



PASAY CITY
4-6 JUNE

CONFERENCE NEWS

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EMPOWERING THE FUTURE



UNLOCKING THE POTENTIAL

THE FIA'S SIXTH ANNUAL SPORT CONFERENCE WAS OFFICIALLY OPENED BY FIA PRESIDENT JEAN TODT ON MONDAY IN MANILA, THE CAPITAL OF THE PHILIPPINES, UNDER THE THEME OF "EMPOWERING THE FUTURE: UNLOCKING MOTOR SPORT'S POTENTIAL".



Home to some of the most passionate motor sport fans in the world, a host of FIA events from grassroots through to the pinnacle in Formula One, and a rapidly growing motor sport industry, Asia Pacific is the ideal region to conduct such a forward-looking event.

Graham Stoker, FIA Deputy President for Sport, began by highlighting the progress made across the previous five Sport Conferences, as well as the challenges that lay ahead for the sport, before conference delegates heard sincere welcomes from the Cynthia Lazo, National Capital Region Director in the Department of Tourism, the Honourable Emy Calixto,

Congresswoman, Pasay City, and Augusto Lagman, President of the Automobile Association Philippines (AAP).

In his opening address, Mr Todt touched on a variety of major topics affecting the future of motor sport, and the efforts required to ensure its long-term success.

"Providing as many people as possible with access to motor sport is one of the main priorities for the FIA and its clubs worldwide," said the FIA President.

"One of the key challenges is how to engage with younger generations and inspire them to get involved in our sport, both as fans and competitors."

Mr Todt directed the FIA clubs to pay special attention to the development of Karting and the potential of e-Karting.

"It is essential that you [the attending FIA delegates] are able to organise karting events in this region... e-Karting represents not only a new opportunity in terms of motor sport development, it also demonstrates that the world is changing, and that we need to be a change-leader!

"e-Karting will be demonstrated at the Youth Olympic Games later this year in Buenos Aires - this marks a significant step for the FIA and its recognition by the International Olympic Committee in January 2012."



The President stressed that the FIA's focus on the development of grassroots motor sport was not only restricted to circuit racing, but also in the rally and off-road disciplines and the development of the FIA's Cross Car project, as well as in eSports through the FIA-certified Gran Turismo Online Championship.

Mr Todt then provided the FIA's delegates from around the world with a health-check on the Federation's major championships.

"It is a great pleasure to have Chase Carey, CEO of Formula One Group with us... The FIA and Formula One work together in achieving the same strategic goals, for more spectacle and competition between teams, better safety and more technological innovation.

"For the continued health of the sport we are discussing governance, cost management and technical simplification. To this end, we are conducting an in-depth dialogue with the teams and Power Unit suppliers already involved and potentially interested in joining F1.

"After officially revealing the new FIA Formula E Gen-2 car during the Geneva Motor Show, the next Formula E season will see cars with double the battery life... technological advancement that will ultimately benefit all motorists.

"The FIA World Endurance Championship will see new regulations for 2020 that will soon be announced, thanks to a joint effort by the FIA and the Promoter – and we look forward to seeing the championship going from strength-to-strength.

