



**4-5 November 2026**

Rollinghills Hotel, Gyeonggi-do, Republic of Korea

# Embracing the Complexities of Mobility

Partnership and exhibition opportunities



# Welcome

## A Personal Invitation from the FISITA President and Chief Executive

It is our great pleasure to invite you to the FISITA World Mobility Summit, a bespoke and truly exclusive gathering of the most senior technology leaders shaping the future of mobility.

The Summit is unlike any other event in the international mobility calendar. Reserved for C-suite and senior executives from FISITA's global membership, together with a hand-picked selection of distinguished guests, it offers a rare environment in which the industry's most influential voices can meet as peers, collaboratively and away from the noise of the conference circuit.

Every element of the Summit is carefully curated with a limited number of places, a considered agenda of keynote addresses, presentations and panel discussions and headline themes chosen to reflect the most

pressing strategic questions facing our industry. It is this deliberate exclusivity and the calibre of those in the room that has established the Summit as one of the most important fixtures in the global mobility systems leadership schedule.

For our partners and exhibitors, the Summit represents an exceptional opportunity: the chance to place your organisation at the heart of this select community, to build meaningful relationships with the decision-makers defining the future of our industry, and to align your brand with the most senior leadership conversation in global mobility.

We would be delighted to welcome you as a partner, an exhibitor and a valued member of this select community of leaders.

With our warmest regards,



**ChangHwan Kim**

**President, FISITA**  
Executive Vice President  
Hyundai Motor Company



**Chris Mason**

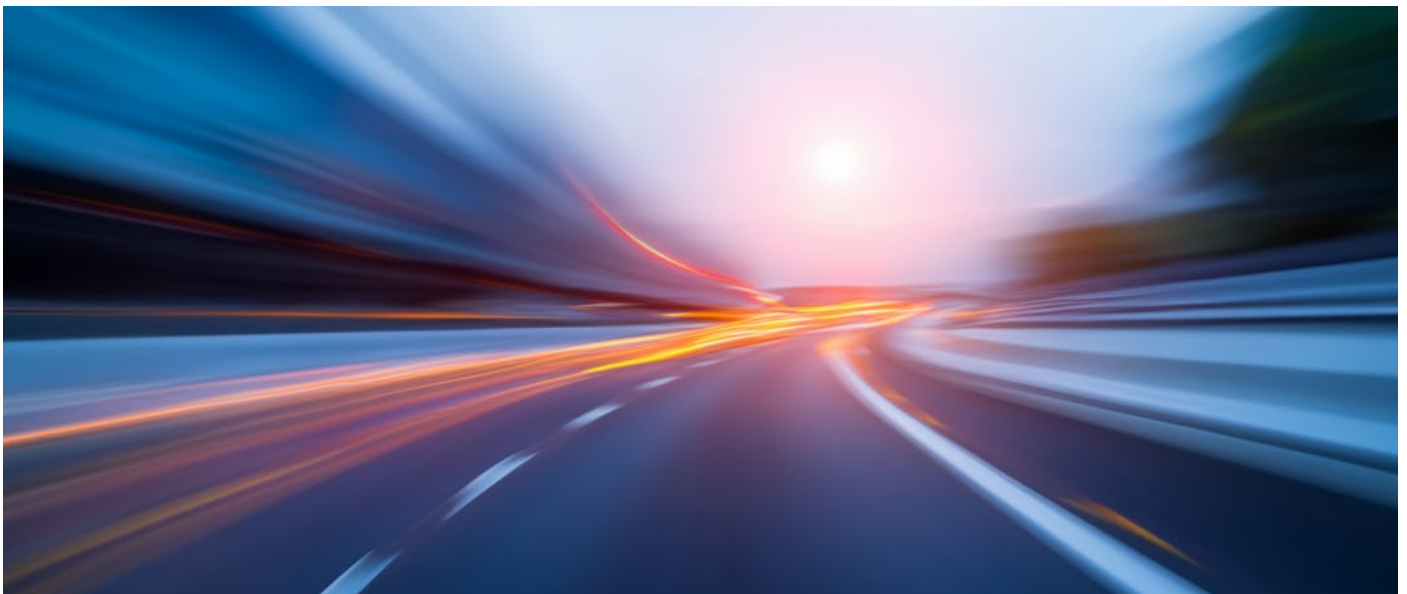
**Chief Executive Officer, FISITA**

# About FISITA

## **FISITA is the global alliance advancing the technology of mobility.**

FISITA connects an alliance of international industry leaders, engineers and stakeholders to facilitate the advancement of the strategy and technology of mobility, to the benefit of industry, people and planet.

