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MOTORSPORT CLUB 2024

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MOTORSPORT CLUB 2024

Revving up the Italy-UK Cooperation Engine

May 3, 2024

Open Lab – former AEM, Modena

From 10:00 AM to 4:30 PM

On May 3, 2024, in Modena, stakeholders from the motorsport sector from Italy and the United Kingdom will gather for an event aimed at promoting collaboration and knowledge exchange between the two nations. The "Motorsport Club 2024: Revving Up the Italy-UK Cooperation Engine" will be an opportunity for industry experts, companies, and institutions from both countries to discuss key themes in the motorsport industry and explore opportunities for strategic partnerships.

The event, promoted by Global Marketing Architecture, a consulting firm with established international experience, aims to facilitate the meeting and synergy between Italian and English companies through strategic meetings aimed at enhancing commercial opportunities and mutual economic development.

"We promote innovation and international cooperation at the heart of the Emilia-Romagna motorsport supply chain."

Matteo Costariol, GMA

Promoted in partnership with MotorValley Fest, in collaboration with CNA Modena and RPM, Motorsport Club 2024 aims to promote dialogue among Italian and British companies and professionals in the motorsport industry.

The support of CNA confirms its key role in promoting the economic and social development of MotorValley businesses, thus contributing to the growth and competitiveness of the region.

The presence of RPM, among the involved partners, adds significant value, emphasizing the importance of building strong networks in the motorsport sector. With its 28 members, RPM brings high expertise and a wide network of contacts, thus contributing to promoting innovation and development in the sector.

Three roundtable discussions will shed light on the challenges, trends, and future prospects of the sector, offering valuable space for the exchange of ideas and the deepening of commercial relationships. Key topics such as the transfer of cross-sectoral skills, particularly between Motorsport and Aerospace, and innovation in the materials

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sector will be addressed, exploring new applications and production processes, up to the use of AI in motorsport. Several industry experts will share their perspectives, contributing to shaping the future of this dynamic and competitive sector.

Among this year's speakers, prominent figures from the sector from prestigious international entities such as Richard Saxby of McLaren Applied, Marcus Trofimov of Silverstone Composites, and Pim van Baarsen of the Silverstone Technology Cluster will be present. But not only that: to enrich the stage with their experience, there will also be Italian excellences such as Andrea Toso of Dallara Automobili, Francesca Paoli of Dino Paoli, Luca Solieri of Alma Automotive, and Lidio Patrizio of AvioRace. An incredible synergy of talents and ideas that promises to make the event even more engaging.

In addition to the discussion sessions, the program includes numerous networking opportunities to allow participants to establish lasting contacts and collaborations. Companies will have the opportunity to participate with an exhibition desk in the specially dedicated area, where they can present their innovative solutions, share best practices, and explore possible synergies with international partners.

“Our mission is to strengthen the ties between local excellences and international players, promoting shared growth and development of the sector.”

Matteo Costariol, GMA

Motorsport Club 2024: Revving Up the Italy-UK Cooperation Engine represents an opportunity for sector companies to expand their network of contacts, stimulate innovation, and promote cooperation between Italy and the United Kingdom, highlighting the key role of the industry in driving progress in various fields.

For further information about the event and to participate, please visit the official website:

<https://www.globalgma.com/2023/05/03/motorsport-club-2024-rewing-up-the-italy-uk-cooperation-engine/>

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