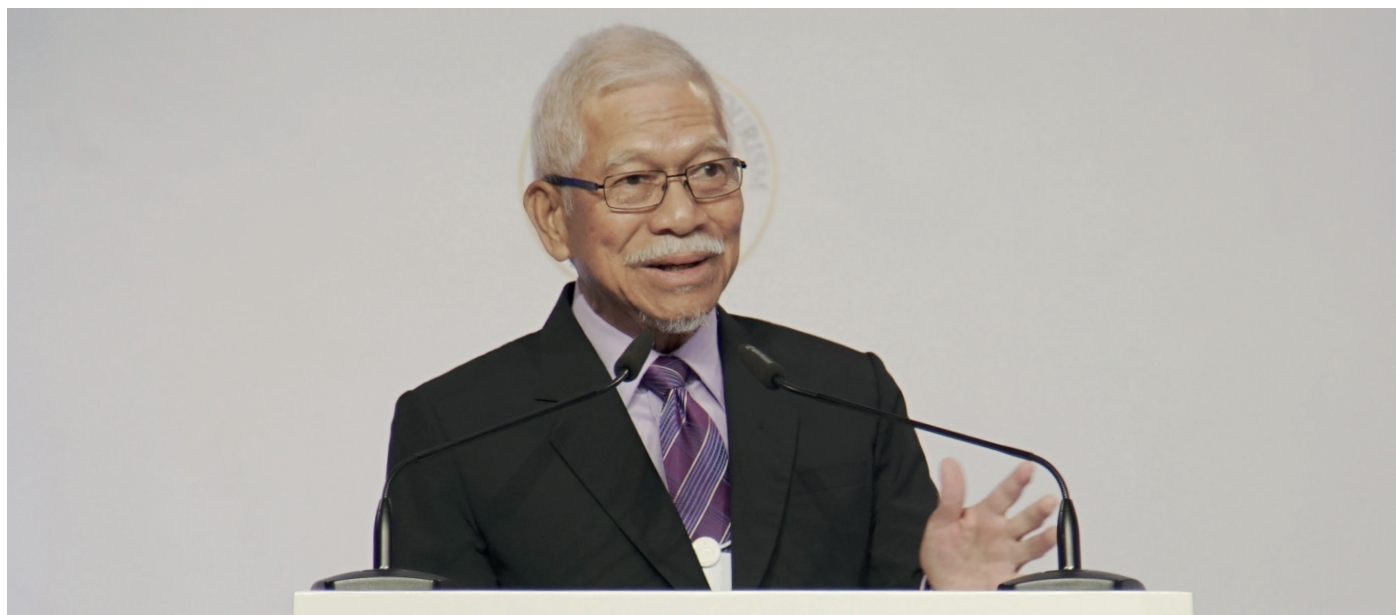
"The new World Touring Car Cup is working very well – with 26 cars on the grid and exciting racing... At the same time we



continue to work towards the development of a sustainable World Touring Car Championship for the future.

"We celebrate the success of the World Rally Championship, and we look forward to an evolution in World Rallycross towards electric technology in 2020."

Mr Todt urged the delegates to be resolute in striving for the advancement and growth of sustainable motor sport, before declaring the sixth FIA Sport Conference open.



CREATING A MOTOR SPORT CULTURE

THE FIA SPORT CONFERENCE 2018 GOT UNDERWAY WITH THE FIRST PLENARY SESSION COVERING THE CREATION OF MOTOR SPORT CULTURE – WITH SPECIAL EMPHASIS ON THE ASIAN REGION AND DEVELOPING MOTOR SPORT COUNTRIES.



The panel of speakers discussing the topic included Formula One Group CEO, Chase Carey, ex-F1 driver and television commentator Alex Yoong, former Filipino racer and television commentator Marlon Stöckinger, and Promoter of the upcoming Formula 3 Asia regional championship, Davide de Gobbi.

Much of the discussion focused on motor sport cultures in South East Asia, Marlon Stöckinger beginning by outlining some of the history of Filipino motor sport and how it has developed.

“The Philippines has always had a history – we’ve had Jovy Marcelo winning championships before in America, the Atlantic Championship, racing in Indy... We had Arsenio Laurel win Macau twice, myself winning in Monaco [in GP3]. We were able to do also demonstrations with the Lotus Formula One car driving around the streets here.

“I think the engagement is growing – people are starting to understand what the sport is. In terms of Formula One, accessibility has been really great... Recently platforms like YouTube and Instagram are being utilised – speaking as a millennial that’s one of the areas to target to really bring the younger generation into the sport... In terms of social media



interaction and use, the Philippines is one of the biggest in the world. Having access to that, for a lot of Filipinos, has already started to engage a lot of us in the sport.”

F3 Asia Promoter, Davide de Gobbi, explained why Asia is an ideal market to launch one of the first of the FIA’s new Regional Formula 3 Championships for young drivers, which will begin in July and race across Malaysia and China.