Our mission is to deliver strategic, pre-competitive engagement which positively contributes to industry leaders and engineers development of safe, sustainable and affordable mobility solutions, guiding the future direction of the technology of mobility for the benefit of people and planet.



## FISITA is:



### **Global**

FISITA actively promotes co-operation with and between its global membership; working in collaboration to develop real-life perspectives and solutions to the challenges and opportunities of the technology of mobility ecosystem.



### **Collaborative**

FISITA's international alliance enables industry wide collaboration in the pre-competitive space. It provides a platform for all stakeholders to engage in progressive, expert dialogue to shape the future of the technology of mobility.



### **Enabling**

FISITA supports members align their technological and strategic priorities and enables meaningful engagement through effective and efficient thought leadership within its international technology of mobility alliance.



# FISITA Members

## Corporate Members



## National Society Members



# About the summit

The FISITA World Mobility Summit is the annual gathering of technology leaders from the world's most significant automotive and mobility organisations. Exclusive by design, it is one of the most important strategic forums in the international mobility leadership calendar, a space where engineering and industry leaders come together to network, exchange ideas, and shape the direction of the sector.

The Summit draws its strength from the breadth of the FISITA community: senior executives from our corporate members, spanning vehicle manufacturers, suppliers, and technology companies, alongside the presidents and leaders of our national member

societies, representing hundreds of thousands of mobility engineers across the globe. It is this combination of industry and society leadership, unique to FISITA, that gives the Summit its distinctive character and influence.

A consistent fixture in the global engineering calendar since 2009, the Summit delivers thought leadership, peer dialogue, and collaborative exchange within FISITA's trusted, member-led environment. WMS Seoul 2026 continues that tradition, bringing senior figures together for two days of strategic discussion built around the theme:

**'Embracing the Complexities of Mobility'**

## The programme includes:

- ✓ A keynote from **Prof Frank Zhao** setting the strategic context: why mobility is complex, not binary
- ✓ **The FISITA President's Hour**, hosted by **FISITA President ChangHwan Kim**, Executive Vice President Hyundai Motor Company
- ✓ Hear directly from **Manfred Harrer** – President and Head of Hyundai Motor Group's R&D Division, **Jeoung Sun Kyoung** – President, **Korean Society of Automotive Engineers (KSAE)** and **Hirofumi Inoue**, President of R&D & Engineering, **Toyota**.
- ✓ **The new automaker perspective**, with **Zhengnan Hu, CTO of Xiaomi**, on what the next generation of mobility builders bring
- ✓ **Battery Technology Expert Group** discussion
- ✓ **Three regional insight sessions**: Asia, Europe, and North America
- ✓ A session on **the role of SDV and AI in BEV/NEV product development**, with **Christian Mecker of Bosch**
- ✓ A leadership panel: **'Embracing the Complexities of Mobility'**, featuring CTOs and technology leaders from Autoliv, Stellantis, Volvo
- ✓ Sessions on **regulatory impact and automated driving**, with contributions from **Hogan Lovells** and **Horizon Robotics**
- ✓ **Independent industry analysis** from senior figures at Sino Auto Insights and Roland Berger
- ✓ **Networking**: A conference dinner and many other opportunities to network

# Attend the summit



The FISITA World Mobility Summit is a unique and exclusive annual meeting of technology leaders from many of the world's leading automotive and mobility brands.

The Summit's unique nature and atmosphere makes it one of the most important events in the international mobility systems leadership calendar.

