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Monaco Forum Links Up With Leading F1 Agency

International marketing and communications agency KHP Consulting has acquired a 50 per cent stake in the Monaco Motor Sport Business Forum.

KHP brings with it over 20 years of experience working on the commercial side of motor sport and will help further develop and grow the flagship Forum, which has already become a must-attend event for industry professionals.

Motor Sport Business Forum Director Simon Berger said: "I'm delighted to agree this partnership with a company that has such a wealth of experience in the motor racing sector. The very fact that one of Formula One's leading agencies has linked up with the Forum demonstrates how important this event has become for the industry."

KHP Consulting Chairman Katja Heim said: "The Forum is now an essential place to be for teams, sponsors, circuits and businesses across all areas of motor sport. We are looking forward to a long and successful partnership and to contributing to its continued success in the years ahead."

Since it launched in 1984, KHP has worked across all areas of Formula One and motor racing, from sponsorship and marketing to hospitality and circuit promotion. More recently, it has branched out into other sporting properties such as the America's Cup, the Commonwealth Games and English football's Premier League.

KHP appointed Scott Garrett, former Head of Marketing at Williams F1, as its CEO earlier this year, with founder Katja Heim remaining as Chairman. The agency will add its experience in and knowledge of motor sport to help further expand the Forum, which continues to grow in size and quality year on year.

The 2008 Forum features participation from Formula One teams, global sponsors, championship organisers, race circuit owners and world class drivers from across the motor sport spectrum. Speakers set for the Forum this year include Tony George, CEO of the Indy Racing League and the Indianapolis Motor Speedway, Chip Ganassi, CEO of Chip Ganassi Racing, Nick Fry, CEO of Honda RacingF1, David Wheldon, Global Director of Marketing for Vodafone, and Pau Serracanta, Managing Director of Dorna Sports (MotoGP rights holder).

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 not to be missed.

[Click here to download further information about the event](#)

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