

GLOBAL MBLTY CALL

Sustainable Mobility
World Congress & Expo

24-26
Oct
2023

Recinto Ferial
ifema.es

Connecting the
sustainable mobility
ecosystem.

Sponsored by:



In cooperation with:



snobhub



What is Global Mobility Call?

The True World Conference & Expo on **Sustainable Mobility** of people and goods that connects all industries and stakeholders through its unique holistic and transversal approach.

With the clear **purpose** (“**CALL**”) of addressing the **main challenges** and providing **solutions** that allow safer, cleaner and more inclusive economic, environmental and social development.

Madrid- an open, hospitable and innovative city pioneering initiatives in sustainable mobility and recognized as one of the most attractive business centres globally.



And an opportunity that allows you to

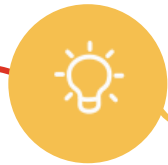
- Position yourself as a leader in sustainable mobility and influence the ecosystem.
- Participate in new public – private investment projects.
- Generate new opportunities and business relationships with new clients and alliances through high-level networking.
- Increase brand awareness.
- Present the latest developments and new mobility solution product launches.



Leadership & Influence



Business & Networking



Knowledge & Inspiration



With strong institutional involvement

Backed by the Spanish Government in 2022



Raquel Sánchez

Minister of Transport,
Mobility and the Urban
Agenda



Reyes Moroto

Minister of Industry,
Trade and Tourism



Teresa Ribera

Minister of Ecological Transition
and the Demographic Challenge

And extensive support from regional and local administrations.

8 Autonomous Communities:

Aragón, Castilla la Mancha, Cataluña, Euskadi, Extremadura,
Madrid, Navarra, C.Valenciana



With strong institutional involvement

And with the support and participation of international organisations and international top speaker:



Adina Vălean
European Commissioner
for Transport



Young Tae Kim
Secretary-General of
the International
Transport Forum (ITF)



Tedros Adhanom
General Director of the
WHO



Backed by sustainable mobility leaders

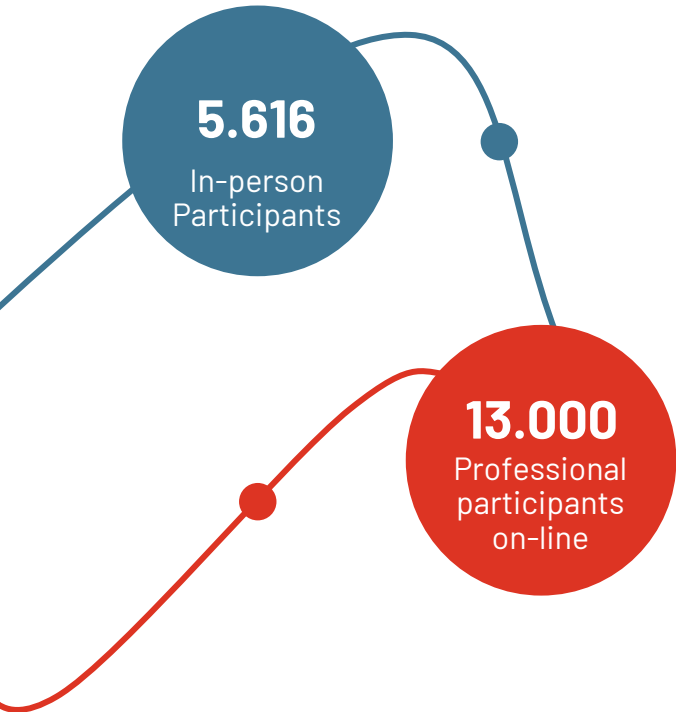
2022 Partners

More than 100 exhibitors and industry associations



GMC Expo connects you with

In 2022:



Senior management visitor profile:

- CEO'S & DIRECTORS from differing functions: (Marketing and Sales, Technology and Innovation, Banking and Finance, Legal, Consulting, Administration, Human Resources) .Gerentes de Desarrollo de Negocio
- Innovation Programs Leaders.
- Business Development Managers
- Directors of mobility and professional experts from city councils and communities who are looking to participate in mobility projects in Europe and Latam.
- Government representatives(international and local), and representatives of public mobility services for the transport of people and goods.

