



Global leaders from Ford, Toyota and Lexus will showcase their solutions in sustainable mobility and electric vehicles at eMobility Expo

eMobility Expo World Congress will present the latest innovations in electromobility and alternative energy vehicle design, and address the impact, challenges and opportunities of the Euro 7 emissions standards

More than 340 international experts and 5,000 industry executives will gather in Valencia from 21 to 23 March to promote more sustainable, autonomous and connected mobility

Madrid, 9 March 2023 – The automotive sector will play a key role in the first edition of the [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** with the presence of more than 340 international experts and more than 5,000 top-level executives. According to an analysis of industry trends by the European Automobile Manufacturers Association (ACEA), the share of electric cars will be close to 30% in 2025 in the European market and will exceed 70% by 2030, overtaking the world's leading economic powers China and the United States. According to its estimates, the market share of 100% electric vehicles in China will reach 32.3% in 2025 and rise to 58.5% in 2030. Meanwhile, in the United States, the share of EV sales will be 16.4% in 2025 and 44.8% in 2030.

To clear up any doubts about electrification projects, leading companies in the sector, such as Toyota, Lexus and Ford, will present the new developments in which the automotive industry is immersed to lead the transition towards the mobility of the future, from new trends in sustainable technologies, innovation and research that will enable the electrification of the sector, to the emotional design of new vehicles, and the paradigm shift that the automotive industry is undergoing.

Sandra García Agudiez, Corporate & Hydrogen Senior Manager at Toyota & Lexus, will discuss how automakers are driving the transition to sustainable mobility with the increasing electrification of vehicles and autonomous and connected cars, investing in research and development of new technologies. Sandra García will also address how production lines are being adapted to meet emissions regulations, as well as the challenges of building an infrastructure to support alternative energy vehicles and the importance of creating a collaborative cross-industry sustainable mobility network.

Ford, which has recently chosen the Almussafes plant in Valencia (Spain) as the best positioned to manufacture electric vehicles based on a new state-of-the-art platform, will also have a relevant representation of its car projects. **Jesús Alonso**, President and CEO of Ford Iberia, will present the brand's global and European strategic vision towards transformation and electrification. For his part, **Dionisio Campos**, Director of Manufacturing at Ford Spain, will focus on the company's strategy and the industrial dimension that will turn Valencia into one of the main mobility centres in Europe.



eMobility Expo World Congress will also feature **Joanna Richart**, Head of Hydrogen at **Ricardo**, who will reveal how new propulsion technologies are helping to improve the efficiency of sustainable mobility and contribute to achieving global decarbonisation. This line-up of industry-leading speakers will be joined by other debates that will provide solutions on the new markets and architectures for electric and hybrid vehicles, or on the opportunities that autonomous driving will bring for the new era of more efficient transport. The event will also analyse the impact, challenges and opportunities of the **Euro 7 emissions standards** in the automotive sector, a measure approved last November that will come into force in 2025 and which aims to move towards decarbonisation.

*"Europe's largest event on sustainable mobility, eMobility Expo World Congress, will feature a line-up of leading voices to respond to the challenges the industry is facing with sustainability and digitalisation as key elements in the move towards the decarbonisation of the sector. It is the must-attend event where all the leading companies in the sector will be represented to respond to the industry's climate neutrality objectives", says **Sandra Infante**, director of eMobility Expo World Congress.*

The epicentre of the Battery Convention 2023

For three days, Valencia will become the mobility hub of southern Europe. Within the framework of the eMobility Expo World Congress, the **Valencia Battery Convention 2023** will also be held, 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 23rd March with the participation of more than 200 international industry leaders.

The eMobility World Congress programme will also include 9 vertical forums and four specific agendas, including the **Governments & Manufacturers Summit**, which will bring together public representatives from regional and local governments in Spain and Europe to analyse the challenges of attracting and retaining major manufacturers of electric vehicles and batteries and charging systems, which are key to moving towards climate neutrality by 2050.