



## **eMobility Expo World Congress will present the latest solutions for electric, autonomous and connected vehicles**

**Executives from Mercedes Benz, Gestamp Group, AWS and the FIA will discuss the latest trends in which the automotive industry is immersed, from new technologies to innovation that will enable the decarbonization of the sector**

**From February 13th to 15th, the event will bring together in Valencia, Spain, more than 375 international experts and more than 200 exhibiting firms to define the mobility of the future**

**Madrid, January 17th, 2024** – The automotive industry will play a key role in the second edition of the [eMobility Expo World Congress](#), which will be held in **Valencia, Spain, from February 13<sup>th</sup> to 15<sup>th</sup>**. The event will feature more than 375 international experts and more than 200 exhibiting companies that will share the keys to implementing new business models in the field of mobility. To define the mobility of the future, the eMobility Expo World Congress will bring together leading organizations and companies such as **Mercedes Benz, Gestamp, FIA (International Automobile Federation), CEER Motors and AWS**, which will share the trends in which the automotive industry is immersed to lead the transition to the mobility of the future, from new technologies that enable the creation of electric, autonomous and connected vehicles, to the innovation that will enable the decarbonization of the sector.

Specifically, the automotive sector is facing a revolution in the next decade, with new propulsion technologies and new customer demands. This is why automakers must be prepared to adapt to this change and develop new technologies that will drive the creation of electric, autonomous and connected vehicles. **Xavier Pujol, advisor to CEER Motors** - Saudi Arabia's first electric vehicle brand - will discuss at the [eMobility World Congress](#) how automakers can improve in all areas, from vehicle design to manufacturing, to remain competitive with other regions. Pujol will show one by one the areas of improvement that a manufacturer can make, including the use of new materials, components and even modes of manufacture, ensuring that business models meet customer demands and reduce environmental impact.

But it is not only automakers that are facing a time of profound transformation but also automotive component manufacturers. **A Senior Manager at Mercedes Benz**, together with **Mariluz Villamor**, CEO of BAM (Basque Automotive Manufacturing Center), and **René González**, CEO of Alhona, a **Gestamp Group** company specializing in Smart Factory, will address the advanced technologies that vehicle and component manufacturers must adopt to drive the electrified, connected and autonomous vehicle of the future.

### **The technological challenge of the connected and autonomous car**

According to ANFAC's Barometer on connected and autonomous vehicles, 75% of passenger car models can already incorporate the technology required for a degree of SAE 2 autonomy, mainly aimed at guaranteeing road safety for users and pedestrians. However, the development of highly automated and autonomous driving systems poses a huge computational and data management challenge that impacts cost and time-to-market throughout the development cycle. Training, testing and validation of autonomous driving systems require large-scale

deployment of computing, storage and networking solutions to support the end-to-end workflow.

In this context, **Paul George**, global leader of autonomous vehicle strategy and commercialization at **AWS** (Amazon Web Services), will share how the development process of autonomous vehicles can be accelerated through simulations while optimizing costs and time to market. **Ashish Naik**, global specialist and head of EMEA commercialization for emerging advanced computing technologies at AWS, will discuss how the combination of simulation and artificial intelligence and/or machine learning can be used to accelerate prototyping, design and manufacturing to reduce time to market, reduce cost and increase product quality.

They will be joined by other industry players such as **CTAG** (Centro Tecnológico de Automoción de Galicia), which will present its autonomous shuttle at eMobility Expo World Congress, **IZERA**, the first Polish brand of electric vehicles, or **ZOOX**, a subsidiary of Amazon that develops autonomous vehicles that provide mobility as a service.

### **Technology and regulation for more sustainable mobility**

Sustainability will also be a central theme of the congress, which will address not only the impact of electric vehicles but also the regulations imposed by the European Union to move towards more sustainable mobility. In this regard, **Sebastian Grams**, former CEO of **Audi Sport** and expert in vehicle electrification, will share the current scenario in the adoption of electric vehicles, while **Laurianne Krid**, general manager for Europe, Africa and the Middle East at **FIA**, will focus on the importance of the value of data in the sustainable mobility sector and its market trends.

In addition, **Susana Solís Pérez, a Member of the European Parliament**, will analyze the impact, challenges and opportunities of the Euro 7 emissions regulation in the automotive industry, a measure that is expected to reduce polluting and greenhouse gas emissions, which is a positive step towards sustainability.

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**About [eMobility Expo World Congress](#) (February 13th-15th, 2024 – Feria de Valencia):** eMobility Expo World Congress is a professional event for the sustainable mobility industry. For three days eMobility Expo will bring together in Valencia the leading firms specializing in micromobility, the automotive industry, technology, manufacturers of electric batteries and charging systems, new fuel sources, products for automated and autonomous driving, components industry, logistics, aeronautics, rail and shipbuilding, as well as startups that are revolutionizing the sector. The eMobility World Congress will be held as part of the event, where more than 375 experts will share the keys to implementing new business models and present the most cutting-edge technological and sustainable trends in the field of mobility.

**Want to attend the event? Get your press pass here:**

[https://emobilityworldcongress.ticketsnebext.com/eco\\_mobility\\_expo\\_2024/en/register/RegisterPage/prensa](https://emobilityworldcongress.ticketsnebext.com/eco_mobility_expo_2024/en/register/RegisterPage/prensa)

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