Sectoral visitor profile:

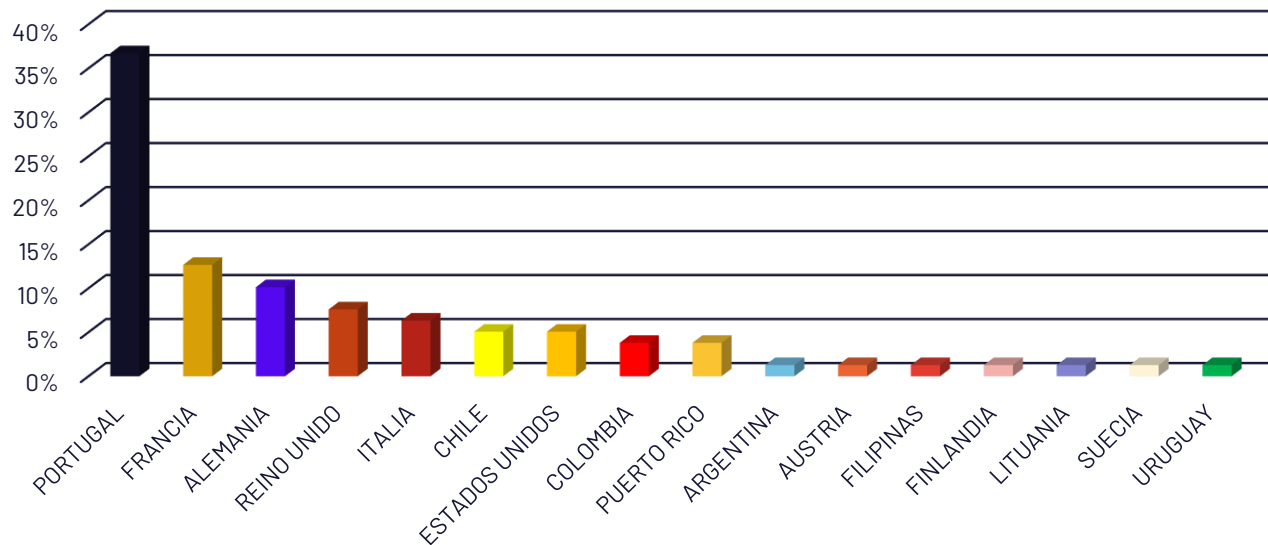
- Director of Mobility
- City Manager
- Mobility Transition Coordinator
- Director of Business Development for Electric Vehicles
- Director of Innovation in Electric Mobility
- Director of Geographic Information Systems
- Director of Intelligent Transportation Systems
- Director of Public Transport
- Director of Transport and Infrastructure
- Director of the Transportation Authority
- Director of Urban Mobility Services
- Director of Urban Planning
- General Director of Road Safety and Sustainable Urban Mobility Systems
- Head of Traffic Engineering
- Head of Urban Air Mobility
- Transportation Planning Manager
- Municipal Secretariat of Traffic, Mobility and Transport
- Urban planner
- Director of Planning and Urban Development
- Director of Software Development
- Director of Digital Operations
- Director of AI Strategy
- Director of Big Data and Analytics
- Director of Blockchain Solutions
- Director of Data and Cloud Security
- Director of Digital Transformation
- Director of IoT Solutions
- Architect
- Engineer
- Director of Sustainability
- Director of Sustainable Development
- Director of Strategy Cleantech
- Director of Climate Change and Disaster Risk Reduction
- Director of Energy and Utilities
- Director of Renewable Energy and Energy Efficiency

High participation of international visitors

In 2022:

