# Autosport hosts inaugural Business Exchange in Mayfair



Wednesday morning heralded a significant milestone for Autosport, as it hosted its inaugural Business Exchange, held in Mayfair, London. The event gathered panels of esteemed industry experts to engage in discussions concerning pivotal topics within today’s motorsport landscape.

This well-attended occasion provided a robust networking opportunity for invited guests and served as a forum for impactful dialogue. The event commenced with a keynote address by Werner Brell, CEO of Motorsport Network, who laid out the vision for the Autosport Business Exchange (ABX). Brell articulated the aim of establishing ABX as a premier platform for business conversations surrounding racing, stating, “With our unique convening power in the industry, we aspire to make ABX the premier platform for business conversation around racing.” He underscored the importance of this moment, as Autosport approaches its 75th anniversary, remarking that it is a crucial time to create a vibrant forum for industry professionals.

The agenda featured various panels addressing topics such as ‘Fan Power’, ‘Women and the Future of Motorsports’, and ‘Unleashing AI-Human Potential in Motorsport’. Panels boasted prominent figures, including Donna Birkett Baida, director of marketing for Formula 1, and Susie Wolff, managing director of F1 Academy. Additionally, Rob Smedley, a former F1 director of data systems and ex-engineer for Ferrari and Williams, contributed his insights during the discussions.

Further noteworthy discussions included a presentation from Bahrain International Circuit, which outlined its strategic plans for the next two decades. Abdulaziz Alaqel, executive director of motorsport asset development for Qiddiya, presented details on the upcoming Qiddiya Speed Park, revealing that the state-of-the-art facility will not incorporate any traditional spectator grandstands, marking a departure from conventional designs. His colleague, Andrew Mallery, executive director of motorsport strategy for Qiddiya, expressed ambitious aspirations to position Saudi Arabia as a global centre for motorsport.

The event concluded with a high-profile discussion between Autosport editor-in-chief Rebecca Clancy and McLaren CEO Zak Brown. Their conversation delved into McLaren’s success in clinching the constructors title in 2024 under Brown's leadership, as well as the imperative need to reassess stewarding practices in Formula 1. Brown answered questions from the audience, wrapping up an event that signifies the dawn of a new chapter for both Autosport Business and the wider motorsport industry.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.motorsportnetwork.com/> - This URL supports the mention of Motorsport Network, which is relevant to the Autosport Business Exchange event. It provides information about the network's activities and leadership.
* <https://www.formula1.com/en/championship/teams.html> - This URL supports the mention of Formula 1 and its directors, such as Donna Birkett Baida, by providing information about the teams and their management.
* <https://www.f1academy.com/> - This URL supports the mention of Susie Wolff as the managing director of F1 Academy, providing details about the academy's mission and activities.
* <https://www.bahraingp.com/> - This URL supports the mention of Bahrain International Circuit, offering insights into its strategic plans and events.
* <https://www.qiddiya.com/en/motorsport> - This URL supports the mention of Qiddiya Speed Park and its innovative design, providing information about the facility's features and ambitions.
* <https://www.mclaren.com/racing/> - This URL supports the mention of McLaren's success under Zak Brown's leadership, offering details about the team's achievements and strategies.
* <https://www.autosport.com/> - This URL supports the overall context of Autosport and its role in the motorsport industry, including its events and publications.
* <https://www.ferrari.com/en-EN/formula1> - This URL supports the mention of Rob Smedley's past role as an engineer for Ferrari, providing information about Ferrari's Formula 1 team.
* <https://www.williamsf1.com/> - This URL supports the mention of Rob Smedley's past role as an engineer for Williams, offering insights into the team's history and achievements.