Highly promising outlook for "asia bike": China's first trade show focusing on high-quality sports bicycles - Shimano, Specialized, Look, Pearl Izumi and Mavic will be exhibiting at the new event - Synergy effects with "Asia Outdoor"

International major players support "asia bike" premiere

Nanjing/Friedrichshafen - The latest technologies need the right marketplace. Not surprisingly, the debut of "asia bike" - China's first trade show for high-quality sports bicycles (27-30 July 2011 in Nanjing) - has attracted support from worldwide trendsetters. Major players in the industry like Shimano, Specialized, Look, Pearl Izumi and Mavic have underscored the importance of this platform by registering to exhibit at the debut event. The new "asia bike" will take place in conjunction with the sixth Asia Outdoor, giving trade visitors access to two leading exhibitions with just one ticket.

"China already has a number of different bicycle exhibitions for end consumers. But what is missing is a trade show with high-quality sports bicycles that specifically targets retailers and industry media," says trade show coordinator Knut Jaeger, speaking in the run-up to the first "asia bike." "We are extremely delighted that international top names have already decided to take the plunge for the premiere in Nanjing - and we are confident that others will follow. Thanks to its outstanding infrastructure, the new exhibition grounds
offer all participants ideal conditions."

The first event is expected to take place on 12,000 sq m of exhibition space and attract 10,000 bicycle trade visitors and media representatives from around the world - in addition to 17,000 Asia Outdoor guests. The focus of "asia bike" is on sports bicycles, e-bikes, bike fashions and bicycle accessories. The trade show concept is modeled after EUROBIKE and complemented by a fashion show and opportunities to test ride e-bikes.

The trade show duo of "asia bike" and Asia Outdoor builds on the synergy effects of both industries, which are now also making noticeable gains in China. For instance, many Chinese outdoor retailers also sell sports bicycles, and vice versa. Countless outdoor salespeople are becoming highly enthusiastic about the sport of mountain bike riding. Late July was chosen as the perfect time of year for retailers to make their purchases.

The organizers of "asia bike" and Asia Outdoor are the Nanjing Nantex international Exhibition Center and German Messe Exhibition Consulting Ltd., based in Beijing. The partners of German Messe Consulting are Messe Friedrichshafen, Asia Outdoor Marketing in Hong Kong and Beijing Alpinist Outdoor Media in Beijing. Knut Jaeger is the coordinator for Asia Outdoor and "asia bike" and is responsible for marketing both trade shows.

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