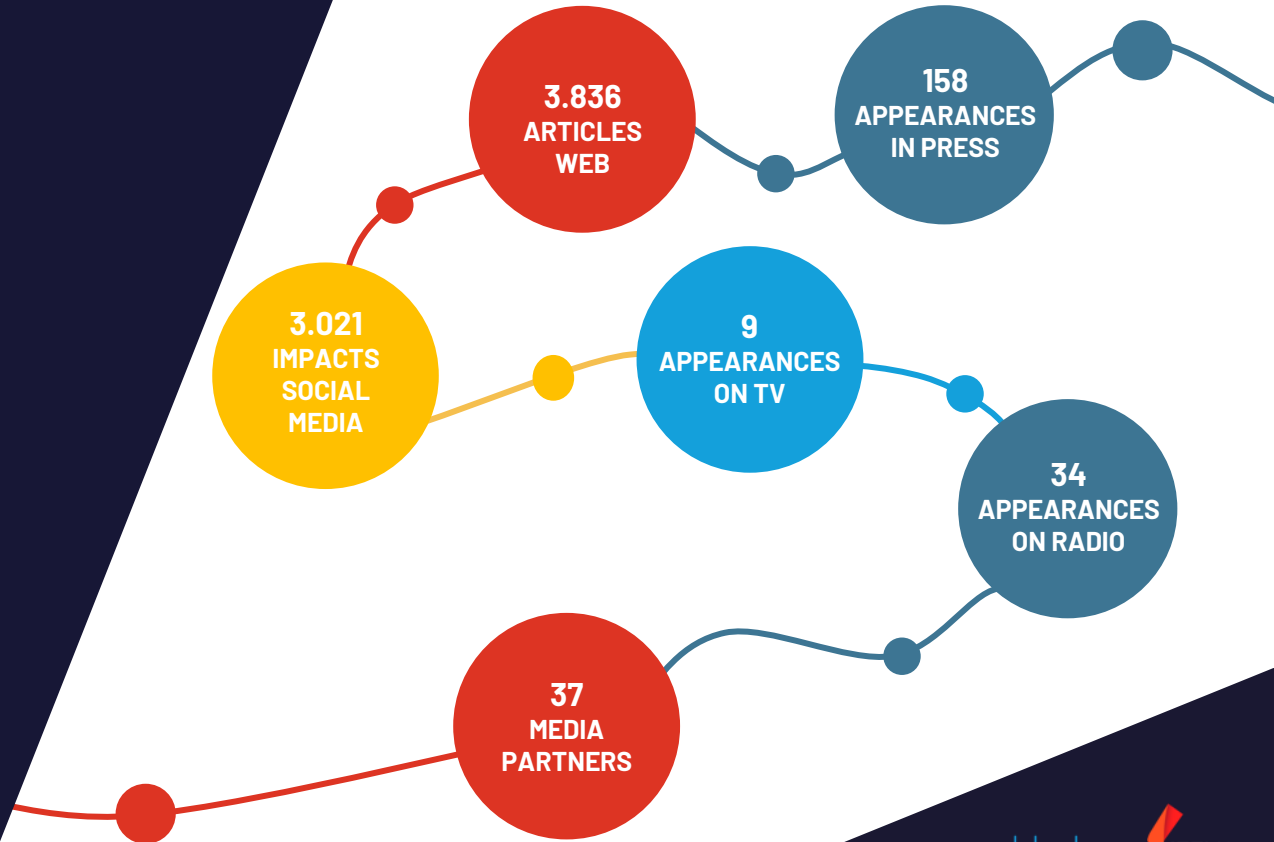
16
Participating
Countries

30%
International
visitors



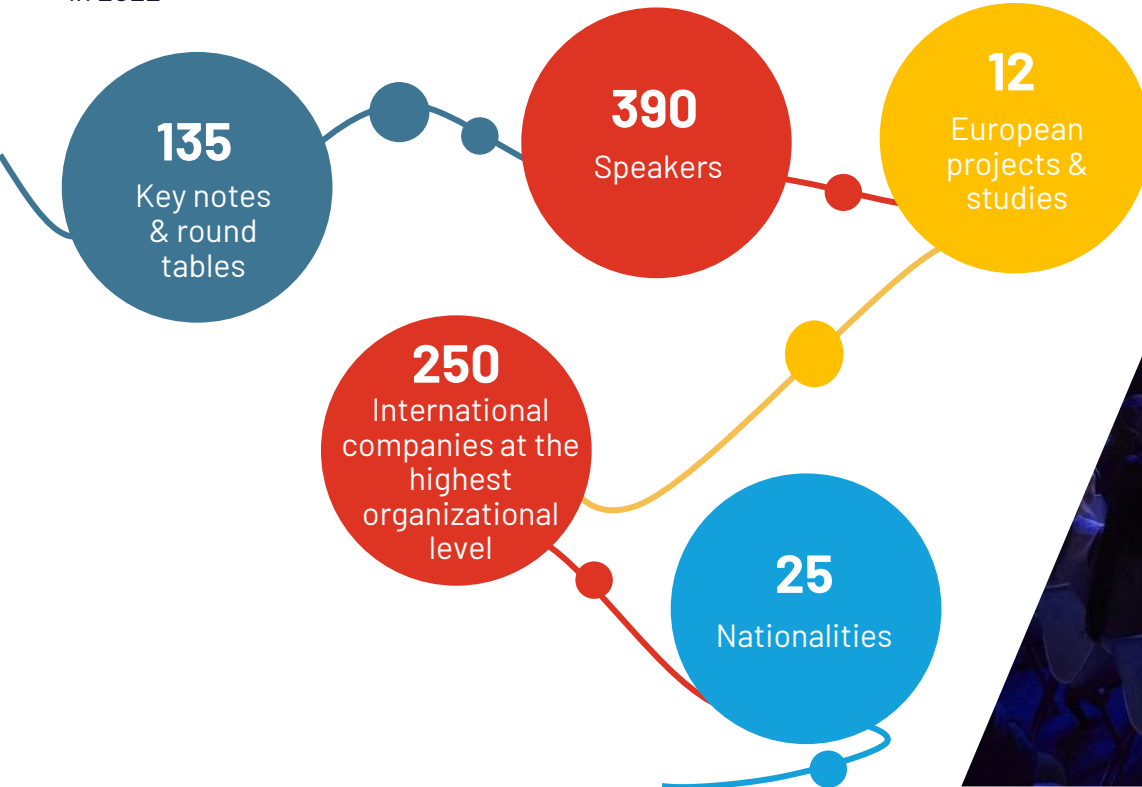
Summary of GMC 2022 media coverage

- Presence in **30 countries**
- **7,058** information impacts
- Audience: **611.3 million**
- Economic valuation: **11,5 M €**



A Leading International Speakers Programme

In 2022:



With highly influential speakers

In 2022:



Uri Levine

Waze Co-Founder &
Serial Entrepreneur



Prof. Jeffrey Sachs

Renowned Development Economist
Director of the Center for Sustainable
Development President of the
Sustainable Development Solutions
Network



Mr Carlo Ratti

Director, MIT Senseable City Lab,
founder, C.R.A.



Clotilde Delbos

CEO Mobilize, Chairman of the Board
of Directors of RCI Banque SA



Mónica Araya

Transport lead at "climate champions"
initiative of United Nations Co-founder, Costa
Rica Limpia Co-founder, Electric Mobility
Association



Luis Gallego

CEO
IAG - International Airlines
Group



Jean François Cases

Vice-president
Amadeus



Rana Adib

Executive Director
Red Ren21

With highly influential speakers

In 2022:



