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Forum Announces Speaker Line-Up

The Motor Sport Business Forum has released its most high-profile Conference Programme yet. The 2007 event welcomes no fewer than nine Formula One team bosses on its conference schedule as well as top executives from some of the biggest sponsors in motor sport.

BMW motor sport director Mario Theissen, who will open the conference programme, will talk about The Business of a Manufacturer F1 Team. He will be followed by Renault's F1 team president Alain Dasso who will speak about the brand benefits for a manufacturer involved in F1.

The session will close with Prodrive's CEO David Richards discussing his F1 entry and starting a new team! And that is just the first session of an all-encompassing motor sport business conference programme.

Other confirmed speakers on the first day of the two-day conference include WilliamsF1 Head of Marketing Scott Garrett, ING F1 Programme Director Isabelle Conner and Lawrence Aldridge, Disney's Senior Vice President, Corporate Alliances.

Aldridge will offer an alternative viewpoint about global marketing from one of the biggest brands in the world. He will be joined by speakers from other major global sports properties and sponsors in what will be a must-attend session for anyone with an interest in brand marketing.

Day two will open with one of the most high profile conference sessions ever seen in motor sport as no less than seven Formula One bosses take the stage to discuss the business of their sport. Do not miss this one-off the chance to pose questions about motor sport business to F1's major players.

The Forum also welcomes Mokhzani son of former Malaysia Prime Minister Mahathir Mohamad, as a speaker. Mahathir, Chairman of the Sepang International Circuit and one of the top businessmen in Asia, will talk about the continued rise of motor sport in Asia, which now boasts four Formula One Grands Prix.

Between all of these conference sessions the organisers of the Forum have listened to feedback from last year and created even more time for delegates to visit the exhibition and networking areas. The exhibition area is bigger than ever but almost 70 per cent of the available space has been booked or reserved so far.

To register for the 2007 Forum as a delegate or an exhibitor go to:
www.motorsportbusinessforum.com

About the Motor Sport Business Forum

The Motor Sport Business Forum is the must-attend event for motor sport's global commercial community. It offers a unique opportunity to **listen** to new ideas, **discuss** sponsorship initiatives, **debate** current issues, **network** with industry professionals, and **negotiate** deals.

The two-day Forum incorporates a full conference schedule focussing on the business of Formula One and other global motor sport. The wide-ranging programme covers every area of commercial activity in the sport from Sponsorship acquisition and exploitation to event planning and hospitality.

The major industry figures are not just present at the Forum – they play an active role. FIA President Max Mosley, Toyota Motorsport president John Howett, Honda Racing F1 CEO Nick Fry, and Prodrive Chief Executive David Richards, are just a few of the leading names in motor sport who spoke at the 2006 Forum.

The event also offers a world-class exhibition area featuring displays and stands from the biggest companies in the sector. Every major race series has a presence, from Formula One and the World Rally Championship to GP2 and World Touring Car. In between the array of F1, Rally and sports cars on display can be found a multitude of exhibitors representing race circuits, championship organisers, yacht brokers, technology companies and hospitality agencies, to name a few.

The next event takes place on 5-6 December 2007 at the Grimaldi Conference and Exhibition Centre in Monaco.