## You can book for the event here and the following options are available:

- ✓ This event is for C-Suite leaders and senior engineers/experts within the technology of mobility community
- ✓ Members (Corporate and Society) receive two exclusive, complimentary tickets – contact [membership@fisita.com](mailto:membership@fisita.com) for the registration code
- ✓ Members (Corporate and Society) can book further tickets including a 50% discount.
- ✓ Non-member leaders can register for the first time — there are limited full-price tickets available.



### For registration information, please contact:

Kay Saunders, Head of Membership,  
[k.saunders@fisita.com](mailto:k.saunders@fisita.com) | +44 7786 461517

# Partnership opportunities

FISITA is offering a limited number of exclusive sponsorship packages for WMS Seoul 2026. This is a significant opportunity to position your organisation directly in front of the decision-makers shaping the next generation of mobility technology. The packages outlined here are our starting point, if you'd like to explore a bespoke arrangement, we'd be delighted to hear from you.



## Why partner?

Sponsoring WMS Seoul 2026 places your brand at the heart of the global engineering conversation, in front of the leaders shaping the next generation of mobility technology:

- ✓ **Position your organisation strategically.** Align your brand with the FISITA Corporate Membership Community and be seen as a valued partner within the world's most significant automotive and mobility engineering network.
- ✓ **Establish thought leadership.** Demonstrate your organisation's expertise and perspective to a peer audience of senior engineering and technology leaders, the people who set direction across the industry.
- ✓ **Showcase your innovations.** Present your work directly to representatives from many of the world's leading automotive and mobility organisations, all with strategic decision-making authority.
- ✓ **Reach the right audience.** Every delegate at the Summit holds seniority and influence.
- ✓ **Be part of the conversation.** Engage with an active, forward-thinking community and demonstrate that your organisation is not only watching the industry evolve, it is helping to lead it.

| Opportunity                                   | Cost    |
|-----------------------------------------------|---------|
| Summit partner (exclusive opportunity)        | £30,000 |
| Global mobility insights partner – day 2 am   | £15,000 |
| Future mobility leadership partner – day 2 pm | £12,000 |
| Hospitality partner                           | £7,500  |
| Exhibitor                                     | £3,000+ |
| App partner                                   | £3,500  |
| Lanyard partner                               | £3,500  |
| Brand visibility partner                      | £3,500  |

