

Eurobike Fulfills its Participation Commitment by Establishing an Advisory Board

- **Eurobike establishes Trade Show Advisory Board**
- **Stephan Kurzawski, Member of Messe Frankfurt's Board of Management, assumes first Advisory Board Chairmanship**
- **Advisory Board to foster continuous exchange and advise on strategic development**

Friedrichshafen/Frankfurt am Main – Eurobike, the world's leading platform for bicycles and ecomobility, is establishing an Advisory Board to further deepen the dialogue with national and international partners and the entire industry. With the establishment of the Advisory Board, Eurobike is setting a key milestone to deepen the dialogue process with the industry and to create an institutional framework for the joint further development of Eurobike. Building on its successful history of industry involvement, the leading trade show is now taking the next step.

In recent months, important adjustments have been made, such as shortening the trade show's duration, introducing new participation models for exhibitors and realigning the conference program – also based on input from the industry. Continuous exchange between the trade show and market participants is central to establishing the Advisory Board, marking another key element in Eurobike's strategic development.

Stephan Kurzawski named Chairman of the Eurobike Advisory Board

The newly established Trade Show Advisory Board will be chaired by Stephan Kurzawski, member of the Board of Management of Messe Frankfurt, a Fairnamic shareholder. At Messe Frankfurt, Kurzawski serves as Senior Vice President Consumer Goods, Automotive and Textile Shows and Sales. He is responsible for a number of consumer goods trade shows and brings outstanding expertise in the international trade show landscape to the Advisory Board.

The Advisory Board will be operational without delay. The composition is intended to reflect the spirit of dialogue with the entire industry: national,



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international, competent and diverse in perspectives. Initial discussions with potential stakeholders are already in full swing. Associations, institutions and initiatives related to bicycles, e-bikes and ecomobility are also expressly invited to contribute and continue shaping the path forward together with the trade show organizers. The Trade Show Advisory Board will accompany the conceptual development of Eurobike and advise the trade show team on strategic and program-related issues.

As the organizer of Eurobike, Fairnamic – together with its shareholders Messe Frankfurt and Messe Friedrichshafen – is taking another important step towards a successful Eurobike 2026. The 34th 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.

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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.