

# Drive Forward European Conference on Innovations & Competitiveness in Automotive Mobility

13 - 15 April 2027  
Automotive Campus Helmond  
Brainport Eindhoven, The Netherlands

[Driveforward.nl](https://driveforward.nl)

# Foreword

In a world where mobility and the movement of goods are evolving at unprecedented speed, society and the climate face complex challenges that demand immediate action. Shifting geopolitical realities, increasing pressure on global supply chains, and rapid technological breakthroughs make clear that transition is no longer optional but essential. The drive toward smart, safe, and sustainable mobility, alongside the ambition to keep cities accessible and liveable, underscores the global urgency of these issues.

Today's developments call for efficient, interconnected, and resilient transport systems and infrastructure. Achieving this requires innovation across logistics, mobility, energy and infrastructure. As interdependencies grow and parallel transitions accelerate, new international value chains will emerge. Dutch companies are uniquely positioned to play a pivotal role in shaping them.

Across industry, knowledge institutions, and public organizations, the need for acceleration has become unmistakable. That is why – for the second time – the conference Drive Forward will take place. Building on the energy and experience of the 2025 edition and successful Automotive Week editions, and with a sharp direction and ambition fit for the future.

Drive Forward 2027 is a multi day conference dedicated to advancing innovation in green, smart and geopolitically robust mobility. More than a gathering, it represents a vibrant ecosystem with panel discussions, interactive deep dives, live demonstrations, and cross-sector collaborations, including essential links with domains where mobility, security, digitalization, sustainability and high-tech capabilities converge.

The conference takes place at the Automotive Campus in Helmond, at the the national and international hotspot, meeting place, and a potential business location for mobility.

We feel a strong responsibility to contribute to the acceleration and sustainability of automotive mobility through the power of the Brainport Eindhoven ecosystem and the broader Dutch innovation landscape. By leveraging technological expertise, high tech manufacturing strength, and cross-sector collaboration, we can make a substantial impact.

We invite you to join us on this journey — to share your innovations, challenges, and approaches, and to inspire and be inspired. Together, we can build a strong international network and drive toward a future proof, sustainable, and resilient automotive sector.