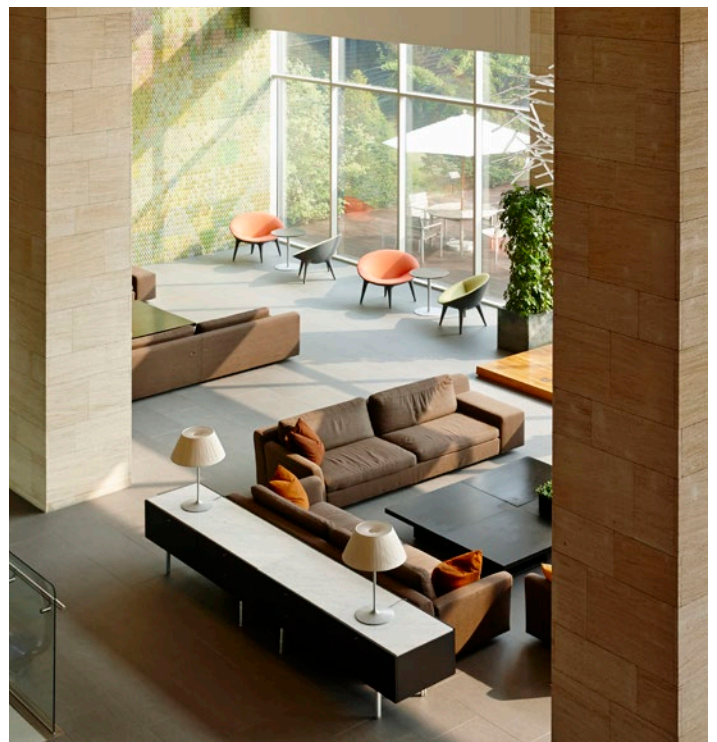


# Partner opportunities

## Summit Partner

**£30,000** (exclusive opportunity)

- ✓ Exclusive Summit Partner designation (top-tier title partner)
- ✓ Opening keynote speaking opportunity
- ✓ Premium branding across the event website, marketing communications, venue signage and on-site materials
- ✓ Recognition during the official networking dinner on the first evening
- ✓ Premium exhibition space, suitable for technology showcases, or demonstrations
- ✓ Opportunity to display a vehicle in a high-profile location
- ✓ Company video showcase displayed after sessions and networking breaks
- ✓ Recognition from the stage during opening and closing sessions
- ✓ Featured company profile and logo within the event app and delegate communications
- ✓ Full page advertisement and company profile within the Summit programme (A5 format)
- ✓ Mobile app banner advert (on rotation with other sponsor/s)
- ✓ Opportunity to distribute promotional items (literature, gifts) to all delegates (branded items to be provided by sponsor and agreed by FISITA)
- ✓ Eight complimentary passes





### Global Mobility Insights Partner – Day 2 (am/morning)

**£15,000** (exclusive opportunity)

- ✓ Exclusive sponsorship of the Global Mobility Insights Session
- ✓ Company recognition as Global Mobility Insights Partner
- ✓ Opening acknowledgement by the session chair/moderator
- ✓ Branding on holding slides throughout the session
- ✓ Exhibition space within the Summit networking area
- ✓ Featured company profile and logo within the event app and delegate communications
- ✓ Company video showcase displayed after sessions and networking breaks
- ✓ Full page advertisement and company profile within the Summit programme (A5 format)
- ✓ Mobile app banner advert (on rotation with other sponsor/s)
- ✓ Opportunity to distribute promotional items (literature, gifts) to all delegates (branded items to be provided by sponsor and agreed by FISITA)
- ✓ Two complimentary passes

### Future Mobility Leadership Partner – Day 2 (pm/afternoon)

**£12,000** (exclusive opportunity)

- ✓ Exclusive sponsorship of the Global Mobility Insights Session
- ✓ Company recognition as Global Mobility Insights Partner
- ✓ Opening acknowledgement by the session chair/moderator
- ✓ Branding on holding slides throughout the session
- ✓ Exhibition space within the Summit networking area
- ✓ Featured company profile and logo within the event app and delegate communications
- ✓ Company video showcase displayed after sessions and networking breaks
- ✓ Full page advertisement and company profile within the Summit programme (A5 format)
- ✓ Mobile and app banner advert (on rotation with other sponsor/s)
- ✓ Opportunity to distribute promotional items (literature, gifts) to all delegates (branded items to be provided by sponsor and agreed by FISITA)
- ✓ Two complimentary leadership passes

### Strategic Content Partner — £ on request

- ✓ Exclusive ownership of all of day 2 content – combine the Global Insights Partner and Future Mobility Leadership Partner and become The FISITA World Mobility Summit Strategic Content Partner

## Hospitality Partner

**£7,500**

- ✓ Exclusive Hospitality Partner designation
- ✓ Branding at all coffee breaks and lunches
- ✓ Logo on catering signage
- ✓ Recognition from the stage during opening remarks
- ✓ Opportunity to provide branded napkins, cups or table-top signage (provided by sponsor and subject to venue approval)
- ✓ Featured company profile and logo within the event app and delegate communications
- ✓ Company video showcase displayed after sessions and networking breaks
- ✓ Full page advertisement and company profile within the Summit programme (A5 format)
- ✓ Mobile app banner advert (on rotation with other sponsor/s)
- ✓ Discount available on exhibition space

