



Your Chance to Meet Industry Leaders at Key Monaco Forum

IM2 Events would like to invite you to the forthcoming Motor Sport Business Forum exhibition and conference on 5-6 December 2007 at the Grimaldi Forum in Monte Carlo.

This year's Forum is set to be the most high-profile yet, with no fewer than nine Formula One team bosses on the conference schedule as well as top executives from some of the biggest sponsors in motor sport.

Over 350 delegates from more than 25 countries have already signed up to the 2007 event, including leading motor sport industry executives from as far a field as China, Malaysia, Singapore, Australia, South Africa, Dubai, Bahrain, Canada and the US.

Speakers confirmed so far include:

- **Max Mosley, President, FIA**
- **Mario Theissen, Motor Sport Director, BMW**
- **John Howett, Motor Sport President, Toyota**
- **Dr Vijay Mallya, Owner, Force India F1**
- **Nick Fry, CEO, Honda Racing**
- **David Richards, Chief Executive, Prodrive**
- **Christian Horner, Team Principal, Red Bull Racing**
- **Sir Jackie Stewart, Ambassador, RBS**
- **Scott Garrett, Head of Marketing, WilliamsF1**
- **Isabelle M. Conner, F1 Programme Director, ING.**
- **Alex Wurz, AT&T Williams**

and many more...

This year's Forum will once again precede the FIA Gala Awards Dinner in Monaco to form a must-attend week for the motor sport industry. The Forum itself offers a unique opportunity for motor sport executives to hear about new ideas, discuss sponsorship initiatives, debate current issues, network, and negotiate deals.

It is an event that no professional involved in the sport can afford to miss.

Please visit www.motorsportbusinessforum.com for a full Forum Programme and updates on new speakers.

RECENT FORUM NEWS:

- **Dr. Vijay Mallya** has chosen the Forum to launch the **Force India F1** team concept to the motor sport business community.
- **FIA President Max Mosley** will deliver the Keynote address to open the Event.
- **Over 90%** of exhibitors from last year have confirmed their return.
- **Eurosport** will send a full camera crew to produce a highlights package after each day of the Forum, which will be televised across all 63 countries in the Eurosport network.
- **Tony Purnell of the FIA** will join F1 team principals for the Q&A session.
- **Pau Serracanta**, Managing Director of MotoGP organizer Dorna Sports, will participate in the conference programme.
- **Lawrence Aldridge, Disney's Senior Vice President, Corporate Alliances**, will offer an alternative viewpoint about global marketing from one of the biggest brands in the world.

Some recent quotes:

FIA President Max Mosley: "I'm pleased to return to the Forum to deliver the keynote address. Since its inception the event has provided an important arena for motor sport's commercial community and I'm happy to play my part in helping them gain an understanding about the future direction of the FIA Formula One World Championship."

David Richards, Chief Executive, Prodrive: "The Forum is the perfect place to meet people and talk about the future away from the race track in an environment where you can have constructive discussions. I think this is a very important event to have on an annual basis and I have certainly found it very useful myself."

Philippe Gurdjian, President and CEO of Paul Ricard HTTT: "We look forward to exhibiting at the Forum for the third year. It offers a unique and important opportunity for anyone involved in the motor sport industry and I'm happy to think that the Paul Ricard HTTT will have a long association with the event."

Martin Whitaker, CEO, Bahrain International Circuit: "As a world class racing facility it is essential that we have a presence at the Forum. There is no other event in the world where the major companies involved in the motor sport industry get together and conduct business away from the track."

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

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 Full Conference Program & Delegate Registration Form pdf format

Visit www.motorsportbusinessforum.com

For Further information:

T: +35 1918 404 041
F: +35 1 289 328 711
W: www.motorsportbusinessforum.com
E: info@motorsportbusinessforum.com



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

Motor Sport Business Forum 2007
IM2 Events GmbH
Bleichemattstrasse 9
5600 Lenzburg
Switzerland

If you do not wish to receive further mailings from us, please use the link at the bottom of this page.

--

[Click this link to unsubscribe.](#)