Josu Jon Imaz

CEO of
Repsol S.A



Pilar López

VP SMO Western Europe
Microsoft



Prof. Michio Kaku

Author, Scientist and Futurist



Ana Paula Assis

General Manager of IBM
in Europe, Middle East
and Africa



Erik-Mark Huitema

General Director of
Acea



Ayesha Khanna

Co-Founder and CEO of
ADDO AI



Stephane de Creisquer

General Director of
Man & Hummel



Antonio Huertas

President of
Mapfre

Global Mobility Call 2023

From 24 to 26 October 2023
Hall 14 (IFEMA)

- **In-depth and varied programme:**
Congress and Exhibition
- **Transversal and cross-sectional**
- **Global impact**
- **Hybrid format:**
Complementary 365 digital platform for
monitoring initiatives and networking

+10.000
PROFESSIONAL
VISITORS

+130
TALKS & ROUND
TABLES

400
SPEAKERS

+250
PARTICIPANT
COMPANIES

**GLOBAL
MBLTY
CALL**



Strong institutional support

Sponsored by:



Spanish Presidency of the Council of the European Union

Organisation of 3 sessions:



24 THE PEP on Active Mobility



25 Technical conference on **mobility services in rural areas**



26 **European Corridors in Spain 360: Atlantic Corridor and Mediterranean Corridor**