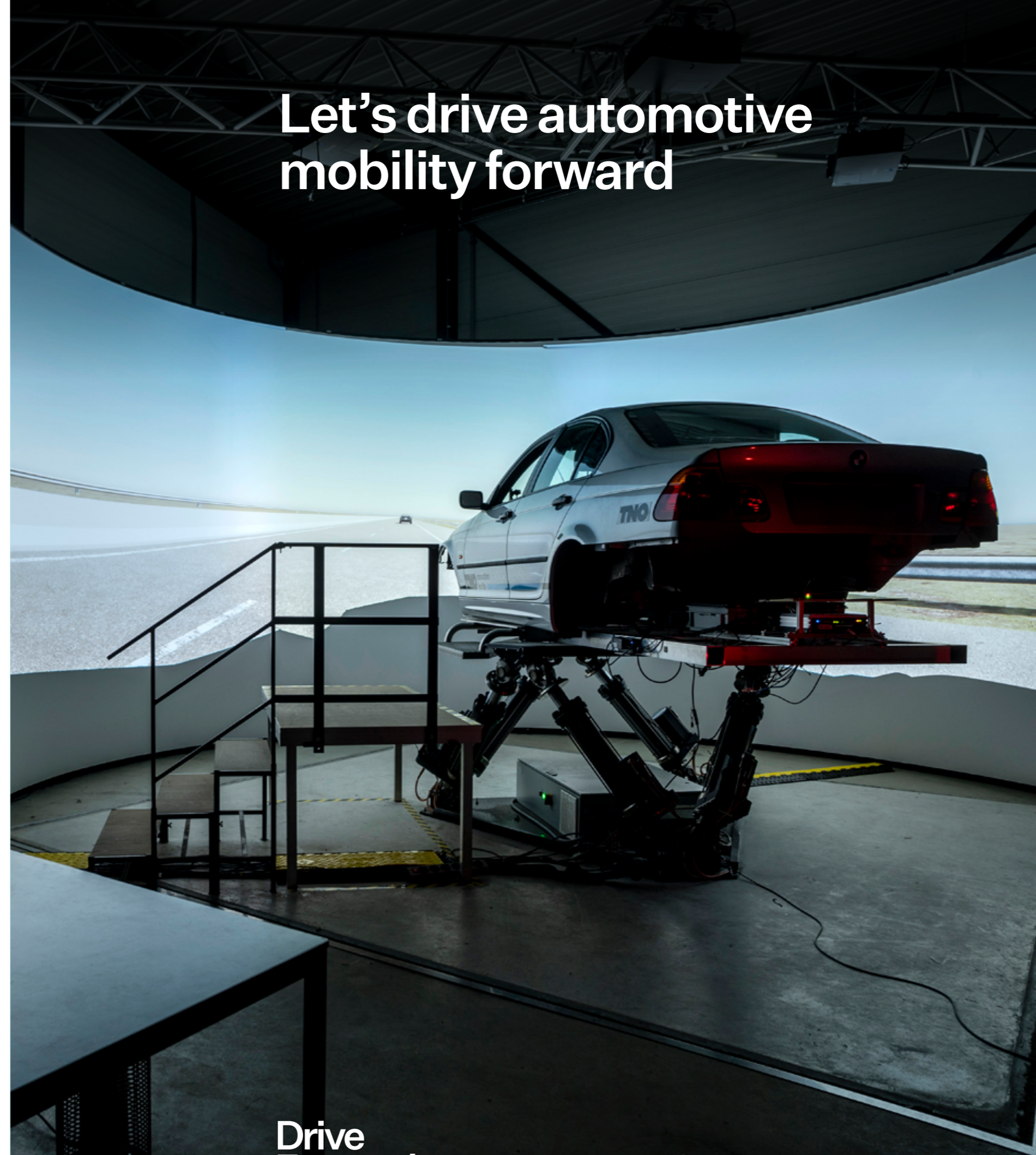
Naomie Verstraeten  
[Brainport Development](#)

Pim Grol  
[RAI Automotive Industry NL](#)

Cuno Groenewoud & Ingeborg Bosch  
[Convention Bureau Brainport Eindhoven](#)

# Let's drive automotive mobility forward

Credentials cover image: Bart van Overbeeke



## Drive Forward

# About Drive Forward

Drive Forward is an international multi-day conference focused on innovations in automotive mobility that push the mobility transition forward. The conference takes place every two years, and its uniqueness lies in the combination of presentations, interactive panels and deep dives, as well as live demonstrations on the premises and in surrounding test areas.

This biennial event is set to take place for the second time from 13-15 April 2027, at the Automotive Campus Helmond. Drive Forward 2027 is a top-tier European event that brings together visionaries, industry leaders, and cutting-edge technologies from all of Europe. To clarify our ambitions, we have established a vision and mission for this conference.

The future of automotive mobility  
#DriveForward

## Vision

Drive Forward contributes to accelerating the mobility transition and promoting smart, safe, and sustainable mobility within the international automotive and mobility ecosystem.

## Mission

Drive Forward is the leading conference for innovation, collaboration, and demonstrations, where the automotive sector showcases itself to the international market for smart, safe, and sustainable mobility. Here, contributors to the mobility transition demonstrate, discuss, and develop their innovations and approaches. We focus on the automotive sector itself, collaboration with the government, and developing integrated solutions in cooperation with other sectors. In this way, we strengthen the economic position and growth of all stakeholders and generate a lasting impact on accessibility, livability, trade promotion, knowledge exchange, and attracting top talent to the Netherlands.

## Organization & Partners

Drive Forward is realized in collaboration with public and private partners. The steering committee consists of Brainport Development, RAI Automotive Industry NL, and Convention Bureau Brainport Eindhoven. The Advisory Board ensures expertise from various organizations, including TNO, the Municipality of Helmond, and the Province of North Brabant.

