

PRI INTERNATIONAL TEAM PROMOTES PRI TRADE SHOW AT LE MANS

Francisque Savinien, international marketing director, and Arianna Maugeri, manager of European Business Development for PRI, participated in the two International Business Days held in conjunction the 24 Hours of Le Mans race in France.

The second edition of this unique event was organized by FLConsulting, the Institut Automobile du Mans, and Invest in Western France. The goal of the event was to give the opportunity for companies to expand their businesses through pre-arranged one-on-one meetings devoted to the business of motorsports. It also offered participants the ability to access the most restricted areas of the track, such as hospitality, paddocks and pits during the practice sessions.

François Lassalle, of FLConsulting, said he was proud of the success of the event. "Despite the economic situation, this second edition was a true success. We had 66 participants over the two days, including 38 industrial companies coming from 10 different countries, and 11 partners from five countries," he said. "We were able to arrange 245 B2B meetings, and 87 percent of the participants were very satisfied by the quality of them."

PRI's Maugeri said, "The business days in Le Mans definitely met our expectations, having the opportunity to meet buyers, suppliers, manufacturers, and service providers from the motorsports industry, and provide information to them about the PRI Trade Show and Magazine. Companies such as Peugeot Sport, Pescarolo, Zircotec, Cerobear, Aviorace, and many others were present at the event."

"PRI is always open to support and be part of such international networking activities, and next year we will try to attend the International Business Days at Le Mans again," added PRI's Savinien.



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