



eMobility Expo World Congress will unveil the aviation and shipping industries' strategies for moving towards more sustainable models

Firms such as Airbus, IATA, Vueling Airlines, and Balearia will address the sector's advances in decarbonisation, improvements in the passenger experience and the impact of new regulations

More than 340 world experts will share, from 21 to 23 March in Valencia (Spain), the new developments in sustainable mobility that will define the future of the industry

Madrid, 17th March 2023 – The aviation and shipping industries are undergoing a major transformation to improve energy efficiency and offer new ways of travel. In recent years, both industries have grown significantly thanks to high passenger demand. Airports Council International (ACI) data on airport traffic in 2021 shows that the US is by far the country with the busiest runways in the world. However, the global player in the shipping industry is Japan, which is among the top ten countries in the world in terms of shipping cargo capacity. In 2020, Greece led the way in ship ownership, with 17.77% of the total, followed by Japan with 11.38%. China ranked third with 11.15% of the world's operating capacity.

[eMobility Expo World Congress](#), the innovation event for electrified, autonomous, connected and sustainable mobility, will be held from 21 to 23 March in Valencia (Spain) to discuss how the aeronautics and maritime sectors are advancing in the search for mobility models that optimise safety, reduce emissions and achieve more sustainable travel.

The international event, which will promote the positioning of Valencia as the great hub of sustainable mobility in southern Europe, will be attended by **more than 340 world leaders**. **Rafael Schwartzman**, Regional Vice President at the International Air Transport Association (**IATA**), will discuss the challenges facing the aviation sector, which is set to evolve in order to reduce operating costs and improve energy efficiency. In his talk, he will analyse how technology is enabling new ways of travelling, increasing safety and making travel more sustainable through the use of electronic, autonomous and hydrogen-powered aircraft.

In this context, the congress will also unveil trends in new sustainable motorisation technologies in aeronautics, such as electric, hybrid and hydrogen propulsion. **Silvia Lazzano**, Ho Technologies Development & Partnerships Spain at **Airbus**; **Estrella Jara**, Head of Communications and External Affairs at **BP**; **Daniel Chereau**, Assistant Director Climate Policy at **IATA**, and **Franco Sanmartí**, Director of Sustainability at **Vueling Airlines**, will discuss the benefits and disadvantages of these models compared to traditional systems, and will respond with examples to the challenges and difficulties for the implementation of sustainable propulsion systems in the sector, such as costs, infrastructure and safety.

Technology is also transforming the way aircraft are redesigned and operated. Speakers such as **Fermín Tirado**, Chief Maintenance Officer at Air Nostrum; **Anthony Spouncer**, Senior Director - Advanced Air Mobility at Inmarsat; led by **Mariya Tarabanovska**, Founder of Flight Crowd, will



provide the keys to how unmanned flights, artificial intelligence and eVTOLs are changing the way we fly. The experts will also discuss how technology is impacting on air safety, user experience, improvements in comfort, new regulations, and the infrastructures and costs facing the market.

Continuing with the advantages of digitalisation, **Ivan Berazhny**, Senior Lecturer at Haaga-Helia, and **Enrique García**, Assistant Director Strategy Development and Business Intelligence at IATA, will delve into how digital systems impact the daily work of airlines, improving operations and the customer experience. In addition, they will present benchmarks in innovation in fleet, inventory and cargo management, examples of personalised services and in-flight connectivity, and analyse how the challenges of implementing smart airlines are being addressed.

New steps towards decarbonisation of the maritime industry

The maritime industry is also taking steps to align itself with the objectives of climate neutrality and to resolve port congestion. **Adolfo Utor Martínez**, President of **Balearia**, will analyse, together with the **Secretary General for Transport and Mobility of the Spanish Government, María José Rallo del Olmo**, how the mobility industry has to move towards the decarbonisation of the sector.

Along the same lines, there will also be a debate on how the sector is adopting the latest technologies to reduce its carbon footprint and redefine more energy-efficient vessels. **Fernando Marcos**, Sales Director of MAN; **Elena Seco García-Valdecasas**, General Director of the Spanish Shipping Association (ANAVE) and **José Allona Almagro**, Business Development Manager, Iberia & Italy/Malta Area at DNV, will reveal how new fleet designs, the use of biofuels and hydrogen, the implementation of carbon capture and storage systems are modernising the industry, as well as the role of international regulations and collaboration to mitigate the impacts of climate change.

Other challenges facing shipping include resolving port congestion, reducing delays and reducing operational costs. **Javier Garrido**, Transport researcher at Port de Barcelona - CENIT; **Gabriel Ferrús**, CEO at SEAPort Solutions, and **Raúl Cascajo**, representative of the Port Authority of Valencia, will delve into the technologies that are helping to improve efficiency and reduce port congestion. Among other benefits, they will discover how digital twins create a virtual replica of the port to simulate and optimise scenarios; and they will address the possibilities of real-time tracking provided by IoT, the communications improvements brought by 5G and the increase in efficiency by autonomous vehicles and drones.