



Ministry of Foreign Affairs
and International Cooperation

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MOTORSPORT



MOTOR
VALLEY



MOTORSPORT NEXT

Industry Innovation and Technology Transfer Global Forum

30 June 2021 - Digital Edition

In partnership with:



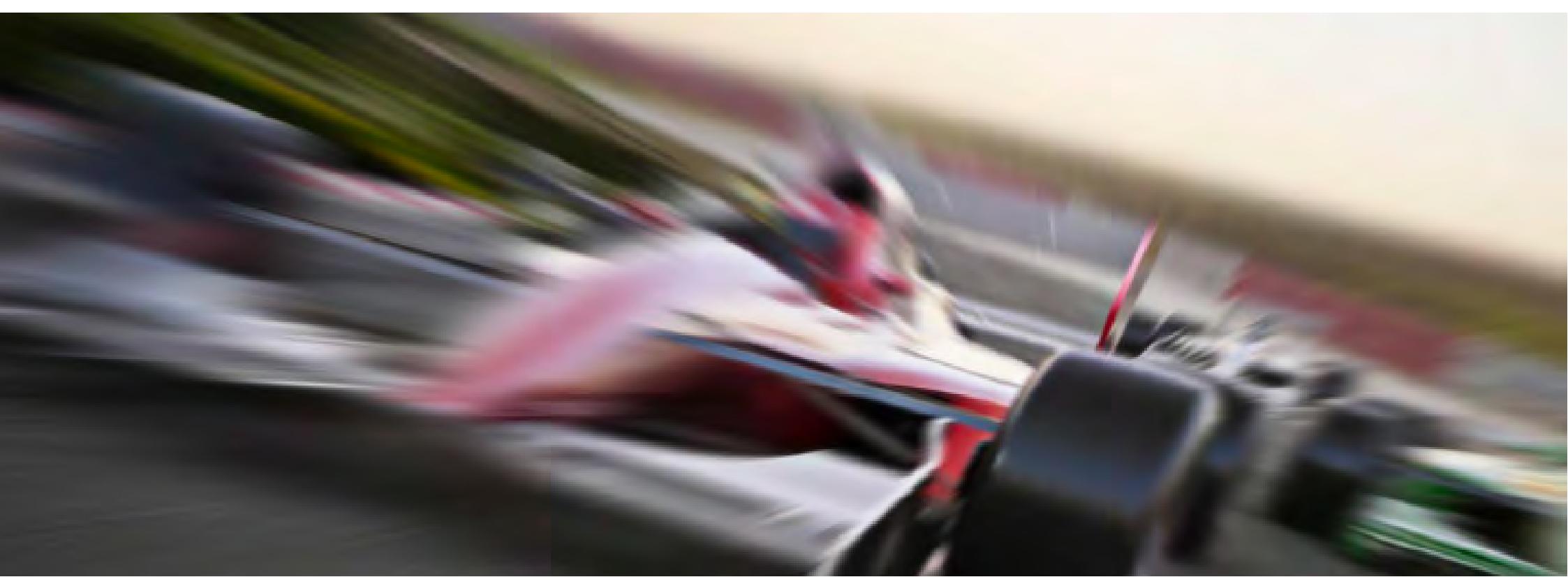
Media partner: **motorsport.com**

THE EVENT

As part of the special Program in support of the “Made in Italy” excellence, with particular focus on the automotive industry and the Motor Valley in Emilia-Romagna Region, on the occasion of the Made in Italy and Emilia-Romagna F1 Championship of and other sport events, the Ministry of Foreign Affairs and International Cooperation, ITA – Italian Trade Agency, ANFIA - Italian Association of the Automotive Industry, AICA - Italian Garage Equipment Manufacturers Association (as co-owner of Autopromotec), APT / Motor Valley, in cooperation with Emilia-Romagna Region, will create the virtual event Motorsport Next.

Motorsport Next is an event directed to the b2b sector created in cooperation with Motor Valley Fest, that includes an international conference programme directed to professional operators of the sector, a virtual exhibiting area for the participating companies and a detailed calendar of match-making meetings addressed to international buyers, planned through the platform Fiera Smart 365 provided by ITA, to build together with its network of overseas offices. Motorsport Next will take place on 30 June, the day before the Motor Valley Fest opening.