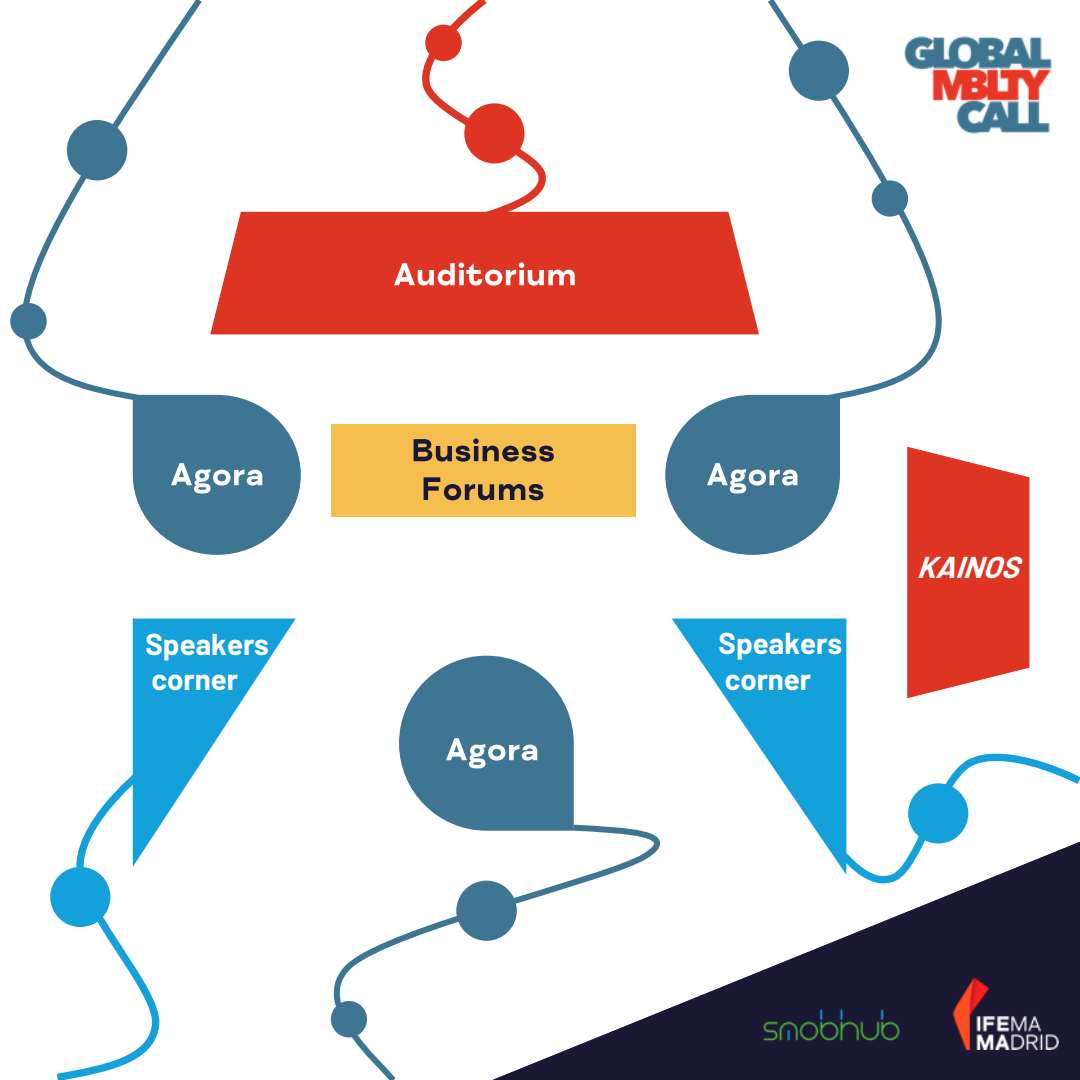
GMC CONGRESS

A forum with different spaces to lead, inspire, meet and debate

- **Auditorium** with a high-level strategic agenda of 3 days of keynote speeches and debates presented by C-level management representatives.
- **3** debate **Agoras** offering topics from 8 different itineraries of content and research projects

NEW **Speakers Corner** and **personalised** events.

