

Bologna, 1 July 2021

## **MOTORSPORT NEXT: the first edition of the global forum on motorsport innovation and technology has ended**

*The two conference sessions were filled of interesting insights from the speakers. Meetings and business opportunities for participating sponsor companies*

Yesterday, 30 June 2021, was the end of the first edition of **Motorsport Next - Industry Innovation and Technology Transfer Global Forum**: an event dedicated to innovation, research and technology transfer in the motorsport sector, co-organised by **ANFIA-Motorsport** and **Autopromotec**.

Many topics were covered during the two conference sessions. These were hosted and chaired by **Federica Masolin**, journalist and Sky Sport TV presenter, and **Tim Angus**, researcher on economic development and innovation. In the morning session, leading figures from the motorsport industry gave their perspectives on upcoming industry trends, including the use of new materials and technologies, electrification and sustainability, as well as the importance of training young talents.

In the afternoon session, space was given to the topic regarding technology transfer from the motorsport sector to various industrial industries. Through a series of case histories, the speakers highlighted the opportunities offered by an exchange of competences with (for example) the biomedical and aerospace sectors, with an important window also open on the academic world.

At the opening of the conference, the co-organisers spoke to greet the connected audience: During the introductory greetings, Marco Stella (President of the ANFIA Components Group), commented: "It is an honour for me to welcome ANFIA participants to the first edition of Motorsport Next. This is an event that we intend to turn into a reference point at European level for the entire motorsport sector. ANFIA has believed in this initiative from the outset and is proud to collaborate with Autopromotec. This will allow us to enhance the know-how of Italian motorsport companies, their excellence as well as their ability to act as protagonists of innovation for the automotive sector and other related sectors".

Renzo Servadei, CEO of Autopromotec, greeted the audience and stressed the importance of the initiative for the sector: "Most of the general public is used to thinking of motorsport as a moment of great sporting passion. However, at the core of this there is an industrial base made of important and highly specialised companies, working as well as pursuing crucial

business relationships both within this sector and with technologically related industries. Therefore, we are honoured to dedicate ourselves to this specific sector and give companies the opportunity to share their expertise and expand their business".

The sponsor companies - present in the virtual exhibition area - also had the opportunity to meet guests, professionals, and visitors from different parts of the world.

The Motorsport Next event, 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.

## **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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