



Eurobike Leaders' Night 2025: Investing in the Industry of the Future

- **Leaders' Night as an exclusive introduction to the leading trade fair**
- **New insights and fresh perspectives with Baird Europe, Fundracer and speaker Benedikt Böhm**

Friedrichshafen/Frankfurt am Main – Shaping the future, driving innovation, mastering transformation: On the evening of June 24, 2025, the Leaders' Night networking event will kick off five days of Eurobike (June 25-29), packed with groundbreaking discussions about the bicycle, lifestyle and mobility industry. For the Leaders' Night, the organizers of fairnamic GmbH invite captains of the industry, innovators, and shapers of the future to exchange ideas at the highest level. Following the successful debut in 2024, the second edition will focus on consumer behavior, regulations, future potential and market dynamics.

“The Eurobike Leaders' Night is a warm-up, a barometer of opinion and a global network meeting all in one. C-level inspiration, exchange and networking make the Leaders' Night unique and provide a high-level setting for discussions that ensure the industry's future viability and actively shape its transformation. With just under four months to go before the start of the trade fair, the program and framework for the event, which is limited to 250 handpicked participants, have been finalized,” explains Stefan Reisinger, head of Eurobike.

Specialized expertise for a resilient and forward-thinking industry

High-profile panel discussions will again be a central feature of the Leaders' Night 2025. With Boris Partin and John Bastian, Co-Heads of Baird's Micro-Mobility practice at Baird, a global middle-market investment bank, René Wiertz, founder of the mobility investor Fundracer, as well as Benedikt Böhm, the successful mountaineer, manager and inspirer, leading experts have been recruited to shed light on new business models, investment flows and success strategies for the future. It's about much more than just managing crises – it's about achieving sustainable growth, reaching new target groups and exploring

the potential of emerging markets. This framework also addresses unconventional decisions that have proven to be groundbreaking for companies.

Shaping the mobility of tomorrow together

Eurobike 2025 once again promises to be a key driver for the future of active mobility. Together with business, politics and society pioneers, it will set the course for a successful, sustainable and innovative bicycle and ecomobility industry. The trade fair offers a unique platform for inspiring discussions, forward-looking ideas and strategic partnerships.

Further information:

The 33rd Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 25 to Sunday, June 29, 2025. The three kickoff days reserved for international trade visitors (June 25 - 27) will then be opened up to the general public on the weekend of June 28 and 29, 2025. For more information, go to: www.eurobike.com

Follow on LinkedIn: <https://www.linkedin.com/showcase/eurobike-show>

Follow on Instagram: https://www.instagram.com/eurobike_show

Follow on Facebook: <https://facebook.com/Eurobike.tradeshow>

Follow on YouTube: <https://youtube.com/@eurobikeshow>

Press contact:

Frank Gauß, Head of Communications & Press Officer

Phone: +49 7541 708-310

E-mail: frank.gauss@messe-fn.de

About Eurobike:

Eurobike is the central platform for the bike and ecomobility universe. Together with visionaries from politics, business, society and the mobility industry, it creates space for communication, new ideas, change of perspective, and strong partnerships for innovative mobility solutions and new business models. With Eurobike, the booming and rapidly changing bicycle and ecomobility industries have found a common platform. It sets new standards and identifies key topics in the areas of sports, leisure, health and mobility, makes continuous progress and brings the global community together live.

About fairnamic GmbH:

The fairnamic GmbH joint venture, founded in 2021 by the two exhibition companies Frankfurt and Friedrichshafen, is a highly specialized organizer for innovative and future mobility. With the AERO – International Leading Trade Fair for General Aviation and Eurobike as the world's leading trade fair for bicycles, e-bikes and ecomobility, fairnamic GmbH is the market leader in the world of avionics and urban mobility. Through bundled competencies, market expertise, global networks, brand strength and agility, fairnamic GmbH is gradually expanding the market position of its two leading trade fairs and international satellites globally.