



ELECTROMOBILITY AND SUSTAINABLE URBANISM

On November 8th, in a joint presentation organized by the **Urban Land Institute Mexico District Council (ULI Mexico)** and the **EMA Electromovilidad Asociación (EMA)** we had the honor to host the "**Electromobility and Sustainable Urbanism**" event at our offices. This gathering was part of ULI's renowned series of discussions to foster analysis and innovation in critical industry topics. The event centered on one of the most pressing challenges of our time: transitioning towards cleaner and more accessible mobility in Mexico.

Supported by recent data from the **EMA Barometer**, which reported a 9.3% growth in the public and private charging infrastructure nationwide—reaching 42,915 connectors—the discussions not only highlighted progress but also explored opportunities across critical sectors, including real estate, energy, automotive and infrastructure. The forum emphasized the urgency of effective collaboration between the public and private sectors to drive a genuinely sustainable future.

The panel featured distinguished industry leaders: **Carlos Levy**, Head of Real Estate & Public Charging Network at VEMO; **Eugenio Fernández**, VP of Strategic Alliances and Relations at Gentor; and **Eugenio Grandio**, President of the Electro Mobility Association of Mexico.

Our partner and Co-leader of the Real Estate Practice, **Carlos Ibarra**, moderated this fascinating discussion, which addressed pivotal issues shaping the present and future of electromobility in Mexico.



Eugenio Grandio | President, Electro Mobility Association of Mexico.
Carlos Levy | Head of Real Estate & Public Charging Network, VEMO.
Eugenio Fernández | VP of Strategic Alliances and Relations, Gentor.
Carlos Ibarra | Partner of Real Estate and Hospitality, Ibarra del Paso Gallego.

Below, we present an in-depth analysis of the most significant points discussed during this enlightening forum.

1.- Adoption of Electromobility in Mexico: Progress and Challenges Current Trends and the Impact of Nearshoring.

The panel delved into the growth of the electric vehicle (EV) market in Mexico, emphasizing the transformative impact of international manufacturers—particularly Chinese companies—introducing competitively priced and high-quality vehicles. Leading the charge are companies like BYD and VEMO, with active fleets exceeding 500 electric vehicles and innovative business models, such as leasing, making EVs more accessible.

The nearshoring phenomenon is also accelerating EV adoption. Global brands are not only establishing operations in Mexico to strengthen their supply chains. They are also entering the local market, ensuring a broader range of products and enhanced post-sale services, including spare parts and maintenance.



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Range Anxiety and Consumer Confidence.



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Range anxiety, or the fear of running out of charge before reaching a station, remains a significant barrier to widespread EV adoption in Mexico. While there are currently 43,000 charging points nationwide, 93% of them are private, limiting user confidence in public networks.

The panelists highlighted the importance of increasing the number of public charging stations and ensuring their accessibility, fast charging capabilities and reliability.

2.- Charging Infrastructure: Priorities and Insights; the Role of the Real Estate Sector.

Charging infrastructure emerged as a critical topic of discussion, with experts agreeing that real estate developers play a vital role in expanding electromobility. Integrating EV chargers into residential and commercial projects adds value to properties and meets growing consumer demand.

The panel emphasized the cost-effectiveness of **planning for EV chargers during the architectural design** phase, noting that installing chargers at this stage can be up to eight times cheaper than retrofitting existing buildings. Early planning not only reduces costs but also ensures the technical feasibility of large-scale developments.



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Preferential Rates and Regulation.

Another key point was the suggestion of implementing preferential nighttime rates to encourage EV charging outside peak hours. This strategy would optimize the existing electrical infrastructure and ease the burden on the grid during high-demand periods.

The panelists also stressed the need for updated regulations that incentivize developers to incorporate charging infrastructure into their projects. Many municipalities and boroughs lack specific guidelines, which delays progress in this critical area.

3.- Sustainable Urbanism and Electric Mobility for Reducing the Urban Footprint.

Electromobility has the potential to reshape cities by reducing the need for conventional parking spaces and freeing up land for more sustainable projects. This shift could contribute to creating compact, walkable urban environments aligned with global sustainable development trends.

Public-Private Collaboration.

The transition to electromobility requires coordinated efforts between public and private sectors. Incentives such as subsidies, tax benefits and clear regulations are essential to accelerate EV adoption and infrastructure development.

For instance, the regulations governing public EV infrastructure was highlighted as an important area of opportunity. In other regions, local governments have implemented policies requiring a minimum percentage of EV chargers in new developments, significantly boosting EV adoption.



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4.- Innovation and Technology: The Future of Mobility and Electric Charging Stations as a Business Model.

Large-scale charging stations, or "electrolineras," like those developed by VEMO, are revolutionizing the EV charging landscape. These hubs provide multiple charging points and complementary services such as rest and entertainment areas, workspaces and even internet connectivity. This model enhances the user experience, making charging efficient and productive.



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Autonomous Vehicles and their Relationship with EVs.

The panel also explored how electric mobility is a necessary step toward adopting autonomous vehicles. However, this advancement presents additional challenges, such as standardizing public infrastructure (e.g., road markings, lane delineation) and developing regulations governing autonomous technology.



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Likewise, the EV's own data collection can be a reliable, real-time source of the status of urban equipment and the need to ensure its proper maintenance and improvement in a more efficient way (less expensive and faster), for which the public sector can also benefit from its technology.

Final Reflections.

The event underscored that electromobility is not merely a trend but a strategic necessity for Mexico. However, achieving its full potential requires addressing several key challenges:

1.- **Developing robust public infrastructure:** It is essential to increase the quantity and quality of charging stations and facilitate their integration into real estate developments.

2.- **Interdisciplinary collaboration:** The electric transition must involve sectors such as automotive, real estate, energy and government.

3.- **Education and awareness:** Informing consumers about EVs' economic and environmental benefits is critical to building trust and driving adoption.

Lastly, the panel reflected on **the Mission of the ULI: “Shape the future of the built environment for transformative impact in communities worldwide”** and how electromobility is fully aligned with same.

The success of electromobility in Mexico hinges on the ability of all stakeholders to collaborate in designing sustainable, comprehensive solutions. Events like this are pivotal in fostering the necessary dialogue and paving the way for a clear path toward the future.



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