



eMobility Expo World Congress to showcase the latest trends and solutions in micro-mobility and urban mobility

The congress will bring together leading organizations and companies such as Cooltra, Freenow, Brompton Bicycles, or the Dutch Cycling Embassy, which will share the keys to adapt to the new transport technologies and boost the intermodality

Madrid, February 8th, 2024 – Sustainable mobility is changing, moving away from traditional transport towards greener and more efficient alternatives, with urban mobility and micro-mobility at the forefront of this transformation. To analyze this and other trends, the second edition of the [eMobility Expo World Congress](#), to be held in Valencia, Spain, from February 13 to 15, will present the latest developments in urban mobility and micro-mobility in a context in which the rise of electric vehicles, autonomous driving technology and shared transport options, such as bicycles and scooters, are reducing pollution and congestion in cities.

Representatives of companies such as **Manuel Ortiz**, from **Freenow**; **Carmen Ortega-Monasterio**, from **Cooltra**, and **Manuel Martinez**, manager of the Municipal Transport Company **EMT of Valencia**, will delve into how cities are presented as arbitrators, judges and guardians to ensure a sensible and decarbonized transition with limited resources, at a time when multimodality and hybridization, supported by new transport technologies, are some of the key realities.

"Urban mobility has undergone a profound transformation in the last decade. To accelerate the decarbonization process, cities must integrate smart mobility solutions into the urban fabric, projecting a future where mobility is a key pillar of urban development", explains **Jesús Haro**, director of the eMobility Expo World Congress.

Innovative forms of urban mobility and intermodality

Drones, mobile robots, cargo bikes, and electrified vans also play an important role in this model change. In this sense, the congress will address how these innovative technologies not only improve the efficiency and sustainability of delivery processes, but also create new opportunities for companies to improve their delivery strategies while minimizing their environmental footprint, especially in complex delivery scenarios.

Another emerging technology to improve the efficiency of goods in cities and reduce the carbon footprint is EVTOLs, an aircraft that uses electric power to fly, take off and land vertically. This is why integrating air transport of people and goods into cities is already being studied to reduce traffic congestion, improve air quality and reduce the environmental impact of transport. **James Lancaster** of **Enterprise Mobility**, **Ben Ross**, from **Liftango**, and **Julian Scriven**, managing director of **Brompton Bicycles**, will discuss how integrating air travel with other forms of transportation can help create a more efficient and cost-effective transportation system.

Other means of transportation such as electric bicycles are also gaining popularity in European countries, especially in the Netherlands. Sales of this type of vehicle have surpassed those of regular bicycles for five consecutive years, so the Netherlands have adopted electric bicycles



more than any other country in the world. For this reason, **Chris Bruntlett**, Director of International Relations at the **Dutch Cycling Embassy**, will explain how e-bikes have the potential to close the gender, age and ability gap, allowing more people to cycle further and more often, and directly replacing car journeys within and between cities.

Sustainable and smart cities

The congress will also address the importance of intermodality and integrated transport systems in cities with experts such as **Tatiana Gaudés**, Councilor for the Environment and Mobility of **Zaragoza City Council**, **Olga Meliz**, from the **Metropolitan Area of Barcelona (AMB)** and **Chris Lane**, Head of Innovation at **Transport for the West Midlands**. Increasingly, unique shared mobility platforms are appearing in cities that provide citizens with a range of public and shared services to decongest and make urban, metropolitan and interurban areas more sustainable and safer.

In addition, **Maria Jose Aparicio**, Mobility Coordinator of **Madrid City Council**, **Jesús Carbonell**, Delegate of the Safety and Mobility Area of **Valencia City Council**, and **Xavier Patón**, Area Manager of Mobility, Infrastructures and Urban Services of **Barcelona City Council**, will analyze the latest trends in electric, shared and autonomous mobility and their influence on urban planning. They will also discuss how these innovations can contribute to more efficient and sustainable cities. As for the mayor of **Benidorm**, **Antonio Pérez**, he will share the transformation that the city has undergone based on sustainable mobility and the digital transformation of its services.

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.