Steering Committee					Advisory Board
Strategic					
Chair	Content	Marketing	Logistics	Partnerships	Conference Strategy
Tactical					
Finance	Content Committee	Marketing Committee	Logistics Committee	Partnerships Committee	Talent Committee
Operational					
Administration	Speaker Management	Communication	Logistical Organisation	Partner/Sponsor Recruitment	
	Execution Demos	Website	Registration	Partner/Sponsor Management	

Project management

# Drive Forward: 10 guiding principles / Focus areas of the event



The following ten guiding principles will shape and focus the conference:

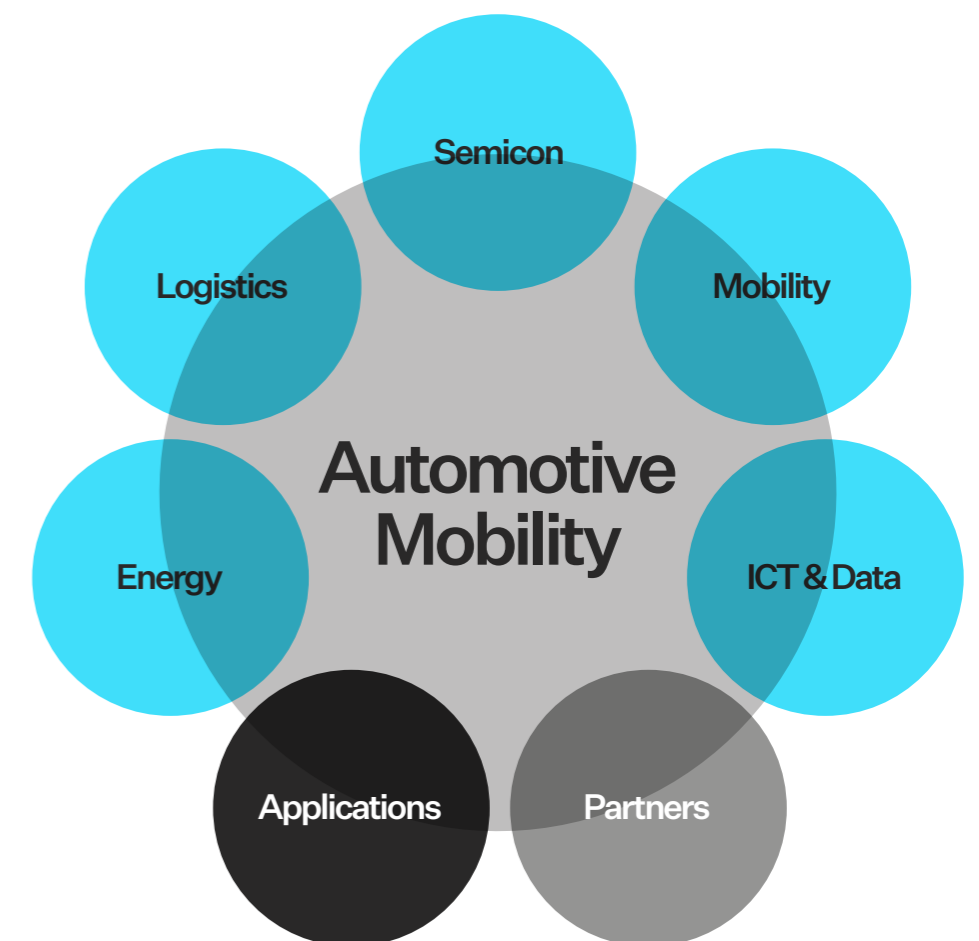
- 1 Contribution to the Mobility Transition & Livability of Cities**  
*Promoting advancements that enhance urban living and mobility.*
- 2 Smart, Safe, Sustainable Mobility**  
*Emphasizing intelligent, secure, and environmentally friendly transportation solutions.*
- 3 Networking Platform**  
*Providing a robust platform for professionals to connect and collaborate.*
- 4 Demo-Driven Programming & Applied Technology**  
*Experience innovation through practical demonstrations.*
- 5 Knowledge Development & Interaction**  
*Expand your knowledge and interact with other professionals.*
- 6 Visible Innovation (TRL 3 - TRL 8)**  
*Experience the innovations that will shape mobility in the future.*
- 7 Next Generation Focus - Talent**  
*Highlighting and nurturing the next generation of mobility experts.*
- 8 Systems Approach in Mobility**  
*Applying systems engineering principles to enhance mobility solutions.*
- 9 International Profiling**  
*Engaging an international audience and showcasing global perspectives.*
- 10 Integrated Approach & Practical Character**  
*Focusing on holistic, practical solutions to mobility challenges.*

