



9 June 2009

## Forum Set for High-Level Participation

Championship promoters, leading Formula One teams, global sponsors and major circuits have confirmed their participation at Motor Sport Business Forum events this year.

With three events taking place in the Middle East (Abu Dhabi), US (Orlando) and Europe (Monaco) in 2009, a global platform has been provided for participation from the major motor sport industry executives from across the world.

**Nick Fry**, CEO of the **Brawn GP** team, current leader the FIA Formula One World Championship, will be speaking at the Monaco event and will no doubt reveal further details about the many companies competing for the title sponsorship of his team. Similarly, **Bobby Rahal**, president and CEO of US racing operation **Rahal Letterman Racing**, will offer his views on motor sport business at the US event.

Rahal believes that these events, which will run simultaneously in the US and Europe, will take on even greater significance for the motor sport industry in this difficult economic climate. He said: "As is the situation in every business sector, motor sport faces unique challenges during the current economic environment. It is an ideal time and opportunity for the Motor Sport Business Forum to provide a platform to unify the sport and its partners and address developing trends."

Major sponsors and investors will have a strong presence at all three events. Speaking at the Middle East event will be **Disney's** senior vice-president of corporate alliances **Lawrence Aldridge**, **Union Properties** Chief Executive **Simon Azzam**, and **Talal Al Zain**, Chairman of **Mumtalakat Holdings**, which has a 30 per cent stake in the **McLaren Group**.

The Monaco event also boasts participation from major global sponsors, including a presentation from **Dermot Boden**, Chief Marketing Officer of **LG Electronics**, which this year signed a five-year deal to be a global partner of **Formula One**. It is a similar situation in the US where participants include **Ian Carter**, CEO of the **Hilton Group** and **Ron Rogowski**, Director of Sponsorship at **UPS**.

Rogowski said: "There is no denying the thrill and commercial power inherent in motor sport. I look forward to joining the Motor Sports Business Forum with some of my corporate peers in discussing opportunities through the sponsors eyes, and UPS views on driving B2B through motorsports marketing."

Other participants include **V8 Supercars** President **Tony Cochrane** at the Monaco Forum, **MotoGP** Commercial Director **Pau Serracanta** at the US event and **Bahrain International Circuit** CEO Martin Whitaker in the **Middle East**.

*Financial Times* F1 correspondent **James Allen** will chair the events in the Middle East and Europe whilst **Zak Brown**, CEO of global motor sport agency **Just Marketing International**, will chair the North America event.

The full conference programmes will be released shortly with further high-profile speakers set to confirm their participation.

The Motor Sport Business Forum is the leading conference, exhibition, marketing and networking event for the global motor sport industry. Each of the Forum's four events offer unrivalled opportunities to network with international motor sport professionals away from the pressures of the track.

## **MIDDLE EAST**

Date: 27-28 October 2009

Venue: Abu Dhabi National Exhibition Centre, Abu Dhabi

The inaugural Motor Sport Business Forum in the Middle East in 2008 attracted global attention with hundreds of senior industry executives flying in for the event and media coverage worldwide. Exhibitors, Speakers and Delegates praised the Forum for successfully blending a regional focus with the major international issues facing the motor sport industry today.

Now in its second year, the Forum will continue to create a wealth of opportunities for corporations, companies and individuals with an interest in Middle East's burgeoning motor sport market.

## **NORTH AMERICA**

Date: 8-9 December 2009

Venue: Hilton Orlando, Florida

The North American Forum will take place in Orlando, Florida in the run-up to the Performance Racing Industry Trade Show, the biggest exhibition in global motor sport.

The two-day event will incorporate a full conference schedule focusing on motor sport business. The major industry figures are not just present at the Forum – they play an active role. Leading figures from NASCAR, IRL, Formula One, MotoGP and Le Mans are all expected to be in attendance.

## **EUROPE**

Date: 9-10 December 2009

Venue: Grimaldi Forum, Monaco

The two-day European Forum is now in its fifth year and continues to grow annually. As always, it incorporates a full conference schedule focusing on the business of Formula One and other major global championships.

The wide-ranging programme covers every area of commercial activity in the sport from sponsorship acquisition and exploitation to event planning and hospitality. The next Forum takes place in December in Monaco and is set to be another high-profile event, featuring the leading teams, sponsors and stakeholders in motor sport.

To register for any of the events go to: [www.msbforum.com](http://www.msbforum.com)

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