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Forum Achieves Year-on-Year Growth

The 2007 Motor Sport Business Forum has expanded again this year with more delegates, more exhibitors and more media interest than ever before.

Since the inaugural event in 2005, the Forum has more than doubled in size in every area, with over 600 delegates and exhibitors expected to converge on Monaco on 5-6 December 2007. Media involvement is also at an all-time high with over 100 approved accreditations for the world's Motor Sport media including a full camera crew from Eurosport.

Event director Simon Berger commented: "It was always important to take the Forum to the next level this year. I am delighted with the huge interest we've received from delegates and exhibitors. I'm also extremely pleased with the high quality of the conference programme, which now includes many of the major players in motor sport."

With Honda F1's team Principal Nick Fry participating in the conference programme, the team will also display the HondaF1 car. Other exhibitors include the A1 GP World Cup of Motorsport, Autodroma Internacional Algarve, Aviaxess, Circuit de Catalunya, Danish Yacht, Moore Stephens, Oxford Brookes, Medion AG, Eurosport, Edmiston Yachts, FIA Institute, AON Motorsport, Kangaroo TV and the Paul Ricard High-Tech Test Track. The exhibition area has more than doubled in size and is now completely sold out.

The delegate list has also expanded with over 500 delegates registered to attend, including representatives from all of the major championships in motor sport, such as Formula One, World Rally Championship, MotoGP, Nascar, Champ Car, A1 Grand Prix, GP2, FIA WTCC and FIA Historic F1.

The Forum welcomes an especially strong presence from motor sport's major sponsors. RenaultF1's title sponsor ING, which will be represented on the conference programme by Isabelle Conner, is just one of the major sponsors participating in and attending the event. Others include Allianz, RBS, Credit Suisse, Diageo, Intel, LVMH, Medion, AT&T, Martini, Red Bull, SAP, TAG Heuer, Total, RBS, Accenture, Mumm, Disney, Credit Suisse, Shell and Siemens.

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

The clamour for delegate passes follows the announcement of the Forum's most high-profile Conference Programme yet. The 2007 event welcomes nearly all 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, Toyota Motor Sport President John Howett, Eurosport Vice President Jacques Reynaud, Red Bull Racing Team Principal Christian Horner, Managing Director Force India F1 Colin Kolles, WilliamsF1 Head of Marketing Scott Garrett and RBS Ambassador Sir Jackie Stewart, to name a few.

A limited number of delegate places are still available. For further information please go to www.motorsportbusinessforum.com.

The Motor Sport Business Forum is the must-attend event for motor sport's global commercial community. It offers a unique opportunity 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.

As always, this years Forum will take place on 5-6 December 2007 to coincide with the FIA Gala Awards Dinner. A number of hotel rooms have been reserved for delegates at Le Meridian Beach Plaza hotel, a short walk from the Grimaldi Forum. These can be booked through the Motor Sport Business Forum. The hotel will also be the venue for the event's cocktail reception, hosted by Bahrain International Circuit.

Please click here to download the full conference program.

The Motor Sport Business Forum is organised by IM2 GmbH (Switzerland). To find out more information, please contact the organisers at:

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