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Racing Industry Geared Up for Forum 2008

With five months to go before the fourth annual Motor Sport Business Forum in Monaco the leading lights in the motor racing world have already signalled their intention to play a major role in the event.

Formula One teams, global motor racing sponsors, championship organisers, race circuit owners and world class drivers, from across the motor sport spectrum, will be speaking at this year's Forum on 10-11 December 2008.

New speakers set for the Forum this year include Vodafone's Global Director of Marketing David Wheldon, and IRL star Danica Patrick.

From the FIA Formula One World Championship, Honda Racing CEO Nick Fry, Force India CEO Vijay Mallya and Red Bull Racing Team Principal Christian Horner will be returning to participate in the event. They will be joined on the conference programme by Moto GP managing director Pau Serracanta and A1GP World Cup of Motorsport CEO Pete da Silva.

The full conference programme will be released in the coming weeks and is expected to include even more high profile representatives from the global motor racing industry. With growing interest from motor sport markets across the world, the event is set to be the biggest Forum yet.

The exhibition area for 2008 has been expanded but space is already at a premium. Almost 70 per cent of the available space has been booked or reserved and almost all of last year's exhibitors have confirmed their intention to return. Register now to avoid disappointment.

To register for the 2008 Forum go to: www.motorsportbusinessforum.com

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

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