

eMobility Expo – MOW 2026 to Spotlight Integrated Mobility and Data-Driven Solutions for Metropolitan Areas

Executives from companies such as Cabify, Moeve, BlaBlaCar and city public transport leaders from major cities will discuss how to create integrated, inclusive, smart and sustainable transport systems

From March 10-11, eMobility Expo – MOW 2026 will become the global meeting point for the autonomous, electrified, sustainable, connected and safe mobility industry

Madrid, February 19, 2026 – European cities and regions are advancing toward a new paradigm of smart, integrated, inclusive and sustainable mobility, driven by the strategic use of technology and data, as well as increasingly coordinated urban and infrastructure planning. This model places people at the center, promotes universal accessibility, and optimizes the interaction between infrastructure, vehicles and citizens to respond efficiently to social, economic and environmental challenges.

To analyze the strategies positioning Europe at the forefront of integrated mobility and smart city development, [eMobility Expo World Congress – MOW 2026](#) will bring together **more than 6,000 delegates and 375 international experts** on **March 10 and 11** in Malaga, Spain.

Among the speakers are **Florent Bannwath**, Country Manager at BlaBlaCar, who will examine the policies, business models and technologies shaping inclusive and low-emission transport systems, and **Daniel Bedoya**, Vice President of B2B Mobility at Cabify, who will discuss how connected mobility has become a strategic asset for cities and businesses through the use of real-time data to optimize routes and intelligently integrate journeys into the urban ecosystem, enhancing efficiency and competitiveness.

Urban Digital Transformation: From Data to Action

Cities are evolving into dynamic ecosystems of data and movement, where real-time information is becoming a key decision-making tool. **José Antonio Ondiviela**, smart city researcher and former director of smart city solutions at Microsoft, will explain how continuous communication between infrastructure, vehicles and citizens is transforming mobility planning. He will present examples of integrated command centers and advanced data governance models designed to advance sustainability and improve people's well-being.

The conference will also highlight how urban mobility no longer depends solely on physical infrastructure, but increasingly on the intelligence that connects it. To this end, public sector leaders such as **Eduardo Gutiérrez**, Director General of Transport Infrastructure for the Regional Government of Andalusia, **Marc Iglesias**, Director of Sustainable Mobility Services for AMB (Barcelona Metropolitan Area), **Susana Rojas**, Manager of CETM (Malaga Transport Business Federation), and **Miguel Ruiz**, Managing Director of EMT Málaga, will share how integrating multiple data layers improves coordination between public transport, logistics and energy systems, strengthening urban resilience and efficiency. They will be joined by **María José**

Aparicio, General Mobility Coordinator for the Madrid City Council, from POLIS Network, who will share how the city of Madrid is addressing the challenge of achieving climate neutrality in the coming years.

On the other hand, cities also face the major challenge of ensuring efficient good distribution without compromising mobility, air quality, or business competitiveness. From a corporate perspective, **Javier Guerrero**, General Manager of Distribution at Mahou San Miguel, **Ángel González**, Director of Institutional Relations at Ontime, and **Eduardo López**, Director of Supply Chain at Makro, will analyze how technological innovation, digitization and new operating models can improve efficiency and traceability while promoting environmental and social sustainability.

Inclusive Mobility Focused on People

Building truly integrated cities requires harmonizing urban planning, infrastructure and day-to-day operations with the diverse needs of citizens. **Lourdes González**, Head of Technological Accessibility at Fundación ONCE, **Carlo Castellano**, President of the Association of People with Reduced Mobility (AsoPMR), **David García**, Head of New Energies at Moeve, and **José Miguel Casasola**, Director General of Mobility and Transport at the Regional Government of Andalusia, will explore how cities can design and manage inclusive transport systems that guarantee accessibility, safety and equal opportunities for all. Real-life case studies will be presented to demonstrate how inclusive planning and operations not only reduce inequalities and eliminate barriers, but also create more efficient, sustainable and future-ready cities.

The New Role of Parking in Urban Mobility

Parking infrastructure is evolving from a passive element to a strategic asset within urban and metropolitan mobility systems. Its transition towards mixed-use and multifunctional models enables the integration of services such as last-mile logistics, electric vehicle charging and multimodal transport hubs. **Joaquim Ibern**, advisor at Atlante Iberia, and **Rubén Fernández**, manager of the Barcelona Garage Association, will explore the associated business opportunities and the potential to improve multimodality, optimize urban space and build more efficient, sustainable and user-centered cities.

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.