



## **eMobility Expo will explore the new models that are transforming urban mobility: from scooters to air taxis and the replanning of cities**

**World leaders from Amazon, Enterprise, and Brompton Solutions will share their success stories**

**More than 340 international experts from the sector will meet from 21 to 23 March in Valencia to discuss mobility alternatives, analyse regulatory developments and respond to industry challenges**

**Madrid, 10<sup>th</sup> March 2023** – In October 2022, the first experimental flight of an aerotaxi took place as part of the European initiative USPACE4UAM, which aims to make this means of transport a reality by 2028. This project, which might seem like a science fiction film, joins the new alternatives that are transforming the way of conceiving, living and moving in cities: the promotion of the use of bicycles and electric scooters, mobility as a service, new regulations to reduce CO2 emissions or the use of drones in the delivery of the last mile.

[eMobility Expo World Congress](#), the innovation event for the electrified, autonomous, connected and sustainable mobility industry to be held in **Valencia (Spain) from 21 to 23 March**, will explore the new models of urban mobility and micro-mobility that are transforming the way cities live. More than **5,000 top executives** will gather at this global event to define the transition towards the decarbonisation of the world of mobility with more than **340 experts from around the world**.

With a multidisciplinary programme, the international meeting will reveal the paradigm shift that cities are experiencing with the inclusion of technology. **Hugo Ricós, Business Development Manager of Amazon's transport area**, will explain how on-demand transport and mobility-as-a-service (MaaS) solutions are reinventing cities, providing greater flexibility and efficiency in the use of public space. The Amazon representative will review the challenges and opportunities in implementing MaaS solutions with real-world examples, analyse how it impacts regulation and data privacy, and how it improves traffic congestion, accessibility and greenhouse gas emissions reduction.

The impact of technology has also reached logistics with the use of drones in last-mile delivery, delivery robots or the use of electric vans. Experts such as James Lancaster, Chairman of the **Urban Mobility Partnership**, Julian Scriven, Managing Director of **Brompton Solutions**, Eva Romagosa, Co-founder & CSO at **BusUp**, and Gerardo Gómez, Business Rental Sales Director at **Enterprise Spain**, will explore current trends in the sector with examples of companies and cities that are modernising the safety and efficiency of logistics.

In addition, eMobility Expo World Congress will also bring attendees closer to the mobility of the future with a session that will unveil the current state and **future potential of eVTOL (electric vertical take-off and landing vehicle)** technology, the electric aircraft that will revolutionise the transport of goods. Leaders in this technology will delve into the technical aspects, challenges in



electric propulsion, regulatory challenges and benefits of autonomous eVTOLs in terms of safety, efficiency and cost-effectiveness.

Digital solutions are also changing micro-mobility. Electric scooters, bicycles and microcars are becoming increasingly popular in cities, enabling more sustainable mobility alternatives. With the use of these means of transport, cities are facing new challenges that will also be addressed during the event, such as adapting the regulations that are being implemented in cities to ensure traffic safety, whether it be speed limits or the use of technological tools. Some cities, for example, are testing **new solutions such as geofencing** to limit scooter speeds in specific areas or real-time tracking to monitor scooter use.

*"In line with the designs of the European Union to achieve climate neutrality by 2050, cities and leading companies worldwide are working on urban mobility and micro-mobility projects of great interest to all international mobility players. eMobility Expo World Congress will all these success stories that will respond to the challenges of the industry in terms of sustainability and digitization,"* says Sandra Infante, director of eMobility Expo World Congress.

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