

Global Mobility Call, the largest sustainable mobility event, will hold its 3rd edition from 19 to 21 November.

With a combined conference and exhibition format, GMC offers the most advanced opportunities and solutions for sustainable mobility development to public and private agents.

Global Mobility Call, the international platform leading the sustainable mobility of the future, will hold its third edition from **19 to 21 November 2024, organised by IFEMA MADRID and Smobhub**. The aim is to become the sector's benchmark once again for the industries and the different public and private actors forming part of the framework that today drives projects, strategies and developments aimed at managing the sustainable movement of people and goods.

The GMC joint Conference and Exhibition format will once again be the main **window of opportunities, proposals and innovative solutions** to the challenges posed by the development of sustainable mobility, concentrating the participation of the leading firms in each of the sectors involved, and exchanging information, experiences and knowledge between sector leaders, as well as sharing and participating in the highest network of business contacts.

In 2023, the **GMC Congress** section closed with **8,000 attendees** from **37 countries and nearly 10,000 people** followed the event on its **LiveConnect** digital platform. In total, **more than 120 round tables of the sector and conferences** were held with the participation of **more than 500 speakers**, 40% of whom were international, including professionals, **public representatives and CEOs of large national and international companies**.

To achieve these objectives, **GMC** is once again supported by **the Ministry of Transport, Mobility and the Urban Agenda**, with the collaboration of **the Community of Madrid and Madrid City Council**. It will also count on the participation of major partners, including companies and public bodies, as well as Spanish and international sectoral associations.

With this solid institutional support, a boost is given to the creation of a multi-sectoral and cross-sectional platform that enables the promotion of contact networks for the

Marta Cacho

Director of Communication
Tel.: +34 626 632 326
mcacho@ifema.es

Elena Valera

International Press
Tel.: +34 629 644 208
evalera@ifema.es

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development of business, future alliances, investment opportunities and the generation of greater knowledge on the development of sustainable mobility.

In its last edition, the Congress, amongst many topics, addressed the issues of the role of electrification and other alternative fuels in decarbonisation, transport multimodality, new infrastructures, alongside innovation, digitalisation and new technologies in the development of mobility, among other topics.

The **GMC Expo** segment was attended by **104 exhibiting companies** (76% more than in 2022), in what was the largest meeting point and promotion of public-private collaboration amongst public administrations and the business sector. In addition, innovative products and solutions for the development of sustainable mobility and road safety were presented.

Marta Cacho

Director of Communication
Tel.: +34 626 632 326
mcacho@ifema.es

Elena Valera

International Press
Tel.: +34 629 644 208
evalera@ifema.es

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International experts and leaders to address the major challenges of sustainable mobility at Global Mobility Call 2024

The third edition of this major international event will feature 7 thematic itineraries that will structure the Agenda of the GMC Congress Space, where the most relevant challenges and aspects of sustainable mobility will be addressed from 19 to 21 November.

The **third edition of Global Mobility Call**, the leading international event for the sustainable mobility ecosystem, organised by **IFEMA MADRID and Smobhub**, will take place in Madrid from 19 to 21 November 2024. It will include an exhibition area **-GMC Expo-** with the latest innovations and advances in the field of mobility, as well as a congress area **-GMC Congress-** with the most relevant content agenda of the moment. The latter will address the current and future challenges and solutions for a cleaner, safer, connected and equitable mobility **through 7 thematic itineraries in which new solutions will be addressed in response to the social and economic challenges** related to **sustainable mobility**.

Once again this year, this **international Congress-Expo** is sponsored by the **Ministry of Transport and Sustainable Mobility**, with the **collaboration** of the **Community of Madrid** and **Madrid City Council**, the participation of the main players in the national and international mobility ecosystem, companies, public administrations, international institutions and organisations, sectoral associations and employers' associations, as well as the innovation sector (start-ups, technology centres and universities).

Thematic itineraries of the conference

The thematic areas that will structure the major content agenda on sustainable mobility will be: 1.- **Energy transition driving the transformation of mobility**; 2.- **Intermodal transport**: a more efficient and sustainable vision of mobility; 3.- **Public transport and shared mobility** at the heart of urban mobility solutions; 4.- **Smart mobility planning** for more inhabitable cities and areas; 5.- The **mobility revolution and its progress. Technological trends driving change**; 6.- The **transition of the automotive industry** in a future scenario of high uncertainty; and 7.- **Innovation for disruptive mobility**.

