

ModenaFiere
13th - 14th October 2010

3rd
edition

**Motor
Sport**
EXPOTECH




**6th - NEWSLETTER MOTORSPORT EXPOTECH
22nd of April 2010**

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**"THE EMILIA ROMAGNA MOTOR VALLEY IN NORTH AMERICA"
EXHIBITION**

 Alongside the Formula 1 GP in Montréal (June 2010), the Emilia-Romagna Region, as part of the project promoting the automotive value chain, will organise "The Emilia Romagna Motor Valley in North America" Exhibition (10-14 June).

The format of the event focuses on three main sectors: an exhibition of the automotive value chain in Emilia-Romagna, several theme seminars and b2b meetings. The sectors represented cover the motoring value chain and advanced engineering: Automotive, Sub-contracting, Components, Research and Development, After Market and Car Design. The event, in overall terms, targets both the general and the specialist public:

Major audience for the Exhibition

Sector experts - engineering and mechanical Universities, major design schools, north American operators in the automotive sector - for seminars and b2b

The exhibition concept is to highlight the main players in the Emilia-Romagna Region in the automotive sector and will be held alongside the Formula 1 Grand Prix. The seminars will discuss a number of specialist topics (advanced engineering, mechatronics, car design...) and will target sector experts and operators.

The seminar programme will be followed by b2b meetings focusing on fine-tuning design activity and strengthening economic and commercial relationships to promote the regional automotive value chain on the Canadian market.

Thanks to collaboration with the Region Emilia-Romagna, Motorsport ExpoTech will also be present at the event.

For more information about taking part, contact the Internationalisation Service Offices of the Region Emilia-Romagna - Dr. Matteo Setti, Tel.: 051 (5276208) 844.4249, fax: 051 (5276512) 844-4875, e-mail: masetti@regione.emilia-romagna.it.

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**MOTORSPORT EXPOTECH: BRITISH GOVERNMENT VICE CONSUL
VISITING MODENA**

22 April sees Motorsport ExpoTech welcome an important international guest: the Vice Consul of the British Government

Modena, 20 April 2010 – A visit to consolidate collaboration relationships between the numerous British companies that will take part in Motorsport ExpoTech 2010 and the production sphere in Modena. **22 April** will see the visit to Modena by the Vice Consul and Director of the Commercial Section (UK Trade & Investment) of the **British General Consulate**, Laurence Bristow-Smith.

Thanks to collaboration with **ModenaFiere**, the Vice Consul will meet at **Modena Chamber of Commerce** the **President** Maurizio Torreggiani, the **President of Promec** - the Special Company of Modena Chamber of Commerce involved in promoting the internationalisation of companies in Modena – Erio Luigi Munari, the contact person of the Internationalisation Office of the **Region Emilia-Romagna**, Matteo Setti, the Director of **Democenter-Sipe**, Enzo Madrigali, and the Director of the **Faculty of Engineering of Modena University**, Giuseppe Cantore, the partners of **Motorsport ExpoTech**. The purpose of the meeting is joint study of the

Hospitality in Modena



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synergies and activities to be implemented during the International Exhibition dedicated to professional motorsport, scheduled **13-14 October** at ModenaFiere.

The British Government UK Trade & Investment Agency is offering economic assistance for British motorsport companies attending the exhibition as exhibitors and visitors; the same companies will be followed up in meetings with Italian counterparts to support them in launching possible commercial and industrial cooperation projects. This choice is in line with Modena Chamber of Commerce that, well-aware of the difficulties in the sector, has also defined **economic support** for all exhibiting companies through **reduced tariffs for spaces compared to costs in 2009 of 25%**.

The Vice Consul of the British Government is optimistic: *"I have had the opportunity to verify the close collaboration relationships between British and Italian companies," Bristow-Smith emphasised, "and in particular the high level of synergy and integration achieved in the automotive field. The evolution of technology and science is carried forwards by centres of excellence and by companies characterised by a growing degree of supranational integration; it is in this context that the motorsport segment may also develop synergic relationships and forms of collaboration."*

A "PIT STOP" IN TERRA DI MOTORI FROM SPAIN



Modena, 19/04/2010 - A stage of the prestigious Supercar "6to6" Experience European Tour is in transit today from Spain, marking the creation of the sodality between Modena, the world capital of engines, and Barcelona-Catalonia.

The occasion saw the official partnership agreement between **Modena** and **Catalonia** helping to promote

Modena as the world capital of engines and food: the Catalan delegation was welcomed by the Councillor for Territorial Planning and Mobility, Daniele Sitta, and the Managing Director of ModenaFiere, Paolo Fantuzzi. Lamborghini, Porsche, Ferrari, Aston Martin and other jewels emerging from the garages of the Spanish jet set stopped in the heart of Modena during the "6to6" Experience Tour, a kind of trip for the fortunate owners of supercars through European countries with occasions dedicated to sporting competitions, tourism and everything associated with the world of engines. Starting off from Barcelona, the tour passed through Avignon, Monte Carlo, Milan and Modena. During the stop-off in Modena, visits were made to the Lamborghini and Pagani factories, as well as to the Ferrari Gallery and the Ferrari head offices.

It was also a unique and original occasion for presenting and promoting **Motorsport Expotech** among Spanish engine enthusiasts.

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