The idea of the first edition of **Motorsport Next** - *Industry Innovation and Technology Transfer Global Forum* is to give a message of strength and strategy to the entire motorsport industry. The goal is to engage the main players of this industry and those technologically related to it in a series of digital events. The 2021 edition will be held on June 30th online, thanks to the collaboration of all the involved partners and the support of global industry media that refer to motorsport.com. The latest digital conferencing technologies will stimulate the interaction with the audience giving an opportunity to facilitate the networking among the participants and permitting the use of various social media.



The 2021 edition of **Motorsport NEXT - Industry Innovation and Technology Transfer Global Forum** will therefore become a prestigious showcase of Italian excellence of the industry and will aim to highlight its innovative potential. Thanks to their R&D divisions, companies operating in the world of racing can also play a role of the real innovation accelerators for other entrepreneurial realities.

The context of the online event will involve companies, institutions, associations, and media operating in this industry. The event will have an international outreach originating from the Italian Motor Valley.



EVENTS

The events will take place on the 30th of June, 2021. The works will be opened by a conference dedicated to future trends of the motorsport sector with particular emphasis on technological development and evolution in the regulatory field. The speeches will aim to open the discussion and to stimulate reflection on the industry trends and its repercussions on the entire sector. The day will continue with the demonstration of expertise in terms of design, use of innovative materials and cutting-edge products and systems of the Motorsport companies that can be applied to the adjacent industrial sectors and technological clusters.



PROGRAMME

The morning conference will be devoted to highlight the latest updates on "what's now" and "what's next" in motorsport at international level. The conference will be moderated by a professional journalist, talks will involve regulatory experts who will introduce the latest regulatory updates aimed at defining the development paths of the sector; manufacturers operating in the motorsport sector, Team and "Full Electric" Championship representants, virtual technology providers operating in the motorsport sector.

The afternoon conference will highlight how the Motorsport Industry can contribute to the growth of other technologically related sectors and how this represents, and can increasingly become, a source of business diversification for Motorsport. In this session short case studies of companies representing these technology transfer practices will be presented. The identified sectors relating to Motorsport are:

- Aerospace
- Aviation
- Biomedical

VIRTUAL B2B

The creation of the first digital edition of Motorsport Next includes the planning of virtual b2b meetings, on the Digital Platform Fiera Smart365 provided by ITA, in partnership with the network of ITA abroad, as well as promotional and communication activities scheduled on target markets.

The professional operators involved will be racing vehicles manufacturers, auto part manufacturers, experts in racing car preparation, organizers of motorsport championships, motorsport products and components dealers, teams taking part in national and international championships, managers of racing tracks and circuits, representatives of bodies and federations.

International markets involved are USA, Japan, India, United Kingdom, France and Germany. Virtual b2b meetings are planned to be on the same day of the event and, should it be necessary, on 5th and 6th of July.

The organization of the virtual b2b meetings during Motorsport Next-Industry Innovation and Technology Transfer Global Forum, is part of the Agreement among the Ministry of Foreign Affairs and International Cooperation, Emilia-Romagna Region, ITA-Italian Trade Agency and APT Servizi for the creation of a special program in support of the "Made in Italy" excellence, with particular focus on the automotive industry and the Motor Valley in Emilia-Romagna Region, on the occasion of the Made in Italy and Emilia-Romagna F1 Championship of the and other sport events. The event is ideally related to the forthcoming release of a special communication campaign promoted by the Ministry of Foreign Affairs and International Cooperation among the measures of the "Patto per l'Export" (Export Agreement), a program aimed to support of the internationalization of the economic sectors particularly affected by the global health emergency.

ORGANIZERS

Autopromotec is the international exhibition of automotive equipment and aftermarket products held every two years at the Bologna Exhibition Centre (Italy). Born in 1965, the Exhibition is organised by the Promotec company owned by AIRP – Italian Tyre Retreaders Association-and AICA – Italian Garage Equipment Manufacturers Association. Its exclusive formula is founded on specialisation, professionalism and the quality of the exhibited products, a real meeting point between manufacturers and users. The show includes over 580 product categories, covering all sub-sectors of the aftermarket and takes the form of a selection of specialized exhibitions, where visitors can easily plan customized product itineraries according to professional interests.