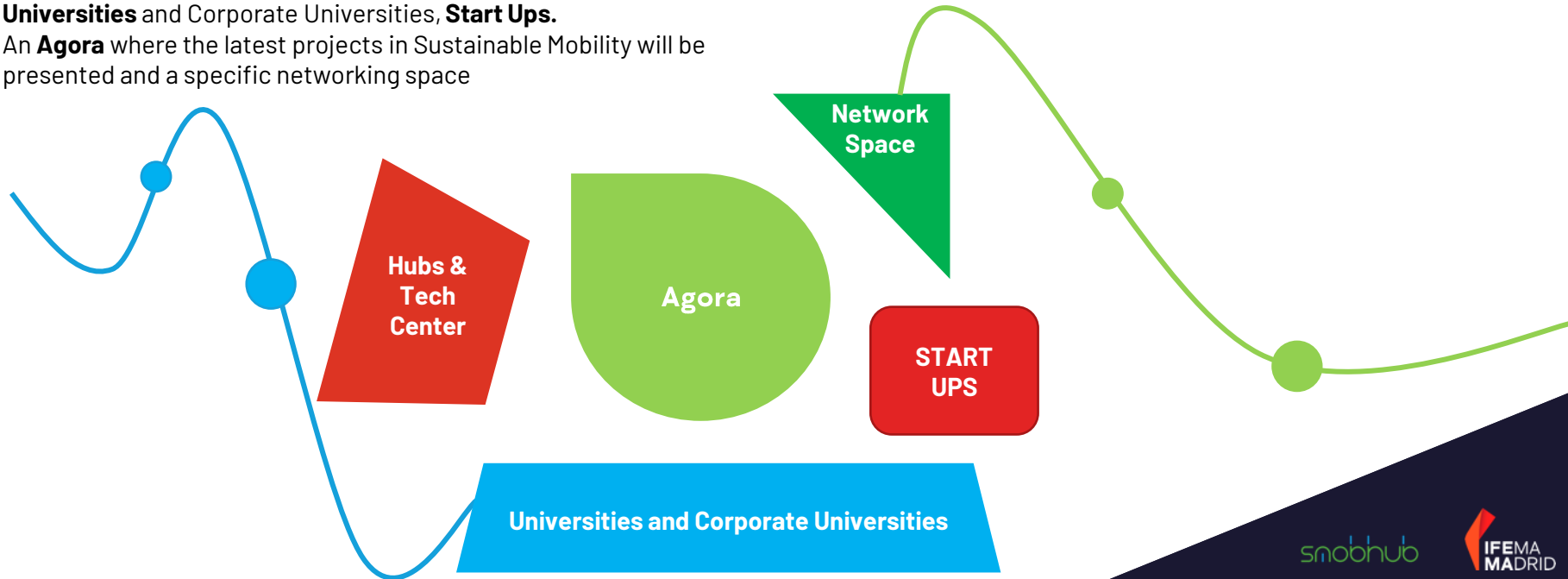
NEW Unique spaces for **Innovation and Talent** with activities and networking spaces to promote partners' business and leadership.



