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Trade shows: Motorsport Expotech revving up for its fourth edition in February

The international exhibition and convention of materials, technologies, products and services for high performance vehicles is back at ModenaFiere exhibition centre February 2 and 3, 2012 with plenty of new feature

Motorsport Expotech, the professional exhibition of competitive motorsports bringing together top companies in the field to present and discover new developments and know-how and organise B2B meetings, will be back at ModenaFiere for the fourth time on February 2 and 3, 2012.
The positive results of the last edition confirm the event's importance nation-wide and lay the foundations for future international expansion.

This year's edition presents all the new developments in the automobile, motorcycle, go-kart, aviation and boating sectors, from engineering to sub-supplies and from finished products to innovative new materials. All without neglecting the issue of environmental impact.

A major international promotional campaign is already underway: "Promozione Modena Economica", the operational branch of the Chamber of Commerce of Modena concerned with supporting international expansion of local businesses, will organise a number of presences at the exhibition and meetings with professionals and businesspeople in the sector at the Professional Motorsport World Expo in Cologne, Performance Racing Industry in Orlando and the International Motorsports Industry Show in Indianapolis, as well as a road show in England. The road show, coming up at the end of November, will be organised in collaboration with MIA – the British Motorsport Industry Association – with the participation of the most highly qualified members of Britain's "motorvalley". Meetings and promotional events are planned in Sweden, Russia and the Czech Republic, representing some of the new emerging markets.

The next Motorsport ExpoTech will also be enriched by the sponsorship of ACI CSAI, the Motor Sports Commission of the Italian Automobile Club, which will be organising important events over the course of the two-day fair bringing Italian motor sports teams, trainers and businesses to ModenaFiere.
Other authoritative partners such as Aica (the Association of Italian Automotive Tools Manufacturers), Airp (Association of Italian Tyre Reconstructors) and Federpneus (National Association of Specialised Tyre Sellers) will focus on issues linked with service, safety and tyres.

The fair will once again feature highly specialised conventions and workshops focusing on: aerodynamics, sports motor cars from the engine to the frame, materials and hybrid vehicles, all of which will rely on experiences contributed directly by the most qualified technicians in the sector, such as Ferrari, Ducati, Lamborghini and Dallara, in collaboration with universities and research centres.

Contact: www.motorsportexpotech.com

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