## Themes 2027

The program committee has outlined several key themes based on current and future trends in the fast-paced industry. These themes will be the focus of discussions during the conference, specifically covering topics such as Energy, Logistics, Semicon, Mobility, ICT & Data, and Applications, all in the context of how they intersect with Automotive Mobility.

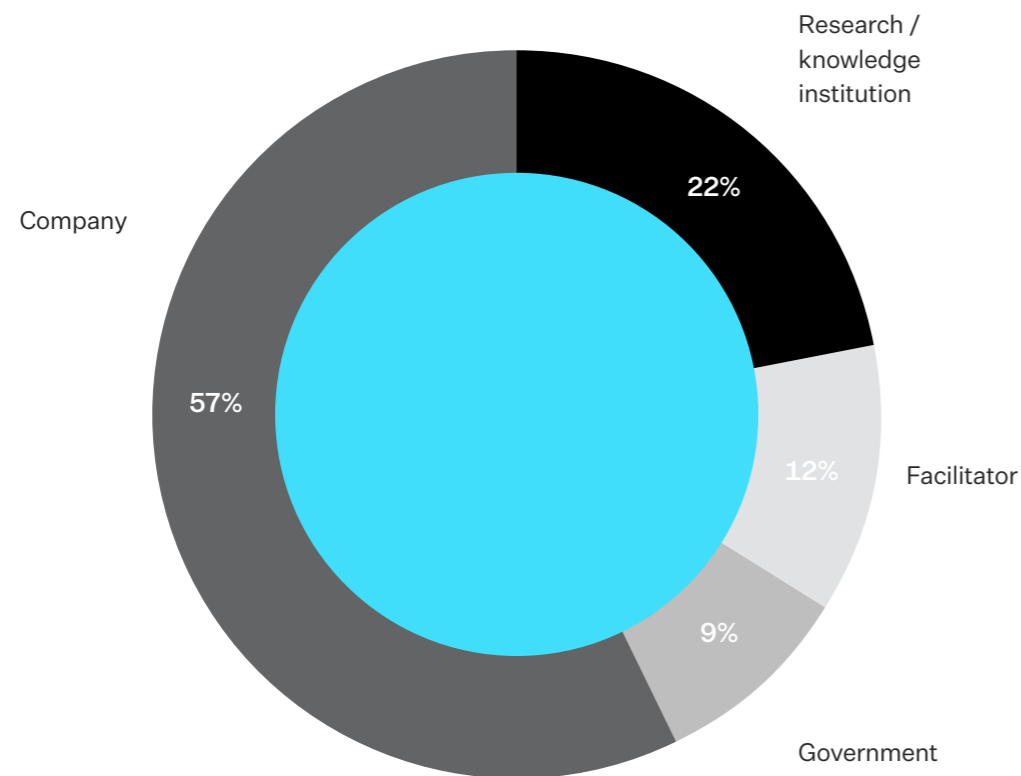
Topics concerning the future of automotive mobility include connected vehicles, autonomous driving, electrification, shared mobility, and digital services.

The image below shows the overlap between the topics and automotive mobility. The conference will address areas within this intersection, with examples provided.



# Audience 2025

In 2025 Drive Forward has attracted over 600 delegates (in 2 days) including CEO's, CTO's and decisionmakers from private sector companies, representatives from research institutes and universities and policymakers from public sector organizations.



