



## **eMobility Expo will generate an economic impact of 14 million euros and consolidates Valencia as a European hub for sustainable mobility**

**From 21 to 23 March, the eMobility Expo World Congress will bring together more than 5,000 professionals in Valencia to define the mobility of the future**

**Companies such as Ford, Toyota, Iberdrola, Cepsa, Amazon, Telefónica Tech, Airbus, Air Nostrum, Vueling, and Balearia will present their innovations and success stories to advance towards autonomous and connected mobility, aligned with the objectives of climate neutrality**

**Madrid, 20th March 2023** – The countdown is on to the [eMobility Expo World Congress](#), Europe's largest innovation event for the sustainable, autonomous and connected mobility industry, which will be held in **Valencia (Spain) from 21 to 23 March**. More than 5,000 industry professionals and managers will draw up the roadmap for the new mobility towards decarbonisation in a global event that will generate an economic impact of 14 million for the city. The three-day event will turn Valencia into the world capital of mobility and confirm its position as the major hub for sustainable mobility in southern Europe.

The congress will bring together more than **340 global experts** from all segments of the industry. The automotive sector will be a major focus, analysing innovations and legislative actions to move towards decarbonisation, as well as the latest developments in electric and connected vehicles, and new propulsion alternatives. Within this framework, **Ford** will present its new **100% electric crossover** to the world and will share its strategy for the transition towards the electrification of vehicles. For their part, **Toyota and Lexus** will showcase their most representative and innovative electric models.

The aeronautical and naval industry will also be represented by firms such as **Airbus, Air Nostrum, Vueling, Balearia**, and the **IATA** and **ANAVE** organisations, which will discuss their evolution towards new propulsion models using biofuels and hydrogen and will explain how technological solutions are having an impact on the sector.

These industries will be joined by other mobility segments that are thriving with disruptive projects to align with the climate neutrality targets set by the European Union. From **Amazon**, attendees will learn about innovations in mobility solutions as a service; and in logistics, they will discover the use of drones in last-mile delivery, or the future potential of **eVTOL** (electric vertical take-off and landing vehicle) technology for the transport of goods.

With a holistic view of the challenges facing the industry, **eMobility World Congress** will respond to the challenges of the new mobility paradigm in 9 vertical forums that will take place in 5 auditoriums. Among them will be the **Governments & Manufacturers Summit**, which will bring together public representatives from regional and local governments in Spain and Europe to analyse the impact of the Strategic Project for the Recovery and Economic Transformation of the Electric and Connected Vehicle ([PERTE VEC](#)) in the move towards decarbonisation, the



challenges of attracting and retaining large electric vehicle manufacturers and electromobility projects of the future.

Other important debates will be held at the **Urban Mobility Forum**, where mayors and councillors from different cities will share their strategies for turning cities into more sustainable and intelligent spaces. In this line, micro-mobility will also have a prominent place, with the presentation of projects that are enabling more sustainable urban mobility alternatives. This is the case of **Iberdrola**, which will show the evolution of parking systems for bicycles and electric scooters that will incorporate solar panels for charging vehicles.

Another of the leading forums at the **eMobility World Congress** will be the **CIO's Leadership Summit**, a forum that will analyse how technology is becoming a great ally in advancing towards more autonomous, connected, sustainable and safe mobility, where companies such as IBM and Telefónica Tech will be the protagonists.

And to further boost Valencia's commitment to sustainable mobility, the **Valencia Battery Convention 2023** will be held as part of the eMobility Expo World Congress, which will analyse the latest developments in batteries that are transforming the industry. The event, organised by **EUROBAT**, the European Association of Automotive and Industrial Battery Manufacturers, together with the Generalitat Valenciana, will take place on 23 March with the participation of more than 200 international industry leaders.

#### **Awards for innovation and start-ups**

The international event will host the **eMobility Innovation World Awards**, which will recognise the projects that are defining the new era of sustainable, safe and connected mobility. The awards will distinguish from applications and technologies to experiences and research that provide innovative solutions to the challenges of energy efficiency, connectivity, safety, and adaptation of cities and infrastructures, among many others, that the world is currently experiencing in terms of mobility.

The eMobility Expo World Congress will also hold the **eMobility Startup Forum**, a competition between the most innovative startups, which will present the most disruptive solutions and business models in sustainable mobility. More than 400 startups from all over the world will compete with the most innovative, technological and sustainable projects for the mobility industry.

eMobility Expo World Congress has the support of the Generalitat Valenciana and the City Council of Valencia, as well as sectoral organisations such as Eurobat, IATA and the AEMES Cluster.