

# Drive Forward

## Automotive Mobility Conference

7 - 9 April 2025  
Automotive Campus Helmond  
Brainport Eindhoven, The Netherlands

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

# Drive Forward

In a world where the way we travel and transport goods is rapidly evolving, society and climate are facing significant challenges that demand urgent action. The transition to smart, safe, and sustainable mobility, coupled with the need for accessible and livable cities, underscores the global urgency of these themes.

These developments call for efficient transport systems and infrastructure, which can be realized through a combination of advancements and innovations in sectors such as logistics, mobility, energy, and infrastructure. Due to the increasing interdependence and ongoing transitions of these and other sectors, new international value chains will emerge. Dutch companies can play a unique role in this process.

From industry partners, knowledge institutions, and public organizations, we see that an acceleration of these transitions is necessary and crucial. That is why we are launching Drive Forward! Drive Forward builds on the experience and energy of the successful editions of the Automotive Week in recent years. With a tightened course and ambition. Ready for the future!

Drive Forward 2025, a multi-day conference devoted to promoting innovation in green and smart mobility is at the forefront of addressing these issues. This conference is more than just a gathering; it represents a thriving ecosystem with panel talks, interactive deep dives, and live demonstrations, all geared toward advancing the automotive mobility industry.

Drive Forward 2025 will take place at Automotive Campus in Helmond, at the heart of research, innovation, and high-tech manufacturing; Brainport Eindhoven.

We feel the responsibility to contribute to the acceleration and sustainability of automotive mobility through Brainport Eindhoven and the broader Netherlands ecosystem, leveraging our technological knowledge and innovative strength. We invite you to join this journey, to share your innovations, challenges, and approaches, and to inspire and be inspired. Together, we can forge a powerful network and drive towards a future-proof and sustainable automotive world.

Let's Drive Automotive Mobility Forward!

On behalf of the steering committee,

Naomie Verstraeten & Emiel Kuijpers  
[Brainport Development](#)

Albie van Buel & Bram Hendrix  
[RAI Automotive Industry NL](#)

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







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 from 7-9 April 2025, at Automotive Campus Helmond. Drive Forward 2025 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. Industry partners are involved in the Advisory Board through sponsorship and/or programming of the conference.



# Drive Forward: 10 guiding principles

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

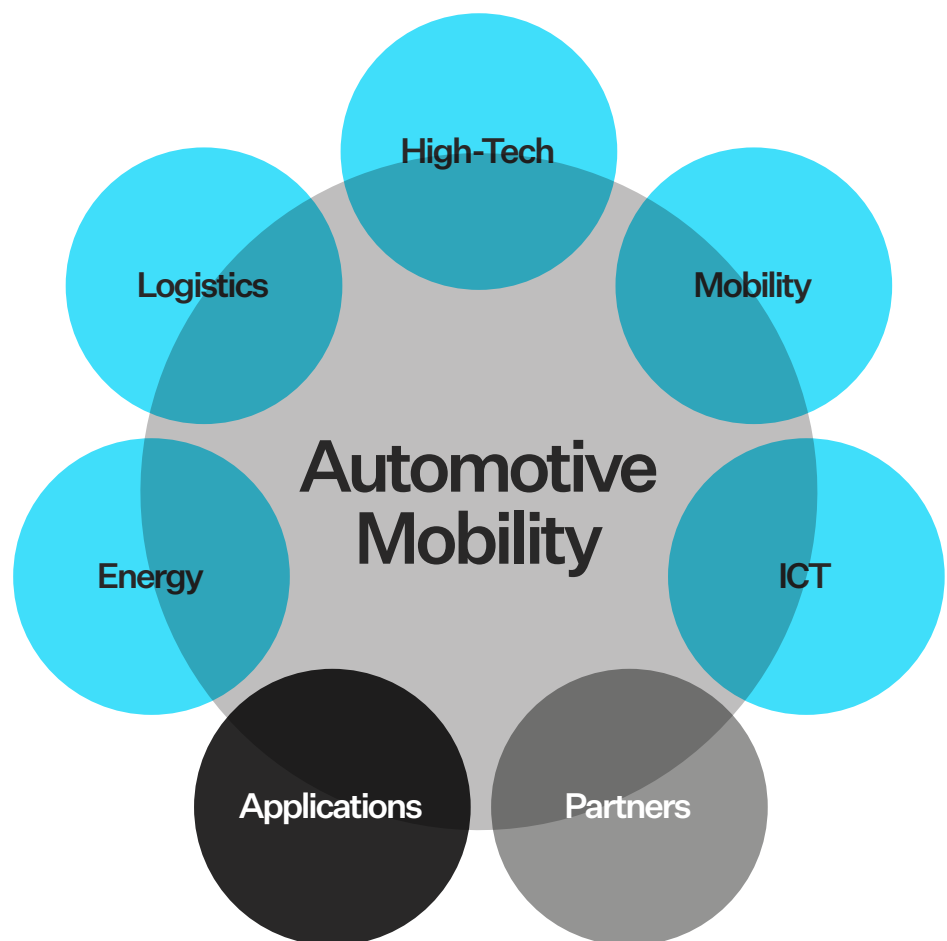
- 1 Contribution to the Mobility Transition & Livability of Cities**  
*Promoting advancements that enhance urban living and mobility.*
- 2 Smart, Safe, Sustainable Mobility**  
*Emphasizing intelligent, secure, and environmentally friendly transportation solutions.*
- 3 Networking Platform**  
*Providing 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 2025

