

ModenaFiere
13th - 14th October 2010

3rd
edition

**Motor
Sport**
EXPOTECH



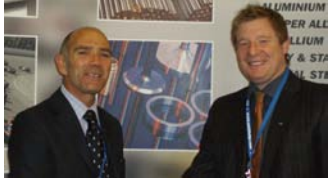
1st - NEWSLETTER MOTORSPORT EXPOTECH
29th of January 2010

<http://www.motorsportexpotech.com/>

Join the professional web community of Italian Motorsport

THE TESTIMONIALS OF MOTORSPORT EXPOTECH

VINCENZO CICCARELLA - SMITHS HIGH PERFORMANCE



"Motorsport ExpoTech 2009 in Modena was a very successful exhibition for Smiths High Performance, so much that this week we have visited twelve companies we met at the exhibition as a result of exhibiting at ExpoTech Modena.

Italy's Motorsport Industry is as big as their counterpart in England, the potential is huge and very exciting.

We have already planned our second visit for February and our objective is to make Italy a major country in our expanding plans."

Web site: www.smithshp.com

APPOINTMENT IN OCTOBER FOR THE ITALIAN MOTORSPORT EXHIBITION

The main sector exhibition - Autosport International in Birmingham - saw the launch of the promotional campaign for Motorsport ExpoTech 2010, the international exhibition convention dedicated to materials, technologies, products and services associated with the motorsport world: The third edition is scheduled at ModenaFiere 13-14 October 2010.

Motorsport ExpoTech returned from England with renewed interest among its international partners, enthusiastic feedback from the main international players and the desire to start off again in pole position after the critical period for the sector in recent months. The promotion and organisation campaign is already underway for of the third edition of the convention-exhibition.

2010: EFFECTIVE HELP FOR RECOVERY

New tariffs for exhibiting companies

Once again this year, the event will enjoy the support of **Modena Chamber of Commerce** that, well-aware of the difficulties in the sector, has approved economic support for exhibiting companies by reducing tariffs for spaces compared to costs in 2009.

Another important innovation for the next edition is the possibility of benefitting from a **new exhibition formula with a smaller space of 6 sq.m.**, completely furnished at a competitive cost. Another instrument helping companies tackle the difficult market situation through attendance at a major event by taking advantage of solutions with accessible costs.

2010 PARTNERS: THE MIA, ASSOMOTORACING AND MODENA-REGGIO EMILIA UNIVERSITY

The collaboration with cultural promoter **Assomotoracing** - the Motorsport Cultural, History and Technical Association - and partnership with **Motorsport Industry Association** are re-confirmed for third consecutive year - The MIA, the association representing the leading professionals in British motorsport - that at the last edition of the Convention Exhibition in Modena ensured impressive international attendance by exhibitors and

Hospitality in Modena



MIA Member



visitors.



ModenaFiere has also confirmed the important collaboration with the **Faculty of Engineering of Modena-Reggio Emilia University**, the main such faculty in the motoring field. Once again, a series of

UNIVERSITÀ DEGLI STUDI DI MODENA E REGGIO EMILIA **highly specialised conventions** is scheduled, that in 2009 saw the involvement of technicians from the most highly qualified companies in sector, such as Ferrari, Ducati, Lamborghini, Magneti Marelli, Fiat Powertrain Technologies, CRP Technology, Bodycote and many others.

The third appointment dedicated to motorsport will again offer the **International Business Lounge**, a major innovation in 2009 and an area entirely dedicated to b2b meetings exclusively for accredited exhibitors and buyers, set up in collaboration with sector business associations.

F10: THE NEW FERRARI F1 CAR PRESENTED YESTERDAY



The new Ferrari **F10** for the Formula 1 championships was presented at Maranello.

The fifty-sixth racer is named **F** for Ferrari and **10** for the debut year.

Sport manager Stefano Domenicali emphasised that the new vehicle should take the Italian team back to the top after a difficult season.

The two championship drivers, **Felipe Massa** and **Fernando Alonso**, third driver **Giancarlo Fisichella** and the two test drivers, Luca Badoer and Marc Gené, unveiled the new single-seater.

Segreteria Organizzativa

Modena Fiere
viale Virgilio, 58/B
41100 Modena

tel. 059 848380
fax 059 848790 segreteria@motorsportexpotech.it

Organizzato da:



Promosso da:



Comunicazione e promozione a cura di:



Il vostro indirizzo e-mail proviene da contatti personali o da elenchi e servizi di pubblico dominio. In ottemperanza al D.lsg.196/03, per la tutela delle persone e di altri soggetti rispetto al trattamento di dati personali, in ogni momento è possibile modificare o cancellare i dati in nostro possesso. Nel caso le nostre comunicazioni non fossero di vostro interesse, o vi fossero giunte senza avviso né richiesta, sarà possibile evitare qualsiasi ulteriore disturbo inviando una e-mail all'indirizzo speci-cando l'indirizzo o gli indirizzi e-mail da rimuovere e indicando "cancella" nell'oggetto del messaggio. Scusandoci anticipatamente per l'eventuale disturbo, ringraziamo e distintamente salutiamo.