NEW WAYS, NEW ADVENTURES

Digitalization and electrification are mega-trends and have a sustainable impact on the global bike industry. The changes resulting from this can be seen everywhere: in the products, in sales and distribution and, above all, in the speed at which the industry is moving.

For more than 20 years the season kick-off for the upcoming (model) year has always been EUROBIKE at the end of August and, bearing in mind the catchphrase “industry in transition” the Global Show for 2018 is also advancing as far as dates are concerned, and will take place next year from July 8 – 10, 2018. As a pure B2B trade fair, it aims to combine meeting the requirements of the retail trade, brand names and media in one event, therefore it has the utmost relevance for the bike industry in Germany, Europe and the world.
Facts & Figures

IT´S ALL ABOUT BIKES

EUROBIKE is not just the place to be for exhibitors and trade visitors. Every year media representatives come from all over the world to report on what’s new on the scene and the trends for the coming season. In the meantime the bike bloggers have come to play a very important role in the media presence. These share their impressions with their communities in social networks, and in doing so, they reach another target group.

40,000 TRADE VISITORS FROM 106 COUNTRIES

1,700 MEDIA REPRESENTATIVES FROM 40 COUNTRIES

1,400 EXHIBITORS FROM 50 COUNTRIES

Ägypten, Algerien, Andorra, Argentinien, Armenien, Aserbaidschan, Australien, Bangladesch, Belgien, Bosnien und Herzegowina, Brasilien, Bulgarien, Chile, Costa Rica, Dänemark, Deutschland, Ecuador, Estland, Färöer, Finnland, Frankreich, Georgien, Griechenland, Großbritannien, Guadeloupe, Guatemala, Honduras, Hongkong (China), Indien, Indonesien, Iran, Irland, Islamische Republik, Island, Israel, Italien, Japan, Jersey, Kanada, Kasachstan, Katar, Kenia, Kolumbien, Kosovo, Kroatien, Kuwait, Lettland, Libanon, Liechtenstein, Litauen, Luxemburg, Malaysia, Malta, Marokko, Mazedonien, Mexiko, Moldau, Monaco, Myanmar, Namibia, Neukaledonien, Neuseeland, Niederlande, Nordkorea, Norwegen, Österreich, Pakistan, Panama, Paraguay, Philippinen, Polen, Portugal, Puerto Rico, Republik Korea (Südkorea), Réunion, Rumänien, Russische Föderation, San Marino, Saudi-Arabien, Schweden, Schweiz, Serbien, Seychellen, Simbabwe, Singapur, Slowakei, Slowenien, Spanien, Suedafrika, Taiwan (Republik China), Thailand, Tschechische Republik, Türkei, Turkmenistan, Uganda, Ukraine, Ungarn, Uruguay, USA, Venezuela, Vereinigte Arabische Emirate, Vietnam, Volksrepublik China, Weißrussland, Zypern
Business Platform

IT’S CYCOLOGICAL

Trend barometers, the innovation show and the seismograph of tomorrow’s bike world - EUROBIKE guarantees both established manufacturers and new players the perfect platform to present their products and what they do. Nowhere else does the bike get so much media attention as at EUROBIKE. For OEM’s, manufacturers, bike brand names, the retail trade and opinion makers the summit meeting of the bike industry is the opportunity to get together with colleagues from all over the world, exchange information and experience, develop new ideas and get networking.

11 reasons for EUROBIKE

11 REASONS WHY

Why should you and your company be present at the world’s leading trade fair EUROBIKE?

Well, here are eleven very good reasons:

1. **Preview.** EUROBIKE is going to be earlier! So be sure to be there for the first important date of the season – July 8 – 10 2018.

2. **Trend Watch.** Learn what’s going on in the market and recognize new opportunities. Show the world your new products and ideas and help the bike industry to advance even further.

3. **E-mobility.** Discover the growth segment of the future with micro-mobility. The innovation drivers of the automotive, electronics and digital industry are turning the bike of the future into a smart device.

4. **Community.** Expand your network and make new contacts with customers, colleagues and media representatives in a professional and relaxed atmosphere.

5. **Know-how.** Exchange experience and information with other exhibitors and experts from the bike scene and make the most of the opportunity to have a direct dialogue with purchasers and customers.

6. **Spot on.** Benefit from the high-level media presence with more than 1,700 journalists from all over the world, who will also report on your products.

7. **International.** Get together with exhibitors, trade visitors and media representatives from 106 countries and generate a global network for your success.

