

Management position at Eurobike joint venture filled by Messe Frankfurt manager

Friedrichshafen/ Frankfurt am Main – There is a leadership change at Eurobike organiser, Fairnamic GmbH, the joint venture between Messe Friedrichshafen and Messe Frankfurt. From 1 January 2026, Philipp Ferger, Vice President Consumer Goods Fairs at Messe Frankfurt, will take over the management of Fairnamic GmbH together with Stefan Mittag from Messe Friedrichshafen. In addition, it is planned to enhance operational management with the new roles of an Authorized Representative and a Show Director. Both positions are close to being filled and details will follow shortly in a separate announcement.

The appointment of Philipp Ferger marks a transition of management from Stefan Reisinger, who has played a key role in shaping the company since Fairnamic GmbH was founded in 2021. Stefan Reisinger will continue to support the teams and the new managing director during a transitional phase.

The strong new management team led by Philipp Ferger is already planning conceptual adjustments to the Eurobike trade show concept for 2026, and especially for editions from 2027 onwards. This is being done in close consultation with all market participants and experienced Eurobike colleagues in Friedrichshafen and Frankfurt. Discussions are also currently underway with the relevant industry associations. The newly established trade fair advisory board is scheduled to meet for its inaugural meeting at the beginning of next year. This will more closely involve important industry representatives and key exhibitors from the various segments for Germany and Europe in the strategic and conceptual adaptation of Eurobike.

“With Philipp Ferger, we have been able to secure a strong communicator as trade show manager during these challenging times, who will future-proof the trade. This is to be achieved in close cooperation with leading players and associations in the international bike industry,” said Stephan Kurzawski, Senior Vice President Consumer Goods, Automotive and Textile Shows at Messe Frankfurt Exhibition GmbH. “Philipp Ferger is a highly enthusiastic individual with many years of leadership experience and a clear focus on the road ahead. He will be able to rely on Messe Frankfurt’s international sales network, with 29 subsidiaries and more than 50 sales partners in around 180 countries, which is already ready to roll and actively support him. For all of us, Eurobike is one of

the most attractive events in Frankfurt and has great international appeal,” Kurzawski continued.

Philipp Ferger (40) holds a degree in business administration and joined Messe Frankfurt in 2009, as an assistant to the management board among other roles, and has since held various management positions within the company. Since 2019, he has been Vice President Consumer Goods Fairs division, and responsible for the management, sales, and strategic development of consumer goods trade shows at Messe Frankfurt (including Ambiente). Working in a management duo with a colleague, he successfully repositioned these trade fairs after the coronavirus pandemic. He is also managing director of nmedia GmbH, a strategic investment of Messe Frankfurt, which operates a digital B2B order and data management platform for the consumer goods industry. Philipp Ferger will step down from this role on 31 December 2025, in order to devote himself to his new responsibilities.

The next Eurobike in Frankfurt will take place from June 24 to 27, 2026.

International offshoots of the trade fair have been held in Jakarta since 2024 and will take place next year in Istanbul, alongside the motorcycle show Motobike.

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Press contact:

Frank Gauß, Head of Communications & Press Officer

Tel.: +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 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.