



International Network Heads for Monaco Forum

The 2007 Motor Sport Business Forum is set to become the ultimate networking event of the year, with leading industry figures from every continent confirming their attendance at the two-day conference and exhibition.

Over 350 delegates from more than 25 countries have already signed up to the 2007 event, which once again takes place at Monaco's Grimaldi Forum. Leading motor sport industry executives from as far afield as China, Australia, South Africa, Dubai and the US will be making the long trip to Europe just to attend the event.

Delegates include representatives from every major global racing series, such as the FIA Formula One World Championship, FIA World Rally Championship, FIA World Touring Car Championship, MotoGP, A1 Grand Prix and NASCAR.

Also in attendance will be leading figures major World Championship teams, such as Ferrari, BMW, WilliamsF1, Red Bull Racing, Honda Racing, Toyota F1, SpykerF1, Yamaha Motor Racing and Ford RS.

They will be joined by multi-million dollar sponsors, such as ING and RBS, major race circuits, such as Circuit de Catalunya and the Bahrain International Circuit, and top sponsorship agencies such as PRISM and Momentum.

The clamour for delegate passes follows the announcement of the Forum's 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.

Speakers include FIA President Max Mosley, BMW motor sport director Mario Theissen, Honda Racing CEO Nick Fry, WilliamsF1 Head of Marketing Scott Garrett, Toyota Motor Sport President John Howett and RBS Ambassador Sir Jackie Stewart, to name a few.

To reserve your place [please click here.](#)

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

Broadcast Coverage

The Motor Sport Business Forum is also pleased to announce that pan-European broadcaster Eurosport will be sending a full camera crew to film this year's event. The broadcaster will produce a highlights package after each day of the Forum, which will be televised across all 63 countries in the Eurosport network.

For further information please go to www.motorsportbusinessforum.com



Download Conference Program

pdf format

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.

Visit www.motorsportbusinessforum.com

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The Motor Sport Business Forum is organised by IM2 GmbH (Switzerland).

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