ANFIA-Motorsport - Established in 2016, it is a branch of ANFIA (Italian Association of the Automotive Industry) that contains some of the leading companies operating in the sector. The Italian Motorsport sector is the second most important in Europe. Its main activities range from ANFIA's presence at several trade fairs, to the collection and sharing of statistical data specific to this sector and to the evaluation of technical regulations.

INSTITUTIONAL PARTNERS

The Italian Ministry of Foreign Affairs and International Cooperation is responsible for the State's functions, tasks and duties in matters concerning Italy's political, economic, social and cultural relations with other Countries. Among its institutional functions the Ministry gives support for enterprise, economic-commercial questions, promoting the "Made in Italy" brand and supporting Italian businesses abroad. Italian Economic Diplomacy is the Ministry of Foreign Affairs' means for supporting the Italian business community's internationalisation. Both the Ministry's central Headquarters in Rome's Farnesina Palace and its economic offices in Embassies and Consulates around the world work with "System Italy" to foster the protection, promotion, information and networking of the Italian companies abroad, in collaboration with the Italian Trade Agency's international network and other Institutions.

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

Motor Valley Fest 2021 will take place from 1 to 4 July and is part of the agreement for the realization of a special program, signed by the Ministry of Foreign Affairs and International Cooperation, ITA – Italian Trade Agency, Emilia-Romagna Region and APT Servizi Emilia-Romagna, supporting Made in Italy excellences, with particular focus of the automotive sector. Motor Valley Fest is a collective event where the most famous Motor Valley automotive brands, companies of the sector, local and national Universities will meet with the Institutions and the local authorities to share and promote new opportunities and planning. A scientific and entertaining event that values new technologies, business, motorsport, food and wine and the artistic and cultural heritage landmark of the “Made in Italy”. The event will be performed with the technical support of Association Motor Valley Development and Autopromotec.

Motor Valley Development - Non-profit Association Motor Valley Development was created to make the most of the potential of the Motor Valley area within Emilia-Romagna Region, and to create a system among important automotive brands within the area that shaped the history of the motorsport, company museums, private collections, racetracks, driving schools and motorsport event organizers.

