

Madrid



World
Motorsport
Tourism
Congress

June 15 - 16
Madrid Jarama - RACE Circuit

Agenda

Madrid

World Motorsport Tourism Congress

Organised by



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Monday

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10:00 Welcome and Opening Remarks

Ignacio Fernández. RACE Foundation Director and Madrid Jarama – RACE Circuit Director
Alberto Villareal. General Manager at FIA

10:20 General Framework and Initial Approach

Graig Edmondson. Chief Commercial Officer at FIA
Yolanda de Aguilar. Deputy Minister for Tourism and External Affairs of Junta de Andalucía
Inmaculada Benito. Director of Tourism, Culture and Sport at CEOE
Nacho Calcedo. Host Cities Director – Fórmula E

Moderated by

Ignacio Fernández. RACE Foundation Director and Madrid Jarama – RACE Circuit Director

11:05 Signature Events

Alberto Tomé. Sports General Director at Community of Madrid
Manuel Aviñó. President of RFEdA
Lucas Ordoñez. Pilot

Moderated by

Santiago Ayala. Director of Moto Verde Magazine and Eurosport commentator

12:10 Institutional Opening

Carmelo Sanz de Barros. RACE President and FIA Senate President
Manuel Aviñó. President of RFEdA
Ion Vilcu. Director, Affiliate Members and Public-Private Collaboration Department UN Turismo
Mariano de Paco. Secretary for Culture, Tourism and Sport at Community of Madrid

13:00 Strategic Positioning and Tourist Experiences (Part 1)

Anna Nordkvist. European Vicepresident FIA and President of Swedish Automobile Federation
Enrique Geijo. Sponsorship manager at Banco Santander
Christian Gakwaya. President of the Rwanda Automobile Club



15:00 Strategic Positioning and Tourist Experience (Part 2)

Ángel Sabroso Ramirez. Deputy Minister for Physical Activity and Sports of the Canary Islands Government

Aridany Romero. Sports Councillor of the Insular Sports Institute at Cabildo de Gran Canaria

Germán Morales. Promoter and Organizer of the Rally Islas Canarias - Rally de España

Moderated by

Ramón Biosca. Motorsport journalist and VRGT Director

15:40 Business intelligence

Iris Córdoba. Co-founder and CEO of the Global Sport Innovation Center by Microsoft

Óscar Iranzo. Comercial España & Portugal - Nielsen Director

16:10 Sports Facilities

Georg Fuchs. Managing Director - ADAC Travel & EventMittelrhein

Ignacio Fernández. RACE Foundation Director and Madrid Jarama - RACE Circuit Director

Moderated by

Fernando Vizoso. Partner, Infrastructure & Transport at KPMG España

17:20 Sponsorship and Activation

Jaime Martínez Recasens. CEO Vertical

Enrique Aldama. COO Moto GP Sports Entertainment Group

Juan Pablo Montoya. Pilot

Moderated by

Juan Carlos Servera. Madrid Jarama - RACE Circuit Deputy Director

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10:00 Political Agenda and Public-Private Collaboration

Laura Navarrete. Tourism Marketing Director at Madrid Destino

Michelle Pitta. Senior Project Specialist UN Tourism

Gonzalo Gobert. CEO - Founder of RACE of Kingdoms

Moderated by

Enrique Herrero. Head of Sponsorships and Strategic Projects at RACE Foundation

10:40 Impact and Legacy

Nacho Salvador. El Desierto de los Niños Director

Gorka Rubio. In-Country Coordinator STEM RACING SPAIN

Erin Bourke. Program Lead United Against Online Abuse

12:15 Mass Media and Experiential Platforms

Arturo Moreno. Chief Strategy & Data Officer – Civitatis

Laura Cueto. Media Relations Manager para Warner Bros. Discovery Sports

Enrique Naranjo. Marca Journalist

Pedro Grifol. Viajar – HOLA Viajes Journalist

Moderated by

Rafa Cid. Motor Autohebdo Sport Journalist

13:30 Driving Experiences

Competition circuit driving experiences

Simulators

Paddock timed experience

Karting