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Tel.: +34 626 632 326
mcacho@ifema.es

Elena Valera

International Press
Tel.: +34 629 644 208
evalera@ifema.es

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These themes will bring together more than 400 **international** leaders, **CEOs, experts and academic professionals**, who will address the challenges, solutions, experiences and provide their vision of the future to respond to the needs posed by the transformation of mobility from different economic, technological, regulatory, social and environmental outlooks.

The first theme will focus on how the **energy transition** is driving the transformation of mobility, including discussion on the energy mix, electrification, the development of alternative clean fuels, the acceleration of infrastructure and the future development of batteries, as well as energy storage and power. In intermodal transport, the focus will be put on the integration of different modes of land, rail, sea and air transport to improve efficiency and the development of multimodal logistics hubs for the transport of goods and the promotion of sustainable economic development. The itinerary on **public transport and shared mobility**, which will focus on the relevance of public transport as the main feature and integrating element of mobility in cities and territories, as well as multimodality and MaaS solutions as key elements of the offer of flexible mobility to citizens. In particular, the chapter on active mobility will be developed: cycling and walking.

The **smart mobility planning** track will bring together experts in urban management who will discuss how the integration of new technologies and the development of shared platforms and data centres for better planning, management and governance of traffic and services in cities. As well as last mile delivery or the emerging need to establish the new urban airspace. The **development and revolution of mobility**, with the technological trends driving the change will give us the vision on the revolution that technological advances are bringing to the transformation of mobility, such as 5G, drones, hyperloop, connectivity or smart digital solutions and how Artificial intelligence will contribute to the development of mobility.

The **transition of the automotive industry** will address the future supply mix, the integration of infrastructures, the new business model and the new value chain of the sector as a whole. Alongside innovation for disruptive mobility, which will involve the main actors such as Technology Centres, Universities, the start-up ecosystem and the main European cross-cutting projects to give us a vision of the relevance of innovation in the future of mobility solutions. It will devote a special chapter to cybersecurity, a cross-cutting and highly relevant issue.

Marta Cacho

Director of Communication
Tel.: +34 626 632 326
mcatcho@ifema.es

Under the auspices of



Elena Valera

International Press
Tel.: +34 629 644 208
evalera@ifema.es

The **'Strategic Disruption: Innovation, Talent and Cyber'** track is a comprehensive exploration of the global initiatives driving innovation within the sustainable mobility ecosystem. This event will have a strong international presence, with representatives from various countries and continents bringing a global perspective to the discussions.

During the roadshow, the Horizon Programmes' mission to foster transformative mobility breakthroughs in both urban and rural areas will be addressed. Participants will discuss how these innovations reshape communities and promote sustainable growth. The role of data, artificial intelligence and 'digital twin' technology in the mobility planning revolution will also be explored, along with the key factors influencing investments in sustainable mobility by private equity and seed capital experts.

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Director of Communication
Tel.: +34 626 632 326
mcacho@ifema.es

Elena Valera

International Press
Tel.: +34 629 644 208
evalera@ifema.es

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Global Mobility Call reaffirms its international approach to the future of sustainable mobility.

The third edition of the event will have many speakers as well as globally leading companies and organisations

Global Mobility Call once again highlights its international approach with an **increase in participation** from different countries, allowing the challenge of developing sustainable mobility to be addressed globally through **globally renowned leaders, companies and organisations.**

For the third edition from 19 to 21 November, the event organised by **IFEMA MADRID and Smobhub** will welcome **more than 450 speakers**, many from different countries, who will take part in the **115 debate and keynote tables**, and close to a hundred companies, corporations and startups from all over the globe. The presence of world leaders, high-level institutional representatives, business executives, experts and entrepreneurs will provide solutions to define the future of mobility, creating partnerships, public-private collaboration, dialogue, networking and innovation.

International organisations and highlighted mobility leaders

In this edition, GMC will have participation from organisations of international importance such as **WWF, UN-Pacto Mundial, UN-Habitat, PIARC, C40, Slocat, GIZ**, and the **International Energy Federation**, who, among others, have confirmed their collaboration.