PARTNERS

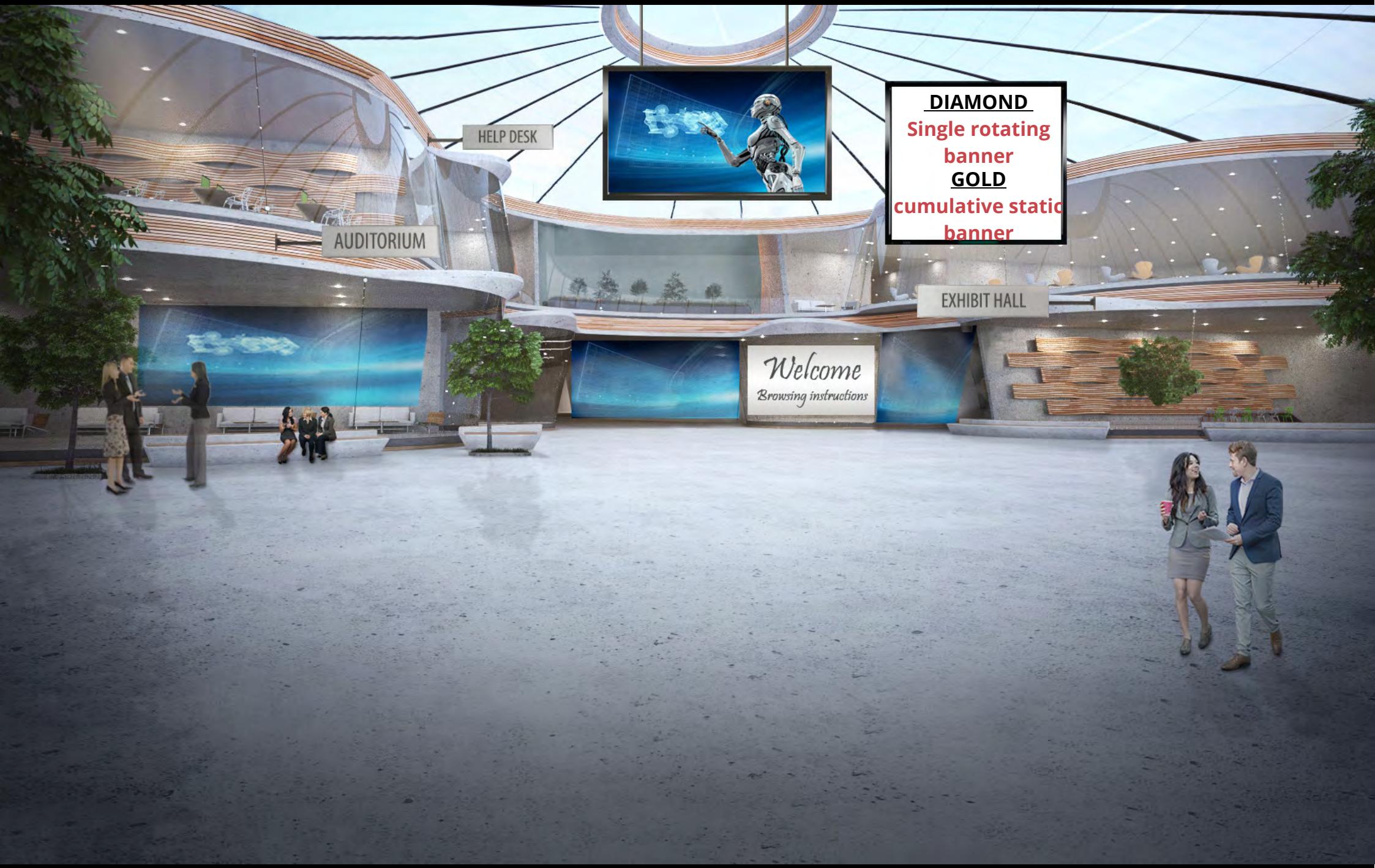
RPM - Motorsport Professionals Network, is a network of companies founded in March 2019 in Modena. The purpose of the network is to develop and promote Italian excellence in the performance engineering of small and medium-sized Italian companies operating in the motorsport industry internationally. The excellence of these companies is characterized by the innate ability to innovate and accelerate innovation processes by leveraging technological research, know-how and people management content; all constantly tested by competitive challenges coming from the competition fields. These challenges generate in the mix technology and people the ability to develop useful solutions also in other sectors including automotive, aviation, aerospace, defence, biomedical technologies and virtual reality.

Motorsport.com is a technologically advanced international digital media group specializing in motor racing content offering 21 editions in 15 languages, 24 hours a day, seven days a week. It is part of the Motorsport Network company.

AICA, the Italian Garage Equipment Manufacturers Association, represents Italian garage equipment manufacturers at national and international levels. The Italian production of automotive service equipment is well-known and recognized all over the world. Italy hosts the world's largest concentration of garage equipment manufacturers, as confirmed by the strong export trend which is estimated to involve around 82% of the production. AICA acts as a guide and link for its almost 100 member companies which represent over 80% of the overall turnover and sector professionals. AICA's mission is to speak for and express its members' needs, reconciling the different characteristics existing in an extremely diversified industrial scenario, where handicraft companies operate next to multi-structured business groups.

AIRP, Italian Tyre Retreaders Association, is an independent association that represents the whole tyre retreading industry in Italy. Its main goals are, among the others: to foster and follow activities in defence of industry and members; to sponsor activities support and increasing the importance of the tyre retreading industry socially, technically and economically; to defend and represent legitimate business interests with authorities, boards, public and private institutions, national and international associations.

Federpneus, Italian association of tyre dealers, is the only professional association at the service of the specialized tyre dealer. Among its main goals, there is that of representing the whole category on a national and international level, as well as providing its members any technical and information support needed to interpret the market and the laws specifically related to the activity of the category. Federpneus holds relations with the main representatives of the tyre market, it organizes conferences and technical seminars, and it publishes, along with other associations, the magazine Pneurama.





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