

## **Eurobike and Cycle Cafe Strengthen Networking Opportunities for the Location Anniversary**

- **Five years of Eurobike Frankfurt, five years of the Cycle Cafe Networking Hub**
- **The central networking opportunity for friends and family of the bicycle industry**
- **New offers for exhibiting companies**

Friedrichshafen/Frankfurt am Main – When Eurobike, the world's leading trade show, opens its doors for the fifth time at Messe Frankfurt from June 24 to 27, 2026, the Cycle Cafe Networking Hub will once again be one of the central meeting points during the three Business Days and the Festival Day.

The area around the pink sofa is designed to provide the perfect environment for successful networking and to serve as a meeting point for friends and family of the bicycle industry and far beyond. Whether for new collaborations in the bicycle industry, discussions about cycling or simply for the love of good coffee: At the Cycle Cafe, everyone is warmly welcome to explore the big questions of the industry in a relaxed atmosphere, meet new people or discuss the most important topics of the day.

Stefan Reisinger, Managing Director of trade fair organizer Fairnamic, explains: "In 2026, the Cycle Cafe's open networking zone will once again welcome major and emerging brands from the industry, service providers and retailers for business meetings, community gatherings and inspiring conversations. The fact that Thorsten Frahm and his team have remained loyal to us for so many years is a testament to the success of the Networking Hub and shows how indispensable Eurobike is as a platform for meetings and conversations."

Adrien Sockeel-Ponchel, Eurobike Head of Sales & Exhibitor Service, adds: "We are currently working on new package offers for our exhibitors and have already developed innovative booth concepts together with them. So when conversations and networking take place at the Cycle Cafe, new products are presented just a few steps away at the booth."

Thorsten Frahm, owner of the sports marketing consultancy Frahm Sporting and founder of the Cycle Cafe, is pleased to "once again be a central part of Eurobike and to celebrate the fifth edition in Frankfurt together. Now more than ever, a dedicated networking space for industry exchange is crucial – and we're here for everyone, just come in!"

**Exchange and connection: Core elements of a world's leading trade fair**

The opportunity to exchange ideas across company and country borders, to build networks and gain new partners remains, according to Eurobike manager Stefan Reisinger, a defining feature of a successful world's leading trade show: "Once a year, the world's bicycle industry comes together in person. This exchange is of outstanding importance for the successful development of the industry."

**Further information:**

The 34<sup>th</sup> EUROBIKE will take place on the grounds of Messe Frankfurt from Wednesday, June 24 to Saturday, June 27, 2026. For more information, go to: [www.eurobike.com](http://www.eurobike.com)

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**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 AERO – The Leading Show 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 shows and international satellites globally.