



## PRESS RELEASE

### **Brussels Automobility Conference at the Brussels Auto Show: Shaping the Future of Automobility.**

Brussels, 04/01/2023 – The Brussels Automobility Conference, set to take place on January 17, 2024, at Brussels Expo, is a collaborative effort of SBD Automotive, University VUB, and Fleet TV. Bringing together industry leaders, CEOs, B2B visitors, fleet managers, VIPs, and press for an insightful exploration of the future of the Automobility sector. The event is proudly sponsored by CA-Autobank, with McKinsey & Company contributing as a knowledge partner.

#### **Event Overview:**

**Date:** Wednesday, January 17, 2024.

**Time:** 13:30 - 17:45 (Conference) | Evening VIP Opening.

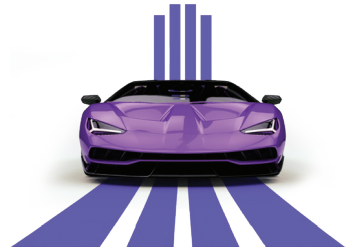
**Venue:** Brussels Expo.

**Attendees:** CEOs, Automobility B2B leaders, Fleet managers, Scientists, and Brussels Auto Show VIPs and Press.

**Tarifs:** €150 for the conference (includes admission to the Brussels Auto Show and the opening evening preview event with exclusive content).

**VIP Arrangement:** €350 for conference with special seating, VIP area at Car Catwalk, VIP lounge area at the show floor, food and drinks during the opening evening preview event with exclusive content, and admission to the Brussels Auto Show.

**Expected Attendees:** Anticipating over 150 industry professionals for the conference and more than 10,000 visitors, VIPs, and press for the VIP Opening and Car Catwalk. The show is expected to attract over 100,000 visitors across all days.



**Event Highlights:**

**Keynote Speakers:** Mike Johnstone, Vice President & CCO Group Lotus; Andreas Tschiesner, McKinsey & Company; Philipp Schiemer, former-AMG CEO, Mercedes Benz; Joeri van Mierloo, Professor at VUB; Giacomo Carelli, Group CEO CA Auto Bank; Andrew Hart, CEO SBD Automotive; and Joost VanTomme, CEO of ERTICO – ITS Europe.

**Panel Discussions:** Covering topics like OEMs and Electro-mobility Innovation, Scientific Innovation in Automobility, and Innovative Green Mobility Solutions.

**Exclusive VIP Opening:** Featuring a spectacular Car Catwalk with a 1.5m high and 80m long catwalk powered by Meguiars, showcasing new releases and exclusive cars for the region.

**Note:** Schedule and participants are subject to change. Please check the official event website for the latest updates.

For more information and registration, visit

<https://www.brusselsautoshow.com/news/general/mckinsey-unveils-exclusive-b2b-mobility-conference-agenda>

#Automobility #BrusselsAutoShow #B2BConference #FutureOfMobility

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