

eMobility Expo – MOW 2026 to Host the European Debate on the Future of Logistics and Sustainable Fleet Management

Top executives from companies such as DHL, BlaBlaCar, Novaltia, FreeNow, or Grupo Ágora will analyze the impact of AI, automation, and decarbonization on logistics mobility

eMobility Expo World Congress – MOW 2026 will welcome more than 6,000 attendees, 370 experts and international leaders, and 200 exhibiting companies

Madrid, February 5, 2026 – New technologies are driving major changes in the mobility landscape, particularly in the **logistics sector and fleet management**. Decisions made by those industry leaders have a direct impact on decarbonization, and even small-scale actions can generate significant results. To address these and many other challenges, [eMobility Expo World Congress – MOW 2026](#), Europe's largest professional event for the sustainable, autonomous, electrified, connected, and safe mobility industry, will explore the key issues facing the logistics sector and the future of fleet operations.

The event, which will take place in **Málaga (Spain)** on **March 10 and 11**, will bring together more than **6,000 attendees, 370 experts and international leaders, and 200 exhibiting companies** showcasing cutting-edge technological and sustainable solutions across all mobility segments, including logistics. The sector is undergoing a deep transformation driven by the advanced technologies. This transformation will be examined by executives such as **Nuno Martins**, Marketing Manager at **DHL Express**, **Raúl Gonzalo Cester**, Director of Industry at **Grupo Carreras**, **Javier Cueto**, Operations Director at **Tudefrigo**, **Carolina Ciprés**, researcher at **ZLC - Zaragoza Logistics Center** (MIT affiliated), and **Antonio Peralta**, CEO of **CIPS Logistics**.

From long distance to the last mile: the new map of smart logistics

Technologies such as **AI**, data analysis, automation, robotics, and digital twins are marking a turning point, allowing companies to optimize supply chains in real time, reduce costs, and improve decision-making. Smart warehouses and connected fleets not only improve performance but also contribute to decarbonization goals. **eMobility World Congress** will gather industry experts to discuss how this transformation is shaping a more agile, intelligent, and sustainable logistics ecosystem.

Autonomous technologies are advancing rapidly in areas such as logistics, on-demand transport services, and industrial transport. Warehouses located along intercity routes are evolving into strategic hubs that connect long-distance autonomous transport with last-mile distribution systems. To analyze this trend, **Fernando Castillo**, CEO of **Novaltia**, will explain how hyperautomation, robotics, and proper infrastructure integration are redefining logistics operations and territorial planning, improving competitiveness, operational efficiency, and reducing the carbon footprint. The congress will also examine how autonomous delivery vehicles, mobile robots, and AI-based orchestration platforms optimize costs, time, and sustainability in urban logistics. Meanwhile, **Jesús Soler**, COO of **Grupo Ágora** (owner of **Ambar**

and **Moritz** beers), will discuss how connected operations, real-time data, and automated material flows connect factories with global supply chains.

Sustainability and connected vehicles transform fleet operations

Sustainability and decarbonization remain major challenges for fleet managers. **eMobility World Congress** will bring together executives such as **Florent Bannwarth** (BlaBlaCar) and **Isabel García** (FreeNow), to analyze fleet decarbonization strategies using mixed vehicles (electric, hydrogen, and hybrid). In addition, **Mario Canet**, Innovation Manager at **TMB** (Transports Metropolitans de Barcelona), will share how a hydrogen bus fleet is designed, implemented, and managed.

Autonomous fleets are no longer an experimental concept but a reality in advanced implementation stages, especially in controlled environments such as logistics centers, ports, mines, or specific intercity routes. Today, connected vehicles and predictive monitoring systems optimize route planning, reduce downtime, and improve safety. **Daniel Ruiz Esteban**, one of the most promising figures in the mobility business and Head of Business Development and Consulting at **Alphabet**, will analyze how operators leverage data to improve operational efficiency and ensure regulatory compliance.

Safety remains the cornerstone of fleet operations. For this reason, the congress will also review emerging regulations, driver assistance technologies, data compliance, and the evolving role of the professional driver in an increasingly automated environment. This scenario reflects a deep and irreversible sector transformation, where automation and digitalization are reshaping operational models and talent management strategies.

About [eMobility Expo World Congress - MOW](#) (March 10-11, 2026 – FYCMA, Málaga): It is the professional event for the autonomous, electrified, sustainable, connected and safe 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. The MOW congress will take place within the framework of the event, where more than 370 experts will share the keys to implementing new business models and present the latest technological and sustainable trends in the mobility landscape.