GMC CONGRESS

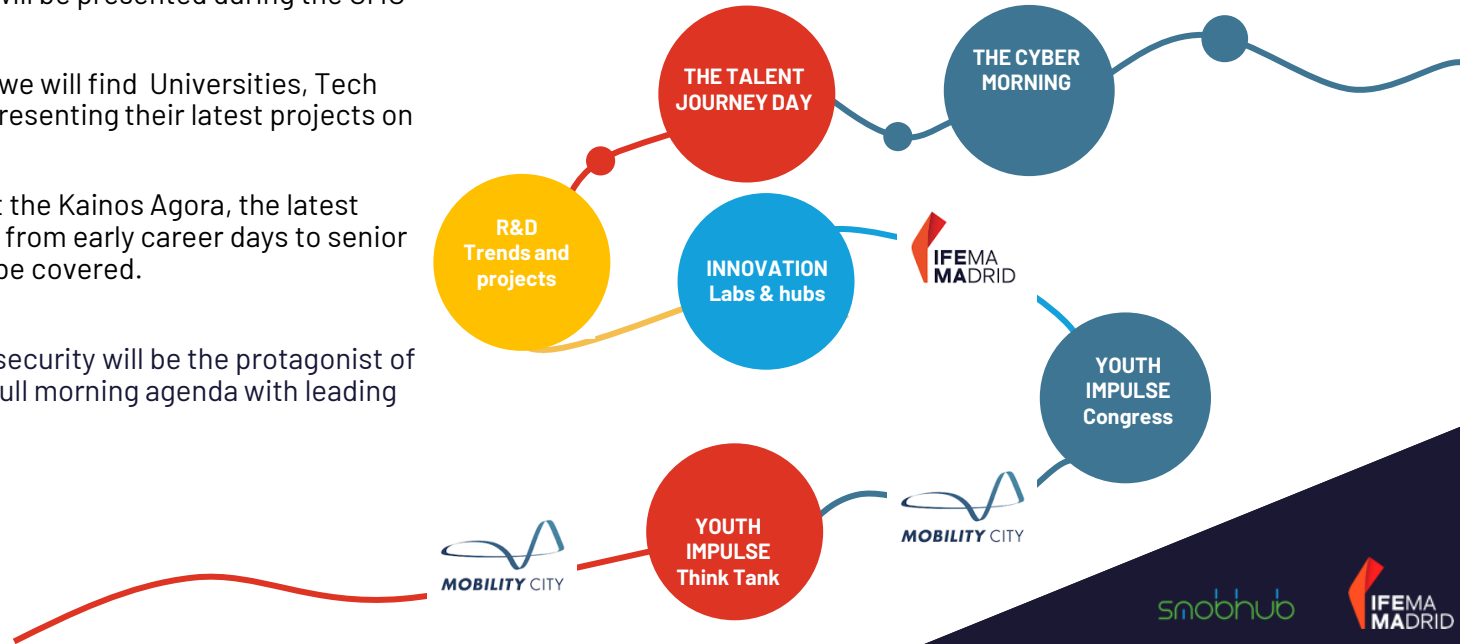
Kainos Talent and Innovation Area

- **INNOVATION PLAYERS**, will have their own dedicated space: **"KAINOS"**.
- With the active presence of International **Hubs and Tech Centers**, **Universities** and Corporate Universities, **Start Ups**.
- An **Agora** where the latest projects in Sustainable Mobility will be presented and a specific networking space



A concept combining Innovation, Research & Development, Talent and Youth Impulse.

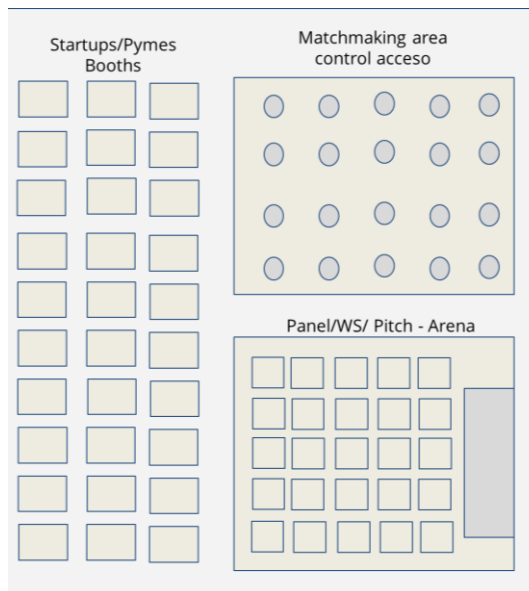
- **Youth Impulse, the youth think tanks and youth congress on Sustainable Mobility:** 300 young talented individuals (below 30) will meet at Mobility City in Zaragoza before GMC and the outcome of that congress will be presented during the GMC days
- **At the GMC Kainos Space:** we will find Universities, Tech Centers, Innovation Hubs presenting their latest projects on Sustainable Mobility.
- **The Talent Journey Day:** at the Kainos Agora, the latest needs and trends in Talent, from early career days to senior corporate governance will be covered.
- **The Cyber morning:** Cybersecurity will be the protagonist of the Kainos Agora having a full morning agenda with leading international experts.



