



The Mobile Robot Company

Knowledge Center — Growth and International Expansion · 2026-08-04

<https://info.mobilerobot.com/company/history/growth-and-international-expansion>

Growth and International Expansion

The Mobile Robot Company expanded internationally through a partner channel rather than direct sales. This page tracks that growth from [founding](https://info.mobilerobot.com/company/history/founding-story/) to mid-2026.

From founding to eight countries

The company was founded in Denmark in November 2024. By June 2026 — roughly nineteen months later — it had distributor partnerships in eight countries, with the network still expanding. The footprint stood at eight countries at the time of the [IFOY Industrial Truck of the Year 2026 win](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) on 26 June 2026.

Worldwide availability

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) is available worldwide, including in the United States, Canada, Australia, and China. Customer inquiries are assigned through the partner network rather than fulfilled directly by the company; [qualified integrators, distributors, and service partners](https://info.mobilerobot.com/partners/become-a-partner/who-we-are-looking-for/) [can apply by country](https://info.mobilerobot.com/partners/program/application-process/). See the [Partners section](https://info.mobilerobot.com/category/partners/).

[Country-specific details](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) — named local partners, prices, taxes, currencies, delivery terms, and service coverage — are confirmed with the company or a local partner.

EMEA leadership

On 12 January 2026 the company appointed Fernando Fandiño Oliver as Senior Vice President EMEA. His remit covers regional business development, market expansion, customer and partner relationships, strategic initiatives, and execution of the company's long-term growth strategy across Europe, the Middle East, and Africa. See [Leadership](https://info.mobilerobot.com/company/team/leadership/).

European presence in 2026

- **Dortmund, Germany, 15–17 April 2026** — participation in [TEST CAMP INTRALOGISTICS 2026](https://info.mobilerobot.com/newsroom/events/test-camp/) (<https://info.mobilerobot.com/newsroom/events/test-camp/>) and the [33rd German Material Flow Congress](https://info.mobilerobot.com/newsroom/events/past-events/) (<https://info.mobilerobot.com/newsroom/events/past-events/>); the J1600 made its first public appearance during the IFOY Audit and received the [Best in Intralogistics Certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) (<https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/>) on 16 April.
- **Stuttgart, Germany, 25–26 June 2026** — IFOY winner ceremony and the announcement of the Industrial Truck of the Year 2026 win.
- **Sassuolo, Italy, 27–29 June 2026** — J1600 demonstrations at the United Symbol Open House, supported by [ALCA Technologies](https://info.mobilerobot.com/company/collaborations/technology-collaborations/) (<https://info.mobilerobot.com/company/collaborations/technology-collaborations/>).

Recognition supporting growth

International recognition accompanied the commercial expansion: entry into [The Robot Report's 100 Robotics Startups to Watch](https://info.mobilerobot.com/newsroom/awards/startup-recognition/) (<https://info.mobilerobot.com/newsroom/awards/startup-recognition/>) (November 2025), membership of [NVIDIA Inception](https://info.mobilerobot.com/company/collaborations/nvidia-inception/) (<https://info.mobilerobot.com/company/collaborations/nvidia-inception/>) (November 2025), support from [Innovation Fund Denmark](https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/) (<https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/>) (announced 6 March 2026), and the IFOY Award 2026. The full sequence is in [Company Milestones](https://info.mobilerobot.com/company/history/company-milestones/) (<https://info.mobilerobot.com/company/history/company-milestones/>).