“This opportunity to bring Formula 3 to Asia is a big challenge,” said Mr de Gobbi. “Of course it’s a new series, it’s also a big responsibility to kick off this new generation of regional Formula 3 cars. We think there is something missing, and we want to do a new platform for young drivers to the same level of competition as they have in Europe.

“We have done a good job in creating a very interesting platform. We’ve worked really hard to have a proper budget that is attracting local drivers as well as European drivers... But it means that the new concept of regional Formula 3 within the single-seater pyramid, developed by the FIA, is working.”

When asked how motor sport can ensure that the very best drivers make it to Formula One, ex-F1 driver Yoong pointed out that that may not be the simplest question...

“Do you want the best Asian drivers to get to the top of the sport? Or do you want to help Asian motor sport? Because those are two very different things,” he explained. “At the moment, if you want the best drivers to get to the top of the sport, you take young Asian drivers and you send them to Europe when they are nine or ten years old, and you leave them there with their families, because you have to grow up in that culture, amongst that level of competition.

“Eventually Formula 3 and Formula 4, hopefully in the future, will be strong enough in Asia that drivers can stay here and learn the right foundation so that when they do go to Europe they can be competitive straight away... If you improve local motor sport you have more kids coming through.”

This was something Stöckinger agreed with...

“In my case I started racing in go-karts here at eight or nine years old, and to pursue the sport further, it was a choice either to continue racing in Asia, or if I wanted to achieve my dreams of trying to make it to Formula One and become a professional racing driver I had to leave,” said the former GP3 race winner.

“So I left when I was 16, to the United Kingdom, totally changed my life, left my family, friends, and even though they speak English, it was a total culture shock for myself adjusting to the European way of life and motor sport there... A lot of us that did make it that far did just because of the competitiveness of karting in the region – the grassroots levels had a huge number of drivers to test our skills against each other. If you have strong series locally, regionally, then there’s no doubt that you’ll have drivers that come up to the surface and make it.”

Alex Yoong then pointed out that the success of motor sport is not solely dependent on drivers, but also on growing its fanbase.

“It’s not just drivers, we need more spectators, we need more people that love the sport,” said Malaysia’s only F1 driver. “In Europe, you have middle class kids that can afford to go to Formula Ford or Caterhams... that’s not available to us in Asia – we need more avenues for people to be able to touch the sport and to get more spectators.

“If they can see it and touch it they will fall in love with it...” he added.

The CEO of the pinnacle of global motor sport, Chase Carey, stressed that while a healthy Formula One is important, it could only benefit from a healthy sport as a whole.



“It’s about developing a sport at a grassroots level,” said Mr Carey. “at the end of the day for Formula One, we want the 20 best drivers in the world, but we also want drivers from around the world to have the opportunity to get involved through grassroots efforts.

“I think again, it is about spectators having visibility – there are sports that are not going to have as much participation. Billions play soccer, there are not billions who race. But there is a fascination with it, people love the sport in a lot of different ways and are engaged in a lot of different ways.”

Marlon Stöckinger then gave an example of how technology has benefited the access to motor sport at the lower levels.

“I was lucky enough to mentor the GT Academy in the Philippines. Over the course of the week with the Academy we had about 10,000 applicants who trialed to become a racing driver – and our countryman won, and got the chance to race in the 24 Hours of Dubai in a GT3 car.

“It just goes to show that the stereotype that racing is expensive and it’s hard to engage with... it’s no longer the case!”

CHASE CAREY SHARES F1'S VISION FOR GROWTH

FORMULA ONE GROUP CEO, CHASE CAREY RETURNED TO THE FIA SPORT CONFERENCE FOR THE SECOND TIME. HE GAVE HIS VIEWS ON A VARIETY OF SUBJECTS INCLUDING F1'S PRESENCE IN ASIA, CHANGES SINCE HE BEGAN WITH THE SPORT AT THE START OF 2017, AS WELL AS F1'S PROGRESS TOWARDS NEW REGULATIONS IN 2021.



This is the first time the Sport Conference has visited this region, tell us how Asia fits into your growth strategy...