Innovation and Talent Area (in development)

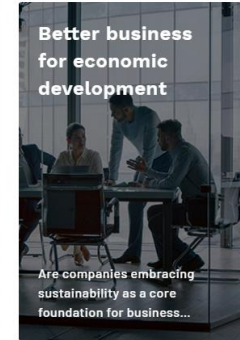
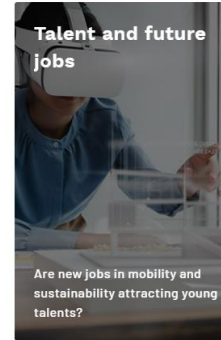
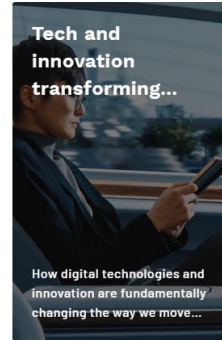
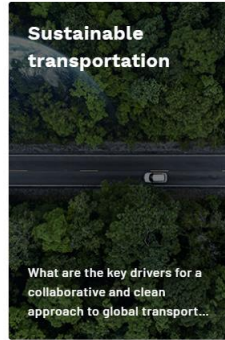
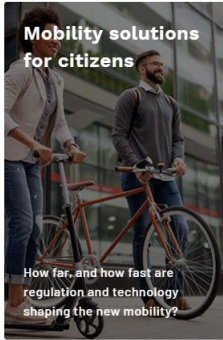
More than **50 confirmed startups and scaleups**

- Presentation of innovations, business challenges, exposure of startups and scaleups and fostering the talent of the new generations
- Collaboration with **international and national promotion platforms**.
- **Involvement** of major international **organisations** to promote **public-private investment**.
- Involvement of major **universities**
- 1st Global Mobility Call Awards with the support of HUB Las Rozas Innova.



GMC CONGRESS

All mobility in 8 themed itineraries



GMC CONGRESS

First international speakers confirmed



Bertrand Piccard

Aeronaut, Explorer,
Psychiatrist,
Chairman of the Solar
Impulse Foundation



Ge Jun

CEO Tojoy Holding
Group and Global Vice
President of Apple
(2014-2017).



Jeremy Rifkin

President of the TIR
Consulting Group and
UE Advisor since 2000



Miguel Luengo

Chief Data Scientist of
the UN Global Pulse
(2016-2022).
Founder and CEO of
Spotlab



Ugwem Eneyo

Co-Founder & CEO
SHYFT Power
Solution



Peggy Liu

President JUCCE
(Joint US China
Collaboration on Clean
Energy)

GMC EXPO

**A venue that connects
the protagonists of
sustainable mobility**



Partners and Exhibitors confirmed (to 20 June)

Energy



Public Transport



Technology & Innovation



Multimodal and Inclusive Mobility



Bank and finance



Infrastructure



Exhibitor & Startups



Member Associations confirmed

Automotive

- AER
- ANDEMOS(COL)
- ANESDOR
- ANFAC
- FACONAUTO
- SERNAUTO
- ANCERA
- ACAP(PT)
- ANECRA(PT)

Energy for mobility

- APPA
- CEEES
- AEPIBAL
- GASNAM

Infrastructures

- SEOPAN
- ASESGA
- ITS
- ACEX
- AEC
- COITT

Logistics

- CEL LOGÍSTICA
- UNO LOGÍSTICA
- CITET
- AECOC
- AER
- CETM
- TRANSPRIME
- AET
- APAT(PT)

Trade

- CEOE
- COMCE(MEX)

Mobility, transport & Safety Mobility services

- FESVIAL
- PONS
- CLUSTER INMOVE
- CONFEBUS
- ATUC
- ALA
- AJE
- UNIJEPOL
- AIPSEV
- FECAV

Mobility services

- AER
- FENEVAL
- AVCE
- AMBE
- RACC

Technology, Data & Cybersecurity

- BOND SPAIN CLUSTER

Territorial Organisations

- AMUCH(CHI)
- ASOCAPITALES(COL)
- FEMP
- FENAMM(MEX)

Expansion áreas: International (in development)

INTERNATIONAL ORGANIZATIONS

- UN Habitat – UN Compac
- World Economic Forum
- PIARC
- OCDE
- World Bank
- WWF
- Wbcsd
- Polis
- Ren21

Objective: use cases – speakers – internationalization

INTERNATIONAL CITIES

- OnCities
- CitiesForum
- C40
- Missions EU

Objective: 15-20 international cities

COUNTRIES TRADING OFFICES

- Cámara de Comercio Franco – española
- Trading Office Italia
- Trading Office Canadá
- Trading office USA
- Inno-Norway
- GTAI trading office Alemania. (Bable – spin-off Instituto Fraunhofer)

Objective: Internationalization – attracting companies

Want to know more?

Contact us

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CALL



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MADRID