited to artificial intelligence, internet of things, virtual worlds and the citiverse. This collaboration supports the shared mission of fostering people-focused, inclusive, and resilient urban development, with a view to enhancing access to technology and supporting the formulation of policies that promote telecommunications and digital infrastructure, through actions pertaining to the annual SCEWC in Barcelona, and other related activities.
2. The collaboration between the Parties will be implemented with a focus on creating advocacy and outreach initiatives, facilitating discussion at the SCEWC on themes of mutual interest, as well as promoting events of both ITU and FIRA DE BARCELONA.
3. Subject to Article II, clause (1) herein below, and to their respective regulations, rules, policies, practices, and procedures, the Parties shall collaborate and work together to ensure that the SCEWC is aligned with people-centred smart cities through the adoption and responsible use of emerging technologies visions and according to ITU values related to global connectivity and the promotion of inclusive and sustainable urban development during the SCEWC's sessions and the activities promoted during the event.
4. The following shall be the primary results of the collaboration:
  - (a) Session(s) focused on the topic of people-centered smart cities and emerging technologies, highlighting the role of digital technologies in enabling inclusive, sustainable, and digitally empowered urban transformation in the main programme of SCEWC;
  - (b) Agora and discussion spaces dedicated to thematic areas such as artificial intelligence, the citiverse, and digital public infrastructure for smart sustainable cities and communities;
  - (c) Visibility and promotion of ITU's work, initiatives, and its network in the Exhibition Area of the SCEWC;
  - (d) Hosting of the annual United for Smart and Sustainable Cities (U4SSC) meeting during the SCEWC or in conjunction with its related events, to advance global dialogue and collaboration on smart and sustainable urban development.

**ARTICLE II**  
**Nature of this LoI and Collaboration between the Parties**

1. The Parties acknowledge and agree that this LoI does not create any financial obligations or commitments on either Party. The Parties further agree that this LoI and any work plan agreed to hereunder are neither fiscal nor funding obligations documents. Any commitment to transfer anything of value involving reimbursement or to provide funds, goods or services by any of the Parties for any agreed activity will be outlined in separate binding agreements that will be made in writing by representatives of the Parties, will be subject to and contingent upon the availability of sufficient staff, funds, and other required resources, and will be independently authorized by an appropriate authority of the funding party consistent with the

regulations, rules, policies and practice of the Parties. The Parties agree that this LoI does not provide such authority.

2. The Parties agree to collaborate in accordance with the provisions of this LoI. The Parties agree to join efforts and to maintain close working relationships in order to achieve the objectives of this LoI.

3. The Parties shall keep each other informed of all relevant activities pertaining to this LoI and shall hold consultations at any time any Party considers it appropriate.

4. The Parties shall refrain from any action that may adversely affect the interests of the other Party and fulfil their commitments with fullest regard to the terms and conditions of this LoI and the principles of the United Nations and ITU.

5. Each party shall nominate a focal point for this collaboration as stated under **Article XI** (“Notices”), **clause (1)** herein below.

6. The Parties may exchange information and consult each other, as necessary and appropriate, in the interest of identifying additional areas in which effective and practical cooperation may be possible as means of carrying out joint activities and programmes within the framework of this LoI.

### **ARTICLE III**

#### **Areas of Collaboration of the Parties**

1. Subject to Article II, clause (1) herein above, the Parties will jointly collaborate in the promotion of people-centred cities and emerging technologies, including but not limited to artificial intelligence, the citiverse, and smart cities, including:

- (a) Co-organizing SCEWC sessions: Cooperating on the selection of speakers and moderators for those sessions of the SCEWC related to the principles of people-centred smart cities and emerging technologies;
- (b) Creating outreach activities: Co-organizing social activities and events in the SCEWC Exhibition area, but not limited to, interactive activities, photocalls, interviews, etc.;
- (c) Communication: Disseminating information about the SCEWC and inviting partners to participate;
- (d) Reporting: Evaluating and reporting on activities in the final SCEWC Report;
- (e) Hosting the Annual U4SSC Meeting: Supporting the organization and hosting of the United for Smart and Sustainable Cities (U4SSC) annual meeting as part of the SCEWC or in conjunction with its related events, to facilitate global dialogue, stakeholder engagement, and policy coordination on smart and sustainable urban development.

