

Middle East Forum Rescheduled for 2010

20 August 2009

The Motor Sport Business Forum Middle East has been moved to 2010 following the late withdrawal of several event sponsors for this year. With little time to find replacements, the organisers have taken the decision to reschedule the event for next year.

Forum director Simon Berger said: "This has been a difficult decision, especially following the success of last year's event and the clear appetite in the Middle East for using motor sport as a platform for business. Unfortunately the tough economic environment has caused certain sponsors to withdraw and without this investment we would not have reached the high standards expected of a Motor Sport Business Forum event. But I can guarantee that the Middle East Forum will return stronger than ever in 2010."

Last year's Motor Sport Business Forum Middle East attracted over 380 delegates and 50 exhibitors, prior to the Gulf Air Bahrain Grand Prix. This year's event, which was due to take place prior to the inaugural Abu Dhabi Grand Prix, was set to overtake that number.

Berger added: "The event clearly makes business sense for the region. With the newly constructed circuit in Abu Dhabi and international series such as the Australian V8 Supercars Championship and GP2 Asia taking place in the region there is increased value for sponsors and businesses involved in the sport.

"We have two other Forums this year, in Monaco and Florida, which are both set to be bigger than any of our previous events, so there is still plenty of opportunity for executives from across the motor sport industry to attend this important conference and exhibition."

The North America Forum and the Europe Forum will go ahead as scheduled and will run concurrently in early December, providing the maximum opportunity for executives across the world to participate in this end-of-season event. Both will feature high-level participation from championship promoters, leading motor racing teams, global sponsors and major circuits.

The North America Forum, which takes place in Orlando on 8-9 December, will include presentations and talks from NASCAR Executive Vice President Lesa France Kennedy; Rahal-Letterman Racing Team Owner Bobby Rahal; International Speedway Corporation Executive Vice President Roger VanDerSnick; IRL President, Commercial Division, Terry Angstadt; American Le Mans Series CEO Scott Atherton; Grand-Am President Roger Edmondson; UPS Director, Sponsorships & Events Ron Rogowski and Hilton President, Global Operations, Ian Carter.

The Europe Forum, which takes place in Monaco on 9-10 December, will include presentations and talks from Brawn GP CEO Nick Fry; LG Electronics Chief Marketing Officer Dermot Boden; Marina Bay Circuit Executive Director Michael Roche; Diageo Global Sponsorship Director Gary Carey; Volkswagen Motor Sport Director Kris Nissen; Toyota F1 President John Howett; A1GP World of Motorsport CEO Pete da Silva; Eurosport MD Jacques Raynaud and V8 Supercars President Tony Cochrane.

The full conference programmes for both events will be released shortly with further high-profile speakers set to confirm their participation. The date and venue for the 2010 Motor Sport Business Forum Middle East will be announced in the coming months.

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 events offer unrivalled opportunities to network with international motor sport professionals away from the pressures of the track.

All paid-up delegates and exhibitors for the Middle East Forum will be offered the choice of a full refund or the use of their pass or stand at the next event.

For further information: www.msbforum.com

Media enquiries: press@motorsportbusinessforum.com