8. **Practical tests.** Have your latest bikes tested by trade visitors in the DEMO AREA and enjoy the benefits of a direct feedback.

9. **Award-winning excellence.** Submit your product innovations for the EUROBIKE AWARD and, as a winner, you can put your trust in a very valuable marketing tool.

10. **Experts for experts.** Make the most of the presentations at the congresses EUROBIKE ACADEMY and EUROBIKE TRAVEL TALK, which provide answers to many current issues in and around the bike industry.

11. **Celebration.** Have fun at first-class social events, stand parties, night rides or at the legendary EUROBIKE PARTY together with bike community.
E-Bikes & Pedelecs

TRENDWATCH: E-MOBILITY

More and more tech companies and suppliers to the automotive industry are discovering the opportunities that bikes offer and are presenting year for year their latest developments at EUROBIKE. Never before have the drive systems for e-bikes been smaller, lighter, more intelligent and integrated than today. Make the most of this opportunity and demonstrate your innovations and be a part of this get-together of the micro-mobility movement in Europe.
DEMO AREA

ENJOY THE RIDE

If you want to judge a bike, you have to ride it. For this reason, EUROBIKE will again be offering perfect testing conditions in the DEMO AREA around the exhibition grounds. So, join in as an exhibitor and let the trade experts try out your latest models. Whether it’s new components, drive systems or design highlights – you have the opportunity to convince the tester with your products in the practical test and you’ll benefit from international media coverage and direct customer feedback.
Eurobike Award
PRICELESS!

The EUROBIKE AWARD is regarded as one of the most prestigious awards in the bike industry and is presented every year during the Global Show. The high innovation capacity in the bike industry is closely connected to the rapidly changing market, which can be clearly seen at the Award Ceremony and in the Award Exhibition. Be a part of this innovation strength and present your new products to the jury of experts. As a winner of a EUROBIKE AWARD you can benefit from extensive communication services, which is certain to draw the attention of the retail trade, industry and media to your prize-winning product.
Eurobike Academy
FIND YOUR ANSWERS

The EUROBIKE ACADEMY gives a center stage to the key issues of the bike industry and is the event area for know-how transfer for everything that has to do with cycling. The pooled expertise of the bike industry is directed at all trade visitors. Whether it’s retail traders or manufacturers, workshop personnel or management – the themes of the EUROBIKE Academy offer edge-cutting knowledge for everyone in our industry.

SCHEDULE & CHECK LIST

Be sure not to miss any deadlines! With our schedule and practical check list you can keep an eye on all important events.

More information:
Fashion Show

**SPOT ON BIKE WEAR**

The eye helps decide when buying! Presentation is the key: so why not stage your bike fashion wear at the daily fashion shows and bring some life into your products. The latest styles, colors and designs, which will be available in the stores next season, are presented in elaborate dance performances.

Party

**IT´S PARTYTIME**

As a way of counterbalancing the many business talks and meetings, the EUROBIKE community likes to pop the odd cork. On the third show evening you have the perfect opportunity to either continue the one or other discussion in a relaxed atmosphere or simply take to the dance floor with new or old bike friends without the shop talk.

Travel Talk

**HAPPY HOLIDAY**

The one-day congress TRAVEL TALK brings the bike industry and the tourism sector together on an international level. During EUROBIKE the latest trends and innovations from cycle tourism will be presented and discussed. This way, cities, regions, tour operators, as well as bike manufacturers and organizations can generate forward-looking synergies between the two industries.
A PLACE TO MAKE FRIENDS.
A PLACE TO MAKE BUSINESS.

Friedrichshafen on Lake Constance is where the three countries of Germany, Switzerland and Austria come together, which means it is easy to reach by a range of transport options. There is a free airport transfer available to trade fair visitors for a comfortable ride from the airports of Friedrichshafen, Memmingen or Zurich directly to the exhibition grounds. The same goes for train arrivals, with bus shuttles available from all the main train stations and hotels in the Friedrichshafen area. Working closely with the Friedrichshafen Tourist Information, we cooperate with more than 270 partner hotels in Friedrichshafen and the surrounding area. They will be pleased to help you find the right hotel accommodation for you and your colleagues.


READY FOR TAKE OFF

As airline partner to EUROBIKE 2017, Lufthansa Group Partner Airlines are offering exhibitors and trade visitors a discount of 10 – 15 % on return flights to Friedrichshafen. Make use of the offer and book your flights to EUROBIKE early.


Organiser:
Messe Friedrichshafen
Neue Messe 1
88046 Friedrichshafen, Germany