The conference will also benefit from high-level international speakers, including **Chris Barton**, founder and creator of Shazam; **Joseph McMonigle**, Secretary General of the International Energy Federation (IEF); **Richard Irvin**, mayor of Aurora (Illinois), USA; **Eileen Vélez**, Puerto Rico's Secretary of Transportation and Public Works (DTOP); **Karla González Carvajal**, head of gender equality in the Global Transport Division of the World Bank. **Louis Zacharilla**, CEO Intelligent Community Group New York; **Mark Collins**, Head of Future Transport / Director of ITS UK; **Benjamin de la Peña**, CEO Shared-Use Mobility Center. Chicago; **Helene Chartier**, Director of Urban Planning and Design at C40; **Shin-pei Tsay**, Director Mayor's Office of New Urban Mechanics of Boston.

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mcacho@ifema.es

Elena Valera

International Press
Tel.: +34 629 644 208
evalera@ifema.es

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Other leaders are also to participate, such as **Valentina Galasso** President of the PIARC International Committee on Network Operation and ITS, Partner at Deloitte, Italy; **Stefan Di Bitonto**, Deputy Director Mechanical & Electronic Technologies Germany Trade & Invest (GTAI); **Thierry Delmas**, CEO Singular Logistics; **Sam Li**, Senior Innovation Officer, Transport Strategy and Transport for Greater Manchester, UK.

Cities of the world: mobility planning

As a new feature, the third edition of the **Global Mobility Call** highlights the **significant presence of many cities from all over the world** who are to share their advances in mobility, urban planning and investment.

Cities such as **Stuttgart, Copenhagen, Brussels, Bologna, Milan, Krakow, Copenhagen, Stockholm, Oslo, Bordeaux, Budapest, Chicago, Boston, Cincinnati, Aurora, Portland, Krakow, Istanbul, Guimaraes, Barcelos, Crete, Athens, Valdivia** (Chile), **Hermosillo** (Mexico), **Montería** (Colombia), as well as others from **Costa Rica, the United Kingdom and Ireland**, will be represented at the largest sustainable mobility event held from **19 to 21 November at IFEMA MADRID..**

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Tel.: +34 626 632 326
mcacho@ifema.es

Elena Valera

International Press
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evalera@ifema.es

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Global Mobility Call brings together world leaders and experts to shed light on a sustainable mobility model

The event, organised by IFEMA MADRID and Smobhub, will be held from 19 to 21 November at the Trade Fair Centre. It will boast the largest space for knowledge and inspiration from speakers representing the various sectors and disciplines that go to make up the mobility ecosystem.

Global Mobility Call is the largest monographic and cross-sector event dedicated to researching and comparing proposals and solutions to meet the current mobility needs of people and goods, moving towards sustainable, secure and connected models. **It is to be held in Madrid from 19 to 21 November**, organised by **IFEMA MADRID and Smobhub**, presenting in its third edition a broad congress agenda where international leaders, business leaders, academics and entrepreneurs will address the main challenges of sustainable mobility of the future, in what is set to be a great space for knowledge and inspiration.

In the congress area, the event will present **GMC Congress**, a powerful programme of national and international conferences representing all sustainable mobility sectors. It is set to address major topics such as the **development of sustainable mobility, technological solutions, urban planning, transport services, the role of companies and administrations, energy transition and environmental challenges**, inter alia.

The future of mobility according to the experts

The **GMC Congress** knowledge space will bring together a total of 115 **round tables and keynote speeches by more than 450 global speakers. They will be distributed around the Main Stage; 3 Agoras for debate** and the **Insight Plaza**, which will put into place the agenda of 6 of the thematic itineraries. There is also the **Innovation Studio**, a unique space where the **Strategic Disruption** itinerary will take place: **Innovation, Talent and Cyber**.

