

Matthias Pietsch Appointed Show Director of Eurobike

- **Experienced event manager takes over management of the world's leading trade fair for cycling and ecomobility**

Frankfurt am Main – Eurobike is strengthening its management team: Matthias Pietsch will assume the role of Show Director of Eurobike as of June 24, 2026. With the long-standing event and industry expert, the leading trade fair for cycling and ecomobility has gained a proven expert on the national and international bike ecosystem.

Most recently, Pietsch served as Managing Director of A.S.O. Germany GmbH, where he was responsible for the strategic and operational development of leading German cycling events. His record includes the Deutschland Tour, Eschborn-Frankfurt and the Hamburg Cyclassics. For more than 15 years, he has shaped and positioned event platforms within the international cycling and mobility landscape.

"By appointing Matthias Pietsch, we are gaining a leader who knows the cycling industry, its stakeholders and its dynamics from many years of practical experience. His expertise in the strategic development of successful event formats, his strong industry network and his deep understanding of the needs of partners, companies and communities will provide valuable impetus for the future direction of Eurobike," says Philipp Ferger, Managing Director of Fairnamic GmbH.

As Show Director, Matthias Pietsch will share responsibility for the strategic and operational direction of Eurobike and will report directly to the Managing Director of Fairnamic GmbH. His focus will include the event's international positioning and the further development of relevant offers for industry, trade and mobility stakeholders.

"Eurobike is one of the strongest global brands in the cycling and ecomobility industry – combining a business platform, showcase for innovation and international network in one. Now is the right time to take this ambition to the next level. I am looking forward to strengthening the brand together with the team and our partners and to further expanding its relevance for cycling, urban mobility and sustainable logistics," says Matthias Pietsch.

Eurobike 2026 will take place from June 24 to 27 at the Frankfurt trade fair grounds. In the following year, the leading trade fair will move to September 1 to 3, 2027. For more information, go to: www.eurobike.com.

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About Eurobike:

Eurobike is the leading international trade fair for the bicycle industry and the ecomobility sector, representing sustainable urban mobility, transport and logistics solutions. Together with all participants from politics, business, industry and society, the trade fair creates space for communication, new ideas, a change of perspective, strong partnerships and new business models. It identifies current key topics in the areas of sports, leisure, health and everyday mobility.

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 the bicycle industry and the growing field of ecomobility, Fairnamic GmbH is the market leader in the world of avionics and sustainable 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.