

Global automotive players land at eMobility Expo – MOW 2026 to speed up the transition to decarbonized mobility

Executives and former managers from Renault Sports Cars, F1, Automotive Cells Company, Formula E and Stellantis will discuss the trends shaping the future of mobility

On March 10 and 11, eMobility Expo World Congress – MOW 2026 will bring together more than 6,000 delegates, 370 international experts and 200 exhibiting companies

Madrid, January 22, 2026 – The automotive sector will play a key role in the third edition of [eMobility Expo World Congress – MOW 2026](#), Europe's largest professional event for the sustainable, autonomous, electrified, connected and safe mobility industry. The event will take place in **Málaga, Spain, on March 10 and 11**, and will welcome more than 6,000 attendees, 370 international leaders, and 200 exhibiting companies. With the aim of defining the mobility of the future, the event will bring together former executives and senior managers from leading organizations and companies such as **Renault Sports Cars, RACE, F1, Automotive Cells Company, Formula E, Stellantis and BAM**, who will share insights into the trends currently transforming the automotive industry, from new technologies that enable the creation of electric, autonomous and connected vehicles to innovations that will enable the decarbonization of the sector.

Specifically, the automotive sector is facing a revolution, largely driven by the EU regulatory framework, which seeks to align the sector with climate and industrial competitiveness objectives. These include emissions reduction and energy transition to the need to strengthen strategic autonomy. In this regard, manufacturers and OEMs must adopt new technologies to improve their competitiveness. The event will feature the vision of **Stellantis former CEO, Carlos Tavares**, architect of the company's ambitious electrification strategy and one of the most influential executives in the sector.

In this framework, reducing emissions is essential. From optimizing combustion engines to the role of alternative fuels, hybridization and vehicle retrofitting, the event will focus on technologies that enable realistic and effective progress toward more sustainable mobility, combining innovation, efficiency and short- and medium-term viability. **Mariluz Villamor**, CEO at the Basque Automotive Manufacturing Center (BAM), a leading center for advanced manufacturing technologies for the automotive industry, together with **Carmelo Sanz de Barros**, president at RACE and president at the Senate of the International Automobile Federation (FIA), will analyze the challenges posed by new forms of mobility.

In the case of electric vehicles, various speakers will analyze key challenges throughout the value chain, such as cost, competitiveness, range, infrastructure and carbon footprint. One of these speakers will be **Yann Vincent, CEO of Automotive Cells Company**. However, although electrification is advancing, internal combustion engines are still present, so optimizing their efficiency, promoting hybrids and developing eco-fuels can quickly reduce emissions.

Motorsport as a testbed for innovation

Many of the technological and innovative advances in the automotive sector originate in motorsport, which serves as a highly demanding real-world testing environment where technologies are developed before being scaled up for everyday mobility. In this context, the conference will feature Italian motorsport executive and F1 president **Stefano Domenicali**, Formula E Chief Operating Officer **Ignacio Calcedo**, and former Renault Sport Cars president **Patrice Ratti**, a widely respected figure in the automotive sector.

The constant pressure to achieve peak performance drives rapid advances in materials, aerodynamics and fuel efficiency, many of which are later incorporated into road vehicles, enhancing their efficiency, safety and sustainability. This transfer of technology shortens development cycles and accelerates the arrival of innovation to the end user, demonstrating that performance and sustainability are not opposing concepts but fully compatible when driven by innovation.

About [eMobility Expo World Congress - MOW](#) (March 10-11, 2026 – FYCMA, Málaga): It is the professional event for the autonomous, electrified, sustainable, and connected mobility industry. Over two days, eMobility Expo – MOW 2026 will bring together in Malaga leading companies specializing in micromobility, the automotive industry, technology, manufacturers of electric batteries and charging systems, new fuel sources, products for automated and autonomous driving, the components industry, logistics, aeronautics, rail, and naval industries, as well as the startups that are revolutionizing the sector. Moreover, the congress will gather more than 370 experts to share the keys to implementing new business models and present the latest technological and sustainable trends in the field of mobility.