The GMC Congress programme will feature speakers such as **Chris Barton**, the founder and creator of Shazam; **Iván Martén Uliarte**, the chairman of the Basque Institute of Competitiveness (Orkestra); **Kosmas Anagnostopoulos**, the founder and coordinator of CIVINET Greece-Cyprus, the National Network of the CIVITAS Initiative and the ELTIS National Multiplier; **Bogdan Ołdakowski**, the founder, owner and CEO of Actia Forum Ltd;

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Tel.: +34 626 632 326
mcacho@ifema.es

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Elena Valera

International Press
Tel.: +34 629 644 208
evalera@ifema.es

Stefan Di Bitonto, the Deputy Director of Mechanical and Electronic Technologies at Germany Trade & Invest (GTAI); **Peter Brown**, Oceano Community Services District's General Manager; **Sampo Hietanen**, the founder and CEO of MaaS Global Ltd or **Yiannis Anastasakis** who has worked as a consultant at the Ministry of Environment, Planning and Public Works, where he was director of the office of the Secretary- General for Planning and the Environment.

Some also stand out with a track record closely linked to projects on smart city planning, town planning and urban mobility planning. This is the case of **Iris Belle**, a full professor at the Stuttgart University of Applied Sciences; **Louis Zacharilla**, a co-founder of the Smart Communities Forum; **Bas Boorsma**, the founder and CEO of Urban Innovators Global and president of the Urban Futures of the Smart Communities Forum and chairman of the entrepreneurship studio Urban Futures in Italy; **Nuno Cunha**, the operational manager of the Cuadrilátero Association or **Teddy Axelsen**, the co-founder of the Digital Outdoor Living Lab (DOLL), a leading international laboratory for smart cities in Europe.

Alongside them there will be other expert, prestigious profiles from the field of sustainable transport development. This includes **Kelly Rodgers**, the Director and owner of Streetsmart Planning; **Shin-pei Tsay**, the Global Head of Policy for Cities and Sustainability at Uber; **Benjamin de la Peña**, the CEO of the Centre for Shared Use Mobility and Chairman of the Global Network for Popular Transport; **Hamid Zarghampour**, the Chief Strategist at the Department of Strategic Development of the Swedish Transport Administration; the CEO of the Kraków Public Transport Authority (ZTP), **Łukasz Franek**; the chairman of Transport Planning and Traffic Engineering, **Manfred Wacker** or **Søren Sørensen**, the chairman of ITS Danmark, inter alia.

[Check the full list of confirmed *speakers* here](#)

[See the full GMC Congress programme here](#)

In addition, there will be other presentations and round tables featuring representatives from **Global Partners**, **Main Itinerary Partners**, **Connected Partners** and **Top Innovators**, as well as associations and organisations present at the event, who will set out the challenges and solutions to address the future of sustainable mobility.

[You can consult the Partners participating in Global Mobility Call 2024 here](#)

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Director of Communication
Tel.: +34 626 632 326
mcacho@ifema.es

Elena Valera

International Press
Tel.: +34 629 644 208
evalera@ifema.es

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Global Mobility Call launches its first GMC Sustainable Mobility Report 2023

The event, organised by IFEMA MADRID and Smobhub and which will hold its third edition from 19 to 21 November, takes another step forward in its efforts to share all the advances being made in the different industrial sectors in the current process of transforming the mobility of people and goods.

Issue 1 of the *Global Mobility Call Papers* brings together all the knowledge, discussions and experiences presented at the last edition of GMC 2023, and reflects the commitment of companies, administrations, regulators and innovation centres to society and to moving towards sustainable mobility models through public-private collaboration.

This report stems from the commitment that Global Mobility Call aims to establish with society through a call to action (CALL), identifying the most relevant issues and tangible solutions to build a mobility which is more sustainable, efficient, equitable and safer.

Global Mobility Call presents the **Sustainable Mobility Report 2023**. A document that seeks to **drive the adoption of tangible solutions to build a mobility which is more sustainable, efficient, equitable and safer**, addressing the critical challenges facing the sector globally, and highlighting the importance of public-private partnerships.

A report that we hope will become an essential guide for the sector to better understand sustainable mobility and inspire new opportunities for innovation, collaboration and business, as a resource for experts and practitioners to learn from in order to better understand sustainable mobility and its implications.

