World Cities Day 31 October 2026
BETTER CITY, BETTER LIFE

Urban OCTOBER
31 DAYS OF PROMOTING A BETTER URBAN FUTURE

Call for Exhibitors to the Interactive Zone

of the Global Observance of World Cities Day 2026

1. The Global Observance of World Cities Day 2026

The Global Observance of World Cities Day 2026 will be held from 31 October to 2 November 2026 in Fuzhou City, Fujian Province, China. The event is jointly organized by the Ministry of Housing and Urban-Rural Development of the People's Republic of China, Fujian Provincial People's Government, and the United Nations Human Settlements Programme (UN-Habitat), and hosted by Fuzhou Municipal People's Government and Fujian Provincial Department of Housing and Urban-Rural Development. Officials from UN-Habitat and other international organizations, representatives of UN-Habitat Member States, government authorities responsible for housing, urban development and construction in selected countries, foreign embassies and consulates in China, and cities from around the world, as well as entrepreneurs, experts, and scholars will be invited to the event. The Global Observance will include an opening ceremony, thematic forums, parallel sessions, city tours, a flagship event, and supporting activities. With an interactive zone covering approximately 20,000 square meters, the event will showcase new trends in urban sustainable development and new practices in urban regeneration development in China.

2. Overview of the Interactive Zone Exhibition

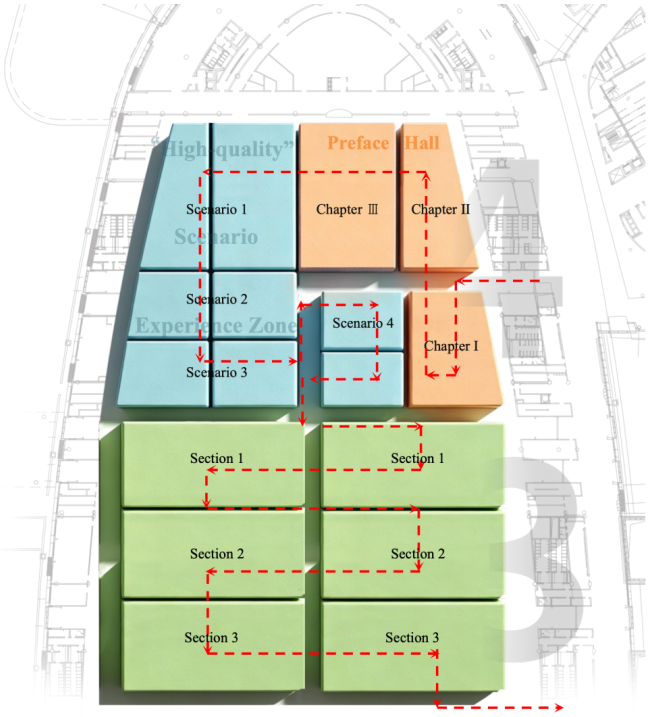
The Interactive Zone is a key part of the Global Observance of World Cities Day 2026. Centered on the annual theme, "Regenerating the City: Adequate Housing for All", it provides city representatives, industry decision-makers, and professional visitors from around the world with first-hand insights into technological innovations, practical achievements, and solutions presented by participating organizations for urban sustainable development.

i. Date: 31 October – 2 November 2026

ii. Venue: Fuzhou Strait International Conference and Exhibition Center

iii. Interactive Zone Size: Planned to cover approximately 20,000 square meters, the Zone is expected to attract approximately 200 participating organizations from China and abroad and approximately 50,000 professional visitors.

iv. Interactive Zone Layout: The zone consists of three parts, including the Preface Hall, the "High-quality" Scenario Interactive Zone, and the Technology and Industry Innovation Zone.



(Interactive Zone Layout Plan)

The Preface Hall, covering approximately 1,000 square meters, showcases the evolution of World Cities Day, the United Nations Sustainable Development Goals (SDGs), global innovations in urban governance, urban regeneration practices and achievements in China, and distinctive urban regeneration case studies from Fujian Province and Fuzhou City through photographs, videos, and physical exhibits.

The "High-quality" Scenario Interactive Zone, covering approximately 8,000 square meters, presents integrated living solutions in the context of urban regeneration – from good housing to good residential communities, good neighborhoods, and good urban areas – through immersive settings featuring full-scale model units, smart property management, and comprehensive community services. Enterprises in the building materials, home furnishing, smart community, and urban operation sectors integrate their products and solutions into authentic living environments, enabling visitors to experience their product value first-hand while facilitating achievement exchange and business collaboration.

