



Motor Valley Fest Returns to Emilia Romagna this May

The sixth edition of the Motor Valley Fest takes place in Modena May 2-5, 2024

Bologna, March 28, 2024 - The Motor Valley Fest returns to the Emilia Romagna city of Modena for its sixth edition, May 2-5, 2024. The event, designed for motor enthusiasts and professionals, celebrates the Italian Motor Valley and the latest automotive trends and innovations.

Over 70,000 people are expected to attend over the four days, attracted by a rich calendar of dedicated events with over 20 in-depth meetings on sector trends, 12 talent talks aimed at young talents, and dozens of unique car and motorcycle models on display.

Among the displays are the McLaren Senna and three models of the Ducati 916 Senna motorbike, to honor the legendary Ayrton Senna on the thirtieth anniversary of his death. In addition, visitors can enjoy the Motor Valley's extraordinary museums, parades of historic cars, film previews, and tributes to the engineer Forghieri.

Fans of Michael Mann's latest film, "Ferrari," can also discover [filming locations](#) around Modena.

"The Motor Valley is now an international brand that identifies Emilia-Romagna throughout the world," said Stefano Bonaccini, president of the Emilia-Romagna Region. "This is the Motor Valley: history, passion, myth, but also a look to the future, research, and new technologies. The sixth edition of Motor Valley Fest consolidates a fundamental event for motoring enthusiasts and for this area, which has over 16,000 companies, tens of thousands of employees, four racetracks, 13 museums, and almost 200 sports teams."

The Motor Valley Fest will open with the inaugural conference at the Pavarotti Theater in Modena at 9:00 am on May 2, 2024. The Italian and international automotive industry's elite will discuss the new developments within the automotive sector during this increasingly complex geopolitical moment, the challenges to be faced in light of the spread of Artificial Intelligence, sustainable mobility strategies, and how to retain talent.

After the institutional greetings from the President of the Emilia-Romagna Region, Stefano Bonaccini; the Mayor of the City of Modena, Gian Carlo Muzzarelli, and the national institutions, the 2024 festival will host keynote speeches from Stefano Domenicali, President and CEO of Formula 1 (via video); Andreas Cornet and Michele Bertonecello, McKinsey partners; Christian Richter, director of Google's GCAS Global Vertical Lead Automotive & Auto Retail; Giovanna Vitelli, President of Azimut Benetti Group; Andrea Casaluci, CEO of Pirelli; and Johannes-Joerg Rueger, President of Bosch Engineering GmbH. The speeches will be followed by the Motor Valley Top Table featuring the CEOs of the major brands of the Motor Valley.

The conference will conclude with the traditional ribbon cutting at 1:00 pm in the Courtyard of Honor of the Military Academy of Modena. The Motor Valley Fest talks and roundtables will continue throughout the afternoon of Thursday, May 2. B2B talks are scheduled throughout the day on Friday, May 3.

A total of 10 roundtables are on the calendar, created in partnership with Accenture, Bosch, and EFESO Management Consultants, in which over one hundred speakers will participate. The discussions will cover the most current issues in the sector: the future of the Italian automotive supply chain; finance and open innovation; talents; electric; e-fuel and hydrogen technologies; digitalization and artificial intelligence (AI); sustainability; ESG (Environmental, Social, Governance) and new materials; connectivity services relating to the world of cars, racing, and e-sports; and design.

The journey into the excellence of the Motor Valley will continue on television, with the exclusive programming of "VELOCE. The legend of the Motor Valley." The six episode docu-series, created by Rice Media and directed by Paolo Civati for one of RAI's "flagship" networks, narrates the myths of the Land of Motors of Emilia-Romagna by entering the most prestigious in the world (Dallara, Ducati, Energica, Ferrari, Lamborghini, Maserati, and Pagani).

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ABOUT THE MOTOR VALLEY FEST

The Motor Valley Fest is organized by the Emilia-Romagna Region, APT Servizi Emilia-Romagna, Municipality of Modena, Motor Valley Development Association, MUNER, Meneghini & Associates, with the support of the Ministry of Foreign Affairs and International Cooperation, ICE Agency, Unioncamere Emilia-Romagna, Modena Chamber of Commerce, Modena Foundation, in partnership with Anfia, UNRAE industrial vehicles section, Autopromotec, ACI, Bologna Fiere - Motor Show. The event is co-financed by the European funds of the Emilia-Romagna Region Por Fesr 2014-2020.

www.motorvalley.it



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