



The Challenge

As an initiation phase, identify all the elements required to hold a successful final of the Race Of Champions and The Nations cup in China by year 2007.

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Logic International & Protrain China

Case study in focus

The Race of Champions and the Nations Cup are qualified as the final of final. It is a weekend race organized for the last 18th year presenting the winners of all Motorsport professionals series such as F1, WRC, Champ Car, Nascar, IRL and more. This event is broadcast to more then 150 countries worldwide and it is usually held in a stadium.

Because of the emergence of china in the motorsport business and the importance of this market for all major race car series sponsors, the organizers wanted to study the possibility to conduct the final in China by 2007.

Logic International supported by Protrain china were mandated to perform a complete feasibility study in China to identify all requirements to hold such an event and evaluate the best approach to ensure full success.

The Logic & Protrain China Solution

The feasibility study performed by from Logic International and PTC demonstrated that there was a vast interests by government authorities to hold the event in China. Potential organizers and promoters were identified with all the support groups required to hold successfully such an event in china. The business case presented to ROC executives includes all the costs to be considered internationally and locally in China. Also many sites to hold the events were presented with selection to be done when all financial matters are covered.

The Deliverables

This project was managed completely from Beijing, China, and included :

- Strategy definition for the Chinese version of the ROC competition in china leading to the selection of a team china to participate to the final
- Identification of a preferred city to hold the event in china
- Identification of possible sites interested to hold the events
- Complete business case for the events
- High level planning of phase 2

The Results

The results of the first phase has been completed successfully and major questions were answers allowing the ROC executives to make a clear decision for the second phase.

- Approbation of all government bodies to have the events
- Identification of an organizer
- Identification of sites
- Recommendation of a city
- Details financials including risks assessment are known
- Initial market assessment provided

