

The Future of Mobility to Be Decided this Week at eMobility Expo – MOW 2026

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Malaga, March 10, 2026 – The new edition of [eMobility Expo World Congress – MOW 2026](#), Europe's largest professional event for the sustainable, autonomous, electrified, connected, and safe mobility industry, starts today in Malaga, Spain, generating an economic impact of €12 million euros. **More than 6,000 professionals and executives, over 200 exhibiting companies, and 375 international experts** will gather on **March 10 and 11** to define the future of mobility.

The exhibition area showcases the industry's most cutting-edge solutions, offering a glimpse into the future of mobility. Among the more than 400 innovations, there are Spain's first hydrogen-powered recreational boat with a range of over 100 km, drones and electric vertical take-off aircraft for passenger transport, advanced driver assistance systems, electric scooters with removable batteries for easy home charging and unique prototypes such as a motorcycle with a hydrogen combustion engine, reflecting how technological innovation, electrification, and new fuels are transforming transportation in all its segments.

To offer a comprehensive overview of the reality of the industry, the eMobility World Congress – MOW 2026 features five simultaneous auditoriums that host ten vertical forums focused on each segment of the mobility industry (automotive, aviation, rail, maritime, urban mobility, micro-mobility, tourist mobility, logistics, integrated transport systems, and energy, batteries, and hydrogen) and four agendas for CEOs, CIOs, fleet managers, and the Government & Manufacturers Summit, which bring together public administrations and industry on stage to promote public-private collaboration, which is so important in the mobility sector.

New industrial investments in sustainable mobility put regional governments and manufacturers in the spotlight

Within the Congress, the **Governments & Manufacturers Summit** is the main meeting point for institutional representatives such as **Jaime David Peris Pascual**, Special Commissioner for Reindustrialization of the **Government of Spain**, and regional councilors, to present tax incentives to attract investment in new industrial projects for sustainable mobility, together with senior executives from manufacturing companies.

In a decisive context for European competitiveness, it is essential to align climate objectives with industrial reality and the market. In this regard, representatives of public administrations and industry representatives such as **Eduardo Blanco, CEO of Santana Motors**, will explore how reindustrialization can be achieved with the commitment of local administrations and manufacturers, coordinating actions and generating value in the local ecosystem, thereby revitalizing projects that had lost their activity. In addition, **AFNAC** (Spanish Association of

Automobile and Truck Manufacturers) and **Faconauto**, the dealership employers' association, presents the **Spain Auto 2030 Plan**, the roadmap to strengthen the competitiveness of the automotive sector in the coming years, developed in collaboration with the Ministry of Industry and with the participation of the entire sector ecosystem.

Likewise, Kawasaki CEO, **Ramon Bosch**, together with **José María Riaño**, Secretary General of Anesdor (National Association of Two-Wheeled Vehicle Companies), will share their vision from the perspective of a motorcycle manufacturer and users on the development of light electric vehicles with a lower carbon footprint throughout their life cycle.

The conference also brings together leading figures from the world of motor racing and motorcycling, such as **Jorge Viegas**, president of the FIM (International Motorcycling Federation), **Xavier Mestelan**, from the FIA (Federation Internationale de l'Automobile), and **Alberto Longo**, co-founder of Formula E, to discuss how motorsports act as a laboratory for innovation to accelerate technology transfer to road vehicles.

A key space for generating constructive dialogue, proposals and consensus that will help accelerate decarbonization with realism, innovation and a European vision.

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.