The Technology and Industry Innovation Zone, covering approximately 11,000 square meters, consists of three sections: urban construction, urban operation, and urban future. It showcases ten key industry chains, including intelligent construction, whole-home smart solutions, prefabricated interior decoration, green building materials produced through comprehensive solid waste utilization, green and low-carbon "home-vehicle-grid" integration, building health assessment, urban lifeline monitoring, municipal infrastructure, green bio-based construction, and development space solutions for emerging and future industries.

3. Types of Enterprises to be Invited

A. "High-quality" Scenario Interactive Zone

i. Good Housing: Enterprises include real estate developers, architectural design firms, prefabricated interior decoration companies, green building materials enterprises, whole-home smart solution providers, smart home product manufacturers, home appliance manufacturers, age-friendly product suppliers, health monitoring equipment manufacturers, property management and facility operation service providers, and other related enterprises will be invited.

ii. Good Residential Communities: Enterprises include urban regeneration platform operators, general contractors, property service providers, elevator and age-friendly facility suppliers, smart security solution providers, charging infrastructure and energy companies, landscape architecture firms, utility infrastructure and building rehabilitation companies, and other related enterprises will be invited.

iii. Good Neighborhoods: Enterprises include integrated community operators, elderly care and healthcare service providers, community commercial operators, logistics service providers, digital community platform providers, smart security solution providers, community social service organizations, community planning and design research institutes, and other related enterprises will be invited.

iv. Good Urban Areas: Enterprises include digital city and City Information Modeling (CIM) solution providers, urban lifeline and safety monitoring companies, water environment and ecological governance companies, urban regeneration and district development companies, municipal planning and design institutes, and other related enterprises will be invited.

B. Technology and Industry Innovation Zone

i. Urban Construction: This section covers four key industry chains: intelligent construction, whole-home smart solutions, prefabricated interior decoration, and green building materials produced through comprehensive solid waste utilization. Enterprises in fields such as engineering software and digital design, prefabricated and modular construction, smart construction sites and general contracting, construction robotics and intelligent equipment, whole-home smart platforms and smart home products, prefabricated interior decoration system integration, solid waste resource utilization, and recycled building materials will be invited.

ii. Urban Operation: This section covers four key industry chains: green and low-carbon "home–vehicle–grid" integration, building health assessment, urban lifeline monitoring, and municipal infrastructure. Enterprises in fields such as power grids and integrated energy services, photovoltaic energy storage and new energy vehicles, EV charging and battery swapping and virtual power plants, scientific research and testing and satellite remote sensing, drones and ground-based sensing, urban lifeline platforms and digital twins, water services, environmental protection, and municipal infrastructure will be invited.

iii. Urban Future: This section covers two key industry chains: green bio-based construction and development space solutions for emerging and future industries. Enterprises in fields such as bamboo and timber structures and bio-based materials, industrial planning and specialized design, industrial park development and construction, cleanroom and laboratory engineering, data centers and computing infrastructure, and industrial park operations will be invited.

4. Requirements for Invited Enterprises

i. Industry Leadership: Invited enterprises should demonstrate a leading position or technological innovation advantages in their respective fields and possess independent intellectual property rights and core technologies.

ii. Successfully Implemented Projects: Invited enterprises should have proven successfully implemented projects or showcase-ready products, systems, and solutions that can be presented.

iii. Thematic Alignment: Invited enterprises' business areas should closely align with sustainable urban development and the principles of building "safe, comfortable, green, and smart" living environments.

5. Booth Plans

A. Contact Us

The event's official booth builder offers participants custom and preinstalled booth solutions. Please contact the booth builder via the email address below if needed. Email: wcdshow2026@163.com

B. Preinstalled Booth

i. A preinstalled booth costs US$ 535 per square meter (tax included) and is equipped with LED screens for digital content display (banners and videos), furniture, power outlets, and lighting. The booth areas are 18, 36, and 54 square meters, respectively. For furniture and audiovisual equipment for each booth size, please refer to the table below.

Option 1:
18 square meters (3 × 6 meters)
Equipped with six chairs, two tables, one cabinet, and one 75-inch TV screen.

Option 2:
36 square meters (6 × 6 meters)
Equipped with 12 chairs, four tables, two cabinets, and one 75-inch TV screen.

Option 3:
54 square meters (6 × 9 meters)
Equipped with 18 chairs, six tables, three cabinets, and two 75-inch TV screens.

ii. The reference image for a preinstalled booth (The image is for illustrative purposes only, and the actual effect is subject to the final on-site setup. Please feel free to contact us if needed.)

C. Application Process and Deadlines

Apply for a booth by first registering for World Cities Day 2026 on events.unhabitat.org. While logged into your profile, click on "Applications " on the dashboard and select the World Cities Day Expo application. Fill in and submit the form. **The deadline for applications is 18 September 2026.**

You will be notified if your application was successful by **23 September 2026.**