This event, organised by **IFEMA MADRID and Smobhub**, takes another step forward in its aim of providing information with this first edition. The paper **brings together the key points reflected in the more than 120 round tables held at the last edition of Global Mobility Call**, as well as the contributions of **more than 450 business and institutional leaders** representing the **15 sectors that make up the mobility ecosystem**, highlighting all the reflections and debates on the challenges and opportunities of mobility in a global

Marta Cacho

Director of Communication
Tel.: +34 626 632 326
mcacho@ifema.es

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International Press
Tel.: +34 629 644 208
evalera@ifema.es

context. Thus, this document can be defined as a repository of collective intelligence, proposing solutions that respond to the demands and needs of today's society.

To prepare this report **Smobhub and IFEMA MADRID** have worked together with the valuable collaboration of two institutions of the highest international prestige: the **Fraunhofer Institute**, the largest applied research organisation in Europe, based in Munich, and **Bable**, a **spin-off of Fraunhofer** and one of the key hubs in Europe for smart cities and mobility.

Infrastructure, investment and collaboration as the backbone of mobility

Global Mobility Call has established itself as a **mobilising event**, with the capacity to unite all sectors around shared aims where the citizen and mobility are at the centre of all proposals. Thus, throughout the report, crucial aspects that should guide the development of mobility are highlighted, such as **investment in critical infrastructure, the structuring role of public transport and public-private collaboration**, as well as the need to **align the aims** of all actors and to **transform strategic planning** into reality.

Global Mobility Call: A call to action

Thus, through this work, the critical importance of the updated public transport systems that are being implemented today in cities and territories is highlighted, as is the importance of public-private partnerships which combine public sector support and investment capacity in policies and infrastructure with private sector innovation. This union accelerates the adoption of sustainable practices and reaffirms the event's focus on mobilising the mobility ecosystem to move towards concrete results.

Key priorities for mobility leaders and communities are to **foster partnerships between government and industry** in order to implement sustainable infrastructure such as electric vehicle charging stations, bicycle-friendly cities under the 15-minute concept and pedestrian zones, with an emphasis on smart traffic management and digital solutions. Likewise, another of the key topics reflected in this report is the importance of **making advances in technology and smart mobility solutions**. This will enable the promotion of technologies such as AI-powered systems, 5G networks and new modes of transport, such as vertical take-off and landing vehicles (VTOL) and hyperloops that will enable the implementation of practical solutions such as gas emission reduction or real-time data sharing to improve the efficiency of public transport.

Marta Cacho

Director of Communication
Tel.: +34 626 632 326
mcacho@ifema.es

Under the auspices of



Elena Valera

International Press
Tel.: +34 629 644 208
evalera@ifema.es

This must be supported by a clear **regulatory framework** where sustainable urban planning is in place to implement **dynamic policies and incentive programmes** that promote sustainable mobility, integrating mobility solutions to balance rural and urban needs. Zero-emission zones must be established to **reduce congestion and create platforms that integrate different transport services**, optimising planning and operation through advanced analytics and encouraging the use of car sharing and alternative transit options, prioritising shared mobility models.

Also, as a result of this report, it is noted that **strengthening research and development in sustainable technologies**, in agreement with all the sectors involved should be a key focus. This enables best practices to be shared and accelerates the adoption of environmentally responsible solutions, promoting models of research, innovation and global collaboration that allow the promotion of innovative and environmentally friendly solutions to be accelerated.

Making progress with the energy transition, another key topic

Progress in sustainable transport and mobility must promote the **use of green energies**, such as **green hydrogen, biofuels or electric mobility**, as well as address the challenges of automation in new modes of transport, which lead to the evolution of traditional ones. It is equally important to share and implement knowledge, policies and practices on an international level to address mobility challenges in a unified way and build a culture of continuous innovation across sectors. Once all these ideas are put forward, the focus should be on putting the citizen at the centre of sustainable mobility. This should be done with participatory and accessible models that improve the quality of life and prioritise public transport as the basis for inclusive mobility.

Global Mobility Call would like to thank **all its partners, exhibitors, speakers, institutions, associations and international organisations** that have contributed to the development of this event and the report. **In particular, the Ministry of Transport and Sustainable Mobility (MITMS), the Community of Madrid and the Madrid City Council**, whose support has been essential to strengthen the position of Global Mobility Call as a leading event in the field of sustainable mobility.

[Read the GMC Sustainable Mobility Report here.](#)

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Tel.: +34 626 632 326
mcatcho@ifema.es

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Tel.: +34 629 644 208
evalera@ifema.es