Obviously Asia is an incredibly important part of the world. For us, we've been here for a while but we think there is a lot of room to grow. There are a lot of fans that we can bring into the sport that haven't really had a chance to engage with it.

You ran a demonstration recently in Vietnam, in Hanoi – is that a country that you think could be interesting for the future of Formula One?

Certainly Vietnam is one of those countries that is continuing to become a bigger and more exciting place – for tourism, business or otherwise. We want to be in what we call destination cities, destination countries – places that can capture the world's imagination, and Vietnam is one of those places.

One of the first things that happened when you began in F1 was establish Formula 2, and now it's been announced that F3 will come into the fold – what does that say about the level of collaboration between the FIA and yourselves?

We actually have a great partnership. We're obviously learning to work together... I think we're finding we very much have a shared vision of where we want to go, and certainly Formula 2 and Formula 3 was part of that. We've talked about the pyramid with Formula One being at the pinnacle, but having more of a structure in place that we can help grow and bring young drivers along, develop drivers in parts of the world like Asia, have a structure that they can move up and have fans be able to follow it so it's not just a development path for drivers, but it's also a path fans can engage with and be excited about where those new young drivers are coming from.



Your team quickly identified China and the US as markets where there was a lot of potential growth – given we're in this region, how has the approach with China been taking shape?

China and the US are the two biggest economies in the world, and they're two places where we've really just scratched the surface of the potential of the sport. Developing the sport in China is probably a different path to developing it in the US – I think in China we'll look to have Chinese partners that can help us navigate that market and really work with us as partners in the overall sport. It's important we figure out how to make sure that we enable fans in China who haven't had the chance to experience the sport engage with it. Make sure that we engage with all the platforms...

Could you imagine having a second Grand Prix in China?

Sure. Right now, we're hoping to have a second Grand Prix in the US. I think countries of that size and scale... That's important. Our focus is that we want to make sure that the events we have, we want to make as strong as they can be – so it is quality over quantity.

You're pushing very hard on eSports – China's a country which seems to be taking off in a big way with eSports. Is that another possible avenue to open the country up?

Certainly, the Asian countries in general have shown incredible interest in eSports of all types. In many ways,

eSports seem to grow first and foremost in the Asia region, so there's clearly traction. eSports is important because it's another great pathway to the younger fans...

We're six races into the F1 season, with wins evenly spread across the top three teams, is that what you hoped for – and how do you see it playing out from here?

Certainly that's great – we are excited about the start of the season; we've had a more mixed set of results. I think we still would like to continue to improve the competition and the action on the track. We'd love to have an underdog – we had one of the other teams on the podium in Baku and I think, hopefully going forward, you'd like to have those surprises come through.

You're working very hard on the 2021 regulations behind the scenes with your team, how do you feel the progress is going?

I think we feel good about it. We've got a lot of things we're addressing; cost, revenue, next generation engine, regulations, governance – they're all part of what we're addressing for 2021, for the long term strength of the sport, with the goal of making the sport better for fans and healthier for the participants. I think we do have a shared vision of where we want to go to – obviously when you get down to the specifics, every team has their own twist on it... The challenge for us is to find compromises. Usually, as in business, nobody gets everything they want, but everybody gets enough that they feel better off and the sport can be better off.

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Asia is an incredibly important part of the world...we've been here for a while but we think there is a lot of room to grow

**CHASE CAREY
CEO, FORMULA ONE GROUP**

MOTOREX OPENS ALONGSIDE SPORT CONFERENCE

This year, MotorEx has brought together 29 industry stakeholders and suppliers in a convenient setting for FIA clubs, organisers and promoters looking to explore and discuss the improvement of their motor sport offering, and to see the latest in infrastructure and equipment innovations.



MABUHAY WELCOME COCKTAIL

Jean Todt, FIA President, and Augusto Lagman, President of AAP welcomed delegates behind the historic walls of Intramuros where they enjoyed a visit to the local museum, as well as musical entertainment in the surroundings of Barbara's Heritage Restaurant.





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RICHARD MILLE



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