### **ARTICLE IV**

#### **Potential Activities of the Parties**

1. Subject to (i) Article II, clause (1) herein above, (ii) availability of resources or funds, and (iii) entering

into separate binding agreements when necessary, in collaborating with FIRA DE BARCELONA, ITU shall endeavour to work towards the following:

- (a) Providing ITU experts to shape, guide and participate in SCEWC sessions by recommending topics and speakers, facilitating communication and suggesting session topics aligned with the themes of people-centred cities and emerging technologies;
- (b) Coordinating Agora session(s), co-created event(s)side-event(s) in support of the main areas of collaboration, including artificial intelligence, the citiverse, and smart cities;
- (c) Curating and coordinating outreach activities aimed at raising awareness and engagement around ITU's work in promoting people-centred and digitally inclusive urban development;
- (d) Providing a senior expert to participate in the SCEWC as speaker/moderator;
- (e) Providing visibility to the SCEWC on ITU's websites and platforms, including social media and newsletters, news items, in line with ITU's policies on visibility etc.;
- (f) Communicating to partners about the SCEWC as a key event to network to facilitate knowledge sharing and learning;
- (g) Presenting the SCEWC to ITU staff through internal communication channels; and
- (h) Supporting, where feasible, similar SCEWC abroad events, held in other locations.

2. Subject to (i) Article II, clause (1) herein above, (ii) availability of resources or funds, and (iii) entering into separate binding agreements when necessary, in collaborating with ITU, FIRA DE BARCELONA shall endeavour to work towards the following:

- (a) Covering travel and accommodation expenses for the agreed speakers;
- (b) Provision of a fee-free exhibition space for ITU corporate booth during the event;
- (c) Provision of 25 free Full Congress passes to access the entire event, to ITU;
- (d) Provision of 50 free Expo passes, to ITU;
- (e) Provision of 25% discount on extra passes, to ITU;
- (f) Inclusion of the ITU logo and a short description and the hyperlink on the ecosystem partners section of the SCEWC website as Supporting Institution, as per the guidelines provided by ITU;
- (g) Inclusion of the ITU logo on the SCEWC Final Report as a Supporting Institution, as per the guidelines provided by ITU;
- (h) Presence of ITU logo in "Welcome Partners/Thank you" email to SCEWC whole database (1st level);
- (i) Shares and mentions of ITU logo and name on SCEWC social media channels as per the

BNT

W

guidelines provided by ITU;

- (j) Presence of ITU logo and name in the event's mobile app as per the guidelines provided by ITU;
- (k) Provision of on-site visibility through the display of ITU's logo on Static and dynamic signage (1<sup>st</sup> level) ITU logo on SCEWC screens between sessions (1<sup>st</sup> level) as per the guidelines provided by ITU; and
- (l) Hosting of the annual U4SSC meeting in conjunction with SCEWC or its related activities, ensuring multi-stakeholder engagement and alignment with ITU's urban sustainability objectives.

#### **ARTICLE V**

##### **Monitoring and Evaluation**

1. The Parties shall maintain regular close consultations to monitor and review the progress of activities for each joint project that may be agreed upon.
2. The Parties will share with each other all relevant information and documents, including research, reports and any other information related to the activities, outputs and finally impact of this collaboration.
3. Subject to the availability of funds, the Parties may wherever possible and as appropriate, undertake joint mission with respect to the programme.

#### **ARTICLE VI**

##### **Termination**

1. This LoI may be terminated by either Party giving the other party a written notice of thirty (30) days prior to its intention to terminate. In the event of termination, the Parties will take the appropriate steps to bring activities under this LoI to a prompt and orderly conclusion.
2. The termination of this LoI shall not affect any other agreement already entered into by either Party.

#### **ARTICLE VII**

##### **Amendments**

1. This LoI may be modified by written agreement between the Parties hereto. Any relevant matter for which no provision is made in this LoI will be settled by the Parties in keeping with the general objectives of the LoI and in a manner that is conducive to continued good relations.

#### **ARTICLE VIII**

##### **Dispute Settlement**

1. This Agreement shall be governed by the principles of good faith and equitable resolution. Any

disputes, questions, or discrepancies arising from its interpretation or execution shall be resolved through mutual consultation and negotiation in a spirit of cooperation and fairness.

2. Should it not be possible to reach an agreement in good faith within thirty (30) days, the dispute shall be settled by a sole arbitrator to be nominated at the request of either of the Parties by the Court of Arbitration of the International Chamber of Commerce (ICC). The seat of arbitration shall be Geneva, Switzerland. The language of arbitration shall be English. The arbitration shall be carried out in accordance with the Rules of Arbitration of the ICC, as at present in force. In interpreting the terms of this LoI, the arbitral tribunal shall be guided by the substantive laws of Switzerland. The arbitrator's ruling shall be binding and final upon the Parties and any recourse against this ruling to any court or tribunal shall be excluded.

**ARTICLE IX**  
**Privileges and Immunities**

1. Nothing in or relating to this LoI shall constitute a waiver, express or implied, of any of the privileges, immunities, and facilities which ITU enjoys by reason of the international and national laws applicable to it.

**ARTICLE X**  
**Use of the Name, Emblem or Media**

1. Neither Party will use the name or emblem of the other Party, or an abbreviation thereof, in connection with its business or otherwise, without the express prior written permission by a duly authorized representative of the Party in each case.
2. Neither Party has the authority, express or implied, to make any public statement on behalf of other Party and all press releases issued in relation to this LoI shall be approved in writing in advance by the Parties before being issued.