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, High-tech, Mobility, ICT, 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.





# Target audience

In 2023 Automotive Week, has attracted over 1.500 delegates, including CEOs, CTOs, and decision-makers from more than 50 private sector companies, representatives from over 25 research institutes and universities, and policymakers from over 50 public sector organizations.

The event showcased more than 25 innovative demonstrations, and was covered by 25 media outlets, ensuring each innovation receives the attention it deserves. Notably, half of the participants were senior management or decision-makers, making this event a critical intersection where ideas and execution converge.

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 2025

Drive Forward 2025 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. A talent track, provided by our educational partners, will be part of the program.

Arrival	Day 1	Day 2
	Keynote program	Keynote program
	Lunch & Network opportunities	Lunch & Network opportunities
	Demos & Break out sessions	Demos & Break out sessions
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. If you purchase a session, you will facilitate it, but we will advise and support you. If you like more details on the partner packages, 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**

- 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
- 3 Representative event tickets
- 3 Visitor event tickets
- 1 VIP dinner ticket
- Participants list (excl. email addresses)
- Basic marketing/exposure package\*

## Gold

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

- Network table with your own banner
- Exhibition booth space
- Possibility of showcasing a demo
- 4 Representative event tickets
- 6 Visitor event tickets
- 2 VIP dinner tickets
- Participants list (excluding email addresses)
- Basic marketing/exposure package\*
- Choice of a 30-minute session

## Platinum

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

- Network table with your own banner
- Prominent exhibition booth space
- Possibility of showcasing a demo
- 6 Representative event tickets
- 12 Visitor event tickets
- 3 VIP dinner tickets
- Participants list (excluding email addresses)
- Premium marketing/exposure package\*
- Choice of a 60-minute session (or 2 sessions of 30 minutes)

## Diamond

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

- Network table with your own banner
- First choice in location exhibition booth space
- Possibility of showcasing a demo
- 8 Representative event tickets
- 24 Visitor event tickets
- 4 VIP dinner tickets
- Participants list (excluding email addresses)
- Maximum marketing/exposure package\*
- Choice of a 30-minute session
- Choice of a 60-minute session (including a moderator provided by Drive Forward)
- Participation in the program committee / advisory board

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

To discuss and secure an exhibit or sponsorship opportunity, please contact Bram Hendrix via [b.hendrix@raivereniging.nl](mailto:b.hendrix@raivereniging.nl).





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Drive Forward  
is supported by:



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