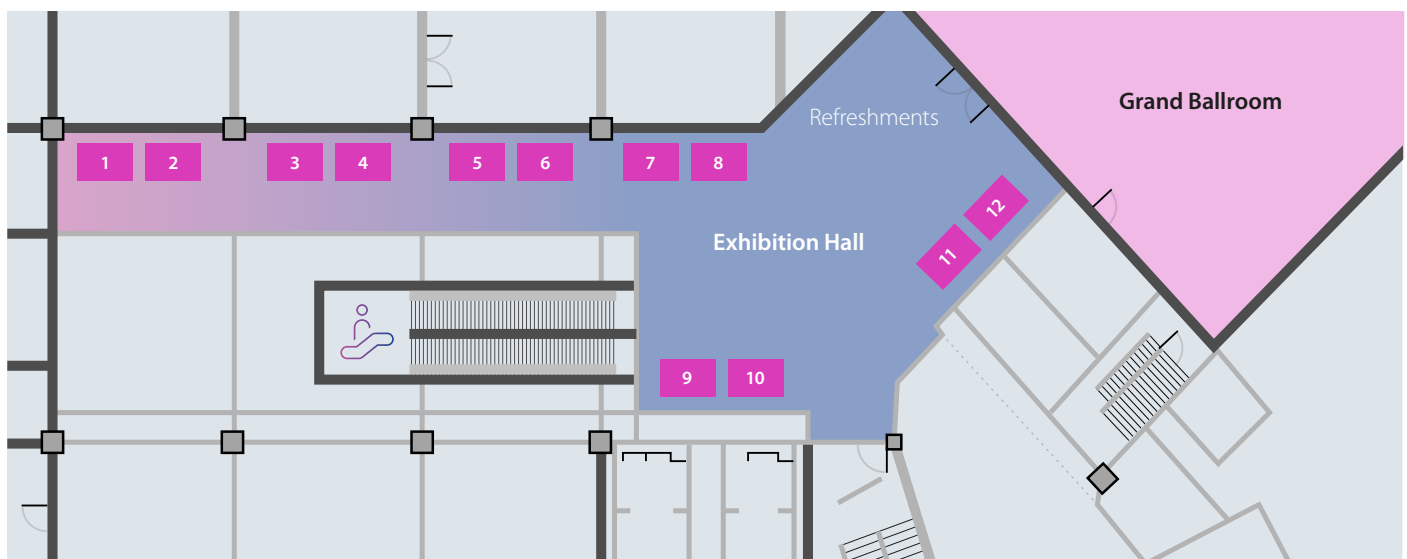


# Exhibitor opportunities

## Exhibitor

from **£3,000**

- ✓ Exhibition space ( 3m x 2m x 2.2m L X W X H, single power supply included)
- ✓ Company profile and logo listed on the website and featured in the final printed programme
- ✓ Featured company profile and logo within the event app and delegate communications
- ✓ Mobile app banner advert (on rotation with other sponsor/s)
- ✓ Pre-event social media recognition
- ✓ Post-event social media recognition
- ✓ One support access pass (for exhibitor only)
- ✓ It is possible to book a double space - *please contact us to discuss options.*





# Partner opportunities



## App Partner

**£3,500**

- ✓ Exclusive App Partner
- ✓ Logo on app landing page
- ✓ Company logo on the Summit website
- ✓ Company profile and logo within the event app
- ✓ Logo displayed on venue screens and event signage
- ✓ Pre-event social media recognition
- ✓ Post-event social media recognition
- ✓ Company acknowledgement within delegate communications
- ✓ Discount available on exhibition space



## Lanyard Partner

**£3,500**

- ✓ Exclusive Lanyard Partner
- ✓ Sponsor branding on all delegate lanyards (provided by sponsor and subject to FISITA approval)
- ✓ Company logo on the Summit website
- ✓ Company profile and logo within the event app
- ✓ Logo displayed on venue screens and event signage
- ✓ Pre-event social media recognition
- ✓ Post-event social media recognition
- ✓ Company acknowledgement within delegate communications
- ✓ Discount available on exhibition space



## Brand Visibility Partner

**£3,500**

- ✓ Company logo on the Summit website
- ✓ Company profile and logo within the event app
- ✓ Corporate video showcase displayed after sessions and networking breaks
- ✓ Full page advertisement and company profile within the Summit programme (A5 format)
- ✓ Logo displayed on venue screens and event signage
- ✓ Pre-event social media recognition
- ✓ Post-event social media recognition
- ✓ Company acknowledgement within delegate communications
- ✓ Recognition as a Brand Visibility Partner of the FISITA World Mobility Summit 2026
- ✓ Discount available on exhibition space