



AUTOSPORT FORUM 2018

PROGRAMME ON 30TH OF MAY AT PÖRSSITALO

- 8:30 Morning coffee
- 9:00 Welcome by the most successful nation
in Formula One and World Rally in 2017
*Mr. Juhani Pakari, President of AKK-Motorsport ry
and AKK Sports Ltd, Member of the FIA World
Motorsport Council*
- Possibilities and challenges in motorsport
*Mr. Jean Todt, President of the Fédération
de l'Automobile (via video)*
- 9:20 How important is motorsport success for Finland?
*Mr. Sampo Terho, Minister of European Affairs,
Culture and Sport*
- 9:50 Break
- 10:05 Rally still matters, more than ever
*Mr. Malcolm Wilson, OBE, Owner and Team principal
of M-Sport, WRC Champion in 2017 and
Mr. Tommi Mäkinen, Team principal of
Toyota Gazoo Racing WRC Team*
- 10:36 Why companies invest in motorsport partnerships?
*Mr. Murray Barnett, Global head of sponsorship
and commercial partnerships of Formula One*
- 11:05 Break
- 11:20 Panel: Motorsport has a bright future
when it evolves with the times
- 12:00 Closing

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