**600+**  
delegates

**50+**  
speakers

**12**  
deep  
dives

**20+**  
demo's

**7,8**  
participant  
evaluation

# Target Audience

Drive Forward focuses on decision-makers, influencers, and innovators within the entire automotive mobility chain, including:

1	Directors and mobility management of (inter)national research institutes and knowledge institutions.
2	Strategists, program managers, project managers, and coordinators of (smart) mobility at companies and government institutions.
3	Managers at (inter)national manufacturers and suppliers in the automotive industry.
4	Policymakers in government.
5	Innovation managers and engineers.
6	Students and academics.

# Program 2027

Drive Forward 2027 is a two-day program designed to offer numerous opportunities for demonstrations, company visits, and networking.

The program prioritizes quality over quantity, ensuring that each session, demo, and visit provides substantial value and insights. The audience gains access to cutting-edge technologies and innovative solutions through numerous demonstrations and visits to leading companies in the industry. With ample networking opportunities, partners and the audience can build meaningful connections with industry peers.

Arrival	Day 1 - Digitalization	Day 2 - Decarbonization
	Keynote program	Keynote program
	Lunch & Network opportunities	Lunch & Network opportunities
	Demos & Deep Dives	Demos & Deep Dives
Captain's diner	Drinks & Network opportunities	Drinks & Network opportunities

# Partner packages

The partnership opportunities are compiled into five packages to offer a wide variety of possibilities for participation and exposure. Get in touch with us to discuss the options.

Please note that keynotes are not included in any of the partner packages. However, if a partner has an exceptional speaker who meets our criteria, we offer the opportunity to include them at no additional cost. The partner is responsible for arranging the speaker's travel and accommodation.

## Bronze

**Investment: € 5.995,00 excluding VAT**

- Logo on website (category 'Bronze')
- Network table with your own banner
- Possibility of showcasing a demo
- 2 Representative event tickets
- Participants list (excl. email addresses)
- Basic marketing/exposure package

## Silver

**Investment: € 7.995,00 excluding VAT**

- Network table with your own banner
- Possibility of showcasing a demo
- 2 Representative event tickets (network table)
- 2 Delegate event tickets
- 1 VIP dinner ticket
- Participants list (excl. email addresses)
- Basic marketing/exposure package

## Gold

**Investment: € 12.995,00 excluding VAT**

- Logo on website (category 'Gold')
- Network table with your own banner
- Exhibition booth space
- Possibility of showcasing a demo
- 3 Representative event tickets (network table, exhibition booth)
- 4 Delegate event tickets
- 2 VIP dinner tickets
- Participants list (excluding email addresses)
- Basic marketing/exposure package

## Platinum

**Investment: € 24.995,00 excluding VAT**

- Logo on website (category 'Platinum')
- Network table with your own banner
- Prominent exhibition booth space
- Possibility of showcasing a demo
- 4 Representative event tickets (network table)
- 8 Delegate event tickets
- 3 VIP dinner tickets
- Participants list (excluding email addresses)
- Premium marketing/exposure package
- Choice of a 30-minute session

## Diamond

**Investment: € 49.995,00 excluding VAT**

- Logo on website (category 'Diamond')
- Network table with your own banner
- First choice in location exhibition booth space
- Possibility of showcasing a demo
- 4 Representative event tickets (network table)
- 16 Delegate event tickets
- 4 VIP dinner tickets
- Participants list (excluding email addresses)
- Maximum marketing/exposure package
- Choice of a 60-minute session - or 2 sessions of 30 minutes

**Want to join  
and become part of  
Drive Forward?**

To discuss and secure an exhibit or sponsorship opportunity, please contact Monique de Wit via [m.dewit@brainportdevelopment.nl](mailto:m.dewit@brainportdevelopment.nl).

*All prices are in Euro (€) and exclusive of 21% Dutch VAT.*



**Drive  
Forward**

Drive Forward  
is supported by:



Gemeente Helmond



Provincie Noord-Brabant

Convention  
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