

KM Conference 2018

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Themes: Knowledge Management, Learning, Information Technology

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Opening Keynote Panel

Knowledge Development and Integration among Motorsport Industries to Generate Applied Innovation

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Panel Overview

The Motorsport Industry has a global yearly turnover of above \$ 100 billion spanning in several racing categories spread all over the world. Its value chain involves top-level research and development engineering. Such R&D innovation is often being directly utilized in other sectors, like: aviation, aerospace, automotive, as well as health and wellness. Moreover, such innovation is implemented by the latest applied manufacturing technologies and methods. The Motorsport Industry value chain also spreads knowledge and innovation into the global sport entertainment business in increasingly interactive, data driven ways. What makes the industry unique is the demand for high-level innovation that is developing, accelerates, as well as spreads, among directly and indirectly related industry fields. The majority of Motorsport organizations are Small and Medium Enterprises (SME) operating internationally, leveraging on a high-level of know-how deployed through driven and committed organizational culture, which enables fast-paced joint knowledge development and sharing. The panelists will focus on such dynamics through real-life cases of projects coming directly from the industry, while providing a discussion on how such projects are related to the latest conceptual debates on innovation and knowledge sharing. The panelists will provide time for questions and answers from the audience.

Main Topics:

- The Motorsport Industry as a unique laboratory of dynamic knowledge creation
- Factors that impact rapid innovation development
- Knowledge development and sharing

About the Panelists:

Riccardo Paterni is the co-founder of Synergy Pathways (<http://www.synergypathways.net/>), an organization based in India and Italy focusing on international business development driven by innovation. He facilitates the growth of Motorsport organizations leveraging upon the unique ways they develop know-how and innovate. Book author and international academic conferences debater on such topics.



Francesco Sede is the co-founder and General Manager of AvioRace, a commercial company dedicated to electronics and electro-mechanics components distribution and commercialization. His background as an engineer comes from years spent in the technical departments of combustion engines and chassis building. He dedicated the last thirteen years to company founding and growth following electronic developments and innovation on many different fields as F1, MotoGp, and also Americas Cup sailing boats.



Giovanni Delfino is founder and CEO of Autotecnica Motori, a leading company in the racing engines world. He holds a degree in Mechanical Engineering. After completing his degree, he worked for Alfa Corse, Ferrari Corse Clienti, FPT Racing, Abarth, and N.Technology. Since 2008, he is the leader and visionary of Autotecnica Motori, where he is dedicating his life to the growth of the company that oversees all the activities related to race engine projects such as design, calculation, testing, overhauls, and track support.

