

Bologna, 21 May 2021

MOTORSPORT NEXT: registration open for global forum on innovation and technology

Programme published for the digital event scheduled for 30 June 2021

Innovation, research and technology transfer from motorsport to other industrial sectors. These are some of the topics of the digital event **Motorsport Next - Industry Innovation and Technology Transfer Global Forum**, co-organised by ANFIA-Motorsport and Autopromotec and scheduled for 30 June 2021.

The event, which will be held on a digital conferencing web platform, aims to encourage meetings between the most important Italian companies linked to motorsport as well as national and international players in the most technologically related sectors. At the two conferences scheduled for the day - **“FUTURE TRENDS IN THE MOTORSPORT SECTOR: technologies, materials and innovation”** and **“TECHNOLOGY TRANSFER AND BUSINESS - New business models for high-technology sectors”** - Italian and international operators, representatives of institutions and managers of major players in the sector will discuss trends and points of contact among different industrial sectors, with the aim to encourage new business opportunities. Moreover, thanks to specially created virtual areas, the public and the companies taking part in the event will be able to carry out networking activities, exchanging information and contacts.

The Motorsport Next initiative, which will be the forerunner of the **Motor Valley Fest 2021** scheduled from **1 to 4 July 2021**, is part of the agreement for the implementation of an extraordinary project - underwritten by the Italian Ministry for Foreign Affairs and International Cooperation, ICE -

Organisation Secretary - Show Office: Promotec S.r.l.

Agency for the promotion abroad and internationalisation of Italian companies, Emilia-Romagna Region and APT Servizi Emilia-Romagna - supporting the excellence of “Made in Italy” products, especially in the automotive sector.

An aggregative event where the world's most famous motoring brands from the Motor Valley, companies from the supply chain, regional and national universities will meet institutions as well as local authorities to share and enhance new opportunities and projects. A scientific and entertainment event that highlights new technologies, work, motorsport, food and wine, as well as the artistic and cultural heritage that is a symbol of Made in Italy.

Programme

30 June 2021 at 09:30 am

In the conference **“FUTURE TRENDS IN THE MOTORSPORT SECTOR: technologies, materials and innovation”**, analysts and experts from the sector will address the issues related to the transformation of racing in the short and medium term. During the morning, several speakers will discuss the evolution of different engines, the growth of electric power, innovative materials and the digitisation of production processes. The issues addressed will be approached from different points of view: from the manufacturers of chassis, single-seaters and components to the major car manufacturers, who are becoming increasingly more involved in sports competitions.

30 June 2021 at 2:30 pm

In the afternoon there will be a focus on **“TECHNOLOGY TRANSFER AND BUSINESS - New business models for high-technology sectors”**. During the conference, speakers will highlight the role that technologies (developed by the motorsport industry) can play in fostering the growth of other industrial sectors. An aspect that, for many analysts, may encourage a

diversification of the business by companies in the sector. In this sense, short case studies of companies already operating in this field of activity will be explored in depth. Furthermore, ample space will also be given to representatives of Technology Clusters who can be at the service of companies wishing to follow this path.

Participation in the event is free of charge. Full details of the programme and the registration form are available at www.motorsportnext.com

ABOUT:

ANFIA-Motorsport

Founded in 2016, it is a section of ANFIA (Associazione Nazionale Filiera Industria Automobilistica - National Association of the Automotive Industry) that brings together some of the main companies operating in the sector. The Italian motorsport industry is the second largest in Europe. The main activities range from ANFIA's presence at a number of trade fairs to the collection and sharing of sector-specific statistical data and the examination of technical regulations.

AUTOPROMOTEC

Autopromotec is an international exhibition for automotive equipment and aftermarket products that takes place every two years at the Bologna Exhibition Centre. Founded in 1965, the event is organised by Promotec, a services company owned by AIRP - Associazione Italiana Ricostruttori Pneumatici (Italian Tyre Retreaders Association) and AICA - Associazione Italiana Costruttori Autoattrezzature (Italian Automotive Equipment Manufacturers Association).

Press Contacts:

ANFIA-Motorsport

Miriam Gangi

Head of Communication and Press Office

E-Mail: m.gangi@anfia.it

Autopromotec:

Enrica Lazzarini

Communication Specialist

E-Mail: elazzarini@autopromotec.it