

Bologna, 29 June 2021

MOTORSPORT NEXT: the global forum on motorsport innovation and technology opens tomorrow

*All the details about the programme and speakers have been published,
with Federica Masolin and Tim Angus presenting the day*

Just a few hours remain before the official opening of **Motorsport Next - Industry Innovation and Technology Transfer Global Forum**, the first edition dedicated to the innovation, research and technology transfer in the motorsport sector towards other industrial sectors. The event, co-organised by ANFIA-Motorsport and Autopromotec, will open tomorrow 30 June and will be hosted by **Federica Masolin**, Sky Sport journalist and TV presenter, as well as **Tim Angus**, researcher and consultant on economic development and innovation, active in the motorsport sector for over 25 years.

It will start at 9.30 a.m. with the first of two scheduled conferences: **“FUTURE TRENDS IN THE MOTORSPORT SECTOR: technologies, materials and innovation”**.

While waiting to follow the afternoon conference, entitled **“TECHNOLOGY TRANSFER AND BUSINESS: new business models for high-technology sectors”** and scheduled at 2.30 p.m., guests will be able to visit and meet the event sponsors on a digital web platform. In fact, thanks to specially created virtual areas, the public and participating companies will be able to carry out networking activities, exchanging information and contacts.

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

Via Emilia 41/b - 40011 Anzola Emilia (BO) Italy - Tel. +39 051 6424000 - Fax +39 051 733008 - info@autopromotec.it
Company Register of Bologna/Tax Code no. 01169290374 - VAT no. 00536491202 - Share capital € 500,000 fully paid-up R.E.A. (Economic and Administrative Index) Bologna no. 239992

At 12.00 p.m., ANFIA organizes at its booth the webinar called “Formula SAE Italy: an educational event for the engineers of tomorrow”, to present the international educational event which involves students of the Engineering departments of Universities worldwide.

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 - 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.

Programme for the day

30 June 2021 at 09:30 am

“FUTURE TRENDS IN THE MOTORSPORT SECTOR: technologies, materials and innovation”

Analysts and industry experts will address the issues related to the transformation of competitions 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.

Speakers will include:

- **Andrea Pontremoli** – CEO & General Manager, Dallara

- **Claudio Corradini** – Logistics & Sustainability Coordinator, Mahindra Racing Formula E
- **Giorgio Sanna** – Head of Motorsport, Lamborghini
- **Davide Barana** – Technical Director, Ducati Corse
- **Emanuele Pirro** – Former Formula 1 Driver and five-time Le Mans 24 Hours winner
- **Valerio Piersanti** – Vice President Licensing & Partnerships, Kunos Simulazioni
- **Roberto Vavassori** – Chief Public Affairs & Institutional Relations Officer, Brembo
- **Federico Galloni** – Commercial Director and Executive Board Member, Dino Paoli

30 June 2021 at 2:30 pm

“TECHNOLOGY TRANSFER AND BUSINESS: new business models for high-technology sectors”.

The 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.

Speakers will include:

- **Pim Van Baarsen** – Silverstone Technology Cluster CEO
- **Sauro Vicini** – Clust-ER Health Manager
- **Luigi Rovati** – Full professor of Electronic Instrumentation and Measurements at Department of Engineering “Enzo Ferrari”, Università di Modena e Reggio Emilia
- **Gaetano Bergami** – President, Consorzio IR4I

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- **Massimiliano Marsiaj** – Vice President, Sabelt
- **Flavio Farroni** – Co-Founder & CEO, Megaride
- **Nicola Scimeca** – Founder, Ycom

Participation in the event is free, and the last chance to register is available for the next few hours 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).

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