**ARTICLE XI**  
**Notices**

1. Any notice required to be given by either Party under this LoI shall be given in writing and shall be deemed given when actually received by the other Party, to the following addresses below:

<b><u>To ITU</u></b>	<b><u>To FIRA DE BARCELONA</u></b>
<b>For Operational Matters:</b> Names: Cristina Bueti Title: Counsellor, Telecommunication Standardization Bureau, ITU Address: Place de Nations, 1211 Geneva 20, Switzerland	<b>For Operational Matters:</b> Names: Sonia Pollastri Title: Institutional Relations Manager Address: Av. M. Crisina s/n Telephone Number: + 34663251011 Email Address: <a href="mailto:spollastri@firabarcelona.com">spollastri@firabarcelona.com</a>

Telephone Number: +41227306301 Email Address: <a href="mailto:cristina.bueti@itu.int">cristina.bueti@itu.int</a>	
---	--

**ARTICLE XII**  
**Confidential Nature of Documents**

1. Information that is considered proprietary by either Party and that is shared or disclosed to the other, and is designated as confidential, shall be held in confidence by that Party and shall be used for the purpose for which it was disclosed.

**ARTICLE XIII**  
**Intellectual Property Rights**

Each Party maintains the intellectual property it owns. In the event of joint implementation of activities pursuant to this LoI which results in the development of intellectual property rights, the provisions regarding such intellectual property rights will be determined by separate agreement between the Parties.

**ARTICLE XIV**  
**Officials not to Benefit**

1. FIRA DE BARCELONA warrants that it has not and shall not offer any direct or indirect benefit arising from or related to the implementation of this LoI or the award thereof to any representative, official, employee, or other agent of ITU. The Parties acknowledge and agree that any breach of this provision is a breach of an essential term of this LoI.

**ARTICLE XV**  
**Conflict of Interest**

1. The Parties hereto warrant that at the time of signing this LoI no conflict of interest exists or is likely to arise in their collaboration under this LoI.

2. If a conflict of interest arises or appears likely to arise during the duration of this LoI, the parties hereto shall:

- (a) Immediately notify each other;
- (b) Make full disclosure of all relevant information relating to the conflict; and
- (c) Take such steps as reasonably required to resolve or otherwise deal with the conflict.

**ARTICLE XVI**

**Legal Status of the Parties**

1. Nothing contained in or relating to this LoI shall be construed to create a partnership, a joint venture, employment or agency relations between the Parties.
2. The officials, representatives, employees, or subcontractors of either Party shall not be considered in any respect as being employees or agents of the other Party.
3. The collaboration between the Parties under this LoI shall be on a non-exclusive basis.
4. Nothing in this LoI creates or is intended to create any legally binding rights or obligations on the Parties.

**ARTICLE XVII**  
**Data Protection**

1. The Parties will ensure an appropriate protection of personal data in accordance with their respective regulations, rules, policies, and procedures with due regard to the ITU Data Protection and Privacy Policy.<sup>1</sup> The Parties acknowledge and agree that “personal data” is defined as information relating to an identified or identifiable natural person (data subject) that is processed by, or on behalf of, the respective Party concerned.

**ARTICLE XVIII**  
**Entry into Force**

This LoI shall enter into force upon signature by the authorized representatives of the Parties, being effective from the date of the latest signature and shall remain valid for a period of **five (5) years**, from the effective date of this LoI, unless earlier terminated by either Party in accordance with **Article VI** (“*Termination*”) or amended in accordance with Article VII (“*Amendments*”) respectively.

**ARTICLE XIX**  
**Entire Agreement**

This LoI constitutes the entire understanding of ITU and FIRA DE BARCELONA with respect to its subject matter and supersedes all oral communications and prior written documents.

**ARTICLE XX**  
**Electronic Signatures**



This LoI may be signed using electronic or facsimile signatures, in one or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument.

**IN WITNESS WHEREOF**, the undersigned, duly appointed representatives of ITU and the FIRA DE

---

<sup>1</sup> Available at: [<https://intranet.itu.int/regulatory/AdminCommDocLibrary/SO-2023-014-en.pdf>]

BARCELONA have signed this LoI at the place(s) and on the date(s) herein below indicated.

For ITU	For FIRA DE BARCELONA
 _____ Bilel Jamoussi Deputy Director of the Telecommunication Standardization Bureau, ITU  <b>Place: Geneva, Switzerland</b>  <b>Date: February 25th, 2026</b>	 _____ Ugo Valenti Director, Smart City Expo and World Congress Fira Barcelona  <b>Place: Barcelona, Spain</b>  <b>Date: February 25th, 2026</b>

BAT

