



33rd Asian Racing Conference

9-15 April 2010, Sydney, Australia

Leading International and Australian identities will be keynote speakers on the future of the world thoroughbred horse racing industry.

- **World's leading sports administrator, Timo Lumme**, Managing Director of TV & Marketing for the International Olympic Committee will present on 'Engaging New Generations of Potential Fans'.
- **International Business Strategist, Author and Australian Keynote Speaker of the Year, Peter Sheahan**, an expert on Generation Y, will present on 'Bridging the Generation Gap'.
- **Bart Cummings and Lee Freedman** – Australian Hall of Fame Horse Trainers.
- Other speakers include highly regarded representatives from International Racing Clubs and organisations.

Heavily discounted room rates are available at the luxurious 5-star Four Seasons Hotel located in the historic Rocks and Circular Quay area, with Sydney Harbour waterfront views.

The Official Social Program showcases Sydney, the world's most admired harbour city. Activities include attending Royal Randwick Racecourse for the 149th running of the AJC Australian Derby, a Sydney Harbour Cruise and the Opening Ceremony/Welcome Dinner at the world renowned Sydney Opera House.

An extensive Accompanying Persons Program is available for partners of those delegates attending the Conference.

For more information visit
www.arcsydney2010.com.au

and download the Official Program (2nd Announcement booklet)
Registrations and hotel accommodation are now being accepted.



RACING INTO THE FUTURE